Online Program Growth During The Pandemic Supported By Unbundled OPM Partnership Model

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How did SLU & Collegis develop our strategic partnership?
Process and programs were prepared for business continuity.
Building a foundation to thrive in any environment.

- Student Centric Model
- Frictionless Enrollment Process
- Digital Marketing
- Program Innovation
- Analytics & Reporting
- Technology Infrastructure
The pandemic shook up higher education but SLU SPS was prepared.

Student Centric Model

- Wrap-Around Student Support Services
- Proactive Academic Coaching
- Reenrollment Support

Frictionless Enrollment Process

Digital Marketing

Program Innovation

Analytics & Reporting

Technology Infrastructure
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Student Centric Model

- Transcript Support
- No Application Fee
- Evaluations vs. Letters

Frictionless Enrollment Process

- Digital Marketing
- Program Innovation
- Analytics & Reporting
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Student Centric Model
Frictionless Enrollment Process

Digital Marketing
Program Innovation
Analytics & Reporting
Technology Infrastructure

- Efficient Digital Campaigns Despite Increased Online Competition
- Google Auction Time Bidding
- Social Media for Niche Programs
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Program Innovation

- Market-Driven Program Strategy
- Launched Niche Certificates
- Non-Credit & For-Credit Certificates
- Stackable Credentials

Student Centric Model

Frictionless Enrollment Process

Digital Marketing

Analytics & Reporting

Technology Infrastructure
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Student Centric Model
Frictionless Enrollment Process
Digital Marketing
Program Innovation

- Understand Real-Time Data to Pivot & Adapt Strategies
- Full-Funnel Enrollment Visibility
- Optimize to Cost Per Enrollment

Analytics & Reporting
Technology Infrastructure
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Student Centric Model

Frictionless
Enrollment Process

Digital Marketing

Program Innovation

Analytics & Reporting

Cloud-Based CRM

Paperless Processes

Data Integrations

Technology Infrastructure
What did we accomplish?

- Rebuilt the entire enrollment process and removed key obstacles
  - +3,363% increase in SPS prospective students
  - +312% increase total SPS application pool
  - +254% increase SPS student enrollments
  - Improved Undergraduate Retention from 69.20% (2019) to 87.74% (2020)
  - Improved Graduate Retention from 88.04% (2019) to 95.37% (2020)
Questions
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Thank You