

How Point University Recovered Revenue and Prepared Students for In-Demand Careers

Growing Enrollment and Delivering Certifications



COURSE SHARING CHAMPION

Dr. Stephen Waers
Chief Academic Officer

With more than 40 programs of study and still growing, Point University is educating the next generation of Christian leaders. Point is also experiencing an enrollment shift. While they traditionally had higher enrollment in bachelor of arts programs in the humanities, they are now seeing more students shift into the bachelor of science programs. That shift has put pressure on the institution, specifically when providing language classes.

They've experienced roadblocks when getting a large enough enrollment to run a needed Spanish class. It's one of the challenges they're solving with course sharing. The first step for Point was using the Acadeum network to sell empty seats, such as Spanish. Before course sharing, Point's average enrollment in an online class was seven students, about a third of its capacity. Now, that average enrollment has increased with the help of course sharing.

Dr. Stephen Waers said, "We started our course sharing journey selling empty seats to recover some revenue we were just leaving on the table. And just about every eight weeks, because of the empty seats we're selling, we generate over \$20,000 of revenue." Once faculty saw the increase in enrollment and the academic rigor of other classes within the Acadeum network, they looked for additional opportunities to use course sharing from other partner institutions.

Point University Fast Facts



- West Point, GA
- Private, Christian institution
- Over 2,000 students in 37 states and 20 countries
- Started course sharing in 2021

\$20,000+
in recovered revenue
per semester

"We've been using Acadeum to attack chronically low enrolled courses at our institution. With the empty seats we're selling, we generate over \$20,000 of revenue every eight weeks. This is revenue that otherwise would've been left on the table."

- Dr. Stephen Waers



Preparing Students for the Workforce Using Certifications

Point University offers a generalist IT program, and they began embedding the Google IT support certificate from Coursera and the Acadeum network. Faculty reviewed the certificate and decided students who complete the certificate through Coursera could earn up to six credits in these IT classes.



Certification gives students at Point a credential that, should they stop out or have life circumstances that prevent them from finishing a degree, will help them gain employment and stay employed. It also gives Point the ability to recruit students with that certificate.

Dr. Waers explained, "If you've identified somebody with the Google IT support credential, we can go to them as an institution and explain that it's worth six credit hours at Point University for an IT degree. It's a compelling pitch for prospective students."

"Course sharing gives our students a credential that, should they stop out or have life circumstances come up and not finish a degree, they have a certification to help them gain employment and stay employed."

- Dr. Stephen Waers

How Point University is using course sharing to meet student needs and deliver workforce-aligned certifications by

- + Expanding its catalog of courses while ensuring academic rigor and quality
- + Accommodating student demands while keeping pace with innovative educational trends
- + Integrating new, in-demand offerings into its online program offerings
- + Generating new pathways for revenue