



Engaging Prospective Students Through Digital Personalization

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Today's Agenda

1

About E-Expectations 2023

2

Higher Ed Environmental Overview

3

The Personalization Imperative

4

How the Website Guides College Decision-Making

5

Treating Students Like Customers

6

Key Functionalities to Meet Learner Expectations

7

How Higher Ed Institutions are Pivoting

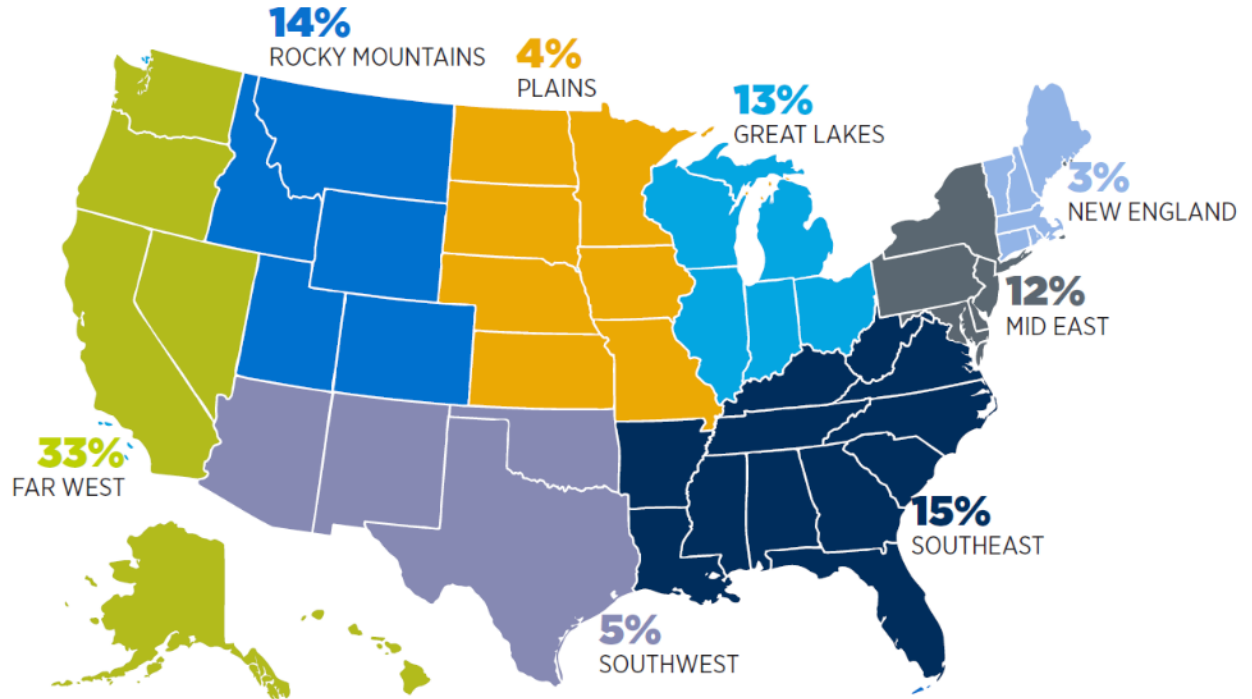
A woman with glasses and headphones is sitting at a desk, looking at a laptop. The scene is dimly lit with a blue overlay. The text "About the Study" is centered over the image.

About the Study

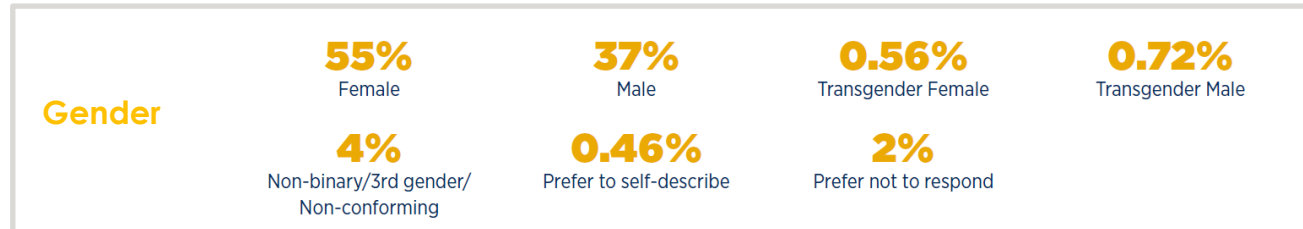
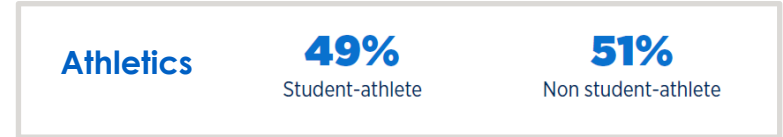
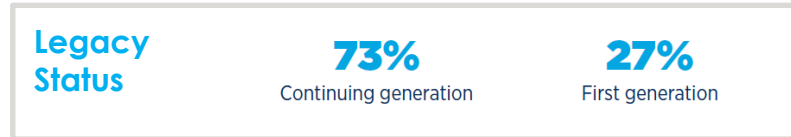
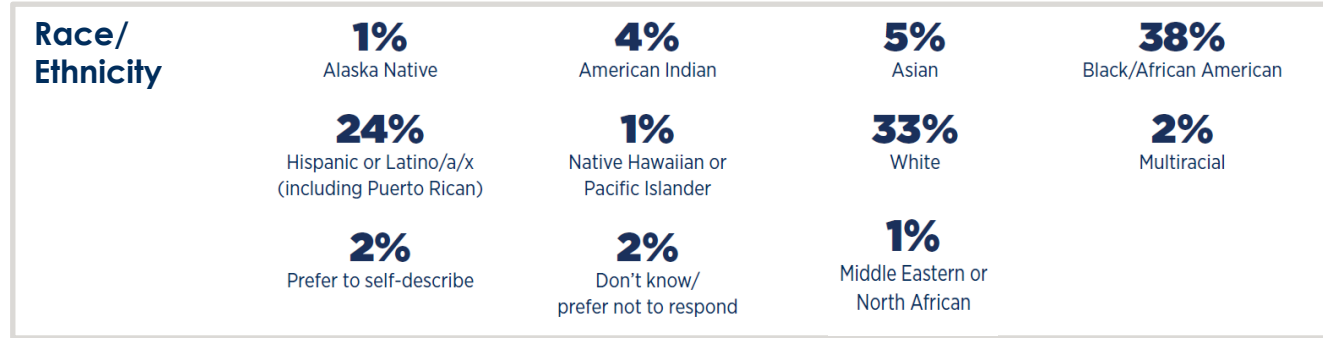
About the Study

The survey took place online from **January 16 to February 20, 2023.**

1,987 responses



About the Study Respondents



2023 E-Expectations Key Findings



Top sources used to learn about colleges:

1. The college's website
2. Emails from the college
3. Videos
4. Printed brochures
5. Results from scholarship calculator



Top items of information they are willing to share

1. Email address
2. Name
3. Cell phone
4. Parent email
5. Parent phone



More students are watching videos!

- 82% are watching videos
- 83% find videos helpful



Interaction is key!

- 78% use social media in college planning
- 74% use an online community where students can interact with each other

2023 E-Expectations Key Findings



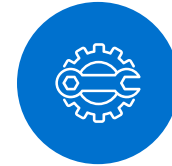
Virtual is a reality for college student search

- 73% use virtual tours or virtual reality experiences
- 79% find videos helpful



Top ways to contact a college

1. Form on website
2. Email
3. Scheduling a visit



63% have clicked on an online ad

Why they click:

- Want to learn more
- Offer made was interesting
- Ad reminded them to do something related to their planning/enrollment



Higher Education Enrollment Trends

How higher education lost its shine

Americans are rejecting college in record numbers, but the reasons may not be what you think

‘Summer melt’ was bad during the pandemic, and experts fear it could get even worse

In one city, 43 percent of kids who said they'd go to college didn't show up in the fall. Counselors are working to reverse the trend

Worse Than Expected

One state offers lessons in how to cope with the college enrollment crisis

NEWS

A 5th S

Maine has been dealing for a decade with the student decline now happening everywhere

New data from the National Student Clearinghouse Research Center show: **Been Underway for Years**

declined 4.1 percent since last spring. Community colleges are once again the sector on the

Enrollment Declines

Fewer and Fewer Learners Enrolling in Degree Programs



Decline in students enrolled in undergraduate degree programming since spring 2020

Decline in community college enrollment since 2019

Total enrollment decline since 2019 across all sectors

Doug Shapiro

Executive Research Director, National Student Clearinghouse

11 We're seeing smaller declines, but when you're in a deep hole, **the fact that you're only digging a tiny bit deeper isn't exactly good news.**

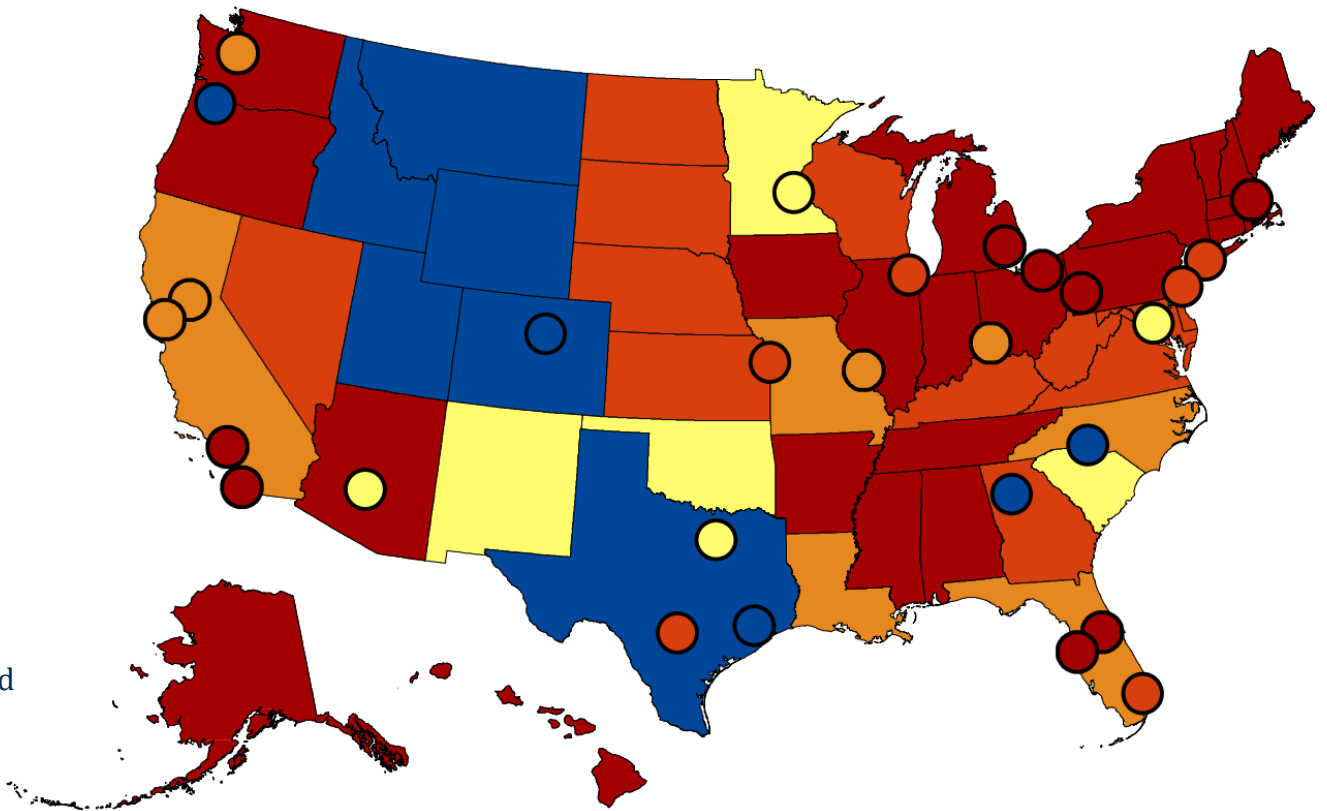


Inside Higher Ed

The Enrollment Cliff

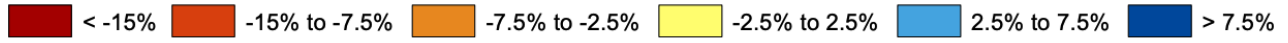
*Projected Change
in the number of
18 year olds
(2012-2019)*

N. Graw, Demographics and the Demand
for Higher Education, 2023

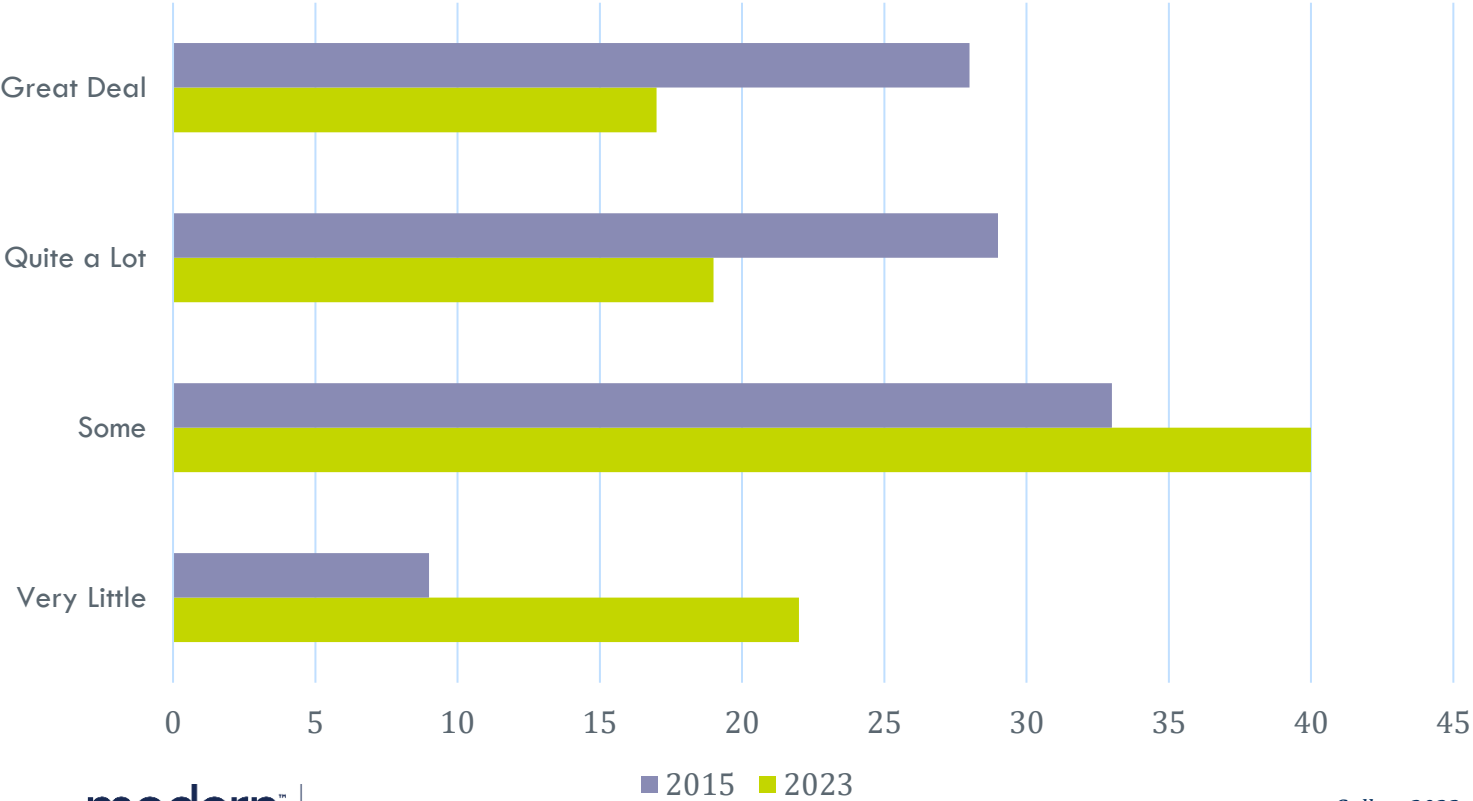


modern campus

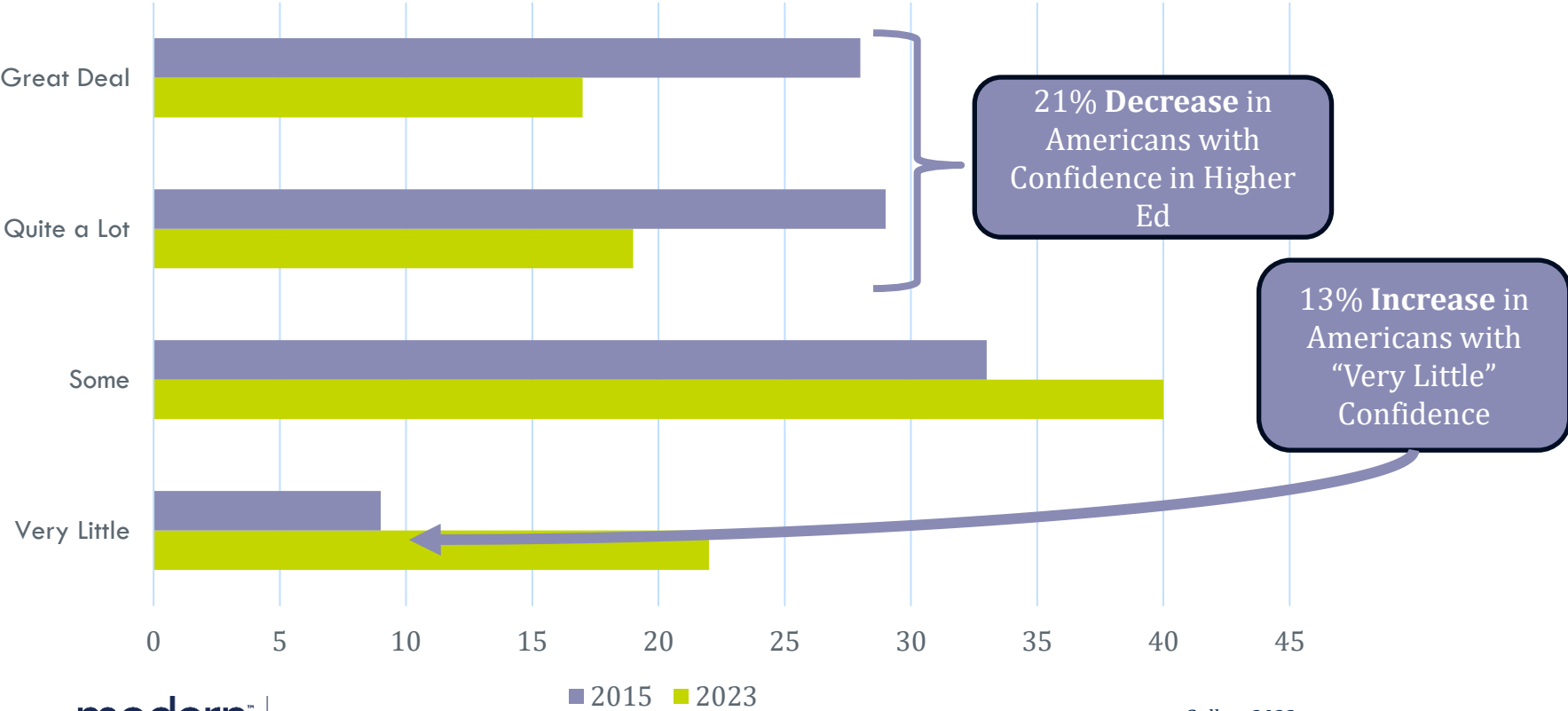
Engagement Evolved™



American Confidence in Higher Ed is Waning



American Confidence in Higher Ed is Waning



A woman with glasses and a headset is sitting at a desk, looking at a laptop. The scene is dimly lit with a blue tint. The text 'The Personalization Imperative' is overlaid in white.

The Personalization Imperative

Providing Information for Personalized Content

Willingness to share personal information

INFORMATION	12TH GRADE	11TH GRADE	10TH GRADE
Programs student is considering	52%	51%	46%
Career aspirations	47%	43%	45%
Preferences for future communication	35%	29%	34%
Opt-in for text messages	28%	23%	24%

Email and Text Personalization

Students who would open an email because their name was in the subject line

17%
12th GRADE

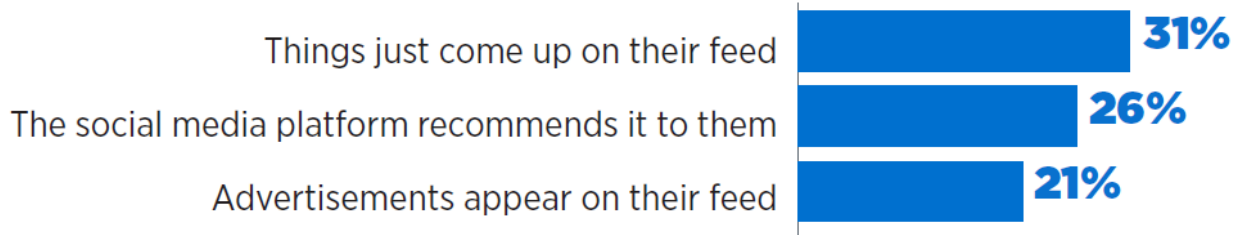
17%
11th GRADE

13%
10th GRADE

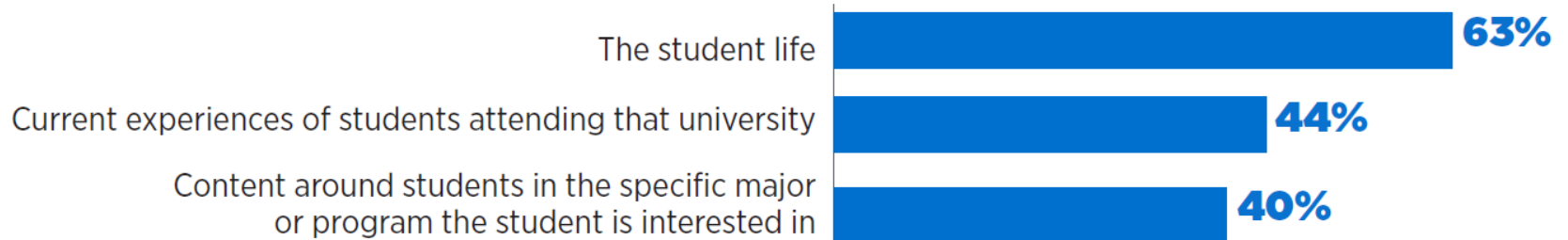
56% are interested in receiving text messages about their application, such as missing documents or application status

Social Media Personalization

How do students find information about colleges and universities on social media platforms?

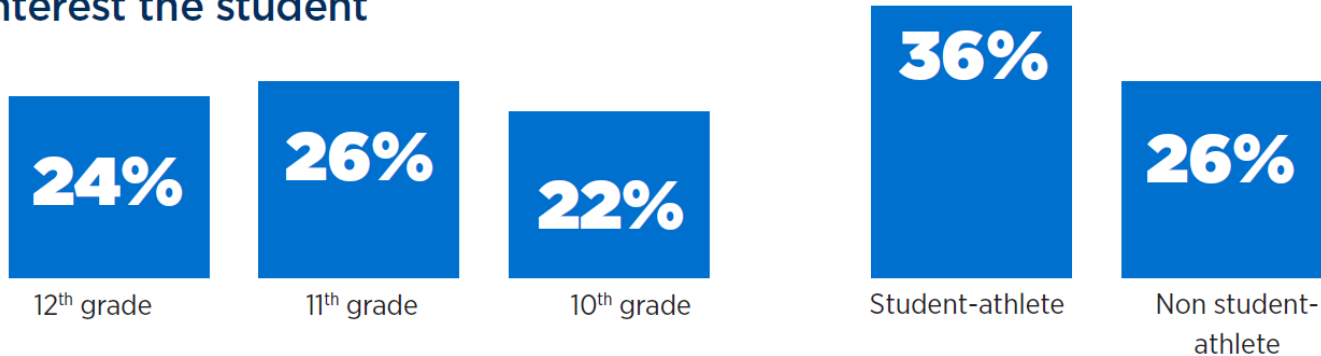


Social media content that would encourage students to follow a campus



Personalization via Video

Videos customized with content matching the programs and campus activities that interest the student



Personalized Web Content

56% of students are interested in personalized web content

Preferences for website personalization

PERSONALIZATION	12 TH GRADE	11 TH GRADE	10 TH GRADE
Like websites that allow student to filter and personalize content to meet their interests	43%	40%	40%
Expect websites to personalize content for them based on interest and behavior	15%	13%	11%



How the Website Guides College Decision-Making

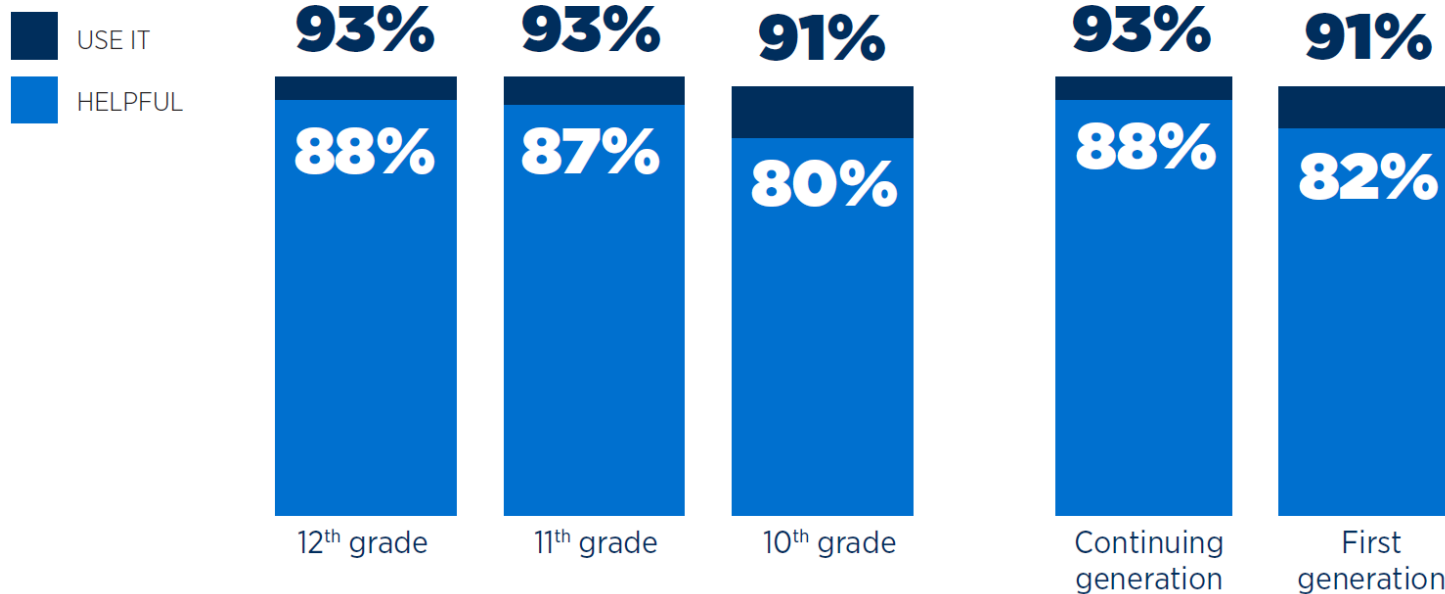
The Website is the Way

Top sources used to learn about colleges and universities

1. The college's or university's website
2. Emails from a particular school
3. Videos of campus, classrooms, students, and residence halls
4. Printed brochures about the school
5. Results from financial aid or scholarship calculator

The Website is the Way

Students who use a college/university website and find it helpful



Obstacles to Website Engagement



Hard to find info
about programs



Confusing
admissions info



Challenging
in-site navigation



Lack of job data
related to majors

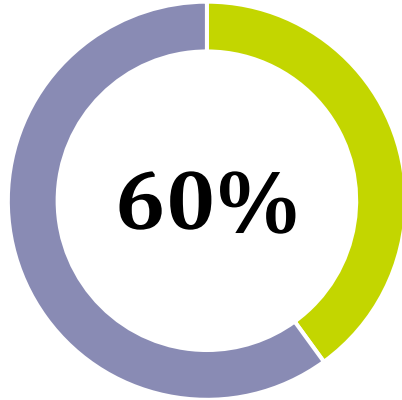


Lack of admission
statistic data



Lack of salary
information

Your Searchers May be Younger Than You Think



Start researching colleges before junior year in high school

More 10th Graders (63%) first find college websites via search engines than Juniors or Seniors (57%)

Educating Parents and Students



73%

Get help from parents in college planning & research



60%

Finding information about colleges & universities



44%

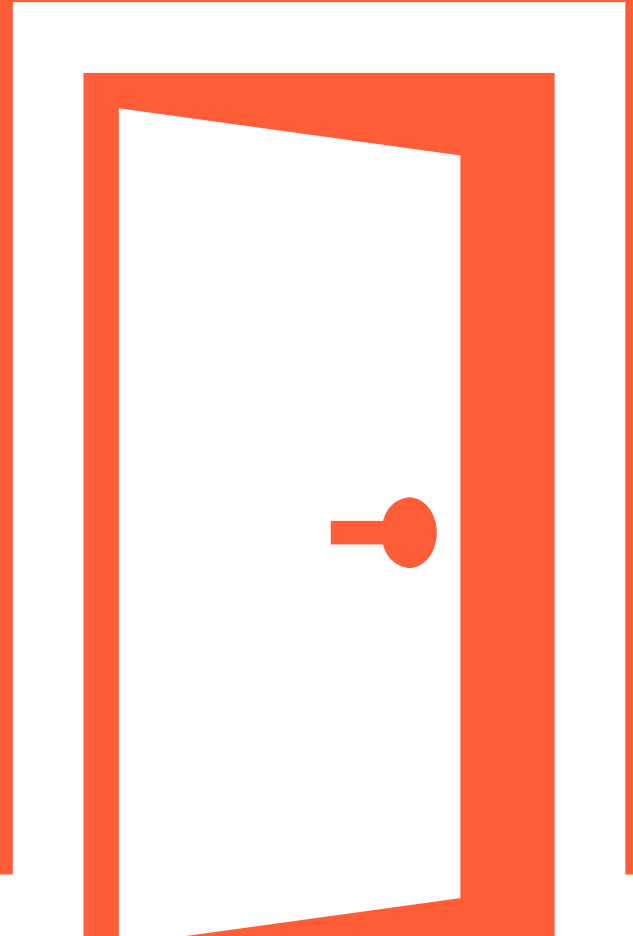
Researching the college on the website



35%

Finding colleges for the student to explore

The website is a student's first touchpoint in establishing a lifelong relationship





Treating Students Like Customers

Heather Chakiris

Director of Student Affairs, West Coast University

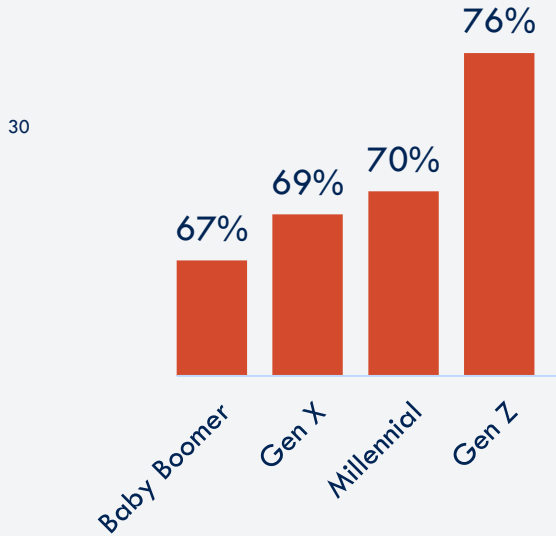
To my mind, 'students as customers' means we don't force them through **arbitrary processes that are intentionally complex.**



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Customer Service Expectations of the Modern Consumer

Convenience > Brand



Salesforce, 2020

Factors that Increase Spending for Consumers:



85%

Don't need to repeat information.



83%

Personalize their experience.



82%

Allow them to find information online.

Zendesk, 2022



Why It's Worth Prioritizing Digital Customer Engagement

A **5%** Increase in Retention can Drive Revenue Growth
Between **25%-95%**

(Bain & Company, 2001)



91%

More likely to make a repeat purchase

Salesforce, 2020



78%

Are willing to forgive a mistake when customer service is excellent

Salesforce, 2020



67%

Recommend the experience to others

Zendesk, 2020



Why It's Worth Prioritizing Digital Customer Engagement

The Impact of a **Poor** Customer Experience



58% Stopped buying from the company

Zendesk, 2020



46% Remember a bad experience for 2 years (only 21% remember a good experience for 2 years)

Zendesk, 2020



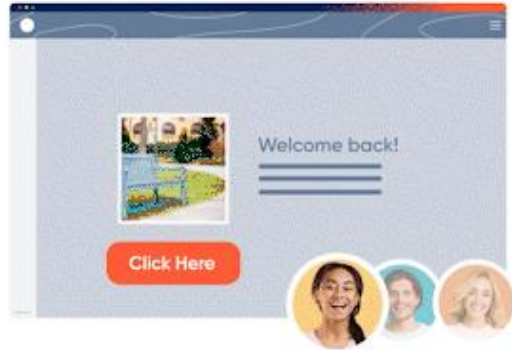
76% Switch to a competitor

Zendesk, 2022

A woman wearing a headset is seated at a desk in a home office, looking at a laptop. The scene is dimly lit with a blue tint. The text 'Key Functionalities to Meet Learner Expectations' is overlaid in white.

Key Functionalities to Meet Learner Expectations

Personalization

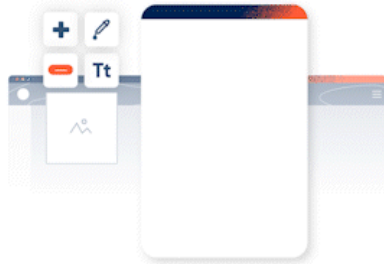


Deliver relevant visitor content based on browsing history

Design custom visitor journeys from lists

Serve up CTAs based on browsing patterns and academic calendar

Low-Code Design



Design high-impact, responsive webpages

Drag-and-drop pre-built content blocks from an evolving design library

Minimize reliance on external web design partners

Streamlined Governance

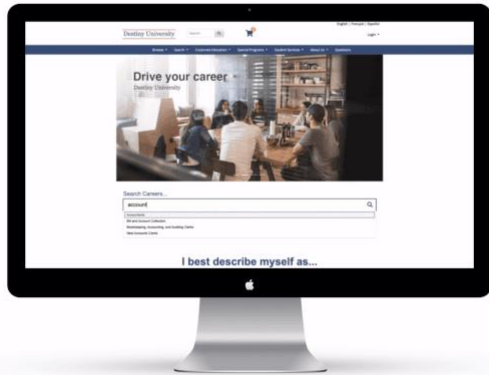


Maintain brand and communication standards and minimize bottlenecks

Monitor site changes with approval workflows

Manage user permissions to specific page elements

Career Pathways



Show job market data for relevant careers tied to programming

Provide details on careers and required programs

Leverage CIP and SOC codes to automate data

A woman with glasses and a headset is sitting at a desk, looking at a laptop screen. She is wearing a dark, long-sleeved top. The background is a blurred office or home workspace with a couch and a potted plant. The entire image has a blue tint.

How Higher Ed Institutions are Pivoting to Serve Learner Expectations

Marriel Hardy

Chief Communications Officer, Coahoma Community College

Institutions must prioritize user experience to create a personalized website. User-centric design principles, such as easy navigation, streamlined layout and clear calls-to-action, can improve user engagement and satisfaction.

39



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Stephanie Geyer

Director of Digital Strategy and Innovation, University of Montana

Personalization is happening in every other aspect of our lives—like it or not. **Standing back in a position of fear isn't the way to go.**

I love that we found a path to do that through Modern Campus, with a conscientious approach that delivers the right students to our community.



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Melony Martinez

Director of Marketing and Public Relations, National Park College

The personalization module will allow us to **tailor a site visitor's session to their specific needs and choices**. The Pathways module then dynamically pulls in Bureau of Labor statistics, job market data, and it's based on zip codes for degree programs.

We're really looking forward to seeing how those two features change the way our site is used.



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Cara Cea

Assistant Vice President of Communications and Marketing,
Manhattanville College

The Modern Campus CMS allows us to take our website marketing to the next level, **offering the option of easily serving relevant content to those returning to our site.**

With personalized web experiences, colleges and universities can streamline communication channels to deliver important and timely information to students.



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Eric Hazen

Director of Digital Marketing, Ferris State University

Being able to use the Modern Campus CMS personalization tools to build on visits while personalizing the website according to whether the visitor made it to the orientation page was killer.

We were able to see that fewer users were getting to the third, fourth variant of content.

The clickthrough rates for those calls to action went through the roof.



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2800%

Clickthrough rate increase on CTAs optimized with website personalization

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Register Now! Put Theory to Practice



Strategies to Boost Enrollment:
**How to Deliver the Personalized
Web Experiences Students Expect**



Stephanie Geyer

Director of Digital Strategy and Innovation,
University of Montana

More E-Expectations!



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E-Expectations Report