From Soup to Nuts: A Collaborative Look at Program Development and Recruitment

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Adult Education Biggest Challenges

• Marketing programs (20%)

• Building buy-in/cooperation among colleagues & leadership (14%)

• Recruitment (11%)

Source: CALEM 2015 attendees’ survey
From Soup to Nuts: A Collaborative Look at Program Development and Recruitment

I will be discussing:

- Research, Program development, and
- Building buy-in/cooperation among colleagues & leadership

And my colleague, Patricia will be discussing:

- Recruitment, and
- Retention
RESEARCH

• The Need: local vs. national vs. international
• On-line vs. face-to-face vs. hybrid
• The Competition
• Your Strengths/Weaknesses
  – Faculty, staff, space
  – Financial & technical resources
• Can you Compete; or, Need to Create a Niche?
• Hire Consulting Firm vs. In-Campus Research
• Narrow Search & Determine Discipline(s)
  – Survey
  – Focus Group
  – Open Forum

• Determine/Develop Curriculum
  – DOE State Requirements
  – Faculty & Student Involvement
  – Innovate: possibly cross-disciplinary skills/courses
• Program’s Delivery Considerations
  – Integrate with “traditional” students?
  – Rolling admission?
  – Cohort based program?
  – Common adult core courses across disciplines?
  – Day/night/weekend?
  – Residency component?
  – Online/face-to-face/hybrid?
  – Traditional or shortened/abridged semester?
Pathway to Completion for Degree Programs

- Prior Learning (ex: CAEL)
- Portfolio-based assessment
- Military or Corporate structured training
- AP Course or College-level courses taken in H.S.
- CLEP (College Level Examination Program)
- Excelsior College Exams
- DDST (DANTES Subject Standardized Tests)
- StraighterLine (online college courses as low as $49 per course)
PROGRAM DEVELOPMENT cont’d

• Admission Requirement
  – Age (ex: >= 25+)
  – SAT/ACT score requirement
  – Prior skill requirements
    ex: math, writing, research, computer, …
  – Minimum years of experience
  – Interview and/or Letter of Intent
  – Letter(s) of Recommendation
  – Transcript (ex: accept course >= 2.0 GPA)
• Other Considerations
  – Instructional Staff
    • Use existing faculty & adjuncts; or hire new?
    • F-T Faculty: Teach courses in-load?
    • Adjunct Faculty: College-wide maximum course load
    • Credentialing—is the Ph.D. needed?
    • Instructors’ applied experience—required?
  – Tuition & Financial Aid
  – Financial Model (ROI) for Senior Management

Remember: Stay “true” to your Institution’s mission!
BUY-IN

• Start the “buzz”
  – Announce at Deans/Chairs meetings
  – Campus-wide announcement

• One-on-one with key participants/departments

• Create sub-committee

• “Town Hall” (non-voting) campus meeting

• Find “root-cause” of dissention

• Involve/commit key participants in development and support/sustainability of program
BUY-IN cont’d

- Stress importance and value of program
- Distribute draft of proposal & elicit feedback
- Discuss updated draft at Deans/Chairs Meeting
- Seek Academic Committee approval
- Seek Campus-wide approval
- Develop program packet for DOE State approval
- Send celebratory and thank-you notice campus-wide of approval from State + provide next step guidelines/timeline
CAMPUS INVOLVEMENT

• Senior Management Team/Board of Trustees
• Registrar, Financial Aid and Bursar
• Campus Ops/Security
• Campus Life, Student Services, Library
• IT
• H.R.
• Marketing/Communications
• Alumni Relations
• Current Students (if appropriate)
Thank You

After this discussion of Research, Program Development & Buy-In, my colleague presenter Patricia Burns will now continue in discussing Recruitment & Retention efforts at Marist.
Marist is dedicated to helping students develop the intellect, character, and skills required for enlightened, ethical, and productive lives in the global community of the 21st century.
School of Professional Programs
Adult Only Majors

• Paralegal Certificate
• Bachelor of Social Work
• Liberal Studies
  Online
  On campus
  Hybrid
Liberal Studies

• Interdisciplinary degree completion
• Two or three areas of concentration in the 45 credit major
• 21 credit core
• Up to 55 elective credits.
• Prior Learning Assessment is an option.
• Multiple start terms
• Discounted tuition
• Scholarships or Partnerships
Liberal Studies

• Discounted Tuition

Full time study ($17,275 per semester)

at

Part time rate ($650 per credit/$7,800 per semester)
Liberal Studies

• Scholarships/Partnerships

Marist Excellence Award $2,500 per semester
or
Adult Learner Scholarship $1,500 per semester
or
Corporate or Organizational Partnership 25%
Marketing

Develop the demand to get the customer to inquire

**HOW?**

- **Product** – Liberal Studies (done)
- **Place** – Online (done)
- **Price** – Set (done)
- **Promotion** – A fluid process (ongoing)

and now....
The “Nuts”

Marketing Overview

• Outreach and Recruitment
• Customer Relationship Manager
• College Events
• Retention
• The Future
Outreach/Recruitment by year

• Advisor-in-Residence 4 colleges 40 visits
• Transfer Fairs 6 colleges 6 visits
• Panel Discussions 1 college 4 visits
• NYPD 4 visits
• Social Service Agencies 4 visits
• Chamber of Commerce Monthly visits
• Military Events 2 events
• Partnership Visits 60 partners once a month
Marketing

Communications:

• Print – Mailings
• Event Promotion – Media Mix
• CRM – Email
• Outreach – Travel
Marketing

Mailings – Print

• Postcards: Three 5 weeks prior to event
  October, December, April
• Program Information Day 1
• Director/Dean Letter Day 7
• Posters/Flyers
• Surveys Each Semester
Marketing

Event Promotion – Media Mix

Radio
Newspaper
Social Media
SEM/SEO
Postcard/Email
Phone Calls
Customer Relationship Manager

Email Campaigns:

- Nurture: 12
- Event Campaigns: 10
- Blast Campaigns: 3
CRM

Email Campaigns:

• Nurture: 12
  • Day One: Email (Welcome) and Brochure (Program Specific)
  • Day Seven: Letter from the Director
  • Day Ten: Email (Other locations)
  • Day Thirteen: Email (General Info with program options)
  • Day Twenty Three: Email (online)
  • Day Thirty Three: Email (finances)
  • Day Forty Seven: Email (alum/ambassadors profiles)
  • Day Fifty Nine: Email (why Marist?)
  • Day Seventy Three: Email (cost)
  • Day Eighty Three: Email (rankings)
  • Day Ninety Five: Email (BS earning potential)
  • Day One Hundred Ten: Email (From the Dean)
  • Day One Hundred Twenty One: Email (Complete your FAFSA)
CRM

Email Campaigns:

• Event: 12

• Adult Open House: Fall, Winter, Spring
  (November, January {2}, May)

• Discover Marist Days: One on One Advising
  (February, March, July, August, December)

• Information Sessions: Program Specific
  (February, June, July)
CRM

Email Campaigns:

• Blast: 3
  Drive to Apply
  Started not completed
  Program Specific
Events

• Adult Open House: 4 per year
  November, January (2), May

• Information Sessions: 3 per year
  February, June, July

• Discover Marist Days: 5 per year
  February, March, July, August, December

• Personal Visits: Daily
Retention

• Mandatory online orientation
• Monitoring usage two weeks prior to start, and up to one week after start
• Communication between School and faculty to determine if students log on to the course
• On campus orientation for new students
• Campus Guide
• Welcome phone calls by academic advisor
• Monthly follow up by advisor
• Meeting with student prior to registration
• Welcome letter to new enrolled students
• Newsletter
Next Steps

• Name Change for School and Program
• New hires in School
• Bi-weekly meetings with School
• ADEPT
• Military Campaign
• New Programs
• Go to Meetings/Videos/Website Re-design
Questions?