Taking Your Online Programs to The Next Level

Presented by
Education Management Services
Succeed and Grow

DEVELOPER BIOS
**Joshua T. Fischer**

Dr. Joshua T. Fischer serves as the President of Education Management Services (EMS) and Progressus Education Services, a quality management consulting company. In the past he served as the Director of Distance Education at Oral Roberts University (ORU) in Tulsa. Following his time at ORU, he served in various capacities in the business sector including executive roles. Dr. Fischer went on to serve as the regional dean of Indiana Wesleyan University’s (IWU) Cleveland Campus. During that time, he was also the interim Regional Dean for the Louisville, KY campus for IWU. He then served as the President of World Harvest Bible College/Valor Christian College. Joshua has also served as online faculty at 7 different colleges and has taught over 9,000 students at those institutions in courses ranging from associates to doctoral levels.

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**Amie Anderson**

Dr. Amie Anderson currently serves as Dean of Adult Education at Grace Bible College. Her experience in administration includes both academic and student success services. She has been responsible for oversight of financial, curriculum, personnel, leadership, student advising, student engagement, multicultural/diversity, athletics, and accreditation. This also includes supervision of academic programs including Criminal Justice, Human Service, Early Childhood Education, Teacher Preparation, Interpreter Training, General and Developmental Education, Business, and Leadership & Ministry. Her teaching practice spans middle school, high school and post secondary (including graduate) education.
What does it take to get your program to the Next Level?

The vision for online programming is that it will reach a new audience with our message. To get that message out there, however, will take the hard work of improvement. In our Practice and our People. Our Practice is everything that it takes to deliver our message. Our People (our Faculty) are the message bearers. Improve both of those on an ongoing basis and you will continually take your program to the next level.

The Practice of the Vision

The Practice of the Vision contains all of the systems required to deliver our message to students. Our need to continually develop and refine those systems is vital to maintaining our influence.

- Conceptual Framework & Curriculum Selection
- Organizational Structure and Where to Spend Salary
- Student Recruiting Methods
- Structure for Student Service, not for Cultural Norms
The Practice
Of the Vision

Institutional Mission
Institutional Vision
Institutional Objectives
Program Objectives
Conceptual Framework
Program Selection

Majors in Highest Demand by Employers

1) Business – 31 percent
2) Computer and Information Sciences – 24 percent
3) Engineering – 17 percent
4) Health Professions and Related Clinical Sciences – 10 percent
5) Engineering Technologies – 9 percent
6) Math and Statistics – 9 percent
7) Communications Technologies – 7 percent
8) Education – 7 percent
9) Science Technologies – 6 percent
10) Liberal Arts and Sciences, General Studies and Humanities – 6 percent

Source: careerbuilder.com

Conceptual Framework

To understand and build adult and online programs, a strong foundation must be established.
Theories

Theory should always be a basis for developing programs and curriculum. These theories should be in line with adult and online education principles.

Organizational Chart

[Diagram of an organizational chart showing the hierarchical structure of an institution, with roles such as President, VP, Enrollment, VP, Adult & Online, Provost, Director, Traditional Recruiting, Director, Adult/Online Recruiting, Adult/Online Adm. Affairs, Traditional Acad. Affairs, Traditional Faculty, and Adult/Online Faculty.]
**Scale Based on Size**

- Position yourself and your team for growth
  - Is your structure scale-able?
  - Can you add positions or personnel quickly and efficiently?
- What management level positions do you need now?
- What will you need in the future? When?

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**The President’s Role in Enrollment**

The President must:

- Champion the Enrollment Initiatives
- Push the team
- Hold the team accountable (including the President)
- Protect the marketing budget
- Meet weekly with the enrollment team
- Know how many leads, recruits, applications, and starts at any given time
- Always seek leads and referrals
- Sell Urgency!
The Role of the **Recruiting Director**

- Partner with the President and leadership
- Build a recruitment plan and work the plan
  - Define your current state of new student enrollment
  - Establish clear and realistic goals that are aligned with the desired enrollment growth
  - Develop strategies to reach each goal
- Hold the team accountable with Metrics
- Help the team work the lead

**Where to spend your money. . .**
Enrollment Formula

Marketing Budget
$1700 - $2000/Student

Recruiters
50 - 75 students/Year/Recruiter

New Students

Ethos of a Recruitment Culture

Develop a Lead Generation Culture

Get Web-based leads

F8, Twitter, etc.

Everyone focused on getting leads
Enrollment Keys

- Cultivate a business mindset.
- Know your metrics.
- Align for growth.
- Invest in marketing and recruitment.
- Plan and execute the plan.

*S Curves and All Things New*

- “Pray through...circle it” this is *Kingdom work.*

Lead generation

- Traditional advertising (radio, TV, billboard, print); call to action
- Online advertising (own website and landing pages, paid lead companies, social media)
- Referrals (students, faculty and staff, alumni)
- Students finishing AA or BA degrees
- Partnerships with Community Colleges
- Re-marketing
Working the lead

- More leads vs. Higher conversion
- “Speed to lead”
- Establish communication plan (phone calls, emails, texts, letters)
- Engage in meaningful conversations with the leads by earning their trust and building relationships (Harms, 2015)
- Focus on retention

Culture eats strategy for breakfast, technology for lunch, and products for dinner, and soon thereafter everything else too.

-Peter Drucker, Mark Fields, Bill Aulet
Serving the Student

- The grandiose ideas
- Images of Student “Services”
- The way it needs to be
  - Barrier Removers
  - Relational
  - Proactive vs Reactive

Takeaways and Planning Notes

- Take a few minutes to highlight the points that stood out to you most from this session.
- Consider what you should do with the information that you’ve learned in this session.
For More Information

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