

Barton Online Workgroup Meeting (January 10, 2022)

Amperage Update

- Amperage will send their campaign recommendations by the end of January
 - Amperage recommendations will likely focus more on transient students
- While waiting Communications and the Center are working on an internal campaign – also targeted to transient students.
- The Center is working with Communications and the College's web vendor to adjust the website for online students (current and future).
 - The team is working to identify ways to ensure online students are not separated from the overall website, but have the ability to navigate the site for their specific needs and interests.
 - The timeline is dependent on the vendor
- The Center has identified faculty for interest stories; information has been shared with Communications.
- The Center has developed two videos featuring faculty discussing their classes.
 - Videos will be linked to webpages marketing coursework.
 - There is some concern that students may be disappointed if they do not get enrolled in the course representative of the faculty/course feature.
- Student surveys will produce student testimonials that will be released in a broadcast feature style and used for the ads
- Communications will visit their first university (FHSU) Friday January 14. They will look for promo opportunities while touring/interviewing students.
- What metrics can/will be used to know what is working
 - Stats and metrics accessed through Google ads can assist in comparison of enrollment numbers vs. classes promoted through the campaign.
 - Enrollment numbers in comparison to promotions targeted to specific universities and classes that are included in the campaign.

What's in a Name?

Claudia released a message on January 12th:

The Center for Innovation and Excellence and the Communications Department have been working with a marketing agency, Amperage, to help the College target perspective students due to our enrollment decline. Throughout this process, Amperage, with the help of several Barton stakeholders, worked through a journey map and surveyed a total of 275 current, perspective, and former students to get a holistic picture of who our students are and why they came to Barton.

The findings of this process did not offer many surprises but solidified what we already knew. Key findings from these exercises showed us that BARTonline is a great stepping stone for students to take prerequisite coursework and transfer to their home university/college. Other feedback revealed that BARTonline has the programs/majors students are seeking, and it is cost effective, flexible, and convenient. We also learned most of our students do not refer to our online courses and programs as BARTonline, but simply Barton Online.

During the past several years, we have worked hard to streamline student services and instructional support for all students. Shifting from the name BARTonline to Barton Online helps us solidify those efforts by simply stating that Barton has online offerings. This change will most likely not affect our students at all, but we know this change will affect us internally as we have come to know BARTonline as our online offerings since 1998/99. This change is forward thinking with our students at the forefront of this decision.

We have done our best to change BARTonline to Barton Online on our website and in other promotional items. If you have material with BARTonline on it or have BARTonline in any of your course materials, please change those to Barton Online or reach out to either the Center for Innovation and Excellence or the Communications department for assistance.

Other Projects

- Mark will bring enrollment information to the next week that illustrates the percentage of Barton Online enrollment as compared to other enrollment sources across the institution.
- Erin is working on fliers targeted to KU, KSU, Fort Hays and University of Alabama; she will make contact with the university's advisement department to help develop awareness and a hopeful partnership for students to utilize Barton Online for pick-up classes. As available, student testimonials will be incorporated into the fliers.
- Todd will put numbers to decisions that we have made that may have caused us to lose students (EduKan, English/College Algebra placement, proctoring, closing low enrollment classes).
- The workgroup looked at an IR document featuring best performing and least performing classes in comparable timeframes. The workgroup will further discuss this data at their next meeting and identify action items.
- Erin and Kathy will study the enrollment loss in economics courses and identify recommendations for regaining those losses.

Next Meeting

January 27, 2022