



RNL Student Search & Enrollment A Fresh Approach to Building Demand and Sustainable Enrollment

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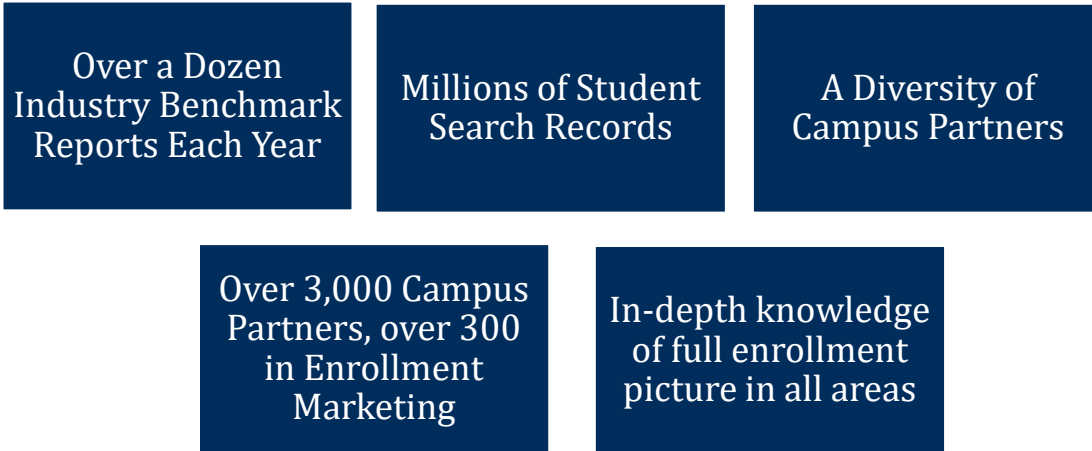
What you can expect

1. RNL Research and Current Trends
2. RNL Student Search & Enrollment Solutions
3. Success Stories
4. Takeaways

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and looking at it. In the foreground, the keyboard of a laptop is visible. The entire image has a blue tint. The text "RNL Research" is overlaid in the center in white.

RNL Research

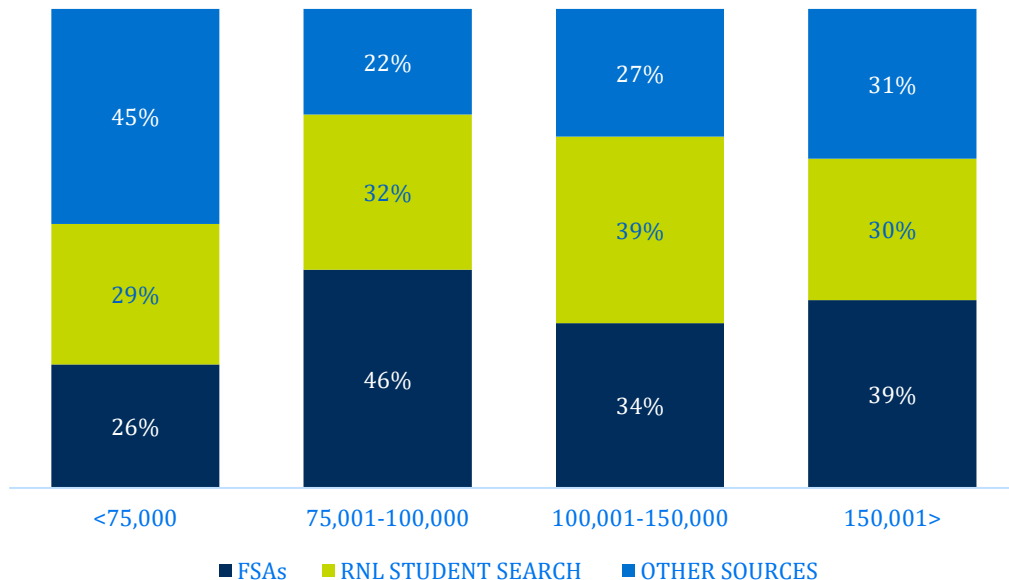
Research is the Foundation of RNL



Student Search Volume

Applications by sources for Private Institutions

All Applications by Sources

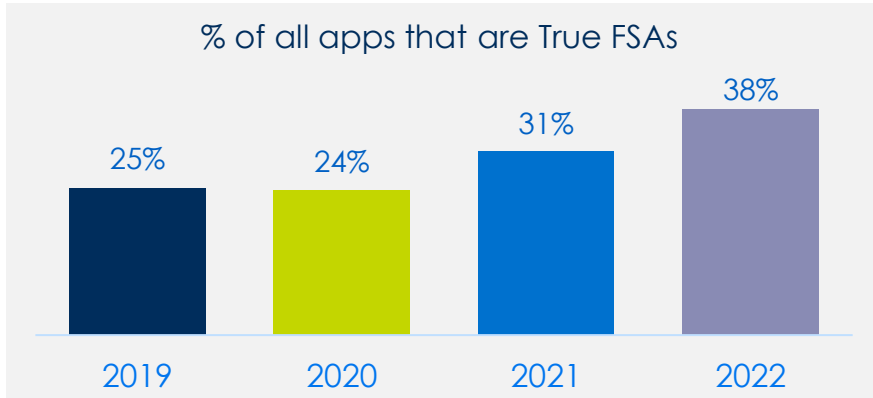


Volume is important.
Targeting is more important.

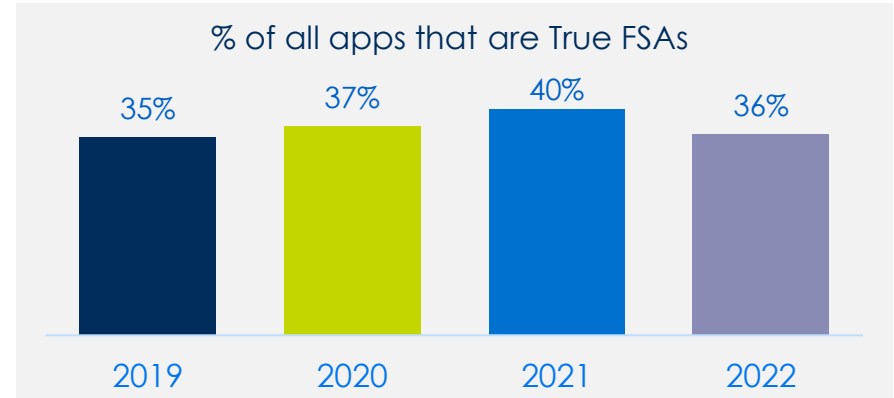
True First Source Applications

Stealth applicants remain an important group

Private Institutions



Public Institutions



Student Communication Priorities

Relying on different channels to find information

Online Communities

Students seek social interaction

74%

Have used online communities where students can interact with other interested students

Digital Advertising

Most students are clicking on digital ads

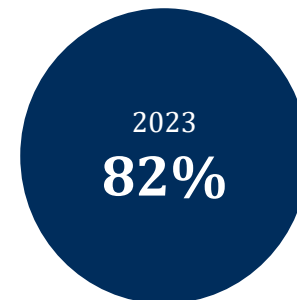
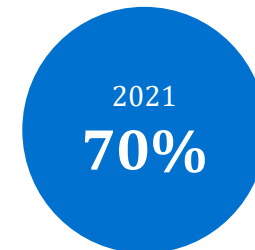
63%

of students have clicked on a digital ad from college

- 1) Didn't know about the school and wanted to learn more
- 2) Offer made in the ad was interesting
- 3) Thought they might find out something new about the school

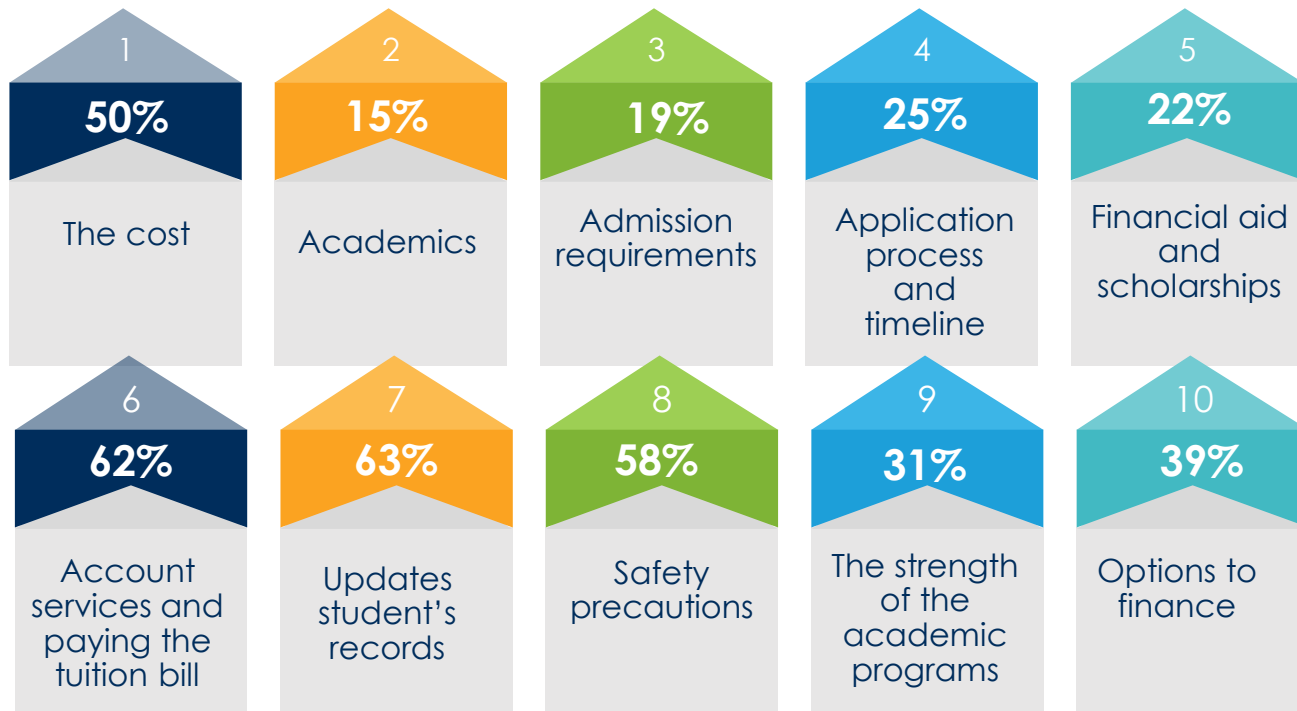
Videos

More students are watching videos from Institutions



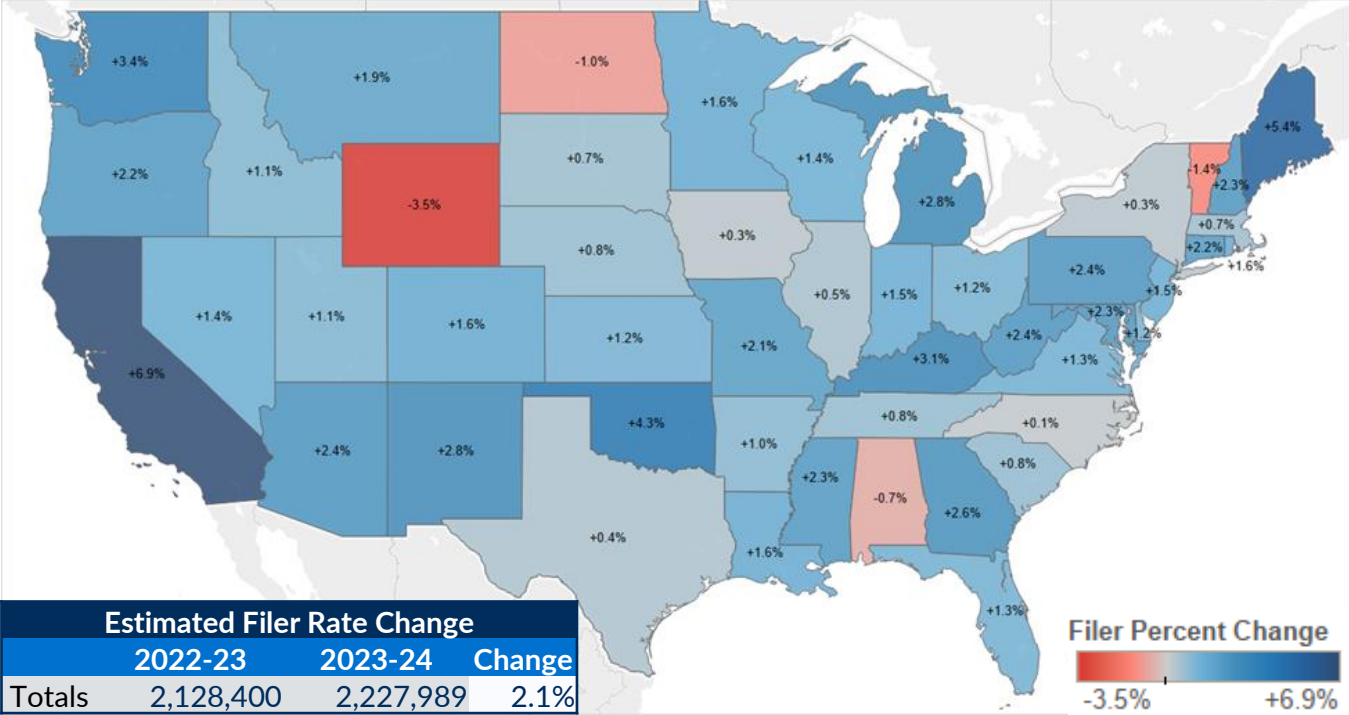
Family Communication Priorities

Matching Communication with Parent Priorities



Estimated FAFSA Filing Rates

National increases in FAFSA filing rates

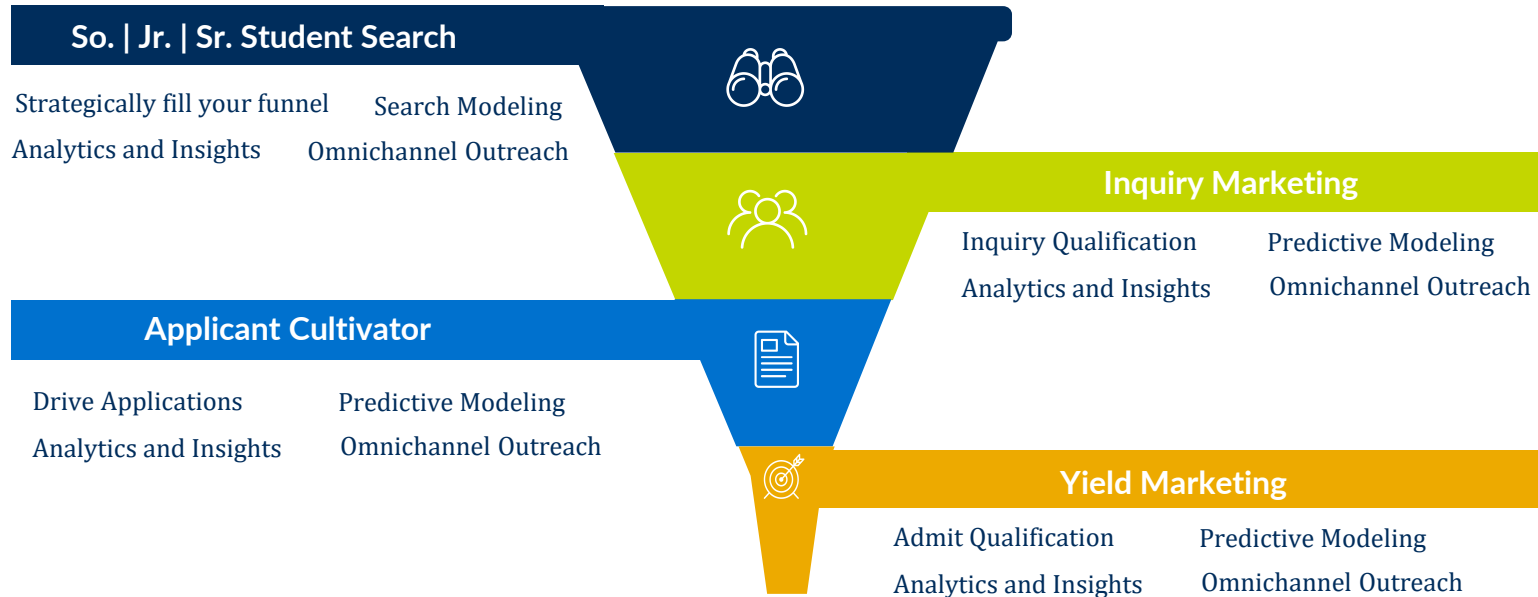


A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. In the center, the text "RNL Student Search & Enrollment" is written in a white, sans-serif font.

RNL Student Search & Enrollment

RNL Student Search & Enrollment

Solutions for the full student enrollment lifecycle



Build a Solid Foundation for Customized Outreach

Smarter Name Acquisition

SEARCH MODELING

- Predictive inquiry-to-application model for up to four markets
- Inform strategic decisions across all vendors and list sources

Target Search Messaging by Estimated EFC

RNL AFFORDABILITY PREDICTOR

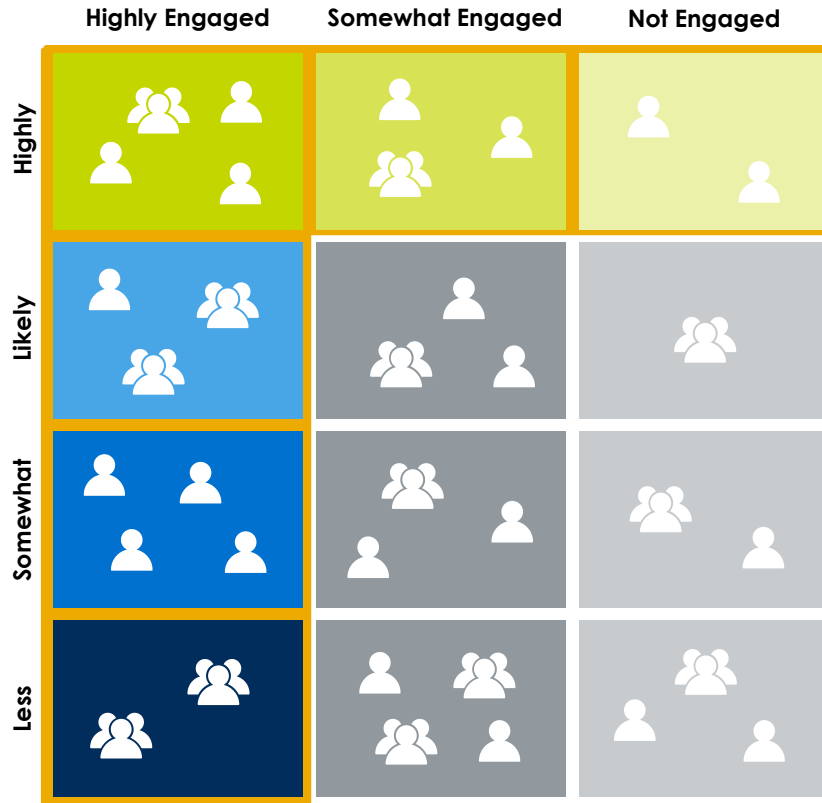
- A capability proprietary to RNL
- Establishes each student's likely EFC/SAI range (low, moderate, high)
- Provide more nuanced and specific aid-related outreach
- Inform affordability messaging earlier in the cycle

Convert and Yield

FORECASTPLUS™

- RNL inquiry-to-enrollment modeling combined with our survey results
- Focus on the right students with ongoing scoring
- Comprises the most powerful inquiry targeting tool in the industry

Data-Driven Prescriptive Action: Enhanced Analytics



Modeling

Inquiry, Applicant, Admit (Example)

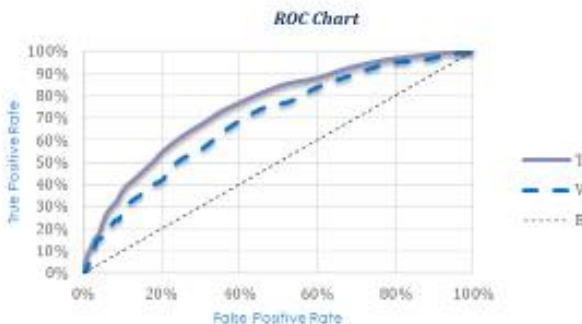
Action: Intensify marketing outreach for the students most likely to apply and those highly engaged.

Action: Optimize channel mix and test new strategies to drive engagement.

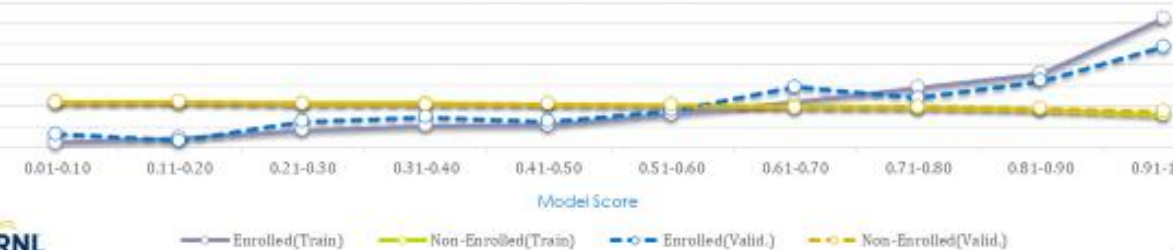
Analytics drives strategy and content for all audiences

Neural Network

Variable	Importance	Relative Strength
National Center Facility Code	1.00	33.5%
Major as Admit	0.68	22.8%
High School GPA	0.52	17.3%
Enrollment Segmentation Cluster	0.34	11.5%
Number of Days as Admit	0.24	7.9%
Home Level	0.21	7.0%



Distribution of Model Scores



Get actionable real-time data

Our analytics and dashboards layer in key attitudinal insights you can't get anywhere else.

Enable Student and Parent Connections

RNL Digital Student and Parent Engagement Platform

Parent Engagement



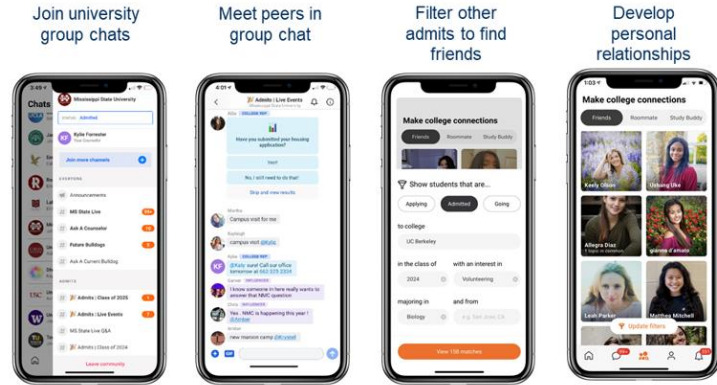
- Engage parents
- Qualify their interest
- Nudge their behavior
- Leverage the data



Students with a parent using the platform are nearly:

- **3x more likely to apply**
- **Yield rates up to 6% higher than average**
- **3x more likely to enroll**

Student Engagement

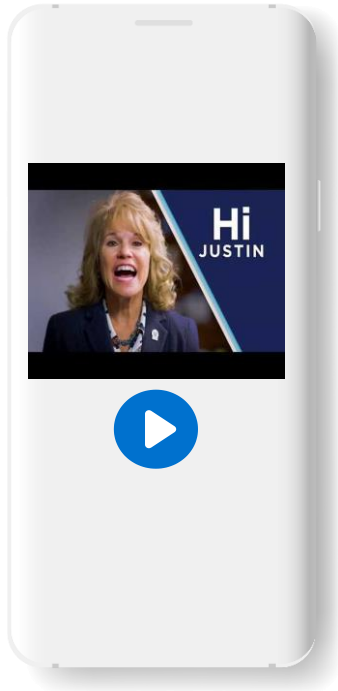


Students who engage on our platform have:

- **2x higher app rates**
- **4x higher deposit rates**
- **3x higher yield rates**

Make Connections through Personalized Videos

RNL Personalized Video



Personalized videos utilize data schools already have, to generate individualized videos with content that's highly relevant to each viewer.

When Personalized Videos are included:

- ***16 points higher click to open rate***
- ***4.5 higher click through rate***
- ***2x increased conversion rates***

Award Winning Creative

RNL received 10 awards from the 2023 Education Advertising Awards

XAVIER
UNIVERSITY OF LOUISIANA

FIND YOURSELF CHANGING THE WORLD

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At **Xavier University of Louisiana**, we motivate, educate and inspire students to be the change they want to see in the world.

Did You Know?

- XULA is a premier HBCU and the **ONLY** Catholic HBCU.
- We offer **50+ MAJORS** so you can pursue ANY passion.
- We're located on a safe campus in the heart of New Orleans.

EXPLORE HOW YOU CAN MAKE A DIFFERENCE

#1 In The Nation for African American graduates who go on to complete medical school - Association of American Medical Colleges

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1100 East Chestnut, New Orleans, LA 70125
admission@xula.edu
504.388.7088

<FIRSTNAME>, IT'S TIME TO HEAR FROM YOU!

Follow the instructions below and tell us what you want to know about XULA.

RESPOND USING ONE OF THE METHODS BELOW.

Text: 504.388.7088
Email: XULAenroll@xula.edu
or scan QR code and use invitation code: 48816747ENCODE

OR, mail to the card below.

FIND YOUR VOICE AT XAVIER UNIVERSITY OF LOUISIANA

<FIRSTNAME> ARE YOU PREPARED TO BE A DIFFERENCE-MAKER?

SCHEDULE YOUR VISIT
Be sure to come see us!
Schedule your visit at admission.xula.edu/portals/compass-visit
Or scan the QR code

The ONLY Catholic HBCU
Every Xavierite is called to contribute to the promotion of African just and humane society. As the only Catholic HBCU, we develop leaders of tomorrow.

Live and Learn in the Heart of New Orleans
At XULA, you'll earn a premier education while living in one of the world's most exciting cities. There's nothing quite like life in New Orleans. With great food, vibrant music, rich history and incredible culture, our years won't be enough time to see it all.

Join the excitement of New Orleans as you...
 - Enjoy one-of-a-kind traditions at the famous **Café Du Monde**.
 - Browse shops and malls throughout the **French Quarter**.
 - Visit the **New Orleans Museum of Art**.
 - Attend the **Crescent City BBQ** and **Beignet Festival** (in October).

XULA AT A GLANCE

- 50+ Academic Programs
- >80% qualify for need-based financial aid
- #1 Producing African American Doctors
- #3 Producing African American Pharmacists
- 100+ Active Club and Organizations

Being a Xavierite has been one of the most challenging and rewarding roles I have ever had. I learned very quickly that there was an expectation that we do not only do well, but that we succeed. Excellence is non-negotiable. When you come to Xavier, you're getting a college that will guide, nurture and truly care for you."

- Kristen McGowan, Pharmacy '25

BUSINESS REPLY MAIL
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SHOW UP WITH US

Connect with Mount Union

LEARN MORE

Thank you for your interest in the University of Mount Union. S@recipient.contact.firstname@MU. The first step to starting strong is showing up — and we're excited to begin this journey together.

Your next step is to **schedule a campus visit** to get a firsthand look at everything Mount Union has to offer.

Questions? Please contact us at admission@mountunion.edu or (800) 234-6882. We're ready to help!

VISIT

Connect Your Family
Let your family help with your college search. They can access our **Family Portal** for information about financial aid, academics, deadlines and more.

Get Ready to Apply

ACADEMICS
FINANCIAL AID
VISIT

f i t y t

Mount Union
The Original
1870 Oak Street
Akron, Ohio 44325
www.mountunion.edu
330.334.6882

Instagram post showing a student gaming.

SHOW YOUR DRIVE

17,238 Views

Laptop displaying the Xavier University website with a 'SHOW YOUR DRIVE' banner.



RNL Digital Boost

Building awareness through digital advertising



Drive website traffic, build awareness and affinity, and lift other communication channel performance



Engage known and stealth student audiences through multiple strategies, including: Geofencing, Custom Audience Targeting, Lookalike Audiences, Retargeting, and AI driven digital targeting



Monitor campaign performance and optimizations through real-time Digital Boost reporting dashboards





Success Stories

A Midwestern, Private University

	Apps	Admits	Deposits	NSO
2022	2,323	1,390	351	395
2023	4,385	2,174	514	489

RNL Solutions:

Student Search
Applicant Cultivator
ForecastPlus
Advanced Financial Aid Services

They added **ForecastPlus** and **AFAS** in 2022 to compliment RNL Search and Applicant Cultivator. They saw:

- Application volume increase by 88%
- Admit rate decreased by 10%
- Deposits increased by 46%

	Inquiries	Apps	Admits	Deposits
2022	8661	3385	2819	435
2023	12659	3545	2873	508

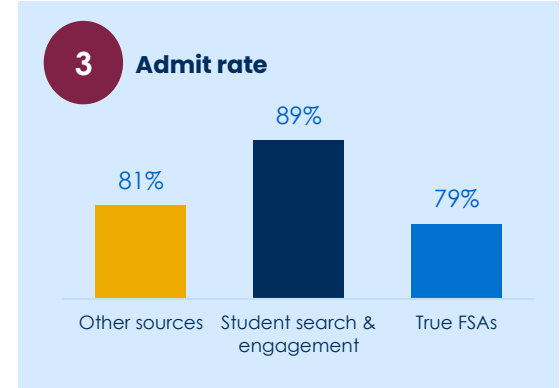
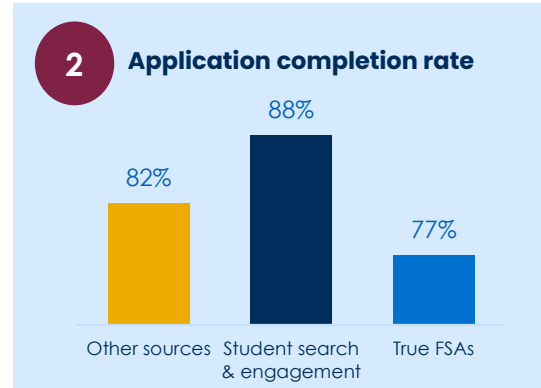
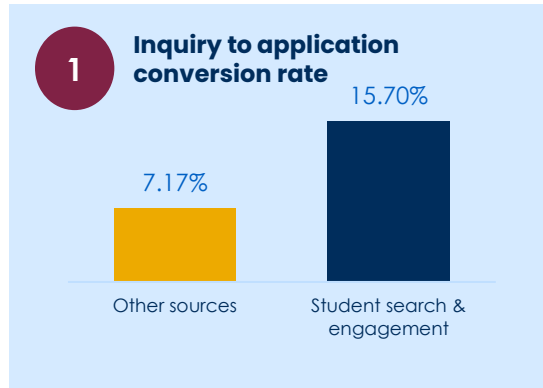
Solutions:
Student Search
Applicant Cultivator
ForecastPlus
Admit Marketing

- Inquiries increased by 46%
- Applications increased by 5%
- Deposits increased by 17%
- RNL Searched Students represent 35% of applicant pool
- Inquiry to App conversion rate is 13 points higher for RNL Searched Students

RNL Search Conversion

Student Search & Enrollment provides lift for down-funnel conversion

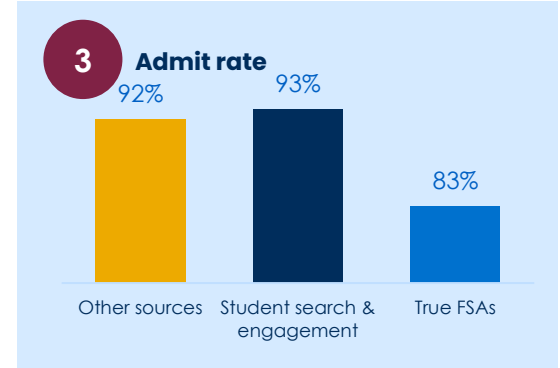
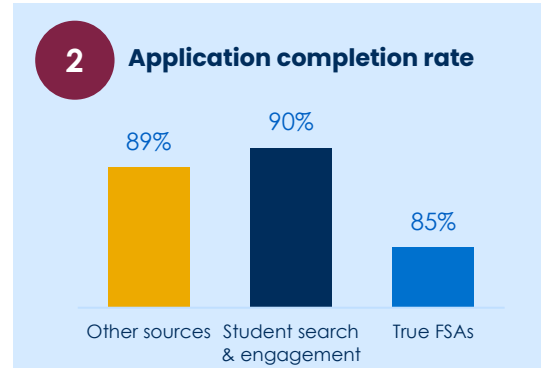
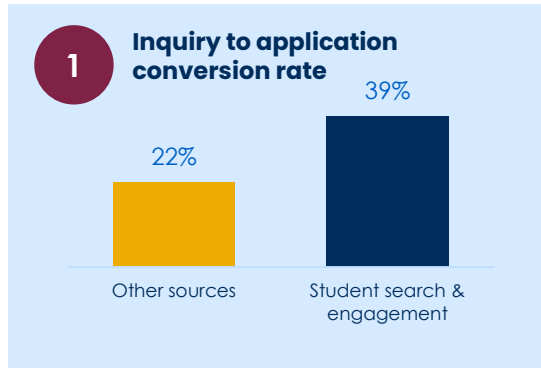
Private Institutions



RNL Search Conversion

Student Search & Engagement provides lift for down-funnel conversion

Public Institutions



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and looking at the screen. In the foreground, the keyboard of a laptop is visible. The entire image is overlaid with a semi-transparent blue filter.

Takeaways

Model your way to success



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

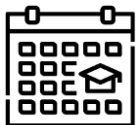
As the high school population flattens and competition increases in your markets, modeling will help you find new revenue pockets.



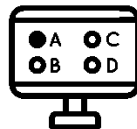
Efficiently Plan Counselor Activity

Link advertising and marketing activity to your sales activity. Pre-expose your travel markets and focus on the right places to drive enrollment

Parents/Guardians want information too



Keep in mind what families want to know and when they need to know it



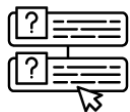
Clearly explain the application process (steps, deadlines)



Make information free of admissions jargon and accessible



Information regarding academic programs, majors, and minors should be easily found and explained in simple terms and tied to outcomes

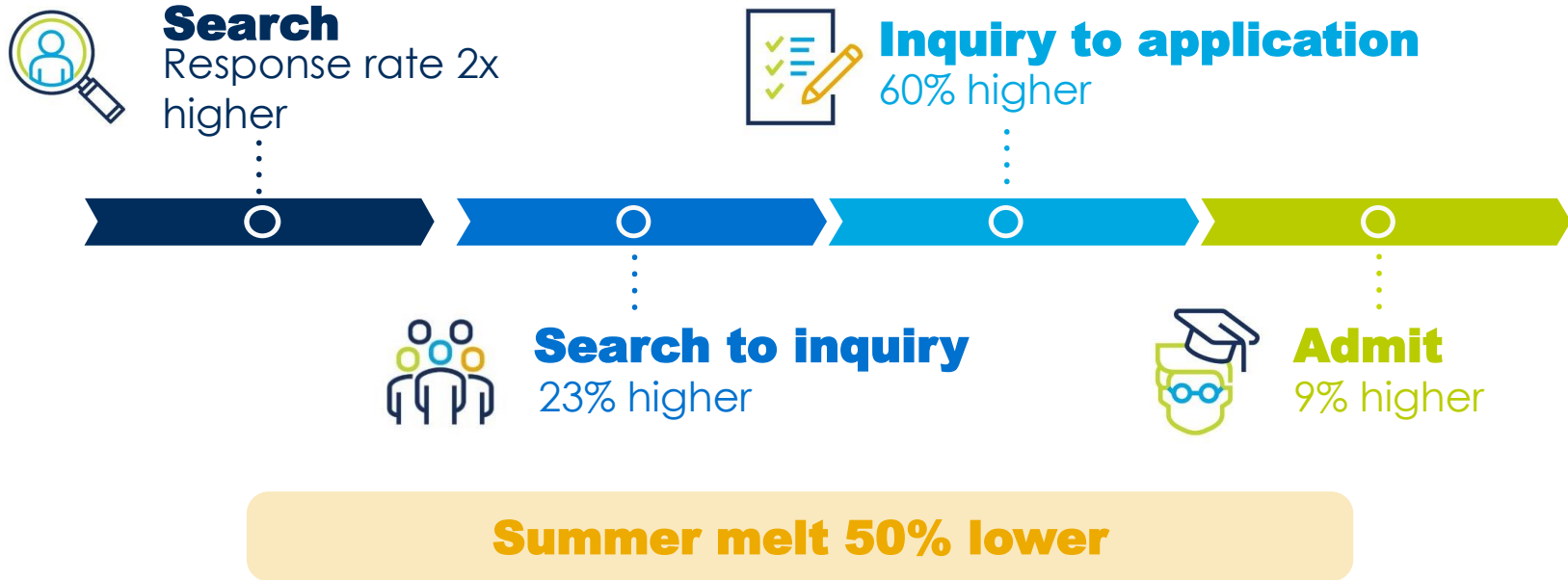


Invite families to ask questions by providing contact information and ensuring all questions are answered in a timely manner



Student search and engagement campaigns
Personalized videos for other stages of the funnel

Student and Parent Connections Lift Conversion



Thank You

Please send questions to

Austen.Kelso@ruffalonl.com



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FAFSA Submission Volumes

1. The year describes the year students will be enrolled in college. For example, FAFSA filed for 2023-24 will be for the academic enrollment year of 2023-24.
2. Counts are of first-time filers no older than 19 at the cutoff date who will have received their high school diploma by the start of the school year to which they are applying for aid. This is a slight change from previous years, but the comparison information has been pulled for both years to provide easier comparisons.
3. Schools with fewer than 5 FAFSA's are not counted – results are a proxy for filer rates – figures do not reflect the total number of FAFSA's submitted.