

A **Regional Online Student Market Analysis** provides colleges and universities seeking to launch or expand online undergraduate and/or graduate programs the data needed to ensure that programs and related services meet the demands and preferences of online students residing in their region.

This is particularly important given several findings of a recent national survey of online learners conducted by Aslanian Market Research:

- Nearly 80 percent of online learners reside within 100 miles of a campus or service center operated by the institution in which they are enrolled.
- Forty-four percent of online learners enroll at public institutions, 35 percent enroll at private for-profit institutions, and 21 percent enroll at private nonprofit institutions.
- Sixty percent of online learners are employed full time and 92 percent are motivated to enroll in online study for career-related reasons.

Objectives of Analysis

1. Identify the degree, certificate and/or licensure subject areas that are in highest demand among prospective and actual online students residing in the region.
2. Fully understand the learning formats, schedules, and associated services that online students expect from the institutions in which they enroll.
3. Profile the demographic characteristics of the prototypical individual who enrolls in online study.
4. Fully understand the position of your institution in the regional higher education market – familiarity with your institution, attitudes about your institution, assessment of your value propositions, and willingness to consider your institution as a place to enroll.

Methods

In this study, AMR conducts online surveys with a sample of current, recent, or prospective online students. All respondents will have considered or enrolled in a fully online degree, certificate or licensure program in the last two years, and resided in a set of states contiguous to your home campus.

Respondents are drawn from two primary sources: 1) our nationwide panel of more than 3 million individuals whose participation is governed by meeting survey criteria (reside in study region, have considered, have enrolled or plan to enroll in fully online study, etc.), and/or, 2) individuals who have inquired about study in a fully online degree, certificate or licensure program on one of EducationDynamics' industry-leading college search sites including eLearners.com, GradSchools.com and, EarnMyDegree.com. Millions of individuals visit these sites each year, and nearly one million complete information requests, providing us with an unparalleled source of qualified survey participants.

Survey Topics

Surveys focus on operational and policy areas such as:

- 1. In what fields should fully online programs be offered?**
 - In what subjects should fully online degrees be offered?
 - To what extent should online certificates and licensure programs be offered?
 - In what subjects/topics should fully online certificate or licensure programs be offered?
- 2. How should online courses be structured and formatted?**
 - Over how many weeks should online courses be offered?
 - How long should it take to complete an entire online program?
 - How do online students want to interact with other students and with their instructors?
 - How attractive are low-residency online programs that require periodic visits to campus?
 - How many previously earned academic credits should be accepted?
- 3. What should be charged for online courses and programs?**
 - How much do online students pay for fully online courses and programs?
 - What is the price elasticity for online programs?
 - How does perceived quality of online learning affect (if at all) the cost proposition?
- 4. What academic and/or student services should be made available to online students?**
 - What services are expected and how should they be offered (face-to-face, telephone, online)?
 - To what extent should prior learning assessment be made available?
 - How do online students want to access their advisors, instructors and fellow students?
- 5. How should online programs be marketed?**
 - What institutional value propositions are most compelling?
 - What are the most serious concerns about online study among those who consider it and how should such concerns figure into marketing and outreach?
 - What media channels should be used to advertise online programs?
 - What outreach and follow-up methods are most effective in retaining prospective students through the enrollment cycle?
- 6. How many online learners use/plan to use MOOC's to engage in online study?**

...and others nominated by the client college.

Deliverable

The data collected in this study will be presented in a report written around straightforward, non-technical tables that are easy to interpret and share. College staff can easily identify the data that underpin each statement and recommendation in order to make the decisions necessary to better address the needs and demands of online undergraduate and/or graduate students.

Timing and Price

A Regional Online Student Market Analysis can be completed in approximately 10 weeks and is priced between \$25,000 and \$35,000, dependent on the geography selected.