



**COLUMBIA
SOUTHERN**
UNIVERSITY

Communication that Converts

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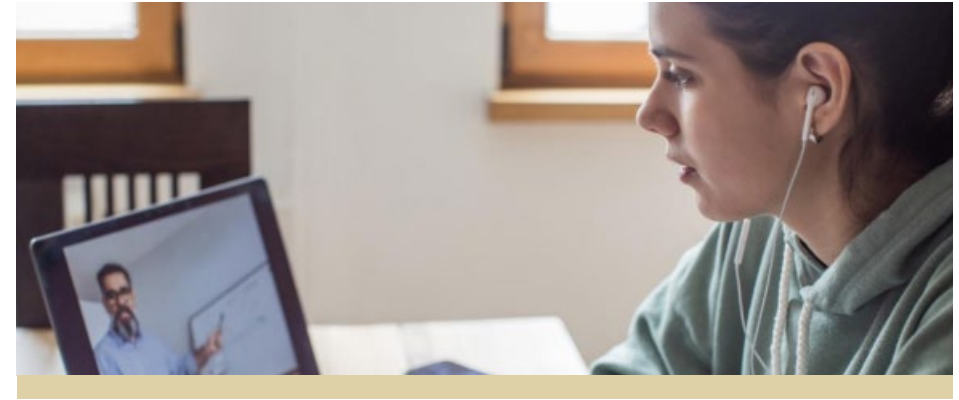




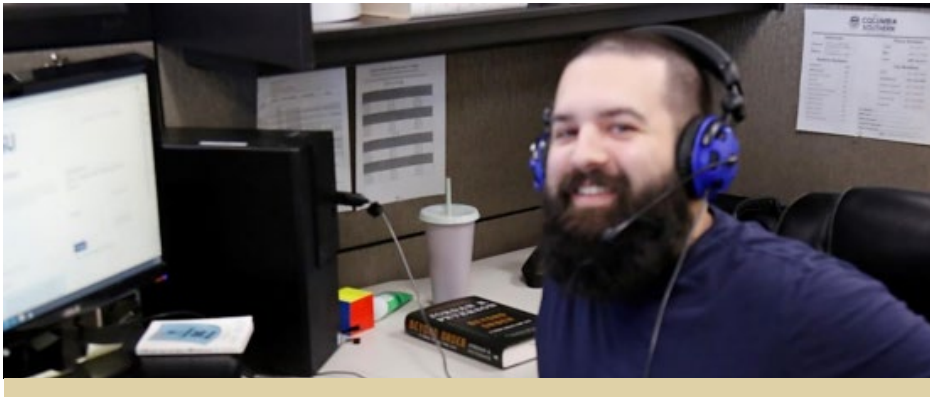
IMPORTANCE OF ADMISSIONS INTERACTIONS



 **Recruitment**



 **Information Sharing**



 **Personalized Guidance & Relationship Building**



 **Enrollment Decisions**



EXPECTED RESPONSE TIMES AFTER FIRST INQUIRY

RNL 2022 Online Student Recruitment Report – Table 31



Personalized Email

	UG	Grad	Non-Degree
Immediately	27%	19%	17%
Within 3 Hours	21%	20%	20%
Within a Day	29%	26%	33%
More than a Day	23%	36%	30%



Text Message

	UG	Grad	Non-Degree
Immediately	27%	24%	20%
Within 3 Hours	25%	27%	35%
Within a Day	25%	23%	25%
More than a Day	23%	27%	21%



Phone Call

	UG	Grad	Non-Degree
Immediately	29%	24%	25%
Within 3 Hours	19%	20%	20%
Within a Day	26%	26%	28%
More than a Day	26%	31%	27%



Digital/Social Media Advertising

	UG	Grad	Non-Degree
Immediately	24%	16%	13%
Within 3 Hours	22%	24%	26%
Within a Day	26%	25%	30%
More than a Day	27%	36%	31%



Around-The-Clock World



Limited Resources



Balancing Quick-Engagement and Subject Matter Experts





ACCEPTABLE COMMUNICATION STRATEGY

RNL 2022 Online Student Recruitment Report – Table 32



	UG	Grad	Non-Degree
Personalized Email	95%	97%	95%
Non-Personalized Email	89%	89%	86%
Text Message	92%	92%	85%
Phone Call	89%	90%	90%
Material Mailed to Home	93%	93%	92%
Digital or Social Media Channel	81%	81%	71%



EVALUATE CURRENT PROCESS



Who is Your Audience?



How Quickly Do You Respond?

What are Your Peak Inquiry Times?



How Quickly Do you Admit Students?





EVALUATE CURRENT PROCESS



Staffing



Personal & Automated Outreach Workflows



Technology



Ability to Self-Serve



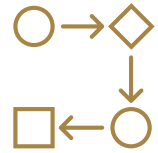
Asynchronous Content



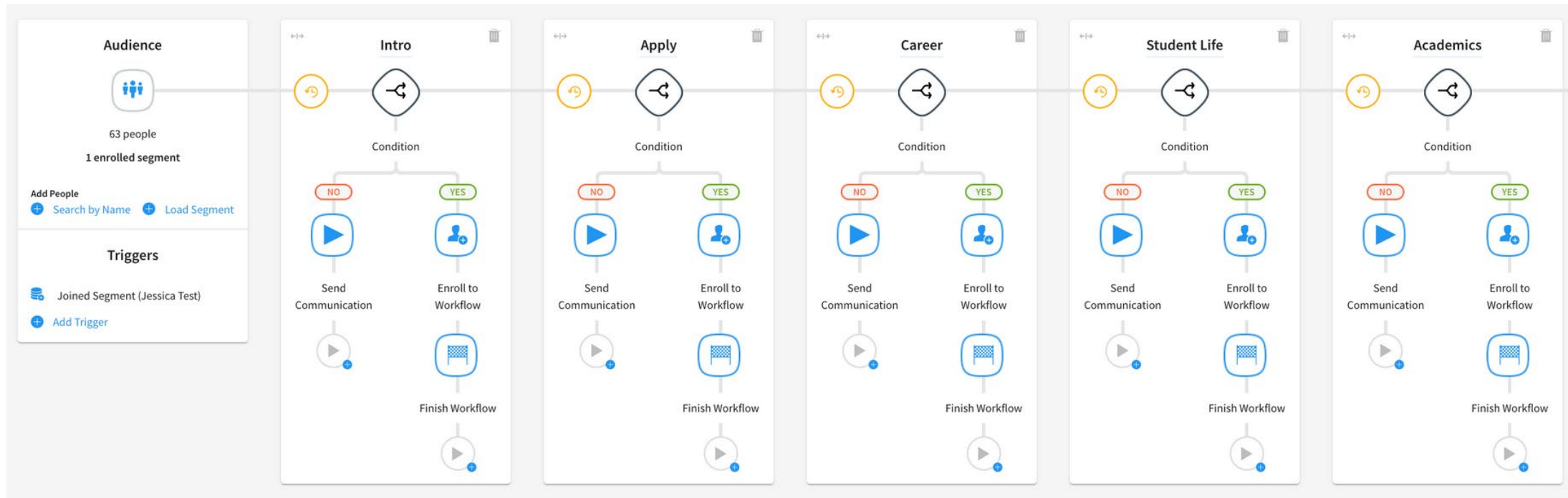
Calls-to-Action



COMMUNICATION WORKFLOWS



Map Out Your Audience, Triggers, and Actions



[Source: <https://help.element451.com/en/articles/1500279-how-workflows-work>]



WHAT WORKS FOR CSU



Personalization



Speed and Customer Service



Admission Timeline



Multichannel Engagement



Self-Serve Portal



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