

President's retreat – 8/8/17

Table topic 5 – Student Choice, Student Success

Student Choice, Student Success – Table 5

We must deliver what we promise

- Strong advising and course availability throughout the program

If we don't offer what the market wants they will enroll elsewhere

We must partner with employers and labor markets to offer programs to meet their needs

We must be strategic, not ad hoc, with our online/other location offerings

We need to think of PROGRAMS to offer online/extended, not just courses

Extended education and online programming must be integrated with strategic academic planning

Our institutional brand is strong and will help us promote programs strategically to targeted populations once we have programs we are offering

We must be more strategic in communicating the brand and the quality of our programs

We need to support the student experience in ways that complement online and nontraditional learners who may never set foot on campus

-Who is our competition?

- University of Phoenix

- employee graduated with BS while working full time at St Peter Regional Treatment
- Instructors had to have Masters, everything was virtual, interact with bios of people in the class and teaching
- team members all around the world in different time zones. Great coordination required – team assignments and individual assignments
- 5 week course modules, can take courses year round
- Credit for prior learning

- Upper IA, Southwest, St Cloud, St Thomas, Completely online programs program structured and organized for the adult online learner

- Why would Mankato people commute to go to St Thomas MBA?

- Minnesota State Moorhead – online doctoral cohort

- St Mary's and University of MN – graduate

- 2 yr colleges, general ed and offering much more online/accessible and are often used by nontraditional learners

- cost increases are driving more students to 2 yrs to save money

- Metro State is providing flexible programming for 4 yr degrees

We need to be aware of our structural competition in recognizing that we are competing on cost, course availability, ability to meet unique student needs and flexibility

- For profit institutions are no longer as popular

- Our current students are taking courses from other MnSCU schools, losing revenue by course

- Why do so many of our students take courses elsewhere? What does it tell us about our offerings? Our students?
- The bulk of our courses are between 10am-2pm, students need more flexibility
- courses overlap (co-requisites) doesn't allow for full schedule

Certification programs meet educational needs for certain segments of professions with demonstrated employment outcomes

- Partner with professional organizations to offer certification/training
 - Successful online programs provide great student support through degree
 - Experience for our students is too disjointed to be competitive
 - Completely online programs (Capella, Phoenix, Kaplan)
 - If you are a non-trad student you probably don't think of a traditional institution
 - Competition is defined by academic program
 - Other schools' partnerships with school districts/employers to be educator of preference
 - Competition – not going to college
 - Is a college degree worth the money?
 - Pricing needs to be evaluated
 - In order to compete we need to charge more so that we have more to spend on marketing
 - How can we explore 100% online programs?
 - We must connect Extended Ed program planning to the Academic Affairs Strategic Planning process
 - We don't currently offer enough online courses to allow students to move quickly through
 - AOS is growing because it's the only degree completion we offer, but students aren't necessarily getting the types of courses they want to take.
 - Students often aren't prepared for the rigor and discipline of online courses
 - We need to assure relevance of the online coursework and engagement from faculty. Without this quality students will not want to spend their time and money on us.
 - Pedagogy is important
 - Average age of the online student is getting younger, traditional age students want online more now too
 - price point
 - pedagogy they are used to
 - Explore market demand data to see which programs might lend themselves to being offered online to place-bound markets, i.e. services to veterans
 - packaging online programs of all sorts, not just degrees
 - certificates, training sessions, etc.
 - We need to offer what the students want
 - If we don't offer it they will go somewhere else
 - How do we support faculty in offering quality online courses?
 - Offering incentives for online programs, not just online courses. It must be strategic
 - Support quality initiatives through providing ongoing training such as Quality Matters
 - Faculty need to see the ROI, how would the online program benefit them/their dept.?
 - Tying program creation to labor market demands
- Harvest concentrations of courses into in demand degree programs

Student engagement is critical – quality consists course construction is key

Provide faculty the tools and techniques to be effective

Link online education with our strategic priorities and connect those initiatives with our academic planning progress

- Many students are looking for high-demand programs to be offered online. If we don't expand capacity, we can't grow in those areas.

- How can we better utilize our off campus facilities

- Offer different programs

- How are we differentiating these programs?

- Offering courses during evenings and weekends, our schedule needs to be accessible for working professionals

MSU Mankato is a great brand but we sometimes do not have programs needed by students

Identify and review our current policies practices and procedures to make sure that we are not establishing roadblocks when we should be opening efficient avenues

focus on shorter-term employment focused educational programs for working adults including certificates and licensure programs

- Beginning to offer test prep in 7700 France (ETC delivers it in our space, we get 30%)

- Can we offer opportunities out for bid? Allow competitors

- Customized training for specific employers in the metro, in Mankato (Hubbard)

- Branding what we do off campus

- Defining the locations for their purpose better

- How can we brand our extended offerings better?

- Must have the right programs and support those programs adequately (course availability)

- Walk the talk, don't promise what you can't deliver

- Offer niche programs that meet labor market needs, provide greater workforce and occupational demand information to the institution

- What happens when the market then moves? It's no longer in demand.

- SEO (search engine optimization)

- We are known as a bricks and mortar institution

- 25-44 yr old market, huge opportunity in our region

- These people need degrees/certification and don't have it yet

- Career change, retraining, work-force automation

- veterans

- Concern about Minnesota State eating away at our brand

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