

Overview:

When colleges and universities think online program creation is the answer they turn to Beyond Campus Innovations (BCI) first. Through a comprehensive consultation, BCI determines if the institution is ready to launch online with built-in ROI and a break-even point. Throughout the custom assessment, BCI identifies quick wins, operational capacity, long-term strategy and produces a roadmap for success.

Comprehensive Consultation Secures Roadmap to Growth for Institutions

Colleges and universities partner with Beyond Campus Innovations as the first step to determining impact-driven interventions.

Initiating Change in a Transitioning Market

Regional liberal arts universities are in a difficult and changing market. The traditional base of freshman has been declining for years, and many institutions have reached the end of their ability to recruit both in and outside the region. Cost cutting agendas are maxed-out and tuition rates and student fees have reached their limit. Meanwhile, competition is ramping up to gain the attention and enrollment dollars from the available pool of potential students. Program offerings are shifting toward career-specific, industries, while liberal arts degree programs are losing their perceived value in the workplace.

As institutions confront these realities they are navigating a new landscape where students are older, more experienced, work full-time jobs and require a learning format that fits their needs, wants and schedule. As universities large and small, regional and state, continue to seek new revenue, many are turning to online programs as the new necessity.

While online programs can certainly reinvigorate an institutions' reputation, enrollment numbers, revenue and brand, it's not the guaranteed fix-all for every circumstance. Transitioning traditional programs online, or creating new eLearning offerings, requires a strategic plan for development, implementation, launch, marketing, maintenance and ongoing student support. To get an online program to market, institutions turn to Beyond Campus Innovations (BCI) for collaborative support in determining the interventions necessary for goal achievement.

Extensive Consultation Answers Three Critical Questions

BCI's comprehensive consultation occurs when an institution believes that online implementation will provide a path to success. Regardless of what success means to the institution – be it revenue growth, increase enrollments, re-brand or to remain competitive – BCI's consultation answers three crucial questions:

1. Is the institution ready to launch online programs?
2. What programs are best to launch online?
3. What are the costs, return on investment (ROI) and roadmap to achievement?

To answer these questions, BCI's eLearning experts partner with the institution to collect information across campus and provide the best roadmap based on their resources, needs and goals. Once these factors are all considered, it may be determined that an online response isn't the most efficient. In these cases, BCI introduces other avenues better suited for the institution.

For instance, an institution looking to generate more revenue might think an online presence is the best route. However, after the consultation period, it might be determined that interventions to improve retention are the best path forward based on enrollment numbers and student success resources. In another situation, BCI might recommend expanding existing programs to adult populations – utilizing nights and weekends – based on their location, cost and competition in the area.

Comprehensive Assessment to Ensure Results

While the final outcome of BCI's consultation depends on the individual institution, the assessment process and evaluation is more specific. In order to answer those three strategic questions, BCI examines the institution from an academic and operational perspective. Academically, institutions looking to go online need faculty who can teach, and have the capacity to develop curriculum for the online environment. Whether it's transitioning existing courses or creating them from scratch, curriculum must provide the same learning outcomes expected from face-to-face instruction.

Operationally, BCI considers the institutions' ability to market to a population that may be different from who is typically targeted. Rather than just-out-of-high-school freshman who are 18 years old and experiencing higher learning for the first time, an online program targets modern learners who are older, busier and engage at a distance. Institutions are also evaluated based on their ability to handle the logistics of an online program. Can they complete transcript reviews for undergraduate degree completion? Are advisors prepared to support students with digital resources? Is staff expansion feasible to provide the unique supports necessary to ensure retention and program completion?

Gathering this information often reveals unexpected strategies to leverage quick returns while a long-term strategy is worked on concurrently. A lot of institutions assume undergraduate programs are best to digitalize first based on the belief that a younger population is more interested in eLearning. However, based on research, proven strategies and statistics, BCI consultants might recommend taking graduate programs online first because the population, adult learners, is similar regardless of learning environment.

When considering what programs to bring online, institutions may be moving into a market that is new and different from what's familiar. New competition might require a re-branding strategy and marketing campaigns that remove objections based on available comparable options. Liberal arts colleges aren't used to competing with large universities and regional providers, so it's necessary during consultation to determine the resources for not only creating the online programs, but also ensuring their success and return.

Roadmap to Launch

The outcome of BCI's comprehensive consultation is a roadmap to launch that includes potential costs, expected ROI, timeline and the break-even point for the interventions necessary to achieve institutional goals. Regardless of if the institution contracts with BCI beyond the consultation step, they have a full analysis at a reasonable cost to ensure they don't waste precious funds. BCI's due diligence on the institution's behalf enables long-term strategies that work.

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