



Advancing Undergrad Enrollment Conversion Tactics

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Overview

- **Defining the Marketing Funnel**
How Each Segment Has Its Place In The Funnel
- **Channel Specific Tactics**
Adjusting Your Messaging Based On Delivery
- **A Mobile First Approach**
Building for A Modern World In The Palm of Your Hand
- **IRL From RNL**
A Real-Life Approach

The background is 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, surrounded by trees and a green lawn. The overall scene is a classic university campus setting.

Defining The Marketing Funnel

How Each Segment Has Its Place In The Funnel

Defining The Individual Segments of Engagement

Consider each of your segments as a different point in your communication funnel that drives your prospects closer to the point of conversion. This allows your team the freedom to develop a more pointed conversation along with a consistent approach to your messaging within the segment.

Note: A prospect can convert at any stage of the funnel.



Search and Engagement Techniques

Methods to attract prospective students through targeted digital advertising and personalized experiences

- Engage students with relevant content to promote learning and curiosity.
- Convert cold prospects into inquiries by communicating on various content topics (Academic, Cost & Aid, Student Life), encouraging email engagement, and exploring campus offerings.
- Utilize an omnichannel approach to reach students across multiple channels and provide immediate access to additional relevant content based on their interests.

Secondary Goal: Increase awareness, drive website traffic, provide information, convert prospects, and drive campus visits

Inquiry Marketing Strategies

Techniques to enhance lead generation and capture prospective students' interest

- Solicit survey responses to inform resource allocation and **tailored communication** during the inquiry stage.
- Qualify inquiries by **encouraging completion of the e-survey**, combining survey results with ForecastPlus data to identify interested and likely applicants.
- Drive survey completion through outreach emails to help campuses allocate resources effectively.
- Provide **tailored print and email materials** to students who complete the survey, addressing their specific concerns and preferences.

Secondary Goal: Engage and build affinity, create awareness, convert inquiries to applicants, and drive campus visits

Applicant Cultivator Tactics

Nurturing strategies to maintain engagement and encourage applicants to move forward in the enrollment process

- Deliver **engaging and relevant content** across multiple channels during the late summer/fall of senior year to drive application submissions.
- Target content towards **showcasing reasons to apply** to the institution and covering essential aspects.



Secondary Goal: Create awareness, engage and build affinity, qualify the inquiry pool, and drive campus visits

Admit Marketing Solutions

Strategies to convert admitted students into enrolled students through tailored communications and onboarding processes

- **Solicit survey responses** to inform campus resource allocation.
- **Qualify the admit pool** by completing the e-survey and combining results with ForecastPlus data.
- Use survey results to allocate time and resources effectively and **influence the enrollment** of the correct student groups.



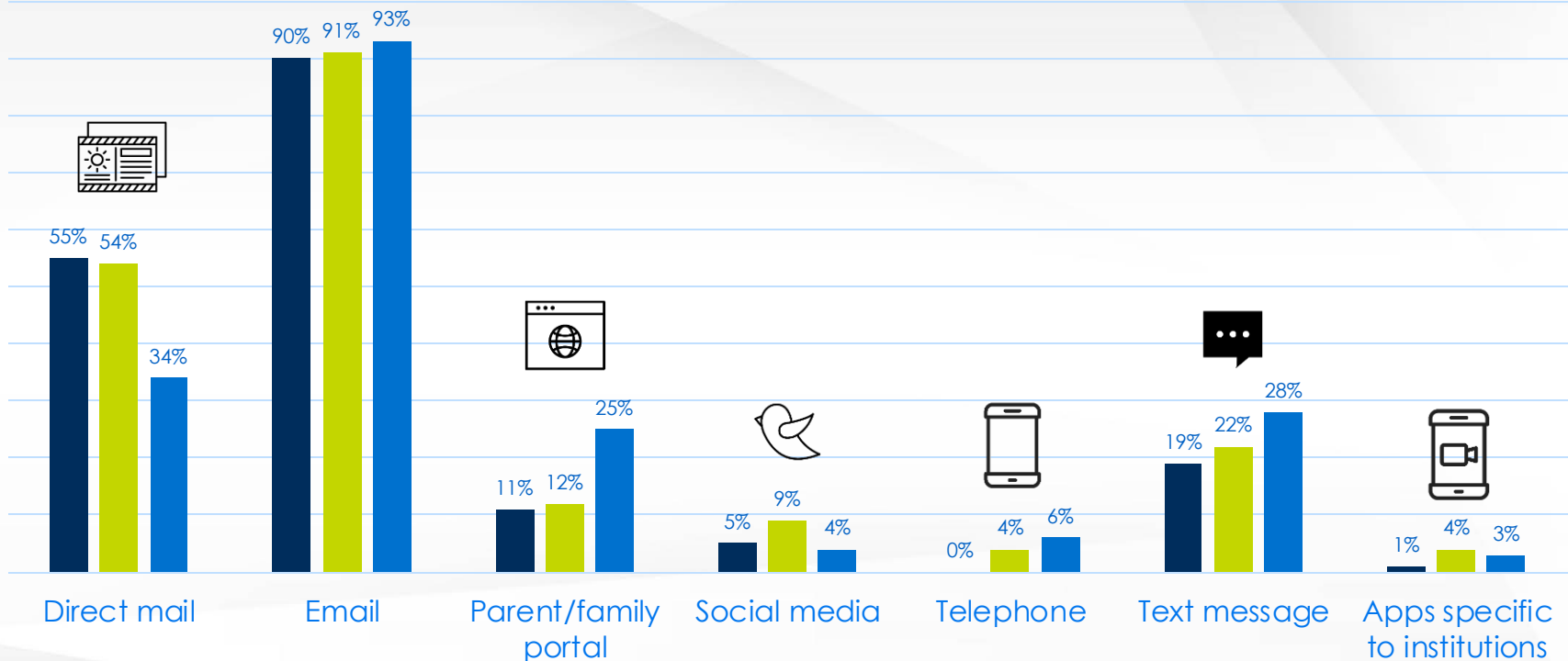
Secondary Goal: Engage and build affinity, qualify the admit pool, apply for aid and scholarships, convert to deposits

A background image showing three people in a meeting. A woman in the center is leaning over a table, pointing at documents. A woman on the left is writing on a document. A man on the right is looking at the documents. The image is overlaid with a dark blue filter and a yellow border.

Channel Specific Tactics

Adjusting Your Messaging Based On Delivery

Preferred Communication Channels for High School Students



RNL, Ardeo, & CampusESP (2023).
2023 Prospective Family Engagement
Study. Ruffalo Noel Levitz

■ 10th grade ■ 11th grade ■ 12th grade

The Omnichannel Approach

Accounting for Channel Specific Messaging Tactics

Digital Advertising

- Targeted at building your funnel and telling high-level narratives that spark curiosity or support existing storylines.
- Develop your individual ad sets based on those specific purposes.

Email Marketing

- This channel continues to push the conversation in an easy-to-digest way. Ultimately allowing your school to stay on the mind with relevant information to your prospects.

Direct mail

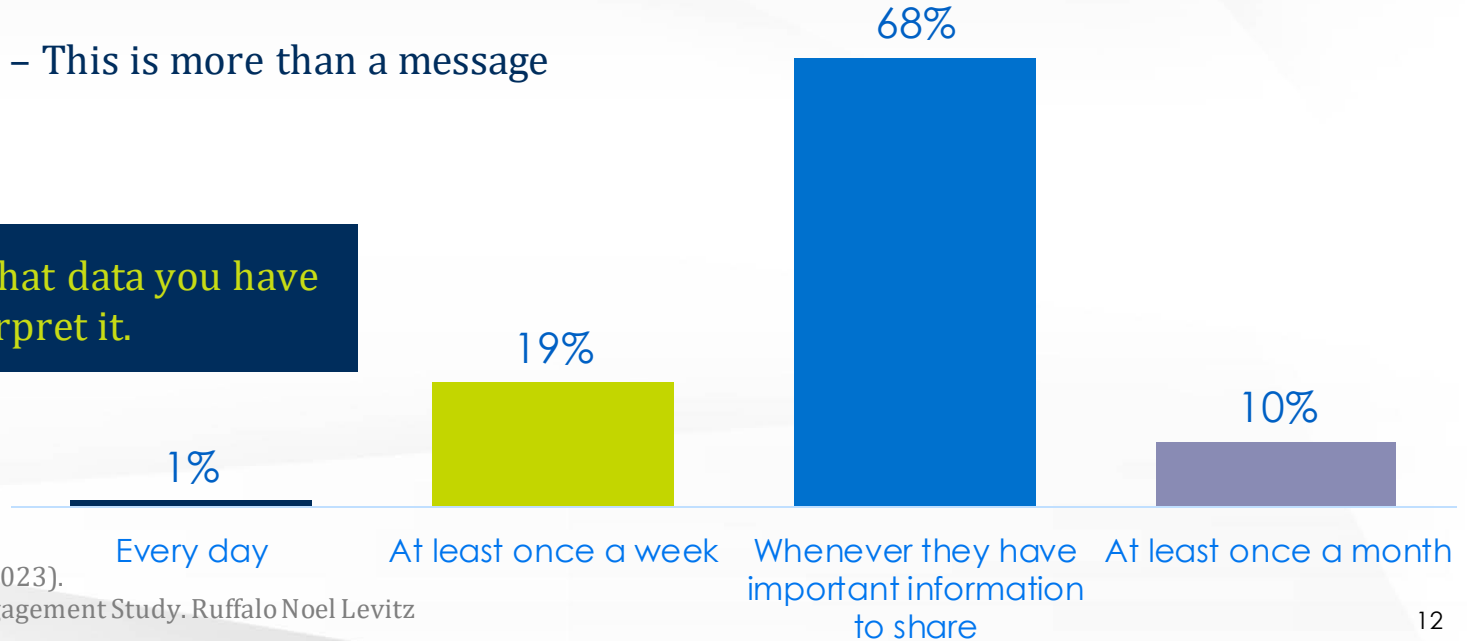
- Best suited as a low-funnel tactic that supports and offers a point of reference during decision-making.
- Print also provides versatility and can still build top funnel awareness.

Building Effective Email Campaigns

Key Points of Success

- **Cadence** – How much is too much
- **Content** – Be specific with your message
- **Email UX/UI** – This is more than a message

Note: Consider what data you have and how you interpret it.



Content Pillars And Their Role

The Purpose Behind Each Message

- Don't confuse your audience. Your message should be short and to the point.
- Having a specific goal for your email allows you to test and understand the effectiveness and placement in the cadence.
- How to interpret the data correctly to make informed decisions.
 - Consider multiple data points
 - +5% or greater is effective



The Cost



Academics



Application Process



Admission
Requirements



Financial Aid &
Scholarships

Supporting Messaging and Functionality

How To Make It More Than Just An Email

- Increase responders and enrollment by connecting students to your campus community.
- Utilize variable video content and your existing data to generate personalized videos at scale.
- Create an immersive experience that brings your brand directly to the viewer while expanding your reach.

74%

Use an online community where students can interact

82%

Are watching videos when researching universities

73%

Use virtual tours or virtual reality experiences



Messaging Hierarchy

Controlling The Narrative With Multiple Messages

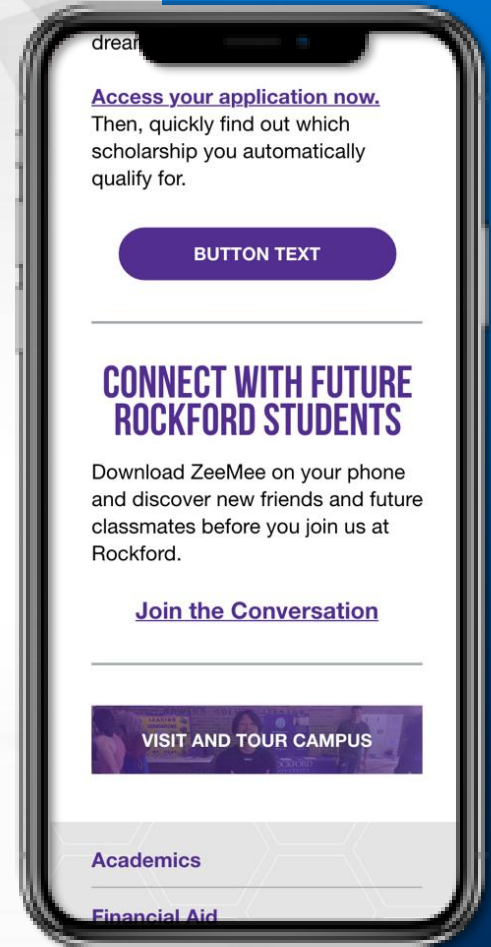
- It's okay to have multiple conversations within the same email. However, they should connect to the same overarching idea.
- Hit them with a big sell or your primary idea in your header. At a glance, they will decide if your message is worth their time.
- Break up the information with graphic elements or layout adjustments.



Applying Hierarchy to Multiple CTAs

How To Handle The Need for Multiple Links

- Is a button needed in your header? Yes and No. Users have been programmed to know that headers are clickable. However, a button can help notify your viewer that you have different CTAs to drive to various locations.
- Feel free to utilize different link types. You can use traditional buttons, ghost buttons, or text links. All of them carry varying levels of visual weight.
- Get creative and go beyond traditional emails. You can leverage expanded web page UX/UI tactics in your email wireframes.





A Mobile First Approach

Building for A Modern World In The Palm of Your Hand

Usage Statistics

Why A Mobile First Approach Is Important

- On average, Americans check their phones once every 4 minutes.
- Among Americans aged 18 – 29, 61% use Gmail.
- About 75% of Gmail users access their email on a mobile device.
- Don't just make your email mobile-friendly. More than half of all internet users are on a mobile device.

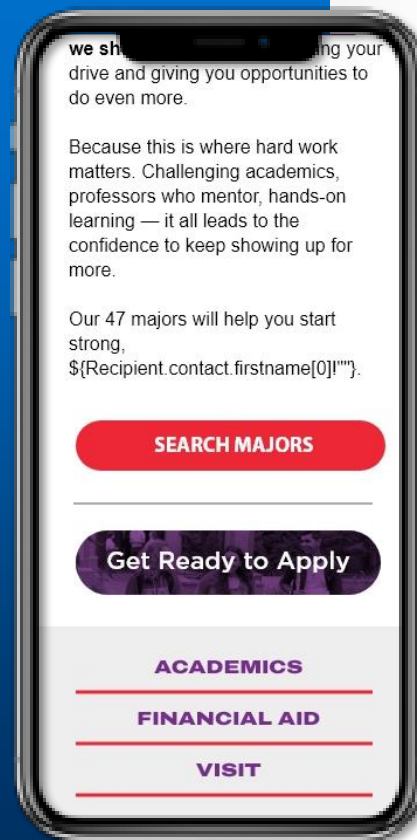
Phone usage sourced from
<https://elitecontentmarketer.com/screen-time-statistics/>
Gmail statistics sourced from
<https://emailanalytics.com/gmail-statistics/>



Formatting for Email

Using Best Practice UX/UI

- Design for vertical instead of horizontal.
 - Hot Tip: users will engage with vertical assets on the desktop at the same frequency as assets with horizontal formatting.
- Stop the endless scrolling. This is another reason we need to control the amount of information in each email.
- Don't be afraid of multiple buttons and links.
 - Hot Tip: Don't forget about link hierarchy
- Build for speed and beauty.



Formatting for Digital Advertising

Updating Your Approach for Conversion

- 63% of students will interact with digital advertising during their search.
- Search and social ads show the largest source of engagement across all channels.
 - Half of social media users prefer video over other types of content.
 - 91% of Instagram Users watch videos weekly.
 - Instagram videos that are around 26 seconds long receive the most comments.
 - Build and Shoot for social.

RNL, Gigg, ModernCampus, Plexuss, & StudentBridge (2023).
2023 E-Expectations Trend Report. Ruffalo Noel Levitz.

Video statistics sourced from Sprout Social, a leading social marketing platform
<https://sproutsocial.com/insights/social-media-video-statistics/>

53%

Google Search

50%

Instagram

39%

YouTube and TikTok

**Where Are Students
Clicking On College Or
University Ads?**





IRL from RNL

A Real-Life Approach

Enhanced SSE Creative

An Improved User Experience

Partner Integration

Applied Where Applicable

- Digital Student Engagement
- Personalized Video
- Parent Engagement
- Virtual Experiences

More effectively display and leverage the value of these services

Standard Content Pillars

Academic, Student Life, and Affordability

- Build emails around topics most important to prospects
- Written in brand voice and student mindset based on message's relevant funnel stage

Measure content impact across different campaigns

Improved UX

Expanding Executions for Enhance User Experience

- Focused linking strategy
- Greater diversity of hero images across sequence emails
- Tighter content and design choices
- Mobile-friendly design
- Improved visual hierarchy

SSE Creative Updates – Jo | So Search

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Explore a life-changing, life-saving education.

Get an Online Overview Now

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This is a link.

Launch Your Online Overview:

Education For Your Life



Augusta University

1120 15th Street, Augusta, GA 30912
706.737.1632 // admissions@augusta.edu

Discover AU for yourself.

Explore Your Visit Options

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Explore Education For Your Life



Augusta University

1120 15th Street, Augusta, GA 30912
706.737.1632 // admissions@augusta.edu

AN EXPERIENCE LIKE NO OTHER.
Learn about majors, financial aid, and campus life

Explore AU

An Augusta University is an education like no other, `{Recipient.contact.firstname[0]}`. If you are looking for a high-quality, affordable, and diverse university, then Augusta University is a great option. We offer more than 150 academic programs so you're sure to find the major you want.

Majors and Programs

Join Our Online Community

A great way to learn what your life at AU could be like is to [join us on ZeeMee](#). ZeeMee is an app you can use to connect with other college-bound students, chat with new friends, get Augusta admissions answers and so much more!

Download Now

Explore Your Visit Options

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Financial Aid

Student Life



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VALUE LIKE NO OTHER.
Get Financial Aid Answers

Learn More

You've shown your potential in high school, `{Recipient.contact.firstname[0]}`. Now, we're asking you to explore how to truly enhance your learning experience at [Augusta University](#). We offer a variety of scholarships to students who demonstrate academic excellence, financial need, and/or other factors such as leadership, community service, and diversity.

P.S. We're committed to keeping your education affordable. The average financial aid package for undergraduates in recent years has been more than \$29,000.

Calculate your tuition cost

Watch Your Personalized Video

Join Us On ZeeMee

Academics

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admissions@augusta.edu
706.737.1632

AN EXPERIENCE LIKE NO OTHER.
Learn about majors, financial aid, and campus life

Learn More

Life is sweet at [Augusta University](#). Downtown location. Suite-style rooms. Community kitchen. Free laundry rooms. This is what residence life is supposed to be like, and it's the reality at [Augusta University](#). Our suite-style residence hall is designed to create a community environment. It's conveniently located next door to the recreation and wellness center and is an easy JagExpress ride to class.

Residence Halls

Seeing is Believing

Check out this exclusive collection of videos to learn more about AU's academic programs, student life, campus recreation and much more. It's a great way to get a feel for campus life.

Watch Now

Watch Your Personalized Video

Join Us On ZeeMee

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Get Financial Aid Answers

Learn More

Augusta University offers several options to help you pay for your education including scholarships, grants, work-study, and loans. The cost of attendance at [Augusta University](#) is based on a number of factors, including the student's residency status, the program of study, and the number of credit hours taken. The cost of tuition for out-of-state students is \$22,270 per semester.

Calculate Your Tuition Cost

Watch Your Personalized Video

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Discover a life-changing, life-saving education.

Go to the go-to.

Augusta University has been the state's go-to public health resource during the COVID-19 pandemic, and we're now public research university recognized by the Institute of Medicine of Georgia for its designated health sciences campus.

But we're not just about the health sciences. AU is also your go-to about "you" as looking for thinking and evidence research university in addition to our life-saving health sciences expertise, our students study everything from emerging technologies to ancient philosophies.

"There is nothing that makes you happen than knowing you have great programs. And someone did that for me. It became my one of a kind experience."

My major: Vocal Music

Go to Augusta.edu/discoverhub to learn more about our exclusive online courses, **Education for Your Life**.

Institution code: 0486

AUGUSTA UNIVERSITY 110 16th Street • Augusta, GA 30912
706.732.6100 • admission@augusta.edu

By the Numbers

- MORE THAN **9,000** STUDENTS
- FROM **67** COUNTRIES
- 79%** OF STUDENTS RECEIVE FINANCIAL AID
- 15:1** STUDENT: FACULTY RATIO
- 150+** AREAS OF STUDY
- Top 10** LOW PROFILE REGIONAL COLLEGE

3 WAYS TO REQUEST EDUCATION FOR YOUR LIFE:

- Log in to Augusta.edu/discoverhub and Institution code: 0486
- Text DiscoverHubCall to 877.845.3314. *Message and data rates may apply.
- Mail in the card below.

Learn more about an education focused on you.

You'll find the support and individualized attention you need at Augusta University. Let us know you're interested and we'll give you access to our exclusive online overview, **Education for Your Life**.

FIRST NAME: MIDDLE NAME: LAST NAME:
 MAILING ADDRESS:
 CITY: STATE: ZIP:
 EMAIL ADDRESS: GENDER: MALE FEMALE
 HOME PHONE: CELL PHONE:
 DO YOU HAVE PERMISSION TO SEND YOU OCCASIONAL TEXT MESSAGES? YES NO
 ACADEMIC INTEREST: WHEN DO YOU PLAN TO ENTER COLLEGE?
 EXTRACURRICULAR ACTIVITIES:
 HAVE EITHER OF YOUR PARENTS ATTENDED COLLEGE? YES NO Your contact information was provided by DiscoverHub.

SEE WHAT'S WAITING FOR YOU IN AUGUSTA.

The state of Augusta University was chartered in 1828 and the university still thrives. Faculty members, facilities, a wide variety of arts and culture, and a caring and supportive community. The state of Augusta, GA is located for its beautiful flora, sporting outdoors, and great convenience with Interstate 95.

Set up your visit at Augusta.edu/visit.

- MORE THAN **9,500** STUDENTS
- FROM **70+** COUNTRIES
- 150+** AREAS OF STUDY
- MOST AFFORDABLE** PUBLIC RESEARCH UNIVERSITY IN GEORGIA
- A TRADITION OF EXCELLENCE** FOR NEARLY 200 YEARS

"I have a lot of teammates ... that have come to Augusta, and they've told me it's so cool and everyone is friendly and outgoing ... the students together make the journey so fun."

Robyn Cummings '23
Biology, Agave outdoor track

For access to exclusive video content about Augusta University go to Augusta.edu/discoverhub.

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 1000 AUGUSTA, GA
POSTAGE WILL BE PAID BY ADDRESSEE

Learn more about an education FOCUSED ON YOU.

- Go to Augusta.edu/discoverhub to learn more about our exclusive online overview, **Education for Your Life**.
- Or, mail in the card below.

What is education for? **It's for your growth.**

"Efficiency, AI, or anything else? If you are looking for a thriving comprehensive research university in addition to our life-saving health sciences expertise, our students in fine arts, education, business and more are expanding the field of opportunity and research every day. We also have the honor of being one of the public research universities in Georgia."

Dr. Amal
Special Education Major

Do you prefer to have had the opportunity to conduct research with my mentor? Yes No Required on the ground only, and for I-90 green card requirements through the application.

First Name:
 Last Name:
 Gender: Male Female Required
 Mailing Address:
 City:
 State: ZIP:
 Email Address:
 Home Phone:
 Cell Phone:
 Do you have permission to send you occasional text messages? Yes No
 When do you plan to enter college?
 Academic Interest:
 Extracurricular Activities:
 Have either of your parents attended college? Yes No Your contact information was provided by DiscoverHub.

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Virtual Tour Financial Aid Academic Programs

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This is a link.



Is an Augusta University education right for your life?

Complete our survey to find out.

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This is a link.

Complete your survey

Let us know you're still interested!



Complete Now

\$(Recipient contact firstname[0]11111).

This is your last chance to complete your Augusta University **College Compatibility Survey**. Respond today to learn more about how we can support your unique goals and interests.

We're excited to show you how Augusta can help you thrive. **Respond now to take the next step.**

Complete Your Survey



Explore Your Visit Options

Plan Your Visit

Thank you for completing the Compatibility Survey. Now that we know a little more about you and what you want from college, our admissions team will be in touch with you soon.

In the meantime, we make you to **Join Us On Zoom!** It's an app where you can:

- Connect with other students interested in Augusta
- Chat with new friends
- Get Augusta admissions answers
- And so much more!

Join Us On Zoom!

Connect your family to Augusta

Did you know you can also get your family members involved? Connect them with our **Augusta University Family Portal** so they learn more about financial aid, campus life and academics.

Join Us On Zoom!

Explore Your Visit Options



Use our Cost Estimator

Get Answers Now

At Augusta University, a quality education is never out of reach. **\$(Recipient contact firstname[0]11111)**, now that we know more about you, it's time you get to know us — and the best way to do that is a **campus visit**. Get a better feel for what makes Augusta a top destination for students seeking a unique college experience.

If you have any questions, reach out to our financial aid team at 706.737.1634 or fa@augusta.edu. Their goal is to work individually with you and your family to explore your options.

Estimate College Costs

Make connections for you & your family

When it's an Augusta student's how financial aid works? **Join Us On Zoom!** — an app where you can make connections and get personal answers.

Join Us On Zoom!

Explore Your Visit Options



Experience Augusta for yourself

Plan Your Visit

\$(Recipient contact firstname[0]11111), now that we know more about you, it's time you get to know us — and the best way to do that is a **campus visit**.

Get a better feel for what makes Augusta a top destination for students seeking a unique college experience. Explore our many **campus visit** options today and discover why Augusta is like no other.

Plan Your Visit

Get to know AU before your visit

Check out this **exclusive collection of videos** to learn more about a range of topics including AU's academic programs, student life and campus recreation. It's a great way to get a feel for campus life before your visit.

Join Us On Zoom!

Explore Your Visit Options



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Ready to choose an experience like no other? An education for your life? Find your path at Augusta University.

Apply to Augusta

Chat with us

Is the Augusta experience right for you? Find out by **connecting with us on Zoom!** Join classrooms with current and prospective students, as well as admissions staff that can answer your questions.

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Financial Aid

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When you take advantage of the opportunities Augusta University has to offer, you'll get an education like no other. **Submit your application today.**

Learn from world-class professors, prominent scientists, clinicians and artists – all dedicated to mentoring and developing you as a leader, team player, practitioner and researcher. Did you know? Our alumni with a bachelor's degree earn an estimated average salary of **\$45,000 and 95 percent** are working in a field related to their program of study, according to Lightcast.

Apply to Augusta



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Augusta invites you to apply to the Georgia public research university with the **most-competitive tuition rate**. Whether it's our affordable cost, our small classes or the opportunity to study at our nationally ranked business college (or any of our prestigious arts or health sciences programs), it's easy to find a reason to choose Augusta University.

Did you know? **79% of Augusta students receive financial aid. Learn about our cost of attendance.**

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Education for your life.

Augusta Admissions Checklist

1. Online application (application fee) and SAT/ACT application fee.
2. Interview through Zoom or in-person (interview preparation and travel to the school is the applicant's responsibility).
3. All necessary test scores (SAT/ACT, GRE, and AP/IB scores) applicable.

Don't forget!

1. To be a **First Student** (Freshman or 1st year), you must be 18 years old as of August 1st of the year you are enrolling.

2. To be a **Transfer Student**, you must be 21 years old as of August 1st of the year you are enrolling.

3. To be a **Second Student** (Freshman or 1st year), you must be 18 years old as of August 1st of the year you are enrolling.

4. To be a **Third Student** (Freshman or 1st year), you must be 18 years old as of August 1st of the year you are enrolling.

Education for real life.

Is Augusta for you?
Check out our most popular majors at Augustus.edu/degreesandprograms

By the Numbers

- More than **9,000** students
- From **67** countries
- 79%** of students receive financial aid

15:1 Student-Faculty Ratio

150+ Areas of Study

Top 10 Low Profile, High Value College

"I want to make personal financial decisions, so I need to make sure that Augusta Financial Aid is as available as possible. It's really important to me to see how they build resources to help people who have limited funds to attend school."

The Numbers, Business Administration Major

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An Experience LIKE NO OTHER

Whether you study on-campus or online, Augustus offers a world-class education. You'll receive the flexibility and support to build the career of your choice.

HOW TO APPLY

1. Submit online application (application fee) and SAT/ACT application fee.
2. Send in transcripts from high school or previous college (transcript and current course schedule).
3. Submit all standardized test scores.

Have questions? Contact us! Please email us at admissions@augusta.edu or give us a call at 706.726.7422.

WHAT IS EDUCATION FOR?

It's for you, of course!

Augusta University offers an education for your life—life-changing, life-saving education like no other.

Why Augusta?

Gain a unique life-changing experience that will shape the world, career and values you desire.

One of our most popular majors is **Biological Sciences**. It's a major that offers students a unique opportunity to gain hands-on experience in the laboratory and field.

It's **LOW COST** and **FINANCIAL AID** is available. It's a major that offers students a unique opportunity to gain hands-on experience in the laboratory and field.

Life-changing, life-saving education

"All of my biology courses were challenging, especially genetics. My professors helped me develop a technique to study that the medical field of genetics, it was such a complete new world feeling reenergized."

Dr. Vanya Thomas | Biology major

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A TRADITION OF EXCELLENCE FOR NEARLY 200 YEARS

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From 70+ countries

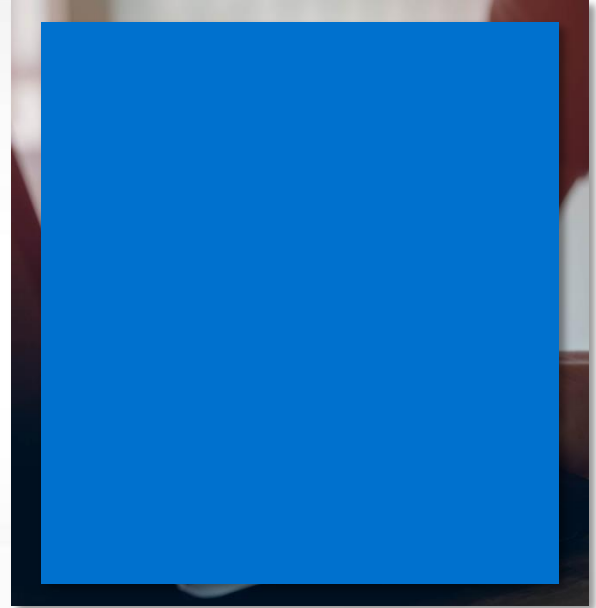
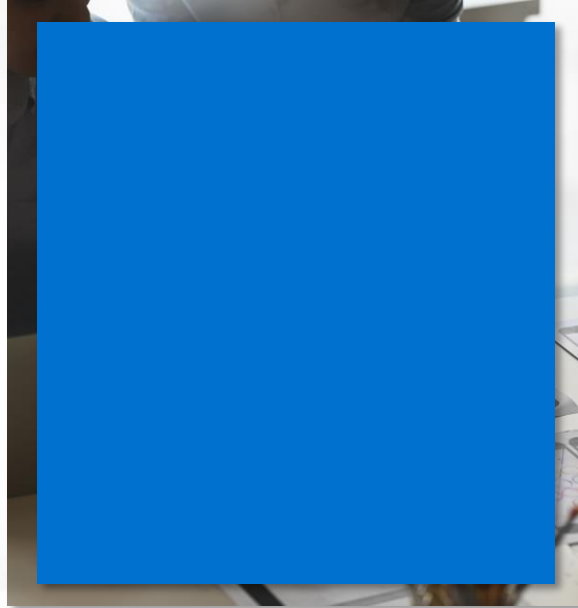
160+ areas of study

A woman with a shaved head and large hoop earrings is looking upwards and to the right. The image is overlaid with a semi-transparent blue filter and a thin yellow border. The text "Looking Toward The Future" is centered in white.

Looking Toward The Future

Sneak Peak

Expanding for an Ever-Changing Audience



Q & A





Thank you

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