



Enrollment + Marketing = Enrollment Marketing YASSIFIED

How to set, measure, and review shared goals between enrollment and marketing for enrollment gains

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Who We Are and Where We Are



UNIVERSITY OF THE
PACIFIC



THE UNIVERSITY *of*
NEW ORLEANS

The Catalyst for this Presentation

Marketing Expertise ≠ Enrollment Expertise

Enrollment Expertise ≠ Marketing Expertise

Let's recognize these are not the same.

Thriving colleges and universities know the difference and invest in both.

Struggling schools...

Not so much.

UNIVERSITY OF THE
PACIFIC



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NEW ORLEANS

Enrollment's Goals and Objectives

More, More, and More. Get Creative!

- First time in college, transfers, returning, and grad.
- Locate & define primary, secondary, and tertiary markets. Increase continuing student enrollment.
- Use historical trends to create lookalike audiences in target secondary and tertiary areas.
- Determine economical ways to reach secondary and tertiary markets.
- Annually, design and execute a flexible strategic recruitment plan with input from marketing and the college deans.

Marketing's charge

Recruit a student or receive a gift

- Redefine the University brand.
- Create messages that resonate with ALL audiences, including on-campus.
- Work closely with all departments using the same messages.
- Use the new messages to connect with students, the city and region (and beyond).
- Prioritize activity: must result in either a student or a gift.

Aligning Goals and Building Trust

We rode out a hurricane together (literally) and produced a love child (not literally)

Most important: Enrollment goals are set by Enrollment | Marketing supports how to get there.

- Meeting regularly and being transparent. Listening to each other and respecting each other's disciplines. Sharing information (data)
- Love child 'Jenny'. Why we needed her and how it worked.
- Even our university assessment goals were aligned. (Weave).

This is Jenny.



She is the best!

Aligning Goals and Building Trust

External was the easy part. We had control.

- Worked together with all external enrollment marketing contracts.
- Creative was shared.

Internal partnerships took more work.

We worked together with schools and deans to establish campaigns and highlight programs with growth potential.

- Benefit to Enrollment- Increase student enrollment.
- Benefit to Marketing - Learn more about department's activity. Create meaningful materials.

The Brand Journey



We have a wild brand story-
just like everyone else.

- Hurricanes, lack of funding and lack of leadership.
- We also have - an interesting origin story, incredible students, a great city and (at the time) a new president.

Sharing the brand through storytelling

All of us have similar taglines and selling points- our stories differentiate us

Students are the Brand



Knowing that the University of New Orleans
is the most diverse university

Sharing the brand through storytelling

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Brand Journey: We developed our University Brand with our student in mind. Our key messages were designed for students and enrollment.



Sharing the brand through storytelling

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At the end of the day, its all about enrollment. The university brand and the enrollment brand are the same thing with the same goal.



Sharing the brand through storytelling

Playing to your assets and to the right audience.



A Private College Education Can Be Affordable

FINANCIAL AID
AT PACIFIC

UNIVERSITY OF THE
PACIFIC

A Pledge and a Gulf State Promise

Enrollment X Marketing : Always thinking about that enrollment funnel

Successful Collabs

Enrollment X Marketing : Always thinking about that enrollment funnel



Track and Share

What we track, what we share and how we use it to make future plans

- Pledge: 1: Applicants for pledge and site visits tracked in combination
 2. Pledge applicants become admission applicants -> Admitted Student
 3. File FAFSA and had eligibility
 4. Enrolled for Fall

Freshman - Fall 2022

Metric	Total Applications	Incomplete Apps	Awaiting Decision	Admitted	Confirmed	Gross Confirmed
Colleges and Majors (Click to Expand)						
Benerd College	92	9		83	17	19
College of the Pacific	3739	375	2	3188	446	467
Conservatory of Music	207	15	1	149	31	33
Dugoni School of D...	182	20		153	27	29
Eberhardt School of...	874	131	1	706	102	104
Health Sciences	34	1		33	8	8
School of Engineeri...	1095	167	1	866	130	131
Thomas J Long Sch...	365	20		318	132	136
Total	6588	738	5	5496	893	927

Transfer - Fall 2022

YOU CAN RECEIVE
IN-STATE TUITION AT
THE UNIVERSITY OF NEW ORLEANS
THIS FALL!



THE UNIVERSITY *of*
NEW ORLEANS

Track and Share

What we track, what we share and how we use it to make future plans

EM tracks: ROI (cost per enrollment); discount rate; sources for inquiries, apps, enrolls; audience engagement and location. Where we fall with our competitors for price and selectivity.

Clearing house data: where did our funnel go if they didn't attend UNO and what did they look like.

STATE	STUDENTS
California	7,312
Washington	628
Nevada	519
Oregon	401
Texas	370

Data is only as good as the end user

Keep it simple. Data doesn't have to be confusing. Start with the basics

What Marketing Tracks

- **Web traffic**
- **Paid media (digital) performance**
- **Video performance**
- **Social performance**

Long term:

- **Student survey data**
- **Brand perception survey**
- **Net Promoter score**

Ultimately, we track students and gifts

Key Take-Aways and Tips

Tracking Marketing Efforts in Conjunction with Enrollment

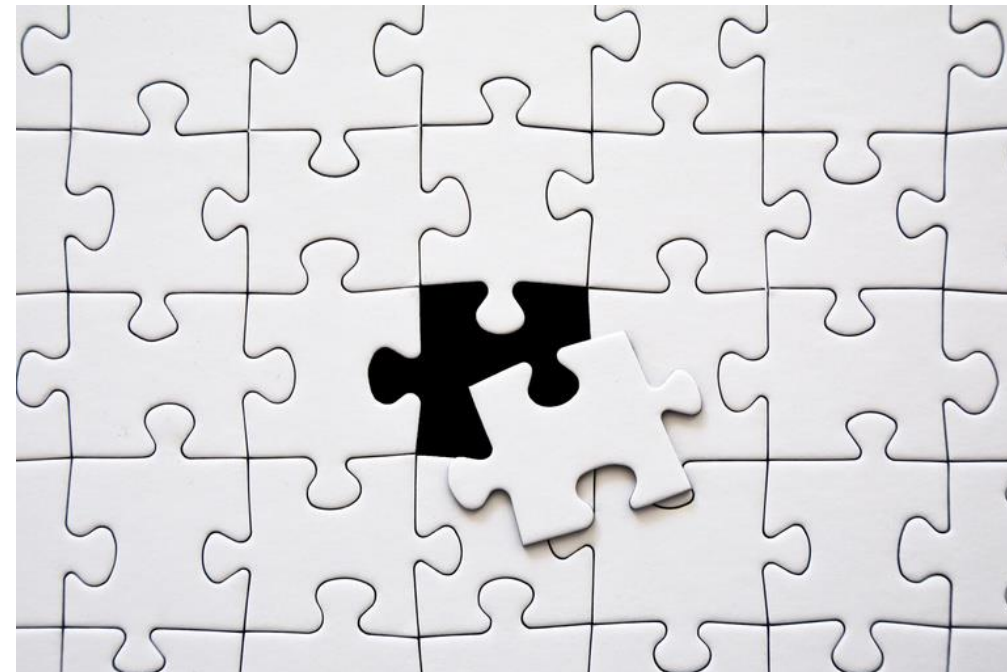
COMMUNICATION CHANNEL	KEY MESSAGE	AUDIENCE	TIMING	FREQUENCY	OUTCOME: <i>What do you want to happen as a result of this communication?</i>	COST	AUTHOR(S)/SENDER	MEASUREMENT(S)
Email (Slate)	Register for Design Your Future interactive event	Inquiries (film, journalism, comm., computer science, digital media, graphic design)	Nov. 16 Nov. 21 Nov. 29	Weekly starting Nov. 16	Event registration	\$0	Elizabeth/Keith (Slate)	11/16 Delivered: 1,269 Open rate: 11.9% Click through: 1 CTR: 0.1% 11/21 Delivered: 1,261 Open rate: 21.3% Click through: 0% CTR: 0 11/29 Delivered: 96,381 Open rate: 23% Click through: 9 CTR: <1%
Email	Encourage your student to register for Design Your Future interactive event	High school counselors/teachers of high school media programs in Northern California and some in Southern California	Nov. 24	1x	Event registration	\$0	Scot Meeker	11/24 Delivered: 88
Text (Slate)	Reminder to Attend	Registered students/parents	Dec. 1 (7 hours before event)	1x	Attend event	\$0	Keith (Slate)	Delivered: 41
Pacific Parent & Family Network event post	Register for Design Your Future interactive event	All inquiry/prospective families	Nov. 15	1x	Event registration	Included in paid partnership	Elizabeth	Clicks: 2

There's More

Share your data; Share your results; Complete the Puzzle

Enrollment

Purchases
Paid Search Partners
Goals for each stage
Important Events
Sticking Points in the funnel
Strategic Recruitment Plan
Strategic Enrollment Plan
FAQs your in the field people are getting



Marketing

All Media plans
All digital media creative
Web traffic to campaign pages
Web content that pertains to enrollment
Student interviews / testimonials
Video content that pertains to enrollment
Social calendar and performance
News from other departments
Future direct mail and media ideas

Slide into our outlook



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