

# How Small Colleges are Growing Revenue with Shared Academic Programs



Rize recently reached a significant milestone by helping **100+ small colleges grow** enrollment and revenue with our innovative program sharing model. As the technology force behind the Lower Cost Models for Independent Colleges Consortium, we've collaborated with our partners in launching over **600 academic programs in market-responsive fields** that seamlessly integrate with their existing course catalog — **all for a fraction of the traditional cost and risk**. But don't just take our word for it. Hear directly from our partners below.

## BUILDING THE COLLEGE OF THE FUTURE

*27 majors, 13 minors, 8 certificates*



Ranked as one of the 'Most Innovative Schools' by U.S. News & World Report, Adrian College's innovation and academic portfolio expansion with Rize has been a key driver in boosting recruitment, retention, and overall enrollment. This has helped Adrian defy statewide enrollment declines and remain financially stable, preserving \$6 million in revenue. Since integrating Rize programs, **enrollment deposits in new programs doubled** from 2022 to 2023 and are projected to increase another 30% in 2024. As President Docking notes, "The solution is binary: innovate or die...With Rize, we are creating both a better business model and a better educational experience that will guide us into the future."

## INVESTING IN LONG-TERM ENROLLMENT

*277 Rize-powered course registrations, 72 declared students*



Nebraska Wesleyan University (NWU), ranked as the #1 independent regional university in Nebraska, partnered with Rize to expand its academic offerings in high-demand fields like digital marketing, data analytics, and public health, **blending seamlessly into NWU's interdisciplinary Archway framework**. Dr. Graciela Caneiro-Livingston, NWU's provost, shared, "Our students are excited about Rize programs because they provide the skills and flexibility they need to succeed in a diverse, modern workforce."

## ADDING 20 PROGRAMS ACROSS 10 ACADEMIC FIELDS



*8x growth in course registrations, 118 Cybersecurity students admitted (F'24)*

Known for being a trailblazer for education and innovation in its community since 1883, Reinhardt University's partnership with Rize has allowed the university to **offer high-demand programs while maintaining the personalized, small college experience** that fosters close connections between students and faculty. President Mark Roberts highlights the strategic importance of Rize, noting, "Students often have a direct path to the industry... that's a significant impact for us." This partnership is a further example of Reinhardt's commitment to providing high-value, career-oriented education.

## FINDING A NEW MODEL FOR ENROLLMENT GROWTH



*9 Programs added, 246 Rize-powered course registrations*

Newberry College, a small private institution in South Carolina, prides itself on making a significant impact in the lives of every student that enters its community. In Fall 2020, Newberry launched a Computer Science program with Rize to quickly meet student demand. Admittedly, Dr. Bret Clark, Dean of Sciences, Mathematics & Pre-Professional Studies, was initially hesitant to offer his students online courses because he felt that learning online went against the Newberry motto of personal attention. However, after offering Rize courses and listening to his student's feedback, he quickly discovered "Rize gives that personal attention that we are striving for ... it's small class sizes. The professors are available to them when they reach out." Today, Newberry leverages 9 Rize-powered programs to **grow enrollment and retain existing students with career pathways** in high-demand fields.

*“ I see Rize as a tool to launch programs faculty are interested in that we wouldn't be able to launch otherwise. I think it is a door to be able to serve more students and to be able to provide unique program curriculum. ”*

Dr. Stephen Baldridge  
Dean of the College of Humanities and Sciences  
University of Mary Hardin-Baylor

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