

Building Relationships With Prospective Students That Lead to Results



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February 16, 2024

Building Relationships With Prospective Students That Lead to Results

-
-  Getting Started - from inquiry to prospective student relationship
 -  Creating communication systems that feed relationships
 -  Introducing personal creativity into relationship cultivation
 -  Keeping up with contacts in a timely way - not letting the relationship grow cold



- Private, Christian University in Montgomery, AL
- Founded in 1942
- About 3000 students overall - 1000 traditional



- Headquartered in Boston, MA
- Known for its CAS systems
- EMP division in Poughkeepsie, NY
- Campaign creation/deployment
- True variable print
- CRM
- AI/ML Prescriptive Modeling

This is a courtship - take it slow

...but look for opportunities!

The means by which we interact are limited:

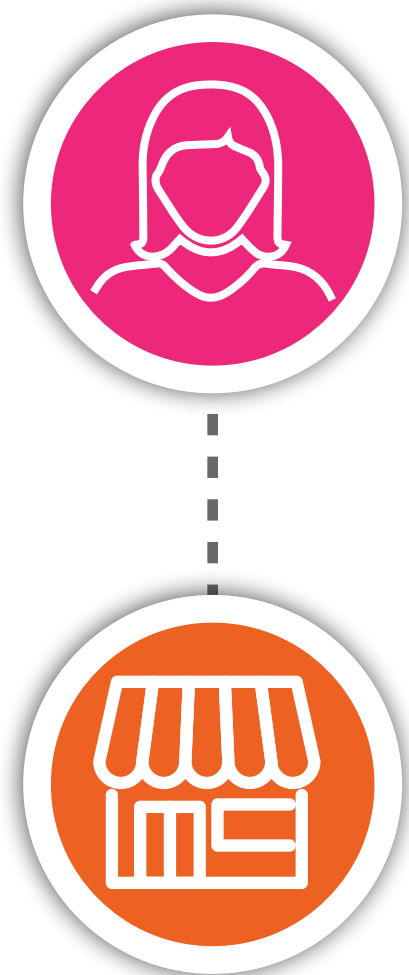
Email,
Phone calls
Visits
Digital ads
Texts
Social media posts



●●●● Remember....

We don't recruit students
because they understand us,
but because they feel that we
understand them!

●●●● The Evolution of Higher Ed Marketing



Single Channel



Multi-Channel



Omni-Channel

●●●●● How an Omni-Channel Campaign Works in Higher Education

How an Omni-Channel Campaign Works in Higher Education



●●●●● Omni-Channel in Undergraduate Admissions

It's not just one touch...
~~It's not just one touch...~~



Re-Targeting



Twitter Ads



Personalized
Web Portal



Variable Print



Traditional
Advertising



Chat



Triggered Rep
interaction



Text



Email



Facebook
Ads



Info Sessions



Video ads



Alumni calls



Snapchat
Ads



Geo-Targeting



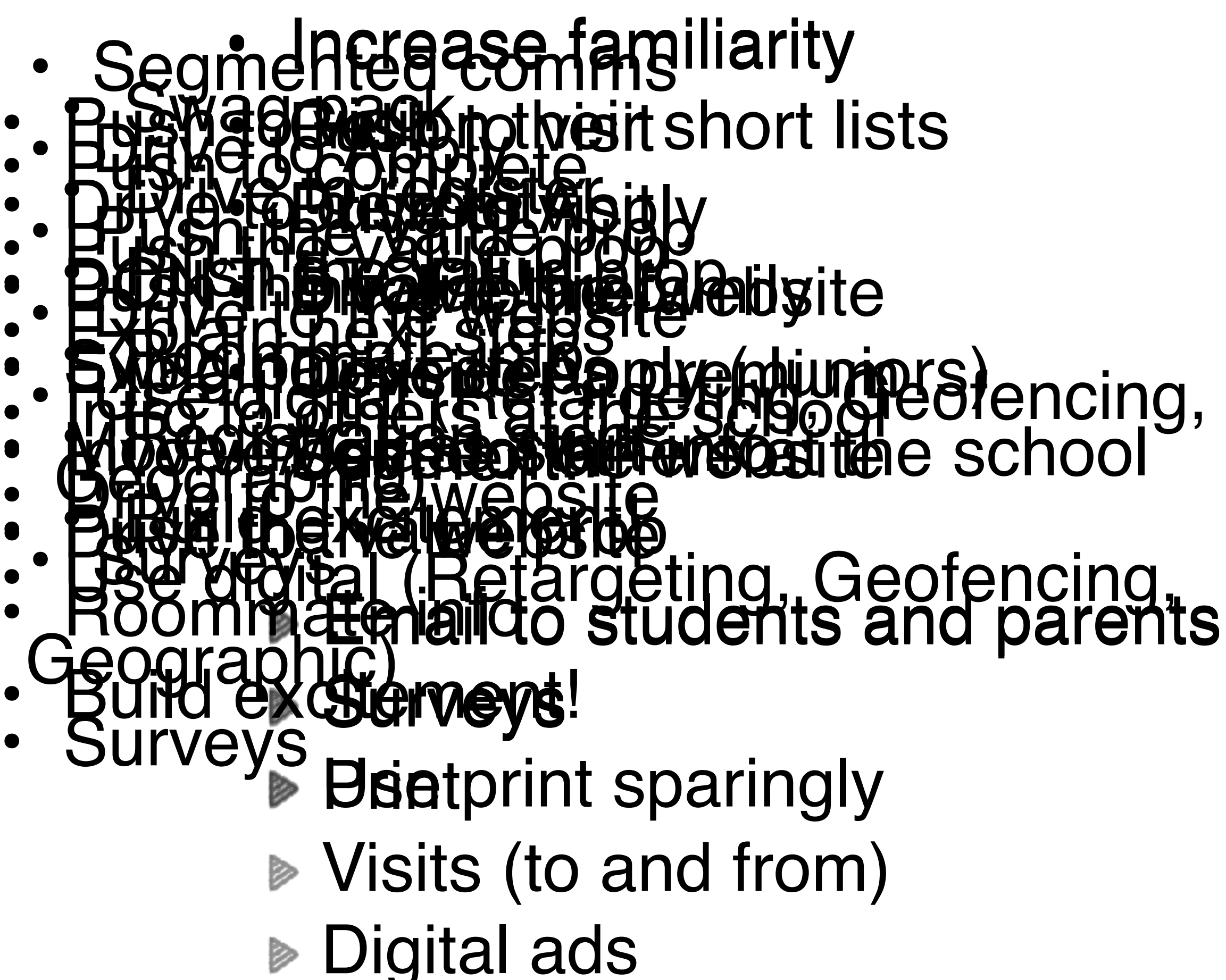
LinkedIn Ads



4 Keys to Success with Omni-Channel Marketing

- Immediate
- Relevant
- Automated
- Trackable





●●●●● Omni-Channel in Admissions Marketing

DEFINE

Your Audience

- They're the first true DIGITAL NATIVES!
- Financial concerns are a top priority
- Their attention spans are getting shorter

ENGAGE

Your Audience

- Use a mobile-first strategy
- Leverage video communications
- Entertain them, tell them a story

Remember... *No matter who we are, we all respond to being wanted!*



As we consider how to create communications that feed relationships,...

Let's step away from Higher Education and see how the King of Omni-Channel marketing does it...



A magical, customized Theme Park Experience from Beginning to End

●●●●● Case Study: Customer Experience: Pre-Trip

Personalized Mailer

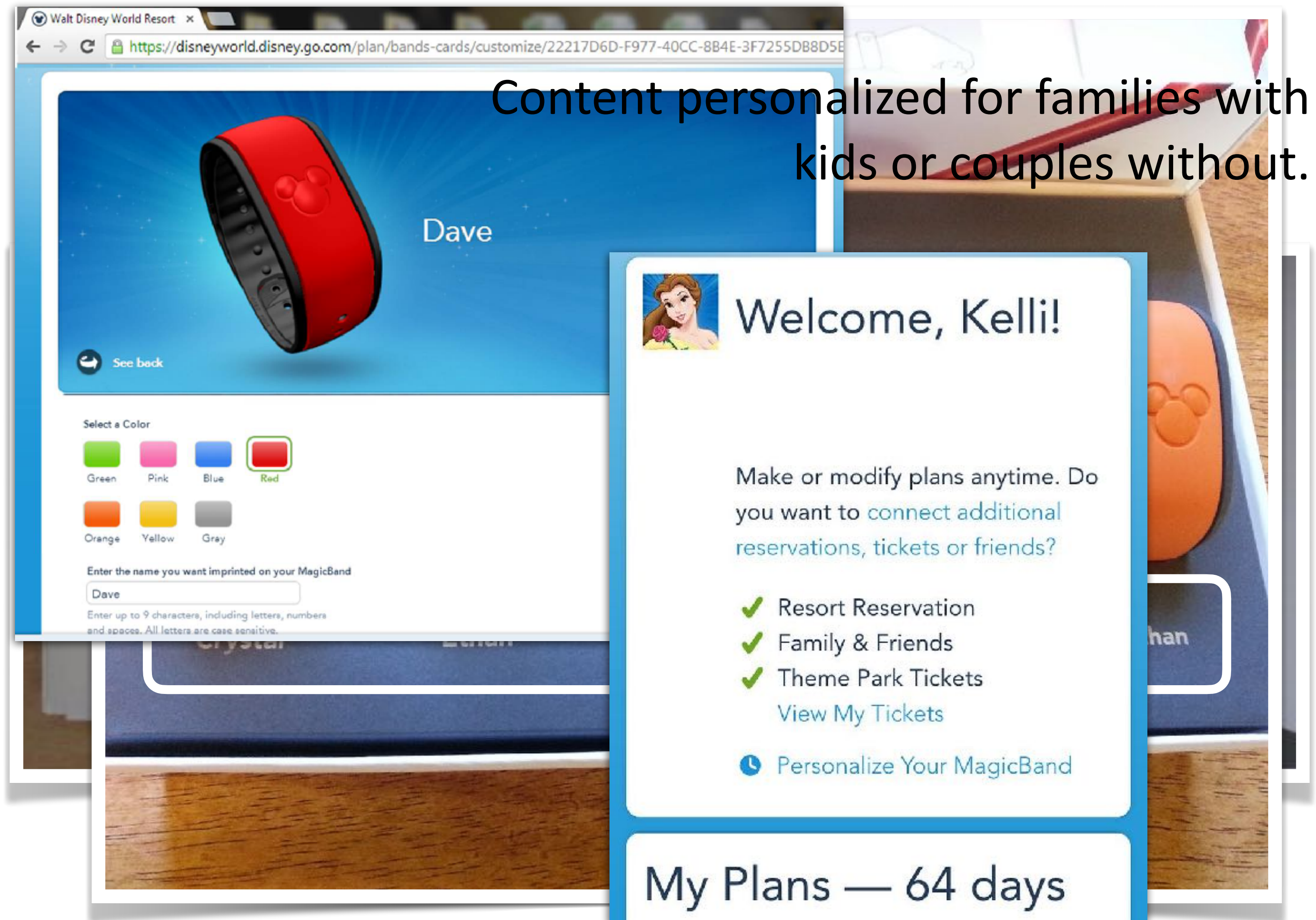
Direct Mail

Vacationers receive FastPass wrist bands in mail (personalized package) before their trip

Web, Mobile & Social

Share excitement on facebook, and begin planning their experience on Disney's website or mobile app

Content personalized for families with kids or couples without.



●●●●● Case Study: My Disney Experience

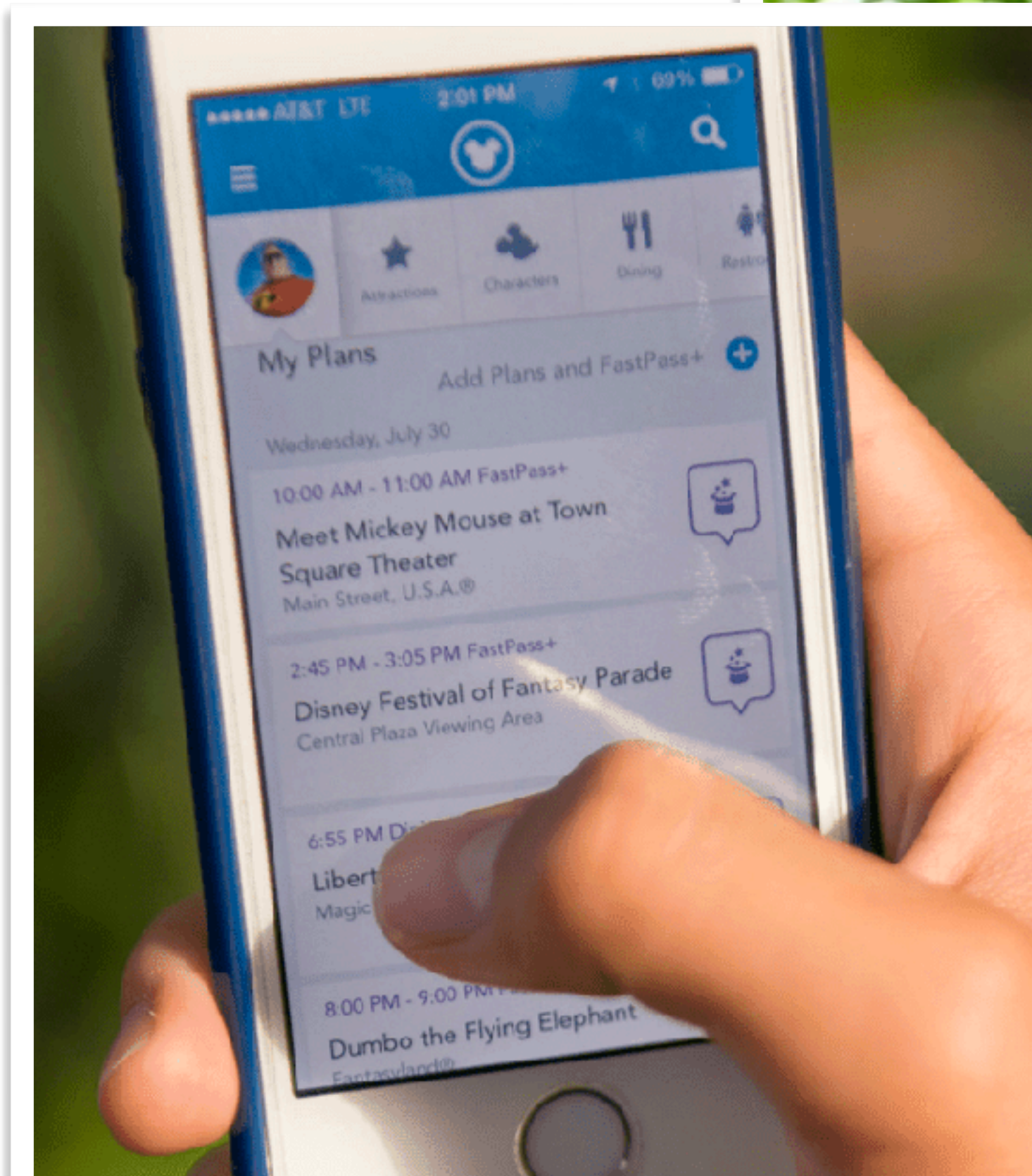
Linking the digital and physical experiences before, during and after the park visit.



●●●●● Case Study: Customer Experience: During Trip

Mobile App

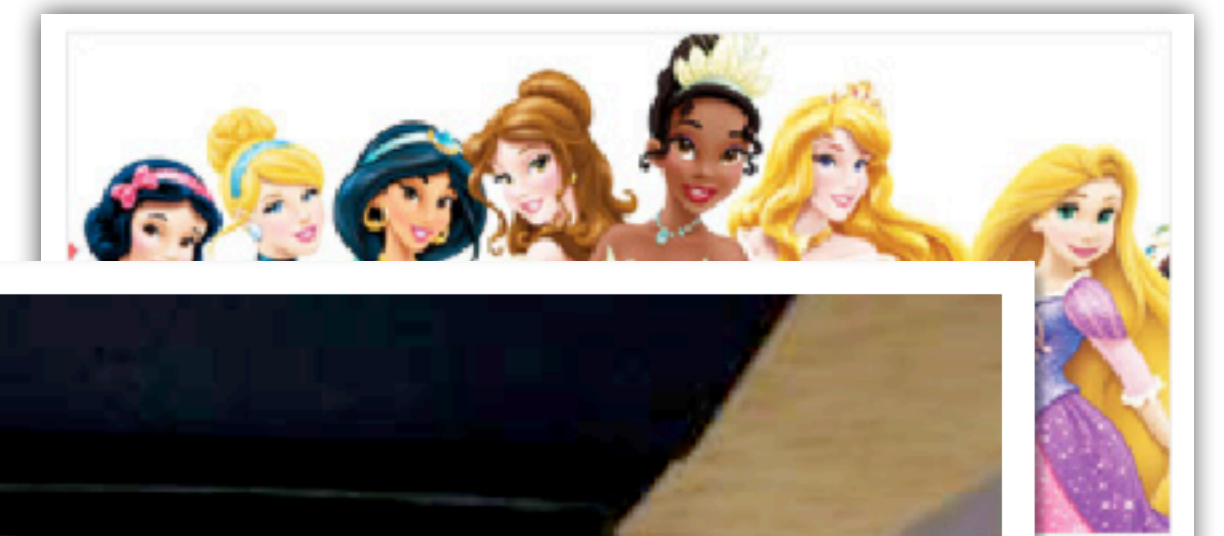
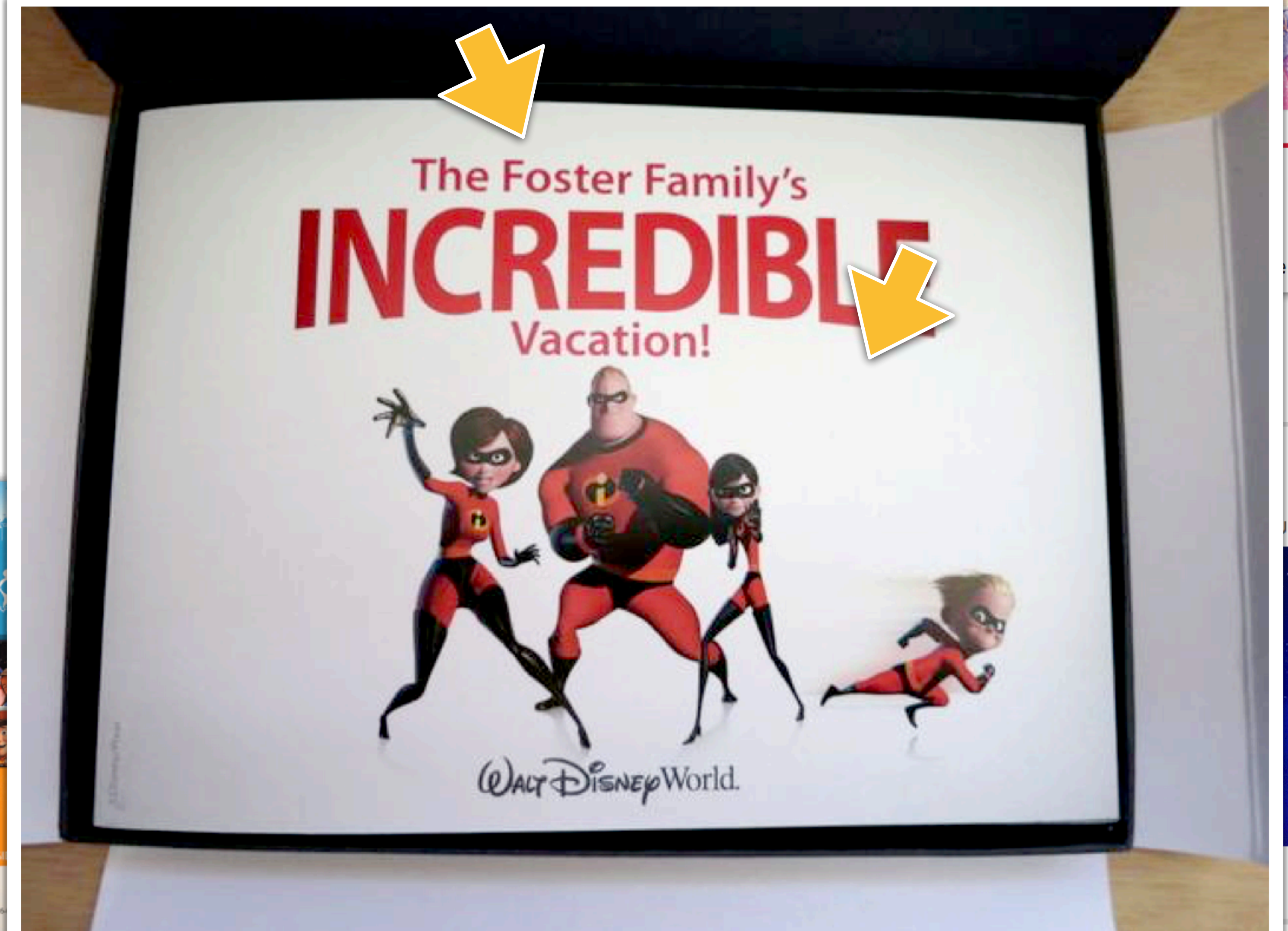
Track & edit plans in real time, provide recommended activities and events, while capturing photos and memories



●●●●● Case Study: Customer Experience: Post Trip

Variable Print, Email, Website, Digital Advertising

Disney sends personalized emails with memories from trip, plus customized variable print offers and digital retargeting for future vacations



HE
est.

RS!

●●●●● Case Study: Take-away

Leverage all channels to create a more immersive customer experience - direct mail, digital advertising, social, email and in-person interactions

“The best billion dollar investment ever!”

Robert Allen Iger
CEO, The Walt Disney Company.



A lot!



**What can we learn from Mickey that
we can apply to Admissions
Marketing?**

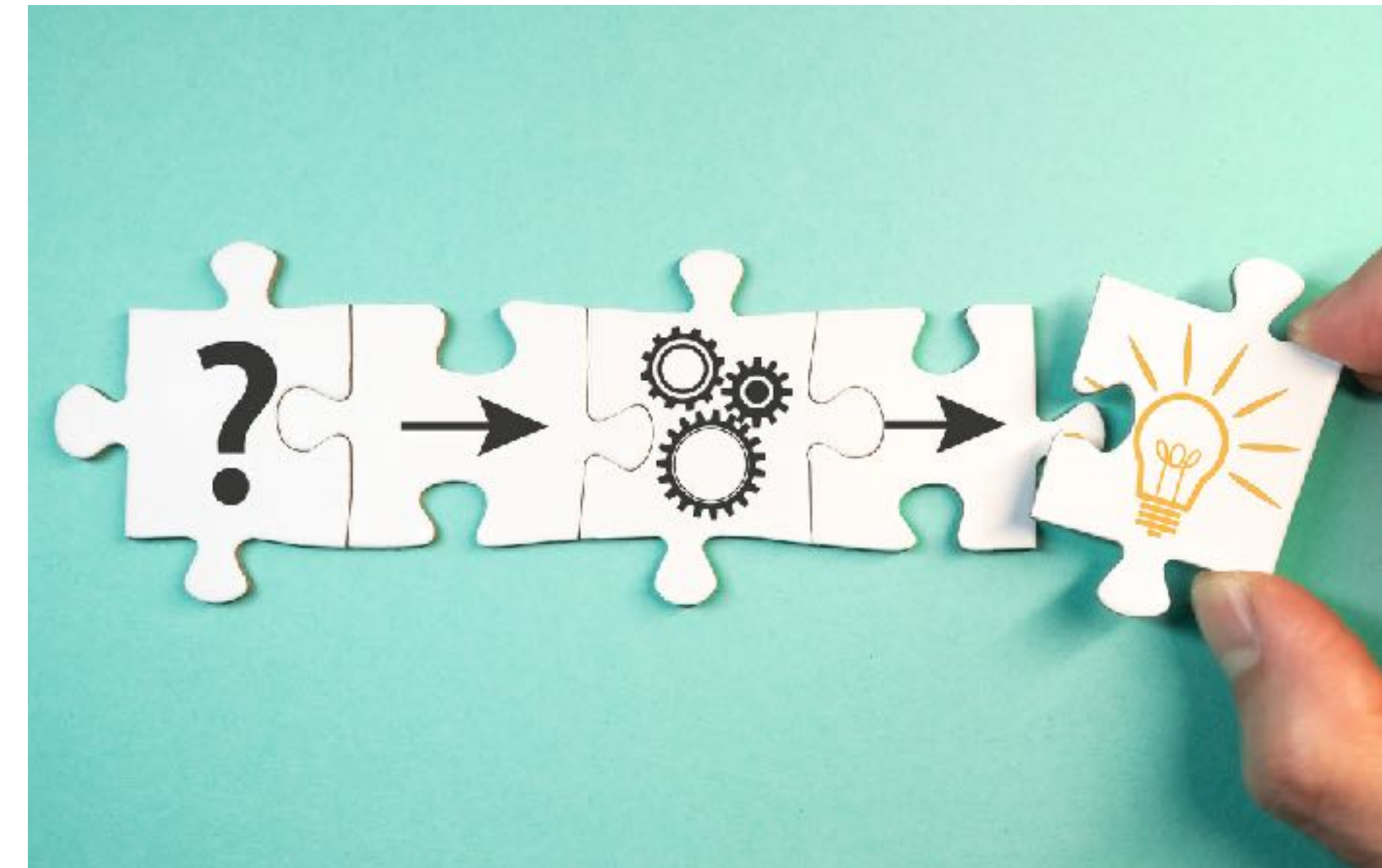
●●●●● So how do we compete with that?! - Even with a CRM?

- Start early
- Take segmentation to a whole new level.
- Personalize with as many variables as possible.
- All focus should be on the student.
- Be creative about engagement.
- Get help!



●●●●● Plan - But Don't Plan it ALL!

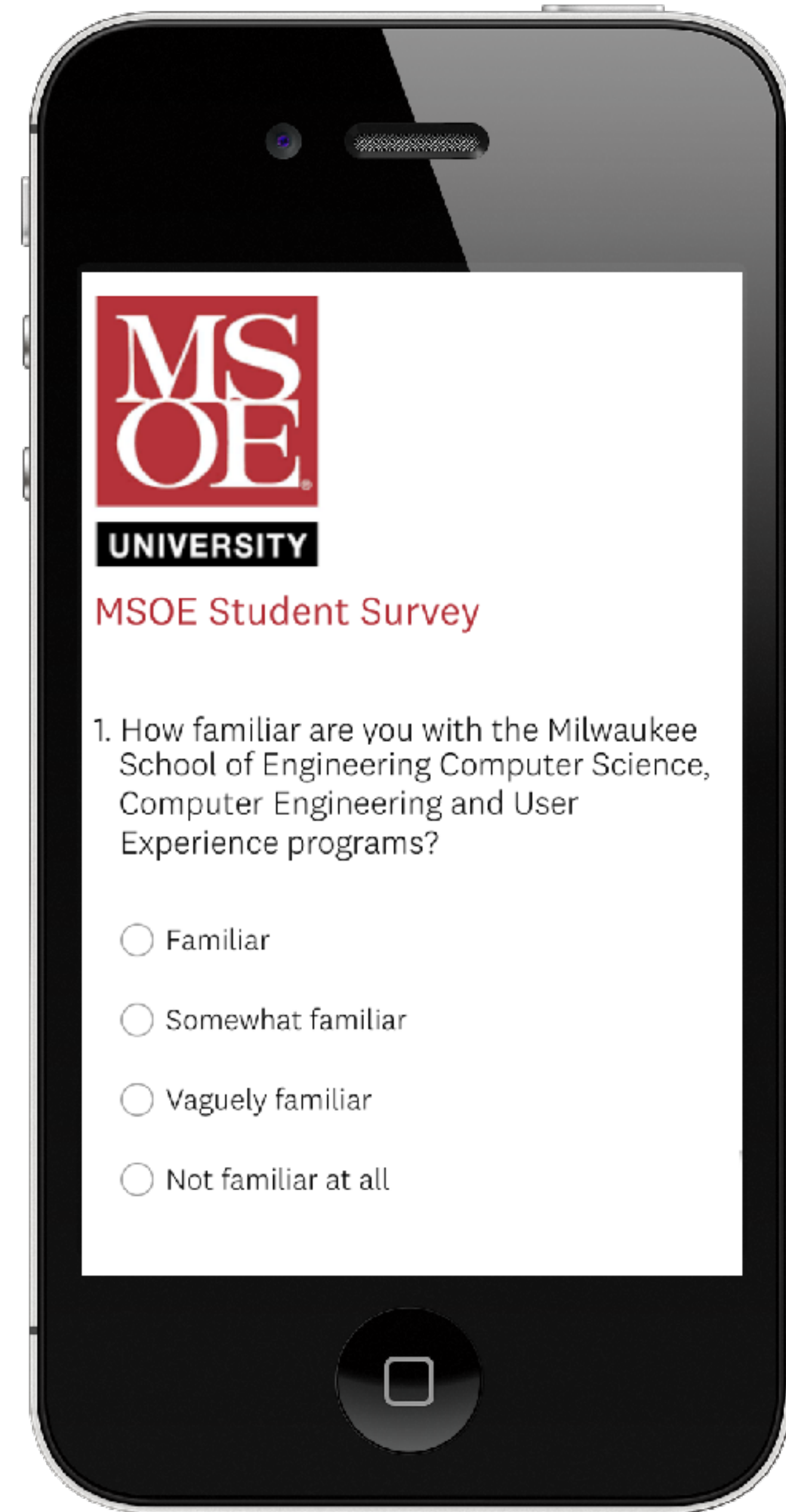
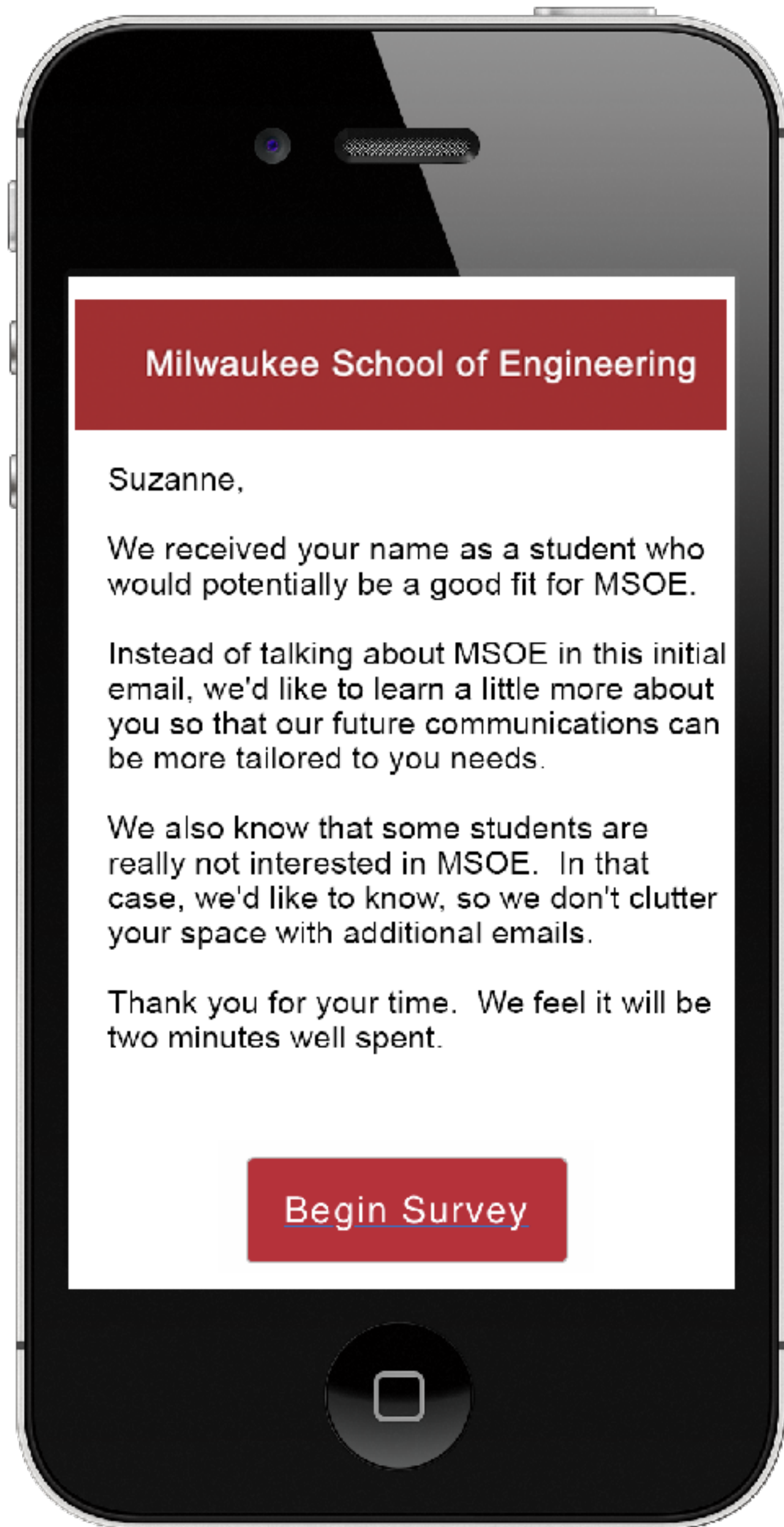
- Your comms plan needs to be dynamic and respond to the information you are gathering and the channels with which students are engaging.
- Plan to have frequent meetings to digest the data being collected and assess next moves for select groups of students
- Diversify your name buys and hone in on the right students using data collected. Segment!
- Be sure you are set up for communication from first engagement through enrollment.



●●●●● Seek First to Understand

- “Seek first to understand, then to be understood.” - Stephen Covey
- Learn more about your students!
- This engages them, makes them feel like you care, and gets you the data to know how (and if) to proceed.

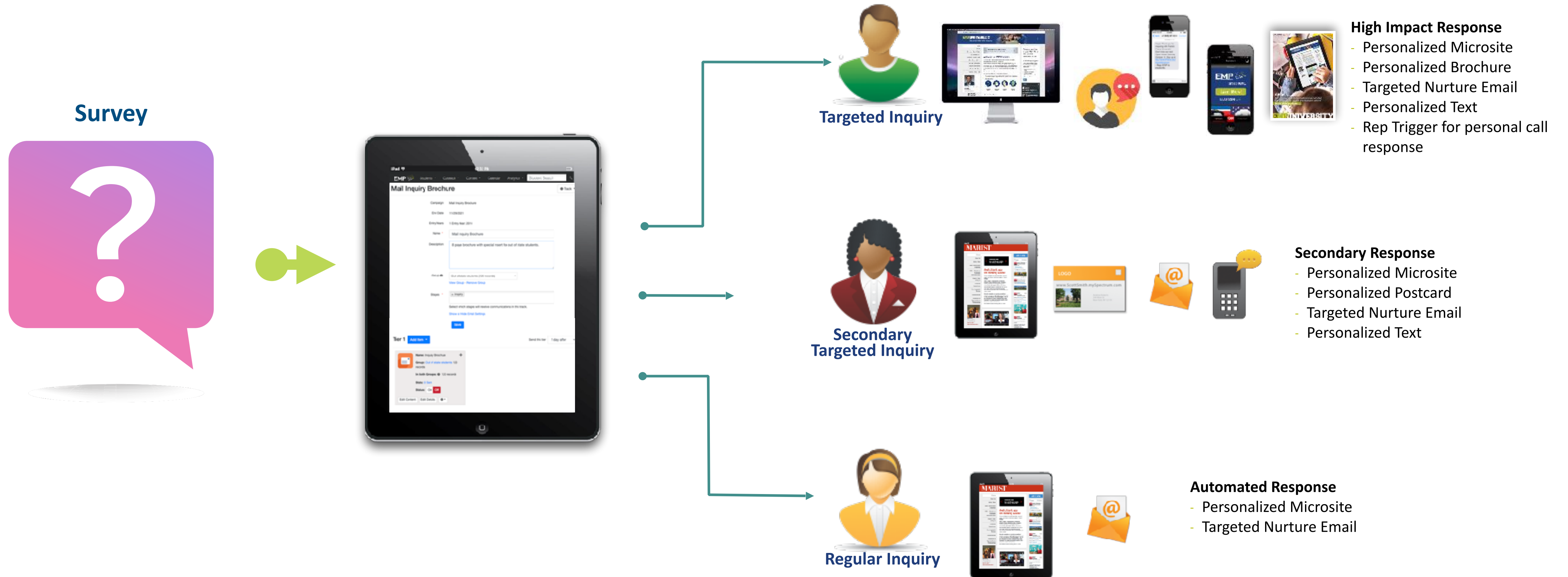




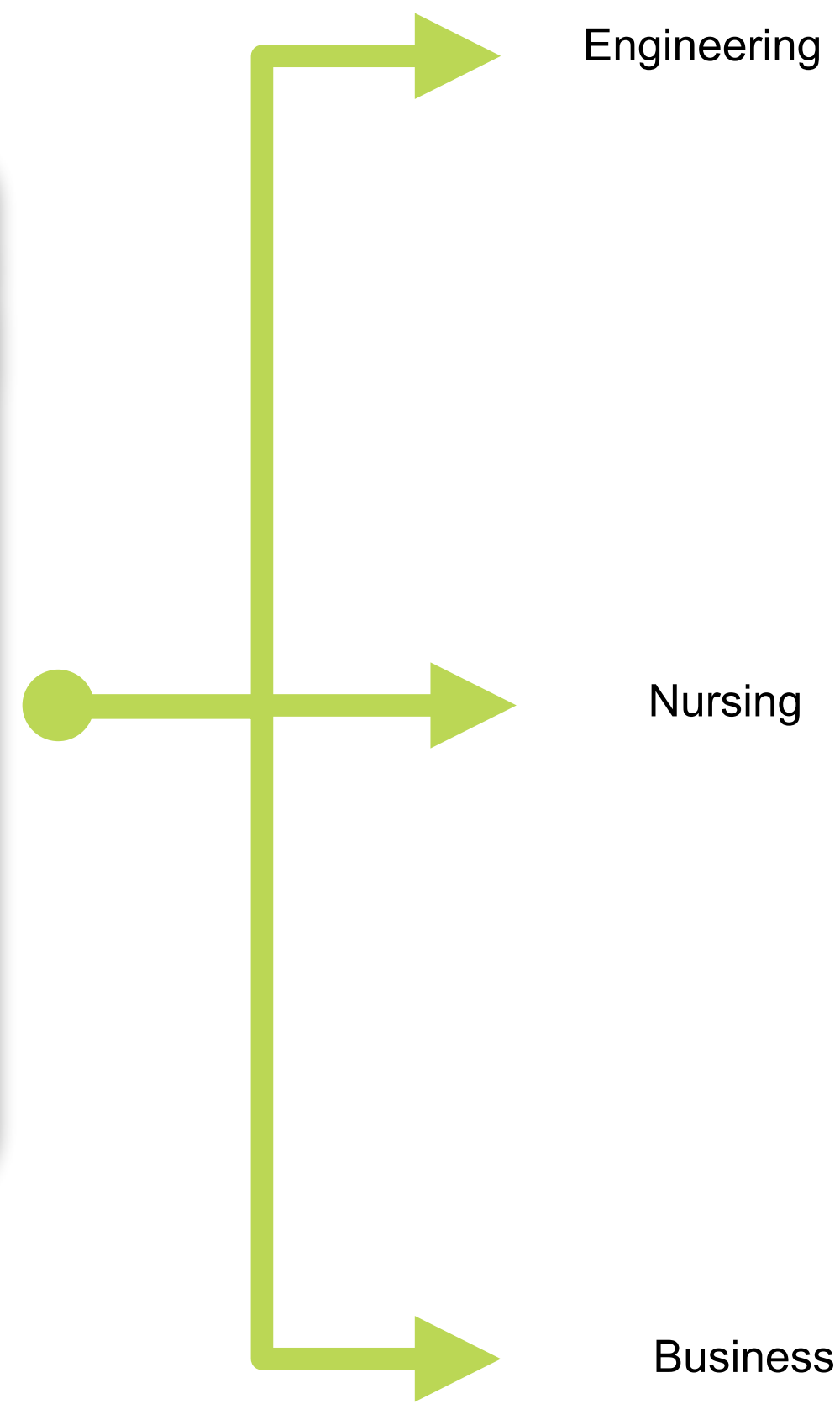
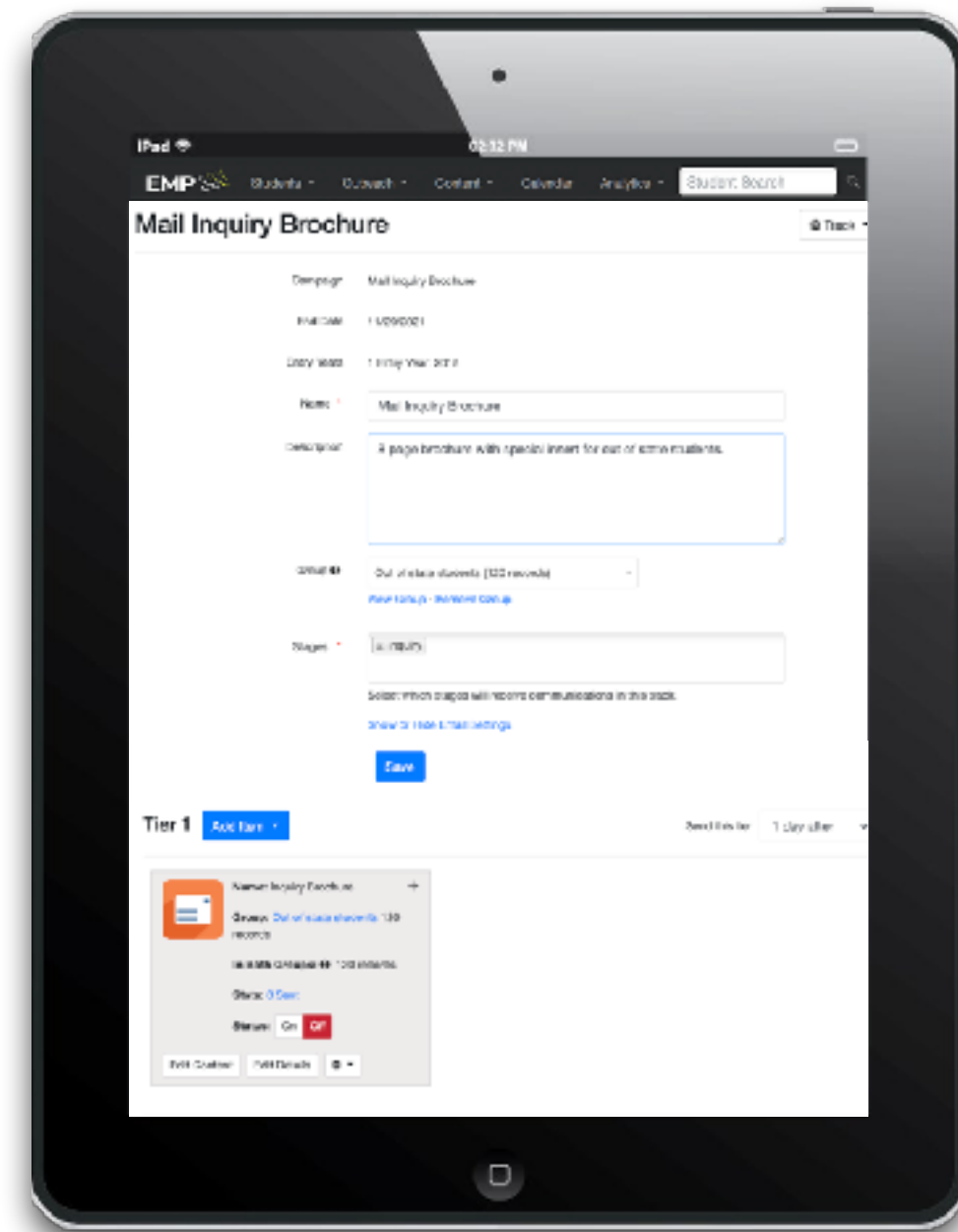
●●●●● Sample Responses from Parent Survey

- *Zack was awarded a very generous academic scholarship from MSOE. Thank you! He will be class of 2021 valedictorian, will this increase funds available to him to pay for school as well?*
- *My daughter is still waiting to hear from a professor she was told to reach out to regarding shadowing him on the job for Architectural Engineering.*
- *Are there any job opportunities on campus?*
- *Really haven't heard from an academic recruiter*
- *Interested in more financial assistance, due to our limited resources.*
- *I have been impressed with the communication from MSOE and our tour was great in August, even with COVID. Many campuses didn't take you into buildings to see what they had to offer.*

●●●●● Responding with Relevancy



Responding with Relevancy



Personalized Print Nurture



●●●●● Start Communicating Earlier!

7000+ juniors were surveyed

92% had begun their college search

- 68% of those were 'actively researching about building my list to consider'
- 25% had already narrowed their list

84% wanted to see classrooms

83% wanted to see campus life



May 10



●●●●● Leverage Multiple Channels

Students are everywhere,
so find them everywhere.

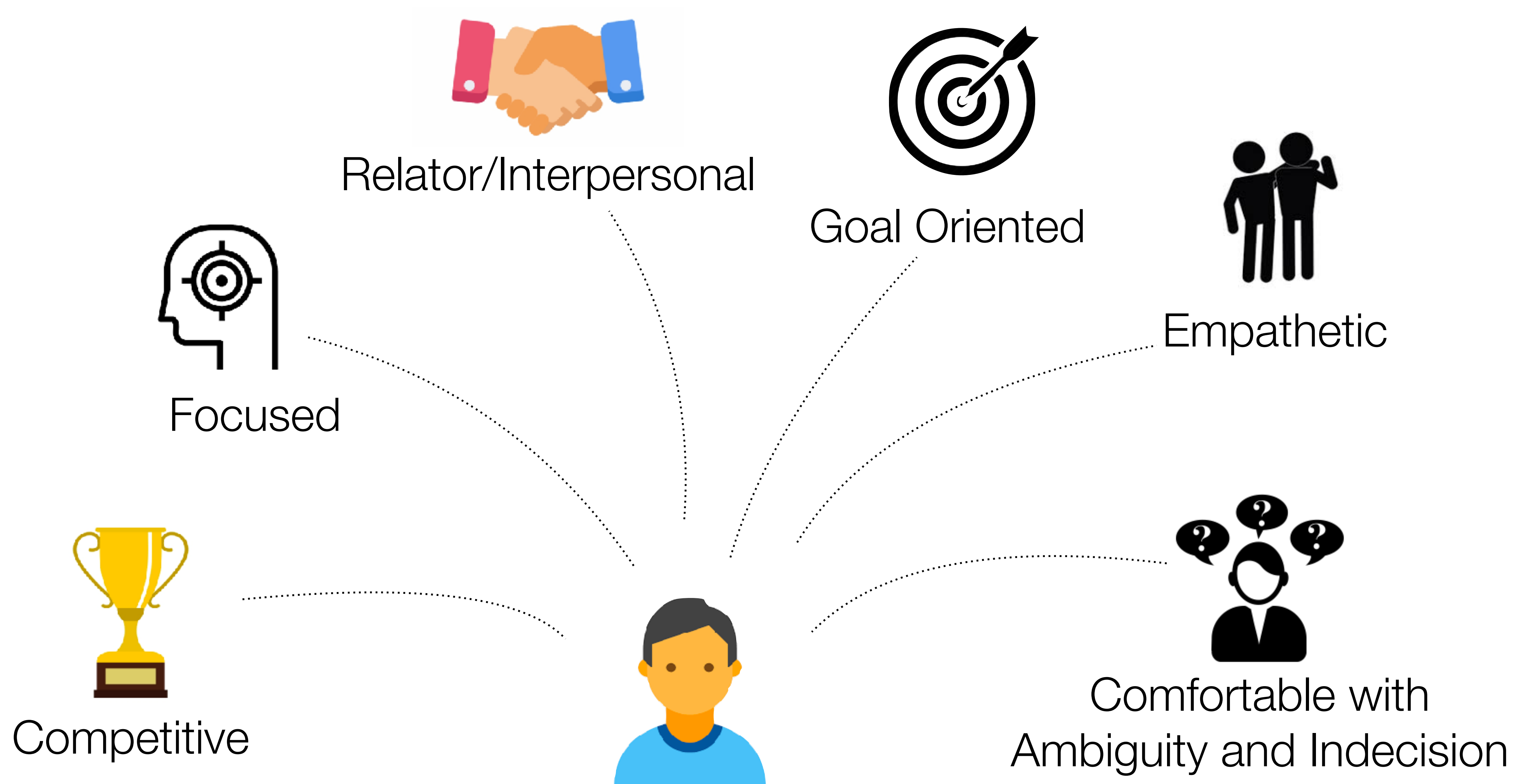
*Email. Digital. Survey.
Website Retargeting. PURL
Pages. Print/Direct Mail. Text.
Phone. Social Media.*

What about your website?





Your Admissions Officers are Key!



Stephen's College Example

Incorporating personalization into an omni-channel plan...

- Better customer experience and increased customer loyalty
- Better brand recognition
- Better business analytics

Making that personal Stephens connection, even with their pet!

The

Welcome to Stephens College, Samantha!

An inside look prepared exclusively for Alit, ommoditatem. Nem aspis molor molecae naterm nam rem la vitatis aut imilent des ea volupta tusclaeat et et mo commo velitatetus as quist aut dolorio cum et quamusda pero volesed quia doles etur, qui ius voluptas pariae con rerorporis sita assi ducipsam vel eatur minvellam asimus nonse consequam ipit quamusdae.



Alyson Greenwood
Admissions Counselor,
Stephens College
alyson@stephens.edu
(800) 900-0000

Samantha, be sure to visit your personal webpage at the following address:

iam.stephens.edu/samanthastudent

Charley can come, too!

Home to Pet Central and Doggie Daycare, Stephens is the friendliest campus on the planet when it comes to allowing students to bring pets to live with them at school. As a trailblazer in 2004, Stephens offers students the opportunity to bring a cat, dog, rabbit, bird, fish or other approved pet to live in their residence hall room. Students and their pets are an integral part of the Stephens community.



About Stephens

CHARACTER: Stephens College, founded in 1833, is the second-oldest women's college in the country. A private college, Stephens is the only four-year women's institution for higher education within the state of Missouri.

COLUMBIA COMMUNITY: Stephens is located in Columbia, Missouri. Otherwise known as Collegetown, USA, Columbia possesses a unique blend of metropolitan flair and Midwestern hospitality. The city, located approximately 120 miles from both Kansas City and St. Louis, has a population of 90,000, including more than 30,000 students from three area colleges. *Money* magazine consistently has rated Columbia as one of the nation's best cities in which to live.

CAMPUS: Located within walking distance of downtown Columbia, the Stephens campus occupies approximately 86 acres. In addition to its estimated annual economic impact on Boone County of \$50 million, Stephens also contributes to the region's social, cultural and intellectual enrichment.

STUDENT BODY: Approximately 48% percent of Stephens students come from out of state. Stephens draws women from nearly every state and several countries outside the U.S.

CLASS SIZE: Average class size is 12 students. As of Fall 2009, the student-to-faculty ratio at Stephens was 12:1.



Visit your personal website: iam.stephens.edu/samanthastudent

●●●●● Re-think how you are telling your story....

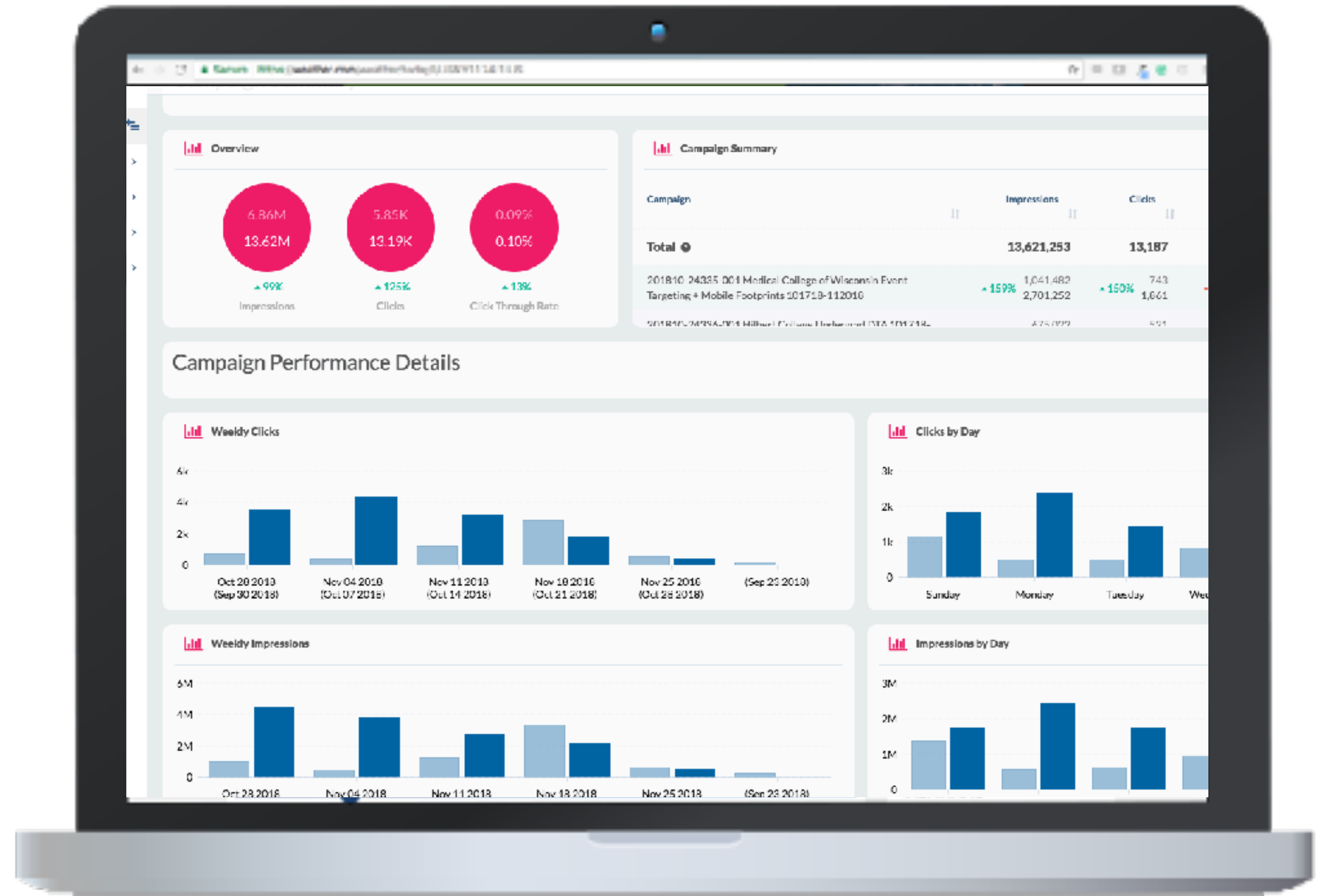


How can I keep up with all my contacts?



●●●●● You gotta have help to keep relationships warm!

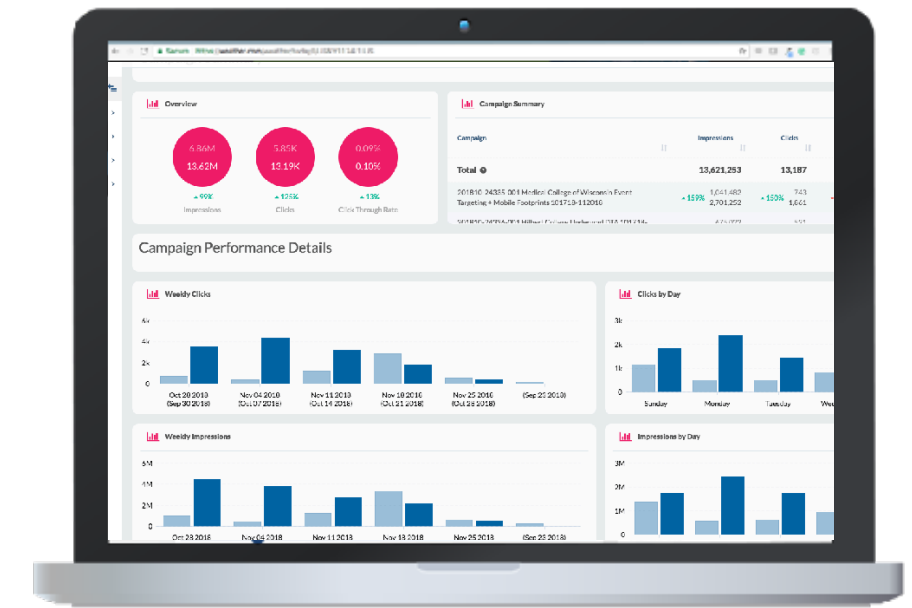
- Take a look at your systems!



●●●●● System Considerations

CRM Functionality:

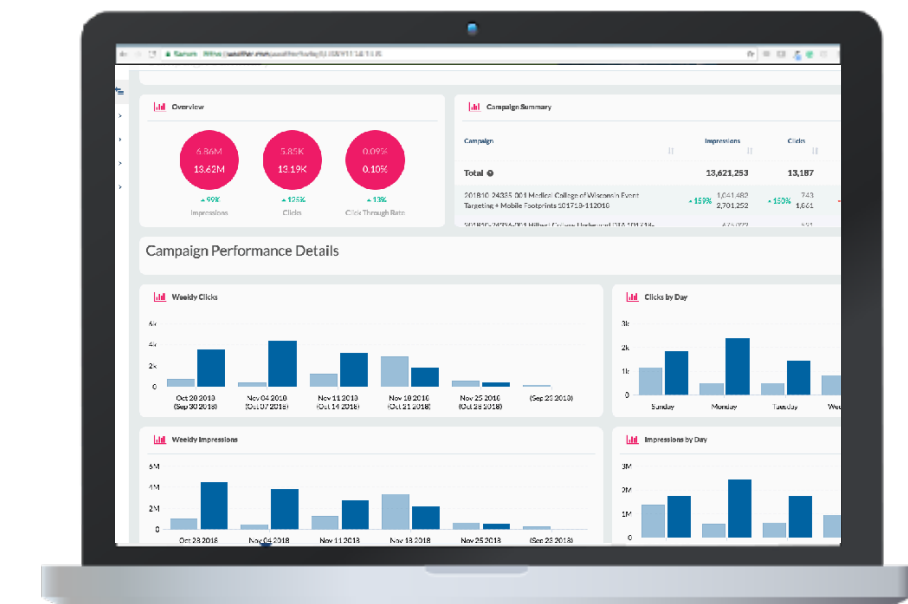
- Contact management - this isn't your dad's rolodex
- Interaction Tracking
- Lead Management
- Reporting
- Workflow Management
- Campaign Management (Varying levels)
- Automation (Varying levels)



●●●●● And How Do We Know Which One is the Right One?

Considerations:

- Breadth of features (fit)
- Cost
 - Hard costs (for the SaaS and implementation)
 - Personnel costs
- Service levels
- Transition - Are you ready?
- Opportunity cost



Be timely, present, and appropriate

Nurture

Blast

Office

Recruiter

Transactional

Relational

Regardless of the above, it's all **incremental!**

Time To The Task

There is no substitute



Key Take Aways



Relationships take time

It's about them, not us

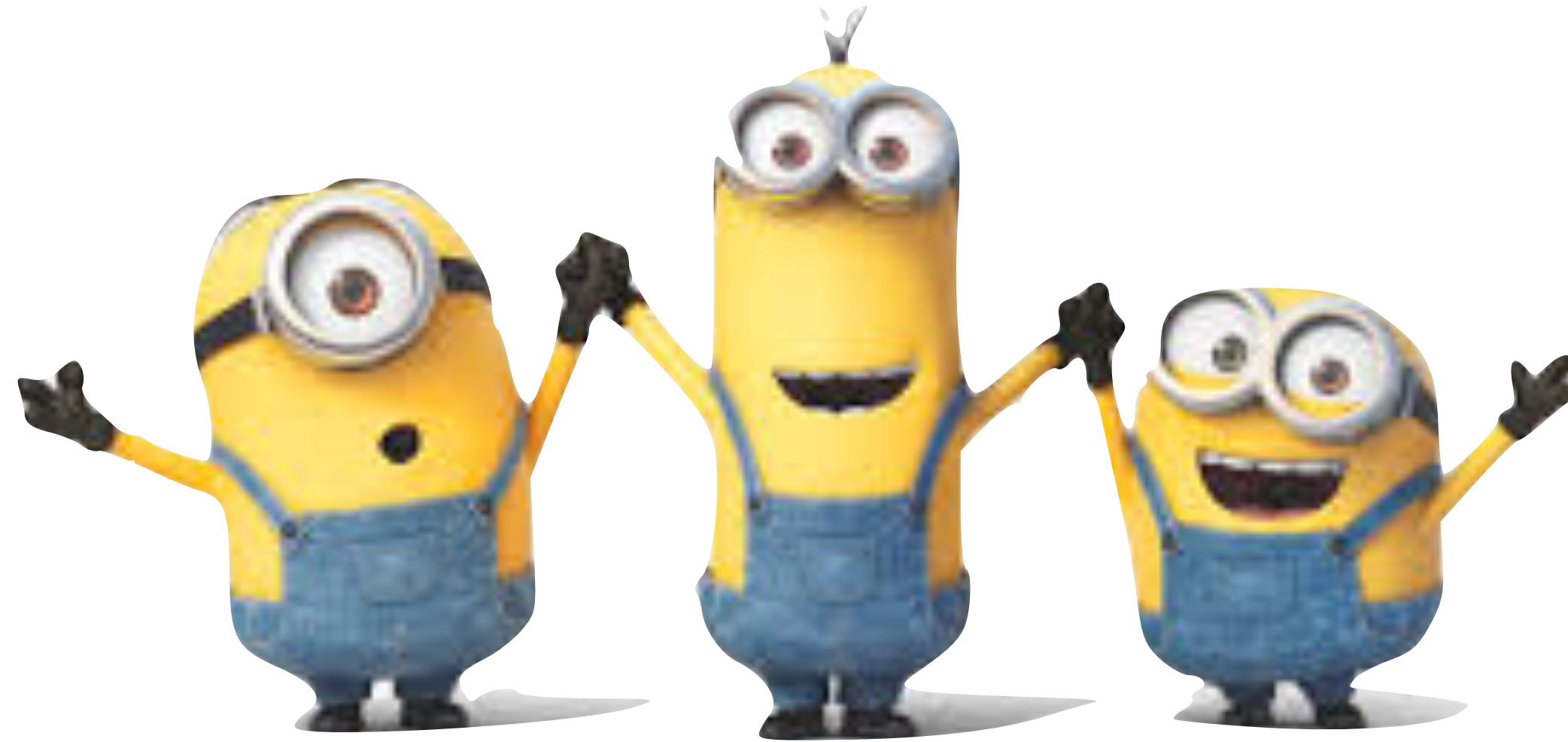
Have an automated communication plan

Get creative with your outreach

Install a system to manage the timing of
your outreach

We don't recruit students because they
understand us, but because they feel that
we understand them!

Thanks for coming!



Please clap and don't ask hard questions

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