

Leveraging Your Regional Footprint for Online Recruitment

Don Jones & Paul Criss

CAHEA 2016

The statistics included in this presentation come from
Online College Students - Comprehensive Data on Demands and Preferences
By Dr. David L Clinefelter and Carol B. Aslanian
(2015)

www.learninghouse.com

BELHAVEN UNIVERSITY

Here's the Question...

WHY ONLINE?

Would you agree or disagree that our online campuses serve the same purpose as our brick-and-mortar footprint campuses?

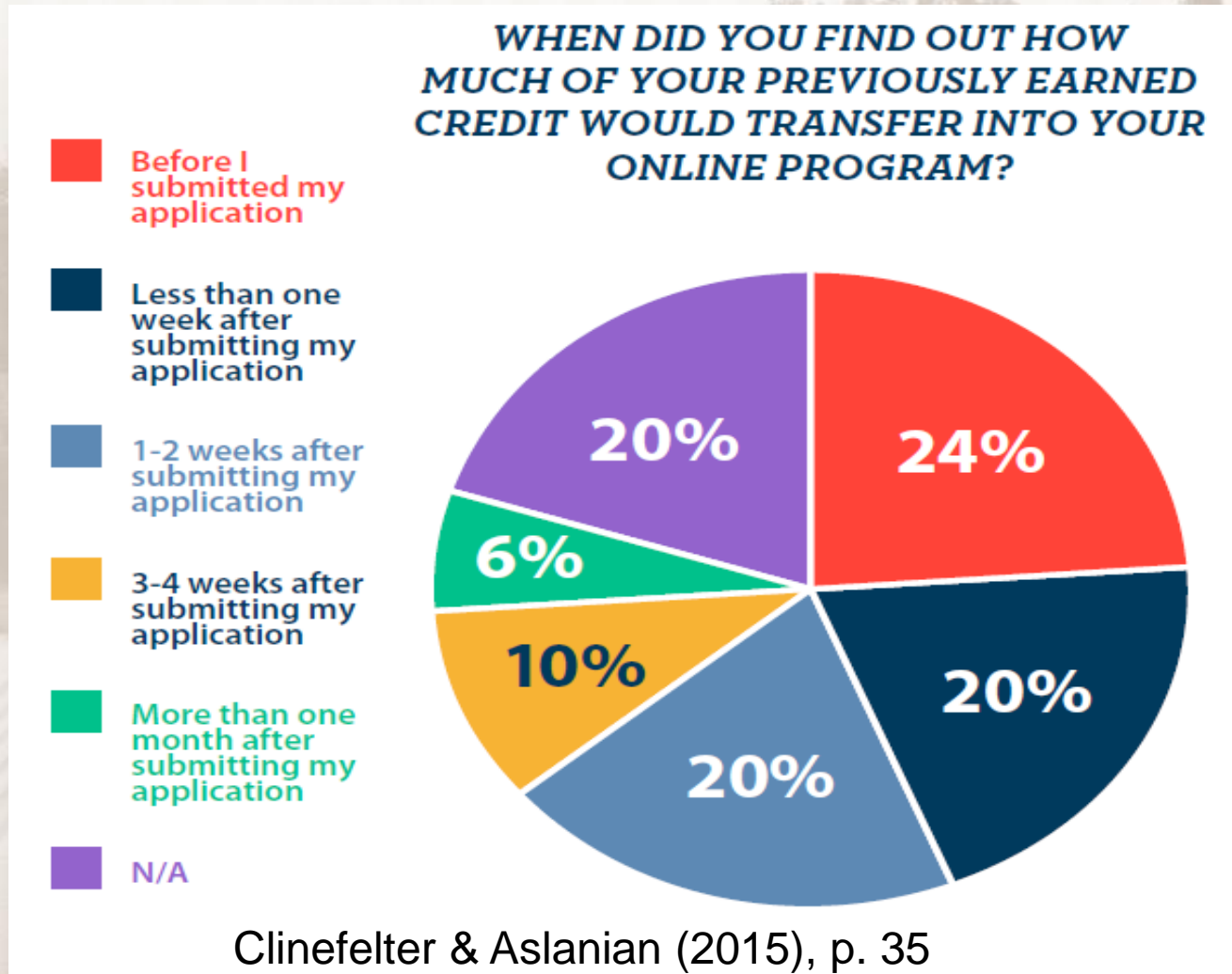
What Do Students Want?

- 75% of online students seek further education to change their careers, get a job, earn a promotion, or keep up to date with their skills.
- Prepare and connect them to the world of work.
- No one-size-fits all strategy to serve them
- Variety of strategies to reach the maximum population.

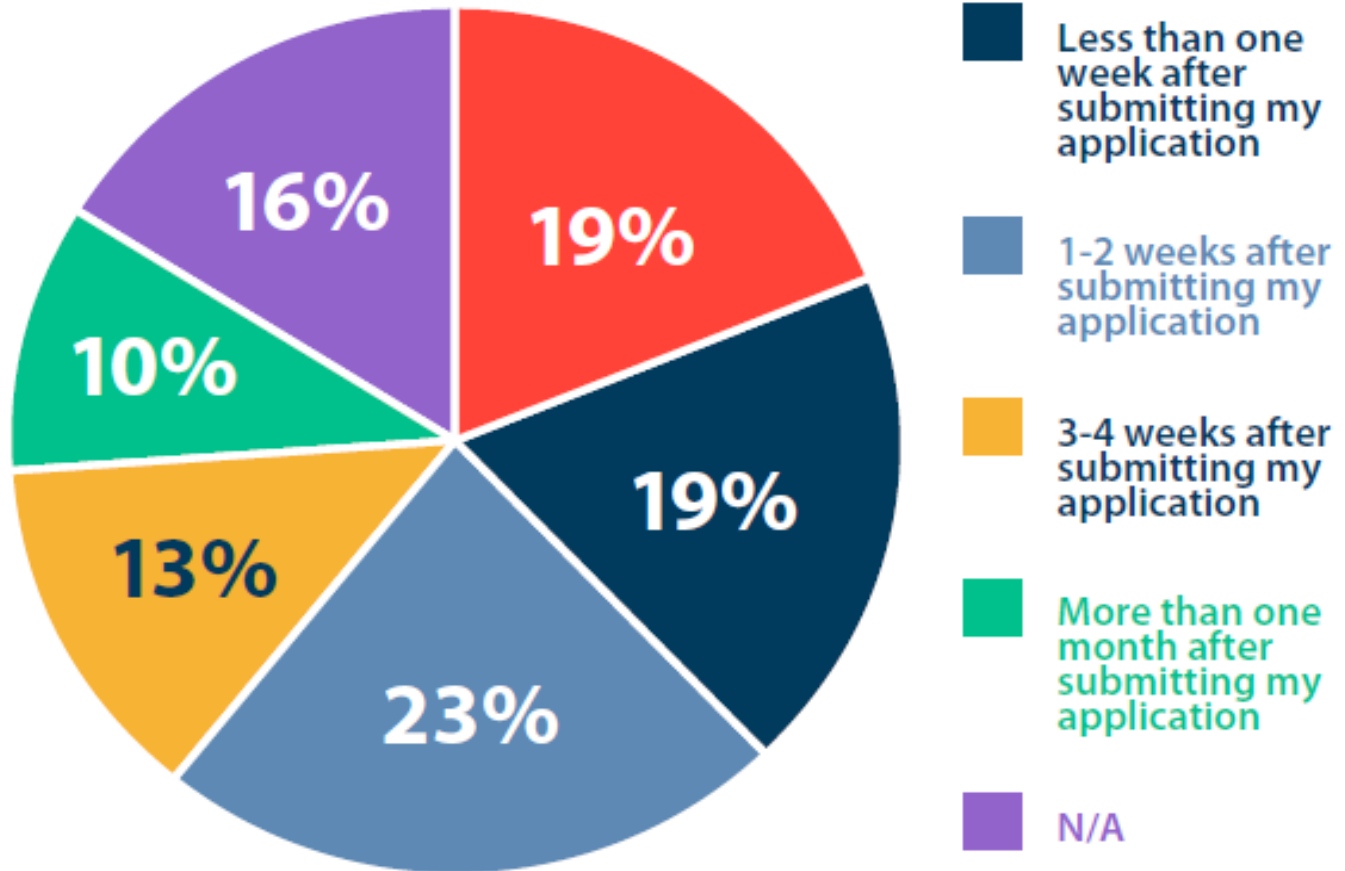
What Do Students Want?

- Policies and Procedures tailored to their needs:
 - Shorter academic terms (5 to 8 weeks)
 - Generous credit transfer policies
 - Informative websites
 - Speedy response times on admission decisions, transfer credit reviews, and financial aid packaging.

Online Implications for Admission Process:



**WHEN DID YOU FIND OUT
HOW MUCH FINANCIAL AID
YOU WOULD GET?**



Everything is Local

- 50% of online students live within 50 miles of the campus; 65% live within 100 miles.
- 34% said recommendations of friends, colleagues, and relatives was an important factor in deciding if the college had a good reputation.
- Gathered information: 21% attended open house, 31% had conversations with friends, 21% had conversations with employers.
- Online students depend on local sources for information.

Belhaven

- Campuses in 5 states: MS, FL, GA, TN, TX + Online
- For 2013 to August 2015, 77% of Online apps could be traced to regional campus footprint!

Online apps by source for Period:

	Florida:	Georgia:	Tennessee:	Arkansas:	Texas:	
Alumni:	15	12	38	0	18	83
Billboard:	0	1	1	0	1	3
Brochure:	2	6	7	0	7	22
Community:	5	9	8	0	12	34
Current Student:	1	3	7	0	4	15
Faculty/Staff:	7	10	23	3	24	67
Family:	5	21	31	1	22	80
Friend:	16	26	94	7	28	171
Minister/Pastor:	3	2	3	1	6	15
Newspaper:	0	1	0	0	2	3
Other*:	16	36	164	6	36	258
Radio:	49	42	14	0	0	105
Television:	2	4	14	2	1	23
						0
Total:	121	173	404	20	161	879
Total Online apps/State:	179	266	428	41	230	1144
Percentage by Footprint:	68%	65%	94%	49%	70%	77%

Blended Programs Hold Promise

- About 30% said they would never set foot in a college classroom.
- 50% of respondents indicated they would attend a hybrid or low-residency option if their program was not available fully online.
- 22% indicated one or more optional on-campus was very attractive.

Popular Online Degrees

- 30% of online students are enrolled in one of the following majors:
 - Business administration
 - Nursing
 - Computer Science

Program Drives Selection

- 60% of respondents indicated they selected their program of study first and then considered institutions.
- 30% said program was most important even over price or reputation
- 30% “pre-select” their preferred institution of study. Critical to have a strong local brand so that the institution is at the top of students’ minds when they begin to search for a program.

Student Hesitancy & How We Can Help

Perceived Hurdles

- Some students are not wired for online learning.
 - Face to Face v. Virtual
 - Personal Accountability/Benchmarking
- Writing Weaknesses
- Course Content vs. Culture and Interpersonal Relationships
- Desire for Personal Attention
 - Advising
 - Personal Counsel
 - Career Services
 - Personal Recommendations
 - Mentoring
- Access to Technology
- Place to Study

Ways to Assist

- On-ground training or Touchpoints through program – student appreciation events and receptions
- On-ground writing tutorial
- Open campus up to online students in vicinity
- Open on-ground resources and labs up to online students.
- Open on-ground class or study space up to online students

Student Hesitancy & How We Can Help

Perceived Hurdles

- Connection to Community

Ways to Assist

- Invite online students to the footprint campus to hear guest speakers in their field.
- Host a Meet & Greet between online students and online faculty who live in the area.
- Utilize Social Media – Trivia game with a prize that can be picked up at the footprint campus (get them in the doors); get online students to join local campus social media pages.
- Invite online students and their families who live in vicinity to attend footprint campus' commencement.

Concluding Thoughts

- How do you think your footprint campuses can help in online recruitment?
- Questions?
- Thank you!