Data-Driven Digital Strategies for Enrollment Success

In today's digital age, **leveraging data effectively** can be the key to achieving enrollment goals while also optimizing budgets and efforts.

Together, the JHU Engineering Director of Recruitment and Marketing and RNL Digital Experts **delve into a case study that showcases the Process, Actions, and Results of a successful digital partnership that yields more applications, admits, and enrollments year over year**.

We will provide valuable insights and recommendations into this dynamic and challenging pursuit of leveraging digital channels to **reach enrollment targets**.

RNL find your groove

Data-Driven Digital Strategies for Enrollment Success

Lisa G. Hearld, Client Success Director, RNL
Anuja Siraj, Director of Digital Strategy, RNL
Michael J Ritter, Senior Vice President, RNL
Charise Bell, Director of Recruitment & Marketing, Johns Hopkins University – Whiting School of Engineering

Thursday, July 27th | 1:45 - 2:25 pm

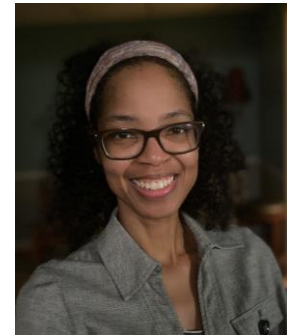# INTRODUCTIONS

RNL & JHU Engineering

Lisa Hearld,
Client Success Director, RNL

Anuja Siraj,
Director, Digital Strategy, RNL

Michael J Ritter,
Senior Vice President, RNL

Charise Bell,
Director of Recruitment & Marketing
Johns Hopkins University
Whiting School of Engineering

Discussion Guide

AGENDA

- Introductions

- Overview of partnership and Johns Hopkins University's Engineering for Professionals programs

- JHU Engineering's big wins and outcomes

- How did we get here? Process, Actions, Results!

- Q&A and discussion

OVERVIEW of RNL & JHU Partnership

2019 - present

- Partnership started with Nurture, Application Marketing, Yield, and Consulting 5 years ago – evolving into Digital Lead Generation, Qualify & Transfer, and Enrollment Coaching.

- As needs shifted, we regrouped and strategized to fill in where we could benefit and boost enrollments the most.

- Weekly meetings to go over progress, programs, and analyze the data.

- Set goals each month: convert more inquiries to applicants, get more qualified applicants, perhaps pivot mid-year to boost a struggling program or two, identify gaps (geos, keywords, audiences), boost enrollments where there is capacity, and fill in with support at every step.
  - Envision Dashboards – Full Funnel Reporting
  - Qualify & Transfer
  - Enrollment Coaching

OVERVIEW Johns Hopkins University

Whiting School: Engineering for Professionals Programs

- Artificial Intelligence
- Electrical & Computer
- Computer Science
- Data Science
- Cybersecurity
- Applied Computational Financial Math
- Brand
- Healthcare Systems
- Information/Intelligent Systems
- Robotics

- Applied Physics
- Civil
- Systems
- Engineering Management
- Applied Biomedical Engineering
- Environmental
- Mechanical
- Space Systems
- PLUS Industrial, Data Analysis, and Climate coming soon!

JHU's BIG WINS AND OUTCOMES
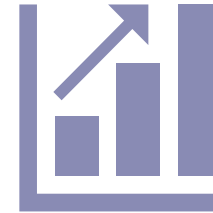
A Result of the JHU & RNL Partnership

Record High Applications in Q1 of 2023

- 31% growth in Spring '23 Completed Apps, as compared to the *previous quarter*

- Spring '23 exceeded enrollments by course programs approximately 36% year over year (YOY) growth *as compared to Spring '20*

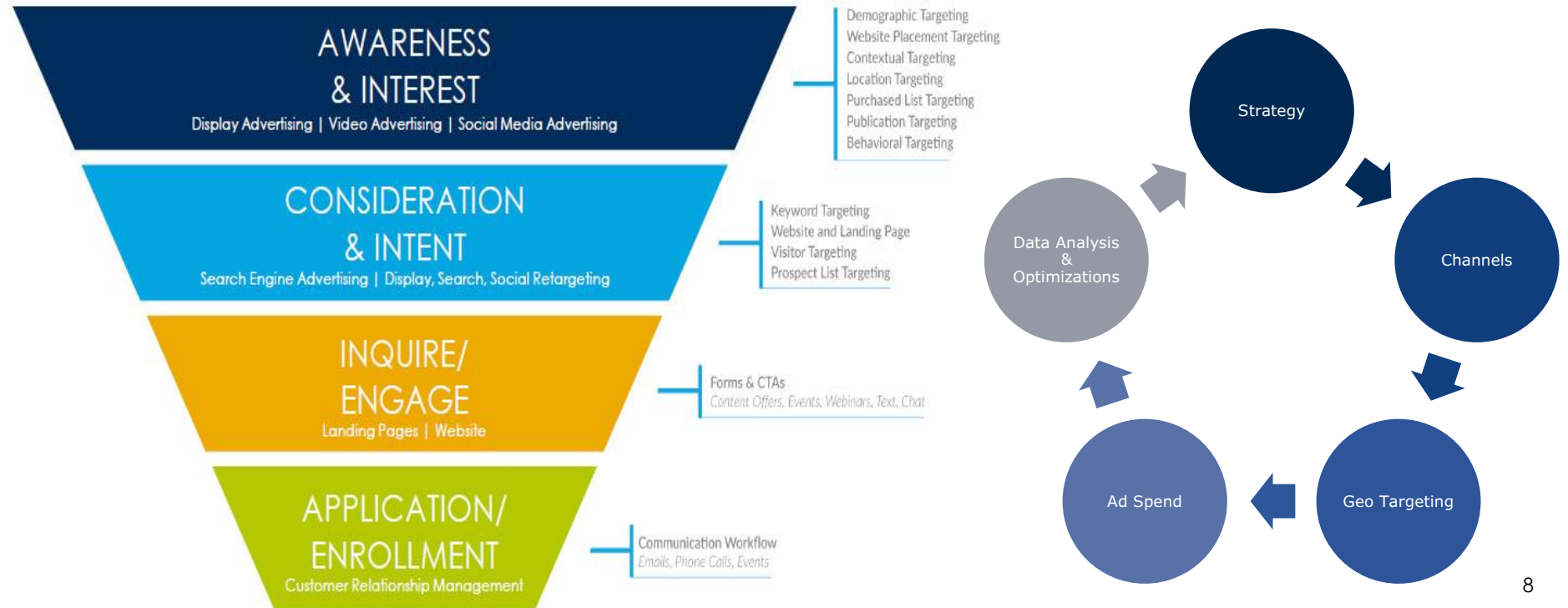- Cost per Completed Apps reduced by 25% *from previous quarters in 2022*

YOY Growth in Lead Conversions

- 60% YOY growth in Lead Conversion volume as compared to June 2022

- Average Cost Per Lead $72, compared to $125 *industry benchmark in engineering*

- 5.9% Conversion Rate on average, compared to 3.4% *industry benchmark*

HOW DID WE GET HERE?
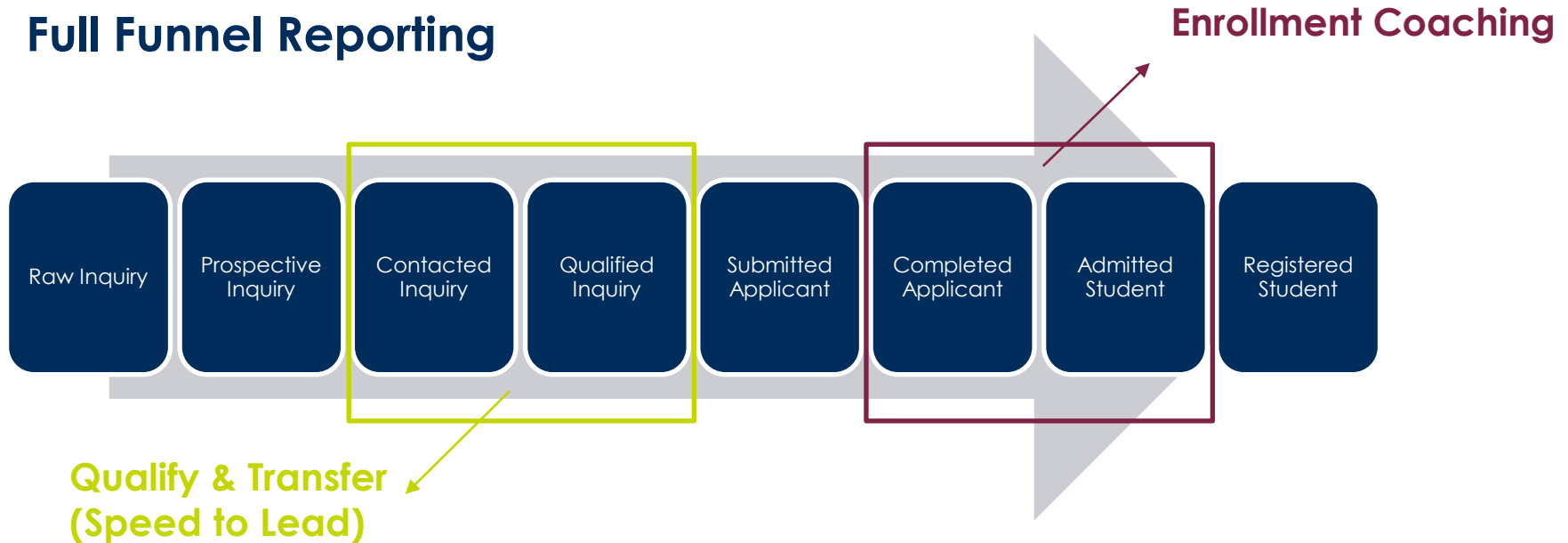
PROCESS, Actions, & Results

AWARENESS & INTEREST
Display Advertising | Video Advertising | Social Media Advertising

Demographic Targeting
Website Placement Targeting
Contextual Targeting
Location Targeting
Purchased List Targeting
Publication Targeting
Behavioral Targeting

CONSIDERATION & INTENT
Search Engine Advertising | Display, Search, Social Retargeting

Keyword Targeting
Website and Landing Page
Visitor Targeting
Prospect List Targeting

INQUIRE/ ENGAGE
Landing Pages | Website

Forms & CTAs
Content Offers, Events, Webinars, Text, Chat

APPLICATION/ ENROLLMENT
Customer Relationship Management

Communication Workflow
Emails, Phone Calls, Events

Strategy
Channels
Geo Targeting
Ad Spend
Data Analysis & Optimizations

HOW DID WE GET HERE?

PROCESS, Actions, & Results

Full Funnel Reporting

Enrollment Coaching

| Raw Inquiry | Prospective Inquiry | Contacted Inquiry | Qualified Inquiry | Submitted Applicant | Completed Applicant | Admitted Student | Registered Student |

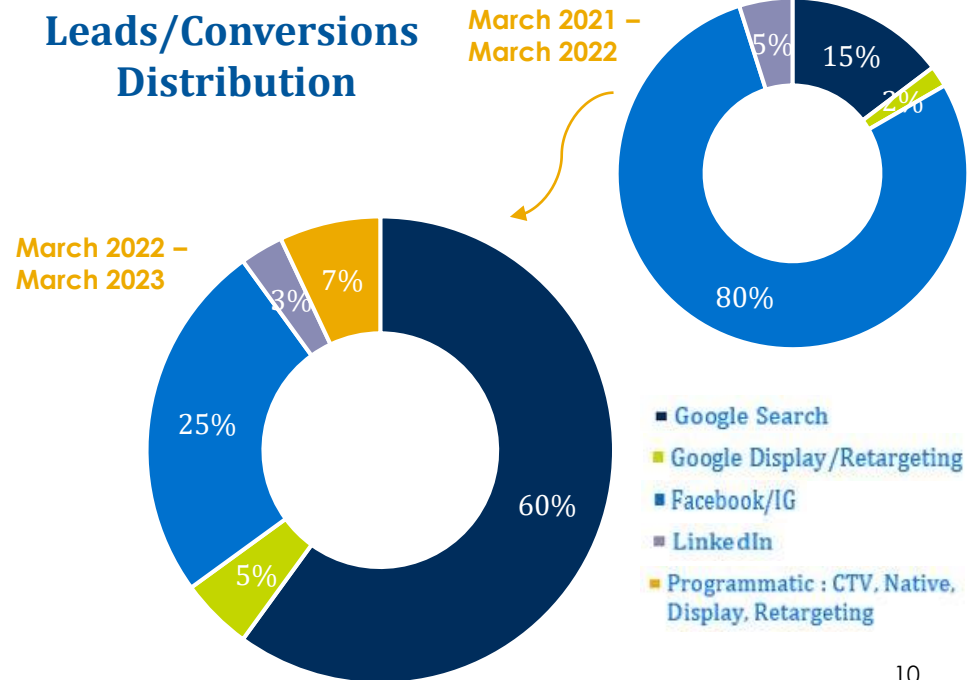**Qualify & Transfer
(Speed to Lead)**

HOW DID WE GET HERE?

Process, ACTIONS, & Results

Digital Strategy Modifications

- Major shift in the marketing budget from Social towards Google Search

- Analysis of market competitiveness

- Forecast models

- Messaging and positioning alignment

- Qualify & Transfer and Enrollment Coaching

Leads/Conversions Distribution

March 2021 – March 2022

15% 2% 5% 80%

March 2022 – March 2023

60% 25% 5% 3% 7%

- Google Search
- Google Display/Retargeting
- Facebook/IG
- LinkedIn
- Programmatic : CTV, Native, Display, Retargeting

10

HOW DID WE GET HERE?

Process, ACTIONS, & Results

HOW DID WE GET HERE?

Process, ACTIONS, & Results

- Strategic shift of the ad spend budget towards Google Search, where 93% of Completed Apps were generated.

- Added programmatic ads and Bing to our diversified channel portfolio.

- Weekly and monthly monitoring and optimizations.

Completed Apps Sources Aug'22 - May'23	
Channel	% Distribution
Google Search	92.901%
Facebook/IG	4.784%
Display	0.154%
Retargeting	1.543%
LinkedIn	0.309%
Bing	0.154%
Programmatic StackAdapt	0.15%

Paid Completed Apps Channel Distribution

92.901%
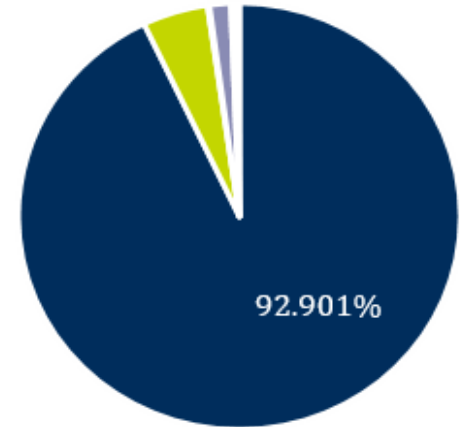
■ Google Search   ■ FaceBook/IG   ■ Display   ■ Retargeting
■ LinkedIn   ■ Bing   ■ Programmatic StackAdapt

HOW DID WE GET HERE?

Process, ACTIONS, & Results

Competitive Analysis & Diversified Advertising Portfolio

Examples of JHU's digital ads:
Computer Science on Google Search, Artificial Intelligence on Facebook, and Electrical and Computer Eng LinkedIn ad – emphasizing flexibility, part-time and online modalities, and the "No GRE" requirement.

HOW DID WE GET HERE?

Process, ACTIONS, & Results

Ongoing Optimizations:

From top of the funnel to bottom of the funnel to maximize Return on Ad Spend (ROAS):

- Program deep dives
- Keyword expansions
- Budget reallocations
- Bid adjustments
- Geolocation target refinement
- Continuous pace monitoring

Keyword changes ∧

- Conversions for changed keywords
- Conversions for other keywords

60.14	
45.10	
30.07	
15.03	
0.00	
May 2–31	Jun 1–30

Conversions for campaign:
RNL_b6f8d6ea-3e90-4226-8a86-a8962b960791_Google_Search_DS

MAY 2–31   JUN 1–30
64.00   104.33

CHANGE
+40.33 (+63%)

|	
8.00	
4.00	
0.00	
May 2	Jun 30
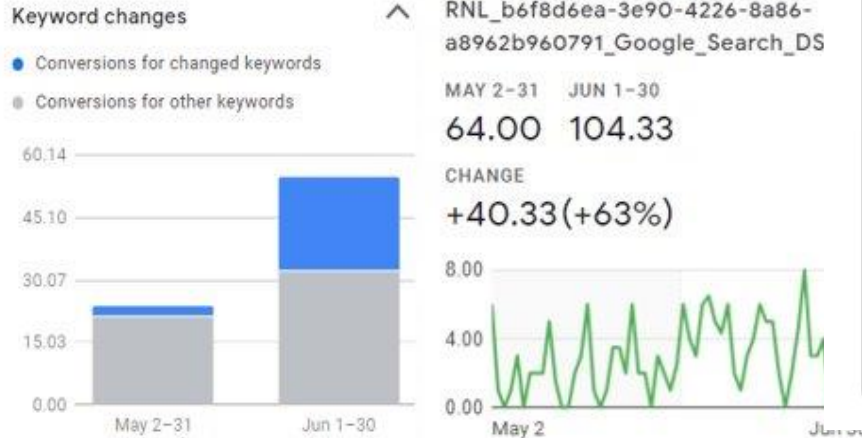
HOW DID WE GET HERE?

Process, Actions, & RESULTS

Ongoing optimizations and budget adjustments have resulted in:

- Approximately 60% of YOY growth in conversion volume compared to June 2022.

- A 7% reduction in cost per conversions.

- Consistent and measurable growth in program applications and enrollments as compared to previous years.

Year Over Year Growth in Conversions
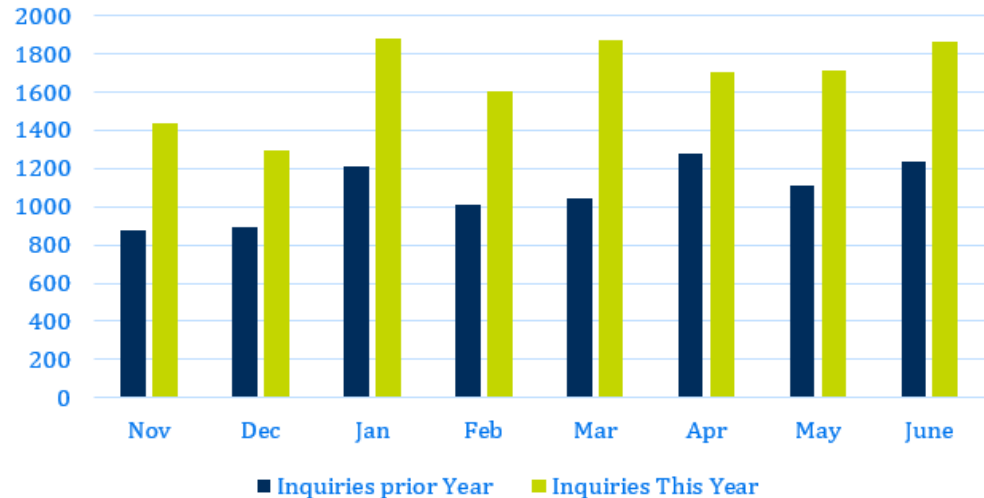
Legend: Inquiries prior Year, Inquiries This Year

Questions & Answers

APPENDIX

1. RNL Enable

2. The Student Lifecycle

3. Full Funnel Reporting

RNL ENABLE: Transforming Enrollment Success

Strategy & Consulting

- Online Readiness Assessment
- Regulatory Accreditation Consulting
- Strategic Enrollment Planning Consulting
- Recruitment Consulting

Research & Market Insights

- Program Prioritization and Positioning
- Price Sensitivity Analysis
- Target Audience Personas and Messaging Strategy

Teaching & Learning

- Faculty Consulting and Workshops
- Instructional Design, Course Development, and Consulting
- Curriculum Library

Lead Generation

- Media Planning and Digital Advertising
- Search Engine Optimization (SEO)
- Content and Creative Development
- Website and Analytics Solutions
- International Recruitment

Marketing & Recruitment/ Conversion

- Engagement Marketing (Post-Lead Gen Through Retention)
- Personalized Video
- Contact Center
- Inbound/ Outbound Calling Operations
- Enrollment Coaching

Student Success & Retention

- Success Coaching (Academic, Career, and Life)
- Academic Advising
- Re-Entry Coaching

RNL Envision: *Higher education's leading enrollment growth platform*

19

The Student Lifecycle

RNL is enrollment focused, metric driven, and fully transparent

RAW INQUIRY · PROSPECTIVE INQUIRY · CONTACTED INQUIRY · QUALIFIED INQUIRY · SUBMITTED APPLICANT · COMPLETED APPLICANT · ADMITTED STUDENT · REGISTERED NEW STUDENT · FDOC NEW STUDENT · START NEW STUDENT · MID-COURSE NEW STUDENT · REGISTERED · FDOC · START · MID-COURSE · GRADUATE

Full Funnel Reporting

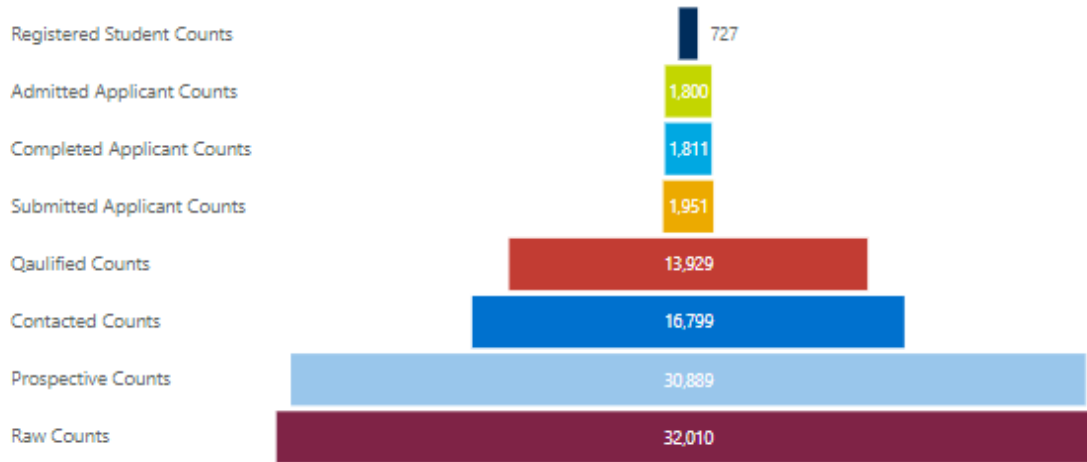| Raw Inquiry | Prospective Inquiry | Contacted Inquiry | Qualified Inquiry | Submitted Applicant | Completed Applicant | Admitted Student | Registered Student |

- Reports on a) inquiries that come into an RNL system and/or b) are included in the partner down funnel file.

- The full funnel reporting dashboard shows the down funnel activity of those inquiries (submitted applicant, completed applicant, etc.) milestones.

- The down funnel activity is pulled straight from the partner down funnel file that is sent to RNL daily.

- This provides additional insight for both RNL marketing and our partner into how inquiries are progressing through the funnel by channel, program and/or campaign; thus, RNL and our partners are then able to make better informed decisions based on this data.

Full Funnel Reporting, cont.

Funnel Performance At a Glance_____

Registered Student Counts	727
Admitted Applicant Counts	1,800
Completed Applicant Counts	1,811
Submitted Applicant Counts	1,951
Qaulified Counts	13,929
Contacted Counts	16,799
Prospective Counts	30,889
Raw Counts	32,010

Glossary of terms:

- **Raw Inquiry:** Any valid inquiry that has made it into an RNL system.
- **Prospective Inquiry:** Unique individual intended to be contacted.
- **Contacted Inquiry:** Successful 2-way communication/conversation with a prospective inquiry.
- **Qualified Inquiry:** Contacted inquiry that is not: not qualified or no further action.
- **Submitted Applicant:** Application filled out and submitted.
- **Completed Applicant:** Application and all supporting documents submitted; ready for evaluation by institution.
- **Admitted Student:** Admission decision made by institution and admitted.
- **Registered Student:** Any student that is registered for at least one course in the next available period.
- **FDOC:** Any student who has not dropped and is enrolled in at least 1 course on the first day of class in the current period.
- **Start New Student:** Student is enrolled in at least 1 course and has not dropped at the census date of their first term.