Expanding Your Capacity for Growing Enrollment
Conducting a Website and Social Media Audit

Bart Caylor, Caylor Solutions
This way to the I-way
College Websites

- Typically from IT Departments
- Anderson University – 1997-1998
- Chronicle Article 1999
Dealing with Constant Change

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

- Alvin Toffler
Session 1

Building an Effective Enrollment Growth Website
Your school’s website is the first and most important tool for enrollment recruiting.
MUST HAVES

Enrollment-focused website

Content that is user-focused and answers questions

Social media strategy that drives prospective students and parents to the website and content.
The Philosophy of a Professional, Best-Practices Website Analysis
What I look for:

- Benefit Driven
- Emotion
- Elevator Pitch
- Clarity and Simplicity
- Call to Action
Critique Methodology

15 Symptoms of a Sick Website
Enrollment Not Priority

- Goal to drive bottom line of institutional health.
- Financial health of today and future.
- Focus on enrollment and all other boats will float.
Poor Web Writing

Symptoms of a Sick Website #2

- Long sentences, wall-to-wall copy.
- No bullets, no scannable content.
- Passive tone, third party voice.
- Do not reuse brochure content or allow academic content.
Clumsy Navigation

- Consider and design first.
- 79% of prospective students say that they would remove a college from their consideration if they can’t find the information they are looking for.
- $5a + 2c + x = \text{Primary Navigation}$
  - About, Admissions, Academics, Alumni/Advancement, Athletics
  - Community/Contact
Wrong Calls to Action

- Clicking on a link should take a user to the answers they expect, not more links.
- Clear direction on what to do next.
- Simple, explanatory, next steps.
- Don’t disappoint visitors with frustration. Deliver value.
Can’t Find Apply or Give

Do you make it easy or difficult for the user to complete the call to action?

- Apply on every page. Key call to actions: RFI, Visit, Apply.
- Give button in top right corner.
Poor Search

- Clear ways to search with robust results.
- Use common nomenclature for program names, majors, other elements.
- Clearly tag blog posts and other content so it can be found.
- Make it easy to understand: Financial Aid.
Slow Loading Times

- 3.2 seconds is the length of time that your website is “evaluated”
- Google ranking
- Frustration for users
- Mobile
Symptoms of a Sick Website #8

**Little Contrast/Hierarchy**

- Easy to see what is most important
- Navigation: Primary, Secondary, Tertiary
- Well designed and organized
- Less is often more
Awareness Test
Fast or Poor Sliders

Symptoms of a Sick Website #9

- Benefits of your school…not promotional slots for internal use.
- Emotion and clarity.
- Differentiators clearly explained.
- Authentic and real.
- Video when available.
Lack of Rich Media

Symptoms of a Sick Website #10

- Copy and photos are not enough.
- Include other forms of content to consume information.
- Consider ways to quickly convey information and content that is scannable.
- 360° Cameras and portals.
- Numbers/stats/quick reads.
Hidden Brand Essence

Symptoms of a Sick Website #11

- Biggest competitive advantage.
- Don’t hid who you are:
  - Too small?
  - Too quirky?
  - Too geeky? (data tech, historical research, church history?)
  - Too sold out for a cause?
- Permanent aspects need to be front and center.
Updates are Difficult

Symptoms of a Sick Website #12

- Is it easy to update your site?
- Is there a clear process and responsibility?
- Does admissions/enrollment get priority?
- Can you do it in house with various individuals or does everything bottle-neck with one individual?
No Metrics

Symptoms of a Sick Website #13

- Do you know what is the most popular page on your site?
- Do you know where your traffic is coming from?
- Google Analytics
- Google Trends
- Unbounce/LeadPages
Poor Photography

Symptoms of a Sick Website #14

- Too many stock photos.
- Pictures of buildings, not people.
- Lacking emotion.
- Copyright issues.
Stale, Old Content

- Answer questions that your audience asks.
- Publish new content on site for SEO.
- General announcements are NOT new content that keeps your site fresh.
- Consider your target audiences for the content you plan and post.
Helpful Insights for aSharper Edge
Simple Steps to Make a Big Difference
Edit Content

- Review your websites content.
- Edit for web consumption
  - Headlines, subheads
  - 1-2 sentences per paragraph
  - Bullets, lists
- Supporting rich media.
- Combine for scrollable pages.

Simple Steps to Make a Difference
Simple Steps to Make a Difference

Create Content

- Editorial Calendar
- Specify
  - Question to answer
  - Thumbnail of content
  - Media type(s)
- Pre-publish
- Create in “buckets”
WordPress

- Free CMS
- Runs nearly 30% of all of the web, higher non-profit
- Ease of use – IT not required nor needed
- Content updates in the hand of content creators
- Themes & Plugins

Simple Steps to Make a Difference
Simple Steps to Make a Difference

Staff/Resources

- Webmaster vs. Managers
- Generalists vs. Specialists
- Content Creators
Professional Assessment

- Caylor Solutions offers a FREE website review via phone call.
- We’ll talk through the strengths/opportunities with ideas for improvement.
- We can then talk through various ways to help a phased implementation.
Content that Works
Evaluate your content for what works
Blogging

- Content creation ranks as the single most effective SEO technique.

- Google First Page Ranking:
  - 500 – 750 Words
  - 1 Per week
  - Yoast SEO Plugin

- Answer Questions: Admissions & Pizza

- Editorial Calendar & Assignments

- Authority
People also ask

How do you make a vibrant youth ministry? [view]
How can I be an effective youth leader? [view]
What is youth ministry in the church? [view]
How do I start a youth church group? [view]

10 Steps to Building an Effective Youth Ministry - Clarks ...
Jul 22, 2019 - Before you can build an effective youth ministry—like a camp ministry—you’ll need to have some sense of direction. Let these 10 steps be your ...

11 Strategic Steps to Build a Thriving Youth Ministry | Youth ...
Mar 19, 2016 - You may have a vision or a dream for your group but can you see the steps to ...
why-you-should-go-to-a-bible-college

People also ask

Why do you want to attend Bible college?
What is the point of Bible college?
What do I do after Bible college?
Do you have to go to Bible college to be a pastor?

15 reasons why you should go to Bible and theological college
Jan 14, 2018 - I chose to go to Bible and theological college in my late twenties. (In Australia, we tend to call seminaries theological colleges). I’d spent close ...

cairn.edu - The 5 Best Reasons Why You Should Attend a Christian College
Feb 23, 2016 - In college, you’ll encounter all kinds of people and be exposed to ... At a biblical university, you’ll learn how to read and interpret the Bible, not ...

www.clarks.edu - News - Considering Christian Colleges? Why You Should Go to a ...
Aug 22, 2019 - Choosing the best college can be overwhelming, even if you focus on Christian colleges. Here’s why a Bible college might be the perfect ...

Why should I consider going to a Bible college? | GotQuestions.org
Video

- Video content gets 3-5 more engagement than photography only.
- Current tools (smartphones) can provide greater quality video than ever before.
- Various types of video content.
- Testimonials/Features of Faculty
- Program Overview
Jasper, Alberta.
Other Rich Media

- Infographics/At a Glance
- Explainer Videos (Screen Shares)
- Photography
- Podcasts/Audio
Proof in the Results

What should you expect if you sharpen all that you are doing?
Alaska Bible College

$120K Development
Added Authority
Marian College

+12% YOY Matriculation
Consistent Growth
St Louis Christian
Recently Live
Impact on Accuracy and Ease
Franklin College

+25% YOY Matriculation

Closed Class
Anderson University

5th Generation
Focused on Messaging/Imagery
Success flows to organizations that inform, not organizations that promote.

Jay Baer, Utility
What to do now and next 100 days:

1. Think through ideas for content based upon what prospects want. What are the questions? Where will you get the answers?

2. What resources do you need to create and manage your website to make it more enrollment-focused?

3. How can you update your current website to add some of these ideas? Which ones stand out the most?
Question & Answers

Media & Websites That Empower Enrollment Growth
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Session 2

Effective Use of Social Media for Enrollment Growth
DID YOU KNOW?
MUST HAVES

Enrollment-focused website

Content that is user-focused and answers questions

Social media strategy that drives prospective students and parents to the website and content.
Dealing with Constant Change

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

- Alvin Toffler
Richard Karn
Over App
Byte
Cameo
The number one benefit of social media marketing is generating more business exposure (85%), followed by increasing traffic (69%) and providing marketplace insight (65%).
Social media has a 100% higher lead-to-close rate than outbound marketing.
(State of Inbound Marketing 2012)

http://www.slideshare.net/HubSpot/the-2012-state-of-inbound-marketing-webinar
Knowing Your Audience
And What Connects
Emerging Trends

- Augmented Reality
- Photo/Video based
  - Instagram
- Music Based
- Short Video Based
- Gaming
Entertainment
Education
Something Special
Most YouTube users are between 16-24

85% of Teens Use YouTube (Instagram 72%, Snapchat 69%)

According to Ipsos, 80% of Gen Z teens say YouTube has helped them become more knowledgeable about something,\(^1\) and 68% say YouTube has helped them improve or gain skills that will help them prepare for the future.\(^2\)
Emerging and Evolving Trends
Musical.ly – TikTok

Emerging and Evolving Trends
Making it rain glass. #oddlysatisfying #artschool #glassart #foryou #fyp #RITigers #original sound #original
IU Redsteppers can do it, can you?
#foryou #college101
#dipandleanchallenge
🎵 dLeanChallenge  DipAr

TikTok Watch more on TikTok
Byte (old Vine)

But there’s something about the simplicity and ease-of-use about a social platform that just offers one core feature that seems to appeal to users.

It’s the reason Instagram (photo-sharing) and Snapchat (fun messaging) captured their core markets – and there may still be space for a short video network.
It's the little things...
Entertainment
Education
Something Special
SlideShare Decks

- People Remember 80% of what they see and do compared with 20% of what they read.

- Slideshare (owned by LinkedIn) one of the top 150 sites on the web.

- 60 million visitors and 3 billions slide views every month.

- Turn content into small chunks with images in an interesting format.

https://www.slideshare.net/bartcaylor/importance-of-editorial-calendar-in-digital-marketing
Emerging and Evolving Trends

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Gaming

Emerging and Evolving Trends

https://www.slideshare.net/bartcaylor/importance-of-editorial-calendar-in-digital-marketing
Evolving Trends

Emerging and Evolving Trends

- Audience Centric:
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
  - TikTok
  - Byte
  - SnapChat
  - Pinterest
  - YouTube
Evolving Trends

Emerging and Evolving Trends

- Facebook
- YouTube
- Instagram
- Twitter
- LinkedIn
- Musical.ly
  - TikTok
- Google+
- Pinterest
- Tumblr
- Snapchat
- Reddit
- Swarm by Foursquare
- Kik
- Shots
- Periscope
- Medium
- SoundCloud
- Tinder
- WhatsApp
- Slack
- Peach
- Flickr
70% of teens report that social media is moderately to extremely influential in their research about colleges.

Only 40% find content relevant.

- Instagram: +26% year over year
- Twitter: +15% year over year
- Facebook: Down Slightly
Where Do You Start?

What Should You be Doing?
Where Should You Be Looking

- Pay attention
- Ask questions
- Engage and Explore
- Learn from them
Look for the Leaps

- Facebook → Twitter
- Twitter → Instagram
- Instagram → Snapchat
- Look for where the ball will bounce next
Other

- App Store: Social Networking
- Gary Vaynerchuck
  - garyvaynerchuk.com
  - Author
  - Expert
- Businesses
  - Disney & Other Target Audience Brands
Goals for Enrollment

- How does social media support that?
  - Drive traffic to website
  - Educate
  - Inform
  - Build Relationships

- Social Media, Web, Content, and Advertising MUST work together
Best Practice: Social Media

- Tweets with images result in a 55% increase in leads
- Photos generate 53% more likes and 104% more comments than text posts on Facebook
- More people access Facebook from a mobile device than a desktop – 751 million monthly active users
- 55% of Pinterest users have engaged with retailers and brands via Pinterest

All Networks

- Courtesy
- Conversation
- Respond to Comments
- Headlines
- Images & Videos
- Automation
Mistakes to Avoid
Opportunities to Seize
TEENS EXPLAIN THE RULES OF SOCIAL MEDIA
Mistakes

- No presence
- Wrong channels for audiences or same channel for all audiences
- Never changing or modifying
- Inconsistency
- Irrelevance
Mistakes and Opportunities

- Being unresponsive or rude
- Mentions that don’t get mentioned
- Using it as a megaphone and not a telephone
- Failing to be discovered: Hashtags
- Working without automation
- Working without a strategy and plan
Opportunities

- Missed Audiences:
  - Pinterest for Moms
  - LinkedIn for Adults and Parents
- Engage Influencers
- YouTube, YouTube, YouTube
- Facebook Live
- Syndication
- Analysis
  - FollowerWonk (Moz)
  - Likealyzer (Meltwater)
Social Monitoring

Mistakes and Opportunities

- Meltwater
- Sprout Social
- Hootsuite
Leveraging Social Media for Results – Trying the Right Mix
Automation

- Buffer/Hootsuite
- Narrow.io
- Commun.it
- Feedly.com
- CoSchedule
Content

Content is fire, social media is gasoline. - Jay Baer
Original Content

- Answers to Questions
  - Promote blog posts
  - Mini testimonials/outcomes
  - Polls/Surveys
  - Video

- Current Promotional Content
  - Upcoming deadlines
  - New programs

- 60% Total of Social Media Shares
Curated Content

- Answer the Questions
  - Authority from other sources
  - Share useful information
  - Curated lists of content

- Feedly.com for sources
  - Review and schedule through automation
  - Hashtags

- 40% of Content
Hashtags

- Disney Button
- Hashtagify.me
- Twitter & Instagram
- Limited LinkedIn & Facebook
Success flows to organizations that inform, not organizations that promote.

Jay Baer, Utility
“I was told I needed to be “more hip” when I use social media. Is that true?”
The first is *authenticity*; one of the most important elements to truly connecting with these teen audiences.

You are entering their world…

And they can smell a fraud from a mile away.
Taking it to the Next Level

- Better engagement
- More traffic to website
- Increased followers
- Discovery/Increased Awareness
- Greater authority
Resources

#Follow the Leader

The Art of Social Media

YOUtility

Jab, Jab, Jab, Right Hook
Question & Answers

Media & Websites
That Empower Enrollment Growth
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