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# BONUS! Initiative

Bryan Online Non-traditional Undergraduate Student Initiative

Bryan School of Business and Economics

August 15, 2023



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# 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



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# 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.



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# 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).



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# Revenues Net of Expenses

Year	Revenues	Expenses	Net
2023-24	\$0	\$391,250	(\$391,250)
2024-25	\$510,000	\$521,000	(\$11,000)
2025-26	\$1,020,000	\$613,050	\$406,950
2026-27	\$1,530,000	\$613,050	\$916,950
2027-28 +	\$2,040,000	\$613,050	\$1,426,950



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Questions?