GW COLLEGE OF PROFESSIONAL STUDIES

PROGRAMS

- 4 Bachelor's Degree Completion Programs
- 5 Master's Degree Programs
- 3 Graduate Certificate Programs
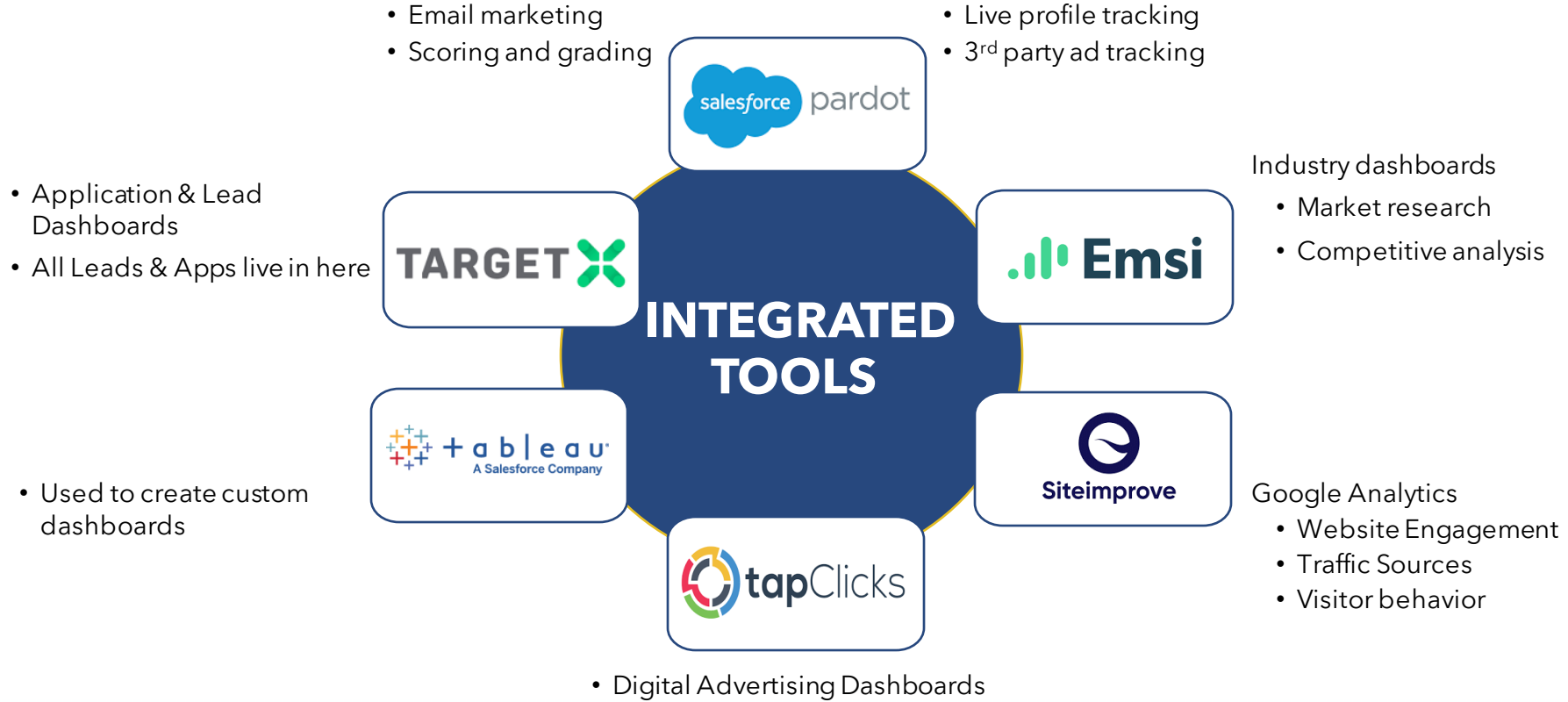- 8 Non-Credit Bootcamp Programs

AUDIENCE

- Community College Grads
- Some College, No Degree
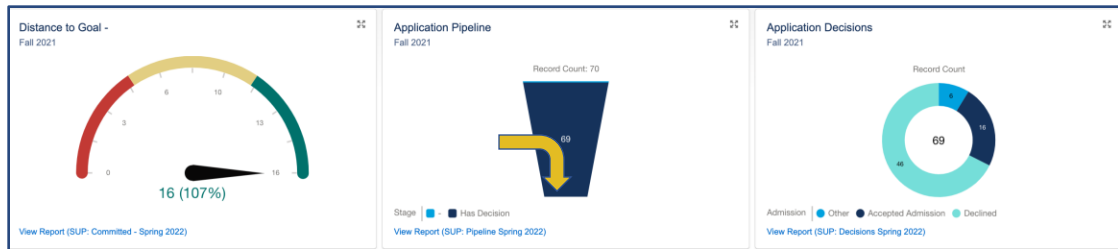- Adult Learners Who Want to Advance Their Careers

ENGAGEMENT

- Email Marketing
- Recruiter Communications
- Website Content
- Events

- Email marketing
- Scoring and grading

- Live profile tracking
- 3rd party ad tracking

Industry dashboards
- Market research
- Competitive analysis

- Application & Lead Dashboards
- All Leads & Apps live in here

INTEGRATED TOOLS

salesforce pardot

Emsi

TARGET X

tableau
A Salesforce Company

Siteimprove

tapClicks

- Used to create custom dashboards

Google Analytics
- Website Engagement
- Traffic Sources
- Visitor behavior

- Digital Advertising Dashboards

TARGETX

- TargetX is the base of our technology suite. It is where all of our leads and applicant data lives. One-to-one email communication is recorded here.

- Our Applicant drip campaigns provide deadline and missing document reminders.

- Any actions initiated by our team are tracked in our activity panel

- Descriptive data provided by the inquiry *(name, email, address, and other info submitted in the application)* is kept in TargetX.

- The ultimate goal is to have these leads start and complete applications. The entire new student lifecycle is monitored in TargetX.

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PARDOT

We use Pardot for several important components of our overall marketing strategy. The base component is our email marketing.

Pardot's email builder allows us to create and send CPS' bulk messages through one-off emails as well as strategic journeys (drip campaigns) including:

- Event Promotions/Invitations (in-person & online)
- Welcome Series for Prospective Students
- Nurture Campaigns
- Re-engagement Campaigns

Pardot provides engagement metrics beyond just the industry standard email metrics including read, skimmed, and glanced/unread.

PARDOT SCORING & GRADING

Einstein Scoring

88 Behavior Score

● Top Positives

Prospect's **page view count** is in the top 5% of your prospects in the last quarter.

Prospect's **form submission count** is in the top 5% of your prospects in the last quarter.
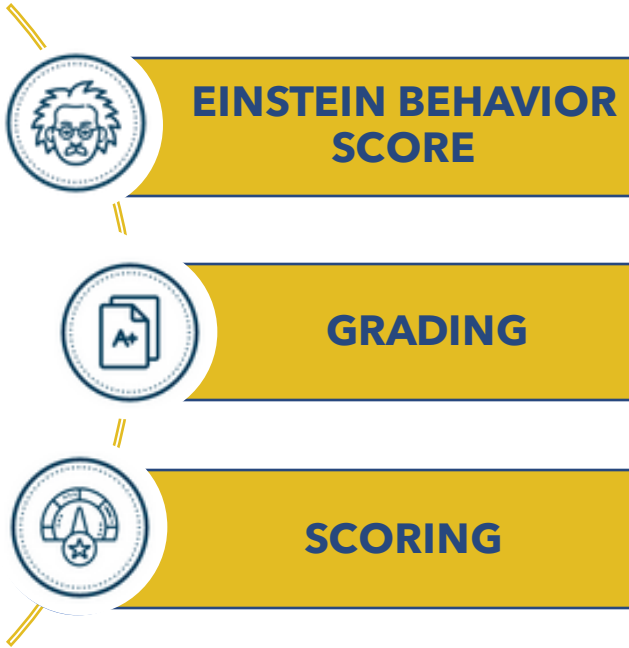
Prospect's **email open rate** is in the top 15% of your prospects in the last year.

Prospect's **email tracker click-through count** is in the top 5% of your prospects in the last quarter.

3 PARDOT TECHNIQUES

EINSTEIN BEHAVIOR SCORE

- Provides a value between 0 to 100 to **compare an individual prospect to the rest of the database**.

GRADING

- Provides a rating based on how well a prospect's profile matches **our ideal student**
- Expressed as a letter grade from F to A+.
- Pardot initially assigns a grade of "D" and adjusts based on profile criteria such as address, work experience, education experience, gender, age, etc.
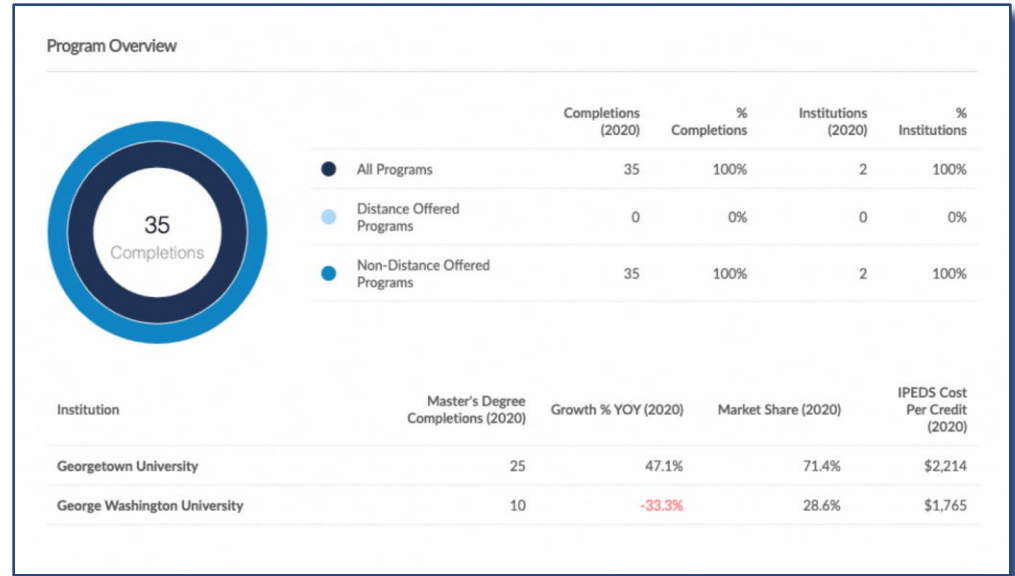
SCORING

- Assigns a numerical value to **actions taken by the prospect** i.e. Form submission, email click, page visit, website conversion, event registered/ attended, etc.
- Helps track all level of engagement to better understand prospect interest
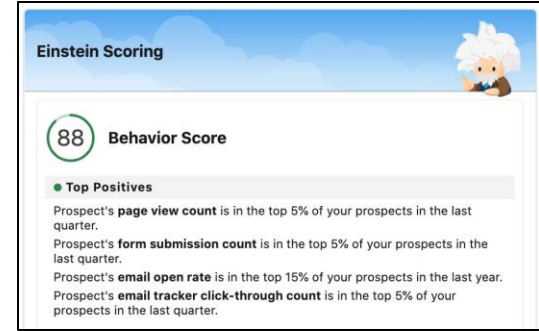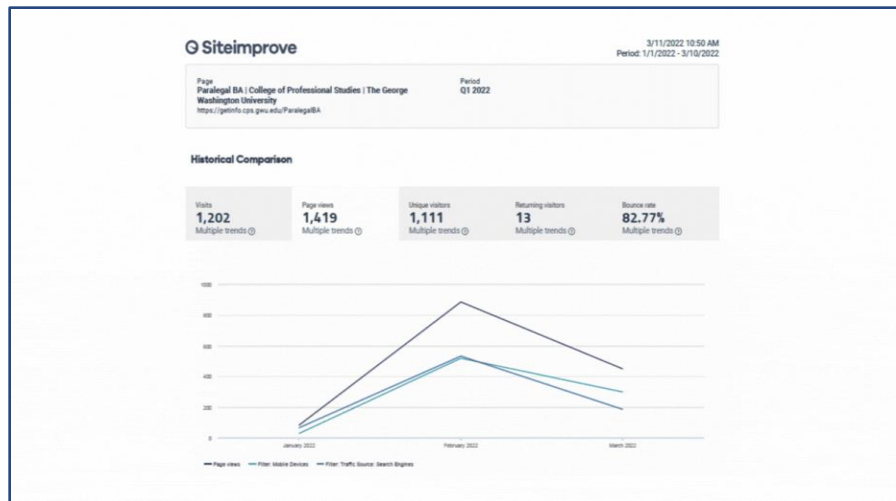
EMSI

EMSI data is a hybrid dataset derived from official government sources such as the *U.S. Census Bureau, Bureau of Economic Analysis*, and *Bureau of Labor Statistics*. It captures more than 99% of all workers in the U.S. and is enriched with data from online social profiles, resumés, and job postings to provide a complete view of the workforce.

CPS uses EMSI for competitive analysis of our programs, planning new programs or degree offerings, revising curriculum, and analyzing labor market and industry data.

Program Overview

	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	35	100%	2	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	35	100%	2	100%

35 Completions

Institution	Master's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Cost Per Credit (2020)
Georgetown University	25	47.1%	71.4%	$2,214
George Washington University	10	-33.3%	28.6%	$1,765

SITEIMPROVE

SiteImprove helps us track and monitor our website traffic.

Each program has a specific page on the website that allows us to focus in on program metrics.

We like to compare our visits over time, as well as monitor inbound and outbound traffic.

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LMO TAPCLICKS & SOCIAL MEDIA ADS

The College of Professional Studies partners with GW's digital agency of record, LMO, for online prospect behavior, engagement and strategy for our programs.

LMO provides detailed dashboards to evaluate campaign performance. We can view topline stats or get very granular depending on the project.
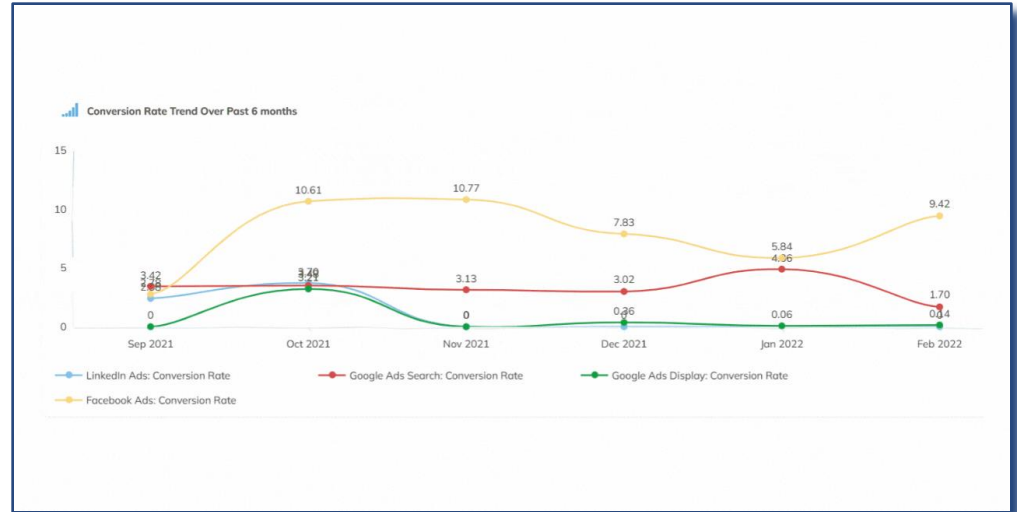
TABLEAU

We use Tableau to create custom dashboards. From course registration to diversity and inclusion to graduate surveys, Tableau allows us to track previous years and how we are comparing as well as application progress towards current and future terms.
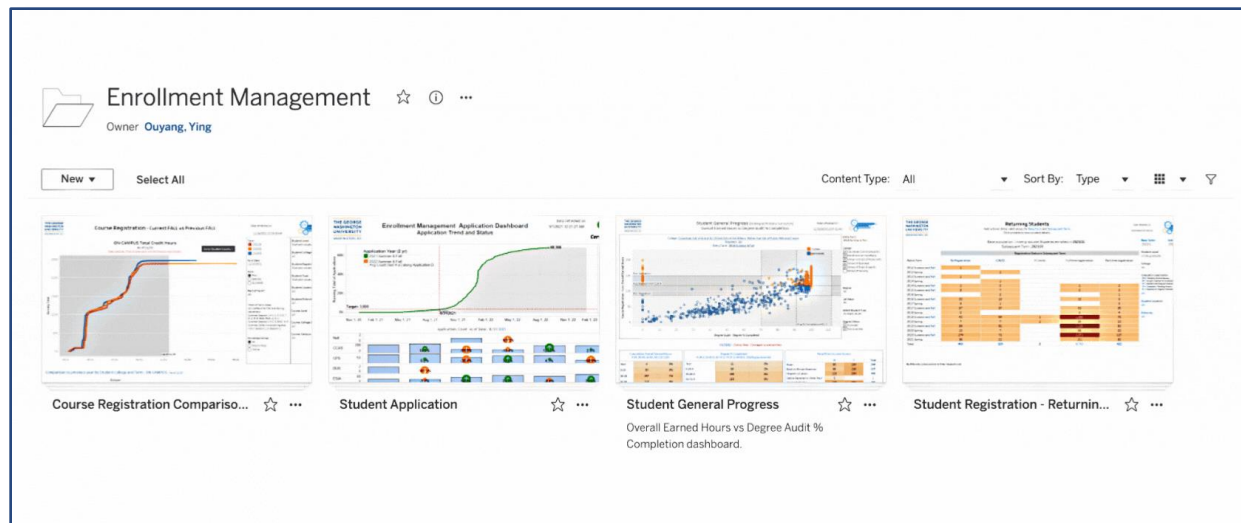
CASE STUDY

Highlighted is where each tool will fit in as we follow an inquiry through their lifecycle to becoming a student.

- The lead could come from many sources from social ads to organic.
  - **Tapclicks** keeps track of our social engagement and **Siteimprove** helps us monitor the traffic on our program pages.
  - Source information is recorded in **TargetX** and **Pardot**
- Inquiry is added to recruiters queue in **TargetX** and info is digested into **Pardot** and prospect will be added to our email welcome series.
- Website, recruiter, and email engagement is tracked and the prospect's **Pardot** score adjusts.

RFI FORM SUBMITTED

APPLICATION CREATED & SUBMITTED

- With the additional information, the **Pardot** grade will adjust.
- Applicant moves into our application email series to remind them of deadlines and missing items.
- We use **TargetX** and **Tableau** dashboards to monitor an applicant's status.

- Once the applicant has enrolled in their courses, their information is moved in a larger shared **GWU database** to track student history and information.

PROSPECT ENROLLED

FULL CIRCLE REVIEW

After a recruiting cycle, we'll return to our tools for a **360° overview** of our efforts. We'll complete year-to-year analysis on our website traffic using **SiteImprove**, and application and enrollment totals through **TargetX** and **Tableau**. We'll review our scoring and grading profiles based on market research from **EMSI** as well as internal analysis of our students & graduates. 3rd party's will be reviewed based on leads and conversions. **These tools allow us to take control and truly review our marketing impact before, during, and after the recruitment cycle.**

OUTCOMES

✓ Obtain detailed information about technology tools you can implement in your marketing and recruitment efforts – ***Pardot, TargetX, EMSI, SiteImprove, Tap Clicks, Tableau***

✓ Learn about data-informed marketing strategies informed that you can use to reach your institution's target audience – ***EMSI, SiteImprove***

✓ Learn how to perform gap analysis of your marketing strategies and their effectiveness by using this presentation as a baseline ***– Pardot Scoring & Grading, Tableau***

✓ Learn about the importance of labor & skills market data for developing your marketing strategies – ***EMSI***