RNLNC

PRESENTATION HANDOUT

Building a Solid Foundation that Drives Growth During Shifting Economic Realities

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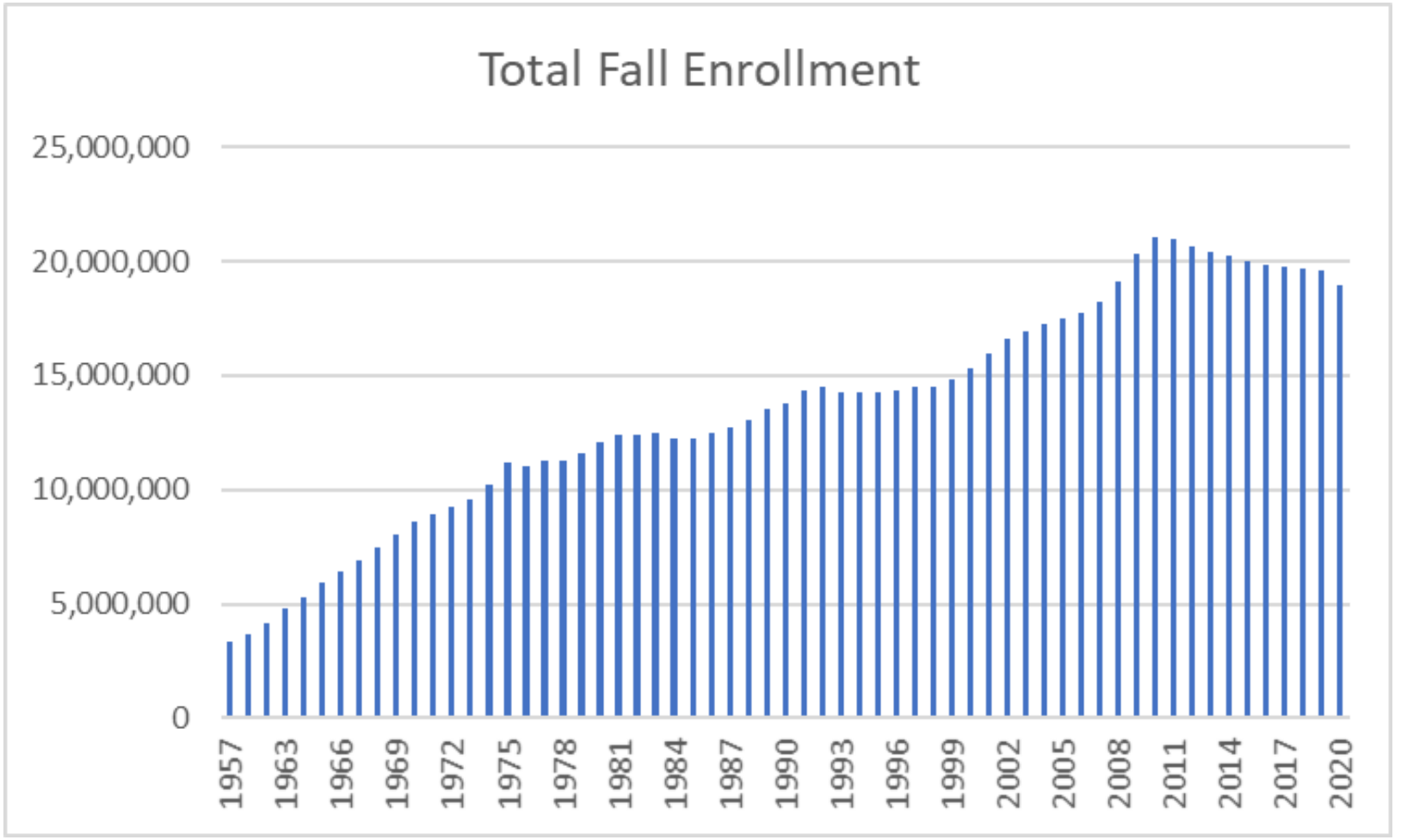
Agenda

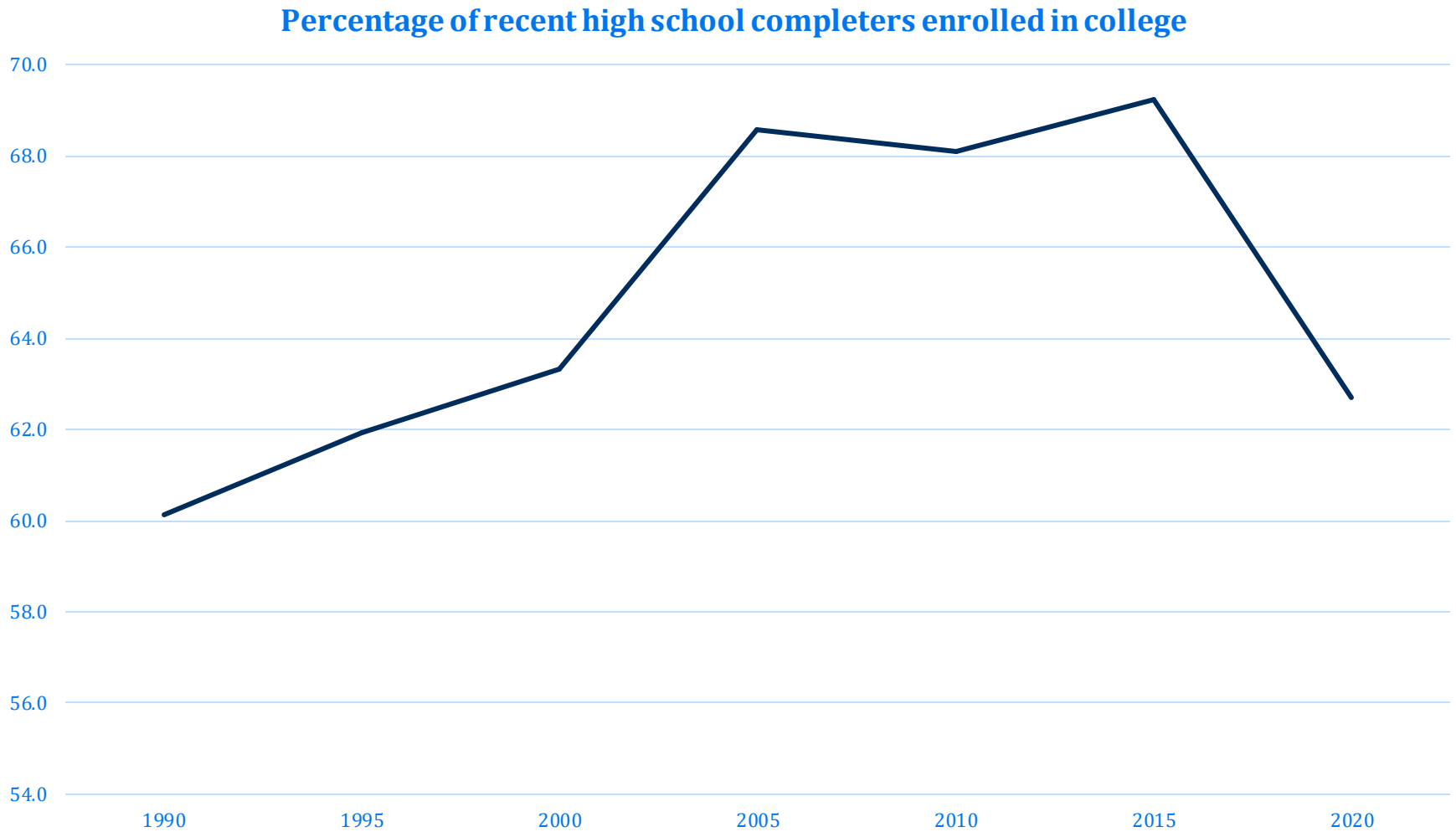
1. Latest RNL Research on Student Search
2. Success Stories
3. Building a Solid Foundation

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



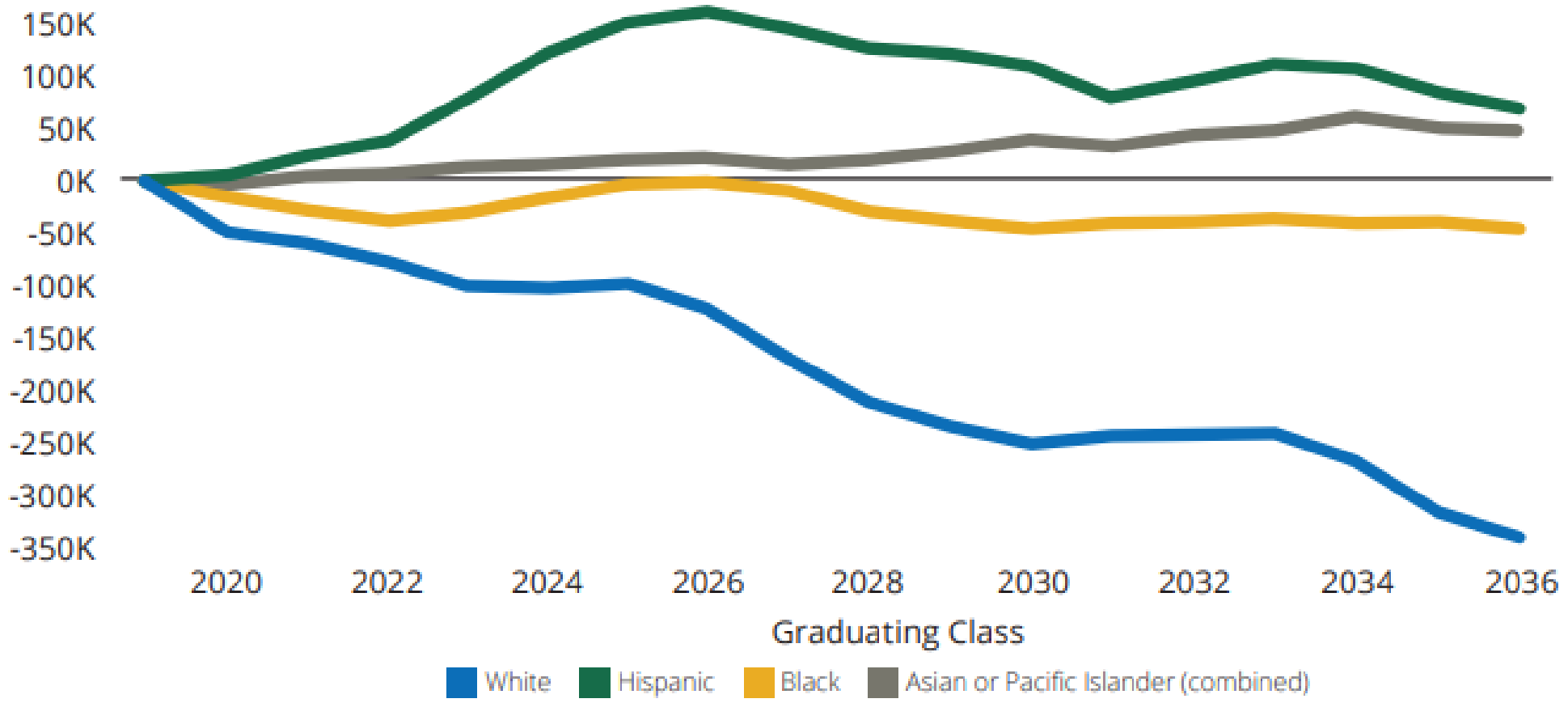
Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics. Digest of Educational Statistics

College participation rates had been a key growth driver



Source: NCES, Digest 2021 Table 302.20

Projected Change in Number Among U.S. Public High School Graduates Compared to 2019



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.
Notes: Showing White non-Hispanic, Hispanic of any race, Black non-Hispanic and Asian/Pacific Islander (combined) non-Hispanic. Figure 5a shows additional race categories.

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RNL Research on Student Search

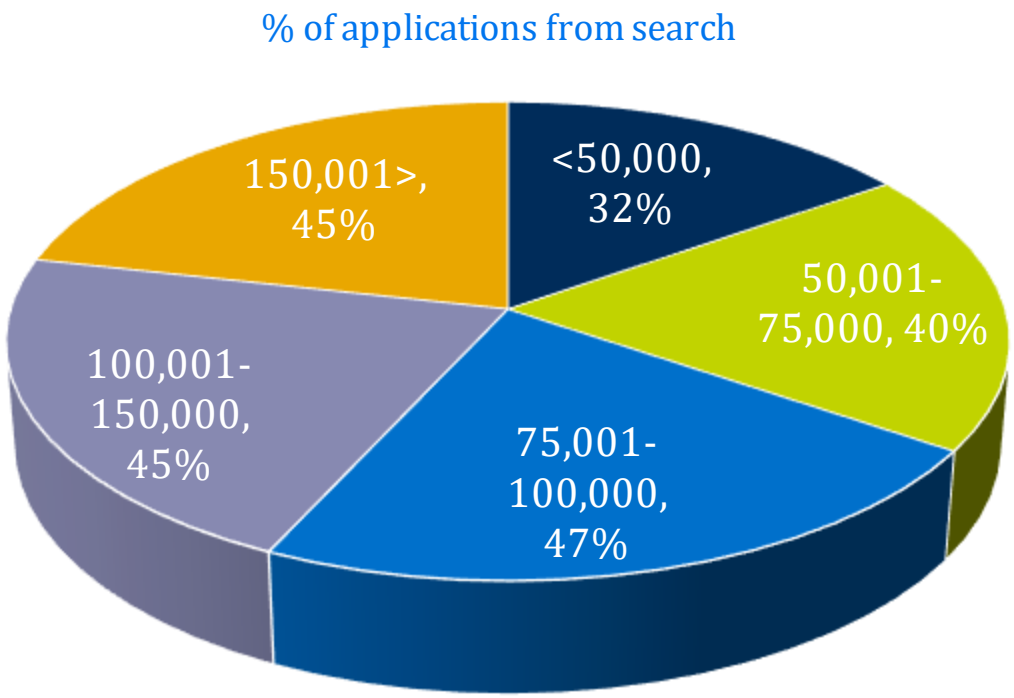
Unparalleled Research

- 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%



* 2020 RNL Consolidated Data for Private Colleges and Universities

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.

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

1. **69%** Availability of my desired academic program
2. **61%** Cost
3. **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%

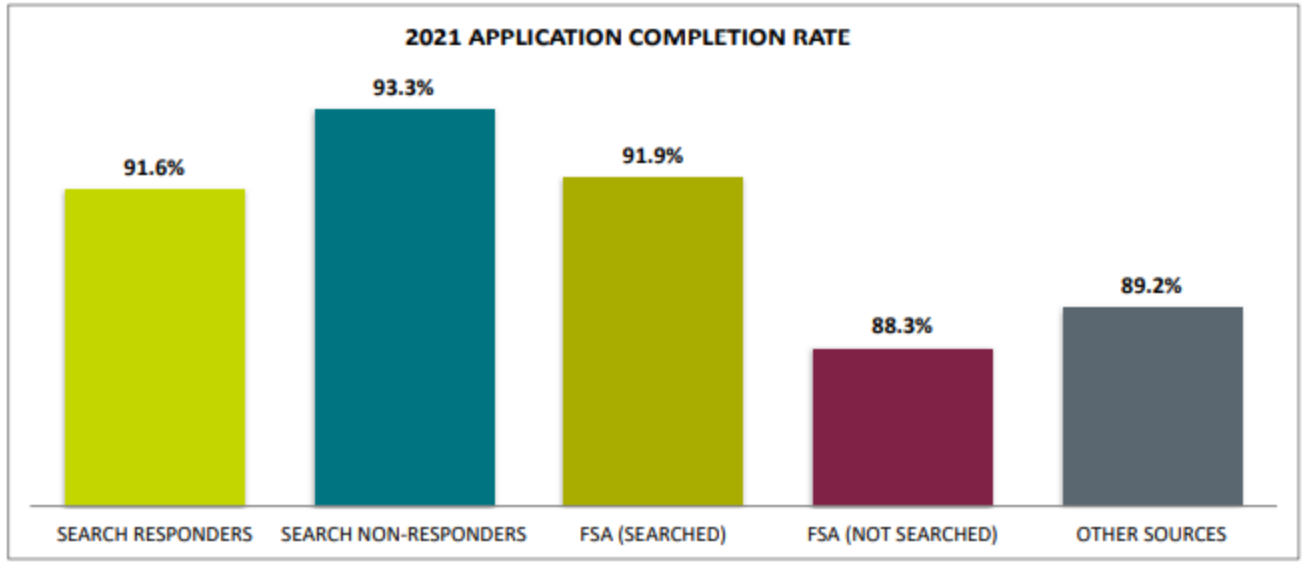
Location
state
city
region of the country

87% of High Schoolers Own an iPhone

Success Stories

LOYOLA UNIVERSITY NEW ORLEANS

Loyola New Orleans



- RNL searched records converted to 37% of the enrolling FTIC students.
- RNL searched inquiries converted to application at a rate more than twice that of students not included in RNL outreach (10.8% compared to 5.2%).
- Searched students were more likely to be admitted and more likely to enroll.
- RNL's Search Non-Responder Strategy embedded in Application Generation resulted in 166 enrolled students for Fall 2021, 18% of the enrolling class.

RNL

Coastal Carolina University

RNL Influence Year-Over-Year	Class of 2021	Class of 2020
RNL Inquiries	51,000	51,944
RNL Applications	7,996	8,073
RNL Admits	6,805	6,187
RNL Enrollment	1,437	1,259

- RNL targeted and influenced:
  - 52.2% of applications (7,996 applicants out of 15,304)
  - 55.9% of admits (6,805 admits out of 12,178)
  - 57.2% of enrollment (1,437 enrollees out of 2,514)
- **747 unique enrollees** were identified, purchased, and targeted via search management strategy.
- RNL direct marketing results improved by *178 additional enrollees* over previous year.

University of Nebraska Omaha

	2021 Search Year End	2022 Search Mid Year
Searched	59,653	47,815
Responders	4881	2849
Response Rate	6.3%	5.96%
Total Inquiries*	8649	8284
Search to Inquiry	14.49%	17.3%

From Final Data By Stream	From All DB/Search Records	Total Records In Institution's Mid-Year Data	Total Institution Records Not Searched
Inquiry	8,284	19,900	11,616
Application	4483	9718	5235
Accept	3,921	7,796	3,875
Inq to App Rate	54%	49%	45%
App to Acc Rate	87.5%	80.2%	74.0%

RNL Search students outperform those not in the RNL Search campaign in terms of conversion to application submitted and also at application to accepted.

- RNL searched records performed 9 points higher than students from other sources in conversion to application.
- RNL searched records performed 13.5 points better at app to accept conversion rate.

Austin College

	2020 Search	2021 Search	2022 Search
Searched	83,510	113,779	112,418
Responders	6,324	8,832	6,299
Response Rate	*7.57%*	*7.76%*	*5.60%*
Total Inquiries*	10,787	11,603	12,524

	2021 Searched	2021 Non-Searched	2021 Austin Total	2022 Searched	2022 Non-Searched	2022 Austin Total
Searched		n/a	113,779	**112,418**	n/a	112,418
Inquiries	**11,603**	11,096	22,699	**12,524**	19,988	32,512
Applications	**1,650**	2,127	3,777	**1,762**	2,761	4,523
Admits	**610**	541	1,151	**953**	937	1,890
App Rate	***14.2%***	*19.2%*	*16.6%*	***14.1%***	*13.8%*	*13.9%*
Admit Rate	***37.0%***	*25.4%*	*30.8%*	***54.1%***	*33.9%*	*41.8%*

RNL Search students outperform those not in the RNL Search campaign in terms of conversion to application submitted and also at application to accepted.

- Searched to inquiry rate actually went UP from 21 to 22! Student behavior shifted.
- While we are seeing a lower rate for search responders, conversion performance remained strong with an increase in admit rate by over 15%.

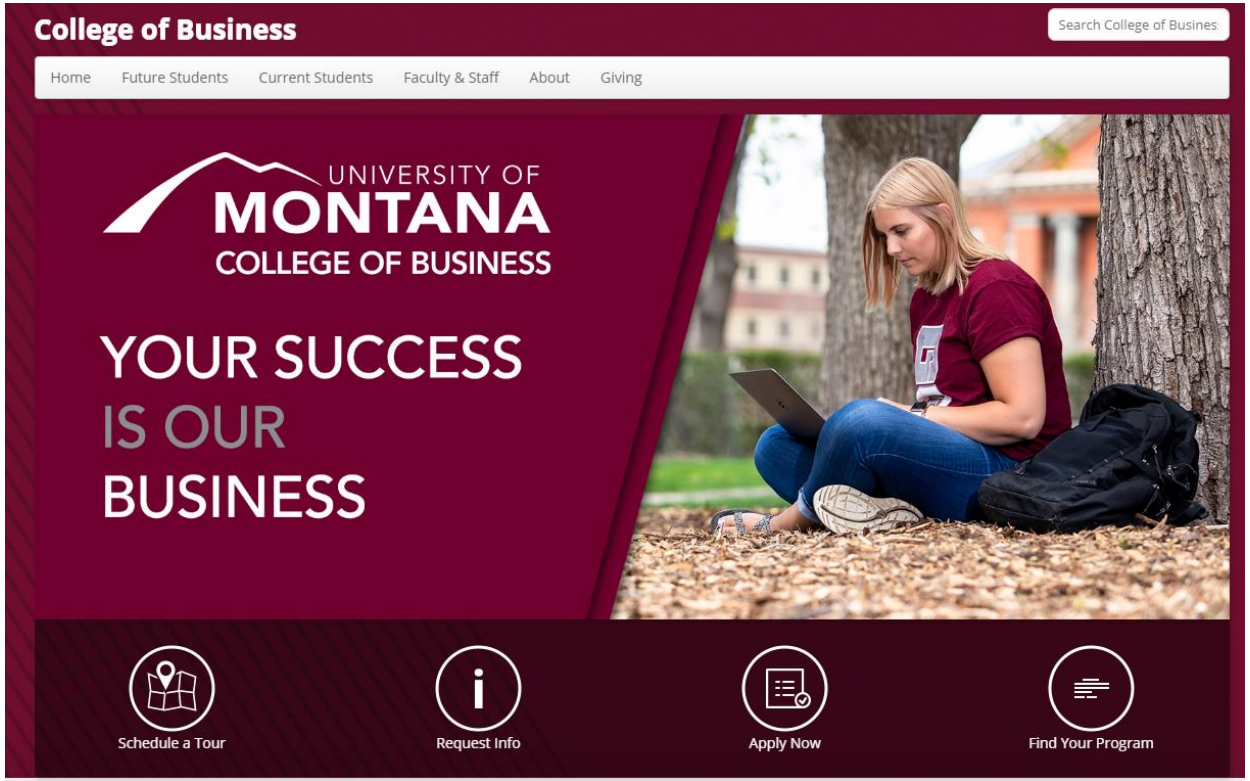
Build a Solid Foundation

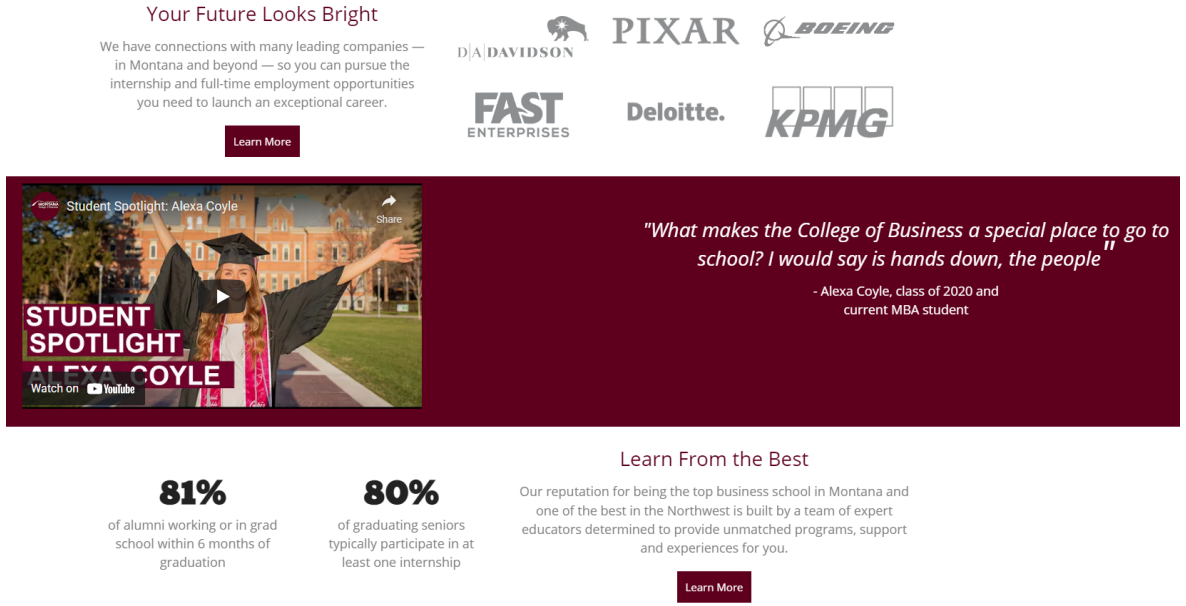
Building a Solid Foundation Through Student Search

- 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





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 a 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

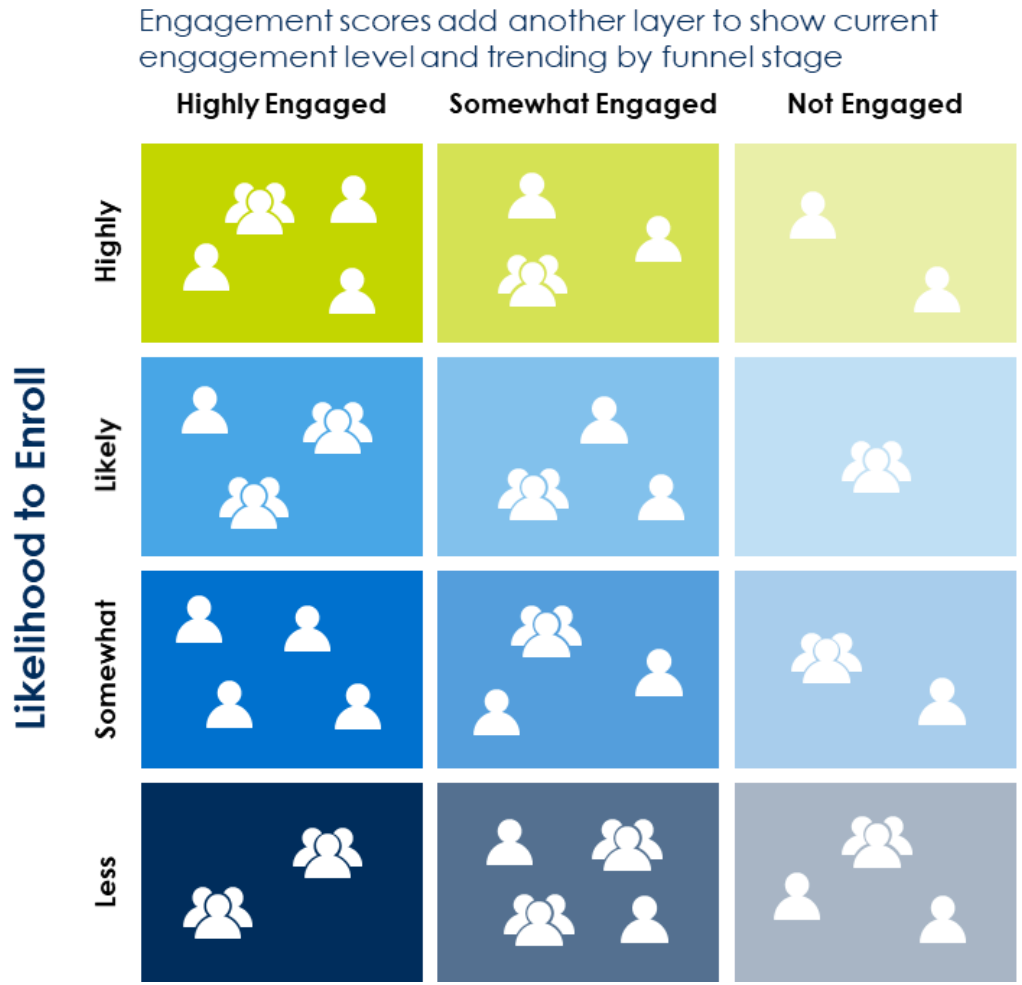
Building a Solid Foundation

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

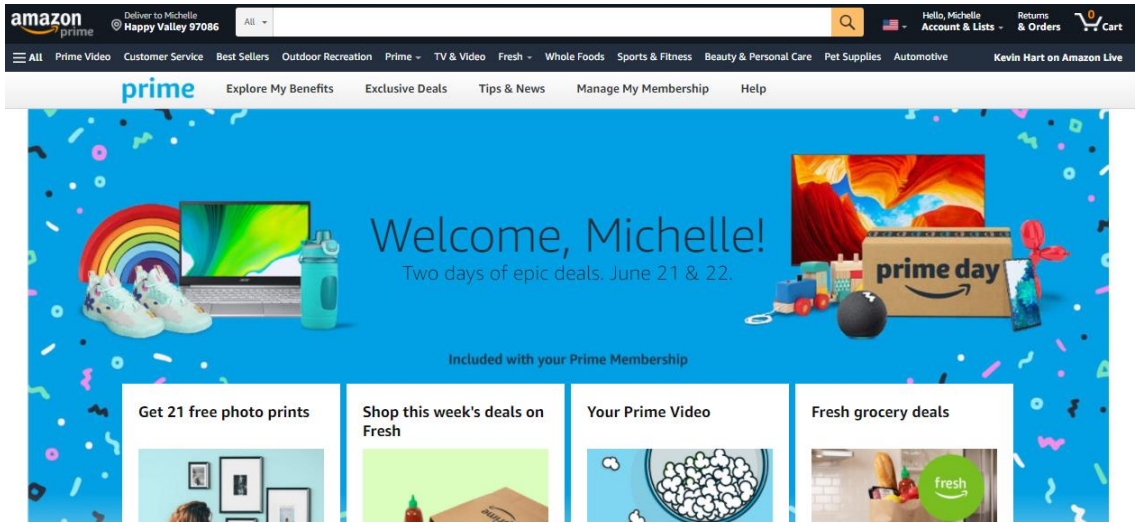
Building a Solid Foundation

Measuring engagement and adjusting activity



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.

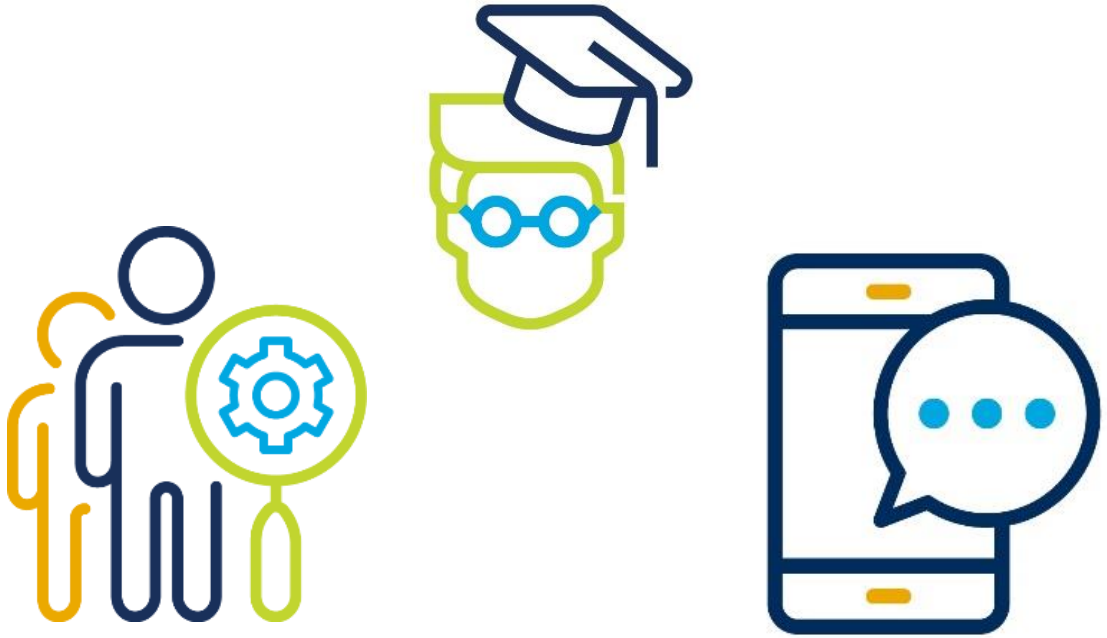
68% cite video as a key influence in their enrollment decision.

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

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- A diversity of list sources
- Measuring engagement and adjusting activity
- Personalization
- All the channels!

Thank You

Please send questions to

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