



RNL Enable

Optimizing your Communication,
Engagement, and Nurturing Capabilities to
Drive Enrollment Success

Charles Ramos

*Vice President, Graduate and Online Enrollment
Management*

Kelsey Freidel Nelson

Associate Vice President, Partnership Engagement

A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the background, a large, multi-story building with a central dome and a spire is visible. The scene is framed by the arches, and there are trees and a lawn in the middle ground.

What is Enable?

RNL Enable



Comprehensive Solutions

What makes Enable unique?



Enrollment focused, rather than being driven by lead generation



Aligned, omni-channel approach to marketing

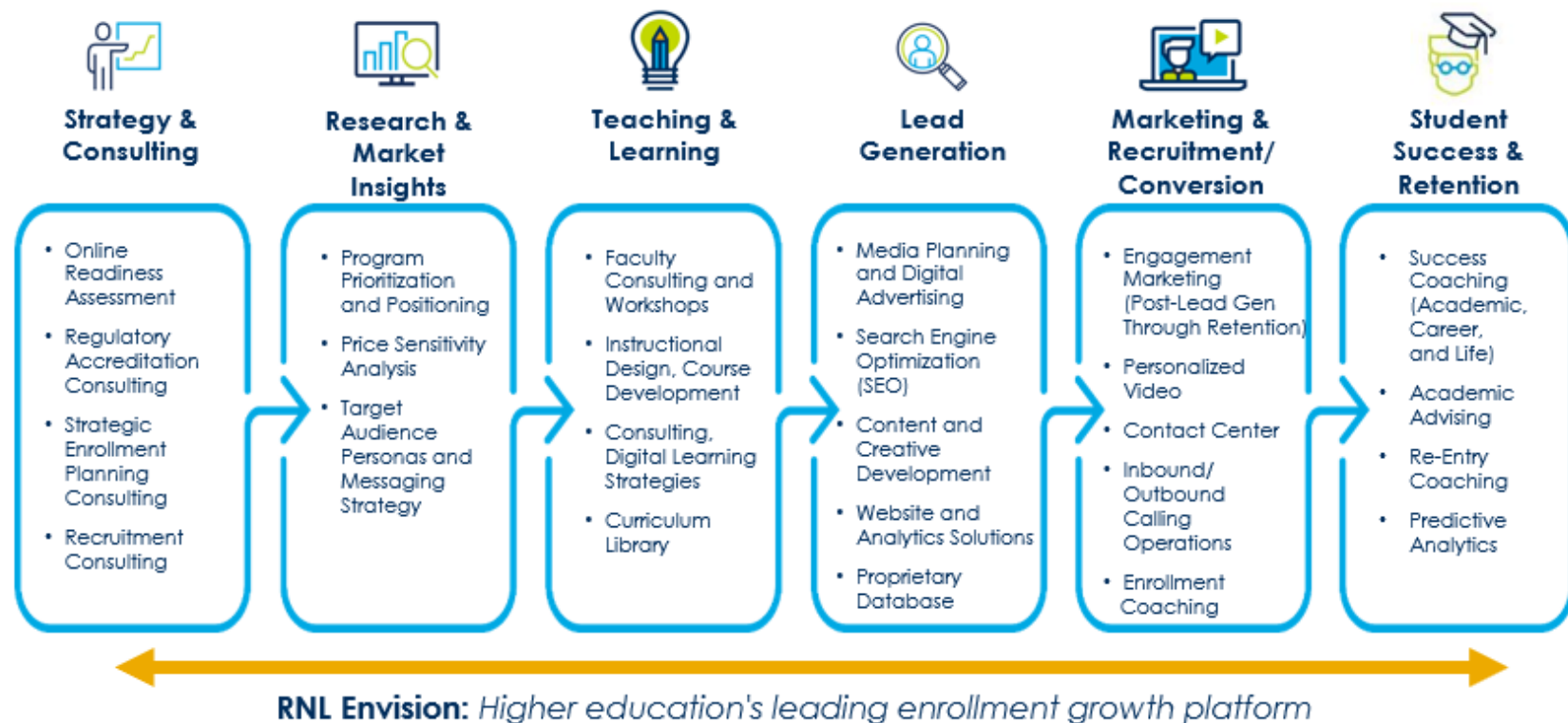


High utilization of in-house services



Agile strategies can be adjusted to fit goals

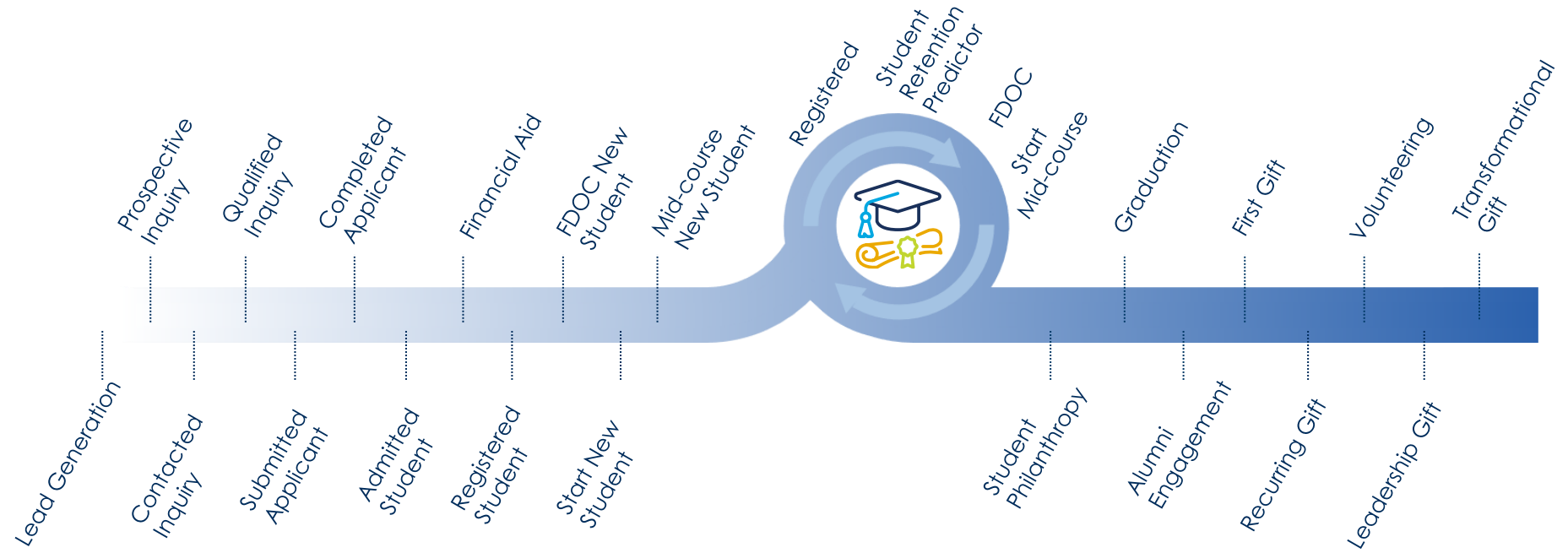
RNL: Transforming Enrollment Success



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. The text 'Centralize the Student Journey' is centered in white, sans-serif font.

Centralize the Student Journey

How RNL Engages Students Across the Lifecycle



Expertise and Insights, Analytics and Surveys



Phase 1

Maximizing Lead Conversion

Marketing + Recruitment

Increase Conversions



Omni-channel campaigns include email, inbound/outbound calling, texting, personalized videos, and digital retargeting.

BRAND DIRECT METHODOLOGY

BRAND DIRECT

Strikes a Balance Between Brand Message + Drive for Action

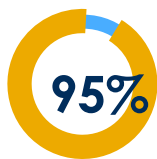


Speed to Inquiry: Qualified Inquiry

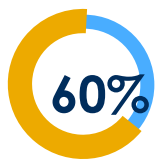


Why it works

*Prospective students are **contacted and qualified***



Attempted contact
within 60 seconds



Contact rate

- **Upon inquiry, RNL deploys an omni-channel strategy** to drive contact and qualification using text, phone, email, and voicemail to ensure speed to inquiry.
- **Qualification is defined as a two-way conversation** with a prospective student that meets the institutional criteria. RNL then progresses the qualified inquiry to the next stage in the enrollment funnel.



Phase 2

Focusing on Engagement

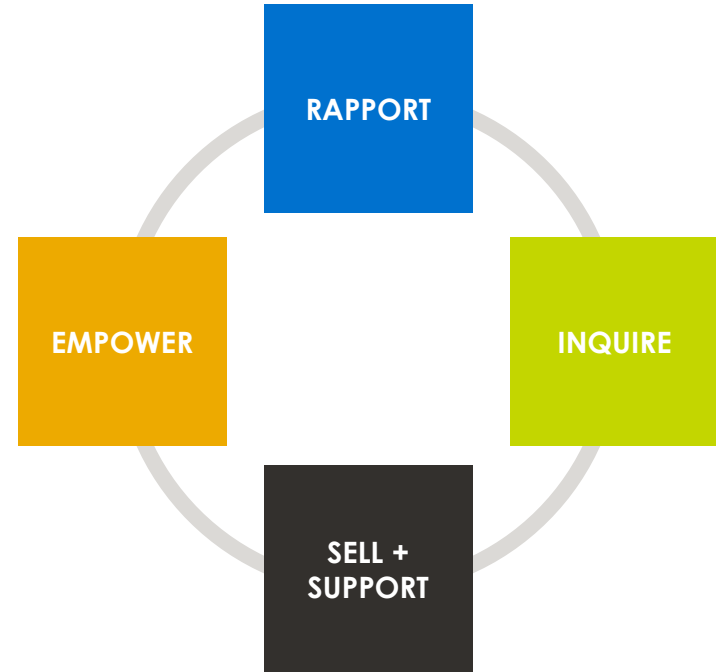
Culture of Coaching + the RISE Model

RAPPORT: Establish a strong foundation to build a lasting and successful relationship with each student.

INQUIRE: Ask powerful and thought-provoking questions. Understand the student's core objectives along with their motivations and objections.

SELL + SUPPORT: Help students with guidance, information, process support, and an understanding of specific admissions and program requirements from inquiry to graduation.

EMPOWER: Enable students to take ownership of their own actions, journey, and goals.

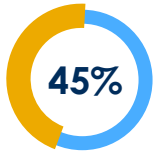


Application Support: Submitted Applicant



How it is applied

Prospective students are coached to submit the application



Qualified inquiries
to submitted
applicant



Days from qualified
inquiry to submitted
applicant

- **RNL manages an omni-channel engagement strategy** to ensure hyper personalization using text, phone, email, personalized video, and digital retargeting with the call to action of applying.
- **Using the RISE model of coaching**, RNL's Enrollment Coaches coach the prospective student to the Application stage. The Enrollment Coach shares the benefits and value while capturing the prospective student's motivations and obstacles. In addition, the Enrollment Coach provides support and guidance as a student completes the online application.

Application Management: Completed Applicant

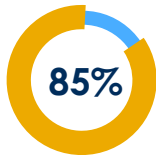


How it is applied

Prospective students are coached to complete their application



Submitted applicant to completed applicant rate



Applications are completed within 21 days from submitted applicant

- **RNL manages an omni-channel engagement strategy** to ensure hyper personalization using text, phone, email, personalized video, and digital retargeting with the call to action of completing the application.
- **The Enrollment Operations team** offers the prospective student Enrollment Coaching and Application Documentation. This includes managing the Transcript Request process as well as assisting with other document collection needs required by the institution. RNL delivers Completed Applicants electronically to the institution for Admission Decisions.



Phase 3

Optimizing Yield and Enrollment

Registration: Registered Student

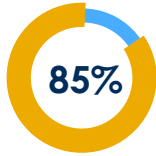


How it helps

Prospective students are coached to register for classes



Hours from admitted to registered



Admitted student to registered new student rate

- **RNL manages an omni-channel engagement strategy** to ensure hyper-personalization using text, phone, email, personalized video, and digital retargeting with the call to action of Registration for Start
- **Once a Prospective Student has been admitted** to the institution, RNL Coaches provide the proactive outreach, support, and coaching to Register the Admitted Student.
- **Using the RISE Model of Coaching, RNL's Coaches** will help the Admitted Student develop a plan for their academic success, highlight the Student Support available, as well as reinforce the value and benefits of the institution.

Enrollment: New Start



How it helps

Prospective students are coached to new student start



Qualified inquiry to new student start conversion rate



Annual starts per enrollment coach

- **RNL manages an omni-channel engagement strategy** to ensure hyper-personalization using text, phone, email, personalized video, and digital retargeting.
- **RNL will be an extension of the institution.** From the initial point of Inquiry to the Start, RNL's Enrollment Operations team will manage the student enrollment experience. The RNL team will rely on best practices and benchmarks for student engagement, roster management, and conversion strategies.
- **Using the RISE model of coaching,** RNL's enrollment team will coach the prospective student to the start. Along the way, the Enrollment Coach shares the institutional benefits and reinforces the value while capturing the prospective student's motivations and obstacles. In addition, the Enrollment Coach provides support and guidance as a student progresses through the student lifecycle milestones ensuring that the prospective student is prepared to begin his/her academic career.



Phase 4

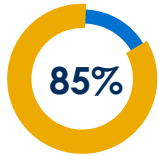
***Enhancing Retention and
Persistence to Graduation***

Persistence: Success Coaching



Why it is successful

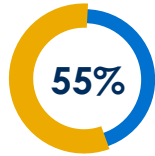
Students have started their first academic period and are encouraged through graduation



Undergraduate
session 1-2
persistence rate



Graduate session 1-2
persistence rate



6 month
re-entry pool
starting each
period

- **RNL manages an omni-channel engagement strategy** to ensure hyper-personalization using text, phone, email, and digital retargeting to improve persistence, retention and graduation rates.
- **Using the RISE Model of coaching**, the Success Coach will provide proactive and intentional coaching. Once a prospective student is Admitted, a Success Coach will engage with the student to help them Register and will continue providing coaching through Graduation. Understanding the student motivations and barriers, the Success Coach will provide the student with Academic, Career, and Life coaching. In addition, the Success Coach will work closely with the student to connect them with the various resources provided by the institution.
- **In the event that the student stops out for any reason**, the Success Coach will be responsible for helping the student to re-enter.

Persistence: Re-entry Success Coaching

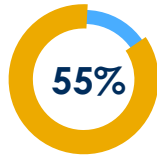


Why it is successful

Students have started their first academic period and are encouraged through graduation



Ratio of inactive students to success coach



6 month re-entry pool starting each period

- **RNL manages an omni-channel engagement strategy** to ensure hyper personalization using text, phone, email, and digital retargeting to improve persistence, retention and graduation rates.
- **Using the RISE Model of coaching**, the Success Coach will provide proactive and intentional coaching to students who are not currently enrolled or active in a course. The Success Coach will be responsible for helping the student to re-enter leveraging the student motivations and helping to overcome any barriers. The Success Coach will provide the student with Academic, Career and Life coaching.
- **In addition, the Success Coach** will work closely with the student to connect them with the various resources provided by the institution.



Proven Results

Enable Success

Demonstrated results driving enrollment growth

2X MORE QUALIFIED LEADS

RNL doubled qualified inquiries from a previous agency and **increased organic web requests by 97%**.

5X LEAD-TO-APPLICATION RATE

Our clients have cultivated more leads, increasing the lead-to-application rate by **5x in the first six months after leaving their previous provider.**

2X-3X ENROLLMENT RESULTS

Clients have experienced double and triple enrollments when partnering with RNL, **increasing net tuition revenue in the process.**



“

“In launching our first online degree program for Brown University, we knew we were entering a competitive landscape in higher education. RNL helped us navigate this space and leveraged their expertise in marketing and recruitment, while supporting Brown’s commitment to building a diverse class of future public health leaders.”

Jennifer Nazareno

*Interim Associate Dean, Academic Affairs & Innovation &
Academic Director OMPH, School of Public Health*

Brown University



Thank You!

Charles Ramos, Vice President, Graduate and Online Enrollment Management

Kelsey Freidel Nelson, Associate Vice President, Partnership Engagement