

How the University of Central Missouri Increased Retention and Revenue

A FOCUS ON DATA-DRIVEN STRATEGIES



COURSE SHARING CHAMPION

Heather McGrath
Registrar

As one of the most affordable higher ed institutions in the country, the University of Central Missouri provides students from 49 states and 59 countries with the knowledge, opportunities, and confidence they need to succeed in their academic, personal, and professional endeavors. In an effort to fulfill that commitment, UCM identified course sharing as the solution to challenges regarding student retention and institution revenue recovery.

"We really took an internal look at the top courses that our students are taking elsewhere, we looked at our transfer data and course petition processes," McGrath said. "The data was really telling and eye-opening for us as an institution and to our leadership."

UCM Fast Facts

- Located in Warrensburg, MO
- Public, four-year institution
- 11,000+ FTE
- Started course sharing in 2022

8660+
open seats

\$1 million
in missed revenue

"The benefits of course sharing as a solution became apparent not only for the students we serve due to the ease of the process, but also for us as an institution."

- Heather McGrath

Academic Collaboration and Organizational Partnerships

"The first thing we did after the Acdeum assessment was bring our Advising Center into the conversation," McGrath stated. "With that, we also included our academic leadership and faculty. As discipline experts, they have been able to indicate where course sharing can best be a match for our students."



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Collaboration has proven to be the key to the success of course sharing at UCM. From stakeholders and students at the institution to the network provided by Acadeum, UCM is now solving for retention and revenue recovery using data-driven strategies.

"Acadeum is helping us remove obstacles as we move our students along the path of degree completion."

- Heather McGrath

How the University of Central Missouri is using course sharing to meet student needs and grow retention and revenue:

- + Attract more students by increasing the number of courses offered to students throughout the academic departments
- + Offering in-demand courses for students across disciplines, decreasing the transfer rate
- + Keeping students enrolled in courses offered by UCM, mitigating the number of courses taken outside the university
- + Retaining students facing course conflicts and classes not offered that semester