

SIUE New REALITY eLearning Work Team Reporting Template

Final Reports are due by December 23, 2013

Submit to: shuffst@siue.edu and maschmi@siue.edu

Work Team: ELearning - Marketing Research

Chairperson: Steve Huffstutler and Matt Schmitz

Team Members: Steve Huffstutler, Matt Schmitz, and Mary Ettling,

Summarize what SIUE has been doing in the area under consideration by your work team. Please investigate the scope and success of SIUE's prior efforts. (Bullet points are fine.)

- A marketing research RFP is currently progressing through the SIUE purchasing process.
 - The RFP focuses on engaging with an experienced team of consultants who can provide comprehensive market research to inform the University of opportunities to offer existing and new programs in alternative delivery formats including online and hybrid.
 - In reviewing programs, particular interest will be placed on bringing new students to the University including adult learners, those looking for degree completion, and students from corporate/institutional partnerships.
- Up to this point, market research has not been conducted when developing the University's online and hybrid course offerings.
- Historically, little strategic planning has been used to develop course offerings or in what has been offered.

Describe promising models from other universities that could be modified, adapted or enhanced for our campus.

- The University of Mississippi used comparative marketing research to hone and develop online offerings and now offer a numerous graduate programs
- The University of Illinois Springfield offers many online programs and courses and has just started using market research because they feel it will give the University a strategic advantage when choosing which programs and course to offer in alternative delivery formats.

Using what you have learned, please outline innovative ideas of your own. Again, please list these as bullet points.

- Ask the Deans to submit an initial Action Plan that is updated quarterly and includes their online/hybrid program and course plans including projected enrollment and marketing plan.
 - Creating strategic action plans will provide the schools with a clear roadmap for success and updating the plan quarterly will ensure the actions plans are changed or updated based on any changes in the roadmap or environment.

Please describe two short-term initiatives that your team views as priorities for SIUE. You should include a rationale and description of resources needed.

- Complete marketing research RFP and award to successful partner.
 - The successful partner will provide an environmental scan of the market to determine which undergraduate and graduate programs in the metropolitan St. Louis area, Midwest region of the United States, the United States as a whole, and internationally have strong and on-going demand.
 - Additionally, this group will recommend to the University how it can position itself in terms of program offerings and engage the University in discussions of best practices in achieving successful alternative format programs.
 - These efforts will hopefully aid efforts to increase enrollment, increase retention, and increasing time to degree completion.
 - The Office of Educational Outreach is coordinating the RFP process
 - Once awarded, the successful partner will most likely meet with University administration, schools and departments, support units, possibly students, and other key stakeholders to establish the University's readiness.
 - Once completed the success partner will perform the marketing research and comparative analysis with other institutions.
- Develop a plan to distribute the marketing partner's findings to the schools and departments so they can make informed, strategic decisions on their online/hybrid course and program offerings.
 - Create a cross-functional implementation team from each school, ITS and Education Outreach to meet monthly as a steering group.
 - Develop Executive summary with action plan for each school.
- Work collaboratively with ITS, Office of Educational Outreach, and Marketing and Communications to develop a "one-stop" online webpage for online students and faculty that includes items such as listing of online courses/programs, business processes for all related departments (registrar, financial aid, etc.), and pedagogical aides for online/hybrid students.
 - This page would help recruit new enrollments and retain existing enrollments by putting all online and hybrid related tasks in one place for students.

Please describe other short-term initiatives that your team would like to recommend.

- Implement new tuition model of online courses that aligns with competitors.

Please list and describe three long-term initiatives that SIUE should consider to improve in the area under consideration by this work team.

- In order to stay competitive, SIUE must engage with a marketing research process on some sort of periodic basis.

- Funds will have to be set aside to perform marketing research every 18 months to ensure the schools and departments have accurate information to strategically make the best decisions on course and program offerings for the University.
- Schools and departments should work collaboratively with Marketing and Communications to market and advertise their online/hybrid programs and courses.
 - This will help ensure all efforts are taken to increase enrollment.