Rural Online Initiative
Report (Quarter 1, 2019)

05/01/2019

BACKGROUND INFORMATION
During the 2019-20 Extension cycle, between 400 and 550, the Rural Online Initiative (ROI) program served 1,500 to 2,000 participants, exceeding its budgeted costs of $300,000.

The goal of the ROI program is to increase online enrollment for the future of rural online initiatives, leading to more rural opportunities in the area.

This quarter, ROI attended 7% of meetings, following up on 5% of those meetings and 25% of those meetings. ROI was successful in reducing the number of meetings by 20%.

COMMUNITY EVENTS
- Rural Online Initiative Week Hosted
  - Dates: March 18-22
  - Location: Online

RURAL TALENT NETWORK
COMMUNICATIONS
- Social media
- Email campaigns
- Webinars
- Workshops

CAREER COACHING SESSIONS
- One-on-one coaching
- Group coaching

SUCCESS STORIES
- Rural Online Initiative Week Hosted
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M.S. in Entrepreneurship
- Online
- 12 months
- Full-time
- 30 credit hours

COMING SOON
- New initiatives in the ROI program
- Increased focus on rural online enrollment
- Collaboration with other rural online initiatives

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