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
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

- 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
  - SEO, On-Page Engine Optimization
  - Blogs
  - Social Media
  - Email
  - Web Pages
  - Traditional PR
- Employer Partnerships with regional and local employers to provide job placement and co-op opportunities for students
- Contracted sales representatives to promote programs in the state and region

Enrollment & Retention

- 100% Mankato-Dedicated Enrollment Specialist
- Enrollment Specialist Trained on Program Specifics
- Continuous Monitoring & Improvement Cycles
- Differentiated Rules-Based Strategies
- Recruitment to Mankato’s Academic Standards
- Engagement Strategies & Retention Campaigns
- Student-Dedicated Retention Specialist from 1st Class through Graduation

Partner Support

- 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

GRAUDATION

MINNESOTA STATE UNIVERSITY MANKATO
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/](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.