



rnl national conference
leading ai innovation
empowering higher education



When the Product Is the Challenge: Shaping Academic Programs to Meet Students Preferences

Tom Heitman, Columbia Southern University
Scott Jeffe, Ruffalo Noel Levitz

Meet your presenters



Scott Jeffe

Vice President, Graduate
and Online Research
RNL



Tom Heitman

Dean of Instructional Design
and Technology
CSU

Student Expectations That Drive Enrollment

RNL's most recent graduate and online student data:

1. Students enroll in order to advance their careers and make more money.
2. Cost, future employment, and flexible course options drive enrollment decisions.
3. Students will enroll in more expensive programs, most frequently when they are flexible.

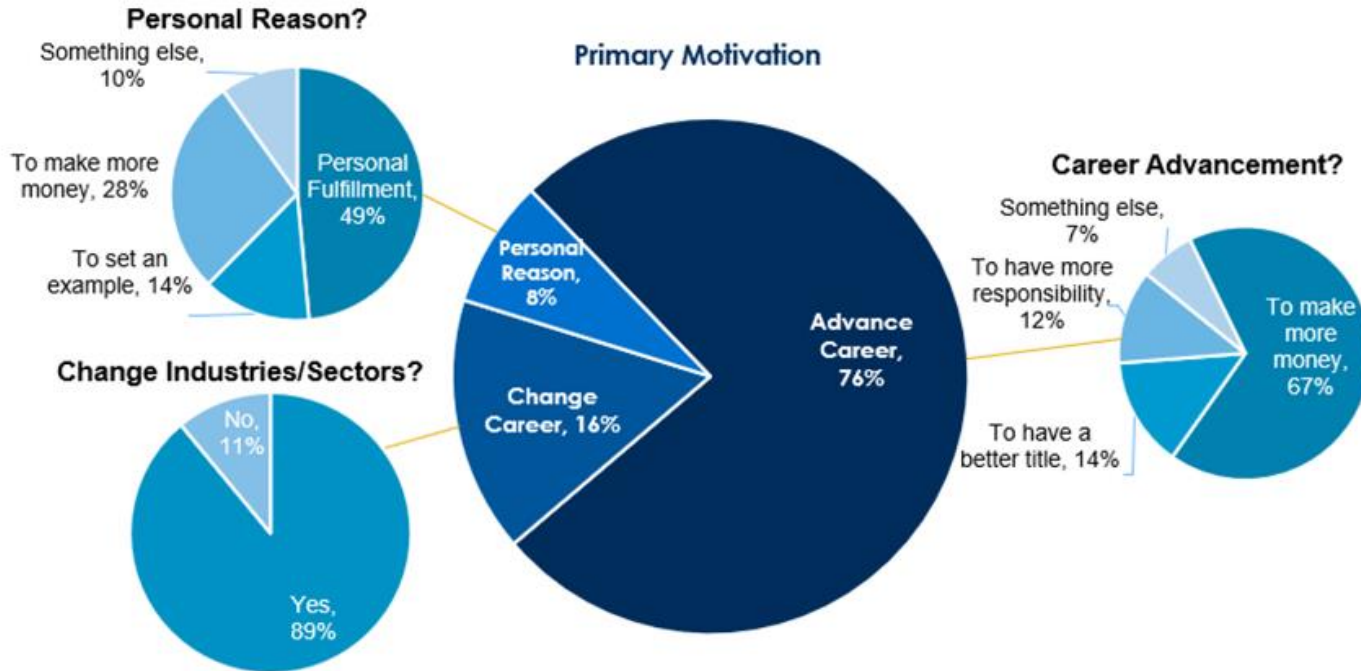
Columbia Southern University



About the Institution

- Established in 1993
- 25,000 students
- SACSCOC accredited
- Focus is on affordable, flexible, quality programs.

Graduate/Online students enroll in order to advance their careers – and make more money.

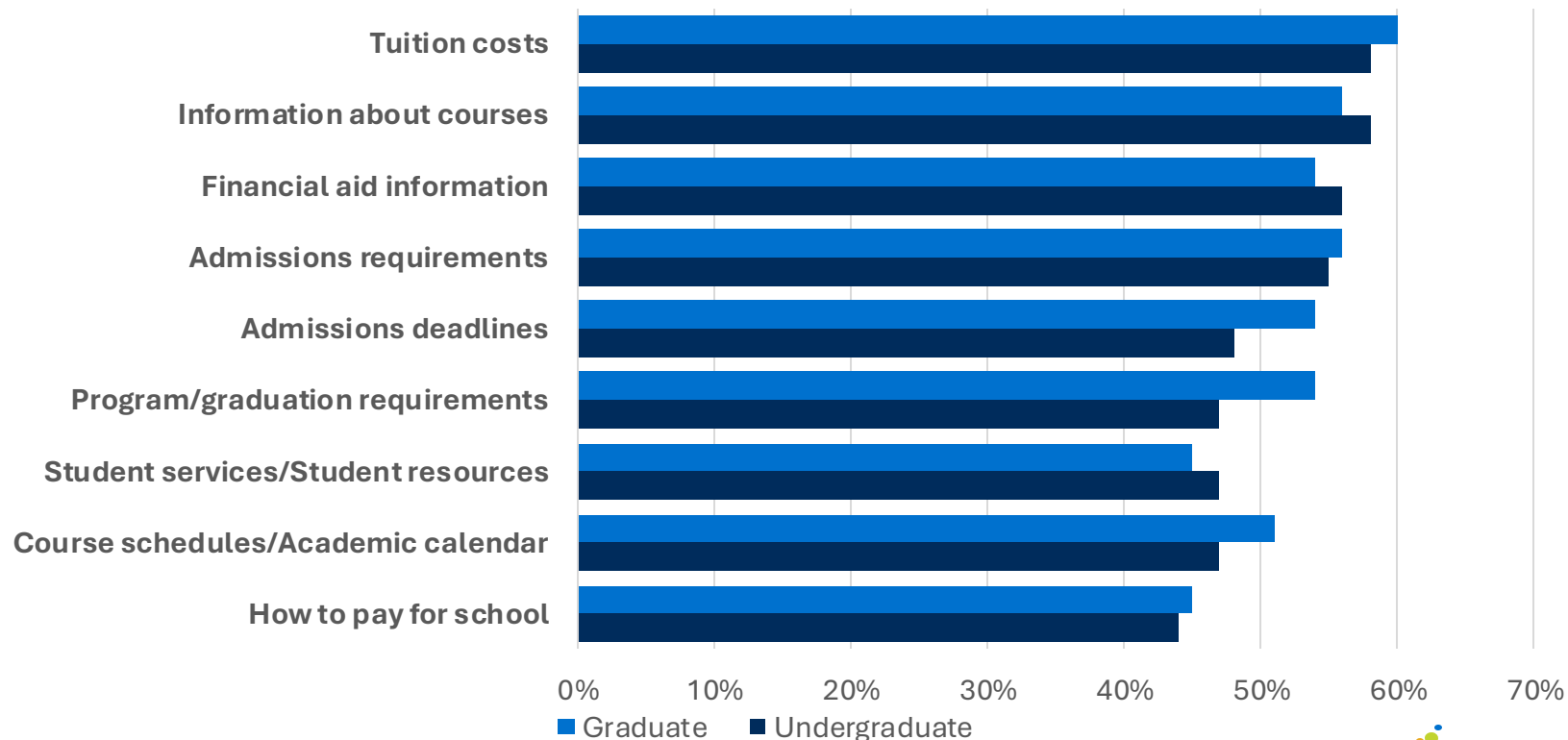


CSU Career Advancement

1. CSU demographics
2. Student Services presence
3. Flexible path to graduation
4. Niche programs
5. Program variety matters

Online students use AI chat for most basic questions

Which of the following would you want to be able to find on an AI-driven chatbot?



CSU Competitive Cost Savings



Low Tuition Rates



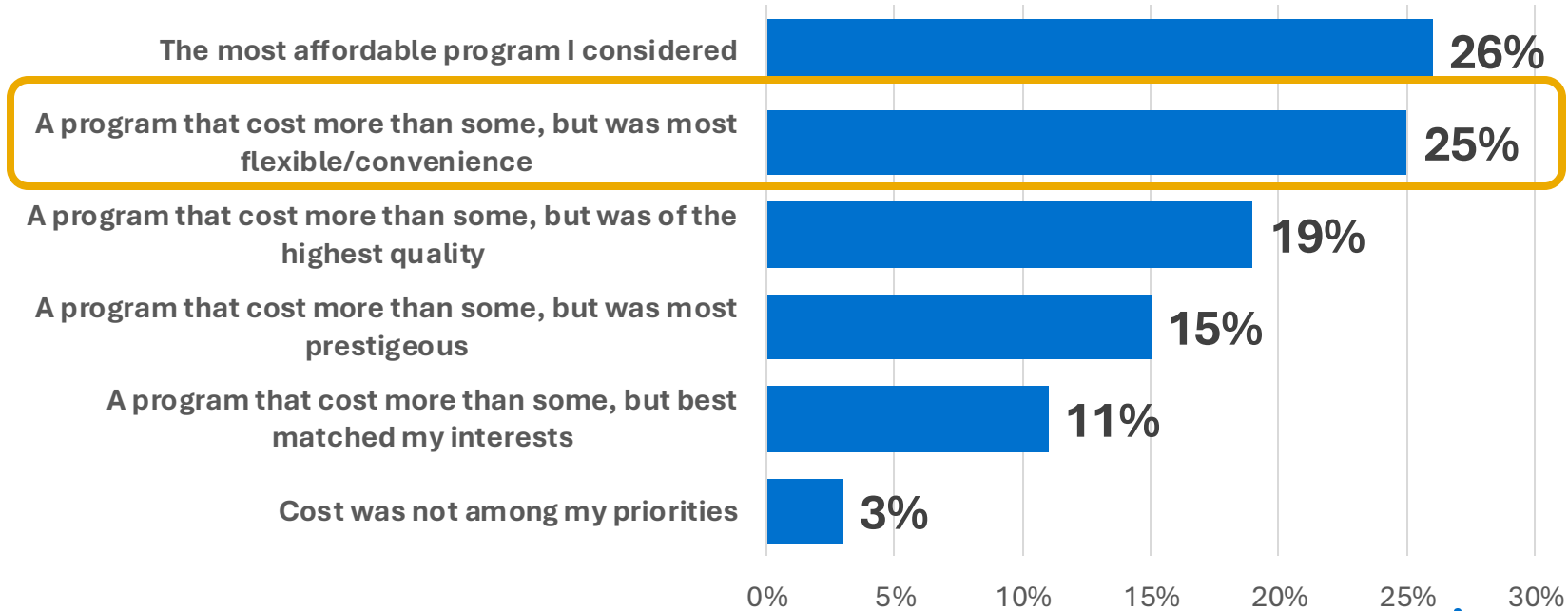
Cost calculator to compare tuition at other institutions



Textbook grant

Students will enroll in more expensive programs, most frequently when they are flexible.

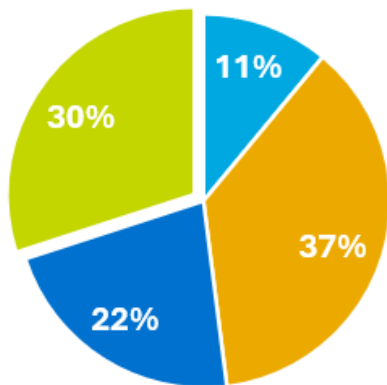
Balancing Cost with Other Factors: I enrolled in:



Ensure that programs offer accelerated courses

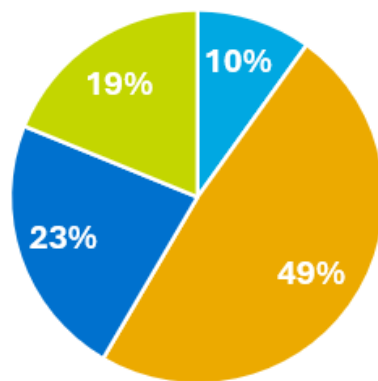
Over how many weeks do/will your online courses meet?

Undergraduate



- 5 weeks or less
- 10 - 12 weeks

Graduate

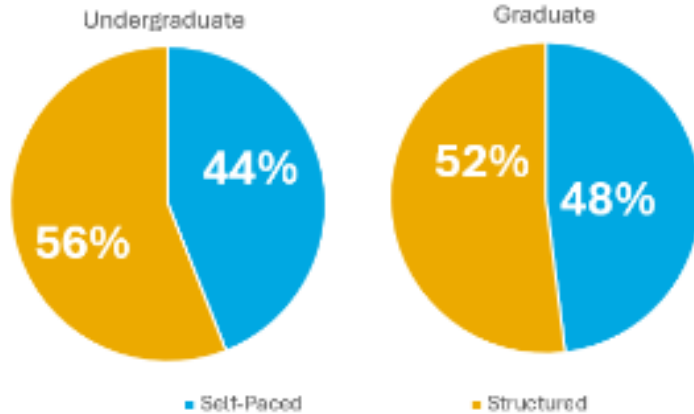


- 6 - 9 weeks
- 13+ weeks (full semesters)

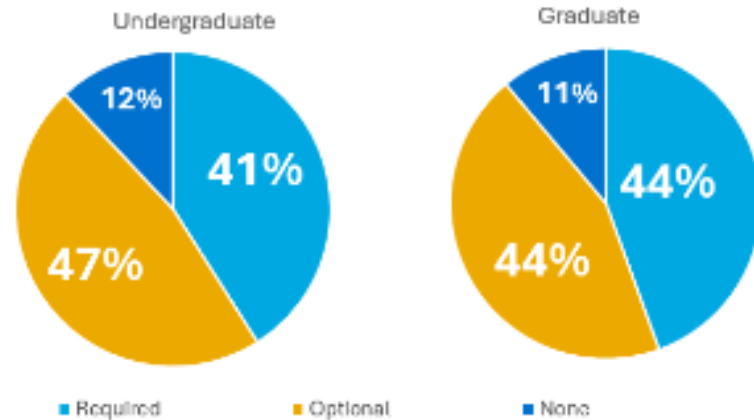
In how many courses do/will you enroll each term/semester?		
	Undergraduate	Graduate
1	11%	13%
2	40%	47%
3	28%	24%
4+	20%	17%

Ensure that programs offer accelerated courses

Self-Paced or Structured



Synchronous Components



CSU Flexibility Through LifePace Learning



11 Term start options



8 Weeks in Length







Responsive Faculty



Excellent Custom Service and Support Resources

CSU Flexibility Through LifePace Courses

-  Engaging Discussion Boards
-  Enriching Live Lectures
-  Reflection Journals
-  Authentic Assignments

Complimentary Consultation

RNL's 2024 Online Student Recruitment Report

Consult Goal: We want to help you succeed. Your RNL expert will guide you through a discussion matched to your areas of interest and provide insights on how RNL helps institutions ensure that:

1. Recruitment and admissions processes align with expectations.
2. Program promotion addresses student aspirations and concerns.
3. Marketing matches how and when students search.
4. Program structure and features meet student preferences.
5. AI is leveraged to enhance speed, personalization, and other expectations.

Sign up for a tour of
the report today.



RNL's Complete Solutions for Graduate and Online Enrollment

Find everything you need from strategy to course design to recruitment. Learn more at: [RNL.com/Enable](https://www.rnl.com/enable)



↑ **RNL Envision:** Higher education's leading full-funnel reporting platform ↓

Thank you



Scott Jeffe

Vice President, Graduate
and Online Research
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Tom Heitman

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CSU



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consultation**



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