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#NOSILOS – A Unified Strategy for Enrollment Management & Student Success

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Today's Discussion

1. Who? - *Introduction to Indiana University (IU)*
2. What? - *A quick history of online education at IU*
3. When? - *IU 2030 Strategic Plan*
4. Where? - *Creating the infrastructure*
5. Why? - *Crafting a holistic experience*
6. How? - *Operationalizing our vision*
7. *BONUS* - *Evidence of success*

Who?

Introduction to Indiana University

- Founded in 1820
- Public research institution
- 930+ academic program offerings
- 69,000+ degree-seeking undergraduate students
- 20,000+ graduate and professional students
- 7,200+ international students from 164 countries
- 21,000+ faculty and staff university-wide
- 760,000+ IU alumni

**All statistics are current as of 2023*



What?

A quick history of online education at IU



1995



In The Beginning

First distance learning course offered at Indiana University

2011



Formalizing Online

President Michael McRobbie established the Office of Online Education and IU Online brand

2015



Solidifying The Model

The Collaborative model was developed and put into practice

2016



In Market

Launched the first IU Online digital marketing campaign

When?

IU 2030 Strategic Plan



Student Success and Opportunity

A commitment to affordability and a student experience that equips graduates for resounding success in the workplace and beyond.



Transformative Research and Creativity

A commitment to the pursuit of discovery, creativity, and innovation that improves communities and changes lives.



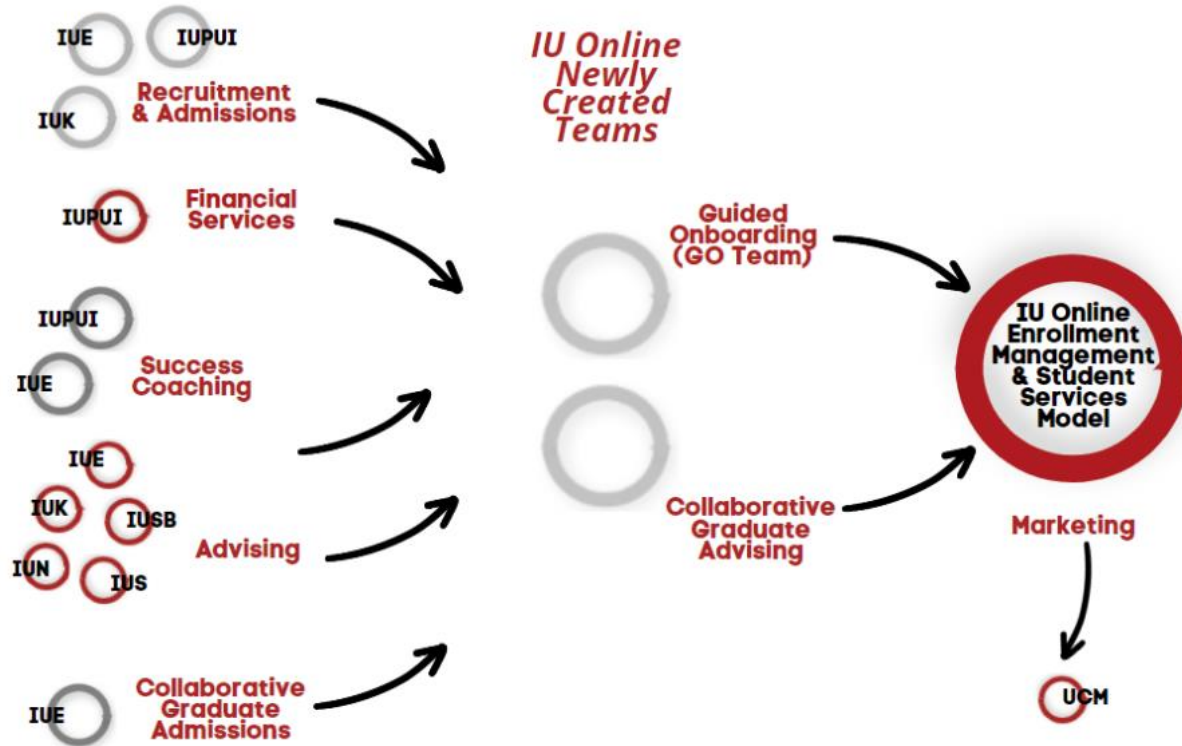
Service to Our State and Beyond

A commitment to engagement, partnership, and collaboration that strengthens the vitality of Indiana, the nation, and the world.

“Increasing online enrollment in academic programs, including career-aligned certificates, and micro-credentials”

Where?

Creating the infrastructure



Where?

Creating the infrastructure



Why?

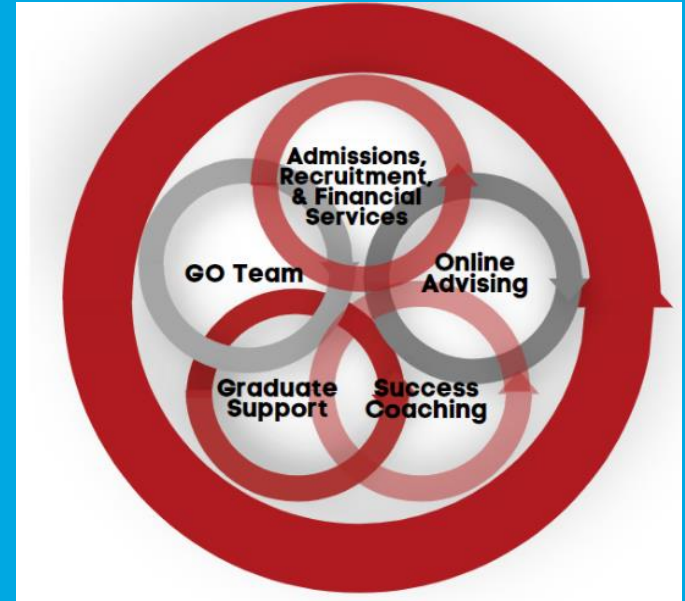
Crafting a holistic experience

Mission:

We will be a leader in educating students anywhere, anytime as they pursue their own success.

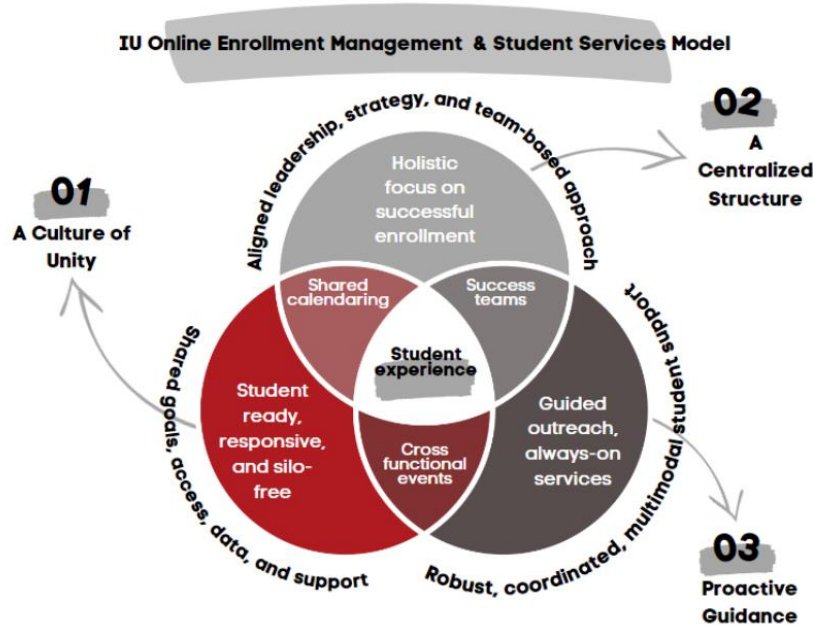
EM&SS Vision:

A silo-free enrollment management and student services team that fosters a culture of unity and innovation with the singular goal of a seamless, supportive, and successful student experience



How?

Operationalizing our vision

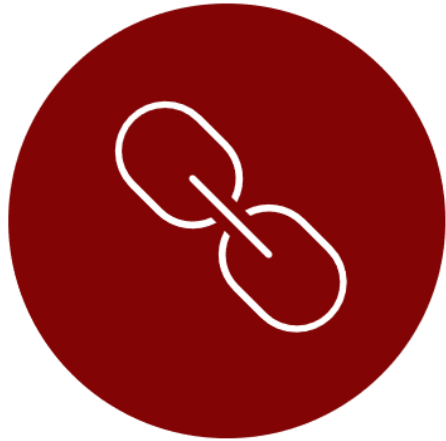


Our foundational principles

- Function as a cohesive unit
- Provide robust proactive communication and outreach
- Engage in cross-functional education and training
- Streamline access to all services and resources
- Holistically support the student in achieving success

How?

Operationalizing our vision– *a culture of unity (internal)*



Seamless | Supportive | Successful

How?

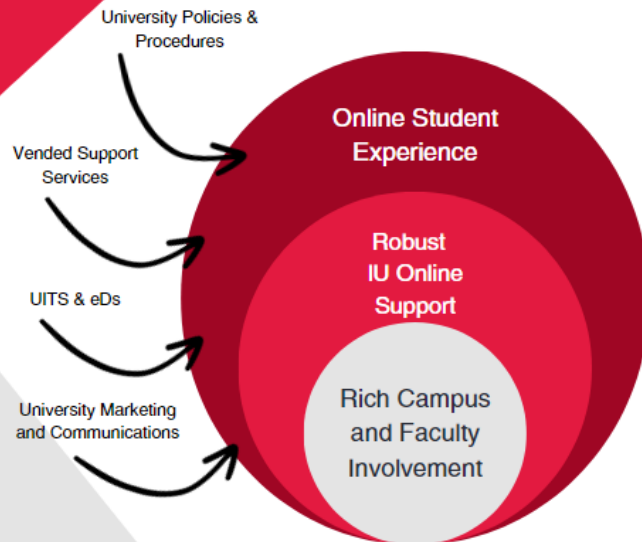
Operationalizing our vision– *a culture of unity (the campus community)*

Online Student Success Takes Everyone

Online Students are Campus Students

The Online Student Experience is
Impacted by Many

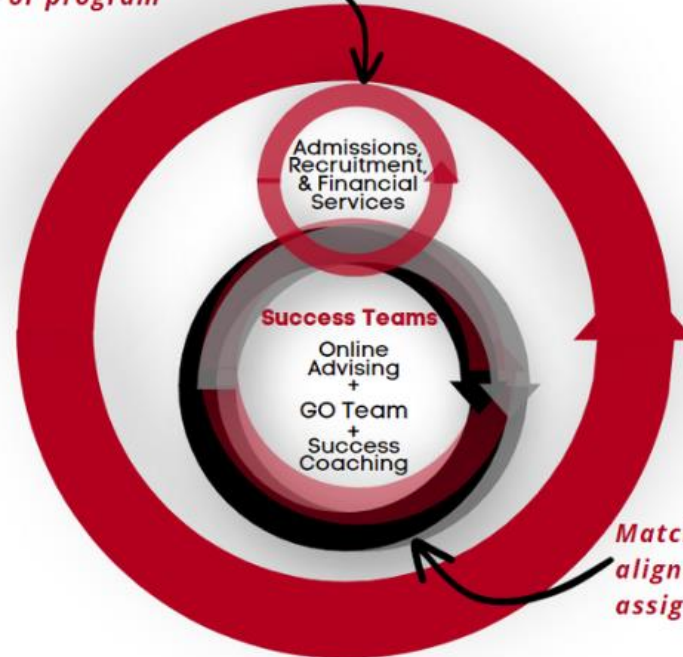
Strategy and Partnership are Key



How?

Operationalizing our vision– a centralized structure (internal)

All online prospects and applicants regardless of campus or program



*Matching content area
aligned caseload
assignments*

How?

Operationalizing our vision– a centralized structure (student-facing)

The screenshot shows the Indiana University Online homepage. At the top, there is a navigation bar with links for Degrees, Get Started, Current Students, Cost & Aid, Resources, and Contact. Below the navigation bar is a large hero image of graduates with the text "Knowledge beyond boundaries" and "Discover IU Online". Underneath the hero image are five white buttons with red icons: Request Info, Current Students, Cost and Aid, FAQs, and Resources. Below these buttons is a "View Degrees and Majors" link. Further down, there is a section titled "Take control of your future with a degree from IU Online" with a list of bullet points: "Study on your schedule", "Take courses from on-campus faculty", "Earn a world-renowned IU diploma", and "Support inside and outside the classroom". Below this text is a photo of three students in a classroom setting. At the bottom, there is a section for "Online Degree Programs" with a search bar and a "Search Degrees" button.

The screenshot shows the "Learning Online at IU" page. It features a navigation bar with links for GET STARTED, ALL THINGS ACADEMIC, COLLEGE & CAREER, and GRADUATION AND BEYOND. Below the navigation bar is a large image of a student studying. The main heading is "Learning Online at IU". Below the image is a section titled "You have a goal. We're here to help you reach it. You got this." with a sub-heading "Congratulations on being admitted to a degree program from IU Online! Whether you want to advance your career, finish your degree, switch career paths, or achieve your academic goals, your Indiana University advisors, instructors, success coaches, and staff are here to help you earn a valued IU degree." At the bottom, there are three buttons: "Get Started", "Financial Aid", and "Learn More".

The graphic is a dark red rectangle with a white border. It features the IU logo (Psi Chi) on a computer monitor, surrounded by icons for a smartphone, a pencil, a document, and a Wi-Fi signal. Below the icons, the text "IU ONLINE" is written in white, and "Student Onboarding" is written in a larger, bold white font.

How?

Operationalizing our vision – *proactive guidance*

Online Plan Code RFI

- Immediate thank you message
- Invitation to a virtual info session (2X/month)
- 4hr email
- 24hr email
- 24-hour contact center call
- 48hr email
- Re-recruitment outreach each semester X3 if no application
- Email drip campaign if no application

Online Admission Decision

- 24h Electronic admission decision email
- 48h New Admit call
- 48h Electronic intent to enroll
- 72h Welcome text
- Invitation to virtual info session (2X/month)
- Welcome campaign w/ welcome box and postcard
- Enrolled in birthday journey
- IU Online Community via InScribe

Online Guided Onboarding

- Weekly multi-modal outreach through 3rd semester
- GO week every 8 weeks
- Holding tank event /semester
- Monthly Student Success Series virtual event
- Ability to schedule advising appointment on shared SAS
- SER/risk indicator outreach
- Re-enrollment campaign
- Stop-out campaign

Online Services

- 24/7 access (contact center)
- Enrolled student hub
- Peer mentoring
- Peer tutoring
- Online math and writing center
- Supplemental instruction
- Financial wellness
- Retention social media guideposts
- LinkedIn Learning catalog
- IU Online Inscribe community
- Virtual mental health
- Real-time/pulse Surveys

IU Online Application

- **Unsubmitted** application journey
- 4hr **in-progress** applicant email w/ app link
- 24hr **in-progress** call
- 48hr **in-progress** applicant email w/ app link
- 48hr **in-progress** text w/app link
- Immediate thank you message upon **submission**
- 24hr thank you for **submission** text
- 24hr after **submission** ID email
- 72hr after **submission** call
- 4-day after **submission** email
- 7-day checklist **submission** update
- Application **under review** as appropriate
- Invitation to a virtual session (2X/month)
- Re-recruitment campaign
- FAFSA reminders

Online Post-admission

- 4-day Have you decided email
- 6-day IU account set-up email
- 8-day GO team intro email
- 10-day IU Online Onboarding invitation email
- 12-day IU Online community email
- 14-day Financial planning email
- 16-day Advisor apt scheduling email
- 20-day IU Online test drive email
- 26-day Still need help email
- Monthly newsletter
- No show campaign each semester
- Weekly social media posts

Online Academic Advising

- Proactive semester planning outreach including suggested schedules
- Degree auditing each semester
- Open/drop-in advising sessions
- Evening/weekend advising hours
- Intent to graduate outreach/form
- Re-enrollment campaign
- Risk indicator outreach
- Consistent AdRx tagging and reporting



Online Success Coaching

- Guided Success Coaching journey for semesters 4-graduation
- Graduation prep campaign
- Monthly Student Success virtual engagement series
- Multi-modal weekly outreach
- Virtual success appointments
- Ability to schedule advising appointment on shared SAS
- Offboarding/career preparation
- SER/risk indicators outreach
- Re-enrollment campaign

BONUS

Evidence of success

As of 6/17/24

METRIC	FALL 22	FALL 23	FALL 24
APPLICATIONS	6,631	7,263 (+9.5% YoY)	8,283 (+14.0% YoY)
ADMITS	4,228	4,768 (+12.8% YoY)	5,113 (+7.2% YoY)
ENROLLMENTS	3,829	4,034 (+5.4% YoY)	4,719 (+17.0% YoY)

95%

student satisfaction rate

51 / 1,957

virtual events / students reached

47 / 1

Awesome team members / attrition

"Loren has been amazing. Well, everyone I've spoken with has been great. We're all a family, right, and that's how I've been treated." ~new student

"Just wanted to give a shout-out to GO! I just had a student who expressed they have had a wonderful experience onboarding to IU Online! They noted the access to information, test drive, and the kindness of the people who have assisted them has been so refreshing compared to their time at another college. Thanks for all you do!" ~academic advisor

"Thank you for taking the time to review my application and respond to me. This process has been nothing but efficient and timely and I can appreciate efficiency and timeliness." ~graduate applicant

"Thank you so much for getting back to me, and allowing me some flexibility! This allows me to finish up my degree within the calendar year, which is my ultimate goal. I am loving IU, and this program." ~ future IU Online alum



#NOSILOS

Let's continue the conversation...



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