



Building a Solid Foundation that Drives Growth During Shifting Economic Realities

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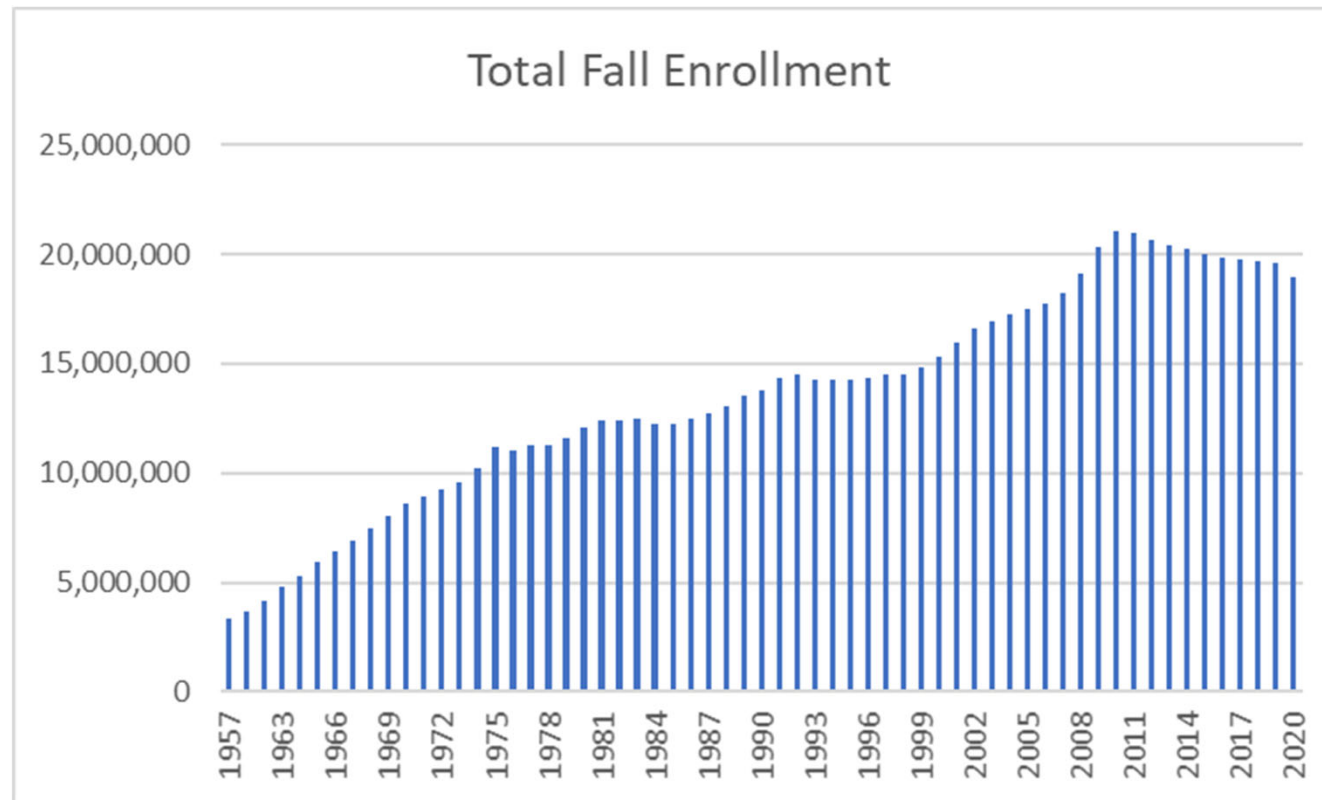
Jason Langdon – Senior VP, Enrollment Management

1. Introductions
2. Latest RNL Research on Student Search
3. Success Stories
4. Building a Foundation
5. New and Next
6. Adjourn

7. Can't do what we've always done!
8. 20 year trend – is it in the landscape presentation in vegas

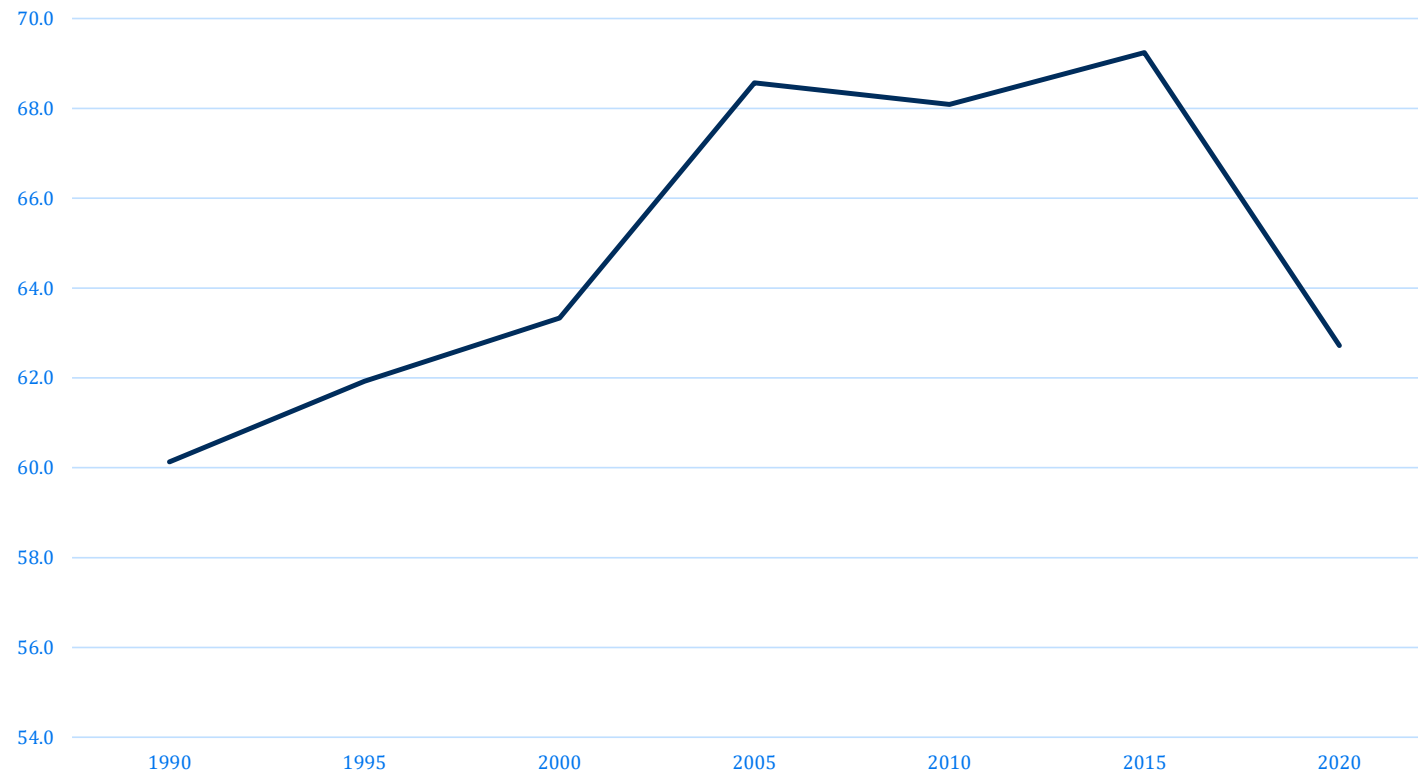


We are in the midst of a historic contraction in total enrollment



College participation rates had been a key growth driver

Percentage of recent high school completers enrolled in college





RNL Research on Student Search

Unparalleled Research

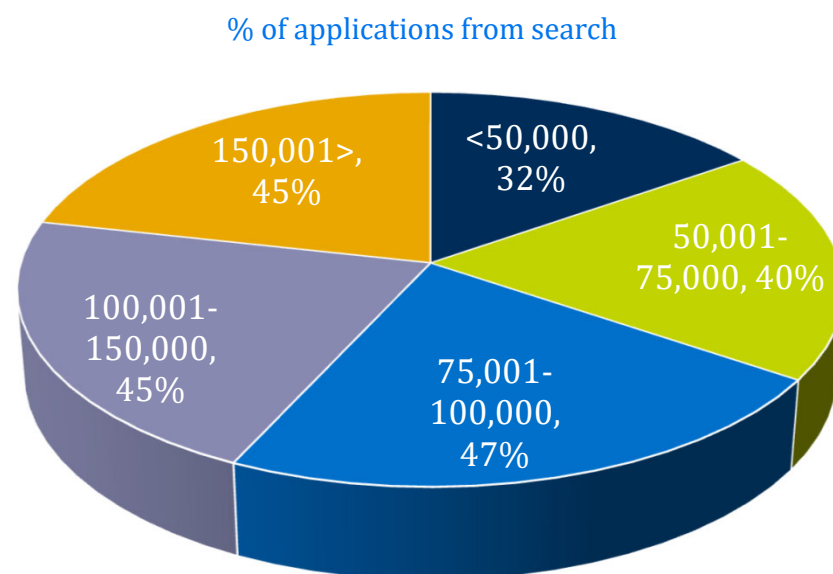
- Millions of Student Search Records
- Over 3,000 Campus Partners, over 300 in Enrollment Marketing
- A Diversity of Campus Partners
- Over a Dozen Industry Benchmark Reports Each Year
- In-depth knowledge of full enrollment picture in all



What works?

Targeting, is important, not necessarily list size

>40%



True First Source Applications

Nationally 31% of Applications are True FSA's

31% of Students Couldn't be Reached Until They Chose to Apply!



How do you find these students to influence their application decision making?

Are the old ways of acquiring names still working?

List volumes are down (I don't care what CB and ACT say)

Segmented Outreach Plans

Differential Marketing and Outreach Plans

| PRIVATE INSTITUTIONS | YES, HAVE SPECIFIC STRATEGY | NO, NOT CURRENTLY CONSIDERING | NO, BUT CURRENTLY STUDYING STRATEGIES |
|----------------------|-----------------------------|-------------------------------|---------------------------------------|
| Hispanic | 31% | 37% | 32% |
| African American | 29% | 41% | 29% |
| First-generation | 34% | 23% | 42% |

| PUBLIC INSTITUTIONS | YES, HAVE SPECIFIC STRATEGY | NO, NOT CURRENTLY CONSIDERING | NO, BUT CURRENTLY STUDYING STRATEGIES |
|---------------------|-----------------------------|-------------------------------|---------------------------------------|
| Hispanic | 56% | 33% | 10% |
| African American | 55% | 30% | 15% |
| First-generation | 26% | 11% | 64% |



How do students respond?

Hint: Web Search on their phone!

Most important factors in the students' decision to attend a particular institution



69%

Availability of my
desired academic
program



61%

Cost



51%

Financial aid
or scholarships
I was awarded

Most commonly used search terms during the college search process



60%

College financing terms

financial aid
scholarships
affordable
tuition
cost
grants



48%

**Subject area or
Major field of study**
major and location
major and type of institution



24%

Name of the school



12%

Location
state
city
region of the country

**87% of
High
Schoolers
Own and
iPhone**



Success Stories

University of Montana



**LOYOLA
UNIVERSITY
NEW ORLEANS**

Loyola New Orleans





Coastal Carolina University





University of Nebraska
Omaha





Build a Solid
Foundation

Building a Solid Foundation Through Student Search

- Don't forget your website
- Find the right students
- A diversity of list sources
- Measuring engagement and adjusting activity
- Personalization
- All the channels!






Building a Solid Foundation

Don't Forget Your Website!


College of Business


Search College of Business

[Home](#) [Future Students](#) [Current Students](#) [Faculty & Staff](#) [About](#) [Giving](#)




**YOUR SUCCESS
IS OUR
BUSINESS**







Schedule a Tour



Request Info



Apply Now





Find Your Program

Your Future Looks Bright

We have connections with many leading companies — in Montana and beyond — so you can pursue the internship and full-time employment opportunities you need to launch an exceptional career.


[Learn More](#)





Student Spotlight: Alexa Coyle

STUDENT SPOTLIGHT
ALEXA COYLE

Watch on  YouTube

"What makes the College of Business a special place to go to school? I would say is hands down, the people."

- Alexa Coyle, class of 2020 and current MBA student

81%

of alumni working or in grad school within 6 months of graduation

80%

of graduating seniors typically participate in at least one internship

Learn From the Best

Our reputation for being the top business school in Montana and one of the best in the Northwest is built by a team of expert educators determined to provide unmatched programs, support and experiences for you.

[Learn More](#)



Building a Solid Foundation

Find the right students

Maximize ROI, identify new markets, and travel efficiently.



Buy names from better sources, see more results!

Maximize your ROI by analyzing your list sources and use your model to reduce your waste in the list buy.



Identify New Market Opportunities

As the high school population flattens and competition increases in your markets, modeling will help you find new revenue pockets.



Efficiently Plan Counselor Activity

Link advertising and marketing activity to your sales activity. Pre-expose your travel markets and focus on the right places to drive enrollment



Building a Solid Foundation

Use a diverse set of list sources

- SEO (organic)
- Campus Website
- ACT/SAT
- RNL's Prospective Student Network
- List Aggregators/Vendors
- Paid Digital
- Digital Retargeting
- Social Media
- IP Targeting
- Geofencing
- International
- Parents

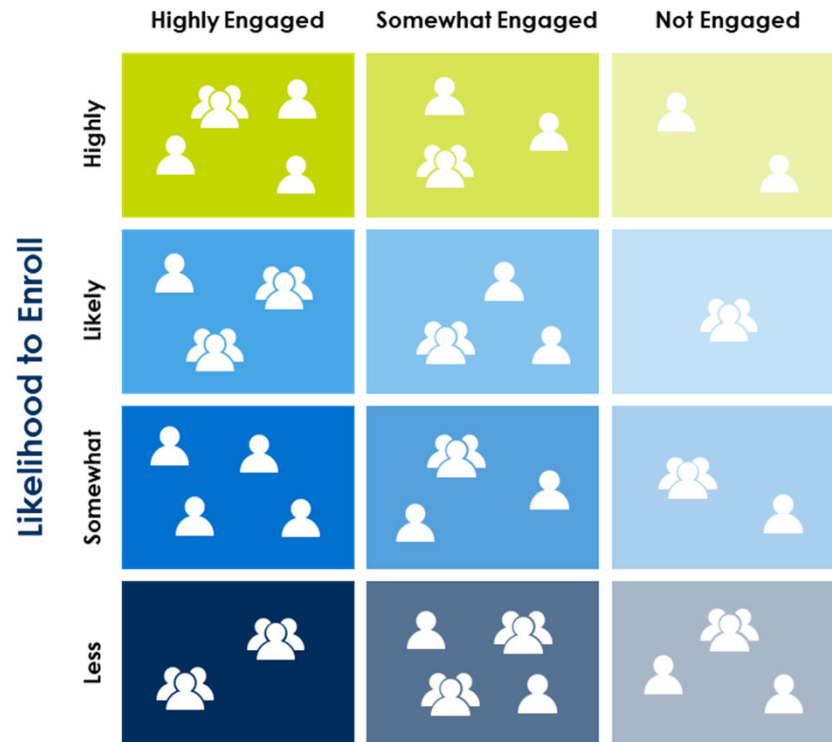




Building a Solid Foundation

Measuring engagement and adjusting activity

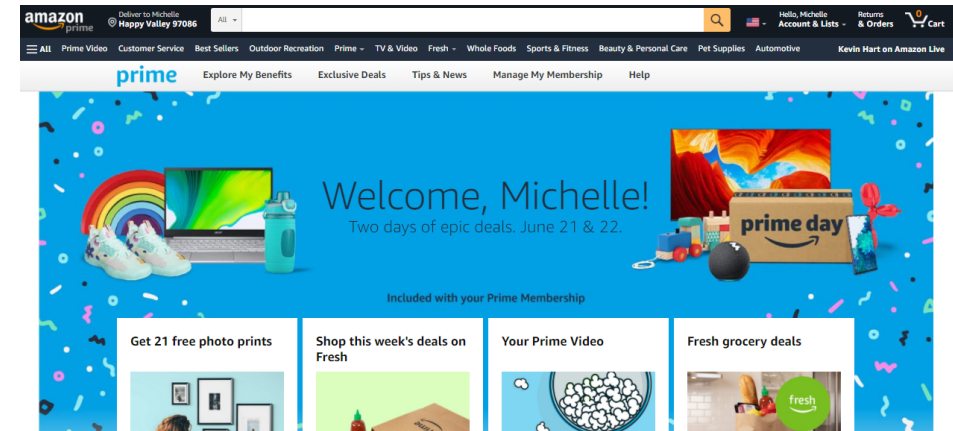
Engagement scores add another layer to show current engagement level and trending by funnel stage





Building a Solid Foundation

Personalization





Building a Solid Foundation

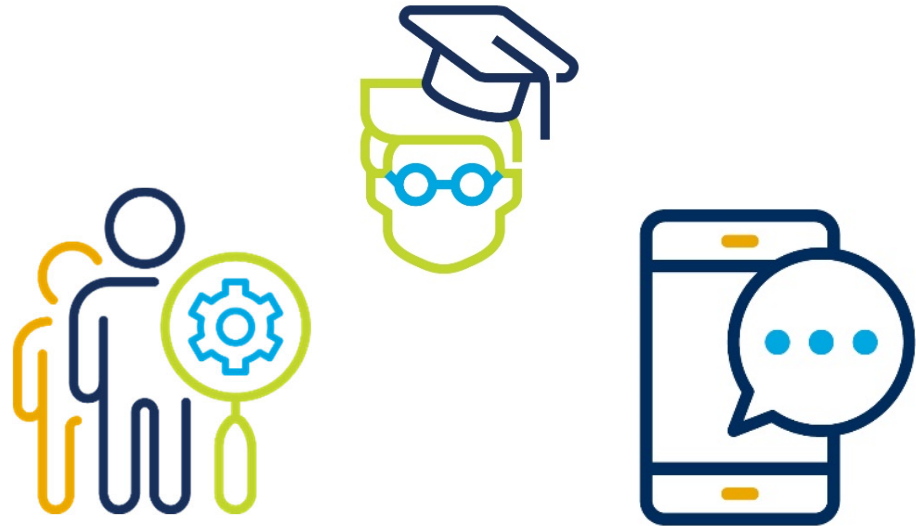
Using all the channels!

Students

- 79** average number of times a student unlocks their phone each day.
- 97%** will provide an email address to a campus.
- 90%** are open to receiving text messages during the enrollment process.
- 68%** cite video as a key influence in their enrollment decision.
- 65%** have clicked on a paid digital ad from a school.
- 47%** have used Instagram for college planning.

Parents

- 99%** say they are involved in the search process.



Building a Solid Foundation Through Student Search

- Don't forget your website
- Find the right students
- A diversity of list sources
- Measuring engagement and adjusting activity
- Personalization
- All the channels!



The background of the slide is a dark blue overlay with a blurred image of several black graduation caps (mortarboards) arranged in rows, suggesting a graduation ceremony.

Thank You

Please send questions to

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