BONUS! Initiative
Bryan Online Non-traditional Undergraduate Student Initiative

Bryan School of Business and Economics
August 15, 2023
Program Goal

• Increase enrollment of non-traditional students in Bryan School Online Undergraduate Programs

• Target audience is:
  • Students 25 to 45 years of age
  • With some college but no degree
  • Who are members of underserved populations
Why?

• Demographics for traditional first-time college students indicate continuing enrollment declines.
• About 20% of the 5 million working adults in NC have some college but no degree.
• UNC System has made serving these students a priority but using Project Kitty Hawk does not make financial sense for our programs.
• Bryan School has a history of successful online programs with current enrollments of roughly 1,000 undergraduate students and multiple online program opportunities.
The Approach

• Aggressive marketing and recruiting support for all Bryan School Online Programs.
• Dedicated recruitment and advising focused on adult learners to enhance student support.
• Creation of 7-week term courses for students in our largest program - Online BS in Business Administration - Business Studies.
Investments

$207,000 in annual marketing and recruitment support expenses – a small fraction of that spent by Project Kitty Hawk.

Personnel costs (grow to 6 staff, student workers, part-time faculty). Staff on 2-year contract and no new permanent faculty to allow for exit if program not successful:

Expenses: Year 1- $391,250 Year 2 – $521,000, Year 3 $613,050, Year 4 and beyond- $613,050.
Revenue Growth

• 50 additional students per year for four years for net increase of 200 students.

• Each student estimated to take 18 credit hours per year.

• Year 1 - $0, Year 2 - $510,000, Year 3 - $1,020,000, Year 4 - $1,530,000, Year 5 and beyond - $2,040,000 (assuming current tuition).
## Revenues Net of Expenses

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023-24</td>
<td>$0</td>
<td>$391,250</td>
<td>($391,250)</td>
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<tr>
<td>2024-25</td>
<td>$510,000</td>
<td>$521,000</td>
<td>($11,000)</td>
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<td>2025-26</td>
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<td>$613,050</td>
<td>$406,950</td>
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<td>2026-27</td>
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<td>$916,950</td>
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<td>2027-28+</td>
<td>$2,040,000</td>
<td>$613,050</td>
<td>$1,426,950</td>
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Questions?