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## Online Program marketing example

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HLC Accreditation 2020-2021

## **Evidence Document**

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Academic Affairs

Online Education

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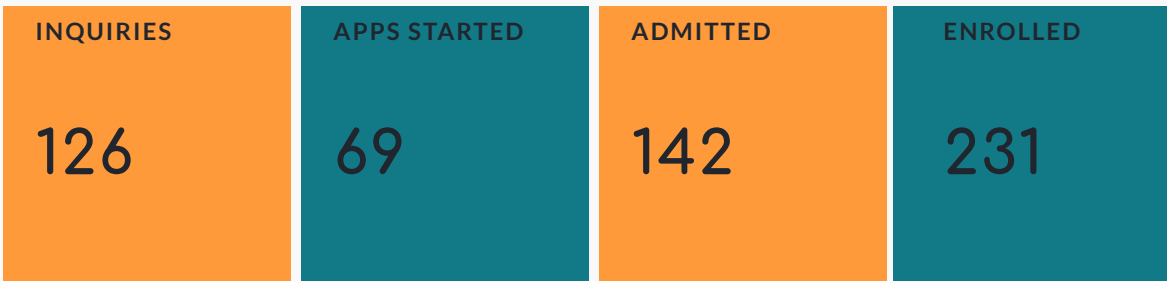
### **Online Program Marketing Example**

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**Additional information:**

# ONLINE PROGRAM MARKETING FLOWS

## JANUARY 2021 CHP OVERVIEW



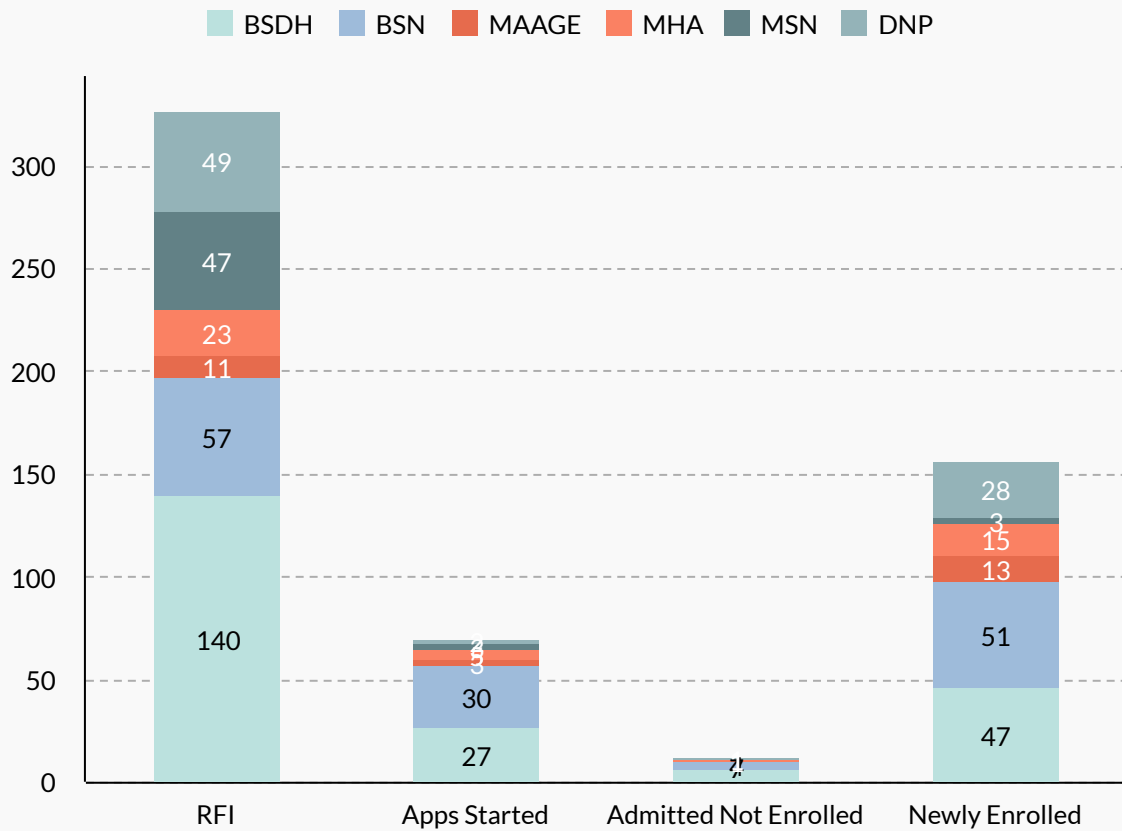
📶 This report is an overview of students moving through the enrollment funnel within the College of Health Professions. Students are tracked from RFI to Enrolled status. This does not fully account for those who are switching majors or reactivating. The enrollment portion accounts for newly enrolled and currently enrolled students.

# College of Health Professions Funnel

Enrollment Funnel by Academic College  
Jan 2021

Academic College	Inquiries	Apps Started	Inquiries to Apps Started %	Admitted	Inquiry to Admitted %	Enrolled	Inquiry to Enrolled %	Apps started to Enrolled %
CHP	327	70	79%	13	96%	157	52%	124%

# College of Health Professions Funnel - Jan 2021



## RN-to-BSN Advertisement Examples

### Google - RN to BSN

Active RN License Required | Online Degree | Wichita State University

[Ad go.wichita.edu/](https://go.wichita.edu/)

CCNE-Accredited. Earn an Affordable, Fully Online Degree in as Little as 15 Months!

RN to BSN Online | Bachelor's Degree in Nursing | Wichita State University

[Ad go.wichita.edu/](https://go.wichita.edu/)




CCNE-Accredited. Earn an Affordable, Fully Online Degree in as Little as 15 Months!

Nursing Degree Online | Go From RN to BSN | Wichita State University


[Ad go.wichita.edu](https://go.wichita.edu/)

100% Online RN to BSN Program. Designed for Working Nurses (Active RN License Required). Apply Today! 12-Classes with No Mandatory Login Times. Low Tuition. CCNE-Accredited.



## Facebook - RN to BSN



 **Wichita State University**  Sponsored · 

Strengthen Your Leadership Skills and Expand Your Health-Care Expertise in This 12-Class RN-to-BSN Program.



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**Advance Your Nursing Career Online** [SIGN UP](#)

  Heather Reic... 5 Comments 12 Shares

 Like  Comment  Share

 **Wichita State University**  Sponsored · 

Advance Your Nursing Career with an Accelerated Program Designed for Working RNs.



GO.WICHITA.EDU  
**Earn Your Bachelor's Degree in Nursing** [LEARN MORE](#)

   Melinda ... 36 Comments 29 Shares

 Like  Comment  Share

## Dental Hygiene Advertisement Examples


### Dental Hygiene



[Online Dental Hygiene Degree | Fully Online & Flexible](#)

 [go.wichita.edu](#)  
We Can Help You Find Or Complete A Degree Online. Apply Now!

[Go From RDH to BSDH | Online Dental Hygiene Degree](#)

 [go.wichita.edu/](#)  
Students Learn How To Translate Classroom Potential Into Career Success. For Licensed Dental Hygienists Looking to Complete Their BSDH Degree. Apply Now!

[Dental Hygienist Degree Online | Wichita State University](#)

 [go.wichita.edu](#)  
For Licensed Dental Hygienists. Complete Your Degree. Scholarships Available.

## TERMS

**Valid Leads:** Prospective students who provided accurate contact information. HubSpot workflows monitor for leads with bounced email addresses. These individuals will not be counted in our reporting.

**HubSpot Leads:** Prospective students who have filled out the RFI from the WSU Online microsite or the lead was imported from the WSU Online website.

**Stealth Applications:** Prospective students are considered a stealth applicant if the first record of interaction with the student comes from filling out WSU admission application.

**Current Student:** Captures reactivated or continuing students in online programs.

**Year to Date:** Start of academic year to month of report.

## DATA SOURCES

- HubSpot: RFI leads by "create date" and "bounced email", *added Graduate School Data from Slate, term of interest has not been accounted for.*
- OPA19: Admissions by "app decision date" and "adm dec group 9", students in current and future semesters are considered as valid numbers for this report
- RO145: Enrollment by "Catalog Term"
- OPA 18: Pre 20th Day registration (unavailable)