

Everyone Plays a Part:

SUCCESSFULLY IMPLEMENTING CAMPUS WIDE STRATEGIC ENROLLMENT MANAGEMENT AT YOUR COLLEGE

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Session Topic

Everyone Plays a Part: Successfully Implementing Campus Wide Strategic Enrollment Management at Your College

This session will explore ways to design a comprehensive marketing plan that is both pro-active and strategic in the recruitment of a diverse and academically talented class. This multi-dimensional approach is intended to help shift campus sentiment to one that values the ideal of “shared recruitment.”

Steps for Success

1. Enrollment management which guides admissions planning = Success
2. Strategic planning = Success
3. On-going and sustained statistical and data analysis = Success
4. Multi-tiered complex e-communication plans = Success
5. Marketing = Success



ENROLLMENT MANAGEMENT 101



Enrollment Management

- ❑ Enrollment Management is essentially the compilation of detailed plans that are developed after considerable research and assessment of the admissions landscape.
- ❑ Enrollment Management is a coordinated admissions effort that encompasses E-communications, statistical data analysis (Predictive Modeling), and solid communication plans.
- ❑ Enrollment Management is all encompassing in that it is predicated on the philosophy that recruitment is a collaborative effort. Multiple constituents on and off campus work in tandem to recruit a strong class of students. Such constituents include: faculty, staff, coaches, alumni, parents of current students, statisticians, and the numerous vendors that we do business with.



Campus Culture

Consider the campus culture PRIOR to developing a strategic enrollment management & marketing plan

- ❑ Institutional mission (have you developed a admissions mission?)
- ❑ Institutional priorities
- ❑ Academic wish-list
- ❑ Diversity
- ❑ Gender parity
- ❑ Constituents at your school (faculty, staff, senior administration, president)
- ❑ Outside constituents (board of trustees, guidance counselors, parents)



Enrollment Management Strategy

Link your plan to an Aggressive Enrollment Management Strategy

- ▣ Think Strategically
- ▣ Think Big Picture (what are your goals and visions?)
- ▣ Think Globally (macro)
- ▣ Think Compartmentalized (micro)
- ▣ Think Short and Long term
- ▣ Articulate your vision to everyone!!
- ▣ Take risks!



DATA ANALYSI S



The Art of Math

- ▣ Let the data guide you!
- ▣ Throw out assumptions (We have always done it this way or visited this territory)
- ▣ Communicate to others your success and utilize mathematics when you talk to constituents. “We have a yield percentage of X” versus “We are having a good year”



Data Analysis at UNC

- ❑ Historically approached admissions with the “kitchen sink” model
- ❑ Kitchen Sink model worked well in the 1980’s but with the introduction of technology yield began to fall
- ❑ In 2006 deposits had begun to fall at UNC. This trend continued for 2007 & 2008
- ❑ Enrollment management piloted in 2009 and fully introduced for the Fall 2010 cohort
- ❑ Data is an absolutely critical component of UNC’s enrollment management plan (predicative modeling, statistical analysis, multiple mathematical reports, data mining)
- ❑ Predictive modeling will revolutionized the way we go about assessing the inquiry population at UNC



PREDICTIVE MODELING AND POPULATION SEGEMENTATION



Predictive Modeling

- ❑ Predictive modeling involves the gathering of a great deal of data in order to arrive at a statistical number that indicates the probability of a student to enroll at a college or university.
- ❑ Predictive modeling assigns scores from .01 to .99 to INQUIRIES whereas .01 indicates a low likelihood of enrolling and .99 a high likelihood of enrolling.
- ❑ Predictive modeling takes all admissions data and through bivariate analysis compares the independent variable to the dependent variable (last year's applicants vs. this years applicants).
- ❑ Predictive modeling is extremely useful for many admissions assessments including: what print publications to mail and at what point of the funnel to mail specific pieces



UNC Predictive Modeling & Print Strategy

Fall 2010

- ▣ Predictive model score .01-.29 – Profile with a BRC
- ▣ Predictive model score .30 - .59 – Search piece (scaled down version of Viewbook).
- ▣ Predictive model score $>.60$ – Viewbook



Population Segmentation & Predictive Modeling

- ▣ As an enrollment management specialist your task is to weave predictive modeling data into your communications plan.

- ▣ As an enrollment management specialist you can utilize population segmentation and predictive modeling in tandem to help guide your budgetary allocations to print or e-communication

Benefits

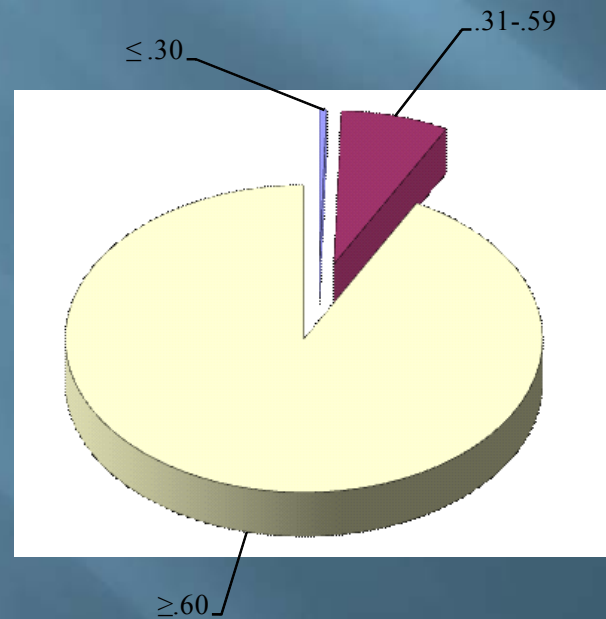
- A. Budgetary – less money to recruit students

- B. Enrollment management – clarification of applicable sub-population to send materials



Sample Predictive Modeling Score & Confirmation Rate

<u>Score</u>	<u>Confirmation Rate</u>
$\leq .30$.49%
.31-.59	7.33%
$\geq .60$	92.18%



Measure & Track Everything!!

- ❑ Prospective students seen at College Fairs
- ❑ Prospective students seen at School Visits
- ❑ Business Reply Card (BRC) conversions
- ❑ ROI on advertisements with vendors (Inquiries, applications, deposits)
- ❑ Direct Mail prospects
- ❑ Visit Days prospects
- ❑ Contact source's
- ❑ Geography (macro approach)
- ❑ Walk-in visitors
- ❑ Telephone Inquiries
- ❑ Outside referrals

This list is not exhaustive and your institution may have many more variables to assess



MARKETING



UNC's Approach to Marketing

- ❑ Marketing is an evolving and fluid process
- ❑ Successful marketing is achieved only after successful research and analysis
- ❑ Marketing is EXPENSIVE & TIME CONSUMING!!!
- ❑ Marketing is the “carrot”
- ❑ Marketing involves a BLEND between print and e-communications
- ❑ Marketing means communicating not simply to the student, but rather the whole family



Communications

- ▣ Back to basics
- ▣ One methodology in communication (i.e. e-comm or print comm) is NOT exclusive
- ▣ Not everyone is comfortable and responds to technology via e-comm
- ▣ HTML vs. Text messages
- ▣ Information overload (overwhelmed)
- ▣ Snail mail is OK!



E-Communications Analysis

- ❑ E-technology is essentially all those efforts on an electronic medium that are made by the admissions office in an effort to positively influence prospective students
- ❑ E-communications involves a great deal of time to develop the message and then determine where the message plays on the enrollment management funnel
- ❑ Call to action!
- ❑ Content Management and Analysis (opens, unique opens, histograms)
- ❑ Follow-up (do you send a follow-up email to those who open your email?)
- ❑ Are you communicating with prospective students, parents, guidance counselors, teachers?



Types of E-Communications

- ▣ Emails (one time on a particular topic such as visit days)
- ▣ Email campaigns (pre-populated emails with narrative that is scheduled to be sent to students over a specific time period)
- ▣ Email newsletters to prospective students, counselors, parents, alumni
- ▣ Email postcards (Holiday card)

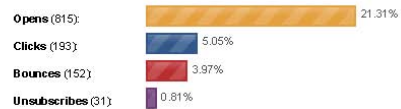


Results

UNC - Housing App 2nd send - 20 March 09

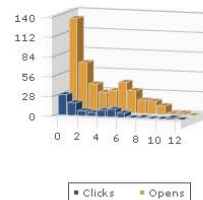
Sent to 3,825 list members on Mar 20, 2009 2:40PM PDT

Overall Performance



Non-responders: 3007 Forwards: 0

Activity



Top Performing Links

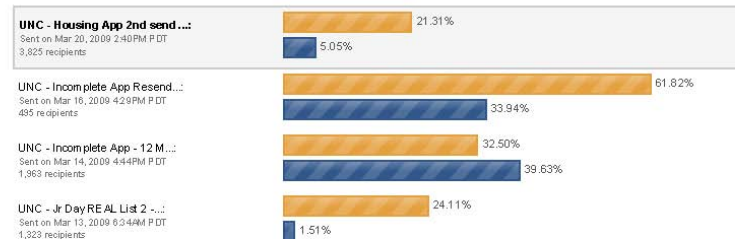
Link	#	%
choose your hall today coords(1,0,208,37) https://studenthousing.unco.edu/Login.asp?TargetPage=Default.asp?	193	5.05%
Text Version - Link 1 https://studenthousing.unco.edu/Login.asp?TargetPage=Default.asp	0	0.00%
Text Version - Link 2 https://studenthousing.unco.edu/Login.asp?TargetPage=Default.asp	0	0.00%

Top Performing Lists

Name	Sent	Open	Click	Bounce	Unsub	Non-Resp.
UNC - Housing - 20 March 09	3,821	814 (21.30%)	190 (4.97%)	152 (3.98%)	31 (0.81%)	3,004 (78.62%)
UNC CC list created march 09	3	1 (33.33%)	3 (100.00%)	0 (0.00%)	0 (0.00%)	2 (66.67%)

[More list details...](#)

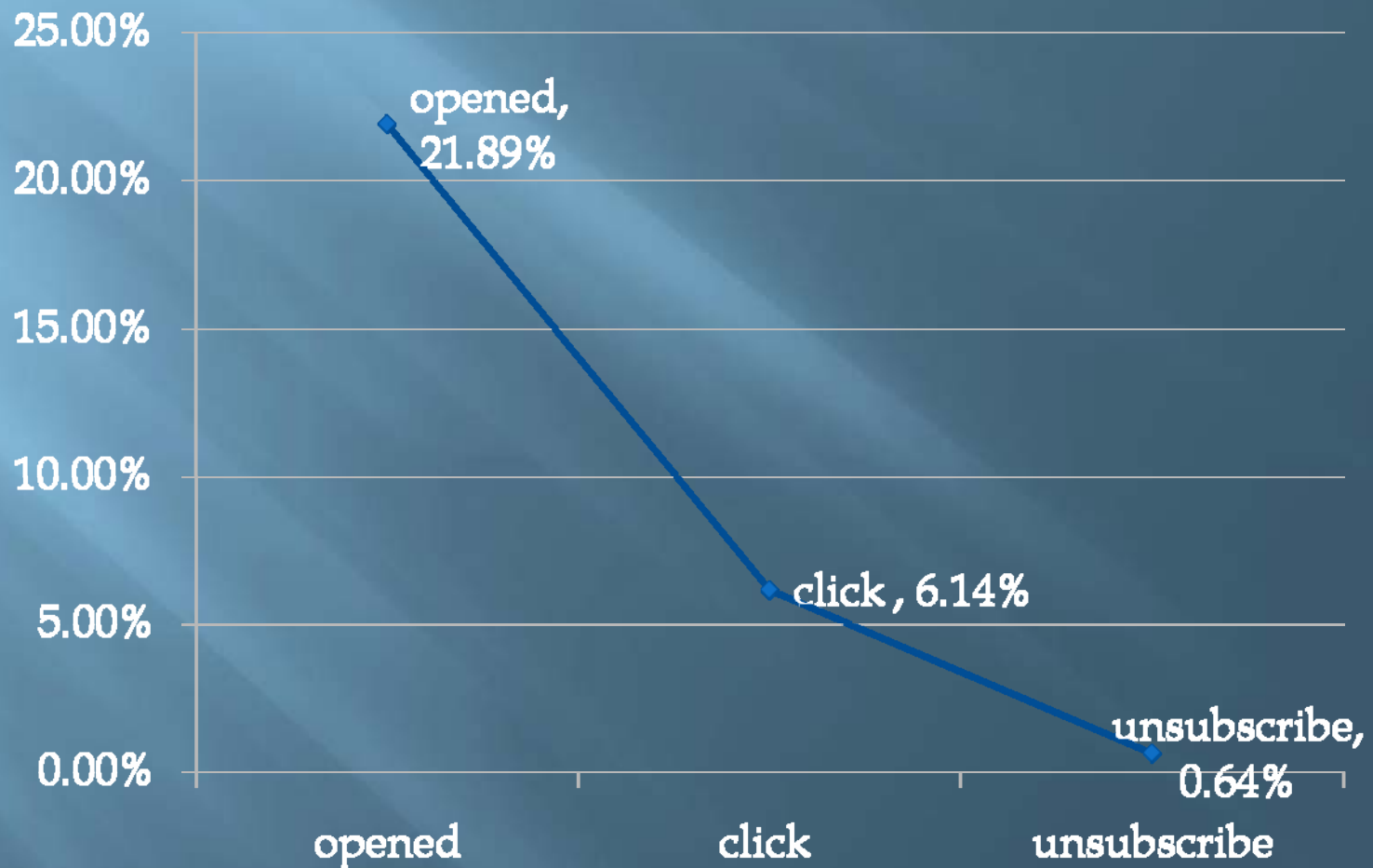
Compare to Other Emails



- To date we have sent out 33,776 emails, 22.1% have been opened and 6.8% took action (clicked) and .66% unsubscribed
- Transfer open rates are higher than Freshmen open rates. Transfer sent = 2065, 25.95% opened, 17.09% click through rate, 1.5% unsubscribed
- Freshmen open rates lower than Transfer. Freshmen sent = 31711 sent, 21.89% opened, 6.14% click through rate, .64% unsubscribed

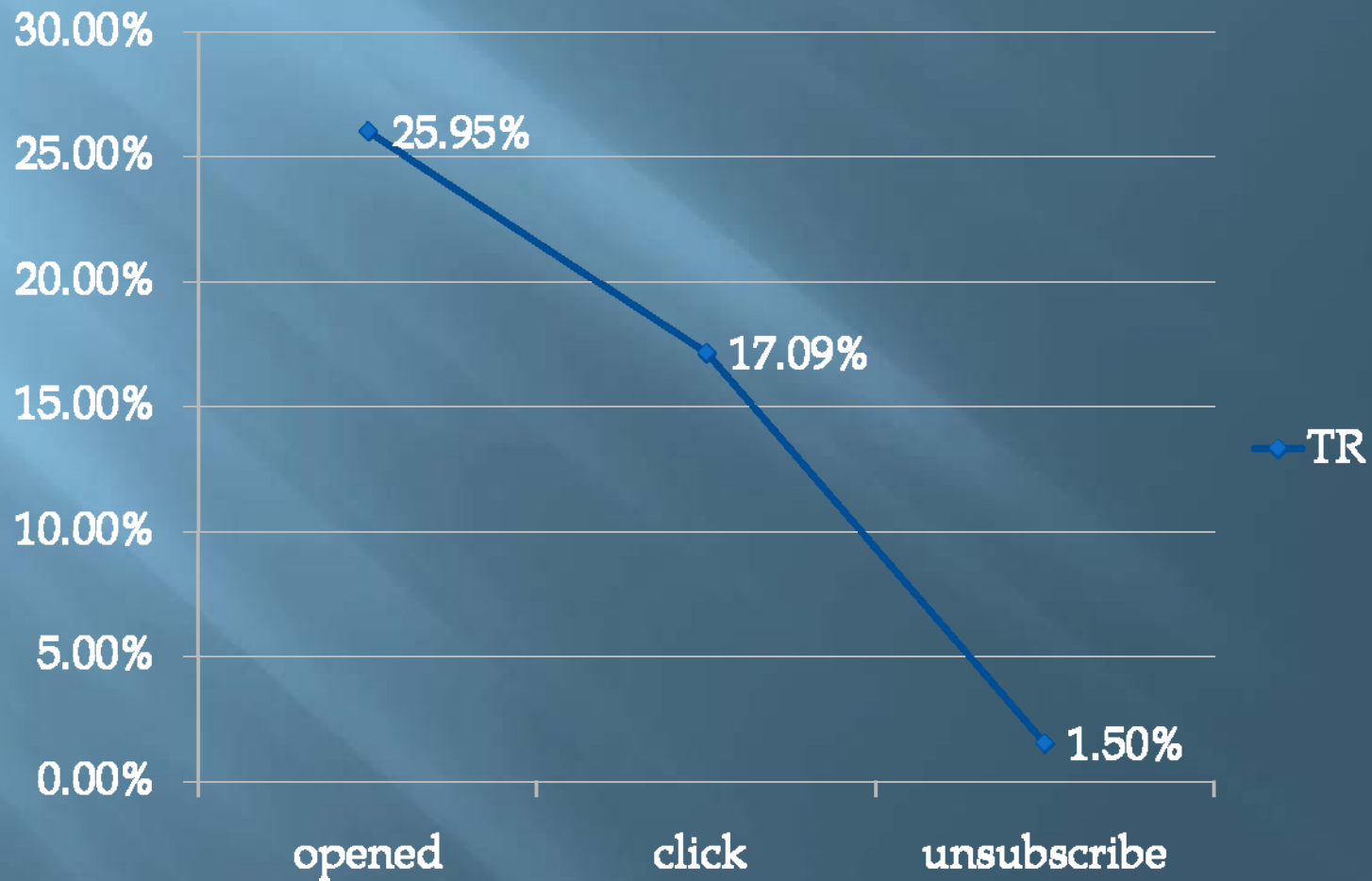
Freshman Email Analysis

FRESHMEN

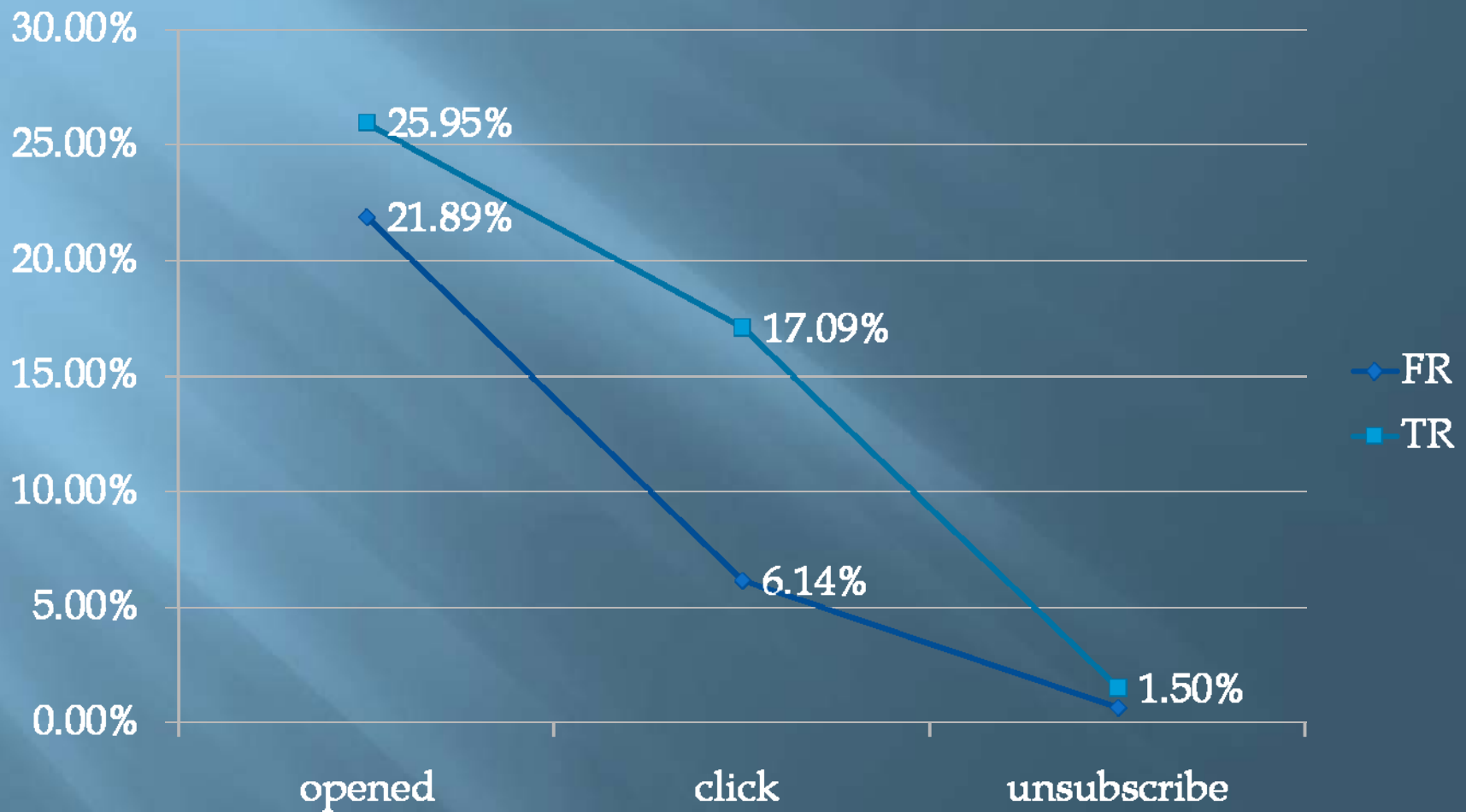


Transfer Email Analysis

TRANSFER



Freshmen & Transfer Comparison



Sample Messages

UNIVERSITY of
NORTHERN COLORADO

Become
A BEAR!

Admissions - Financial Aid - Residence Life - Campus Recreation - Athletics

Dear Student,

Congratulations on your acceptance to the University of Northern Colorado!

In August 2005, I chose to come to UNC as its Dean of the College of Performing and Visual Arts for a number of reasons:

1. UNC has outstanding facilities for the study and practice of the arts—we have great art studios, extensive theatre and dance amenities, a state-of-the-art music conservatory, advanced technology labs in all of the arts disciplines, and wonderful places to encounter the arts in all their glory;
2. UNC has an exceptional faculty who excel in their disciplines and as advisors and teachers—at the University you can study with some of the country's best musicians, actors, dancers, visual artists, arts historians, and arts educators;
3. UNC has wonderful undergraduate and graduate degree programs in the diverse disciplines of the arts and all of these programs are regionally and nationally recognized as being some of the elite arts programs in the country;
4. UNC is a beautiful place with a diverse student body taking advantage of the dynamic campus, community and recreational offerings along the Front Range in beautiful Colorado.

These are just a few of the reasons why I came to the University of Northern Colorado. I invite you to learn more about the College of Performing and Visual Arts by attending one of our Open Houses or simply by requesting some literature or visiting our website at www.arts.unco.edu. I think you will be impressed by the extraordinary faculty we have here, and the great programs in the arts we have for students. Looking forward to seeing you in the fall!

Sincerely,

Dr. Andrew Jay Svedlow
Dean



Dr. Andrew Jay Svedlow is the Dean of the College of Performing and Visual Arts at the University of Northern Colorado. He received his Ph.D. in Music from Pennsylvania State University and has published in the arts and music journals.

College of Performing & Visual Arts

The University of Northern Colorado is an equal opportunity/affirmative action institution that does not discriminate on the basis of race, color, national origin, sex, age, disability, creed, religion, sexual preference or veteran status.

UNIVERSITY of
NORTHERN COLORADO

Transfer to
UNC

Admissions - Financial Aid - Residence Life - Campus Recreation - Athletics

Dear Friend,

We see that you have begun the transfer student application and we would like to help you complete this process. Application materials may have crossed in the mail or you may be waiting for spring grades to be posted for current classes, but we wanted to send out a friendly reminder. If you have any missing documents due, please mail them to the address below to complete your application.

University of Northern Colorado
Office of Admissions
Carter Hall 3006, Campus Box 10
Greeley, CO 80639



UNIVERSITY of
NORTHERN COLORADO

Summer
Events

Admissions - Financial Aid - Residence Life - Campus Recreation - Athletics

Dear Friend,

Interested in the University of Northern Colorado?

Join us for one of these free summer events and learn more about UNC!

For more information and to send us your RSVP, please visit www.unco.edu/admissions/events. Space is limited so hurry and reserve your spot today! Sorry, students only.



Greeley Stampede Rodeo:
5:30 pm, Tuesday, June 30th
RSVP by: Monday, June 22nd

Greeley Putt-Putt:
6:00pm, Thursday, July 16th
RSVP by: Wednesday, July 8th

Denver Putt-Putt:
1:00pm, Wednesday, July 1st
RSVP by: Friday, June 26th

**Little Theatre of the Rockies
Performance of "Forever Plaid:"**
6:00m, Wednesday, July 29th
RSVP by: Wednesday, July 22nd

Questions? Contact Chris Freeman at 970-351-1611 or chris.freeman@unco.edu

RSVP Today!

The University of Northern Colorado is an equal opportunity/affirmative action institution that does not discriminate on the basis of race, color, national origin, sex, age, disability, creed, religion, sexual preference or veteran status.

Check your [admissions status](#) for detailed information regarding application and documentation.

Check for a [variety of scholarships](#) UNC offers for transfer students.

The [Student Checklist](#) is a great resource for exploring your next steps.

If you have any questions or your information has changed, please unsubscribe at the bottom of this message and we will cancel your application.

Questions?

Contact us at 970-351-2097 / toll free 1-888-700-4862 or admissions.help@unco.edu and indicate "transfer" in the subject line.

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Putting it all
together
TAKE ACTION



Campaign Planning with Email Providers

- E-Campaigns are ideally planned well in advance. Some email providers offer Campaign Planning.
- Determine what types of messages you want to send, and when you want to send them.
- Look for a provider who can be flexible enough to accommodate unplanned e-mails that come up on short notice.

Contact Us

eMail Campaign Yearly Planning Guide

10


different types of e-mail you should be sending

- 1 Prospect Mailing**
 - Parents
 - Students
 - Senior
 - Junior
 - Sophomore
- 2 Events**
 - Open House
 - Workshops
- 3 Announcements**
 - Scholarships
 - Speakers
 - Visitations
- 4 Counselor**
 - e-news
 - Announcements
- 5 E-Yield**
 - Parents
 - Students
- 6 E-newsletters**
- 7 Specialty**
 - Extracurricular
 - Athletics
 - Clubs
 - Academics
 - Fields of Study
 - Experiential
- 8 Current/Retention**
 - Students
 - E-news
 - Announcements
 - Parents
- 9 Alumni**
 - Newsletters
 - Events
 - Announcements
 - Updates
- 10 Grad Programs**
 - e-news
 - Events
 - Announcements

Calendars and Schedules

click on image or title


Yearly Admissions Marketing Calendar



Corresponding print and email schedules

E-mail Production Workflow

Timeframe and responsibilities for on time results



e

Visit the **e-communications services** website section on the latest in technology, tracking and reporting >>

Reporting & Tracking with Email Providers

- Marketing communications is undoubtedly valuable. Without the ability to track the effectiveness of your messages, there is no way to know if you are getting enough value for your budget expenditures.
- For every message an email provider sends, you should receive detailed information including open and click-through rates.
- You should also be able to download the lists of students who open and click on specific messages. This feature is very helpful when sending follow-up communications.

