

Recruiting and Retaining Online Students in an Ever-Changing Market

1. Understanding Your Audience
 - a. What information is important to capture?
 - b. Where do students come from?
 - c. Preferred Modality?
 - d. Roadblocks that Learners Face
 - e. What is Motivating them?
 - f. Financial Aid needs?
 - g. Personas
 - h. Who are Your Competitors?
2. Effective Marketing and Branding
 - a. Branding
 - b. Marketing
 - c. Do you have a Marketing plan?
 - d. How are You allocating Spend?
 - e. What Messaging should be included in our Marketing?
3. Offering the Right Programs
 - a. What programs should you offer?
 1. Proposing New Programs
 2. A look at Current Programs
4. Supporting Your Students for Success
 - a. Looking through the Eyes of a Student
 - b. What are the Students Telling Us?
 - c. Customer Service