

How Strategic Family Engagement Helps Hit Enrollment Goals

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Intros!



Joel Pendergrass

Account Manager at CampusESP



Erin Rivers

Director of Enrollment Marketing and Communications

About Webster University

- Located in Webster Groves, MO
- Small, private liberal arts institution
- Launched CampusESP for Student Enrollment in September 2021
- Expanded to include CampusESP for Family Communication in January 2022



Webster's parent engagement goals

- Leverage engagement data
- Create consistent/improved messaging for families
- Increase key funnel stage rates and volumes
- Reduce summer melt

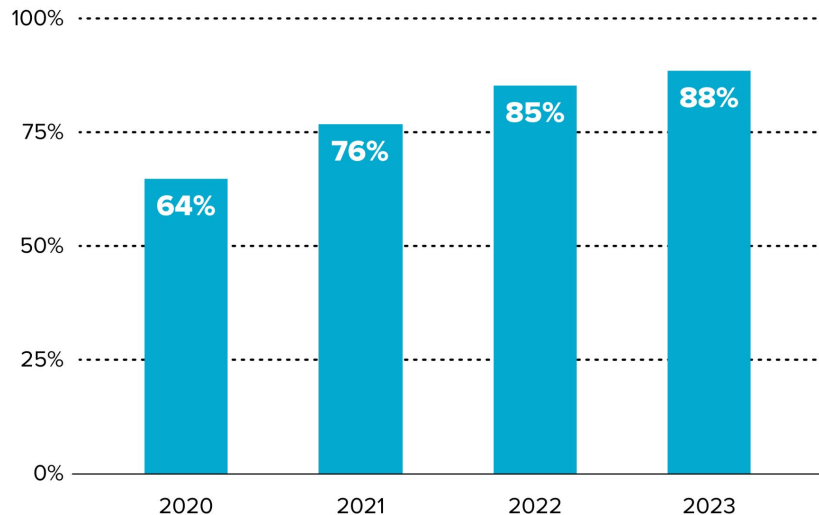


Audience Poll!



Today's parents expect regular communication

Percentage of prospective parents who prefer communication at least weekly



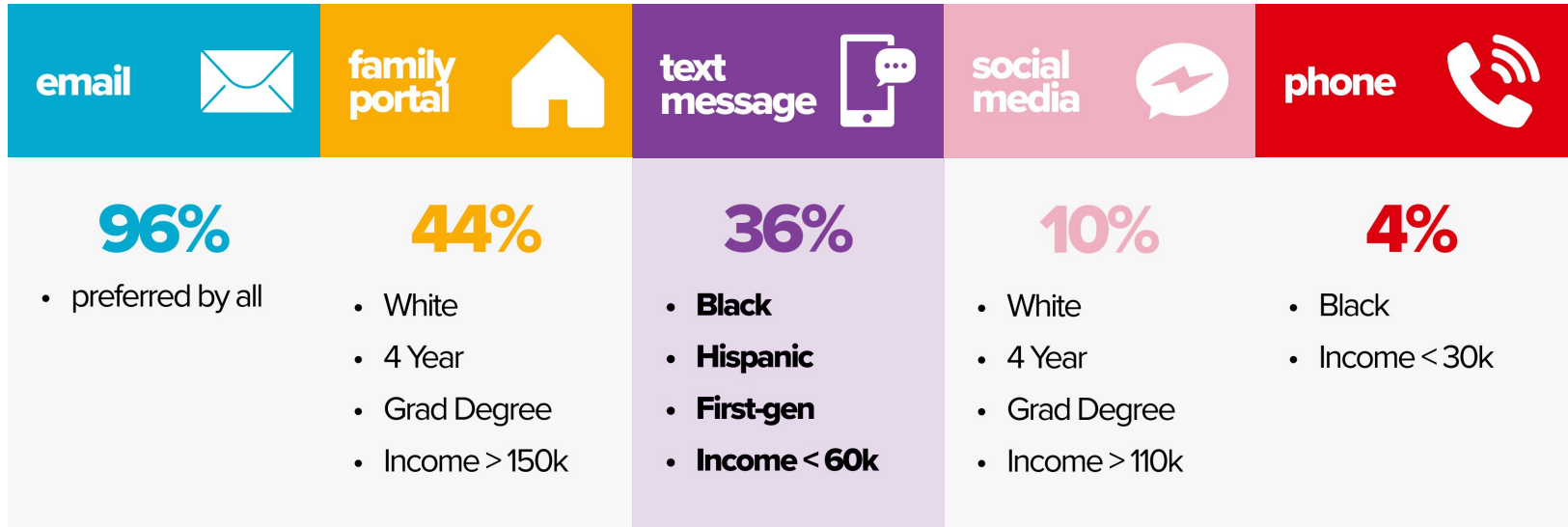
88%

of prospective parents expect communication *at least weekly*



Ruffalo Noel Levitz & CampusESP studies of over 24,000 prospective parents (2020-2023).

The families who need the most support prefer email & SMS



RNL & CampusESP study of 6,400 prospective parents from 29 institutions (2022)



97%

of parents are **involved with their students' college search.**



Eduventures Prospective Parent Research™ (2022)

CampusESP is your complete parent engagement strategy **to drive student enrollment.**



Engage parents

Score their interest

Nudge their behavior

Leverage the data



**CampusESP is trusted
by over 330 colleges
and 5 million families**



Leverage CRM data to manage parent engagement in CampusESP

Inquiry

Generate campus visits and applications

The screenshot displays the Webster University website interface. At the top left is the Webster University logo. The main content area features a large image of a crowd of students and the mascot, with the text "WELCOME TO WEBSTER UNIVERSITY!" and a "Schedule Your Visit Today" button. To the left of this main image is a sidebar with a "My Family Groups" menu, including options like "Families of Prospective Students", "Families of Prospective Students Communities", "Financial Aid and Scholarships", "Athletics", "Career Support", "Health, Wellness, and Safety", and "Webster Alumni". Above the main image is a "Apply to Webster University" section with a "Apply Today!" button. On the right side, there is a "Calendar" section with a search bar and a list of events: "Freshmen Orientation Weekend" (Aug 18-19), "University Day at Busch Stadium" (Aug 20), and "FAFSA priority deadline" (Feb 01). At the bottom right, there is a "Resources" section with links to "Admissions", "Undergraduate Tuition & Fees", "Visit", and "Who We Are".

Webster UNIVERSITY

Apply to Webster University
Unlock your Gorlock! Applying to Webster University is easy. We want to make your student's admission process as simple and straightforward as possible! Should your student have any questions, do not hesitate to contact us.
[Apply Today!](#)

My Family Groups

- Families of Prospective Students
- Families of Prospective Students Communities
- Financial Aid and Scholarships
- Athletics
- Career Support
- Health, Wellness, and Safety
- Webster Alumni

WELCOME TO WEBSTER UNIVERSITY!
Our tours are built around your student's interests and individualized to your family's needs. If you cannot make it to campus, we also offer virtual experiences. Summer is a great time to visit Webster and we can't wait to meet you!
[Schedule Your Visit Today](#)

Calendar

- AUG 18** Freshmen Orientation Weekend
Webster's **MANDATORY** Orientation encompasses various programs for first-year freshmen. There are a series of activities that provide a jump start to campus life, allowing students to learn about campus resources and meet new people.
- AUG 19**
- AUG 20** University Day at Busch Stadium
Don't miss **University Day** at Busch Stadium on **Sunday, August 20th**—we're celebrating **Webster University!** Purchase a \$20 Theme Ticket to receive an exclusive Cardinals cap. Go Gorlocks!
[Purchase Tickets Here](#)
- FEB 01** FAFSA priority deadline

Resources

- Admissions
- Undergraduate Tuition & Fees
- Visit
- Who We Are

Leverage CRM data to manage parent engagement in CampusESP

Inquiry

Generate campus visits and applications

Application

Reminders for application deadlines and financial aid

Leverage CRM data to manage parent engagement in CampusESP

The screenshot shows the Webster University website interface. At the top left is the Webster University logo. Below it is a navigation menu with items: My Family Groups, Students, Families of Prospective Students Communities, Financial Aid and Scholarships, Athletics, Health, Wellness, and Safety, and Webster Alumni. The main content area features three articles: 'Apply to Webster University', 'Your student has applied! What's next?', and 'Congratulations on your student's acceptance to Webster!'. A sidebar on the right includes a search bar, a calendar for August, and a 'Submit Housing Deposit!' button. The background of the main content area shows a collage of photos: a large group of students in yellow shirts, a student with a large yellow mascot, and a group of students walking.






Inquiry
Generate campus visits and applications

Application
Reminders for application deadlines and financial aid

Admit
Generate deposits and orientation registration

Boost campaign visibility and interactions

Webster's enrollment campaigns – personalized to families – have over **128K impressions and 928 clicks** in the CampusESP parent portal.

	Admit Stage- Prospect/Inquiry Always running	2 ADVERTS	12.2k TOTAL IMPRESSIONS	145 TOTAL CLICKS
	Admit Stage- Application Complete Always running	2 ADVERTS	25.8k TOTAL IMPRESSIONS	221 TOTAL CLICKS
	Admit Stage- Admitted Always running	2 ADVERTS	57.6k TOTAL IMPRESSIONS	377 TOTAL CLICKS
	Admit Stage- Deposited Always running	2 ADVERTS	15.3k TOTAL IMPRESSIONS	111 TOTAL CLICKS
	All Stages - Visit Campus Always running	1 ADVERTS	17.6k TOTAL IMPRESSIONS	74 TOTAL CLICKS

Talk directly to the parent based on what you know



Announcement Name:
Orientation registration reminder for highly engaged deposited families

Send to:
Members of **any** of these funnel stages

Funnel stage – Deposited ×

AND

Parent Promoter Score is between

0 50 100




AND



Members of **any** of these communities

Not Registered for Orientation ×

Estimated recipients: 726

Targeted announcements see high engagement

 Admit Stage: Deposited Status: Part of a drip campaign When a user joins users who match ANY of the following criteria: users who are a member of funnel stage Admit Stage - Deposited they will be scheduled to receive this announcement after 3 days We know it's difficult to choose which college your student is going to attend, and we're honored and excited that your student has chosen Webster... (continues) show more Linked Content Visit Webster Today!	1.41k SENDS	956 OPENS	37 CLICKS	68% OPEN RATE	3.9% CLICKS:OPENS
 Admit Stage - Deposited Status: Part of a drip campaign When a user joins users who match ALL of the following criteria: they will be scheduled to receive this announcement after 3 days We know it's difficult to choose which college your student is going to attend, and we're honored and excited that your student has chosen Webster... (continues) show more Linked Content Visit Webster Today!	714 SENDS	479 OPENS	13 CLICKS	67% OPEN RATE	2.7% CLICKS:OPENS
 Drip Announcement for Admit Stage - Inquiry Status: Part of a drip campaign When a user joins users who match ANY of the following criteria: users who are a member of funnel stage Admit Stage - Inquiry they will be scheduled to receive this announcement after 3 days We're so excited to welcome your student to the Webster family! The first step is to apply - and it's easy. Your student can fill out their... (continues) show more Linked Content	1.11k SENDS	516 OPENS	21 CLICKS	47% OPEN RATE	4.1% CLICKS:OPENS

 Admit Stage: Application Started Status: Part of a drip campaign When a user joins users who match ANY of the following criteria: users who are a member of funnel stage Admit Stage - Application Started they will be scheduled to receive this announcement after 3 days Your student has started their application and we're so excited to review it! In addition to the application, your student must submit all required... (continues) show more Linked Content Applying to Webster	2.88k SENDS	1.82k OPENS	108 CLICKS	63% OPEN RATE	5.9% CLICKS:OPENS
 Admit Stage: Admitted Status: Part of a drip campaign When a user joins users who match ANY of the following criteria: users who are a member of funnel stage Admit Stage - Admitted they will be scheduled to receive this announcement after 7 days We're so proud of your student and we're excited to welcome them to the Webster family! Congratulations to your student and your entire family on this... (continues) show more Linked Content Housing & Residential Life at Webster Financial Aid & Tuition Costs	4.31k SENDS	2.67k OPENS	380 CLICKS	62% OPEN RATE	14% CLICKS:OPENS

Combining communication types, functionalities to drive action



Explore Webster University

Posted 1 day ago in Prospective Parents and Families.






Schedule a visit to take a personalized tour, and experience life at Webster firsthand! Visits are built around your student's interests and individualized to your family's needs and can be as short as two hours or as long as a day; we will work with your schedule. If your family cannot make it to campus, we offer several virtual visit experiences as well. We've introduced thousands of students and their families to Webster's great opportunities, and we hope we'll have the chance to show you how Webster can help inspire your student's unlimited potential.

Our goal is to make your first experience at Webster informative, fun, and memorable! Setting up a visit is easy—**Schedule Your Visit Experience Today.** We'll help you set a date and time, discuss your unique experience and give you a point of contact for any questions that pop up before your visit.

In person or virtual...we can't wait to meet you! **Schedule Your Visit Experience Today**

Can't wait to explore our beautiful campus? [Take a Virtual Tour](#)



Hi default: from Webster University
Welcome to Webster! A campus visit is an important step and we can't wait for you and your family to experience Webster. Meet with an Admissions representative, tour the campus and learn more about Financial Aid and our Colleges and Schools. [Schedule your visit today!](#)
Can't wait to explore our beautiful campus? [Take a Virtual Tour](#)
[Explore Webster University](#)
[Schedule Your Visit Today!](#)

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More needle-moving emails for families

On average, prospective parents receive **24 personalized emails from CampusESP** throughout the enrollment cycle.



Rocky Mountain College | PARENT EXPERIENCE




Has your student completed their Enrollment Forms yet? These forms help RMC to collect vital information for your student's education.

Here are the forms that are needed:

- [Family Educational Rights and Privacy Act](#)
- [Services for Academic Success Application](#)
- [Student Health Services Form](#)
- [Family Contact Information Form](#)

If you have any questions, please contact your student's [admissions counselor](#).



Friendly FAFSA Reminder!

[Don't forget to submit the FAFSA](#) if you haven't already! New and current students must submit the FAFSA each year by May 1. Duquesne's school code is 003258.

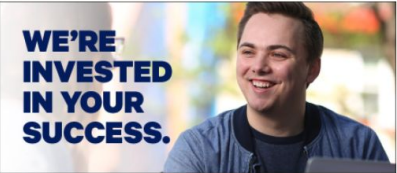
Helpful tips:

- Use your [2020 tax return](#) information when completing the 2022-23 FAFSA
- [Contact the Financial Aid Office](#) to discuss any household income changes that may affect your students expected family contribution (EFC)
- [Financial Aid process information](#)
- [Common Mistakes to Avoid](#)

Connect with the Financial Aid Office if you have any questions!


P.S. Check out the tuition savings for summer classes!

Contact the Financial Aid Office



WE'RE INVESTED IN YOUR SUCCESS.


BLUE HEN FAMILY HUB



We're so excited to welcome your student to the UD family! The first step is to apply - and it's easy. Your student can fill out their application and submit any required documents.

What does your student need to submit? Good question! Check out our application requirements to see exactly what we need before we review your student's application:

- [Share With Your Student: First-Year Admissions Requirements](#)
- [Share With Your Student: Transfer Admissions Requirements](#)
- [Share With Your Student: International Admissions Requirements](#)

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Welcome families too with an Orientation Hub




Gorlok Registration & Onboarding Workshops

Hi **First Name** default: from Webster University!

Gorlok Registration and Onboarding Workshops (GROW) is an opportunity for new students to register for fall classes and become familiar with campus services such as academic advising and financial aid. If you haven't already registered, remind your student to log in and sign up for this exciting event!










Come GROW with us as we welcome you and your family to Webster University 🐾

[Register Today](#)

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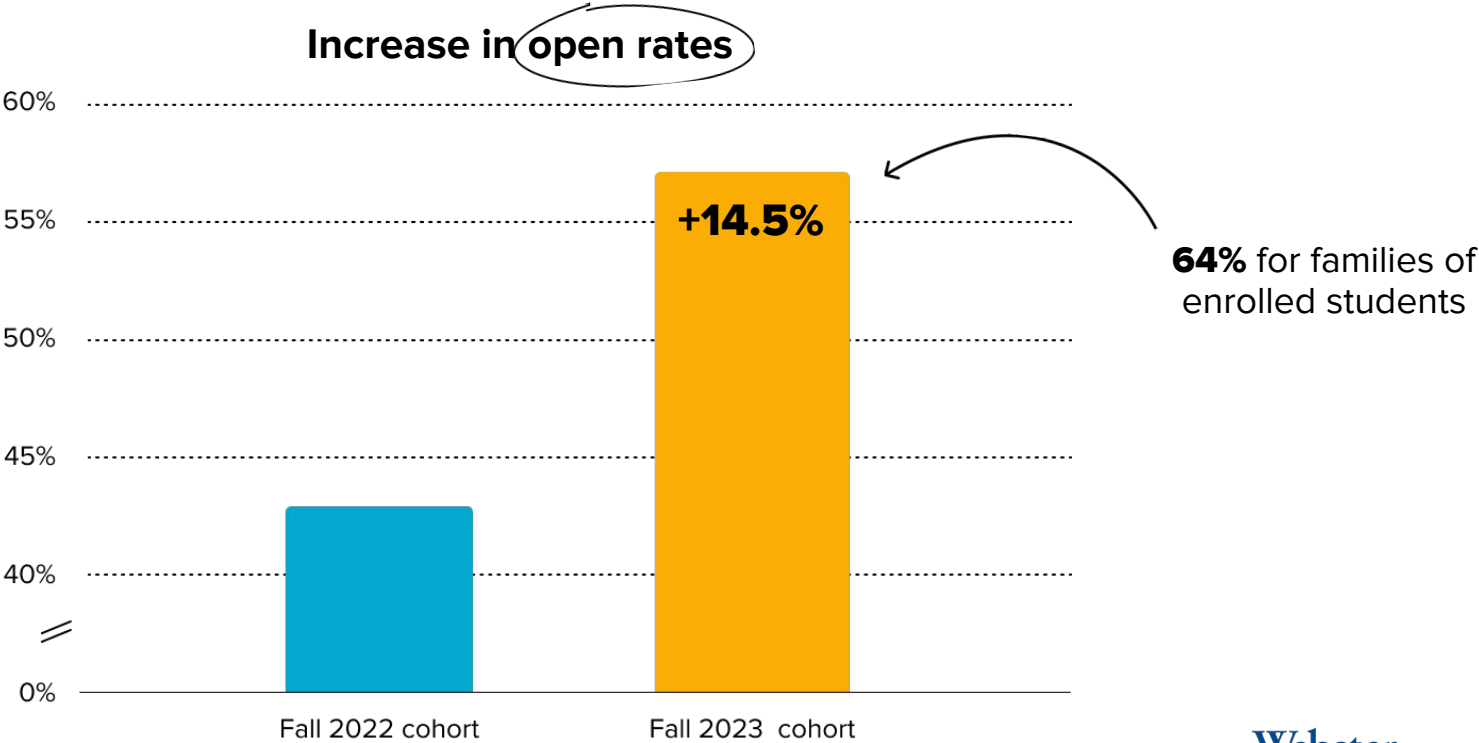
Orientation Resource Center - 2023

Details Right Rail Workflow Members Membership Growth Posts Drip Posts Drip Announcements [Download data](#)

Headline, Date	Engagement
 Ask Us Anything Posted by Billy Ratz in Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students) Published on Monday, Apr 24, 2023 @ 8:00 AM CDT	170 CLICKS
 Summer Action Items for Incoming Freshmen and Parents Posted by Billy Ratz in Student Success (Webster University), Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students), First Year Families (Families of Current Students) Published on Tuesday, Jun 07, 2022 @ 2:31 PM CDT	93 CLICKS
 15 Tips to Help You and Your Student Cope with Change Posted by CampusESP Admin in Student Success (Webster University), Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students) Published on Friday, Jun 03, 2022 @ 1:00 PM CDT	72 CLICKS
 Off to College Checklist: Documents Posted by CampusESP Admin in Housing and Residence Life (Webster University), Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students), ALL Prospective Families (Families of Prospective Students) Published on Monday, May 15, 2023 @ 12:00 PM CDT	68 CLICKS
 Get the Inside Track! Posted by Billy Ratz in Orientation Resource Center - 2023 (Families of Current Students), First Year Families (Families of Current Students) Published on Thursday, May 18, 2023 @ 2:23 PM CDT	60 CLICKS
 Orientation Weekend Schedule Posted by Billy Ratz in Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students) Published on Monday, May 01, 2023 @ 8:00 AM CDT	55 CLICKS
 Your Student Going to Live on Campus? Posted by Billy Ratz in Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students), First Year Families (Families of Current Students) Published on Wednesday, May 17, 2023 @ 12:30 PM CDT	53 CLICKS
 Please Tell Your Student These 8 Things Before They Go to College This Fall Posted by CampusESP Admin in Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students), ALL Prospective Families (Families of Prospective Students) Published on Friday, May 20, 2022 @ 1:00 PM CDT	52 CLICKS
 Living on Webster's Campus: What Every Family Should Know Posted by Billy Ratz in Student Success (Webster University), Campus Life (Webster University), Housing and Residence Life (Webster University), Orientation Resource Center - 2023 (Families of Current Students), Orientation Resource Center (Families of Current Students), Prospective Parents and Families (Families of Prospective Students), First Year Families (Families of Current Students) Published on Tuesday, Jun 14, 2022 @ 2:11 PM CDT	48 CLICKS

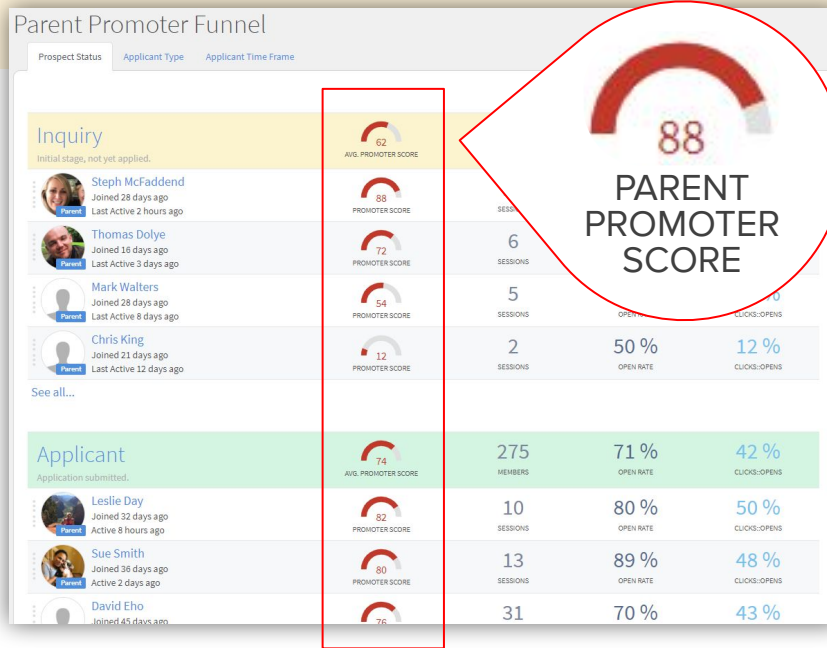


More thoughtful content = more engagement



Import parent engagement data into CRM to inform enrollment decisions

Engaged parents = interested students!

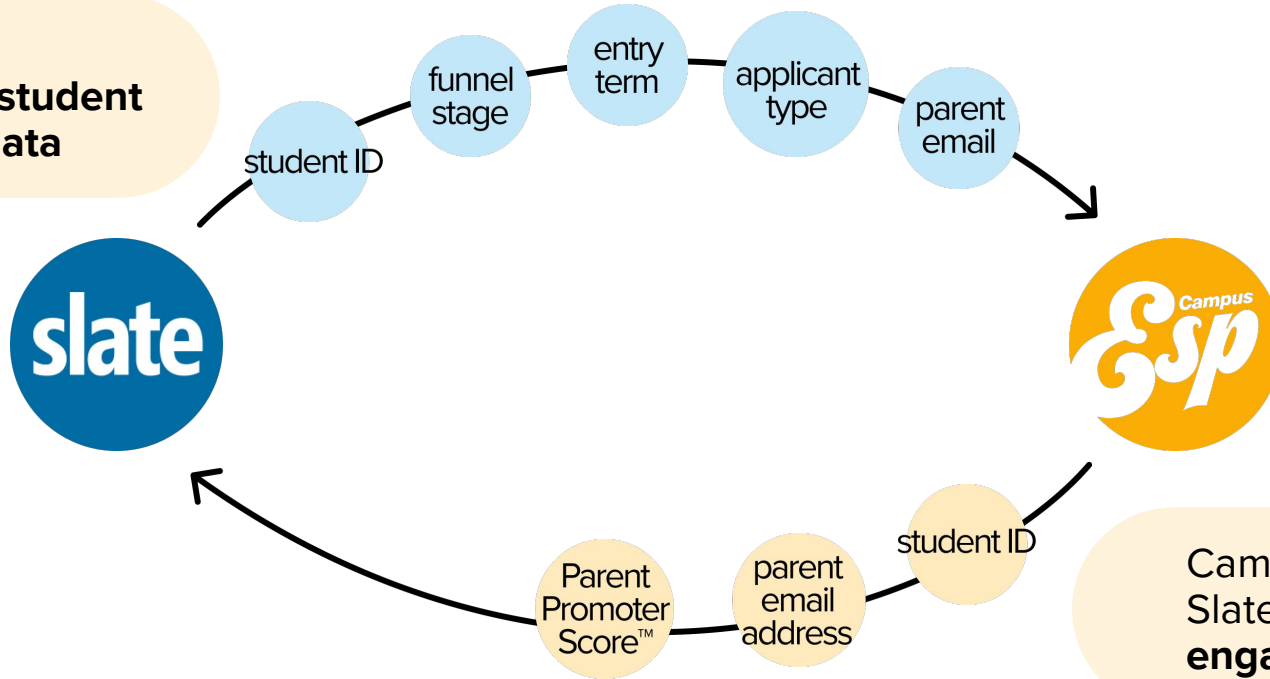


Track, score and rank parent interactions:

- ✓ Opened email?
- ✓ Clicked on post?
- ✓ Logged into portal?
- ✓ Replied to SMS?
- ✓ Completed profile?

Slate + CampusESP data integration

Slate sends
CampusESP **student
enrollment data**

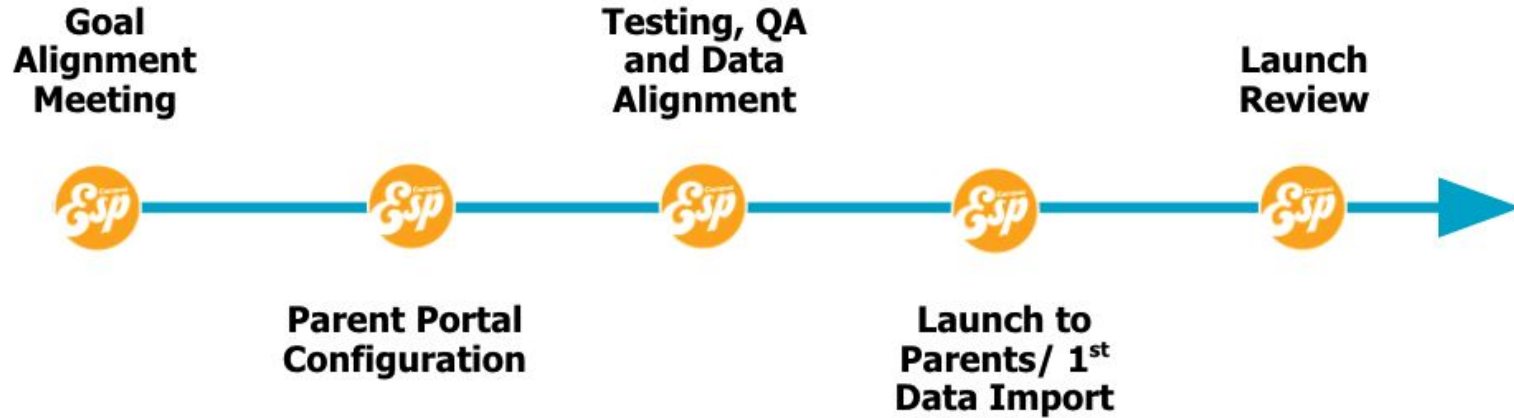


CampusESP sends
Slate sends **parent
engagement data**



Data transfers between the two platforms nightly on an sFTP server

Slate + CampusESP integration timeline

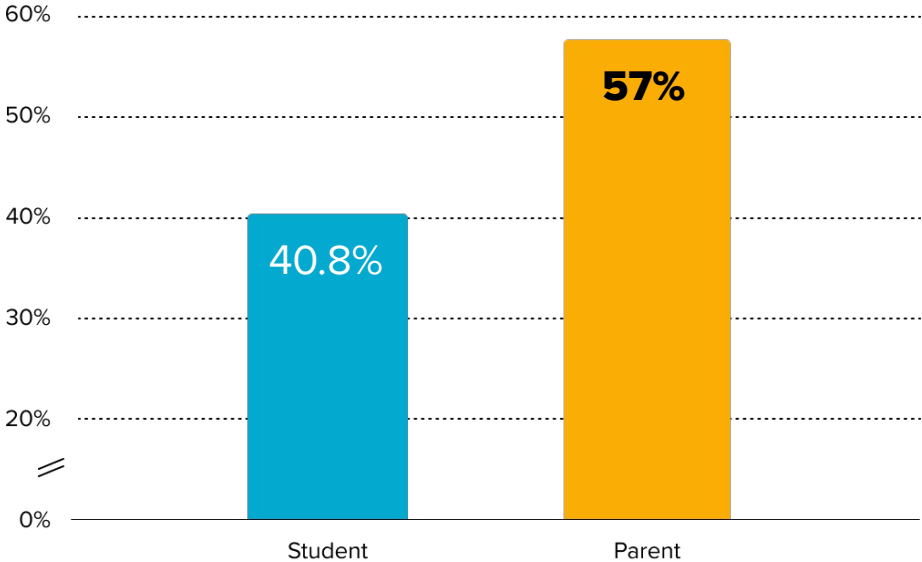


CampusESP can be **implemented in 3 weeks**
(including data integration with Slate!)

Prospective parents are easier to reach than their students

At the top of the funnel and the bottom of the funnel, **email open rates are higher for prospective parents than their students.**

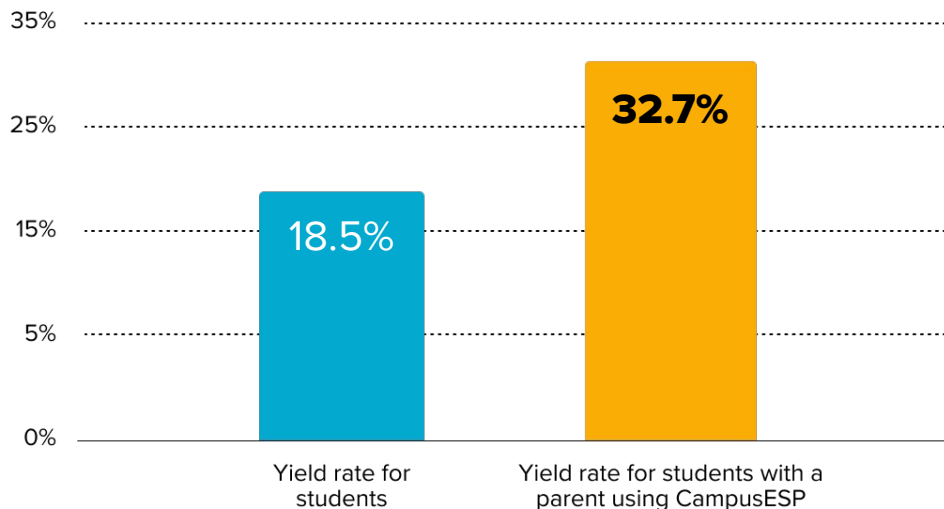
Email open rates at Webster



Students with engaged parents are more likely to enroll

For the 2 most recent recruitment cycles, students with a parent using CampusESP had an **average yield rate 14.2% higher.**

Admit-to-Deposit Yield Comparison at Webster



Parent yield rate comes from 4,793 parents of admitted and deposited students in the Fall 2022 and Fall 2023 cohorts

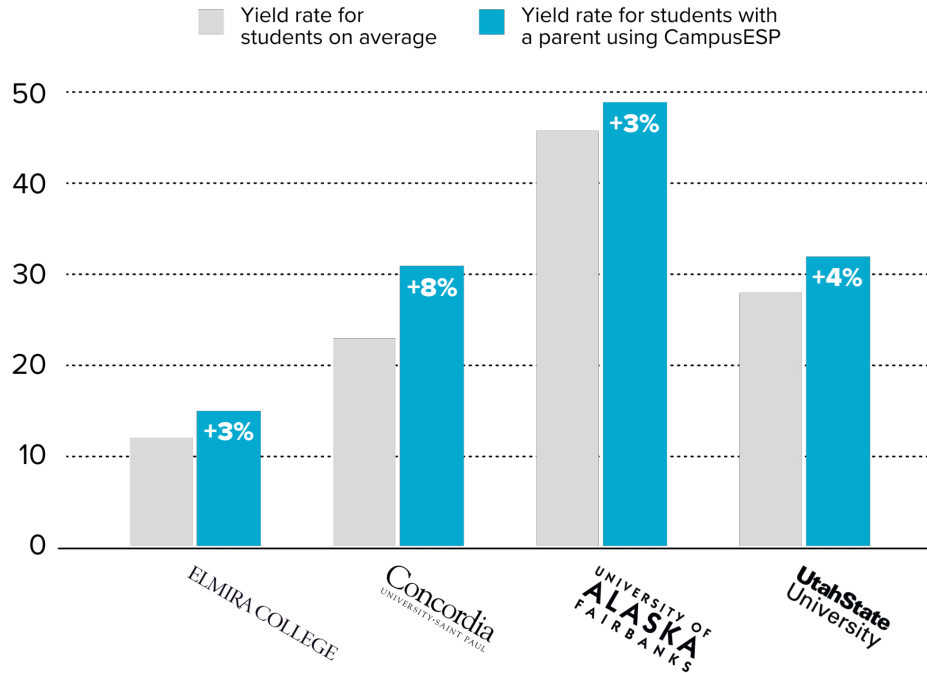
Parent engagement helps reduce summer melt



3%

less melt for students
with a parent using
CampusESP

Students with engaged parents are more likely to enroll.



Students with a parent using CampusESP have **yield rates**

5%

higher than average.





Thanks!



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