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Reengaging Stopouts: Innovative Strategies by Entrepreneurial Universities and Partners

JT Allen, myFootpath

Dr. Sarah B. Steinberg, UAGC



Speaker



Sarah B. Steinberg, Ed.D.

Adjunct Faculty, UPENN
Provost Emeritus, UAGC
Executive VP (ret.), JHU



Speaker



JT Allen

Founder and CEO
myFootpath



Featuring examples from these
entrepreneurial universities



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Entrepreneurial Universities

What is an Entrepreneurial University?

A Term Used by Many and Consistently Defined by Few!



Entrepreneurial *mindset* focused on *innovation* and *rational risk taking*

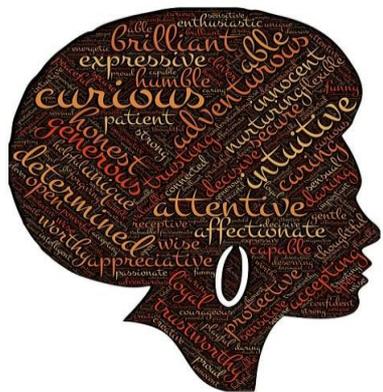


Seeks to transform *the old closed educational system* of higher *education institutions*



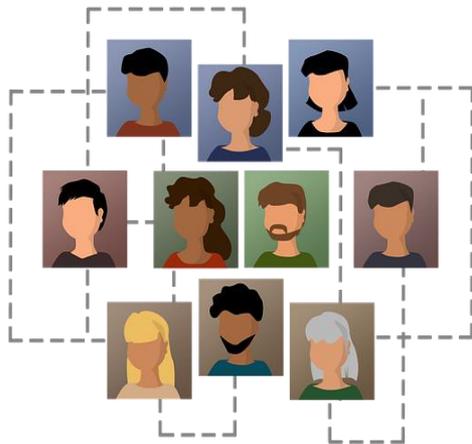
Encourages *partnerships* between *academic* and *private businesses*

Key Characteristics of an Entrepreneurial University



Leadership/Mindset

- Willingness to adapt/change
- Risk taker
- Open to pivots
- Networks
- Ear to the ground



Organizational Structure

- Nimble and somewhat flat
- Speedboat vs Ocean Liner
- Focus on the right people on the bus
- Leverage technology
- Responds to changing environments



Partnerships –Internal/External

- Leverage skills/knowledge
- Attain cost efficiencies
- Enhance innovation
- Streamline operations

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Market Dynamics

College Enrollment Headwinds

- College attendance steadily fell from 70% to 62% from 2016-2022
- From 2023 to 2041, High School graduates are expected to fall by 10.5%
- Despite freshman enrollment being up 5.5% in 2024 (essentially back to 2019 levels) the "enrollment cliff" beginning in 2025 due to declining birth rates is projected to offset these short-term gains



2024-2025 Enrollment gain comes at the very peak of high school graduates

High school graduates expected to peak around 3.8 million in 2025

Reported numbers of graduates from 2009 to 2023 and projections from 2024 to 2041

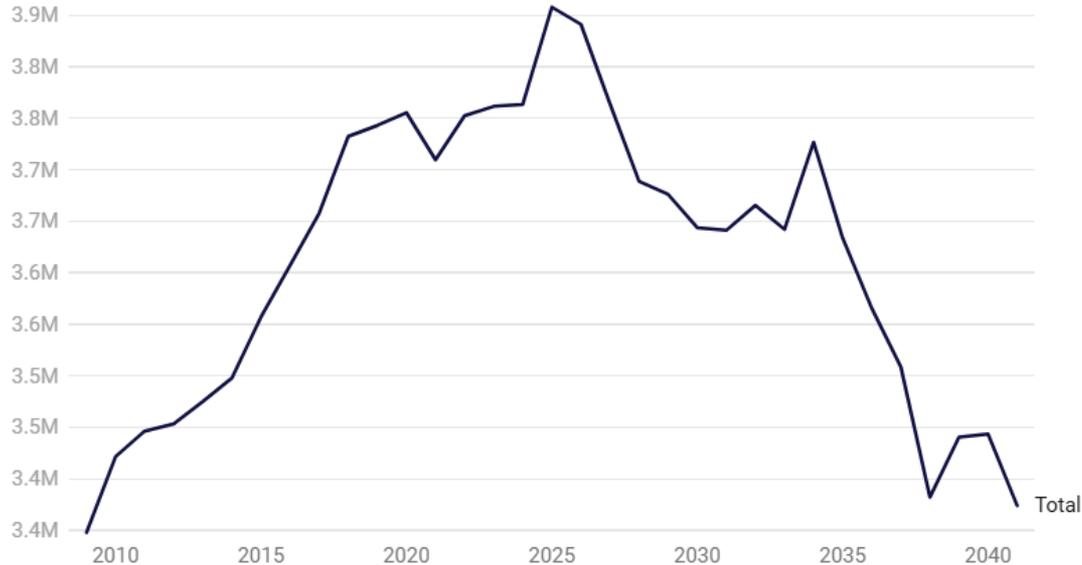
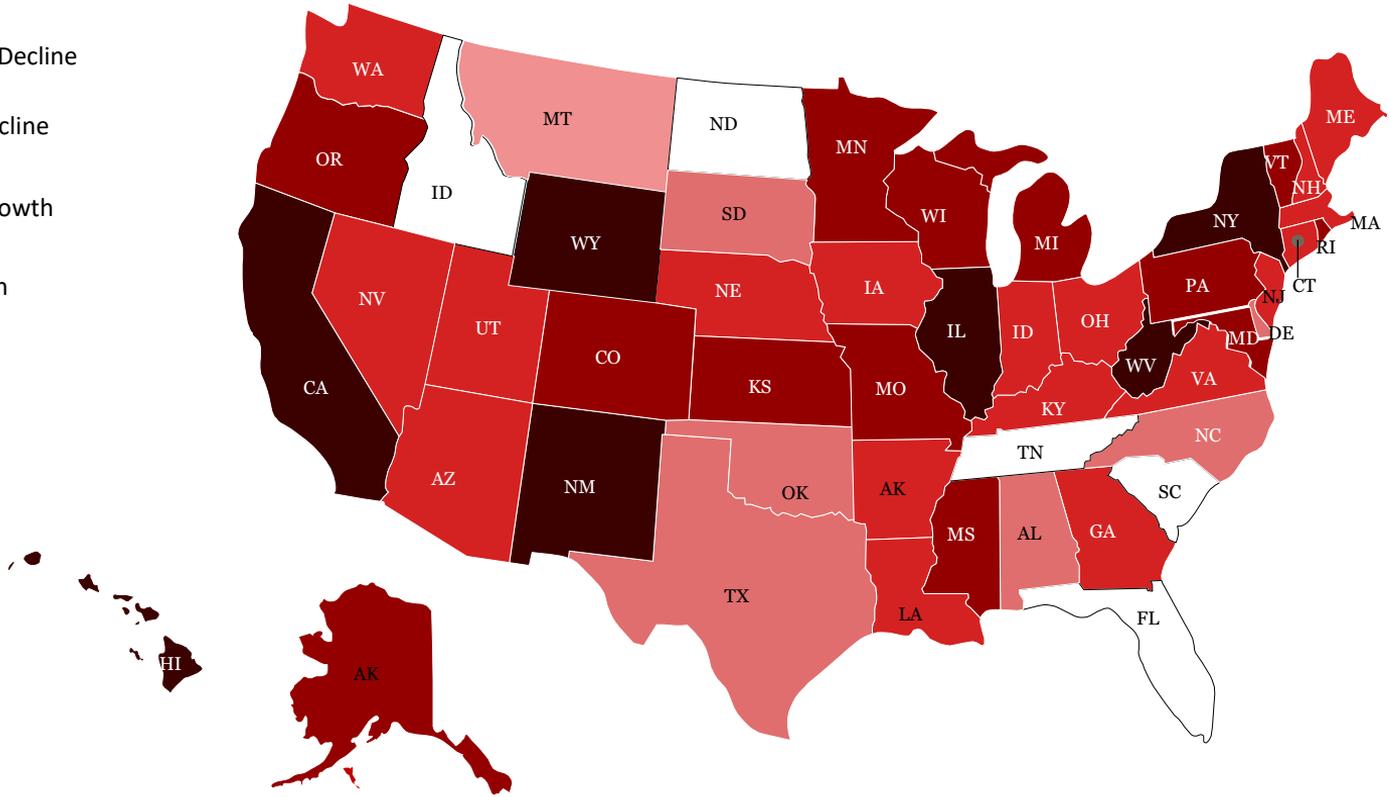


Chart: Ben Unglesbee/Higher Ed Dive • Source: [Western Interstate Commission for Higher Education](#) • [Get the data](#) • Created with [Datwrapper](#)

Changes in the high school graduate population 2023-2041 (projected)

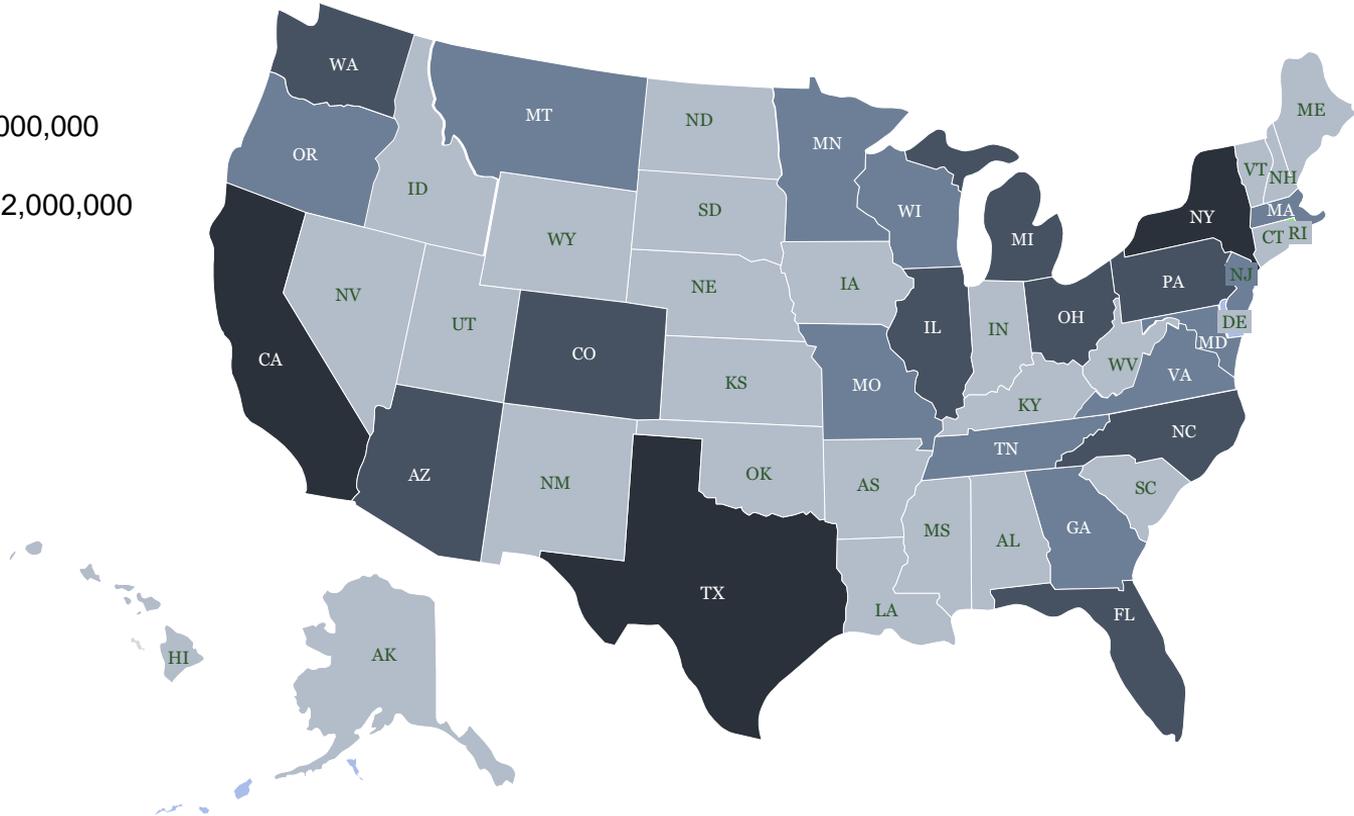
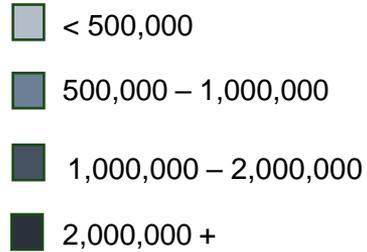
- MAJOR Decline
> -20%
- Intermediate Decline
-10% to -20%
- Moderate Decline
0% to -10%
- Moderate Growth
0% to 10%
- Major Growth
> 10%



WICHE, Based on US Department of Commerce data

40M stop-outs + 10M “nones”

STOP-OUTS BY STATE



About myFootpath



ReEngage Smarter, Re-enroll at Scale
Add 3-5% to total enrollment with myFootpath

WHO WE ARE

- Located in Chicago, IL
- 25 years in business
- Deep focus and expertise on reengaging stop outs
- A combined total of 300+ years of experience across leadership & Advisory Board
- Proven track record

Reengagement is an expanded opportunity for institutions



ReEngage Opportunity: 10 Target Populations

1

Stop Outs: Freshmen

2

Stop Outs: Transfers

3

Stop Outs: Grad Students

4

Bachelor's degree,
no graduate degree

5

"Nones":
Freshman admits,
attended nowhere

6

Freshman admits, attended
somewhere, did not complete
bachelor's, not enrolled now

7

Transfer admits, did not
complete bachelor's, not
enrolled elsewhere

8

Masters admits, did not
enroll, not enrolled elsewhere

9

Prior prospects who
inquired, did not apply
(freshman, transfer, graduate)

10

Prior incomplete applicants
(freshman, transfer, graduate)

Reengagement adds 3-5% to total enrollment

Calumet College
OF ST. JOSEPH

➤ Private 4 year institution

3% increase


Eastern Shore Community College

➤ Community College

5% increase

NAU
NORTHERN
ARIZONA
UNIVERSITY

➤ Public 4 year institution

4% increase

3-5% enrollment can be a substantial number of students!



Results

	Re-enrolled students, unduplicated	Projected NAU net revenue after fees
2020	519	\$5.5 million
2021	1,082	\$11.5 million
2022	1,500	\$16.0 million
2023	2,544	\$27.1 million
2024	3,016	\$32.1 million

1,029 Total Students for Fall 2024
 (numbers as of 9/30/2024)

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Featured Entrepreneurial Universities

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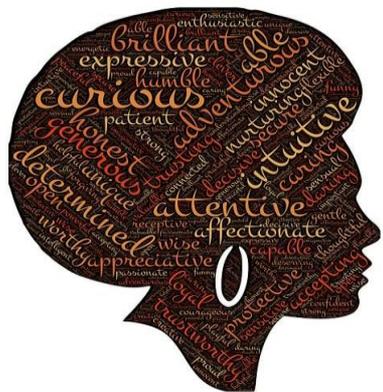
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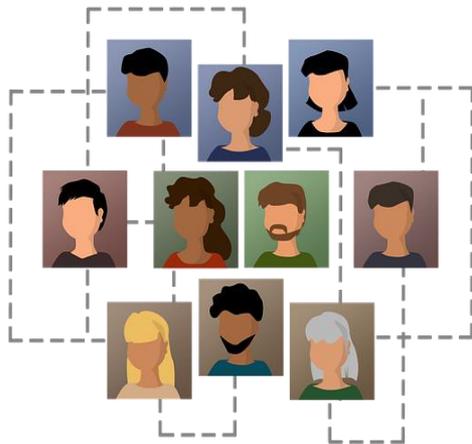


Key Characteristics of an Entrepreneurial University



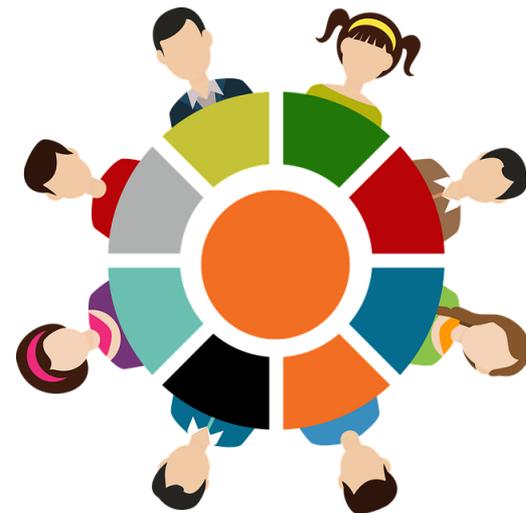
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Partnerships –Internal/External

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About Oakland University



WHO WE ARE

- Located in Rochester, Michigan
- Mid-size public university
- Over 16,000 students
- 118 bachelor's degree programs
- 136 doctoral, masters, and certificate programs

Oakland University

Partnerships – Surrounding institutions

- Detroit regional chamber, Detroit Drives Degrees -- (collaborating with Wayne State University and Henry Ford community college)
 - Grants for stop-out students
 - Credit for Prior Learning - Looking into it together and asking, "how do we strengthen that regionally?"



Oakland University



Partnerships – Oakland County and State of Michigan

- Oakland 80 initiative – Oakland County
Oakland County Executive set the county goal of 80% of residents having a credential by 2030.
- Oakland University joined their community, and oakland80 offers office hours on campus to help find resources (they offer grants for childcare, grants for books, scholarships for tuition, etc.)
- Michigan reconnect. Helps students with financial barriers as well.
- "We want you to come back!"

About Rhode Island College



WHO WE ARE

- Located in Providence, Rhode Island
- Regional public college
- Total Enrollment: 5,768 students
- 55+ bachelor's degree programs
- 25+ doctoral, masters, and certificate programs

Rhode Island College

- Flexible programming and variety of modalities give adults positive professional and personal growth opportunities
- Online courses that are easy to navigate
- Focus on social presence:
 - Course café – online space for peer/peer conversations
 - Video debates – synchronous opportunities to meet classmates and future colleagues
 - Online orientation – required – 3 weeks before session starts
- Course content is unique and out of the box looking at jobs in 5-10 years



About Maryville University



WHO WE ARE

- Located in St. Louis, Missouri
- Mid-size private university
- Total Enrollment: 9,959 students
- 55+ bachelor's degree programs
- 35+ doctoral, masters, and certificate programs

Maryville University

- Cited by Chronicle of Higher Education as a leading innovative university
- “Entrepreneurship starts with culture”
 - Lifelong learning experience for everyone
 - Operate like a start-up and opportunities will emerge
 - Learn tonight and apply tomorrow
- Stop-outs are not failures, but they need focused services
 - Life coaches paired with academic advisors and faculty (ecosystem)
 - Accept Prior Learning Experiences
 - Active learning infused with digital tools
 - Many industry partners – “invite them into the kitchen and help them cook



How this relates to stop-out success?

Common Characteristics

- ✓ Leadership and culture
- ✓ Speedboat vs ocean liner
- ✓ Collaborative organizational structure
- ✓ Internal and external

Questions?

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