

# AKADÉMOS

## Certainly Uncertain: Contingency Planning for Summer and Fall Enrollments

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CEO

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# Akademos and StraighterLine

- Akademos
  - Leading virtual course materials platform
  - 20 year history
  - 125 clients
- StraighterLine
  - Helps colleges and universities attract and retain students and helped students lower the cost and risk of earning a degree.
  - Offers over 60 online, subscription priced, competency based, general education courses under a college's brand, via employers or from StraighterLine.com.
  - Partnerships with over 150 regionally accredited colleges and universities.

# Webcast Series

- How to address immediate terms challenges brought about by transitioning to remote learning
- Triage items; what to do NOW
- This session will focus on what to do in the intermediate term – summer and potentially fall
- Recognize one size does not fit all in higher ed

# Burck Smith

- Founder of StraighterLine
- Founder of SmarThinking, one of the leading tutoring services companies in the US (acquired by Pearson)
- Member of the American Enterprise Institute's Higher Education Working Group
- Author, speaker and journalist
- B.A., Williams College, M.P.A., Harvard

# Summer and Fall

- Summer sessions only ~10 weeks away
- Unknown as far as how long COVID concerns will remain
- Do we handle similar to current triage situation or attempt to change?
- Hope for the best, plan for the worst

# Organizing Principles

## Known Knowns

- Students will enroll
- Colleges will be under severe financial stress
- Students will also be under severe financial stress
- Limited time and capacity to build new services

## Known Unknowns

- More or less students?
- What kinds of students?
- New consumer behaviors?

## Unknown Unknowns

- ???

# Known Knowns

## Not an Existential Crisis for HE

- Students will enroll in post secondary education

## Financial Capacity

- Colleges will be stressed
- Students will be stressed

## Operational Flexibility

- Little time to build new programs and services
- Current crisis may have created new abilities

# Known Unknowns

## Student Volume

- Enrollment rises in a recession
- Title IV provides financial support
- Greater awareness of debt/ROI
- Greater competition, particularly online
- International student enrollment
- Possibly lower persistence

## Student Type

- Incremental students going back to school due to recessionary environment likely to skew nontraditional
- Some college, no degree

## Consumer Behavior

- Will students be more open to online delivery?
- Will they expect price differences between online and face to face?
- How is the post-secondary market different today than 10 years ago?



# Contingency Planning

- Residential programs vs. non-residential programs
- Online can enable colleges to add capacity and different pricing and delivery models that can vary by student
- New models will vary on price, timing, credit transfer, starting requirements
- Spitballing...
  - Offer online courses at reduced prices or on a subscription basis to increase competitiveness, yield and retention
  - Get ahead of the “some college, no degree” group that is likely to return. What do they need?



## Q&A with Raj Kaji and Burck Smith

Please submit questions via the chat feature or through the Q&A feature via Zoom