

SYSTEM-LEVEL STRATEGIES FOR LEAD GENERATION

#SYSTEMLEVELSTRATEGIES



INTRODUCTIONS



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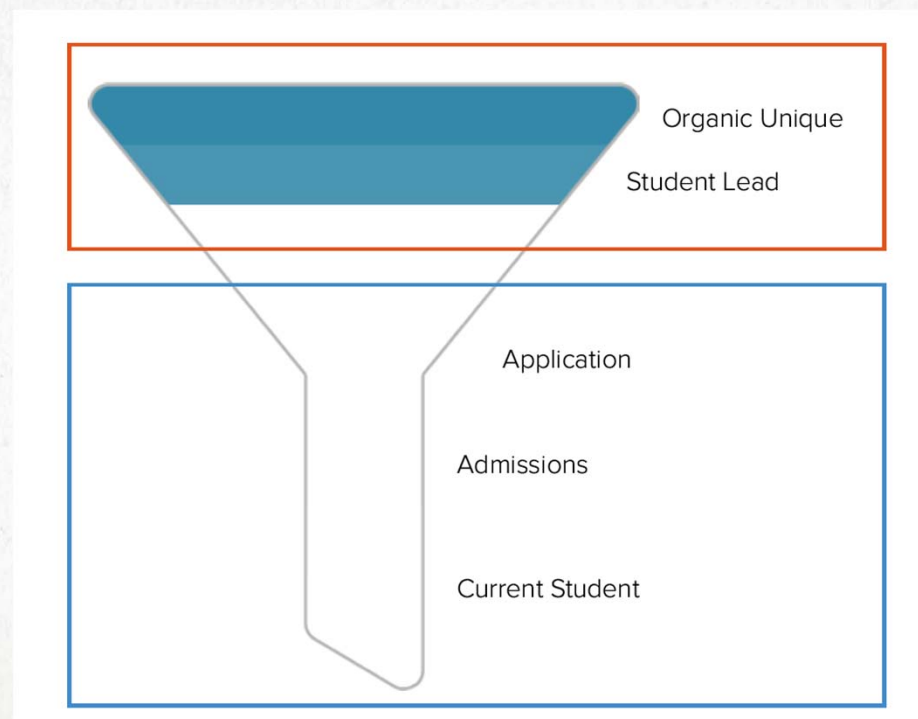
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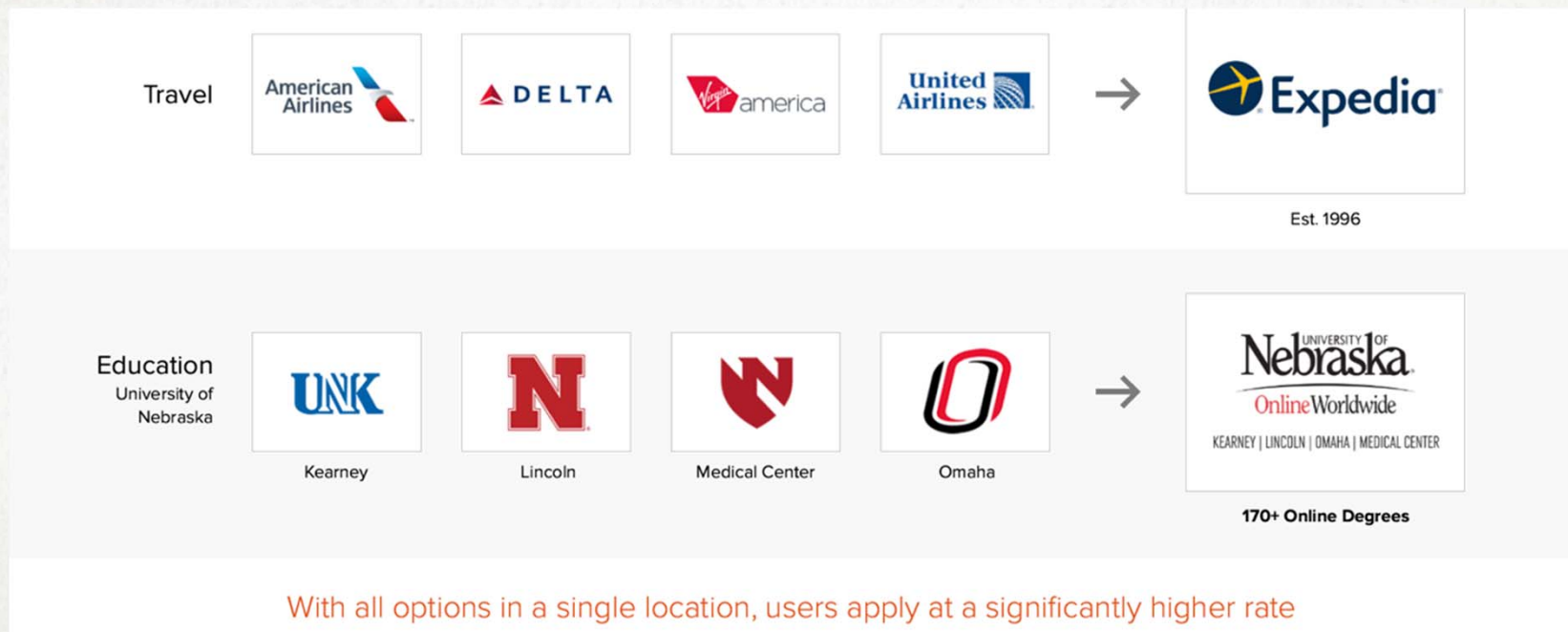
RECRUITMENT FUNNEL

STATE SYSTEMS AND UNIVERSITIES HAVE STRONG FUNNELS THAT NEED TO BE OPTIMIZED.



HOW IT WORKS: RANKU'S DEGREE MARKETPLACE

UNIVERSITIES DON'T NEED MORE PEOPLE IN THE FUNNEL. THEY NEED A BETTER FUNNEL.



DIFFERENT TYPES OF SYSTEMS, SAME NEEDS WHEN LOOK AT SYSTEM-LEVEL STRATEGIES FOR LEAD GENERATION

UNIVERSITY OF NEBRASKA ONLINE

- 4 campuses, all 4-year degree granting institutions
- 28 certificates, 28 Bachelor's, 95 Master's, 3 PhD, 21 Endorsements
- 175+ programs

OPEN SUNY

- 64 Institutions, 42 **provide online programs through** Open SUNY
- Including research universities, academic medical centers, liberal arts colleges, community colleges, colleges of technology
- 500+ programs



UNIVERSITY OF NEBRASKA ONLINE

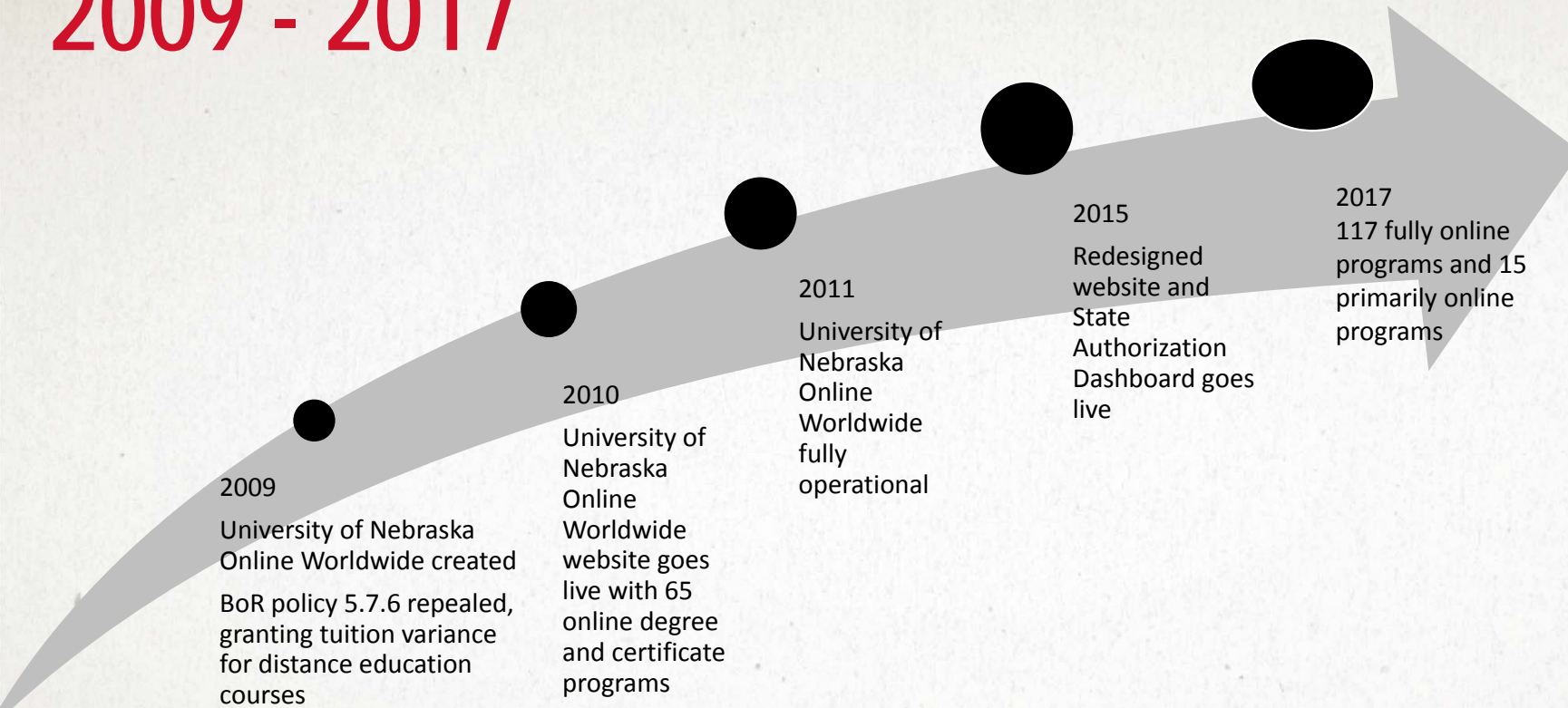


NU ONLINE STRATEGIC GOALS

- Provide increased access to University of Nebraska academic programs for Nebraska residents
- Provide opportunity to extend University of Nebraska to national and global audiences
- Revenue enhancements
- Increase collaboration among campuses
- Resource efficiencies



2009 - 2017



Collectively UNK, UNL, UNO, and UNMC offer

117 Fully Online Programs – 15 Primarily Online Programs



HEALTH SCIENCES

Undergrad: 3
Grad: 8
Prof: 6



EDUCATION

Undergrad: 5*
Grad: 56*



AGRICULTURAL SCIENCE & LIFE SCIENCES

Undergrad: 2
Grad: 8



PUBLIC ADMINISTRATION & COMMUNITY SERVICE

Undergrad: 2
Grad: 4



SOCIAL SCIENCES

Undergrad: 3
Grad: 3



LIBRARY SCIENCES

Undergrad: 3*
Grad: 3*



FAMILY STUDIES & HUMAN SCIENCES

Undergrad: 2
Grad: 1



JOURNALISM & COMMUNICATION

Undergrad: 1
Grad: 2



BUSINESS

Undergrad: 1
Grad: 3



LAW

Grad: 4



HUMANITIES & ARTS

Grad: 5*



COMPUTER SCIENCE

Undergrad: 1



NATURAL & PHYSICAL SCIENCES

Undergrad: 1
Grad: 1



GENERAL STUDIES

Undergrad: 1



ARCHITECTURE & INTERIOR DESIGN

Grad: 2



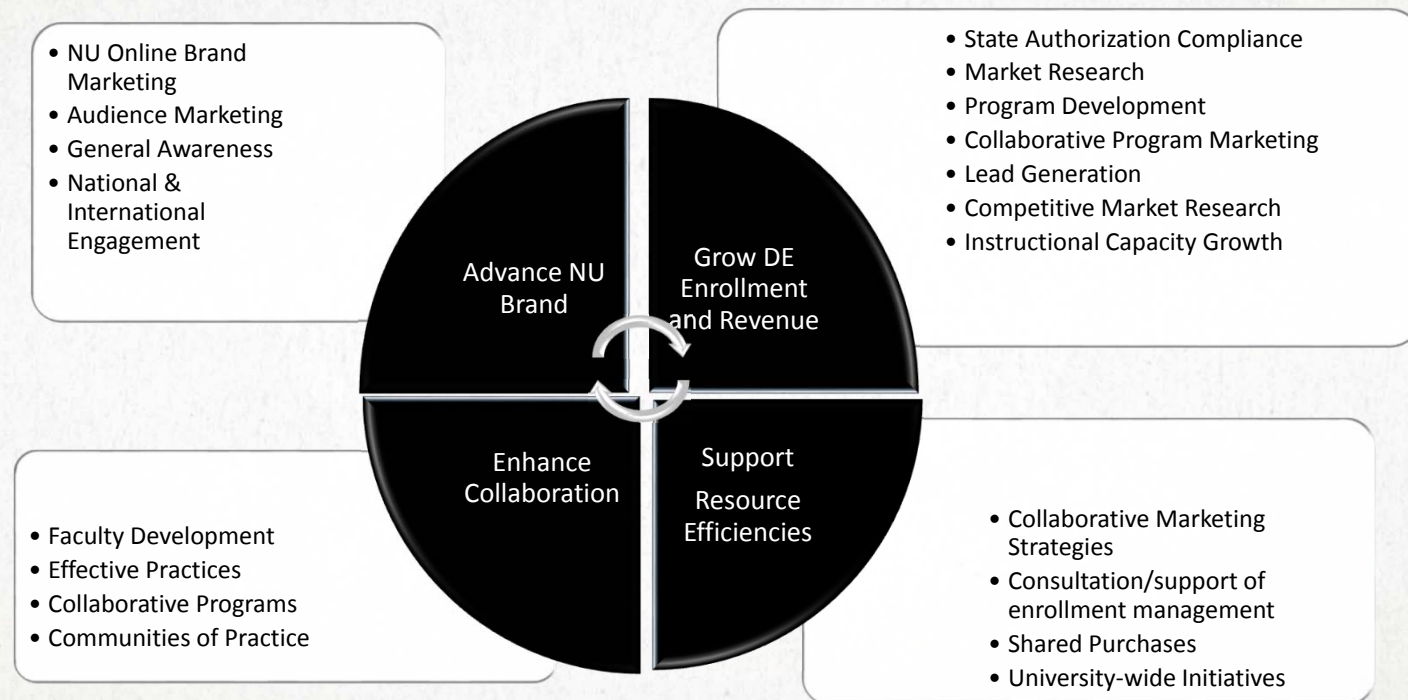
ENGINEERING

Grad: 1

*Includes Primarily Online Programs



KEY FUNCTIONS OF NU ONLINE



NU ONLINE COLLABORATIVE MARKETING



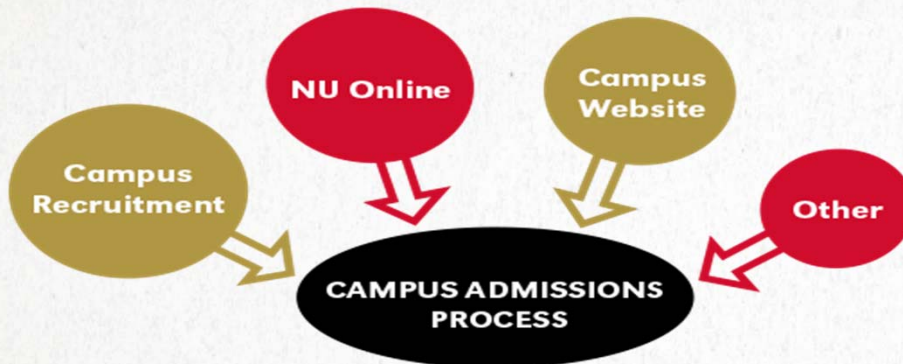
KEARNEY | LINCOLN | OMAHA | MEDICAL CENTER

- The University of Nebraska is our brand. By leveraging NU Online we can quickly and clearly convey the program delivery differentiator to prospective students.
- The NU Online sub-brand represents the full portfolio of online programs offered by the four campuses of the University of Nebraska.
- Student 'stories' highlight programs in targeted campaigns.
- Co-branding strategies are used to identify the campus offering the online program and make a connection to that campus, where the student will ultimately apply and enroll, while maintaining consistency with the umbrella brand.

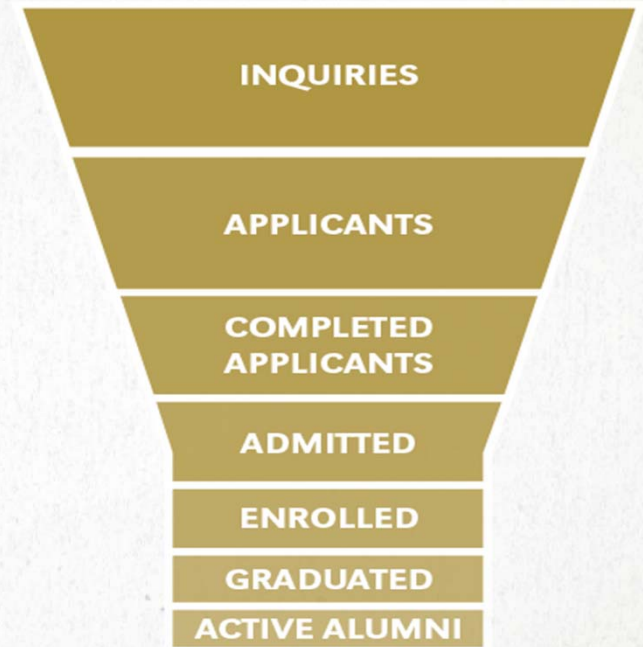


Enrollment Funnel

NU Online marketing and website is focused on lead generation and the very top of the enrollment management funnel.



Ultimate shared goal is enrollment. We work with programs to coordinate, consult and sometimes support lead nurturing/recruitment.



NU ONLINE WEBSITE ON RANKU PLATFORM

98%

Percentage of NU Online leads generated.

211%

Increase in monthly average RFIs.

3.9%

Increase in average monthly conversion rate.





SUNY EXCELS

DIVERSITY AND INCLUSION

A

Access

C

Completion

S

Success

I

Inquiry

E

Engagement

COMPLETION AGENDA

IMPACT ON
CHALLENGES

GOAL: Increase # of graduates from 93,000 annually to 150,000



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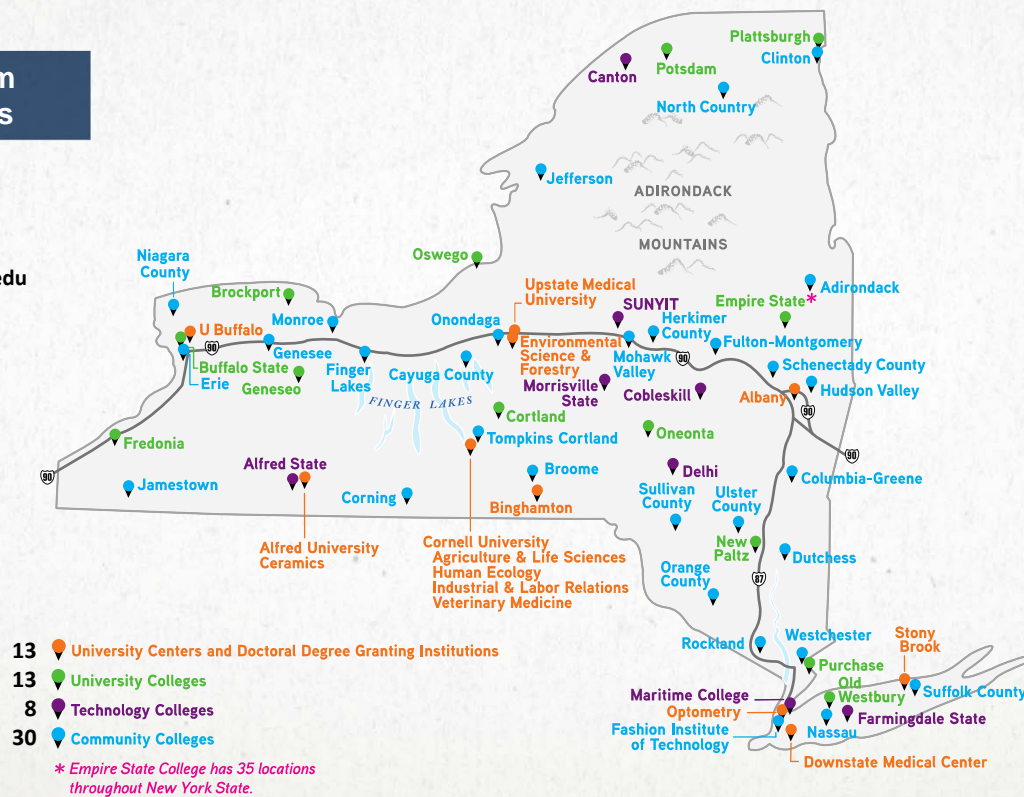
- Dramatically expand **access** to higher education
- Raise **completion** rates
- Prepare students for **success** in their lives and careers, and contribute to the economic success of New York State and beyond

SUNY SYSTEM

SUNY System 64 Campuses

445,000 students
34,000 faculty
57,000 staff

<http://open.suny.edu>



170,000+ Online Students
500+ Online Programs
21,000+ online courses per year

<http://open.suny.edu>



SLN TO OPEN SUNY A RICH HISTORY

1994: Initiated system-wide asynchronous learning network with grants from Sloan Foundation: The SUNY Learning Network



1995: Launched the first online multi-institutional Learning Management System that scaled to support 40+ institutions



1996: Launched system-wide online faculty development and online course design processes



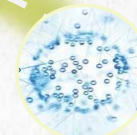
2000: SUNY's SLN became the second-largest asynchronous learning network in the country



2011: SUNY online students passed the 85K mark. Established Chancellor's Advisory Committee on Online Education



2010: Initiated Power of SUNY & Innovative Instruction Transformation Team and first references to Open SUNY and a system strategy for online learning



2013: Announced Open SUNY launch challenge by the SUNY Chancellor with focus on attracting new SUNY students in primarily online programs



2012: Online faculty developed through SLN surpass 5,000 mark. Nearly 400 online programs and 12,000 online course sections



2014: Open SUNY formally launched with Open SUNY+ quality designation and new Open SUNY website



2016: Introduction of Open SUNY 2.0 – Optimal Personal Education Network requiring collaboration at all levels across the system. Launch of new Open SUNY Website via Pilot with Ranku



2017: **More than** 500 online programs, 21,000 online course sections, and 170,000 online students. Launch of RFP to expand and build upon online recruitment solution with Open SUNY website



OPEN SUNY MISSION

Open SUNY will lead the SUNY System in the advancement of online learning at both the campus and system level with primary emphasis on the Completion Agenda by:

- Providing exemplary models for online program development and campus provided services
- Delivering high quality, cost-effective services to support campus online learning operations
- Advocating for SUNY-wide policy, infrastructure, and resources in support of online learning
- Promoting and engaging in research and innovation in online learning

Open SUNY Serves:



Online students
and those who
support online
students



**Faculty who teach
online** and those
who support
Faculty who teach
online



Campus leaders in
achieving campus
goals for online
learning



NYS Employers with
workforce
development and
continuing education
needs



OPEN SUNY INITIATIVES 2016-2018

Open SUNY themes	Goals
FACILITATE STRATEGIC GROWTH	<ul style="list-style-type: none"> ▪ Align incentives, investments, and SUNY policy with the Completion Agenda to enable growth in online-enabled academic offerings in order to meet the demands of students and NYS employers ▪ Support the development of high impact enrollment marketing and strategic partnerships to increase enrollments and improve retention. ▪ Strategically invest in promoting innovation and collaboration across the System to advance Open SUNY 2.0 in support of the Completion Agenda
CULTIVATE BEST PRACTICES	<ul style="list-style-type: none"> ▪ Document, research, create, share, and endorse/promote student, faculty, and campus service models to accelerate system-wide progress in achieving the Completion Agenda
BUILD CAPABILITY	<ul style="list-style-type: none"> ▪ Provide competency development pathways aligned with the Completion Agenda priorities for faculty, staff, and campus leaders involved in online learning ▪ Cultivate engaged communities of practice
PROMOTE FINANCIAL SUSTAINABILITY	<ul style="list-style-type: none"> ▪ Provide cost effective services to campuses and System Administration ▪ Develop and manage relationships with service providers so that campuses can access services centrally with competitive pricing



OPEN SUNY PILOT WITH RANKU

- Streamlined web presence for Open SUNY online programs by leveraging Ranku solution
 - Expedia model to easily represent breadth and depth of SUNY offerings with emphasis on matching visitors with specific programs from specific campuses
- Increase in lead generation from ~40 per month to 1500-2000 per month
- Ability to document and track this slice of lead generation for prospective students interested in online programs for the first time
- New connections between enrollment/admissions functions and online learning functions – both at campus and system levels
- Ability to understand relationships between supply of online programs and market demand and leverage data to influence new program development



CHALLENGES/LESSONS LEARNED

- Workflow did not exist on many campuses to respond to leads being generated
 - Leads distributed to admissions/enrollment office focused on recruiting high school students
 - Online learning office or individual academic departments charged with growing online enrollments
 - Campus infrastructure and process for responding to leads varied significantly
- Lack of visibility for all leads and applications coming into SUNY for online programs – we can't see the whole funnel - SUNY Application/Common Application/Coalition Application/Individual campus applications
- Initial tracking of conversion rates from Open SUNY website visitors to leads, but inability to track conversions to applicants or enrolled students
- We have significant program duplication and program level detail varies significant – Open SUNY+ is a quality differentiator, but has low visibility to prospective students
- Lost functionality and content of Open SUNY Website for current online students, campus community, and higher ed community – web presence has become disjointed because of focus on prospective students and SEO optimization



PILOT OUTCOMES AND NEXT STEPS

- We could not have achieved dramatic increase in lead generation in one year on our own
 - RFP for **multi-year vendor provided solution** to continue and **expand** recruitment functionality of Open SUNY Website
- Significant increase in lead generation, but we need to go beyond that
 - More **program differentiation** and visibility **for value of Open SUNY+** quality elements
- Campuses own the conversions to applicants and enrollments – we can do more to help them
 - Support and services to individual campuses for **process, workflow, CRM integration, and messaging**
 - **Increase data visibility** for tracking conversions between campuses and Open SUNY
- Open SUNY web presence is still very disjointed and not serving current students, campuses or our higher ed colleagues well
 - **Redesign website architecture** to serve all audiences without compromising SEO and lead generation



KEY TAKEAWAYS

SYSTEM-LEVEL STRATEGIES FOR LEAD GENERATION



KEY TAKEAWAYS

- Think strategically about where you seek and bring in vendor partners to fill gaps in accomplishing your goals – know where partners can really help you.
- Lead generation is only a part of the solution in growing enrollments – you have to be able to respond to them and make sure they get converted to applicants and then enrolled students.
- Do you have the data visibility you need throughout the recruitment funnel? If not, how do you get that? What integration is needed with other systems?
- Program differentiation is important for matching students if you have programmatic overlap or if you are in a competitive field.
- Think about target audiences for your website and separate out other functions from recruitment – have to consider how those other target audiences get served and how that affects your SEO.



UN ONLINE – KEY TAKEAWAYS

- Must think **holistically**
 - This is part of an overall solution to the challenges that our schools face
- Harder to collaborate than anyone wants to admit
 - BUT IT IS **WORTH IT!!**
- **Trust** with the vendor matters
 - Leadership Matters
 - Getting others to be innovation while also trusting is hard but that outcomes are worth it



THANK YOU FOR JOINING US!!!
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