Today's Student as an Active Consumer: Student Services for Online Programs

Craig Chanoff, General Manager
Anthony Humphreys, Senior Director Financial Aid
Blackboard Student Services

Why now?

What's different?

It's being driven by the consumer

An Imperative with Every Interaction

They want SERVICE, CHOICE, PERSONALIZATION, and IMMEDIACY at <u>every point</u> in the student lifecycle

- While evaluating your institution
- When requesting financial aid
- During enrollment
- At registration
- While taking courses

| Evaluation | Financial Aid | Enrollment | Registration | Learning | Graduation |

They want multiple ways to access learning and the Institution

Contact Instructor

Advising

Apply Online

Register

Library

Tutoring

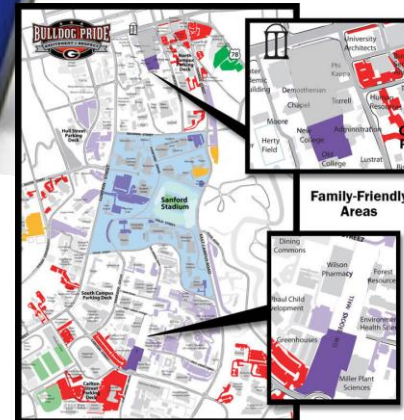Student Accounts

Financial Aid

Take Courses

Help Desk

Track Grades

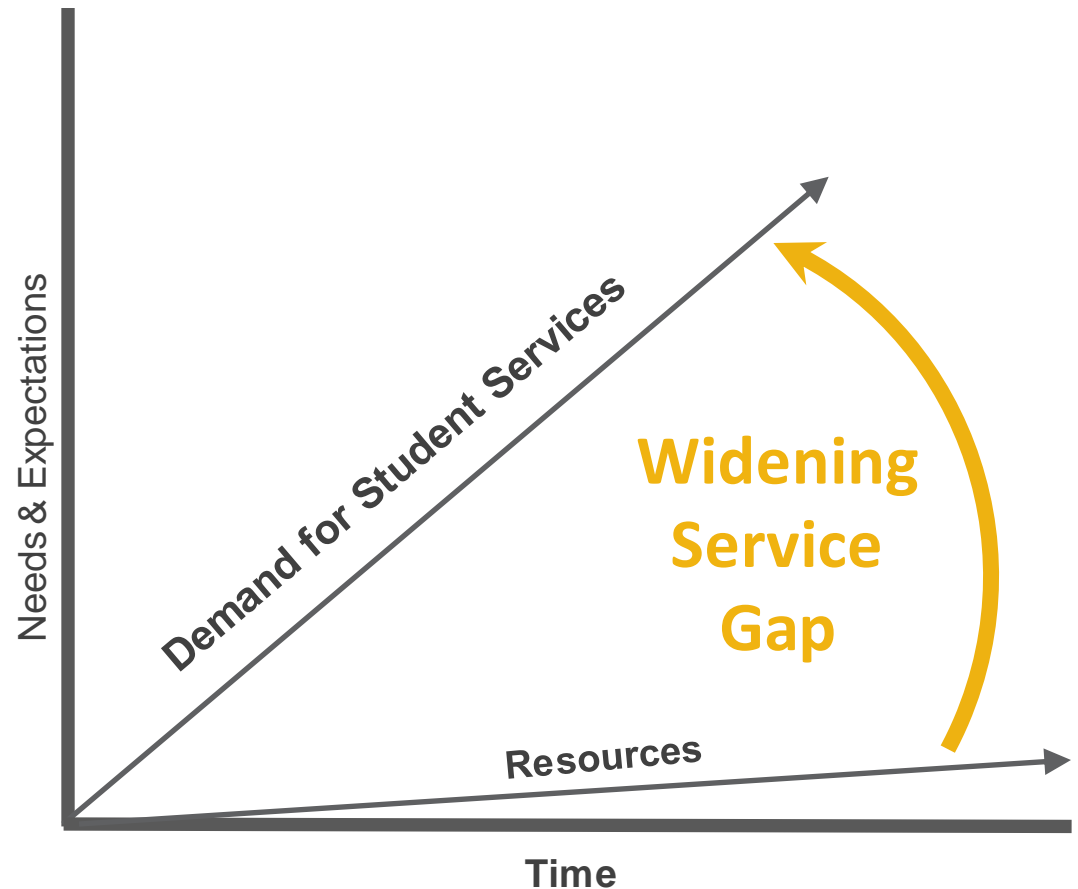Purchase or Rent Textbooks

Buy Football Tickets

Student Lifecycle Challenges

An Exponential Increase to Your Workload

These expectations are completely different than they have ever been before

And your campus **workload is increasing exponentially**

Needs & Expectations

Demand for Student Services

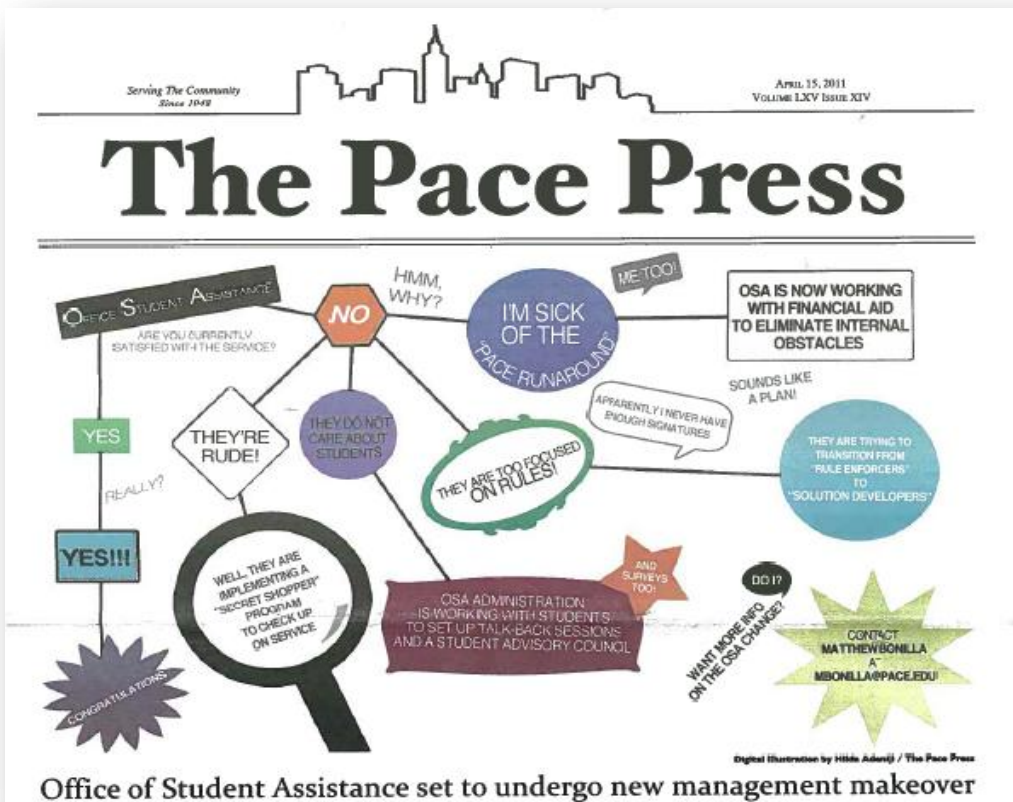**Widening Service Gap**

Resources

Time

A Fragmented Student Experience

And today's experience has these students **going to multiple places and getting bounced around** once there
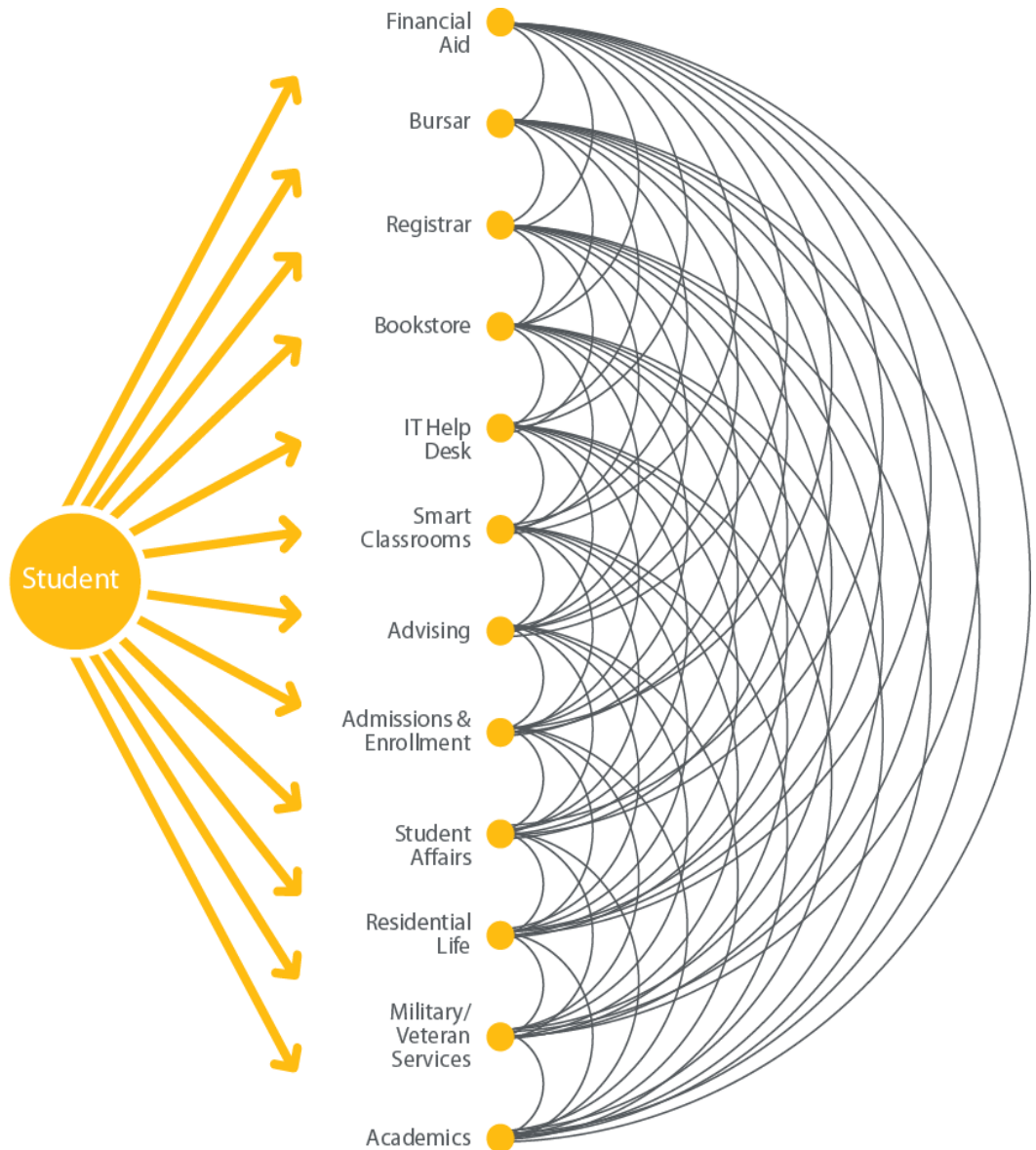
Rising Voices

"Our primary goal is going to be proactive communicators so we can all do our part in helping to eliminate what students have described as the 'Pace Runaround.'"

"My expectation level is for OSA to be the number one University service organization in the nation in one year. In the end students and comprehensive metrics are what we are tracking."
- *Matthew Bonilla, Assistant Vice President of Office of Student Assistance*

Seasonality Driving Varying Demand
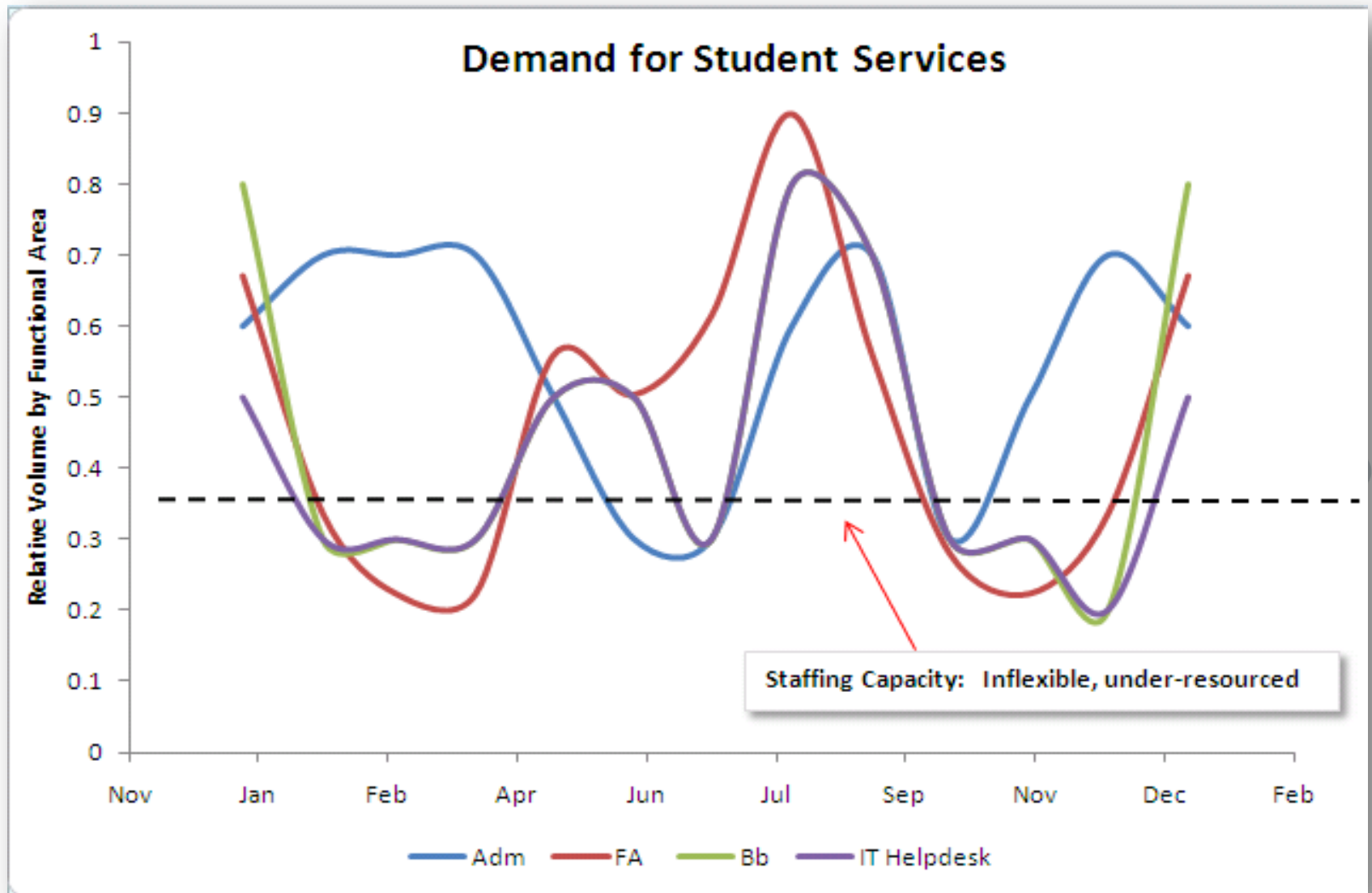
Financial Aid Demand Continuing to Grow

4 Years of Increases from 2007- 2011

FAFSA	Pell Recipients	Pell $	Loan $
% increase	% increase	% increase	% increase
81%	95%	178%	45%

And It's Not Going to Slow Down

FAFSA Growth

Projected Increase

Pell Recipient Growth
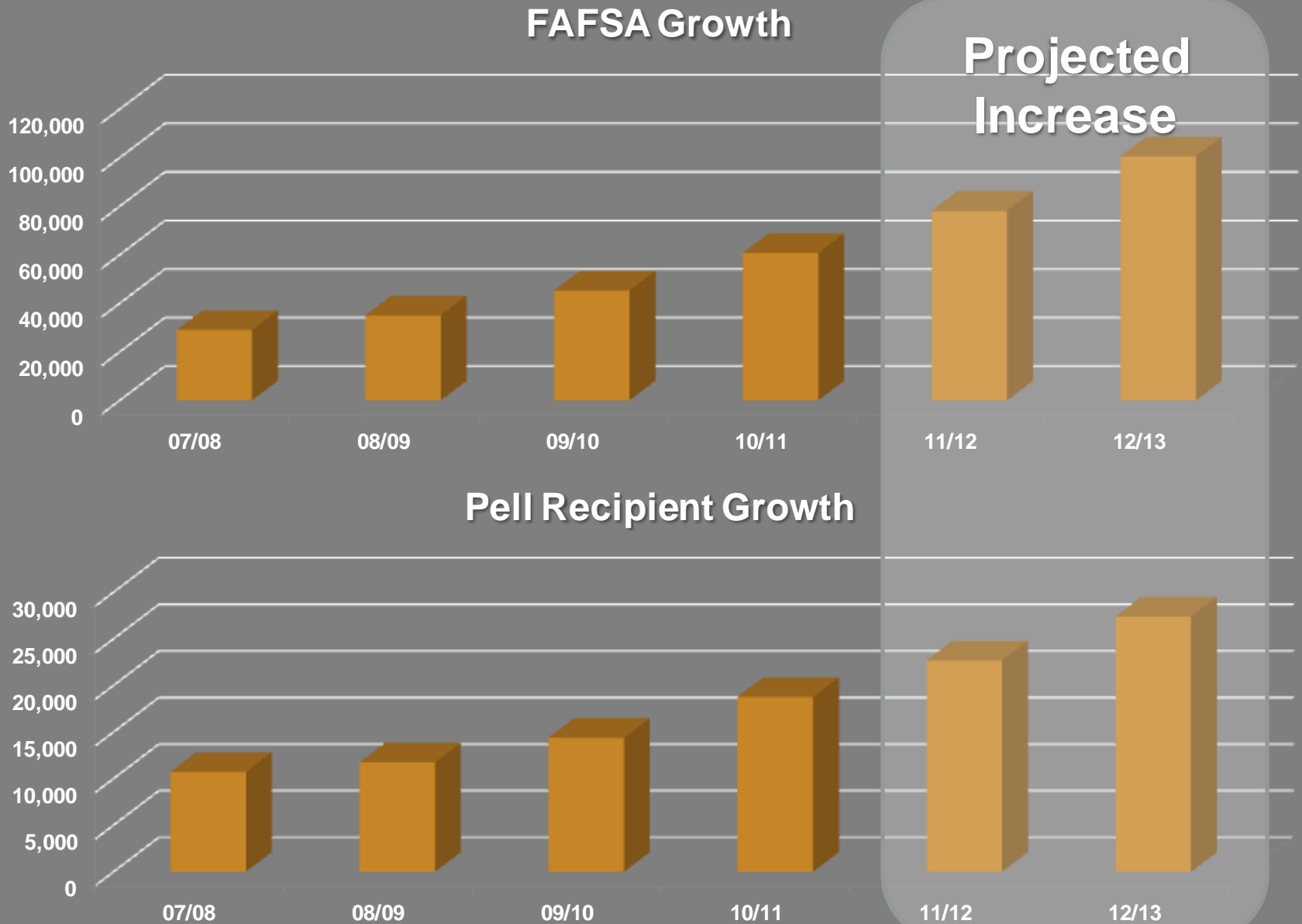
And You Are Building Online Programs

Marketing	Enrollment	Student Services	Placement
Market Research	Market Segment Analysis	"Shield" Registration	Articulation Agreements
Opportunity Analysis	Lead Generation	Financial Transacting	2-Year Transfer
Strategy/Positioning/ Planning	Qualification	Orientation	4-Year Transfer
Value Proposition	Direct Response	Remediation	Employer Development
Branding/Messaging	Wholesale Relationships	TA Onboarding	Internships
Media Buys	Retention / Analytics	Academic Support	Career Services
Sub-Contractor Management	Application Website	Advising/Mentorship	Alumni Engagement
Promotion	Recruitment	24/7 Tech Support	Placement

Student Services additional boxes:
- Instruction
- Course Development and Delivery
- Online Learning Platform

Registrar

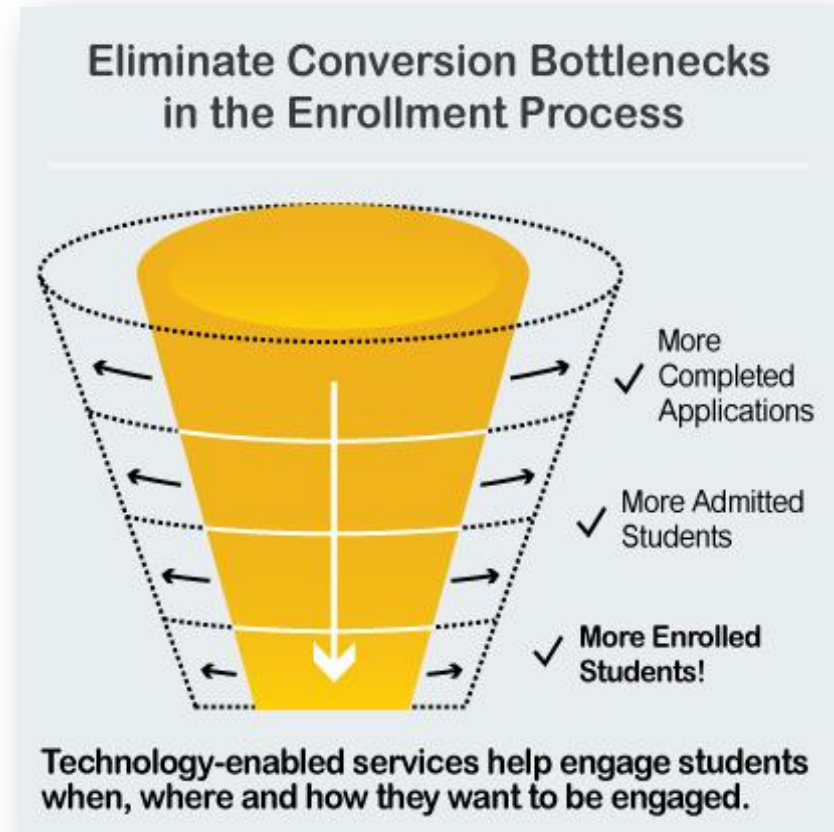Transcripting

15

Addressing the Challenges

Improving the Enrollment Funnel

- **Increase touch points** with students throughout the inquiry and application process

- **Remove barriers to application** by providing visibility, access, and frequent reminders about key information

- **Improve core enrollment metrics** such as inquiry to applicant conversion rates and applications processed by FTE

Eliminate Conversion Bottlenecks in the Enrollment Process

✓ More Completed Applications

✓ More Admitted Students

✓ More Enrolled Students!

Technology-enabled services help engage students when, where and how they want to be engaged.

Reducing the Financial Aid Melt

- **Field front-line service requests** to increase FA staff focus on packaging, processing and other mission critical activities

- Use inbound and outbound engagement techniques to **improve access to information** regarding financial aid

- **Improve efficiency** in core financial aid metrics such as time to package and fund delivery
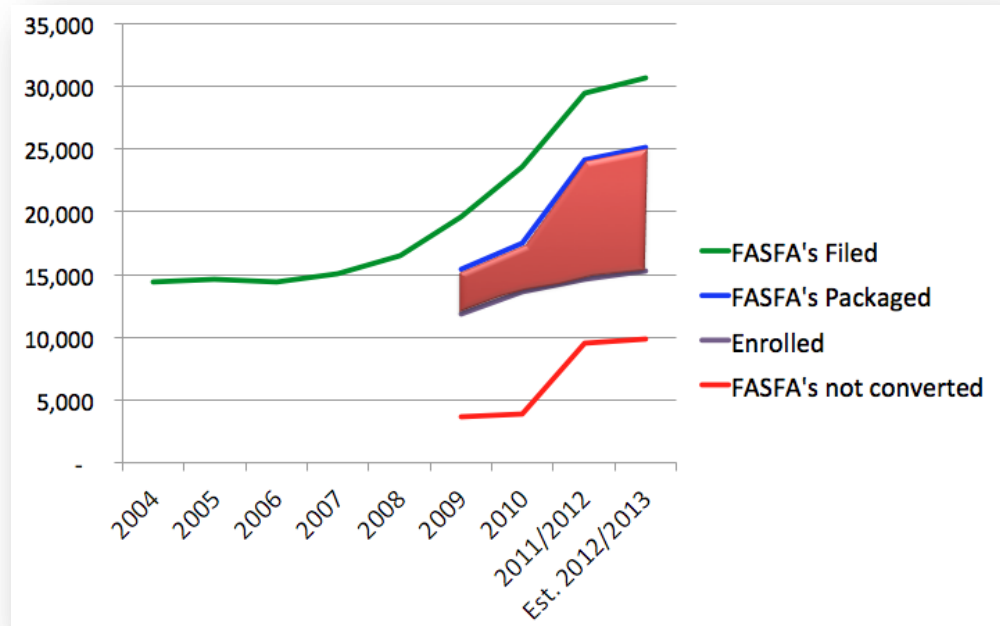
Retention and Understanding Risk

- **Identify at-risk students** with known predictors

- **Intervene proactively** instead of waiting for students to drop due to disengagement

- **Dig deeper** in to non-academic drivers of retention

- **Measure success** on analytically based approaches to demonstrate improvement

- **Continually improve** by evaluating new measures and data sources to refine the algorithm for your institution

Hillsborough Community College

Solution: 24/7 Virtualized Financial Aid Office and Intelligent Routing of Financial Aid and Registration Inquiries.

Results:

- Decreased time between FAFSA application and award **by 50%**

- **58% increase** in FA staff productivity by improving key ratios such as staff to packages awarded.

- **18% increase** in overall FA utilization

- First call resolution rate has skyrocketed, **from 20% before to 91%**

- Over a two year period, HCC saw an 84% FAFSA application growth and 97% Pell recipient growth.

- This caused long Financial Aid line, low student satisfaction, lost FA dollars, and low staff morale

Embry-Riddle Aeronautical University

Solution: 24/7 Virtualized Financial Aid and Admissions Desk

Results:

- **25% increase** in financial aid packages disbursed
- Enrollment inquiry response time reduced **from 4 days to 1**
- **13% increase** in year over year applications
- Huge increase in **staff satisfaction**; Staff now focused on strategic initiatives like process development, training, and new market potential

- Rapid enrollment growth

- Financial aid and enrolment offices overwhelmed by student demands

- Limited budget and hiring freeze

University of Southern Mississippi

Solution: Online Program Management, including organizational structure, financial model, faculty development and course design strategy

Results:

- Southern Miss is now **admitting more students** into its online programs, **graduating more students** from those programs, and **bringing more revenue** into the university at a time of real financial need

- "Forced" approach to online programs from administration

- Lacked understanding of costs/revenue of efforts to build online capabilities

Discussion Topics

- What other **"consumer" behaviors** are you seeing from online students?

- What services **are you changing** today to improve the Enrollment or FA melt?

- What specific programs are in place to identify **at risk students**? What programs are in place to identify the best **methods of engagement** that lead to better retention?

Blackboard
Student Services℠