

Breaking Up With Your OPM



Have you grown out of your OPM relationship but don't know how you'll manage after you part ways? From creating new content to mitigating enrollment declines, there are valid concerns to ending a revenue-share OPM contract. But you shouldn't continue forfeiting revenue for fear of losing assets or data. If you're ready to breakup with your rev-share OPM, grab some ice cream and follow these six steps to ensure a transition that sets you up for long-term success.

1 Understand the timing of your contract and the impact to support services.

If OPMs won't receive revenue generated from a term, they're no longer incentivized to build pipeline for it. Determine how you'll continue to drive inquiries and leads through marketing before your contract ends (in some cases, up to a year before!).

2 Assess opportunities for building services in-house.

Review the services provided by your OPM and determine which can be built in-house and which will need to continue being outsourced.

Services to review

- Instructional Design
- Multi-media Services
- 24/7/365 Technical Support
- Faculty Development
- Market Research
- Marketing & Media Buying
- Enrollment Management
- Retention Coaching



3 Determine your transition plan to outsourced partners.

Determine what level of support you'll need in the short- and long-term. This includes any support transitioning off your OPM, building in-house services, and scaling with future growth.



4 Identify assets owned by the OPM that need to be rebuilt.

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5 Get access to and understand your data.

Historic marketing and enrollment performance metrics help predict what investment is required to keep enrollment steady or growing and how long you need to promote a program to reach your goals.

Critical data to know:

- Cost-per-lead
- Lead-to-application conversion rate
- Application-to-enrollment conversion rate
- Average time from lead to enrollment



6 Reclaim your organic website.

Audit your organic website, remove links directing to the OPM's microsite, build your own inquiry form into your site, and focus on your owned website to support organic prospective leads.



It's not you, it's them.

Breaking up with your rev-share OPM may seem like a daunting task, but you don't have to go it alone. Working with an experienced partner can help you find the right balance of in-house capabilities and outsourced services to help you deliver quality online programs without sacrificing revenue.

Learn how our OPX solutions can help you develop and grow online programs, on your terms.

[Grow your online programs](#)