

# New Bootcamp Prioritization Matrix

## Inventory of Existing Certificates

Intensive bootcamps help solve the conflict between content and format that has led to a recent uptick in students enrolling in one or two courses in lieu of a full certificate. It's often a lack of time—not a lack of interest or money—that prevents students from enrolling in full-length programs. Typical programs require a 12-18 month commitment from students, a prohibitively long length of time for young professionals who want to advance or change careers quickly.

Certificates with high individual course enrollments but low certificate completions offer opportunities to launch bootcamps that increase the number of students enrolling in a full program. High numbers of inquiries from students outside commuting range can also indicate opportunities for bootcamps. Bootcamps attract students from a greater geographic area because participants only need to commute once for the duration of the program. Additionally, institutions can take bootcamps "on the road" by renting out conference space in other cities or states.

Complete the form below to help identify current certificates in your portfolio with bootcamp potential:

Certificates	# of Completions in the last 12 months	Total students enrolled in one or more classes in the last 12 months	% of inquiries from > 50 mile radius (Optional)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<b>Calculate the mean for each column:</b>			

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## Analysis of Certificates Appropriate for a Bootcamp Format

Complete the matrix below based on the information on the previous page. Place certificate programs in the matrix based on whether the course completion and class size numbers are below or above the average. Programs that fall in the gray box are the best opportunities for bootcamps.

For programs that receive a high percentage of inquires from more than 50 miles away, consider a hybrid program that requires a short (2-3 day) in-person session at the beginning. With this format, students and instructors still meet in person and establish relationships during the short intensive and non-local students only need to travel once.

