



Say What? Meeting the Communication Expectations of Today's Gen Z's

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Who are they?



Digital Natives

Generation Z students are both a student and a customer



Need for speed



Rise in consumer mentalities



"Me" centric view of the world



Meaningful connections

NETFLIX



amazon



**Multi-taskers
Visual
Authentic**



Opinions Matter

Building Trust with the Decision Makers

Gen Z Parents



Cost/Debt

Uncertainty of the value

Anxious about safety and
well-being



**Campus
experience and
face-to-face
communication**

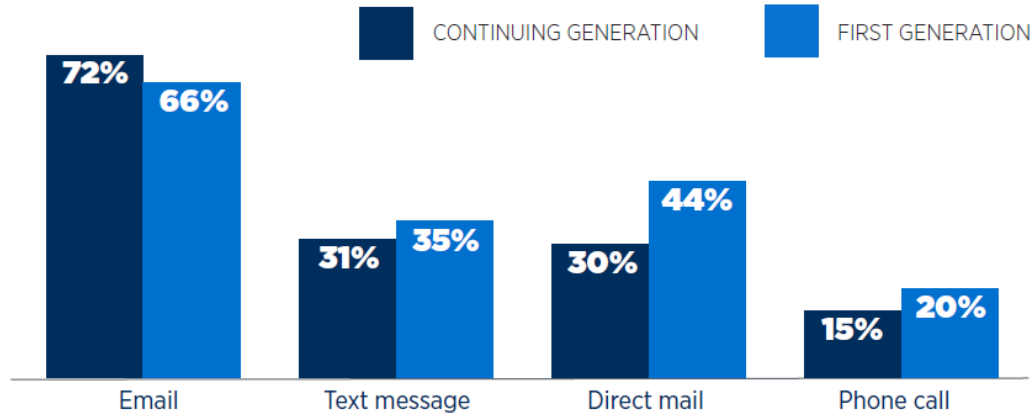




What does the
research show?

Preferred Communication Channels To Receive Information

CHANNEL	12 TH GRADE	11 TH GRADE	10 TH GRADE
Email	72%	69%	66%
Text message	34%	28%	32%
Direct mail	31%	44%	40%
Phone call	18%	15%	14%



What makes an email “memorable”?

It was from one of the schools they were interested in.

They used their name, and that made them feel special.

They were simple, and they could understand them.

They were positive messages.

They used humor (they were funny!)

They had a link to a video.

The content was interesting in a way that left them wanting to know more.

They were honest and straightforward (no gimmicks).

They had a link to a virtual tour.

They invited them to visit (an easy way to schedule).

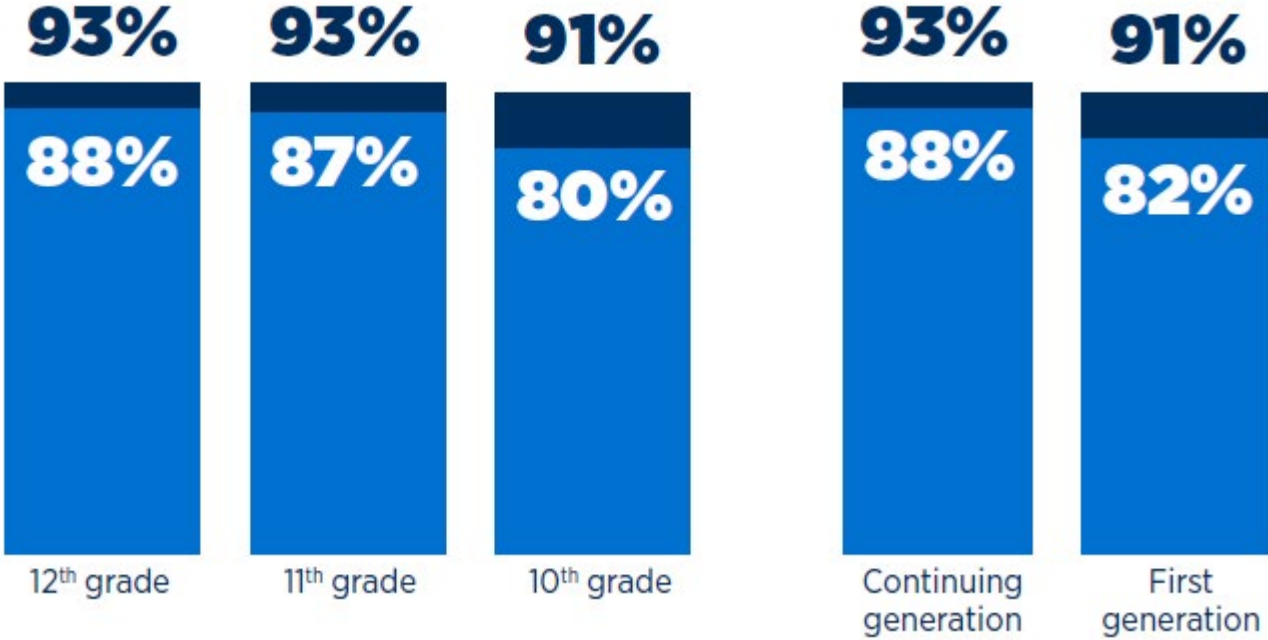
They invited them to meet with a rep who was going to be in their high school or in their area.

They invited them to ask a question from a live person (via chat).



Use & Helpfulness of College Websites

■ USE IT
■ HELPFUL



Other planning resources and channels

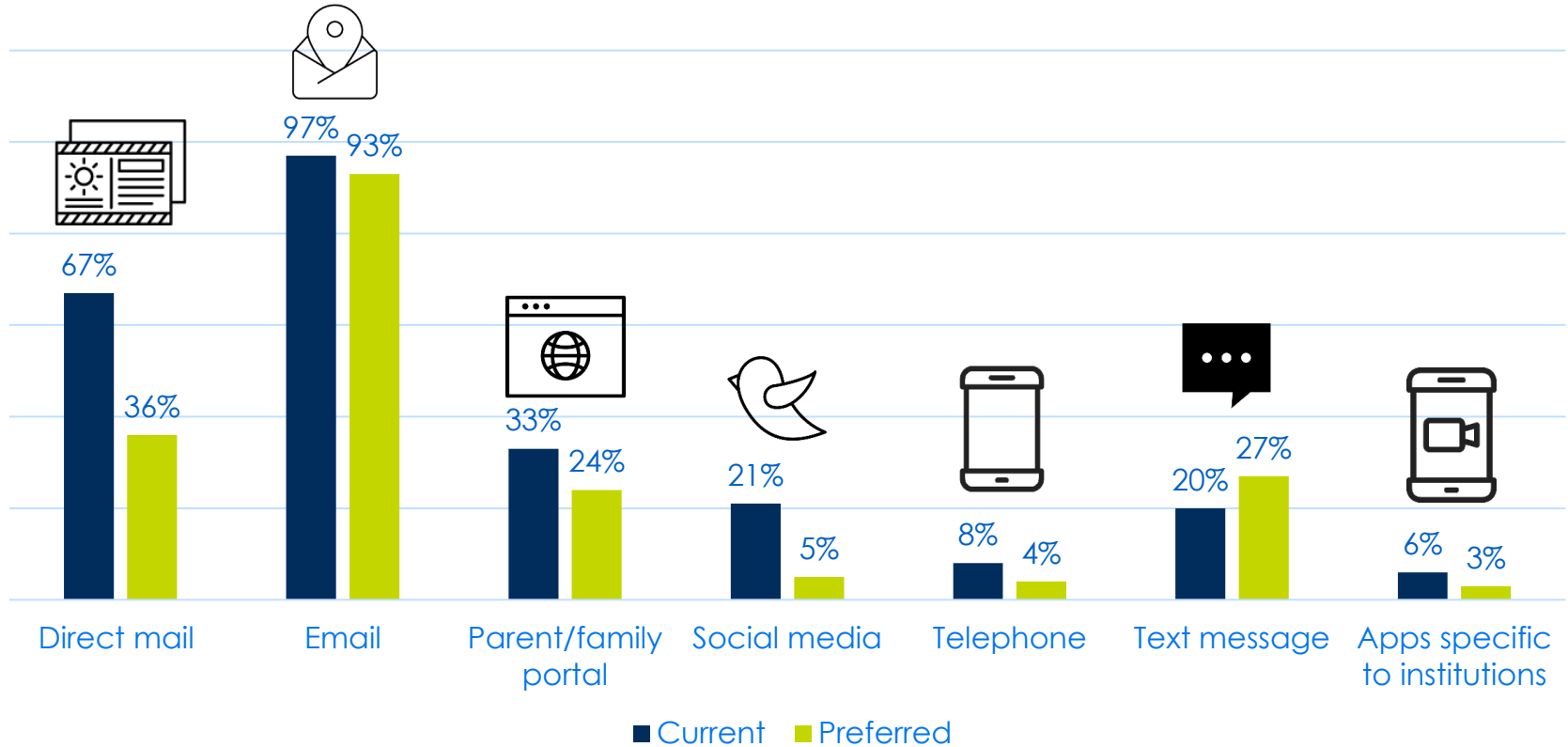
Digital Ads- 63% are clicking online ads (Google Search, Instagram, Tik Tok, and YouTube)

Video- 82% are viewing as part of planning process

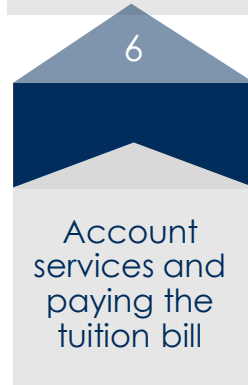
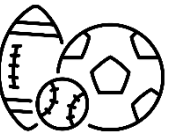
Social Media- 78% use it (Instagram, YouTube, and Tik Tok)

Live Chats- 1 in 3 student use this

Communication Channels- Families



Top Ten Information Topics for Families



Its Noisy Out There!

Number of contacts by funnel stage to high school students

PRIVATE INSTITUTIONS

11

Purchased names

14

Inquiries

13

Applicants

15

Admits

13

Deposit

PUBLIC INSTITUTIONS

8

Purchased names

11

Inquiries

10

Applicants

13

Admits

9

Deposit



Instant Gratification

2022 RNL online recruitment report



Students demand personalized attention and a speedy response. They reward programs that meet these expectations.

TABLE 33: EXPECTED RESPONSE TIMES AFTER FIRST INQUIRY	UNDER-GRADUATE DEGREE	GRADUATE DEGREE	NON-DEGREE
Personalized email			
Immediately	27%	19%	17%
Within 3 hours	21%	20%	20%
Within a day	29%	26%	33%
More than 1 day	23%	36%	30%
Text message			
Immediately	27%	24%	20%
Within 3 hours	25%	27%	35%
Within a day	25%	23%	25%
More than 1 day	23%	27%	21%
Phone call			
Immediately	29%	24%	25%
Within 3 hours	19%	20%	20%
Within a day	26%	26%	28%
More than 1 day	26%	31%	27%



Putting the plan
together

Right Message, Right Student, Right Time

Multi Channel

- deeper engagement towards your website

Build and sustain relationships

- 6-24+ months, persistence

Combination of nurture versus directive

- authentic, concise, nudge/not nag

Targeted, segmented, personalized

- me-centric, relevance

Timely

- when it matters

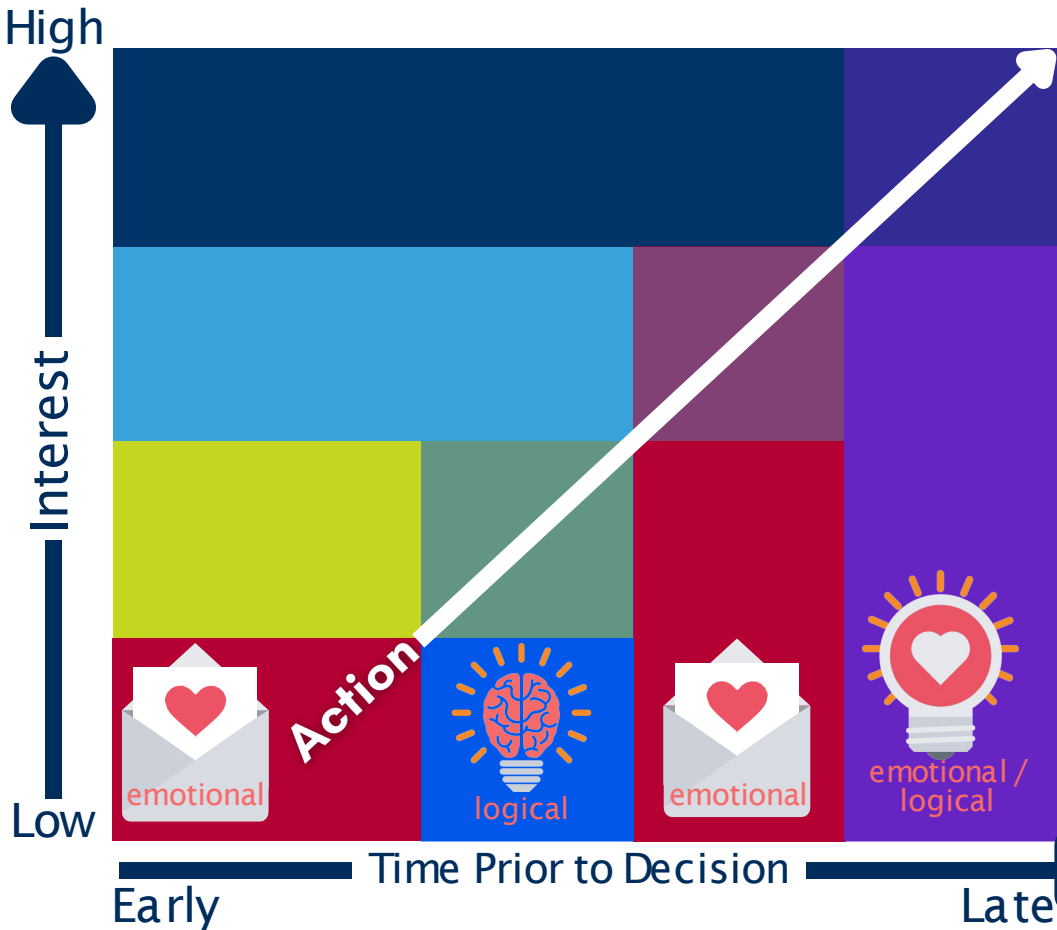
Appreciation of the influencers

- importance of others in their decision

Convince the moveable middle



Shift Appeals Over Time: Logical / Emotional



The locus for decision making shifts across college inquiry, search and selection.

Messages and mode must adjust to ensure resonance and to compel action.



It's not all about you! Shift the lens to the Student Experience

Institution Forward



Student Forward



Are you swipe-right material?

Someone is interested!

They may be interested in lots of others as well.

Old Message	Meaning	Shift to...	New Message
"Thank you for your recent application."	Something happened to us.	You've done something/are experiencing something.	"We're honored! You've taken a huge step toward a better future by applying to RNL, and we're thrilled! We can't wait to see all you'll achieve."
<ul style="list-style-type: none">• "Please send us your transcripts."• "Watch your inbox."• "Complete the FAFSA."• "Sign up for orientation."	We need you to do something that may seem hard or impossible to you.	You've proven you can do this, and we're here to help you every step of the way.	"From here on out, you'll have RNL to support each step of the process. Let's keep going..."
"If you plan to transfer in credits, then...otherwise..."	If X, then Y... or if A, then B.	We've personalized your plan based on what we know about you.	"It looks like you've got some college credits you'd like to transfer to RNL. Great! You're already on your way to your degree..."



Story Telling: Logical versus Emotional

Relatable



Relevant

Repeatable

Inspirational

Shift from What to Why

Great Marketing Teams sell feelings, not products

			
Rolex sells status, not watches	Supreme sells scarcity, not clothing	Harley Davidson sells a lifestyle, not bikes	Apple sells simplicity and style, not electronics

Proof Points that Matter

Logical Appeals



Credentials



Outcomes



ROI



Stats

Emotional Appeals (show rather than tell)

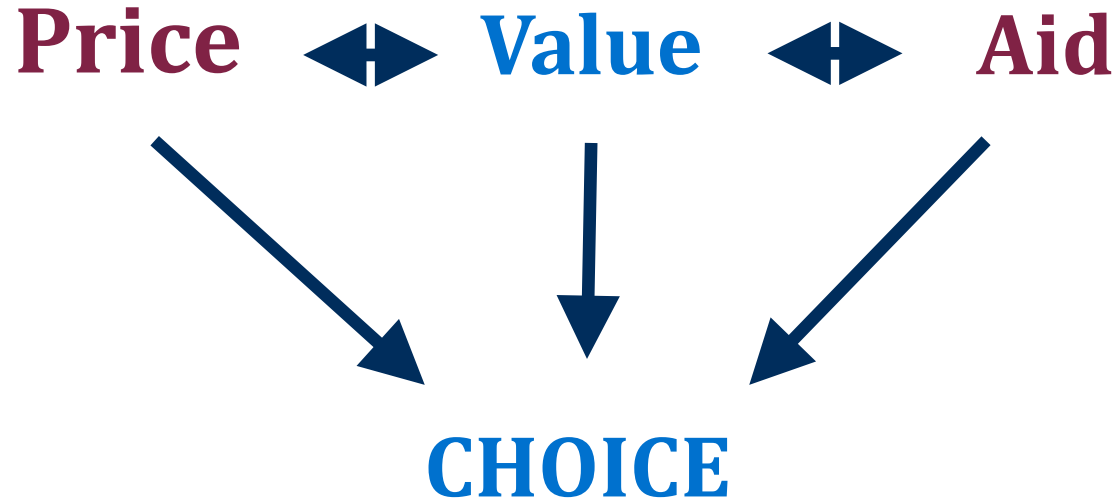
Student experiences

Graduate profiles/testimonials

Peer mentor relationships

Location (what does it 'feel' like)

Student are willing to pay more for that which they value greater



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a black smartphone in their right hand, positioned over the keyboard of a laptop. The entire scene is overlaid with a semi-transparent blue filter. Centered on the image is white text in a clean, sans-serif font.

We've got a bite!
Let's do an exercise

We've got a bite! Now what?

Too often, colleges are responding to inquiring students with their prospecting pitch instead of curating information to the student's interests, needs, and values.



I love pie, and I have been thinking about pie all day.
What pie do you have, and how good is it?



We have **turkey dinner**, and amazing **beverages**, and we're **well-priced**, and this place is **beautiful!**

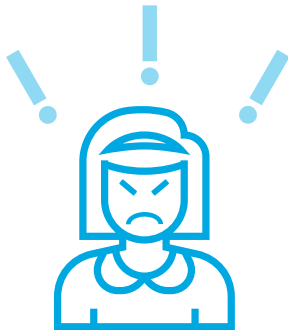


We've got a bite! Now what?

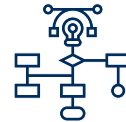
Too often, colleges are responding to inquiring students with process points, college jargon, or in a sterile, institutional tone rather than warmly encouraging engagement based on the student's interests and values.



I love pie, and I have been thinking about pie all day. What pie do you have, and how good is it?



Here is the **nutrition information** for some **pies**. Here is a **guide** on the **process** for **eating** a pie.

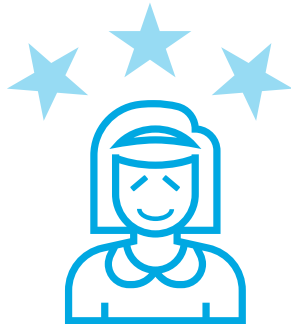


We've got a bite! Now what?

After you prove your value in what the student thinks they want to know, you can over-deliver and delight with other key values and points of distinction.



I love pie, and I have been thinking about pie all day.
What pie do you have, and how good is it?



You've come to the right place! Our pies have been voted best in the county for the last three years!

We'd also love to offer you this bouquet of flowers from our organic garden.



Navigating the process can be hard!

Path of Least Resistance is to stop

Maintain Momentum



Acknowledge

- You've done something important which matters to you

Reassure

- It's easy to take the next step

Reaffirm

- You have support- we're here for you because we care



Putting it
together

Things to Remember when Building your plan

Mind Set

Mobile 1st Mind-set

Balance nurturing and be concise

Have strong visuals (photos and video)

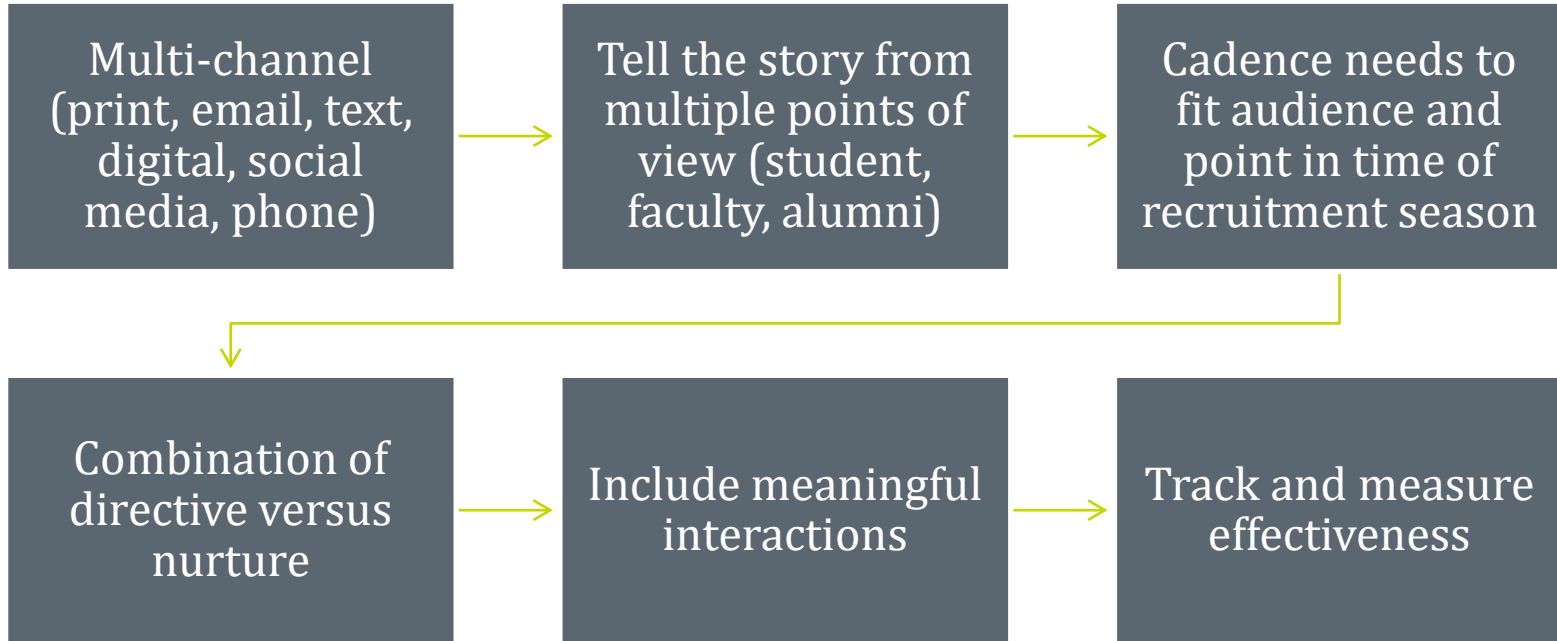
Authenticity/Transparency Matters

Understand the influencers

They expect to be heard- 2 way comms

Things to Remember when Building your plan

Structurally





Questions?



Thank you

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