

**Environmental Conditions causing enrollment declines**

1. Competition from Kansas Community Colleges is increasing
2. High School graduates in the Midwest will continue to decrease through 2030
3. Kansas high school graduates in 2030-31 are projected to equal 2017-18
4. Kansas Caucasian high school grads will continue a steady decline through 2030-31
5. Nationally college enrollments are declining
6. Some internal causes of downward pressure on enrollments
  - a. Use of tools to monitor student academic integrity
  - b. Student services process
  - c. Shifts in faculty load and compensation models
  - d. Transition from eCollege to Canvas
  - e. Pre-Requisite Processes
  - f. Student Pay Model

**Environmental Conditions with enrollment growth opportunities**

1. Online e-learning in the U.S. will grow 47% over the next 5 years.
2. In southern states, high school graduates are growing while state funding is declining
3. In Kansas, high school graduates are projected to increase by 10.7% between 2011-12 and 2024-25
  - a. Kansas Hispanic and Black high school grads will continue a steady increase through 2030-31
4. Increased degree/course offerings on BARTonline
5. New BARTonline web-site this fall
6. BOL eCertification ensure quality courses
7. New admissions system going live late July
8. Renewed focus by all employees about how to support BOL students
9. Guided Pathways will help students through; structured pathways, integrated services, strengthen students transition, increase student engagement
10. Barton is increasing transfer options.
11. Barton is increasing course length options

**Goals and Future Planning**

Currently a BARTonline audit is in process. A cross-functional team has been assembled to research and recommend enhancements to programming/scheduling, student services and promotion.

**BARTonline Survey Highlights**

10,062 emails sent out - 221 responded – response rate of 2.2%

71% - rate BOL as either Very Affordable or Somewhat Affordable

38% - rate BOL as either Slightly Less Expensive or Significantly Less Expensive when compared to other institutions

24% - N/A

50% - prefer BOL courses to utilize OER (Open Educational Resources).

41% - Neither agree or disagree

85% - indicate Cost of Tuition as Important or Very Important

93% - indicate Course Selection as Important or Very Important

52% - indicate OER as Important or Very Important

94% - indicate Transferability as Important or Very Important

86% - Indicate Ease of Enrollment as Important or Very Important

61% - Indicate they would pick another college which offered lower tuition rate than BOL

Course length preferences where

11% - 5 weeks

28% - 6 weeks

41% - 8 weeks

20% - 12 weeks

50% - indicate they would stop taking courses through BOL if other online colleges lowered the cost of tuition below BOL

55% - indicate Somewhat Agree or Strongly Agree as to them taking another BOL course

66% - indicate Somewhat Agree or Strongly Agree as to selection of courses on BOL

Most of the data used above was pulled from "[Knocking at the College Door](#)" – Western Interstate Commission for Higher Education.