Revenue-Growth Management: The Key to Surviving a Competitive Higher Ed Landscape

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Market Trends
5 Key Trends

- **Pace of Change Accelerating**
- **Technology to Enhance Experience**
- **A Product Mindset**
- **Changing Labor Market**
- **Top of Funnel Focus**
5 Key Trends

Pace of Change
Accelerating
Market Evolution

After an era of strong growth, enrollment stalled across the industry by new market factors.

* CAGR: Compound Annual Growth Rate
Demographic Outlook Is Different

Source: Grawe, Nathan D. Demographics and the Demand for Higher Education: Johns Hopkins University Press, 2018.
Schools Reacting Differently
5 Key Trends

Technology to Enhance Experience
Student Experience Through Technology
Data Is Everywhere...

WEB ANALYTICS DATA

LMS DATA

MARKETING AUTOMATION DATA

SOCIAL DATA

CRM & SIS DATA
Integrated Data Improves Experience

- Efficacy in marketing spend
- Abandonment in the funnel
- Changes in your demographic
- Changes in the conversion metrics
The Path to Decision

51% of prospective students spend over a year researching their options

- Visit school website for more information
- Ask advice from friends & family
- Research job opportunities & alumni network
- View FAQ videos & student testimonials
- See an ad on TV and want to learn more
- Check out school's social media posts
- Request more information from an enrollment advisor
- Calculate tuition and financial costs
- Read college reviews and student feedback
- Compare program & college rankings
- Enroll .edu

Source: Google Q3 2016 ESA.
5 Key Trends
Program-Related Searches Take the Lead

Program Queries’ Mobile Skew Increases

Percentage of Queries by Device

2017

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Programmatic Saturation

Figure 1. Number of AACSB-Accredited Schools Reporting Fully Online Programs, by Level
Win With Innovation

- Consider all areas of program delivery. Does an online program require in-person sessions?
- Focus on price. Can you compete strategically through tuition? Can you package pricing to differentiate?
- Are there new addressable markets you should target?
- Are you revising programs frequently enough to meet changes in the market?
- Are you taking a market view of your program portfolio?
5 Key Trends

Changing Labor Market
Jobs Need a Mix of Skillsets

Mobile App Developer

Source: Burning Glass Technologies.
Hybrid Jobs Pay More...

Graphic Designer/Desktop Publisher

- Average advertised salary without HTML5 skills
- Average advertised salary with HTML5 skills

$0, $10,000, $20,000, $30,000, $40,000, $50,000, $60,000, $70,000, $80,000

[VALUE]
...And Are Growing Rapidly

Projected Employment Growth: 2016–2026

- **Very High**: 15.9%
- **High**: 9.4%
- **Moderate**: 9.6%
- **Low**: 7.7%
- **Overall**: 8.7%

Source: Burning Glass Technologies.
5 Key Trends

Top of Funnel Focus
Chamberlain® Nursing RN-BSN | Earn Your BSN Online From Home
www.chamberlain.edu/Programinfo
3 Semester BSN Program for RNs. All Courses Online. NLN Center of Excellence. No Mandatory Login Times. Quality Matters Certified. RN Proficiency Credits. Flexible Scheduling.

Get Your BSN at Your Own Pace | UW BSN Options | wisconsin.edu
nursingonline.wisconsin.edu/BSN (877) 895-3276
Designed for Working Nurses. Learn on your schedule with 100% online programs. 100% accredited. Learn Online. Courses: Biochemistry, Microbiology, Nutrition, Sociology, Humanities, Psych 101.

2-Year BSN Program | Transform From a RN to a BSN | bethel.edu
www.bethel.edu

CCNE Accredited RN-BSN Degree | Bellevue University | bellevue.edu
degrees.bellevue.edu/RNtoBSN/Bachelors
Earn Your Bachelor of Science in Nursing from Bellevue University. Learn More! Real World Degrees. Military Friendly. Non-Profit University. Distinguished Faculty.

The RN-to-BSN degree is designed with a specific type of student in mind: Nurses who already have an associate's degree in the field (ADN). Referred to as a "bridge" program, the curriculum is built with your previous education in mind. The introductory courses you'll take are the bridge to BSN-level classes.

RN-to-BSN Degree | Advance by Pursuing the BSN | All Nursing Schools
https://www.allnursingschools.com/bsn/rn-to-bsn/
Consider Your Focus

- Inquiry Generation
- Consideration & Conversion
- Enrollment
Unlocking Growth With A Portfolio Approach
The Silos We Live In

- MARKETING
- ACADEMICS
- ENROLLMENT
- FINANCIAL AID
- CORPORATE RELATIONSHIPS
- PROFESSIONAL TRAINING
- PROFESSIONAL STUDIES
- CONTINUING EDUCATION
- ONLINE PROGRAMS
- RESIDENTIAL PROGRAMS
- GEOPGRAPHIC LOCATIONS
- ACADEMIC SCHOOLS
- SUMMER PROGRAMS
- DEVELOPMENT
- BLENDED PROGRAMS
Higher Ed Solutions: Unbundled

Elevated Competencies for Integrated Solutions

- Technology
- Enrollment
- Marketing
- Program
Technology Services
Marketing Services

- Customized Website Solutions
- Conversion Rate Optimization
- Analytics & Insights
- Digital marketing and media
- Content Marketing
- Portfolio Marketing Strategy
- Creative & Brand Development
- Holistic Search Engine Optimization

Marketing
Program Services

- Competency-Based Education
- Programmatic Strategy & Support
- Course Content Library
- New Program Market Analysis
- Faculty Support & Coaching
- Course Development & Maintenance
Recommendations

- Think differently
- Eliminate silos
- Surround yourself with partners where your objectives are shared
- Identify revenue generators and fund for growth
- Evolve your strategy annually based on changes in the market

PROGRAMS  MARKETING  TECHNOLOGY

Invest and divest across leverage points to optimize results
Let’s start a conversation

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Questions