



graduate & online innovation
virtual summit | february 23

Questions, Answers, Actions, and Results

*This year's event was designed to offer attendees the opportunity to listen in on the conversations of some of the leading innovators and thinkers in the graduate and online education space. As such we encourage you to take advantage of your access to these conversations in our **on-demand virtual environment**, which provides access to all sessions.*

In the following slides, we answer four of the most important questions:

- 1. What is going on right now in the graduate and online market?**
- 2. How can you grow your online footprint without sacrificing control (and revenue)?**
- 3. How should you leverage market insights to make optimal program choices?**
- 4. How should you market your programs to maximize your resources?**



What is the state
of the graduate
and online
education market
today?

Online education has become “mission critical” for institutional growth

TABLE 2: UNDERGRADUATE YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT

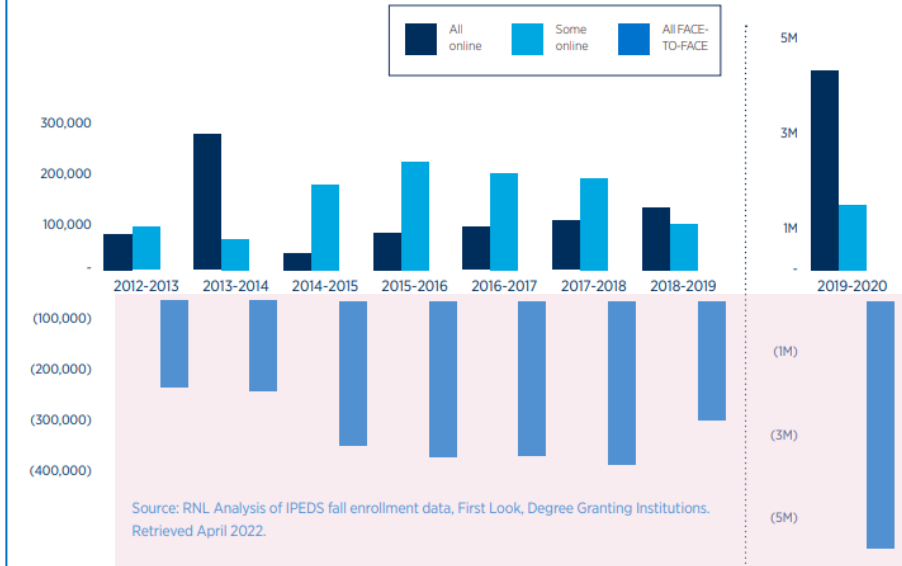
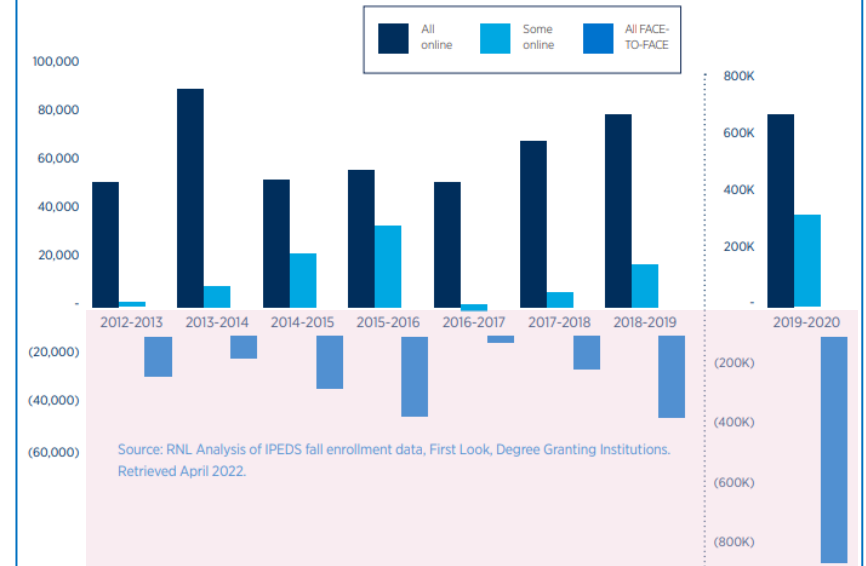


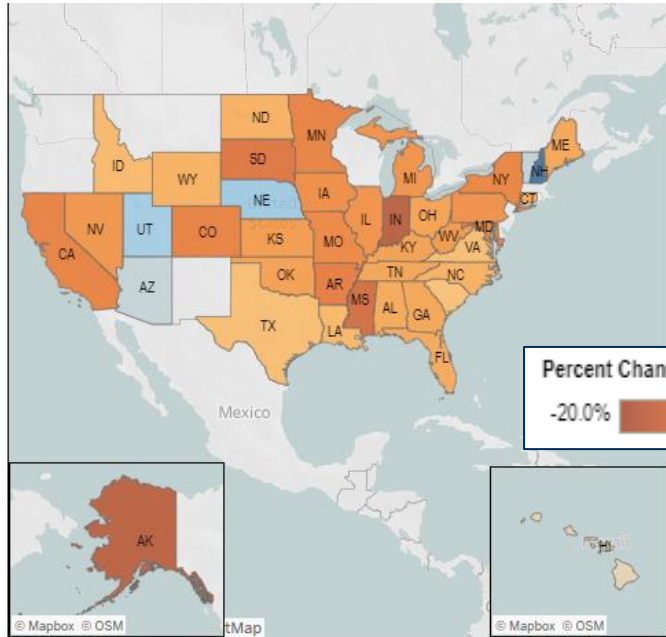
TABLE 5: GRADUATE - YEAR-OVER-YEAR FALL ENROLLMENT CHANGE BY FORMAT



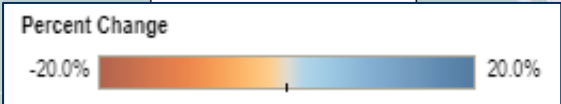
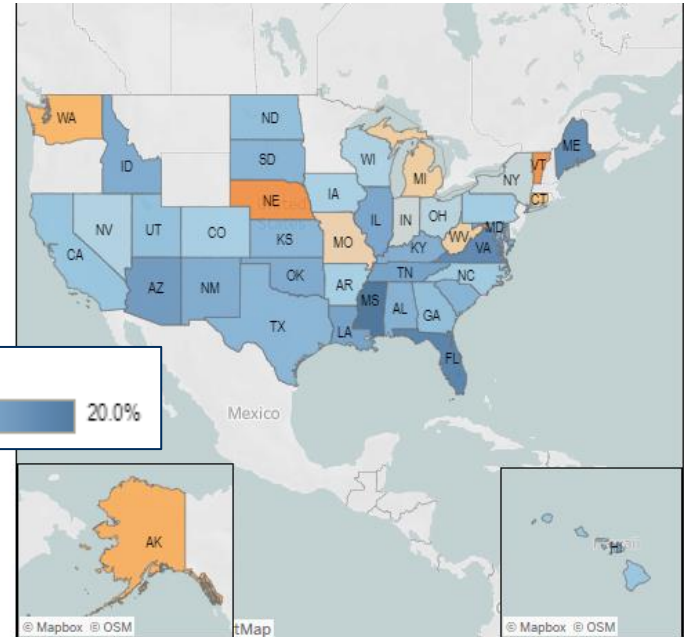
Graduate education has grown while undergraduate has contracted

Enrollment Change by State Fall 2019-Fall 2021

Undergraduate

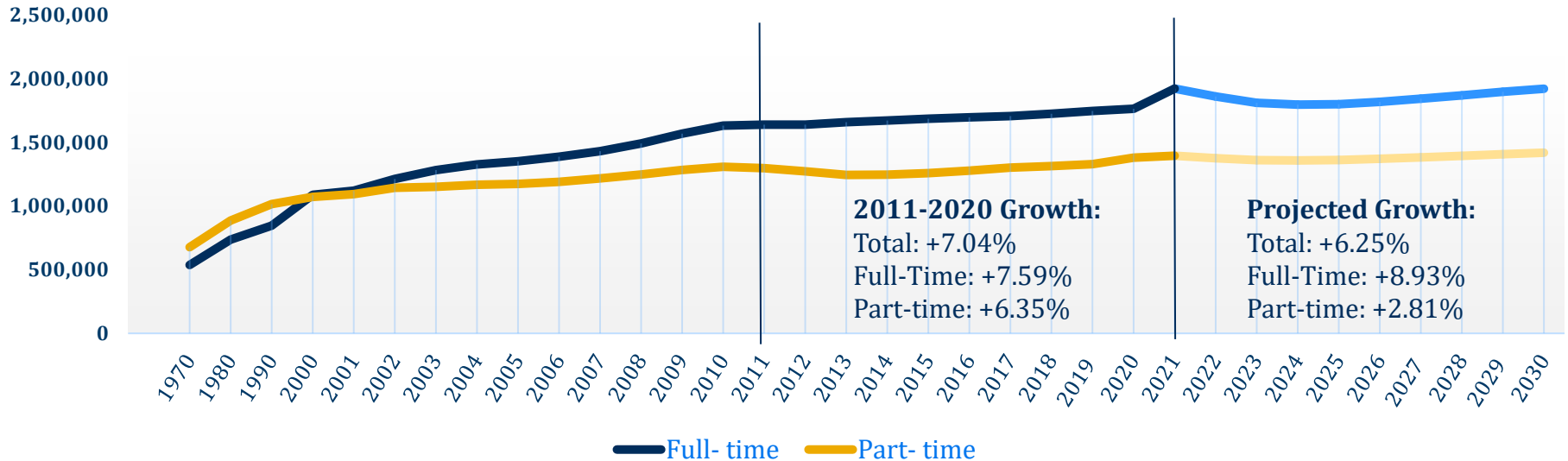


Graduate



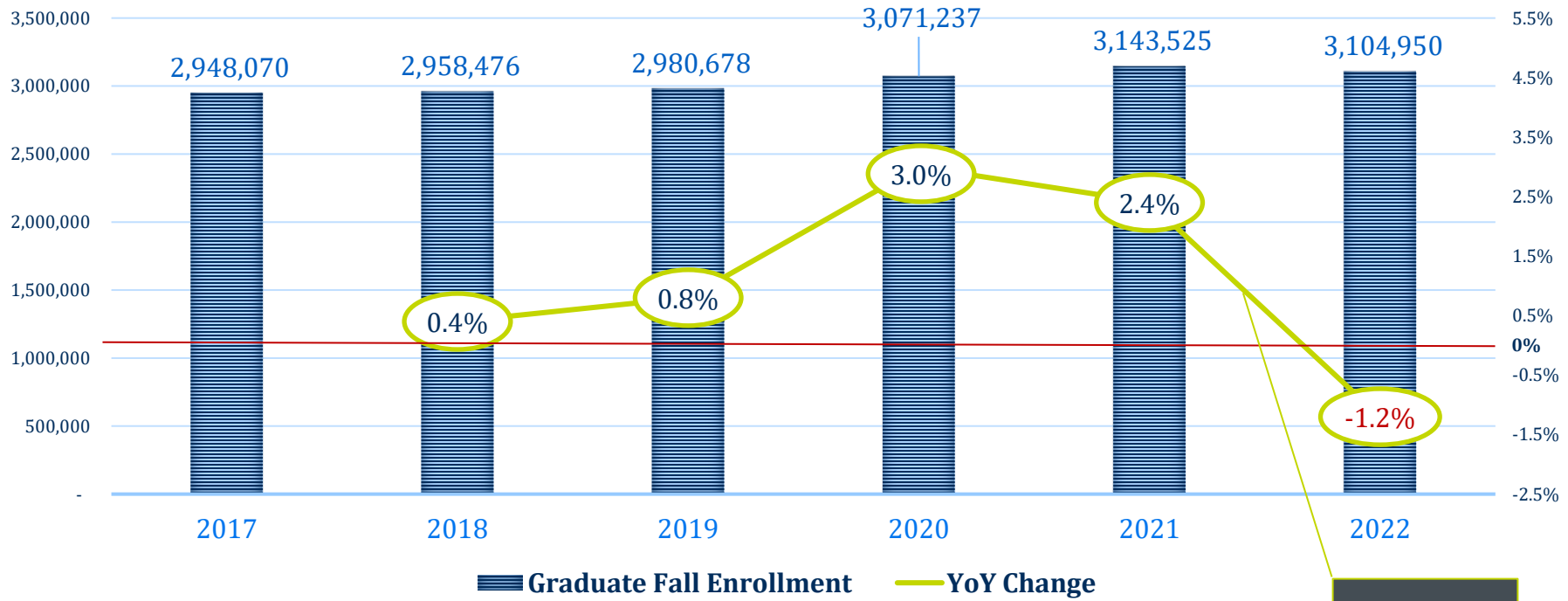
Graduate enrollment is growing, but more competitive.

Graduate Enrollment – Projected to 2030



*Source: IPEDS, Digest of Education Statistics 2021.

Graduate Fall Enrollment Growth

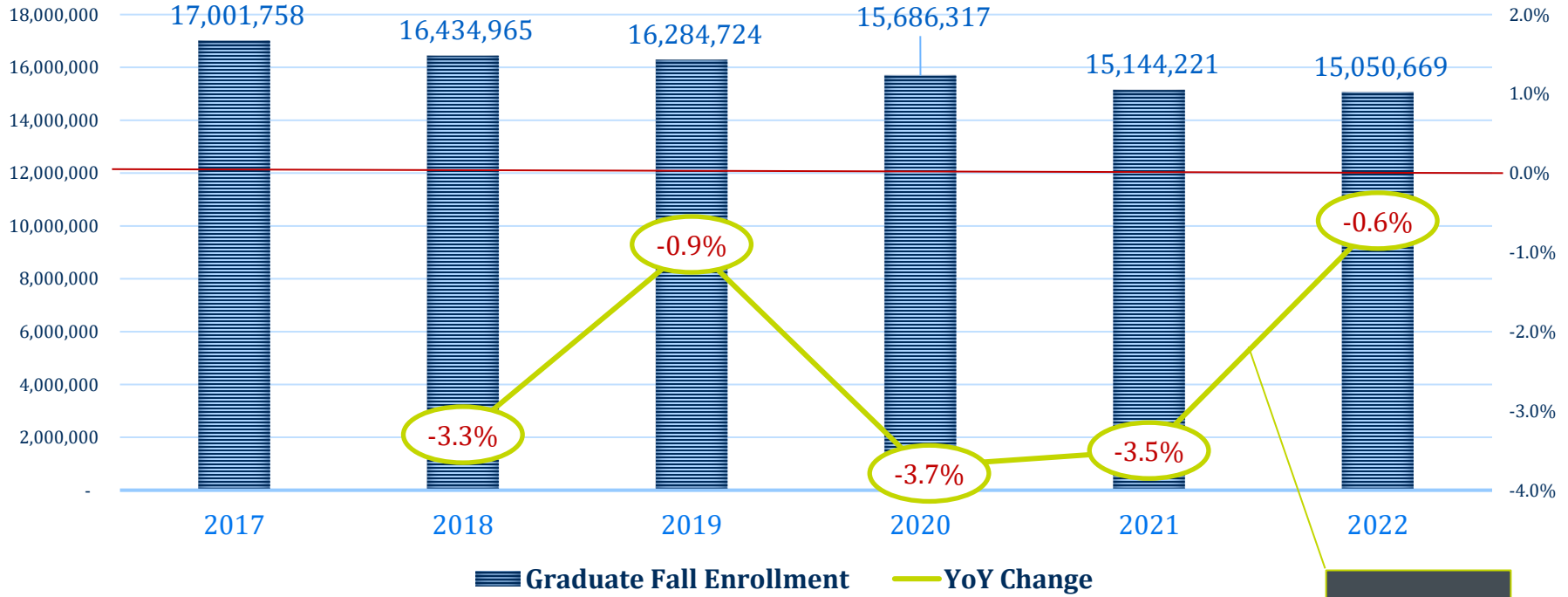


YoY Change



*Source: National Student Clearinghouse, CTEE, Fall 2022

Undergraduate Fall Enrollment Growth



■ Graduate Fall Enrollment — YoY Change

YoY Change



*Source: National Student Clearinghouse, CTEE, Fall 2022

The Undercounting of Online Students

Undergraduate			
	2019 12-Month Unduplicated Enrollment	2019 Fall Snapshot	Undercount
All students	22,200,465	16,565,066	5,635,399
Exclusively distance education	4,275,625	2,449,559	1,826,066
One or more distance education	6,811,322	3,563,377	3,247,945
No distance education	11,113,518	10,552,130	561,388
Graduate			
	2019 12-Month Unduplicated Enrollment	2019 Fall Snapshot	Undercount
All students	3,892,534	3,072,433	820,101
Exclusively distance education	1,445,355	1,000,566	444,789
One or more distance education	686,126	300,121	386,005
No distance education	1,761,053	1,771,746	-10,693

Who are these students?

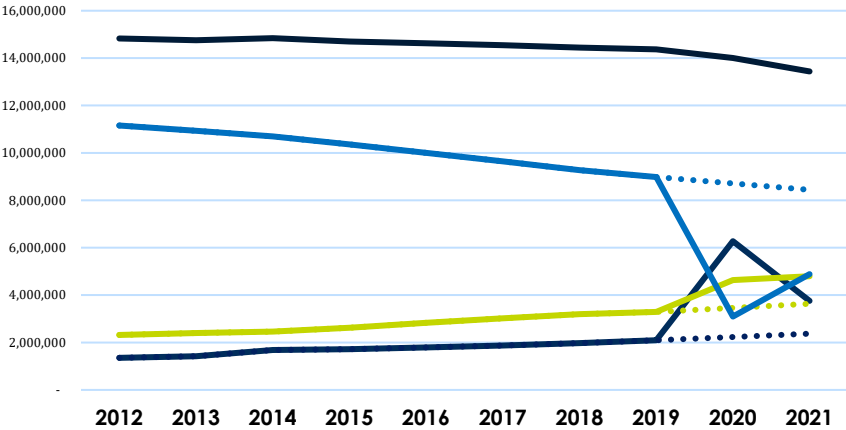
Online and hybrid students
who enroll at times other
than the fall semester.

Enrollment Trends and Format Choice

(With and Without the Pandemic)

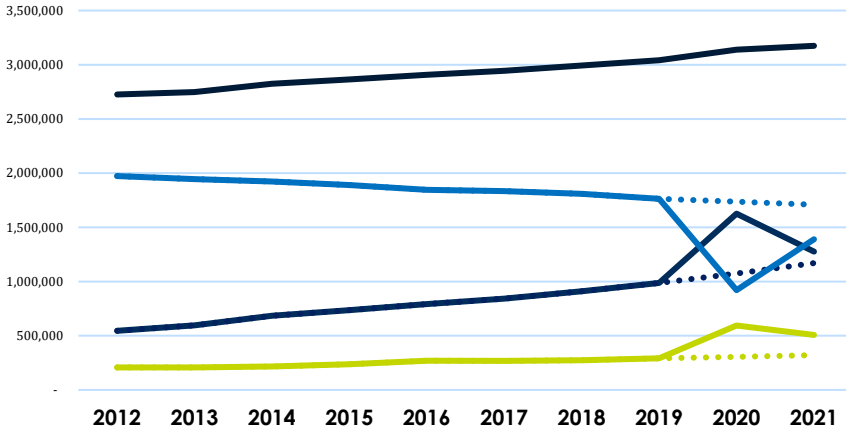
At both the undergraduate and graduate levels, fully online and fully classroom students are now at near parity. Is this the future of higher education?

Undergraduate



- All Online
- Some Online
- All F2F
- Total
- All Online (No Pandemic)
- Some Online (No Pandemic)
- All F2F (No Pandemic)

Graduate



- All Online
- Some Online
- All F2F
- Total
- All Online (No Pandemic)
- Some Online (No Pandemic)
- All F2F (No Pandemic)

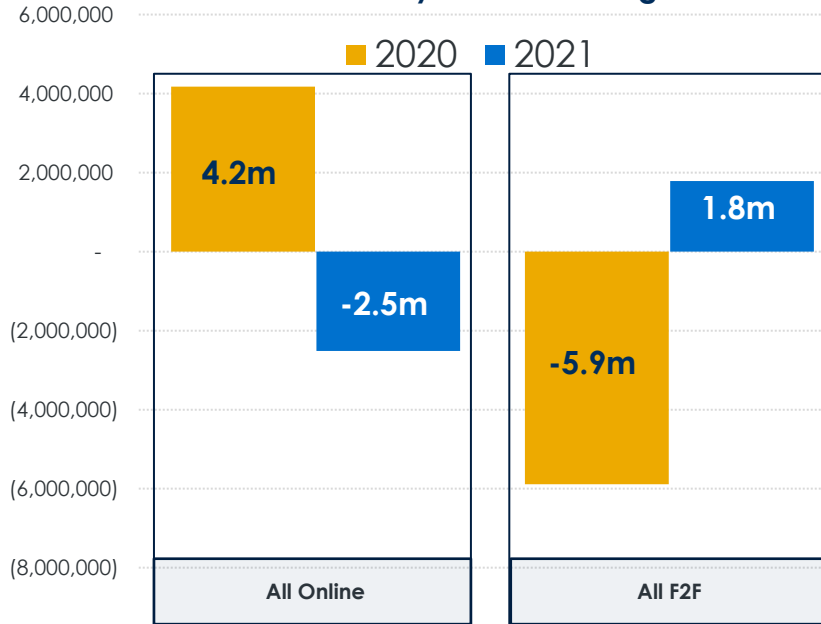


Source: RNL Analysis of IPEDS Fall Enrollment Snapshot data. (U.S. degree-granting institutions of at least two years.)

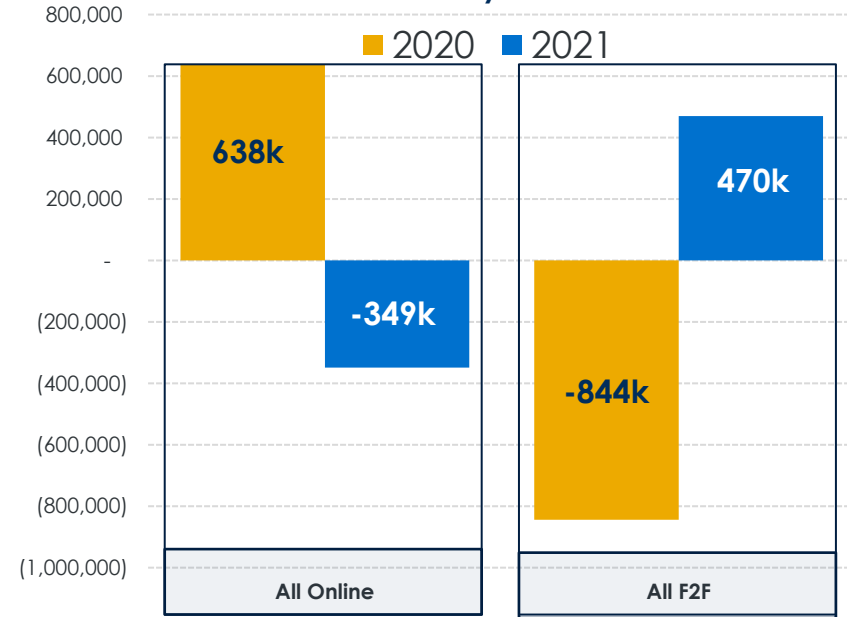
Post-Pandemic Enrollment Choice Correction?

The first post-pandemic data do not indicate the kind of “snap back” to “normal” that some hoped for

Net New Students by Format: Undergraduate



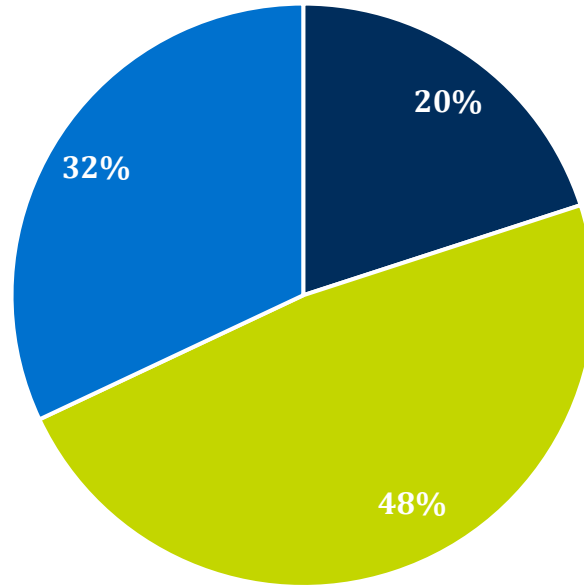
Net New Students By Format: Graduate



Less than one-quarter of graduate students plan to enroll in a classroom-only program.

“Do you plan to enroll in a classroom, hybrid, or online graduate program?”

Preferred Format

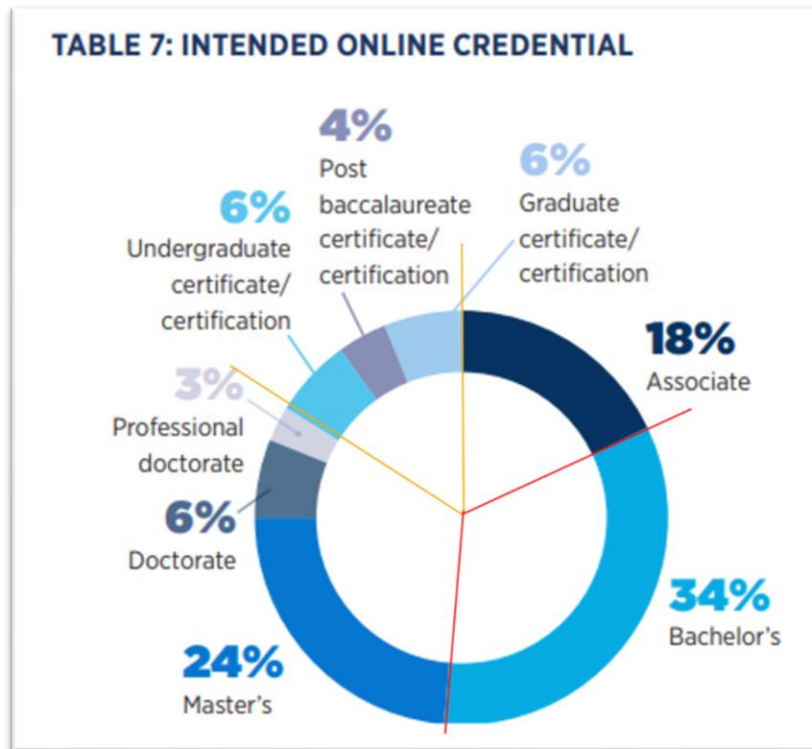


■ Classroom

■ Hybrid

■ Online

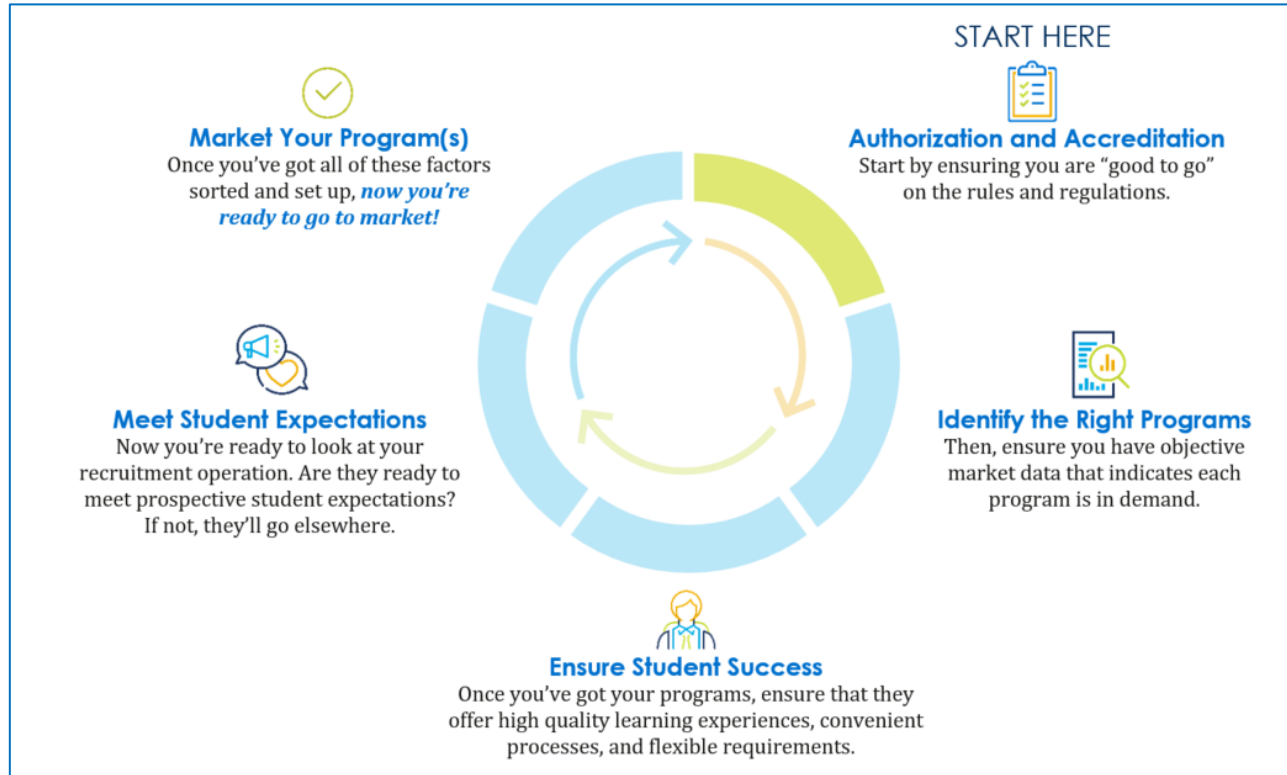
The greatest opportunity in online education can be found in expanding access to bachelor's programs.



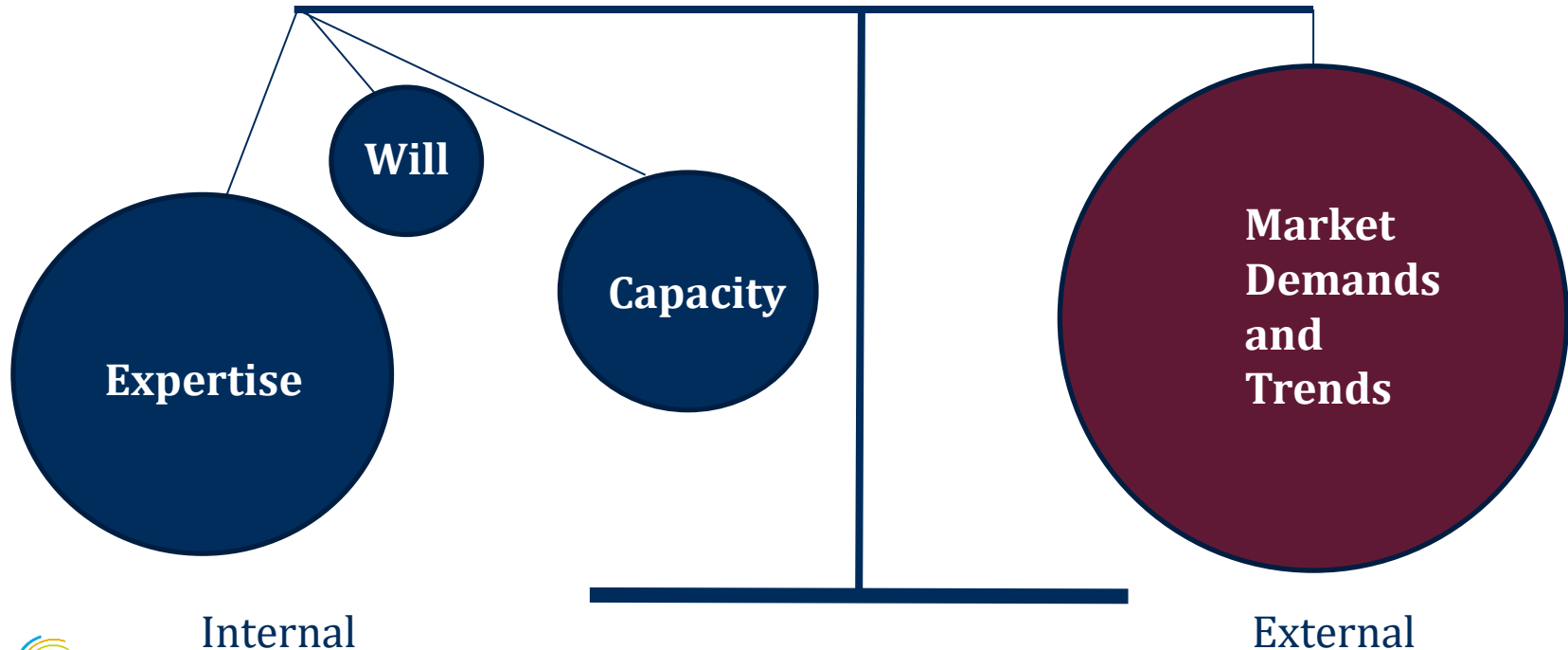


How do you grow
your online
footprint (without
having to sacrifice
control and
revenue?)

There are many moving pieces to successfully offering online programs. You need to think about which to take on, and which to find a partner.



Making good choices is a balance between understanding market conditions and understanding institutional strengths



How can you retain ownership, control, and revenue?

Benefits of a Partnership	Fee-for-Service			OPM – Revenue Share		
	Included	Transparent	Owned by Institution	Included	Transparent	Owned by Institution
Program Level Market Research	✓	✓	✓	✓		
Instructional Design/Faculty Support	✓	✓	✓	✓		
Marketing Expertise	✓	✓	✓	✓		
Scalable Marketing/Recruitment Operation	✓	✓	✓	✓		
Seasoned Recruitment Team	✓	✓	✓	✓	✓	
Full Funnel Reporting	✓	✓	✓	✓		
Student Success Coaching and Advising	✓	✓	✓	✓	✓	
Accreditation Support	✓	✓	✓	✓	✓	
Consulting Support	✓	✓	✓			
Campus Ownership of Courses/Programs	✓	✓	✓			
100% of Revenue	✓	✓	✓			
Short-Term Contracts	✓	✓	✓			
Ownership of Creative and Messaging	✓	✓	✓			
Ownership of Inquiries/Leads	✓	✓	✓			



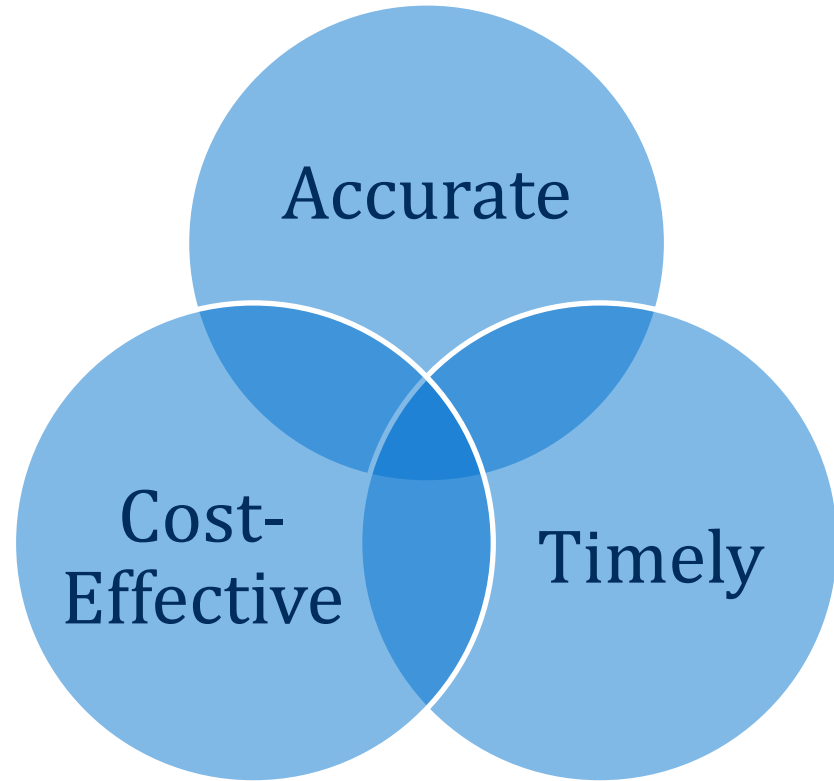
How do you leverage market insights to make good program decisions?

Optimal? The meeting point of three factors

Primary Research:
Surveys, Focus Groups,
etc.

Secondary Research:
IPEDS, BLS, web
research, etc.

Internal Analytics:
“Crunching your own
data”



The three elements of program success

Landscape: Quantitative assessment of the demand and supply characteristics confronting each program.

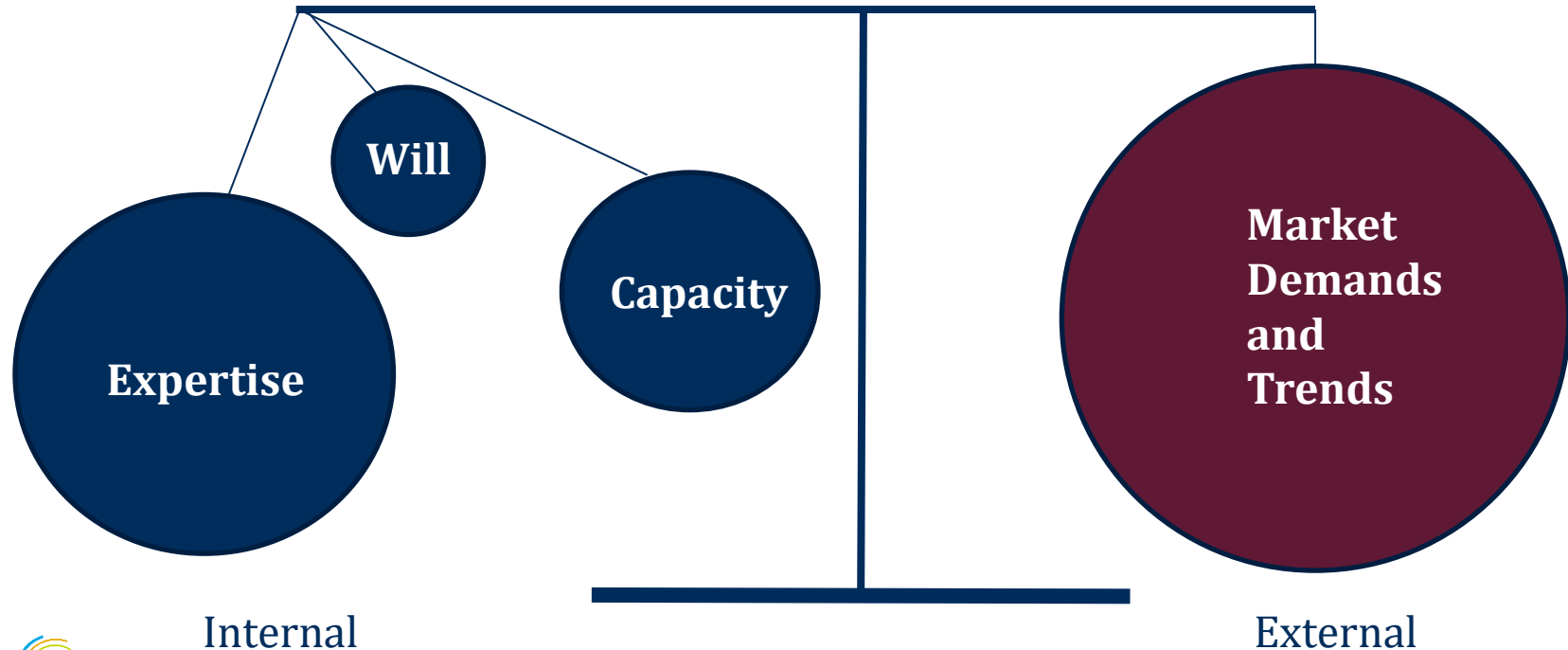
Road Map: Qualitative investigation of specific competitors aimed at differentiating your program.

Mirror: Primary market research to ensure you know what your audience thinks of you and how you can best (better) serve them.



Assessing program choices

A fine balance between market demand and institutional strength



Where do you programs “reside” in demand rankings?

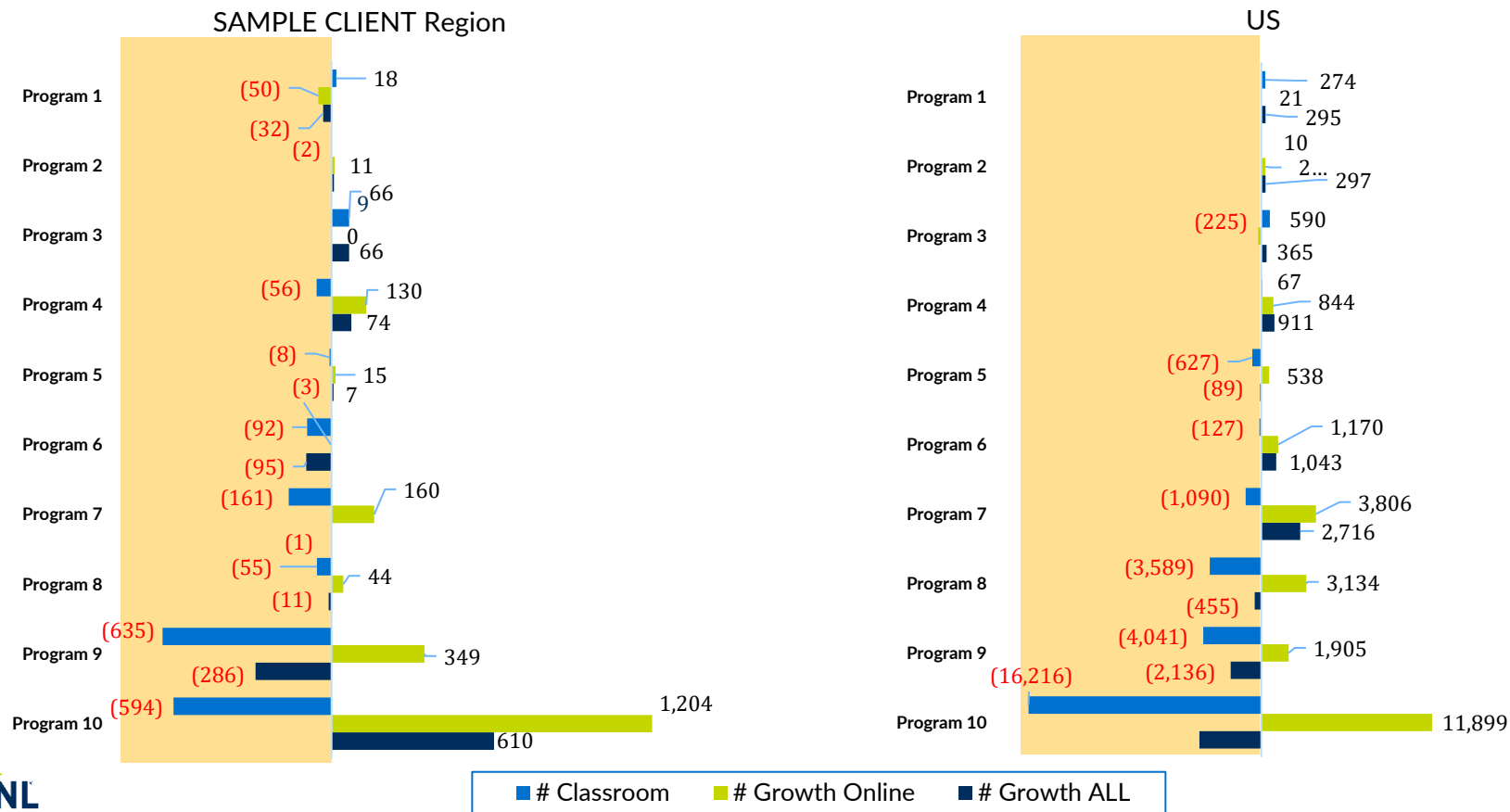
Program	2019 ALL Master's Degrees	Rank - ALL	ALL Master's					Online Master's					Related Occupations		
			Client Total	5-Year Growth #	5-Year Growth %	Average Annual Growth (CARG)	Online as % of Total	Online Master's Degrees 2019	Rank - ON-LINE	5-Year Growth #	5-Year Growth %	Average Annual Growth (CARG)	2020 Jobs	Annual Openings	Proj. Growth (2020-2030)
Business Administration, General	3,584	1	-	(247)	-6.4%	-1.3%	61%	2,189	1	205	10%	2%	281,501	23,537	15,987
Social Work	1,693	2	-	399	30.8%	5.5%	19%	320	3	320	Insf. Data	#DIV/0!	50,913	4,871	4,209
Educational Leadership and Admin. General	796	3	-	16	2.1%	0.4%	38%	306	5	76	33%	6%	12,774	883	(56)
Accounting	755	4	-	(145)	-16.1%	-3.5%	8%	62	31	23	59%	10%	71,042	6,039	1,651
Mechanical Engineering	669	5	-	206	44.5%	7.6%	33%	219	8	3	1%	0%	79,768	5,202	(164)
Electrical and Electronics Engineering	609	6	-	121	24.8%	4.5%	25%	150	16	-22	-13%	-3%	33,857	2,254	907
Occupational Therapy/Therapist	577	7	-	131	29.4%	5.3%	21%	124	23	44	55%	9%	8,081	511	621
Organizational Leadership	550	8	-	149	37.2%	6.5%	91%	501	2	165	49%	8%	169,348	14,092	10,741
Education, General	541	9	1	(167)	-23.6%	-5.2%	25%	134	22	-71	-35%	-8%	135,323	9,228	(2,072)
Business Admin., Mgmt. and Operations	536	10	156d	(147)	-21.5%	-4.7%	59%	317	4	-217	-41%	-10%	60,280	5,180	3,494
Curriculum and Instruction	491	11	-	(26)	-5.0%	-1.0%	49%	242	6	-83	-26%	-6%	6,658	596	214
Business/Commerce, General	423	12	-	(78)	-15.6%	-3.3%	0%	0	n/a	-193	-100%	-100%	268,500	21,781	14,840
Physician Assistant	402	13	-	67	20.0%	3.7%	0%	0	n/a	-37	-100%	-100%	7,348	582	1,548
Public Administration	399	14	-	(123)	-23.6%	-5.2%	35%	139	19	-3	-2%	0%	164,850	13,207	9,382
Industrial Engineering	393	15	-	181	85.4%	13.1%	19%	74	27	60	429%	40%	70,724	4,685	2,001
Teacher Educ./Prof. Dev., Specific Levels	377	16	-	143	61.1%	10.0%	16%	59	33	53	883%	58%	19,269	2,200	965
Health Care Administration/Management	371	17	-	(91)	-19.7%	-4.3%	53%	195	10	26	15%	3%	19,265	1,923	4,374
Registered Nursing/Registered Nurse	363	18	-	52	16.7%	3.1%	41%	149	17	-6	-4%	-1%	160,526	8,721	5,505
Counselor Education/School Counseling...	359	19	21	(125)	-25.8%	-5.8%	11%	38	50	0	0%	0%	12,966	1,237	456
Computer and Information Sciences, General	334	20	-	80	31.5%	5.6%	24%	81	25	51	170%	22%	97,780	7,109	5,749
Family Practice Nurse/Nursing	317	21	-	73	29.9%	5.4%	3%	8	117	-115	-93%	-42%	9,758	919	3,523
Library and Information Science	309	22	-	(107)	-25.7%	-5.8%	72%	222	7	-194	-47%	-12%	6,484	582	0
Special Education and Teaching, General	288	23	-	(67)	-18.9%	-4.1%	48%	139	20	101	266%	30%	12,870	940	102
Human Resources Management..., General	281	24	-	(116)	-29.2%	-6.7%	74%	209	9	-89	-30%	-7%	64,974	5,918	934
Architectural/Building Sciences/Technology	274	25	-	274	Insf. Data	#DIV/0!	14%	38	51	38	Insf. Data	#DIV/0!	102,190	8,409	3,151

How do you most effectively use secondary research to ground program discussions/decisions?

COMPARE

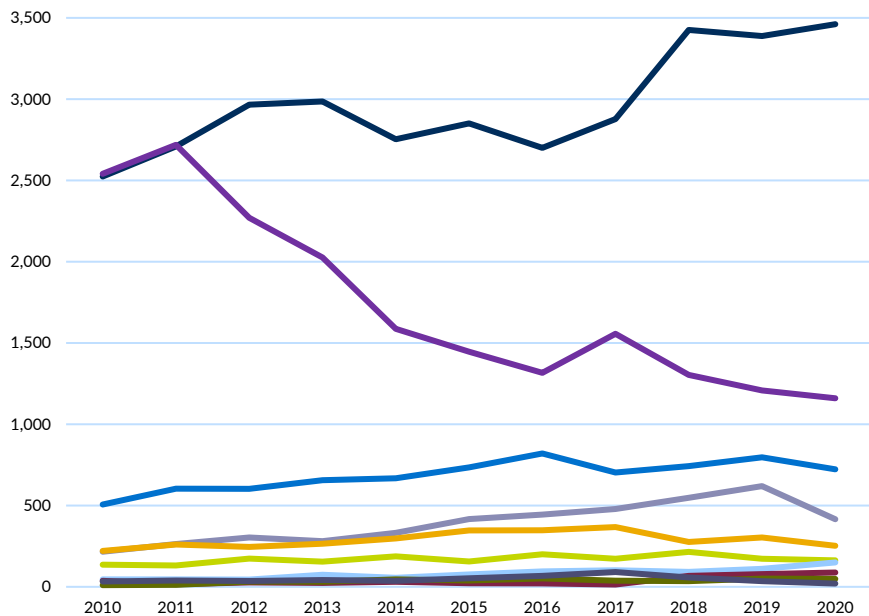
(multiple programs)

Five-Year Degree Production Growth: Total, Classroom, and Online

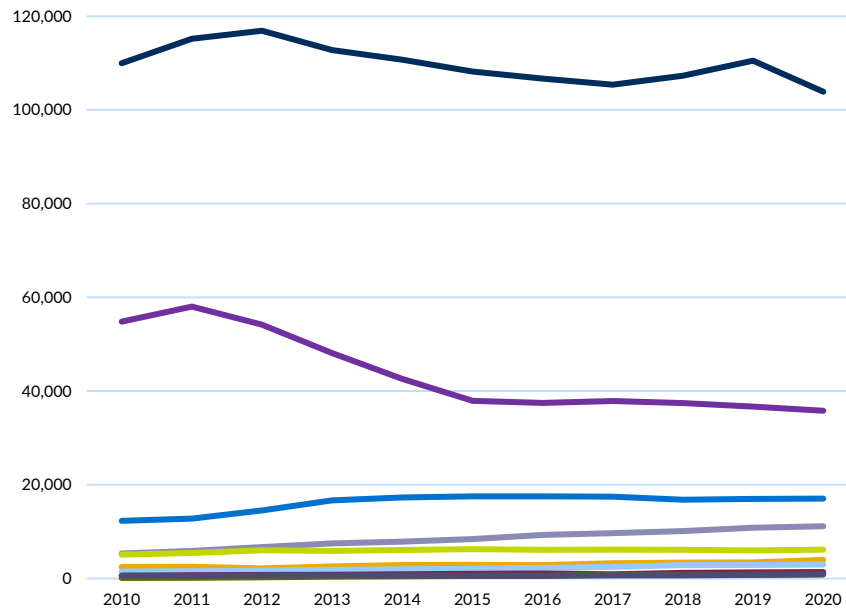


Degree Production Trends All Formats: Two Largest Programs

SAMPLE CLIENT Region



Nation



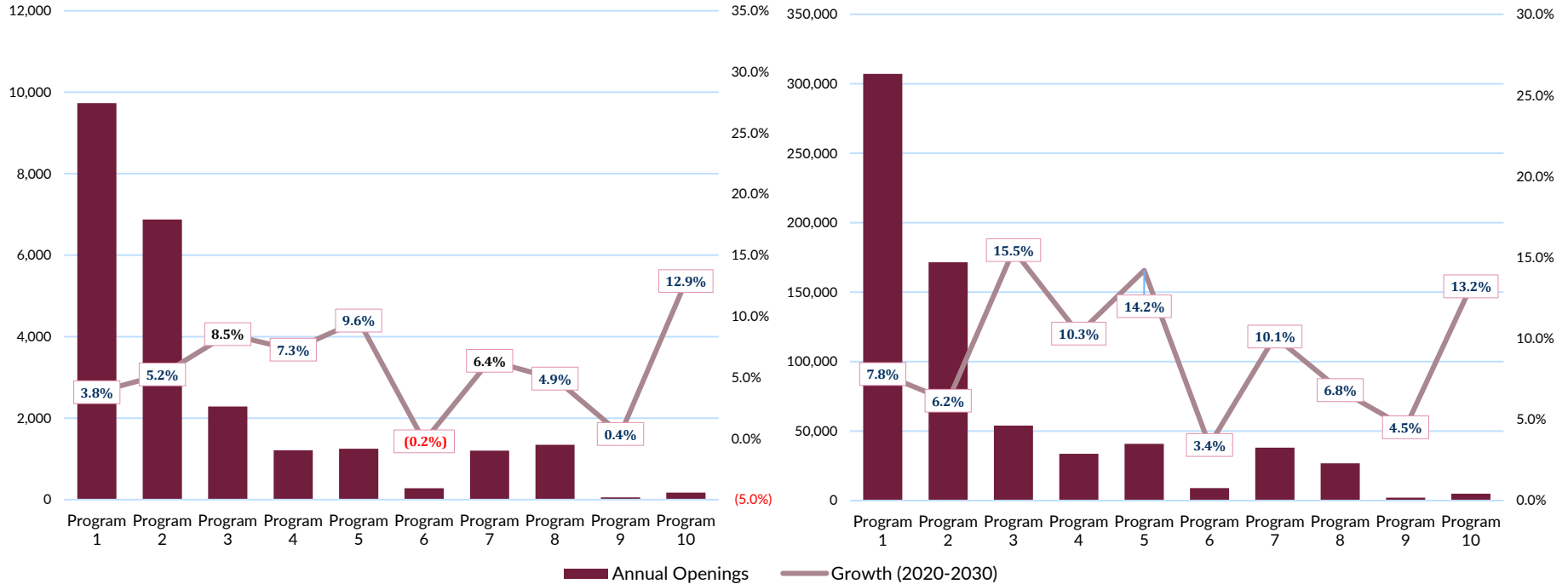
■ Program 1
 ■ Program 2
 ■ Program 3
 ■ Program 4
 ■ Program 5
 ■ Program 6
 ■ Program 7
 ■ Program 8
 ■ Program 9
 ■ Program 10

Related Occupations: Annual Opening and Projected Growth

SAMPLE CLIENT Region

Annual Openings at Level and Projected Growth

US



What to include in your analysis?

Program Descriptive Language

We analyze the content and tone of the primary program descriptions that are presented by each competitor on program webpages because this helps us understand how they position the program to stand out among competitors.

Program descriptions can be “student-focused,” “institution-focused” focusing on some combination of the two. As increases between the program content and their decision factor (RNL, Graduate Student R institutions to lead with what the program community – rather than focusing on spe reputation.

In what follows we highlight key passages visitors view the program from their first

Chamberlain University	DePaul University
------------------------	-------------------

Primary Program

By Nurses, For Nurses
Our 100% doctorally-prepared faculty use their nursing experience to help you grow. Join a CCNE-accredited nursing school with more than 130 years of history educating nurses.

You're in Good Company
You'll join a network of more than 90,000 students and alumni nationwide who step forward to support each other - and their patients.

8 Specialty Track Options
Specialize your practice as you earn your MSN degree. Choose from specialty tracks including healthcare policy, nurse educator, nurse executive, nursing informatics, family nurse practitioner, adult-

Earn the credentials to advance your career
If you're a registered nurse, DePaul's MS in Nursing program will help you develop the skills and credentials you need to become a nurse administrator, nurse educator, family nurse practitioner or adult-gerontology nurse practitioner. We'll tailor the program for your educational background.

If choosing nurse educator or nurse administrator track, you'll earn a Master of Science in nursing through DePaul, and a certificate in health administration or health professions education through DePaul's alliance

2021 MASTER'S DEGREE PRODUCTION

Chamberlain University	Indiana Wesleyan University	2021 Degree Production
2021 Degrees: 565 YoY Change: +54.8%	2021 Degrees: 19 YoY Change: +26.6%	2021 Degrees: 20 YoY Change: +10.1%

Degree Production: How Competitors Compare

Among these competitors, Chamberlain is by far the largest degree producer in this field nationwide (but produced 288 master's degrees.) Rush was next largest decrease of 10.1 percent. University of Illinois-Chicago

Science in Nursing (MSN).
Discover a high-quality and affordable pathway to your next nursing credential. Power onward in your nursing career with PNW.

Online Flexibility for Working Nurses

- Customize your path and pace to fit your busy nursing schedule.
- Complete your practicum hours where you work.
- Graduate with your master's degree in nursing in two years or less.

can take on the role of an advanced nurse who functions in a family nurse practitioner, psychiatric mental health nurse, nurse educator, or nurse administrator role. The MSN is a valuable, respected degree. Advanced practice nurses are often called on to assume leadership roles in the profession and in health care delivery.

As a graduate you will incorporate your education and research into a practice that is reflective of the dynamic needs of a diverse population. Through the advanced role you will be instrumental in ensuring

WEBSITE BEST PRACTICES

Because undergraduate students conduct almost the entirety of their search process online, and then make their enrollment decisions largely based on the information they can (or cannot) find on institutional websites, it is more important than ever for institutional websites to ensure that they're following many of the best practices that are commonly found on the sites of other services with which prospective students interact regularly. 2021 RNL data indicates that nearly 80 percent of both prospective undergraduate and graduate students have watched a video on an institutional/program page; that more than half have used a chat feature; and that an information first contact with the programs that interests these are done at competitor programs/ins

Franklin University	Ohio Christian University
---------------------	---------------------------

Website Best Practices: Use of Video, Chat

Video: Not present on home page	Video: Not present on home page
Chat: None	Chat: None
Information Request Form: A pop-up window appears as users scroll that leads to an information request form. There are also action buttons to Request Info at the top of the vertical navigation bar and just below the main image, as well as an embedded form within the body of the home page.	Information Request Form: Prominently positioned at the very top of the home page is an embedded information request form.
General Navigation Summary: Most, if not all, of the information prospective students need is available and navigation is intuitive.	General Navigation Summary: Most, if not all, of the information prospective students need is available and navigation is only somewhat intuitive. Because

Video: How Programs Compare with Valparaiso University

More than 70 percent of prospective students watch videos during their search for study. Like three of its competitors, Valparaiso University does not include a video on its home page. Only University of Maryland Global provides a video. It's about one minute long and narrated by a graduate who is depicted at home with her family, as well as in an interview setting, and talks about the benefits of the program.

Examples of Videos UNIVERSITY OF MARYLAND GLOBAL



Cate Reich wanted to be a role model to her children and to give back to her country. She decided to earn an MS in Cybersecurity. UMGC's reputation and flexibility were the perfect fit for Cate's busy life. What's more, Cate's UMGC courses were not only immediately useful to her work, they also allowed her expand her career while making the world a safer place.

What to include in your analysis?

INFORMATION ON RELATED CAREERS

2021 data on the enrollment decision making patterns of prospective students indicate that positive career outlook and/or positive outcomes data on the employment of recent graduates is the second most frequently cited factor in choosing graduate programs/institutions. This is a function of the combination of the cost of higher education, the soft job market in many fields, and the rising skepticism of many about the value of a college education after a generation of dreamers have had to return to school in order to equip themselves with useable job skills.

Therefore, it is mission critical for successful programs to prominently present as much detailed information as possible in order to attract students to their programs. While programs and institutions are doing better—although not great—at presenting some information on career prospects, these data tend to be superficial, clickable links, and almost completely devoid of data on the success of the specific institution the visitor is considering. With this in mind, career information that is presented by programs and institutions.

Concordia University Chicago	University of Cincinnati	UP
Information on Related Careers		
<p>Medium-High. The home page includes a section "What Can You Do With a Master's in Sports Leadership?" that includes headshots of four (presumed) alumni with their position titles, as well as a bulleted list of potential positions.</p> <p>What Can You Do With a Master's in Sports Leadership? The Sports Industry Needs More Business Leaders - You Can Fill That Need</p>	<p>Medium-High. Clicking on Careers leads to an entire webpage dedicated to the career outlook of graduates.</p> <p>Career Outlook Obtaining employment in sport requires a distinctive game plan that often draws heavily on face-to-face networking with industry professionals. That's why we developed our online Master of Science in Sport Administration Ticket & Bearcat Nation's vast alumni network and UC faculty members with close industry connections.</p>	<p>Low. The "Potential" comprises position titles.</p> <p>POTENTIAL The MS in Sport Administration is for you for a variety of administrative roles in the sports industry. You can work for a professional sports team, a university, or a private fitness center. You can also work in the public sector, such as in a government agency or a non-profit organization.</p>
Information on the Career Outcomes of Recent Graduates		
<p>Low. There are headshots of what we presume are four alumni along with their position titles.</p>	<p>Low. Under "Testimonials," users can watch two videos, which comprise alumni stories.</p>	<p>None. No outcomes presented.</p>

Navigation: How Programs Compare

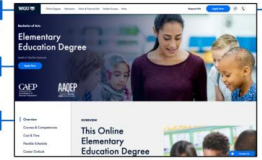
WESTERN GOVERNORS UNIVERSITY

Navigation Bar for Program-Specific Information:

University-wide information is provided in the horizontal set of links at the top of the home page (1). The vertical set of links on the left sends visitors to relevant sections of the home page for program-specific information (2).

Action Buttons for About, Contact Us, Jobs, etc.:

There are action buttons to request information at the top of the home page (3) and in the body of the home page (6). In addition, there are action buttons to apply at the top of the home page (3), within the main image (4), following the vertical set of links (5), within the body of the home page (7 and 8), and at the bottom of the home page (9).

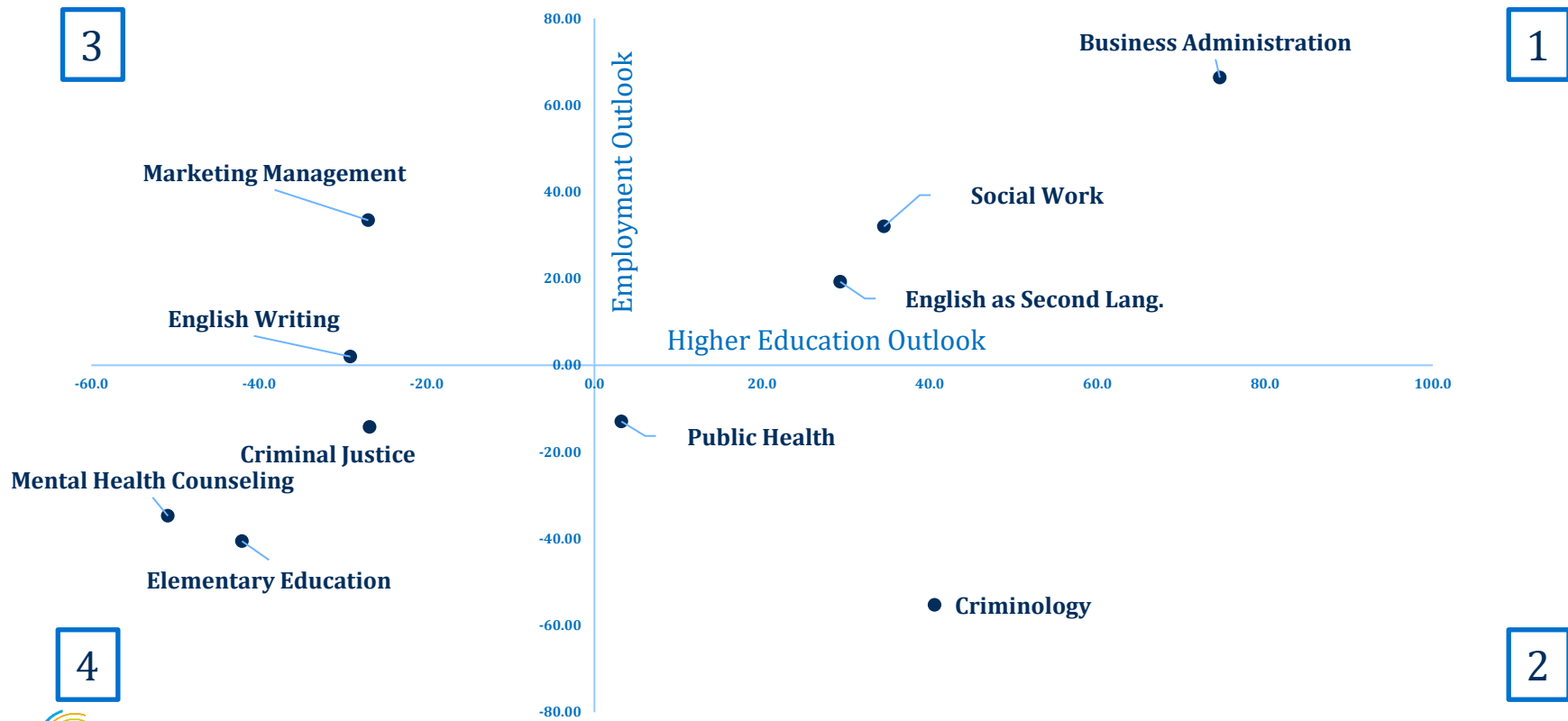


Institution, Program Name, and Home Page	Total Credits	Required Courses	Concentrations/Specializations	Culminating Experience: Thesis/Capstone	Format(s)	Schedules: Semesters/Terms
DePaul University MS in Cybersecurity https://www.depaul.edu/academic/pa/psa/MS-in-Cybersecurity.aspx	52 quarter credits/17 courses (equivalent to 35 semester credits)	Governance, Risk Management and Compliance and Networking and Infrastructure <ul style="list-style-type: none"> NET 405 Network Fundamentals NET 411 Introduction to Computer and Network Systems NET 413 Introduction to LAN Technologies CSEC 410 Introduction to Host Security Computer Security <ul style="list-style-type: none"> CSC 400 Discrete Structures for Computer Science CSC 401 Introduction to Programming CSC 403 Data Structures I CSC 403 Data Structures II CSC 406 Systems I CSC 407 Systems II 	<ul style="list-style-type: none"> Computer Security Governance, Risk Management and Compliance Networking and Infrastructure 	Computer Security and Networking and Infrastructure: Students have the option of completing the Information Security Governance course, the Computer Information and Network Security Capstone course, or completing a Master's Research Project. If a student chooses to complete a Master's Research Project for 8 credit hours, 4 credit hours of CSC 695 replaces one major or open elective course. A student who completes a Master's Research project also has the option of completing a Master's Thesis.	Online	10-week terms

Examples of Career Information Presentation

CONCORDIA UNIVERSITY CHICAGO

SAMPLE CLIENT Program Prioritization Matrix – All Program Formats



Download a copy of
our Guide today.



Own and Transform Your Online Success

Using Market Data in Program Selection and Prioritization
Best Practices Guide

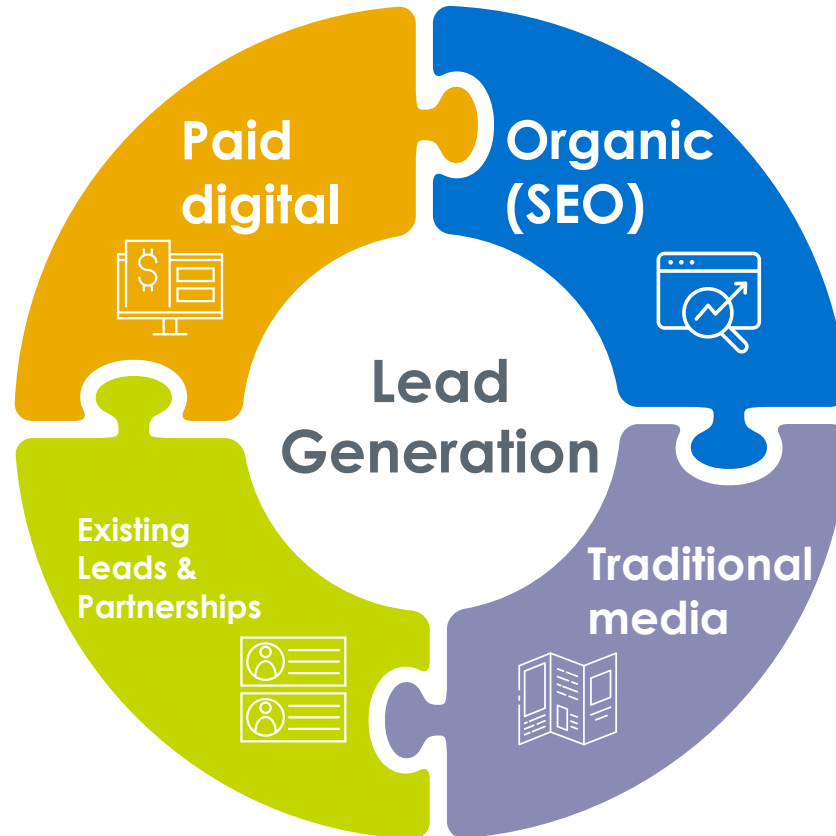




How should you
market online
(and graduate)
programs to
maximize results?

An Integrated Approach to Marketing Maximizes Results

Integrated Media Strategy



Ignoring traditional media means ignoring upwards to 35% of prospective student preferences

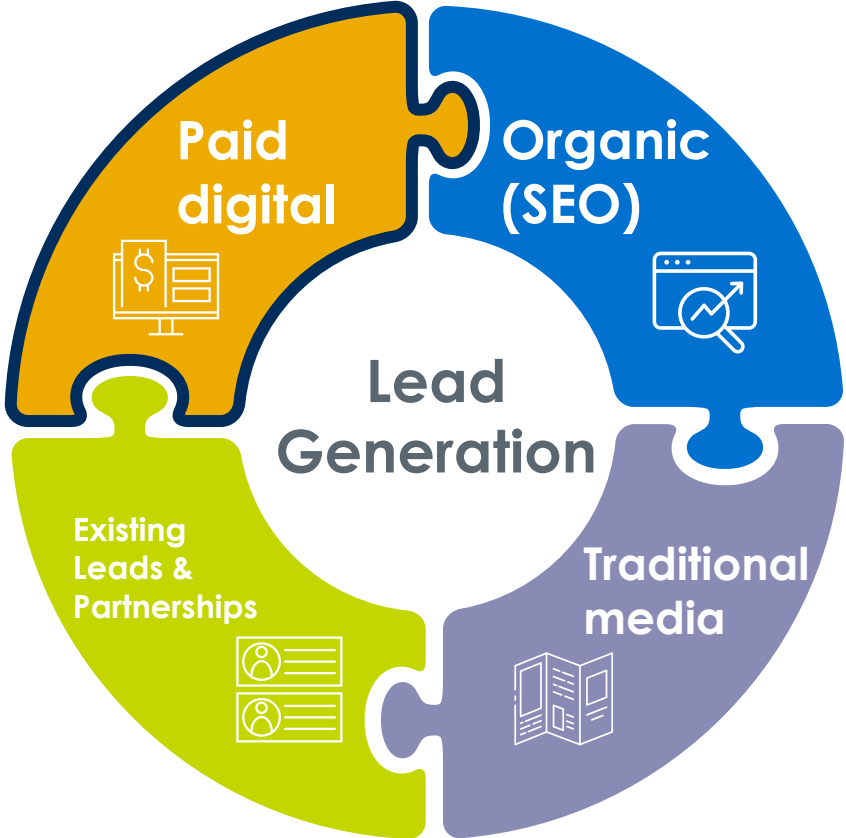
TABLE 15: SOURCES USED TO FIND ONLINE PROGRAMS OF INTEREST

	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Search engines	89%	85%	95%
College/program search sites	77%	78%	61%
Ads on social media	58%	73%	57%
Someone I know	53%	56%	56%
Ads on websites	54%	52%	46%
Ads on streaming TV	51%	47%	36%
Ads on broadcast or cable TV	46%	50%	39%
Videos on YouTube or elsewhere	44%	48%	48%
Printed materials from institutions	38%	36%	31%
Ads in newspapers, magazines, etc.	34%	38%	27%
Printed rankings guides	32%	31%	27%
Ads on streaming radio	28%	27%	18%
Billboards/other outdoor ads	28%	24%	19%
Ads on local broadcast radio	26%	26%	13%
Ads on podcasts/other streaming audio	26%	18%	18%

Lower usage but important to include in the mix



Integrated media strategy



Adult students bring with them high expectations for institutions



Need for speed



Rise in consumer mentalities



"Me"centric view of the world



Meaningful connections

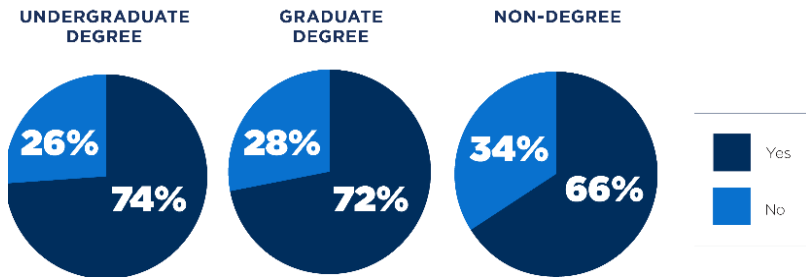
NETFLIX



amazon

Online students click ads that speak to their “persona”

CLICKED ON DIGITAL ADS DURING SEARCH



MOST COMPELLING REASON TO CLICK ON DIGITAL AD

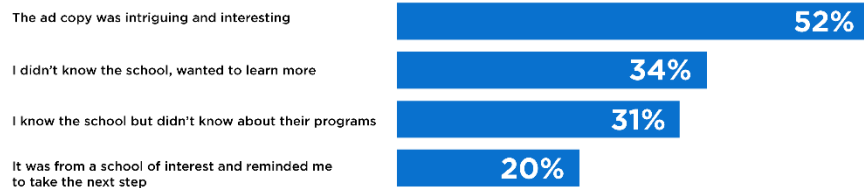
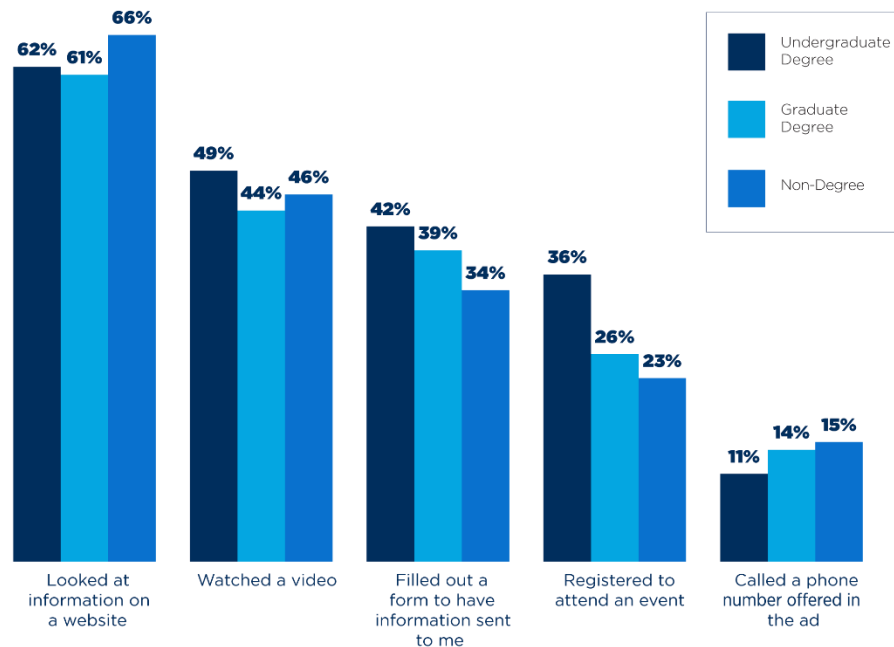
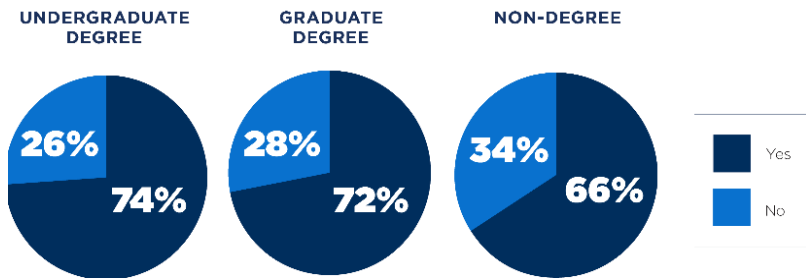


TABLE 19: ACTION AFTER CLICKING DIGITAL ADS



Online students click ads that speak to their “persona”

CLICKED ON DIGITAL ADS DURING SEARCH



MOST COMPELLING REASON TO CLICK ON DIGITAL AD

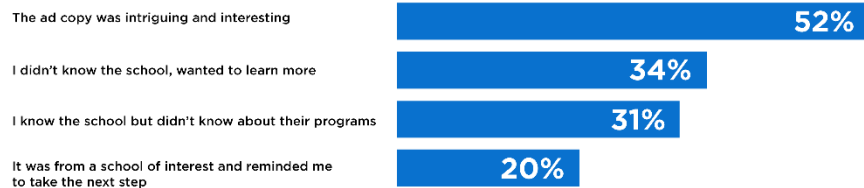
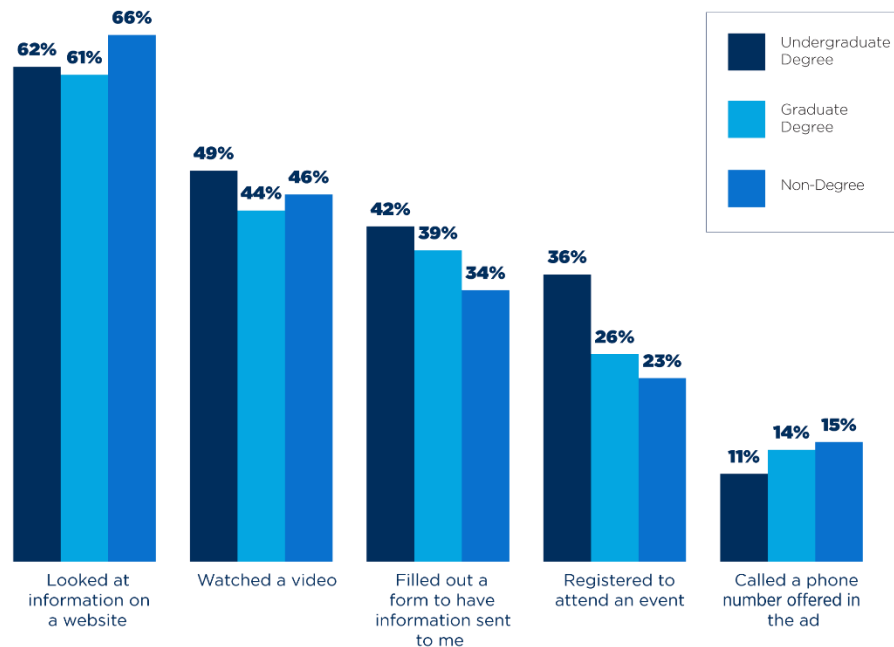
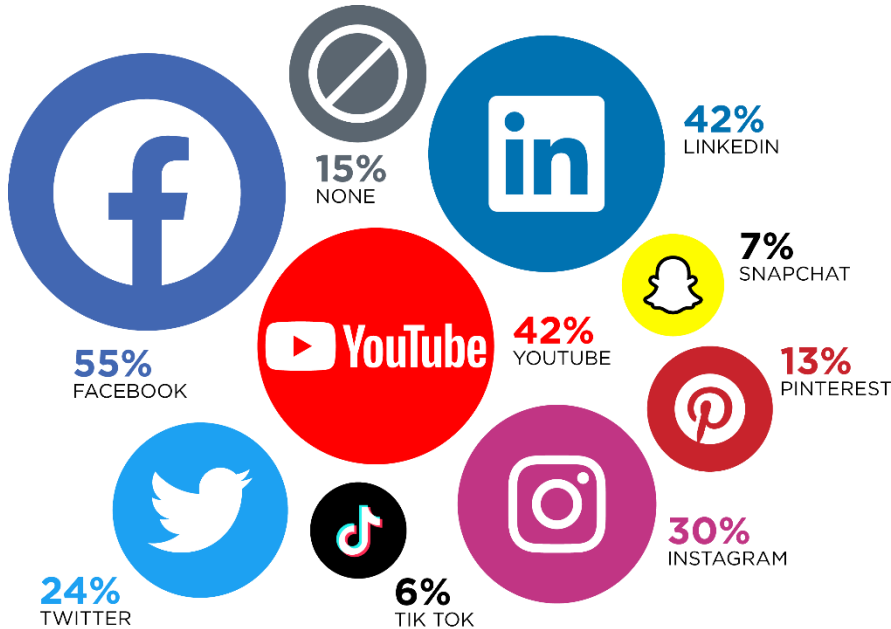


TABLE 19: ACTION AFTER CLICKING DIGITAL ADS

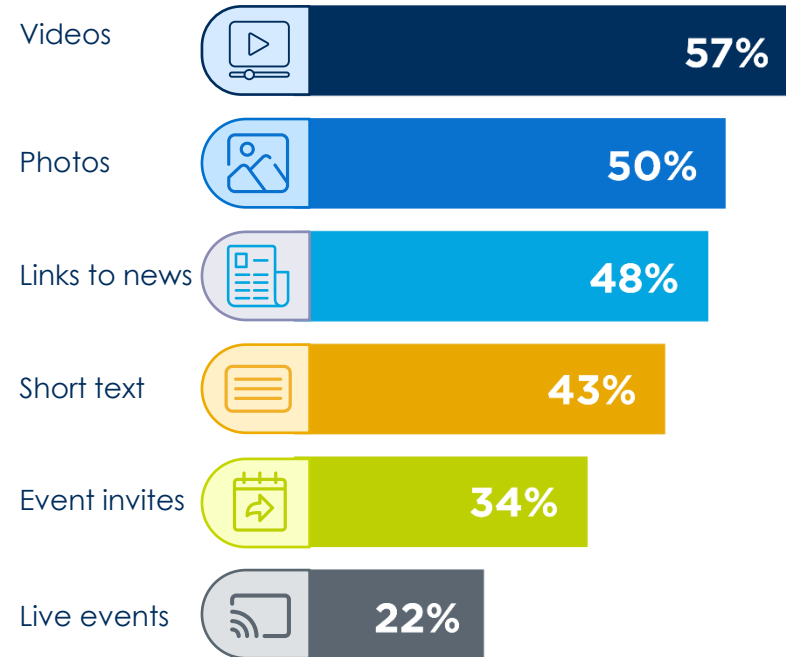


68% of prospective students use social media in their search

PREFERRED SOCIAL MEDIA FOR GRADUATE PROGRAM INFO



PREFERRED CONTENT ON SOCIAL



Paid digital lead generation trends



INCREASING INVESTMENT

Increasing investment from campuses in digital and social channels

CPLs are increasing across the board



FOCUSED STRATEGY

A focused strategy is important to deliver a high ROI

Persona-specific communication resonates in the market



HIGH LEVEL OF OPTIMIZATION

High level of optimization leads to better results



DIGITAL CHANNELS

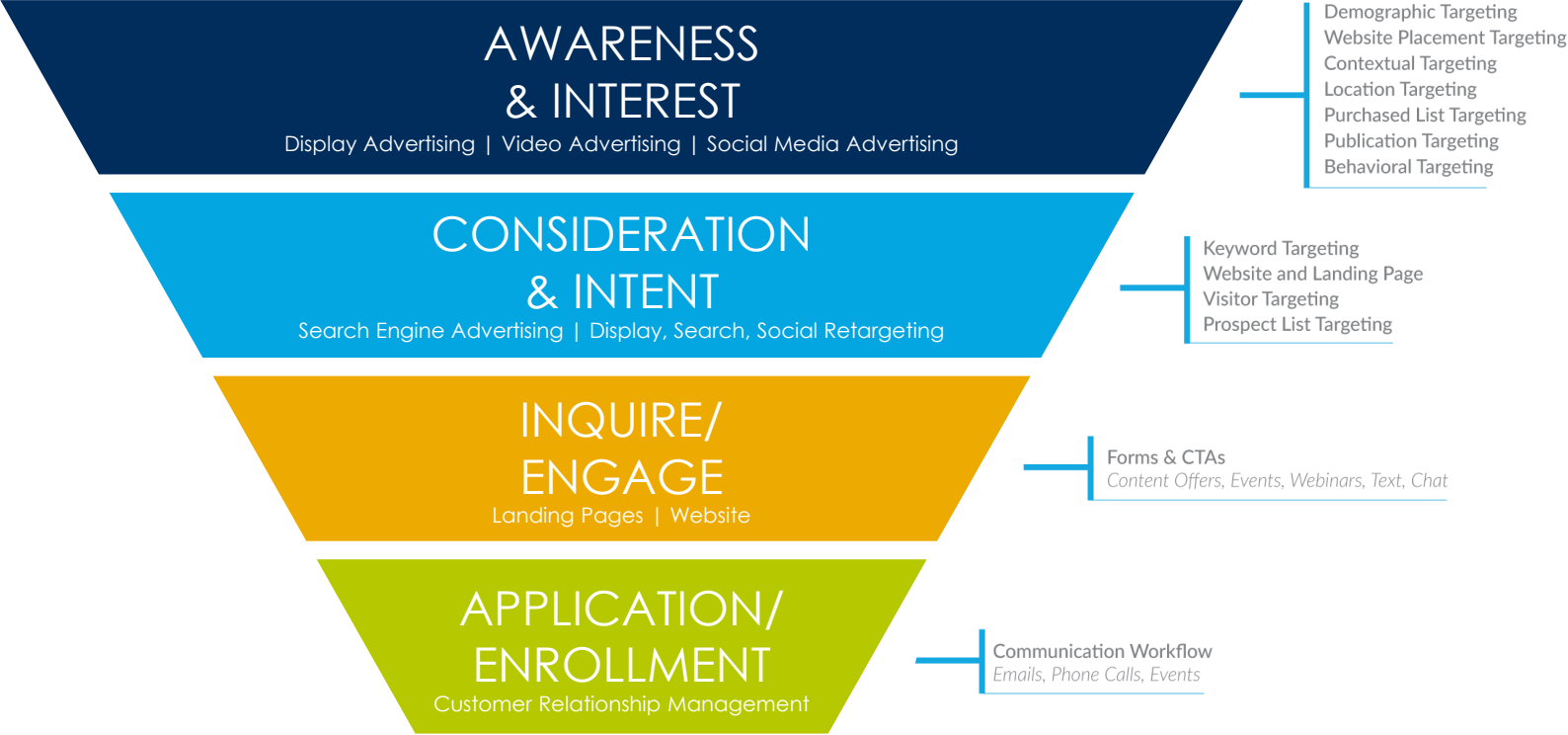
Digital channels should include search, social, IP targeting, video, new and next channels



CHANGING REGULATIONS

Ever changing regulations

Digital Media | Recruitment Funnel



A person's hands are shown holding a smartphone, with the device positioned over a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text is centered on the upper half of the image.

Which of these is your greatest digital marketing challenge?

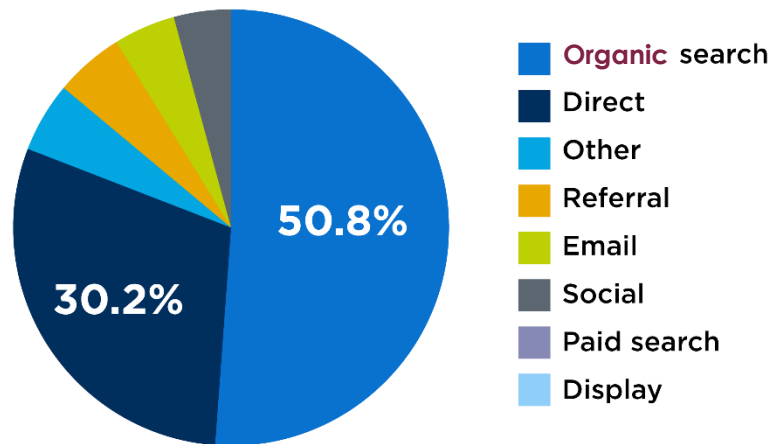
1. Increasing investment?
2. Effectively focusing strategy?
3. Getting a high level of optimization?
4. Selecting/diversifying digital channels?
5. Dealing with changing regulations?

Integrated media strategy



Organic lead generation is a lower volume but higher converting lead source

TOP CHANNELS

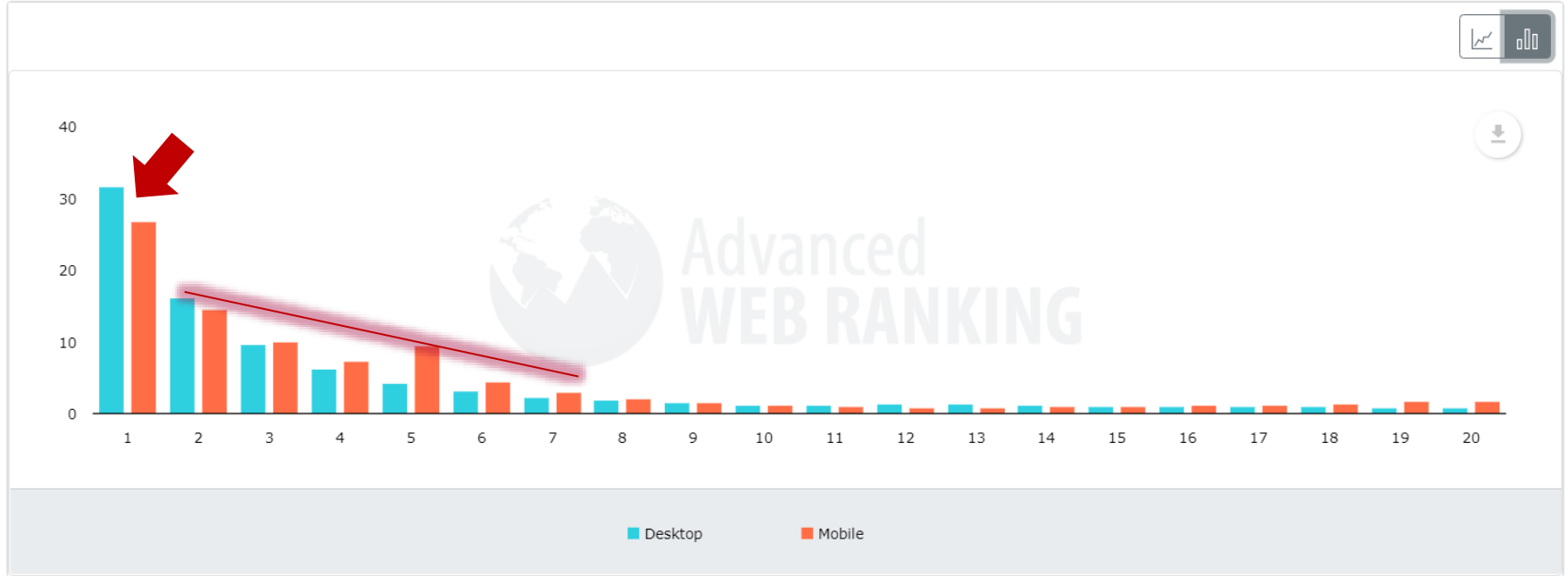


Approximately **50%** of all higher education website traffic comes from search engines.

77% of students will use a search engine to access a website **EVEN** if they know which school they want to look up.

Organic leads are approximately **7X** more likely to convert compared to other sources.

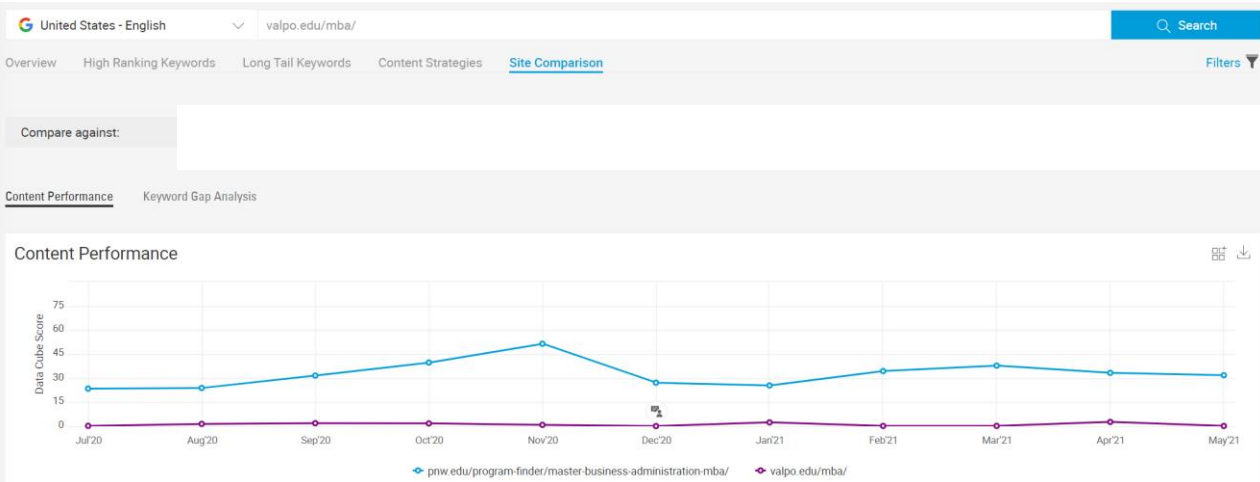
National click-through rates per ranking position



Key performance indicators - SEO

RNL State University vs. RNL College

Site	Total Organic Keywords	Ranked on Page 1	Ranked on Page 1 % Change	Ranked on Page 2	Ranked on Page 2 % Change
rnlstate.edu/mba	33	0	100.00% ▼	1	No Change
rnlcollege.edu/mba	26	10	28.57% ▼	4	42.86% ▼



RNL State

RNL College

Comparison of academic **search engine footprint**, based on the keywords each institution ranks for, the position they rank in, and the related search volume.



Program Keywords by Blended Rank

Keyword	Blended Rank	Search Volume
nursing informatics programs texas	74	70
nurse practitioner programs in texas online	75	110
online nurse practitioner programs in texas	76	110
online msn programs in texas	76	70
online nurse practitioner programs texas	79	110
online fnp programs texas	80	90
clinical nurse specialist programs texas	80	20
np programs in texas	81	140
msn online programs texas	81	70
nurse practitioner programs in texas	82	210
nursing informatics programs in texas	82	70
u of m nurse practitioner program requirements	88	0
online msn programs texas	88	70
online np programs in texas	88	110
online fnp programs in texas	88	90

Program Keywords Search Volume

Keyword	Blended Rank	Search Volume
nurse practitioner programs in texas	82	210
np programs in texas	81	140
nurse practitioner programs in texas online	75	110
online nurse practitioner programs texas	79	110
online nurse practitioner programs in texas	76	110
online np programs in texas	88	110
online fnp programs texas	80	90
online fnp programs in texas	88	90
online msn programs texas	88	70
msn online programs texas	81	70
nursing informatics programs texas	74	70
online msn programs in texas	76	70
nursing informatics programs in texas	82	70
clinical nurse specialist programs texas	80	20
u of m nurse practitioner program requirements	88	0

Great example of utilizing SEO to drive leads

Google

<https://www.franklin.edu> › [blog](#) › [how-to-pay-for-a-ma...](#)

How to Pay for a Master's Degree: 6 Big Tips For Working Adults

Look for scholarships and grants that match your personal background, industry and experience. Start with professional associations you belong to and branch out ...

People also ask

- How do people pay for a master's degree?
- How can I not pay for my masters degree?
- Does FAFSA cover a master's degree?

Feedback

<https://www.forbes.com> › [advisor](#) › [student-loans](#) › [ho...](#)

How To Pay For Grad School – Forbes Advisor

Aug 11, 2021 — **How To Pay** For Grad School · 1. Start Looking for Free Money · 2. Apply for Assistantships · 3. Utilize the Federal Work-Study **Program** · 4. Research ...
[Compare Student Loan Rates...](#) · [Federal Loans For Graduate...](#) · [Private Loans For Graduate...](#)

<https://www.usnews.com> › [paying](#) › [articles](#) › [2013/03/12](#)

Use These 5 Strategies to Pay for Graduate School

Mar 12, 2013 — Get an employer to **pay** for **graduate** school. Secure a **graduate** school scholarship. Work for the **graduate** school. Borrow smart. Use available ...
[Work For The Graduate School](#) · [Borrow Smart](#) · [Find The Best Student Loans...](#)

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Back To College Blog

BROWSE BY: [Program](#) [Program Type](#) [Academic Level](#) [Topic](#)



How to Pay for a Master's Degree: 6 Big Tips For Working Adults



[Master's Degree](#) [Paying for School](#)

You know a master's degree can be pivotal to your success. You've read how it can help advance your career, increase your salary, or transition into a brand new field. But, how will

Request Information

STEP 1 | STEP 2 | SUBMIT

What type of program are you seeking?*

-- Select Program Type --

What is your program of interest?

-- Select Program --

Step 1 of 3

[GET STARTED >](#)

In submitting my contact information, I understand that I will receive phone calls, text messages and email about attending Franklin University. I may opt out of these communications at any time.

Your privacy is important to us. [Privacy Policy](#)

POPULAR POSTS

1 What Exactly Can You Do with A Business Degree? Quite a Lot.

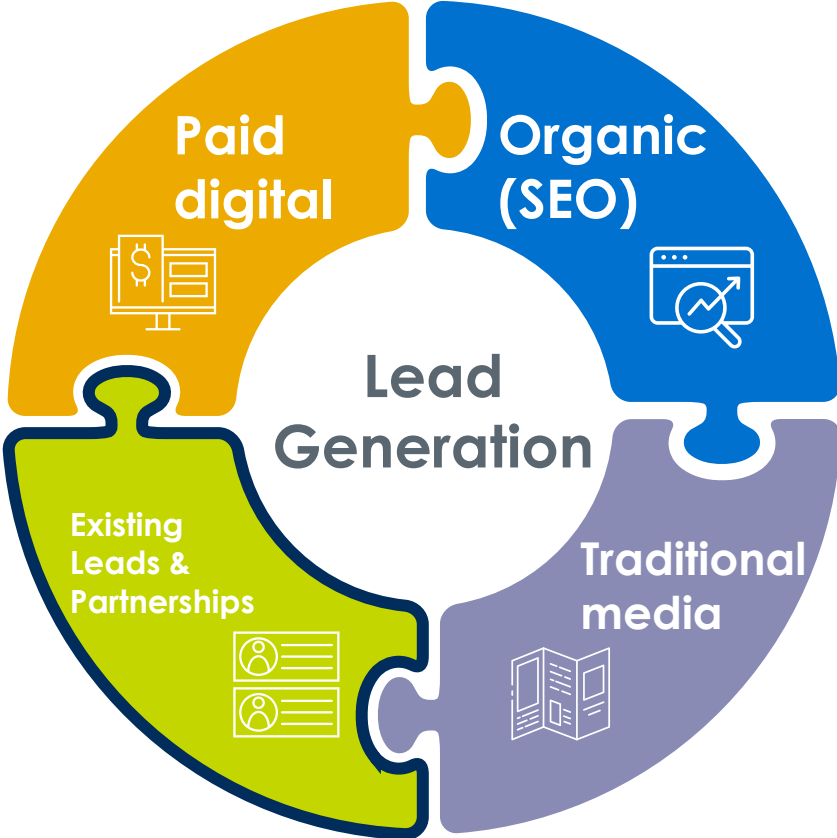
Integrated media strategy



Ignoring traditional media means ignoring upwards to 35% of prospective student preferences

TABLE 15: SOURCES USED TO FIND ONLINE PROGRAMS OF INTEREST	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Printed materials from institutions	38%	36%	31%
Ads in newspapers, magazines, etc.	34%	38%	27%
Printed rankings guides	32%	31%	27%
Ads on streaming radio	28%	27%	18%
Billboards/other outdoor ads	28%	24%	19%
Ads on local broadcast radio	26%	26%	13%
Ads on podcasts/other streaming audio	26%	18%	18%

Integrated media strategy



Existing Leads and Partnerships



Alumni Lists

Are you leveraging the strong relationships you already have?



Dual Degree

Are you working with your undergraduates to grow graduate students?



Event Promotions and Geofencing

Are you leveraging your events and initiatives in new and innovative ways?



Corporate Partnerships

Are you making intentional relationships with employers in your region?

Questions to Consider

1. What percentage of your marketing budget is allocated to the four elements discussed today?
2. What percentage of your enrollment has a lead source from the four elements discussed today?
3. Is your staffing reflective of an integrated marketing approach? If not, where are the gaps?
4. Do your prospects see a consistency across platforms and marketing messages?
5. Does your content and your approach match your audience?

Thank You



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