Blackboard

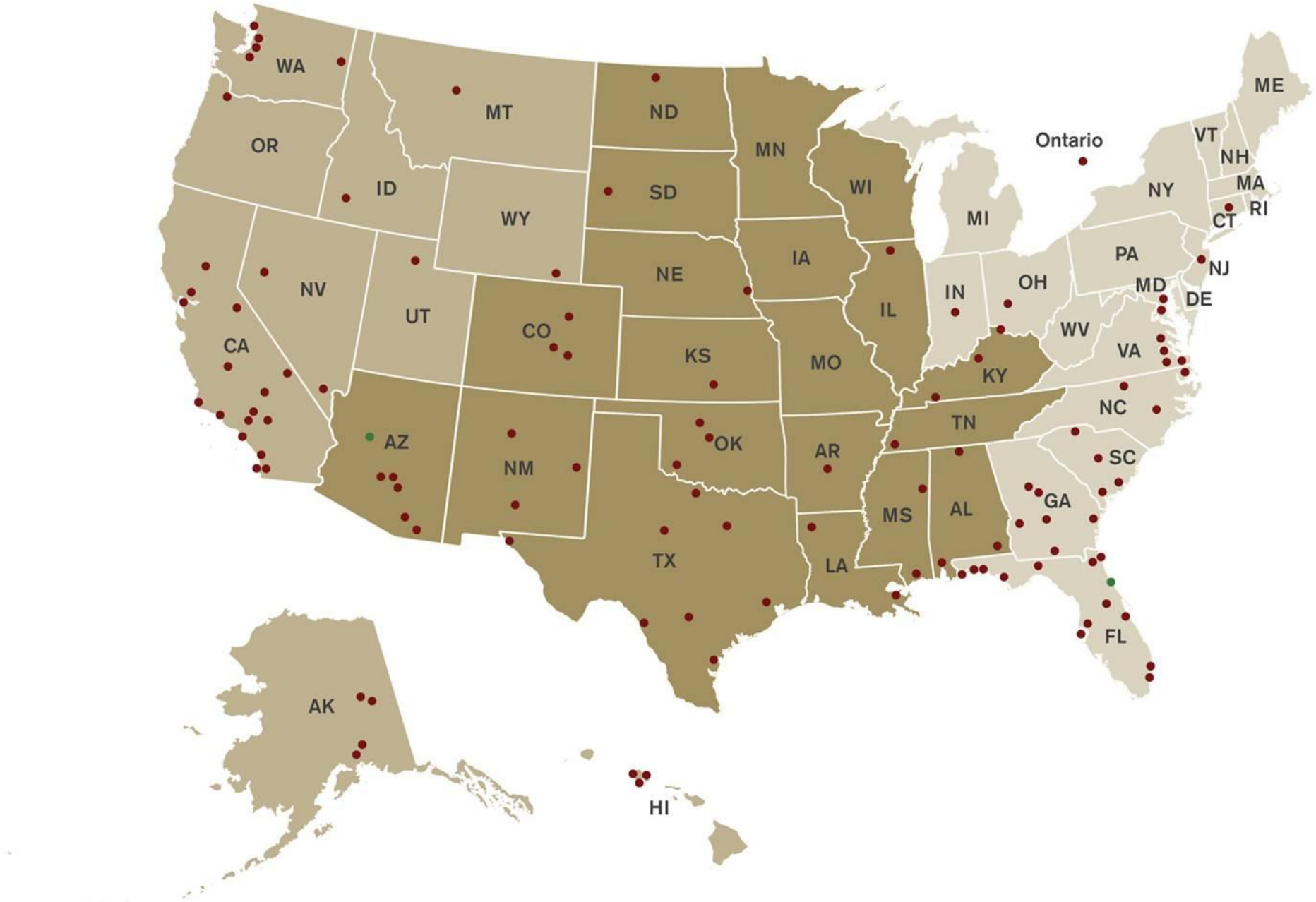
YOUR
career
education
dreams
life
goals
future
your
career
dreams
life
goals
future
education
career
dreams
life
goals
future
career
dreams
life
goals
future
career
dreams
life
goals
future

Daytona
Beach

Prescott,
Arizona

Over 150 Locations

Technology Enhanced Learning


WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
PA
NY
MD
DE
NJ
CT
RI
MA
VT
NH
ME
Ontario
AK
HI

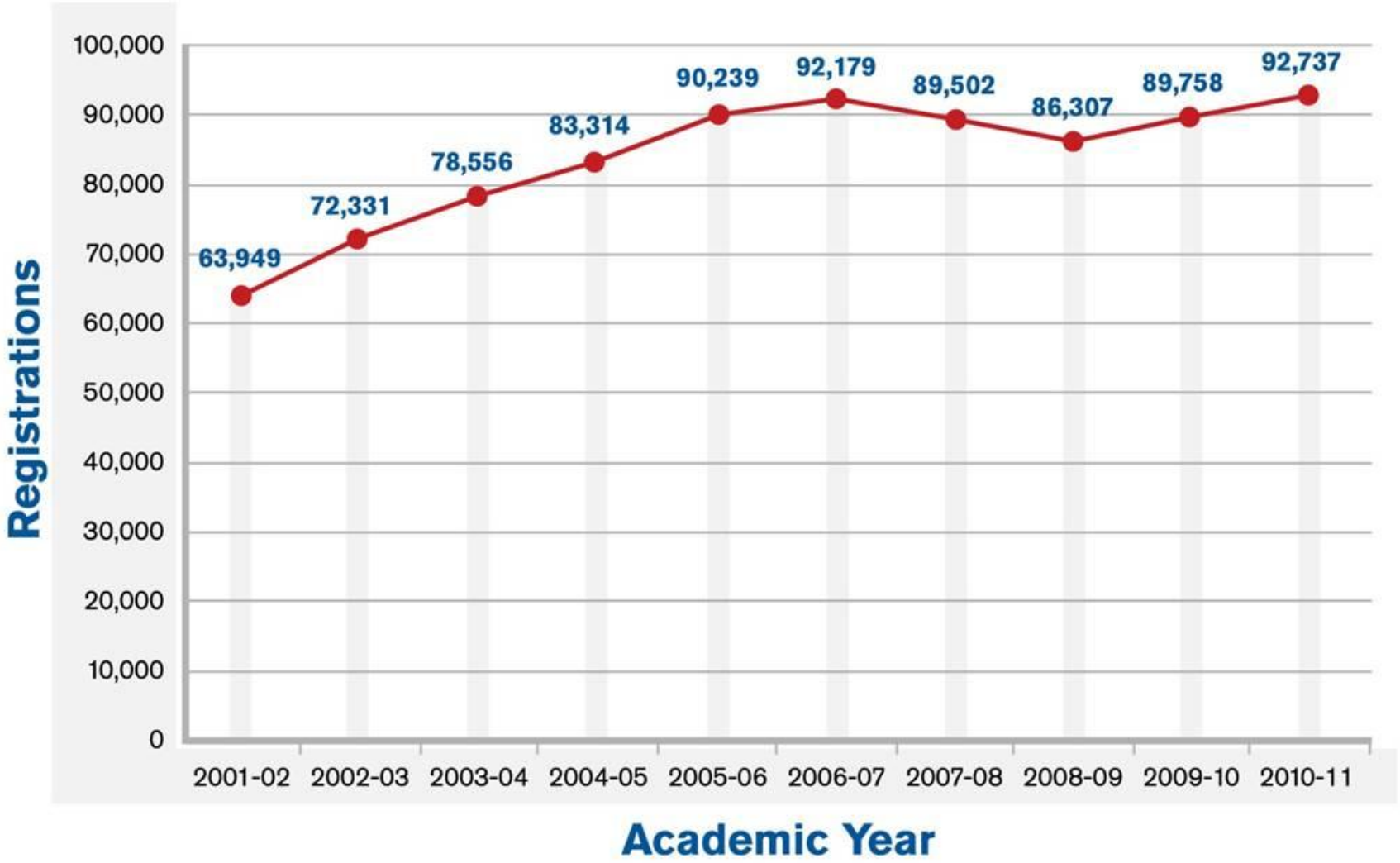
United Kingdom
Germany
Portugal
Spain
Italy
Turkey
Afghanistan
Iraq
Kuwait
Singapore

5
HUNDREDS OF REASONS TO GET YOUR DEGREE.
FIVE WAYS
TO MAKE IT A SNAP.

Delivery Mode	2009-10	2010-11	% Growth
Blended Learning	1,140	1,763	54.65
Classroom	42,747	38,577	-9.76
EagleVision Classroom	4,219	5,625	33.33
EagleVision Home	3,080	5,870	90.58
EagleVision/ Blended Learning	917	1,389	51.47
Online	37,606	39,478	4.98
TOTAL	**89,709**	**92,702**	**3.34**

EMBRY-RIDDLE
Aeronautical University
WORLDWIDE

Course Registration Count Over 10 Year Period



- Blackboard customer since 2000
  - Community and Learning System Enterprise
  - Hosting
  - Content System
  - Transaction System
  - Outcomes
  - Blackboard Student Services

Blackboard

Bb ASP Hosting

Learning System

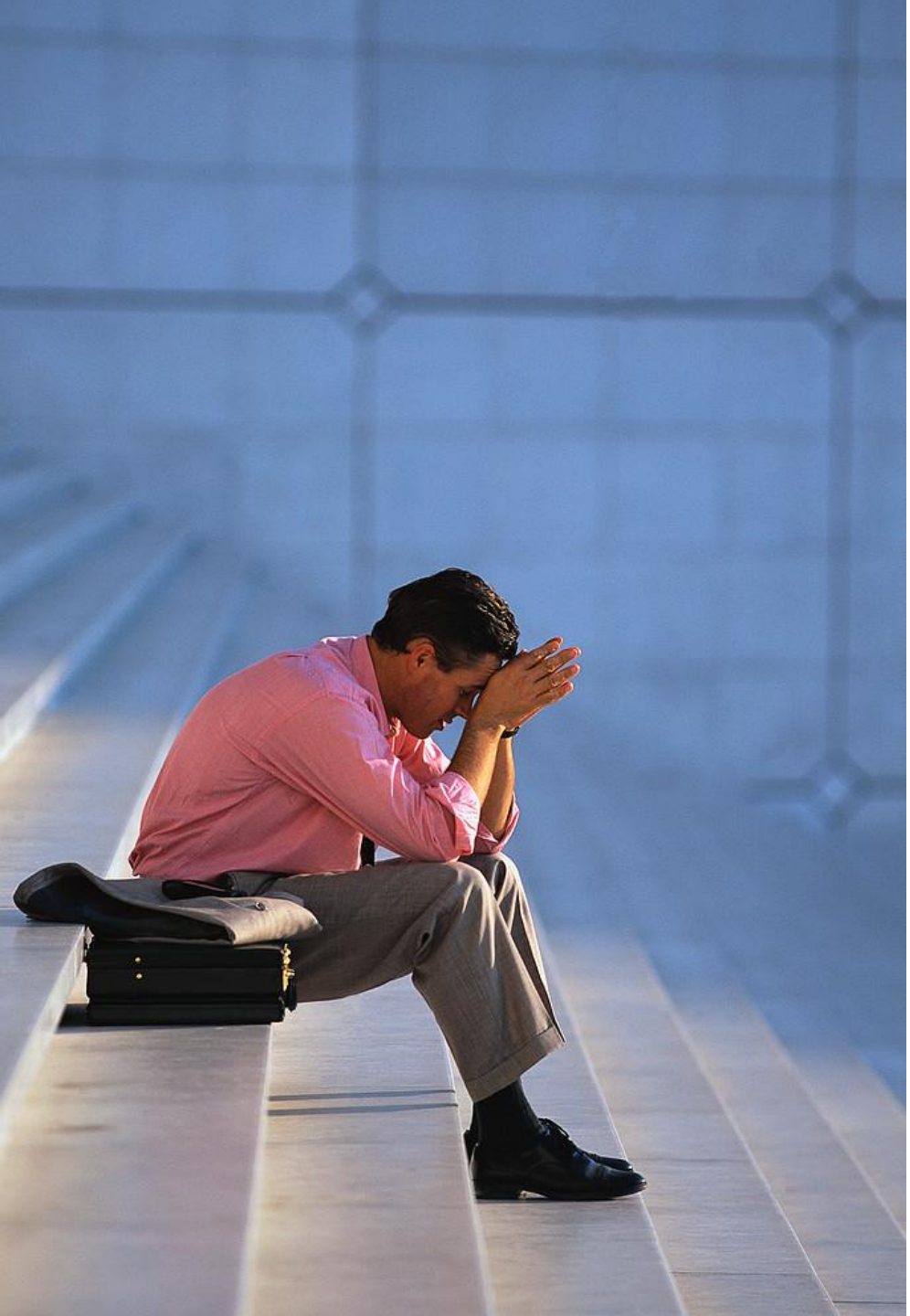
Content System

Transaction System

Agenda

Problem Vision Partnership Results Future

Cell
phone
polls!



The Problem…

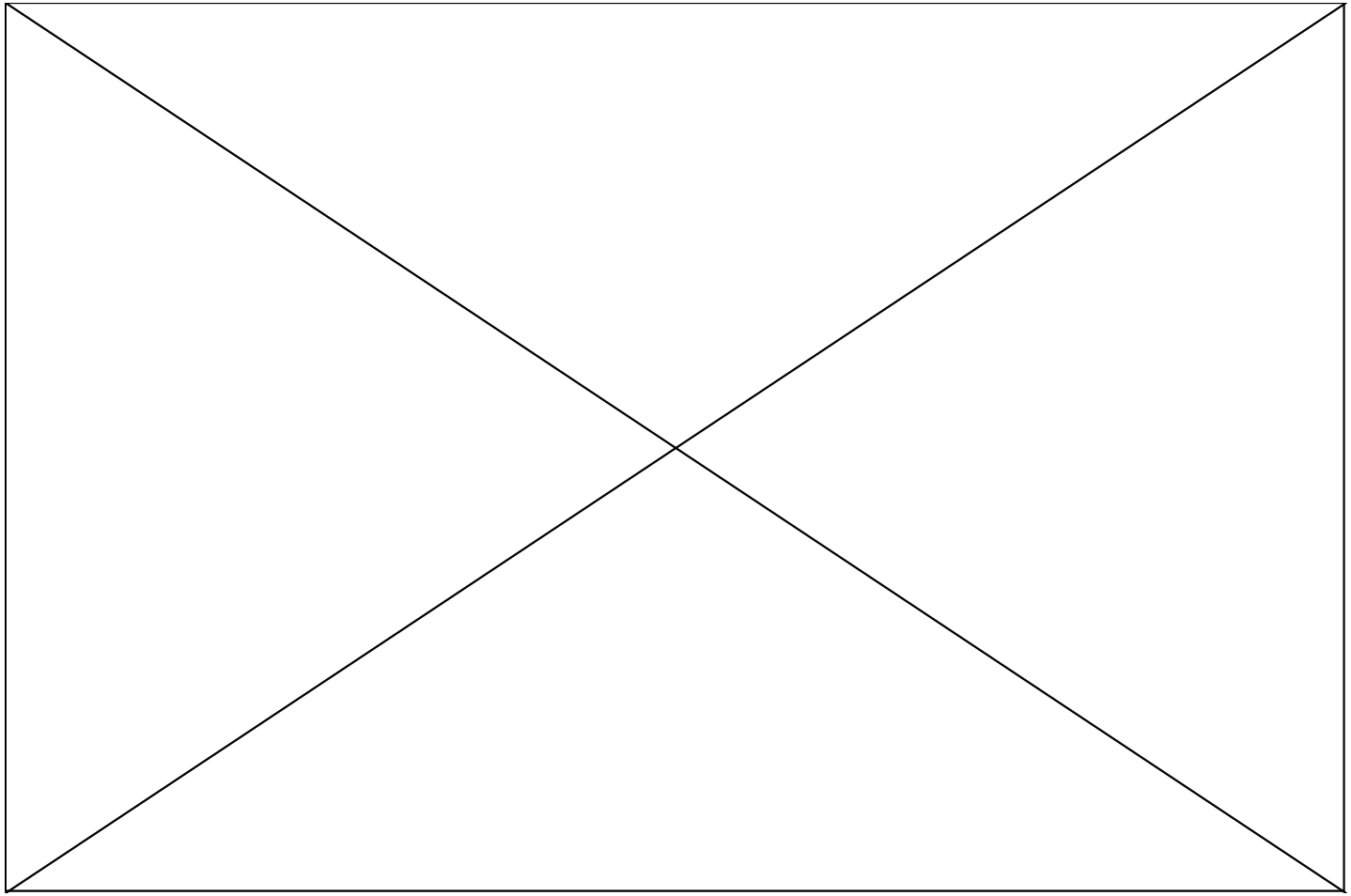
- Enrollment management culture
- Lack of meaningful relationships with prospects
- Reactive admissions process
- Inefficiencies and dissatisfaction with financial aid
- Market new programs

Strategic Commitment

"Utilize technology both in academic and administrative areas, to enhance the educational experience, improve processes, streamline efficiencies and provide superior customer support."

The Beginning

Enrollment Management
driven…



We began a
transformation…

Systematic

Transparent

Accountable

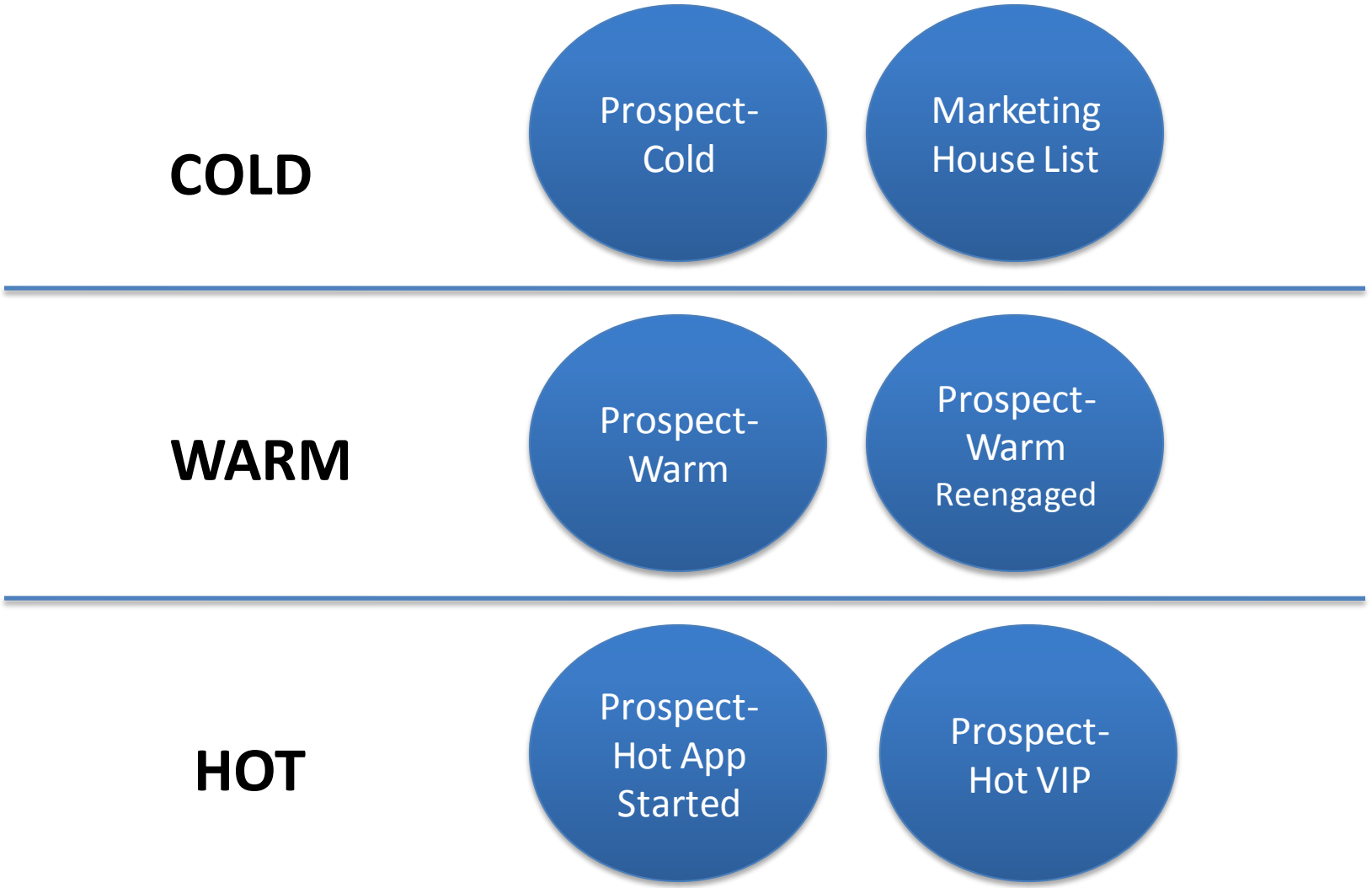
Our solution…

Blackboard Student Services

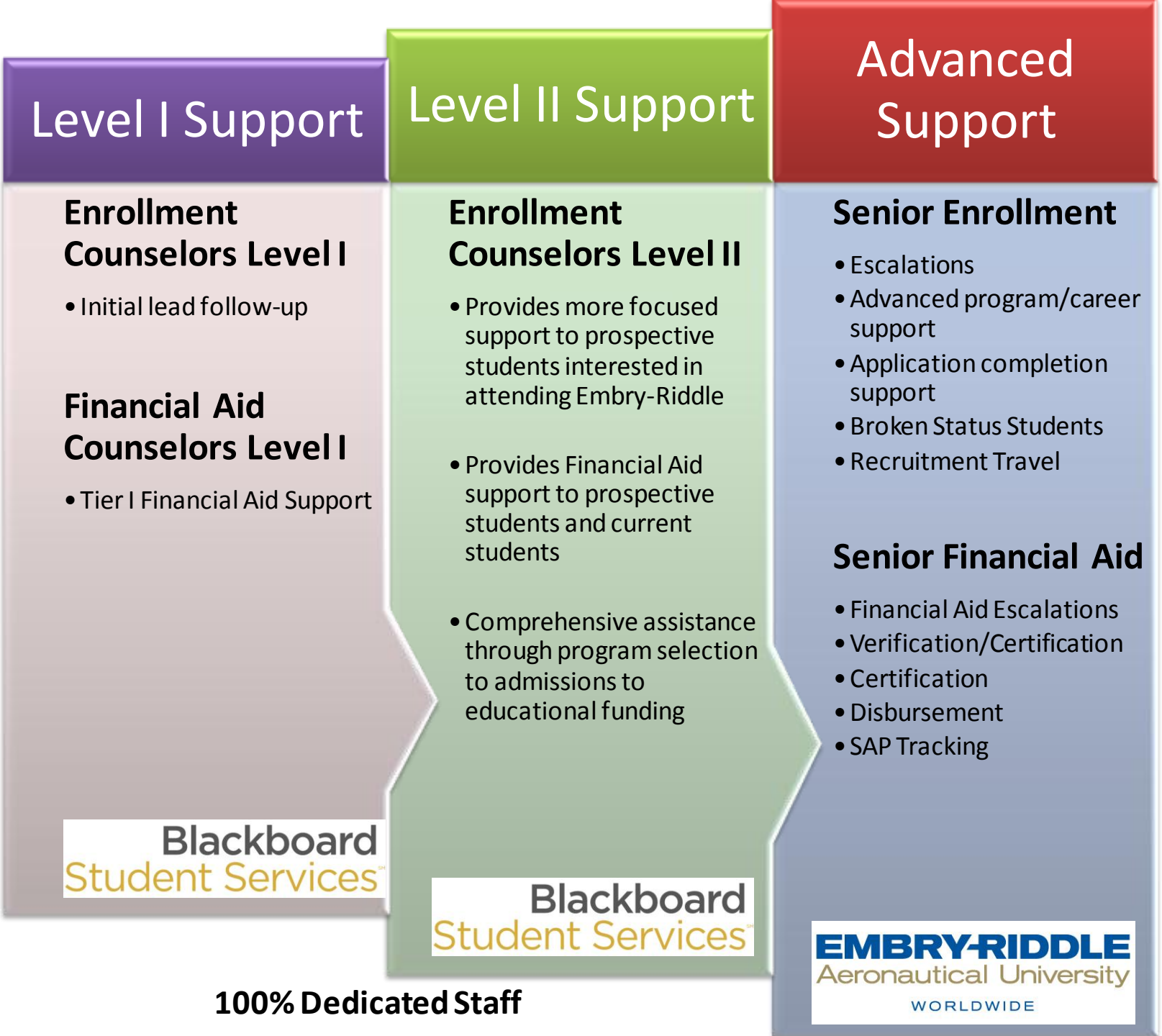
Intelliworks

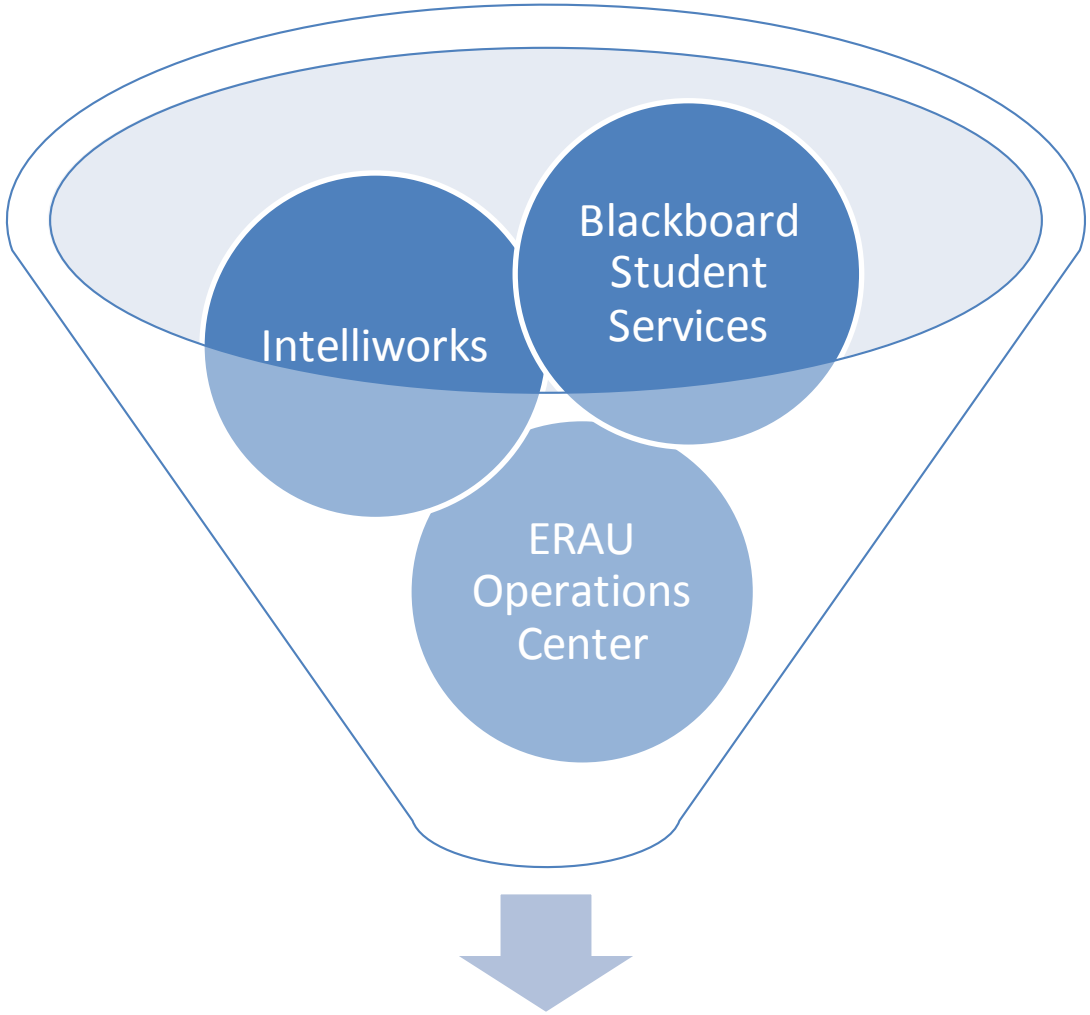
prospect
management

Prospect Stages/Segmentation

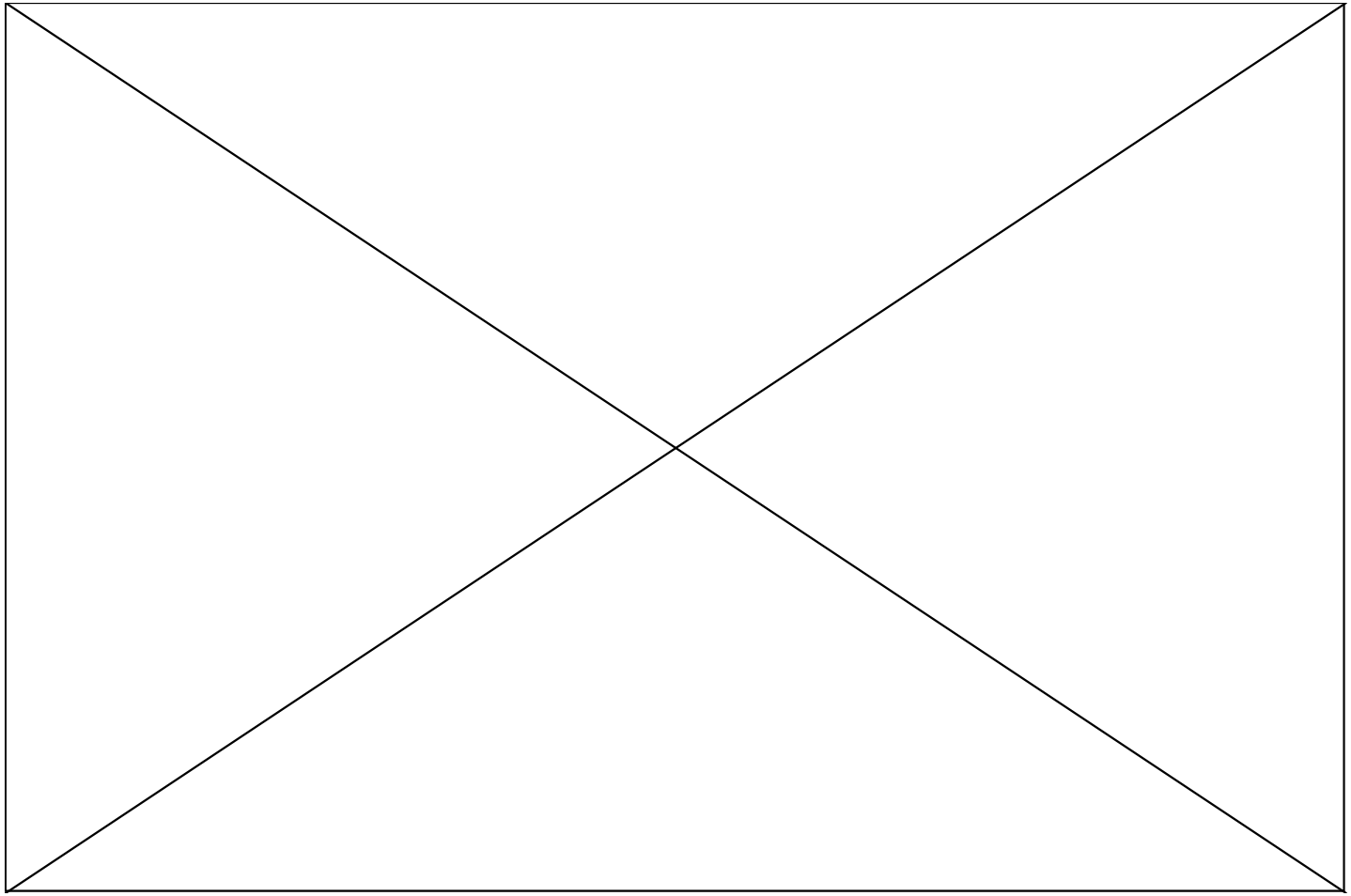


targeted
communications
email, phone, and mail

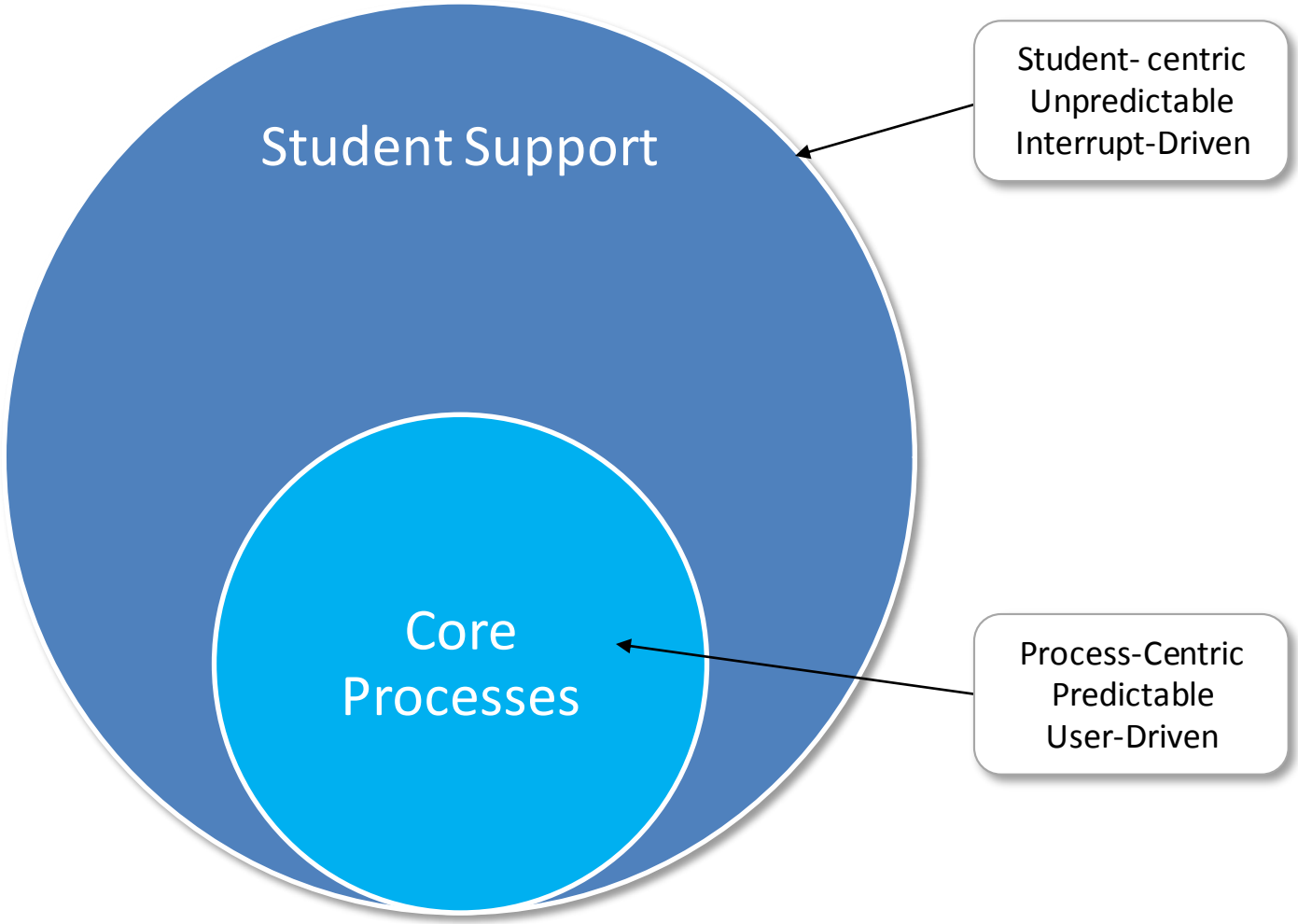

Level I Support
Level II Support
Advanced Support
Enrollment Counselors Level I
• Initial lead follow-up
Financial Aid Counselors Level I
• Tier I Financial Aid Support
Blackboard Student Services
Enrollment Counselors Level II
• Provides more focused support to prospective students interested in attending Embry-Riddle
• Provides Financial Aid support to prospective students and current students
• Comprehensive assistance through program selection to admissions to educational funding
Blackboard Student Services
Senior Enrollment
• Escalations
• Advanced program/career support
• Application completion support
• Broken Status Students
• Recruitment Travel
Senior Financial Aid
• Financial Aid Escalations
• Verification/Certification
• Certification
• Disbursement
• SAP Tracking
EMBRY-RIDDLE Aeronautical University WORLDWIDE
100% Dedicated Staff



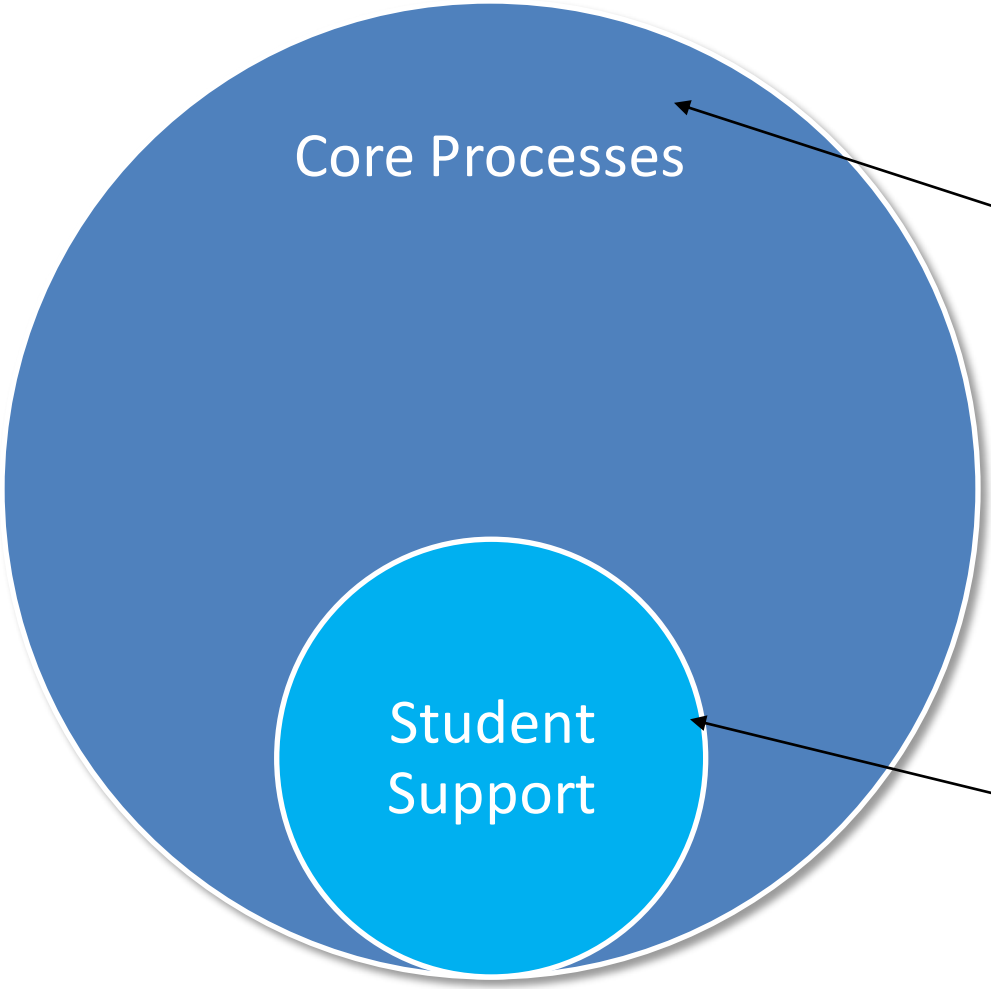
Improved Enrollment Management and Growth



Overwhelming Demand for Student Inquiries



Embry-Riddle Worldwide
Inverts the Circle—Long-Term Goals Executed



Inverting the circle allows Worldwide to focus on core functions:

Example Results:
FA Performance / Student Satisfaction

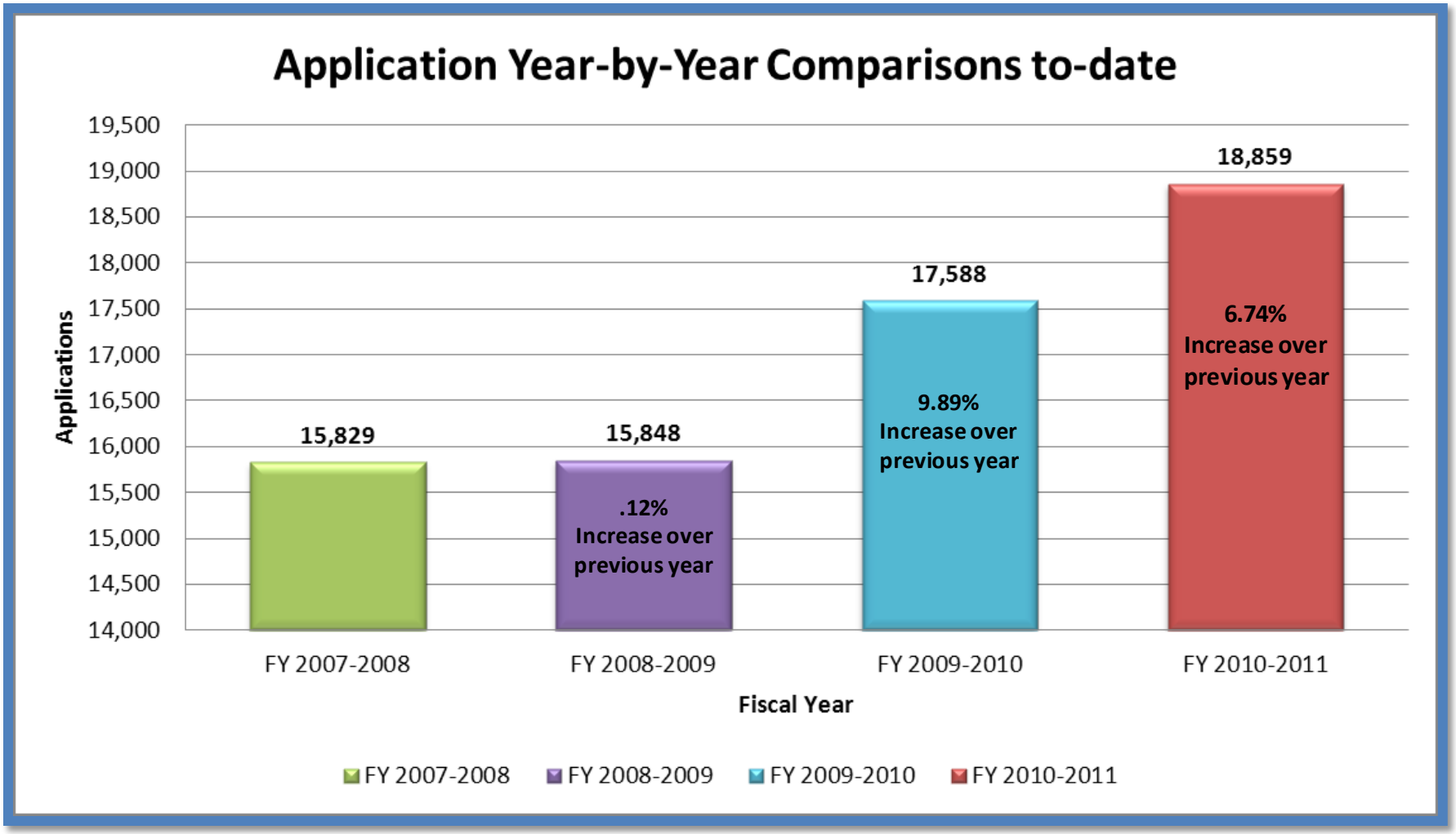
24/7 Multimodal "TIER 1" student support

Example Result:
Student Satisfaction Improves

Results

Applications
Admissions
Financial Aid

Application Growth

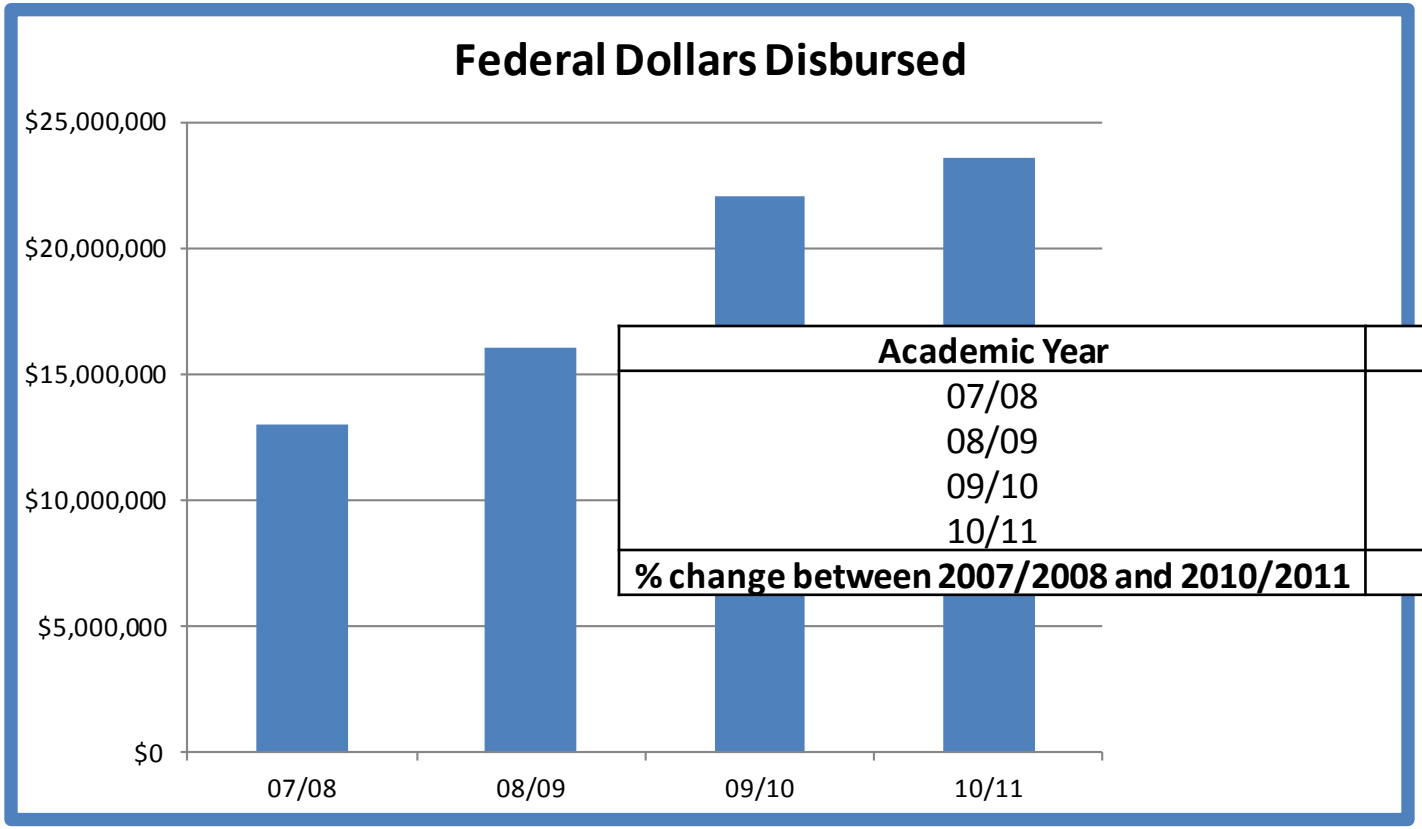


10.5% Increase in Admissions

14,540 accepted in 2009-10

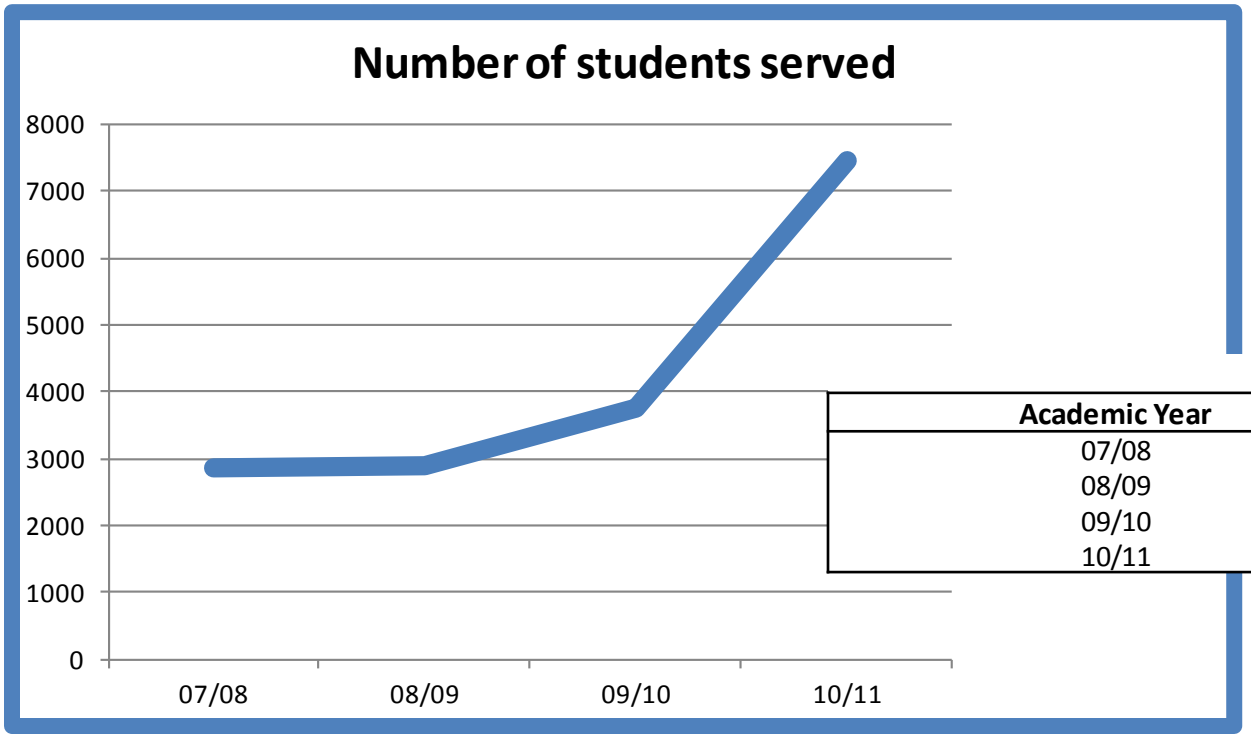
16,068 accepted in 2010-11

Financial Aid Disbursement Growth



Academic Year	Federal $ Disbursed
07/08	$12,974,840
08/09	$16,063,041
09/10	$22,068,109
10/11	$23,577,925
% change between 2007/2008 and 2010/2011	82%

Financial Aid - Students Served



Academic Year	Student Count
07/08	2849
08/09	2907
09/10	3763
10/11	7457

ERAU-Worldwide Before & After

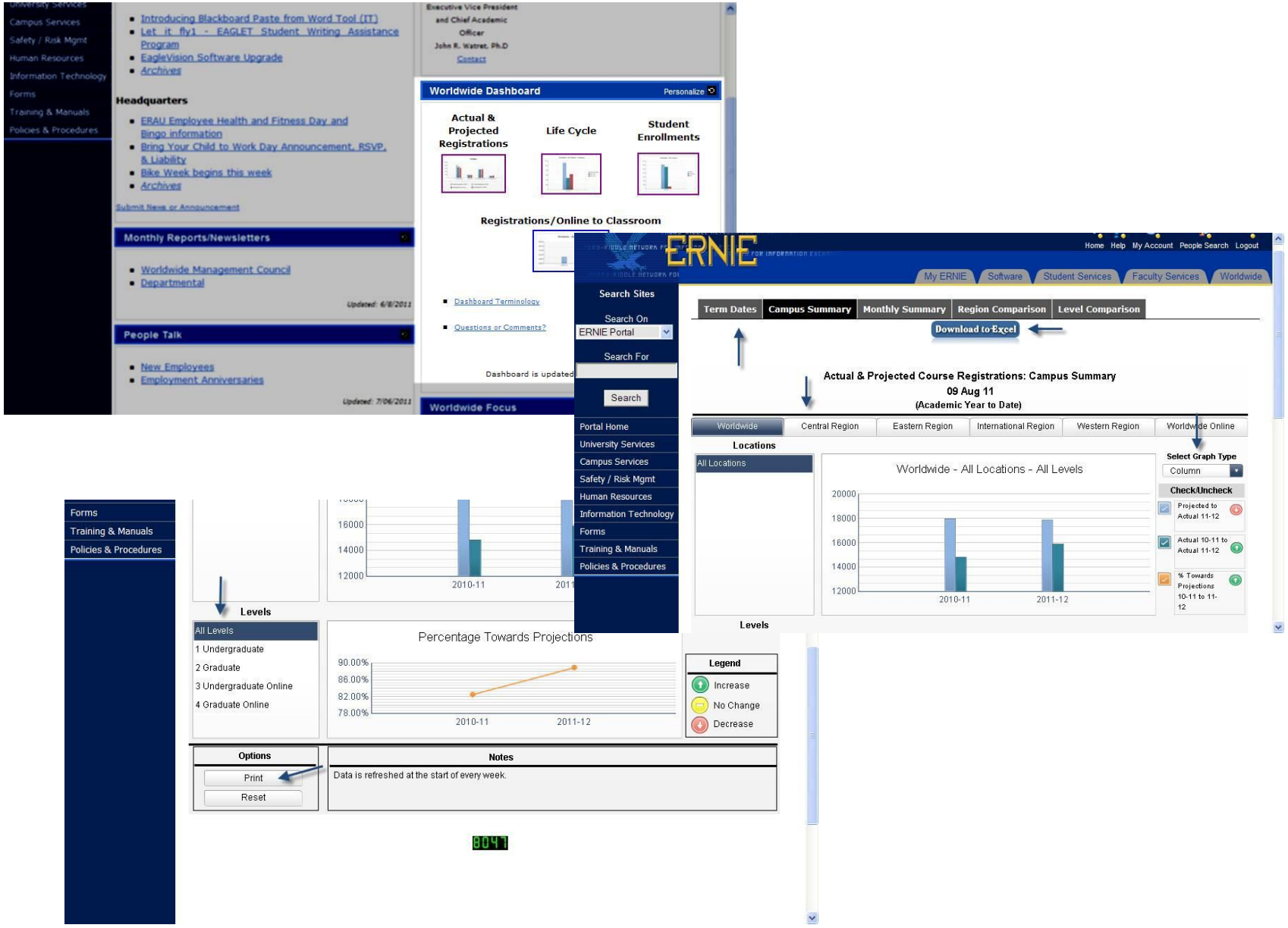
High Volume (emails and phone calls, both domestic and international)	**Volume Virtualized** Majority of calls /inquiries handled by Presidium
Low Productivity slow turn around on processing	**High Productivity** Staff able to focus on core functions/ absorb additional processes
Stakeholders Frustrated and Disengaged Staff and students alike looking for better service	**Rebuilding Confidence** With students, staff and administrators.
Long Hold Times To reach live people	**Offices Able to Be Proactive not Reactive** Students able to schedule calls in advance

Blackboard Student Services℠

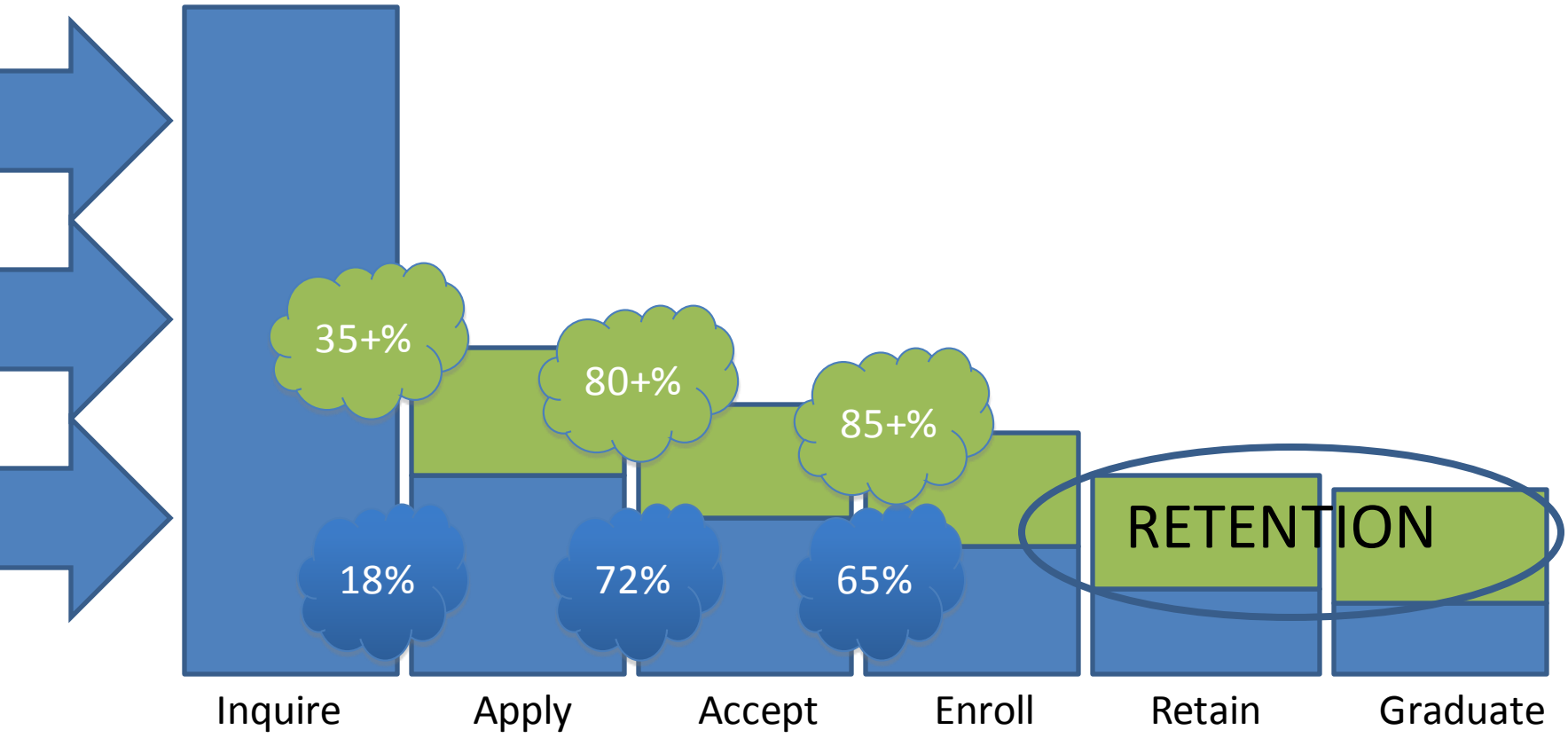
- ✓ **23%** increase in total packages awarded in 6 months
- ✓ **Disbursed $1.4MM** dollars in one day – largest amount in school history
- ✓ **High** Customer Satisfaction Ratings

Support
increased
marketing
efforts…

Social Media / Online Marketing


Campus Services
Safety / Risk Mgmt
Human Resources
Information Technology
Forms
Training & Manuals
Policies & Procedures
Introducing Blackboard Paste from Word Tool (IT)
Let it fly1 - EAGLET Student Writing Assistance Program
EagleVision Software Upgrade
Archives
Headquarters
ERAU Employee Health and Fitness Day and Bingo information
Bring Your Child to Work Day Announcement, RSVP, & Liability
Bike Week begins this week
Archives
Submit News or Announcement
Monthly Reports/Newsletters
Worldwide Management Council
Departmental
Updated: 6/8/2011
People Talk
New Employees
Employment Anniversaries
Updated: 7/06/2011
Executive Vice President and Chief Academic Officer
John R. Watret, Ph.D
Contact
Worldwide Dashboard
Personalize
Actual & Projected Registrations
Life Cycle
Student Enrollments
Registrations/Online to Classroom
Dashboard Terminology
Questions or Comments?
Dashboard is updated
Worldwide Focus
ERNIE
Home Help My Account People Search Logout
My ERNIE Software Student Services Faculty Services Worldwide
Search Sites
Search On
ERNIE Portal
Search For
Search
Portal Home
University Services
Campus Services
Safety / Risk Mgmt
Human Resources
Information Technology
Forms
Training & Manuals
Policies & Procedures
Term Dates Campus Summary Monthly Summary Region Comparison Level Comparison
Download to Excel
Actual & Projected Course Registrations: Campus Summary
09 Aug 11
(Academic Year to Date)
Worldwide Central Region Eastern Region International Region Western Region Worldwide Online
Locations
All Locations
Worldwide - All Locations - All Levels
20000
18000
16000
14000
12000
2010-11
2011-12
Select Graph Type
Column
Check/Uncheck
Projected to Actual 11-12
Actual 10-11 to Actual 11-12
% Towards Projections 10-11 to 11-12
Levels
All Levels
1 Undergraduate
2 Graduate
3 Undergraduate Online
4 Graduate Online
Percentage Towards Projections
90.00%
86.00%
82.00%
78.00%
Legend
Increase
No Change
Decrease
Options
Print
Reset
Notes
Data is refreshed at the start of every week.
8047

Power of Increased Conversions



What’s next?

- New student enrollment
- Retention

EMBRY-RIDDLE
Aeronautical University
WORLDWIDE

NEW STUDENT ORIENTATION

Academic Programs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris suscipit tellus id erat aliquet nec viverra lorem tincidunt. Phasellus tortor turpis, faucibus at lobortis eu, venenatis non nulla.

Academic Programs »

Student Support Services »

Policies & Procedures »

5 Ways to Learn »

Funding Options »

Next Steps »

John Watret, Ph.D.
John.Watret@erau.edu

Bill Hampton
Bill.Hampton@erau.edu

Becky Vasquez
Rebecca.Vasquez@erau.edu