As enrollment continues a trend of steady decline accelerated by continued shifts in student demographics and demand, higher education faces a bleak outlook. Nationwide, institutions grapple to garner new student populations with expanded program offerings and aggressive marketing tactics. The result is a more fragmented and competitive marketplace than ever before—making it more important than ever for institutions to be strategic about their enrollment growth initiatives.

Blackboard helps institutions realize their enrollment goals by harnessing the power of data to make research-informed decisions. We will develop a comprehensive, actionable roadmap that enables your institution to attract, retain and graduate more students.

Blackboard ensures you are making smart investments that will yield a strong return. Starting with the programs you offer, we help you identify new opportunities for growth to differentiate yourself in the competitive marketplace and more successfully reach your target student audience.

### Research solutions

1. **Program Viability**: Whether you need help launching new or alternative programs, bringing existing programs online, or deciding which programs are worthy of marketing investment—Blackboard can help you identify the programs that are poised for growth based on student and workforce demand trends.

2. **Competitive Analysis**: Understanding the overall competitive landscape—and specifically how you stack up against head-to-head competitors on important factors—will highlight opportunities to differentiate your offerings.

3. **Audience Segmentation**: Reach the right students to optimize your efforts and their experience. We identify key target segments, given your program mix and competitors, that will help you reach new and growing students.

Why partner with Blackboard on Research?

Actionable: Our reports won’t just sit on a shelf. Our comprehensive research provides the insights you need to inform strategy and win buy-in across campus.

Collaborative: Through our partnership, we work in close collaboration with your team and stakeholders to incorporate feedback and ensure we are meeting expectations.

Data-Driven: We believe in the power of data and bring those insights to institutions to make smart and well-informed decisions backed by data.

Customized: We listen to your needs and provide a customized solution to meet your unique set of challenges.

Flexible: Our agile approach allows us to pivot based on the changing needs of clients or newfound learnings so you get the most accurate and reliable data.

Experienced: Unlike many research providers, Blackboard’s team provides a breadth of subject-matter-expertise across the higher education industry.

What Our Clients Are Saying

“Blackboard helped us build the case for change. They provided us with actionable information that has informed our go-forward strategy, and they presented the findings to our colleagues, which helped us gain buy-in across campus.”

– Dr. Justin Louder, Associate Vice-Provost, eLearning & Academic Partnerships, Texas Tech University

“Blackboard took their expertise in the education space, listened to our challenges, and developed an approach that met the unique, ever-changing needs of our non-traditional students.”

– Kara Eldersveld, Director of Marketing & Enrollment Strategy, the Glasscock School at Rice University

Drive enrollment growth with data-driven, research-informed solutions. LEARN MORE