

Campus Information & Listening Session University Extended Education

Discussion Regarding
Potential Partnership with Online
And Marketing Service Provider

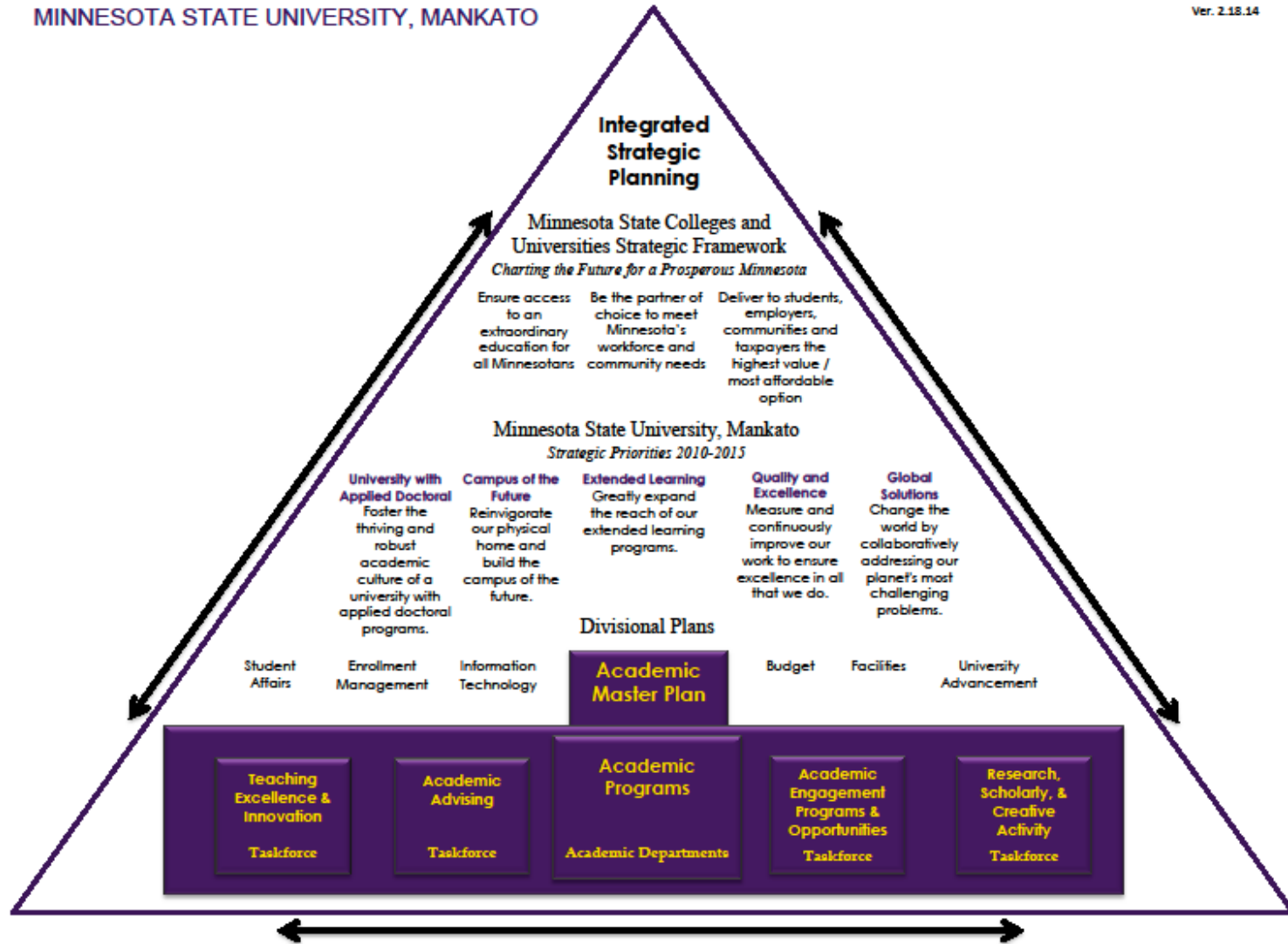
Big ideas. Real-world thinking.

Agenda

- **Introduce the team**
- **Overview of UEE project plan that includes what a potential partnership with Academic Partnerships might look like**
 - < Steps taken – questions asked – next steps
- **Seek feedback – answer questions**
- **Report out on sources, competition, FAQ, and document unanswered questions**

AGENDA	
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Why Are We Having This Discussion?

- **Strategic initiative since 2010**
- **Address an ‘unmet’ educational need**
 - < Location bound/distance bound student
- **Develop process to enable MSU, Mankato to meet the market/student needs**
- **We have the opportunity to deliver /realize:**
 - < High quality, affordable, high graduation rates, broaden diversity reach, strengthen our brand, increase Alumni pipeline, grow enrollment, contribute to revenue.
- **The approach – look at how we deliver education to meet distance students’ expectation of quality, flexibility and convenience.**



Discussion Overview

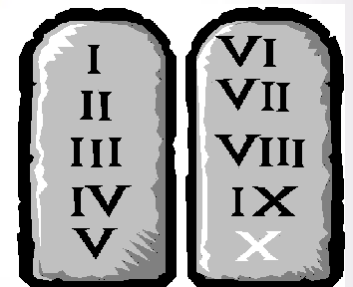
Deeper Dive into Agenda

- **UEE needs/capabilities – the Discovery process**
 - < University – Students – Faculty – Region – MnSCU - Competition
- **Partners such as Academic Partnerships**
 - < What is their value proposition
- **MSU, Mankato – principles of engagement**
- **What a “Pilot” looks like**
- **RFP – process to get best quality/value partner**
- **What success ‘might’ look like.....**



Principles of Engagement

- **Must address University goals and objectives**
 - < All audiences/stakeholders will be consulted
- **Quality never compromised**
- **Faculty make all curriculum decisions**
- **Must meet HLC expectations**
- **Tangible, measurable outcomes. Success defined. (Enrollment, Graduation, Diversity)**
- **Examine through lens of potential to positively impact MnSCU metrics.**



Steps Taken to Date

- **Scott Fee, Dean UEE, identified a need and opportunity.**
- **Academic Partnerships presentation of concept to potential ‘pilot’ stakeholders**
- **Introduced to Deans**
- **Market research on Academic Partnerships completed**
- **Dean Haar appointed as Interim UEE Dean**
- **Discovery plan developed**
- **Discovery trip to Dallas**
 - < Interview existing client
- **Competitive analysis completed**
- **Sub Meet and Confers updated**
- **Web site established - <http://www.mnsu.edu/ap/>**
- **Campus Information & Listening sessions scheduled - looking for input**



Who is Academic Partnerships?

- **Experts in:**

- < Online pedagogy
- < Demand creation (full digital marketing capabilities)
- < Disciplined – measure results – track record to refer to
- < Existing network of partners to leverage
- < 50 existing customers



- **Looking for Midwest university partner – unmet market need**
- **Identified us as best brand, product, and reputation when compared to their target prospects.**
- **Go to academicpartnerships.com to learn more**

What does AP do for its Partners?

Academic Services

Marketing

Earn a Minnesota State Mankato Degree 100% Online

- Instructional Design Support
- Expanded Professional Development Opportunities
- Research Support and Faculty Research Grants
- Expanded Online Teaching and Learning Resources
- Technology Enablement
- Continuous Improvement Support
- Additional Academic Services Customized to Meet Mankato's Unique Needs and Goals

- Market & Competitor Research & Analysis
- Upfront Capital Investment for Marketing Programs
- In-House Creative & Content Services
- Data Analytics & Marketing Campaign Measurement
- Proactive Integrated Marketing Across Multiple Channels:
 - **Search Engine Optimization**
 - **Blogs**
 - **Social Media**
 - **Email**
 - **Web Pages**
 - **Traditional PR**
 - **Employer Partnerships**
100% dedicated field sales representatives to promote programs in the state and region

Enrollment & Retention

Partner Support

Lead to Contact
Multi-Channel Integrated Marketing Enrollment Specialists

- 100% Mankato-Dedicated Enrollment Specialists Team
- Enrollment Specialist Trained on Program Specifics

Contact to Applicant
Multi-Channel Integrated Marketing Enrollment Specialists

- Continuous Monitoring & Improvement Cycles
- Differentiated Rules-Based Strategies

Applicant to Enrollment
University Partner Enrollment Services Partner Support

- Recruitment to Mankato's Academic Standards
- Engagement Strategies & Retention Campaigns

Enrollment to Graduation
University Partner Retention Specialists Academic Coaching

- Student-Dedicated Retention Specialist from 1st Class through Graduation

- Systems Integration
- Process Optimization
- Technology Enablement: Partner Site Optimization, Enterprise Portal Integration, LMS & SIS Integration, Data Safeguards Compliant to Regulation
- Project Management
- Data Security & Privacy
- Certified Industry Experts in Systems & Data Integration



Partner Options

Revenue vs. Cost

- **Shared risk - Shared reward**
 - < AP invests \$4M in capital
 - < AP supports all Marketing – shares partner network
 - < AP supports admissions/enrollment/retention
 - < We pay based on success.
 - < Fee based on tuition
 - ✓ not including tax-payer funding
- **Purchase direct services**
 - < For a fee – purchase support services
 - < Results are 100% driven by MSU, Mankato
 - < Investment required upfront
 - < Outcomes not guaranteed
- **Do this ourselves?**
 - < Lack capital and expertise

Next Steps

- **Additional meetings with University constituencies**
- **Continue discovery –**
 - < Faculty model
 - < Process mapping of admissions and enrollment interface
 - < IT / system requirements
 - < Develop Terms and Conditions for RFP
 - < MSU, Mankato resource requirements
 - < Develop proforma – (financials)
 - < Maintain Website - <http://www.mnsu.edu/ap/>
- **Schedule overview with MnSCU**
- **Summarize feedback – make recommendation**
- **RFP process**
- **Board of Trustees**



Summary Statement-VP Gustafson

“How he describes this potential partnership”:

- **We have the “Patent” – our faculty and curriculum**
 - < “They can’t do what we do”
- **They have the distribution channel expertise**
 - < “We can’t do what they do”
- **Looking at a ‘Pilot’. One program. Program at current capacity. Growth would be incremental.**
 - < Success could be a win for students and entire University
- **He likes the ‘shared risk/shared reward’ model.**



Reasons to Believe...

RN to BSN – Results Matter....

- **UTA started with 140 students**
- **Today – over 81% of Texas RN to BSN students enroll at UTA**
- **Graduation rates – 92%**
- **Accredited.**
- **Boards Pass rates accretive to pre-AP involvement**
- **Dominate the market!**
- **Visit their website. Case study available.**



Why This Matters

Success will Deliver:

- **Give students access to the best program in the state**
- **Total online – allows for working adults to enroll.**
- **Will help with Diversity objectives**
- **Separate us from competition**
- **Drive a revenue stream that we are in control of**
 - < Help minimize budget shortfalls
- **We will learn best-in-class Online pedagogy and first-rate marketing including analytics.**



Questions