

New Programs for New Students: Ten Ideas for Increasing Enrollment

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Enrollment Concerns

- COVID
 - Updated figures from the [National Student Clearinghouse Research Center](#) (NSCRC) show that overall college enrollment fell to 16.9 million students this spring, down more than 600,000 students from a year ago.

Source: <https://www.forbes.com/sites/michaelnietzel/2021/06/10/updated-numbers-show-largest-college-enrollment-decline-in-a-decade/?sh=6bc99d541a70>



Enrollment Concerns

- That one-year decline of 3.5% is the largest spring semester enrollment decrease since 2011, [according to the final spring report by the NSCRC](#).
- The decrease was accounted for by a 4.9% drop in undergraduate students, amounting to 727,000 fewer students.

Source: <https://www.forbes.com/sites/michaelnietzel/2021/06/10/updated-numbers-show-largest-college-enrollment-decline-in-a-decade/?sh=6bc99d541a70>



Enrollment Concerns

- Several of the large majors saw decreases of 5% or more, including English (10.2%), **communications and journalism (8.7%)**, physical sciences (7.6%), liberal arts and sciences/general studies and humanities (7.4%), and multidisciplinary studies (5%).

Source: <https://www.forbes.com/sites/michaelnietzel/2021/06/10/updated-numbers-show-largest-college-enrollment-decline-in-a-decade/?sh=6bc99d541a70>



Bright Spot

- Enrollment of graduate students increased by a healthy 4.6%, the equivalent of 124,000 more students.

Source: <https://www.forbes.com/sites/michaelnietzel/2021/06/10/updated-numbers-show-largest-college-enrollment-decline-in-a-decade/?sh=6bc99d541a70>



It's Not the End of the Tunnel

- **College Students Predicted to Fall by More Than 15 Percent After the Year 2025**
 - According to the data, when the Great Recession hit in 2008, the birthrate took a nosedive that many attributed to the economy. However, while the economy has rebounded in the decade since, the birthrate has not.

Source: <https://www.cupahr.org/issue/feature/higher-ed-enrollment-cliff/>



It's a Train!

- Many higher ed institutions will face declining or stagnant student enrollment beginning in about [four] years, a reality which will require a thoughtful, strategic approach to ensure the viability and sustainability of those institutions.

Source: <https://www.cupahr.org/issue/feature/higher-ed-enrollment-cliff/>



Tricks Don't Work

- Strategic Communications
 - Where the industry is going
 - Teenagers have no clue
 - Their parents have no clue
- Advertising and Public Relations
 - Recognizable
 - Early in the alphabet



True North

- What are your core values
 - OSU
 - Gather information
 - Distill into understandable segments
 - Communicate effectively
 - Topic doesn't matter
- What makes you special?



Be First

- Sports Media
- Media & Public Affairs



Be First

- What else?
 - Media and religion
 - Center for Media, Religion and Culture at Colorado – Boulder
 - The Center for *Religion and Media* at New York University
 - eSports



Be First

- What else?
 - Media & Science
 - BU
 - Stonybrook
 - Bilingual Journalism
 - SF State University
 - Arizona State
 - CUNY
 - Benedictine



University launches B.A. in Bilingual Journalism

By Strategic Marketing and Communications Tuesday, October 12, 2021



SF State students meet with El Tecolote Editor Alexis Terrazas in 2016.

No other public university in the U.S. offers a major in English- and Spanish-language journalism

According to the United States Census Bureau, Latinos accounted for more than half of the nation's population growth in recent years, with the U.S. Latino population expanding from 50.5 million in 2010 to 62.1 million in 2020. More Latinos should mean more news reporting for and about Latinos, of course. But is the next generation of U.S. journalists ready to cover a growing population that's largely bilingual?

San Francisco State University is taking steps to ensure that the answer is yes. The University has announced the launch of a new Bachelor of Arts degree in Bilingual Journalism. It's not just new to San Francisco State: No other public university in



Be Interesting

- Entertainment Media
 - Nevada-Reno
 - Alabama
 - Department of Journalism & Creative Media
 - Also minors in News Media, Creative Media and Sports Media
 - Texas Southern



rus (COVID-19) Updates: TSU is monitoring the ongoing COVID-19 situation. **Current Phase:** Phase 3. **Learn more about the virus – and ways to stay safe.**



BA – ENTERTAINMENT AND RECORDING INDUSTRY MANAGEMENT

[home](#) > [academics](#) > [school of communications](#) > [academic programs](#)

Academic Programs

MA - Communication

BA - Speech Communication

BA – Radio, Television and Film

BA – Journalism

BA – Entertainment and Recording Industry Management

Our graduates prepare for careers in music and entertainment management by working with some of Houston’s top recording industry experts.

The Entertainment and Recording Industry Management (ERM) program offers students a bachelor’s degree in one of most exciting, dynamic and constantly evolving careers: the management of entertainment and recording companies. Participants will learn how to successfully manage events and activities in various entertainment and recording business platforms. Faculty with real-world experience teach students the evolving technical trends of licensing, branding, sponsorship, finance, and digital capture and the changing face of distribution. This program is essential to anyone going to work in the entertainment and recording field in a management capacity. There is an exceptionally high demand from companies who are seeking job applicants with formal training in the entertainment and recording business.

The Entertainment and Recording Industry Management major requires a minor in one of the following areas: music; business administration; accounting; finance; human performance; radio, television, and film; social sciences, or another minor approved by the academic advisor.



Be Interesting

- Social Media
 - Business schools try to own this space
 - Don't see AEJMC schools in online searches
 - Graceland, Elm, Columbia College, Scranton, Kutztown, Southern New Hampshire



Find Partners

- Hospitality
 - Learned something by partnering
- Apparel and Design
 - Great fit for magazine and video students
- Theater
 - High Enthusiasm
 - Parental concerns



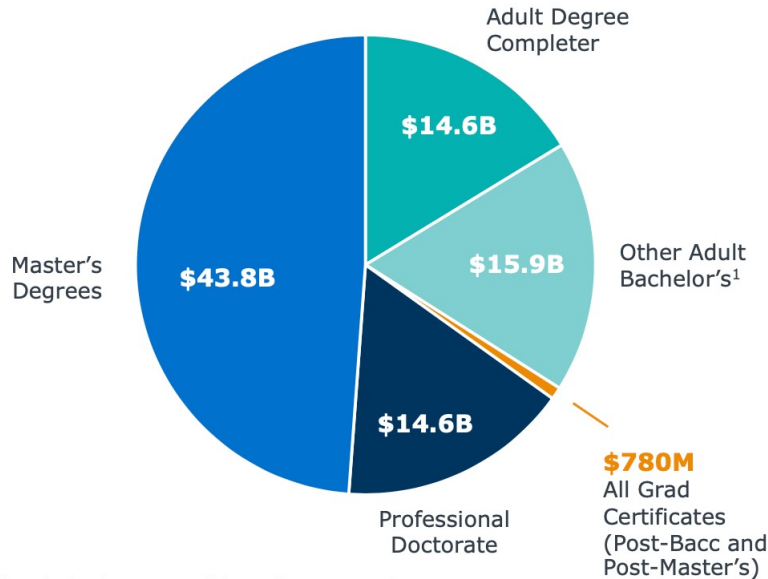
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Adult and Grad Ed

How Big Is the Adult and Grad Ed Market Overall?

Total Gross Annual U.S. Revenue Generated from Adult (25+)
Bachelor's, Post-Bac Certificates, and Graduate Enrollment, 18-19



1) Includes first-time adult students, second-bachelor's students, and non-degree seekers

- **Master's Market Represents the Biggest Revenue Opportunity**

Despite a projected overall slowdown, master's enrollments are growing in the downturn.

- **Degree Completion a High Volume, Low Margin Market**

About a quarter of adult degree completers who re-enroll eventually graduate.

- **Professional Doctorate Revenue Dominated by JD and MD Programs**

JDs and MDs account for 68% of total revenue and nearly half of enrollments

- **Grad Certificates Growing Fast, but the Smallest Market**

Double digit growth belies fact that there were 73K conferrals in 2019. The median number of conferrals per program is 4.



Source: <https://eab.com/blueprint-for-growth/>

Am I Ready For This?

- Goals
 - How much additional revenue do we need to generate?
 - What is our target threshold?
 - How much are we willing to invest?
 - How fast do we need to get to market?
 - How long can we wait to break even?

Source: <https://eab.com/blueprint-for-growth/>



Am I Ready For This?

- Market Position
 - Market Analysis
 - Identify competition
 - Do large competitors control most market share?
 - Will we be a late-stage entrant?

Source: <https://eab.com/blueprint-for-growth/>



Am I Ready For This?

- Infrastructure
 - Can we rely on an existing base of programs to grow revenue?
 - Do we have a dedicated marketing budget?
 - Do we understand the needs and behaviors of students we will recruit?

Source: <https://eab.com/blueprint-for-growth/>



Did we get to Ten?

- Sports Media
- Media & Public Affairs
- Media & Religion
- eSports
- Media & Science
- Bilingual Journalism
- Entertainment Media



But there's more!

- Hospitality
- Apparel and Design
- Theater



That's not all!

- Minors
- Certificates
- Micro-credentials
- Adult completers



Questions?

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