JULY 29–31, 2026 • BOSTON, MA • #UPCEASOLAR

Findings: A Study Correlating Online Enrollment with Budget Models

Sam Nikolai, Indiana State University
Brad Johnson, myFootpath

myFOOTPATH

INDIANA STATE UNIVERSITY

Speakers

Brad Johnson
VP of University Partnerships

brad@myfootpath.com

Sam Nikolai
Associate Provost for Online Education

Sam.Nikolai@indstate.edu

myFOOTPATH

INDIANA STATE UNIVERSITY

About myFootpath:

Download Case Study:

Budgetary Models and Leadership Dynamics in Online Enrollment

Sample and Methods

Study Sample

- 31 Public and Private Institutions
- Student size: 6,300 – 60,000
- Comprehensive, R1 & R2
- Every region in the nation

This study examines how university budgeting practices, organizational structures, and leadership collaboration impact the growth and success of online programs. By combining interviews with institutional data, it uncovers strategies that support stronger enrollment, persistence, and graduation outcomes for online students.

Download Whitepaper:

Why this study?

With the growing importance of online programming, we wanted to give insight into:

The relationship between budget models and online program sustainability.

How centralized services drive both enrollment growth and gradation rates.

Key Findings: What Successful Institutions do Differently

1. Incentivize Growth

Institutions that embed explicit financial incentives into their budget models, whether those models are incremental or incentive-based are significantly more likely to achieve larger online enrollment scales

2. Provide Robust Centralized Services

Providing a robust set of centralized services is the most consistent factor linked to success, showing a strong association with both higher online enrollment shares and improved cohort graduation rates.

3. Have Strong Leadership and Flexibility

Operational success is heavily influenced by the “human element,” specifically the level of administrative understanding of online needs, the authority to make financial decisions, and the flexibility to reallocate funds as needed.

About Indiana State and myFootpath:

myFOOTPATH
INDIANA STATE UNIVERSITY

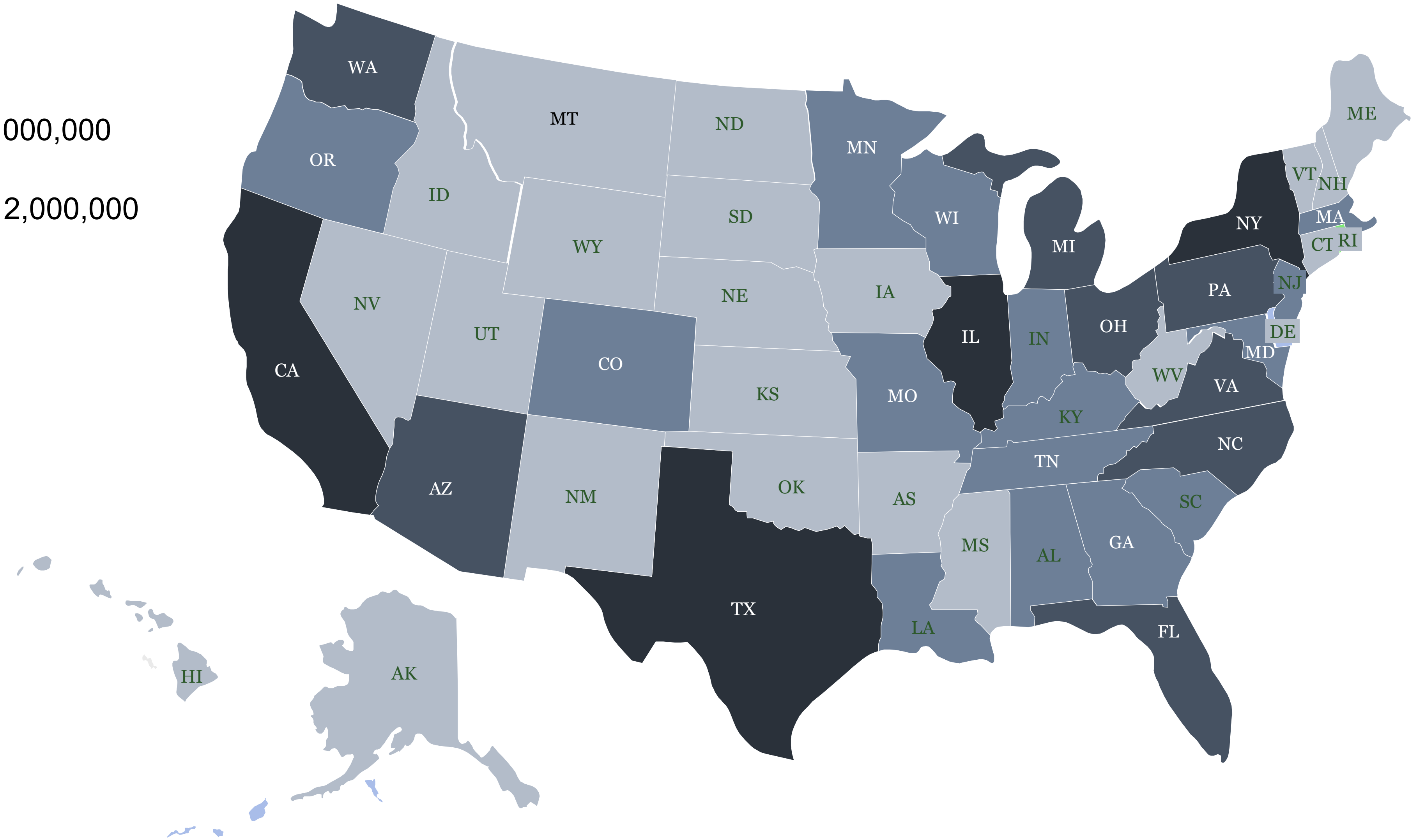
Indiana State University is working hard to incorporate these principles.

One example is their partnership with myFootpath to re-enroll stop-outs.

myFootpath Market: 43M stop-outs + 10M “nones”

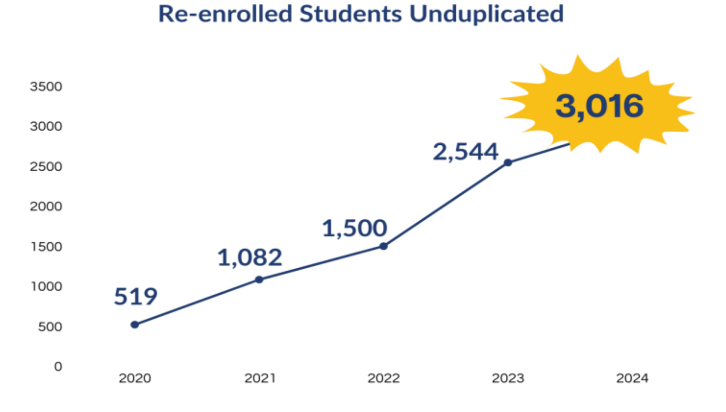
STOP-OUTS BY STATE

- < 500,000
- 500,000 – 1,000,000
- 1,000,000 – 2,000,000
- 2,000,000 +

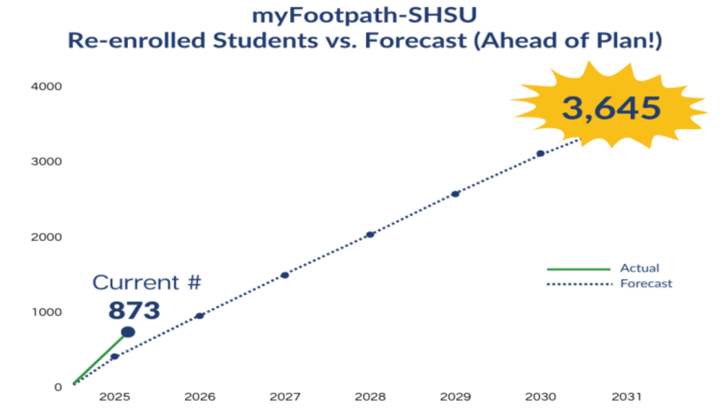


Source: https://nscresearchcenter.org/wp-content/uploads/SCNC2025DataAppendix.xlsx, myFootpath Analysis

Case Studies: myFootpath Drives 3-5% in Total Annual Enrollments



- **$32.1 million** in net tuition revenue back to the school
- Graduated **59%** of stop-out students, **4x industry average**
- Select process improvements:
  - Re-admission yield from **6% to 66%**
  - Financial aid packaging **from 45 days to 10**



- **873 students** in year 1 of partnership
- Brought back **300 students** in **30 days** for Fall 2025
- Results are **214% of plan**
- Collaboration drives results

Just launched

Summer 2026

- **Excellent** collaboration with the Indiana State team.
- **3-5%** planned increase in total annual enrollments (approx. **235-400 students**)

How myFootpath scales reengagement

myFootpath relentlessly optimizes each area of the student funnel – to reengage, re-enroll and graduate more students.

Data Activation
Unlock your student data

- ✓ We create, clean, expand list
- ✓ Marketing messages, which are visible and approved by school, drive conversion
- ✓ Stop outs and more

Human Engagement
Build student and client trust

- ✓ Proprietary process identifies student goals to build degree value
- ✓ Dedicated reps wear your jersey, follow your process (low student ratios)
- ✓ Client collaboration removes barriers, enhances student experience

Graduation
Start with the end in mind

- ✓ Proprietary non-cognitive assessment informs every step
- ✓ Graduation outcomes are **4× higher** than industry
- ✓ Full student journey support ensures students graduate, not just re-enroll

Simplify complex student pathways through partnership collaboration and student conversations