

The logo features the letters 'RNL' in a bold, black, sans-serif font. The letters are contained within a white, rounded rectangular shape that resembles an open book or a speech bubble. This white shape is set against a circular blue background. The entire graphic is surrounded by a decorative pattern of blue squares in various shades, some of which are slightly offset, creating a pixelated or mosaic effect.

RNL

2024 RNL Enrollment Workshop

Charlotte, NC ■ April 18, 2024

Traditional Enrollment | Online and Graduate Enrollment

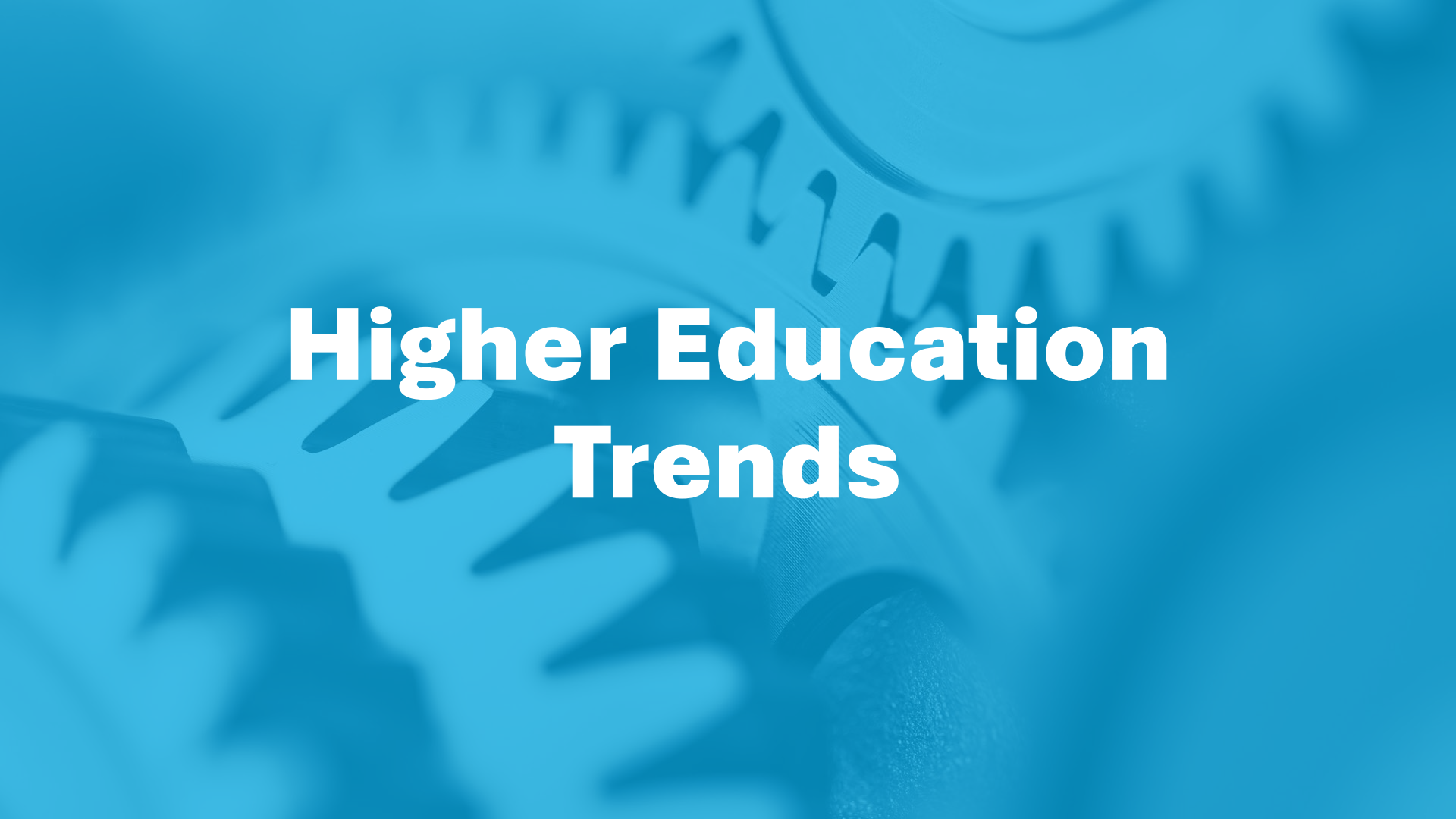


The Enrollment Landscape: Trends, Tech, and Tactics

Keyana M. Scales, EdD | Senior Vice President

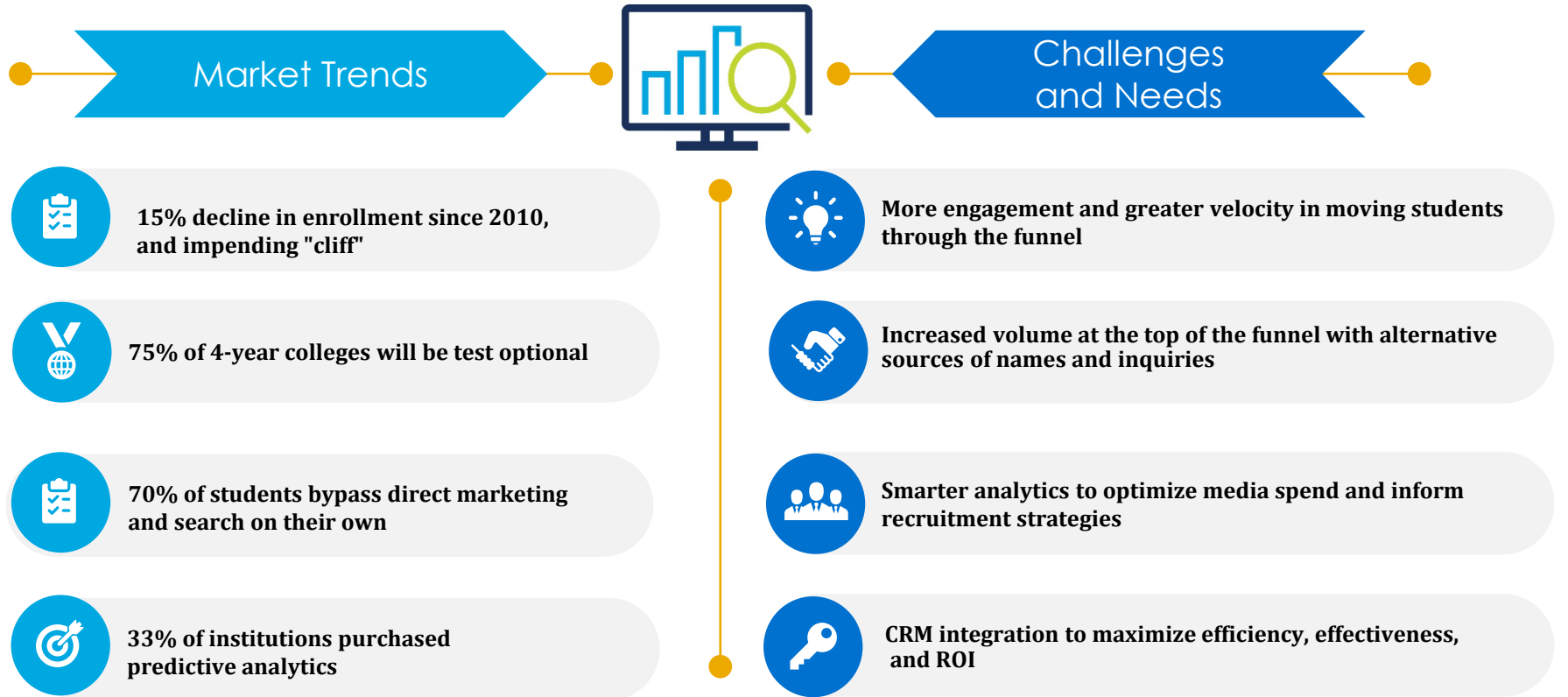
Agenda for Today

- Higher Education Trends
- Syncing Audiences and Communication
- Student Success Strategies
- Leveraging Modern Technology
- Discussion

The background features a monochromatic blue color scheme. Overlaid on this are several interlocking gears of varying sizes and orientations, creating a sense of mechanical complexity. Interspersed among the gears are several musical notes, including eighth and sixteenth notes, which suggest a connection between education, music, and technology. The overall aesthetic is clean, modern, and intellectual.

Higher Education Trends

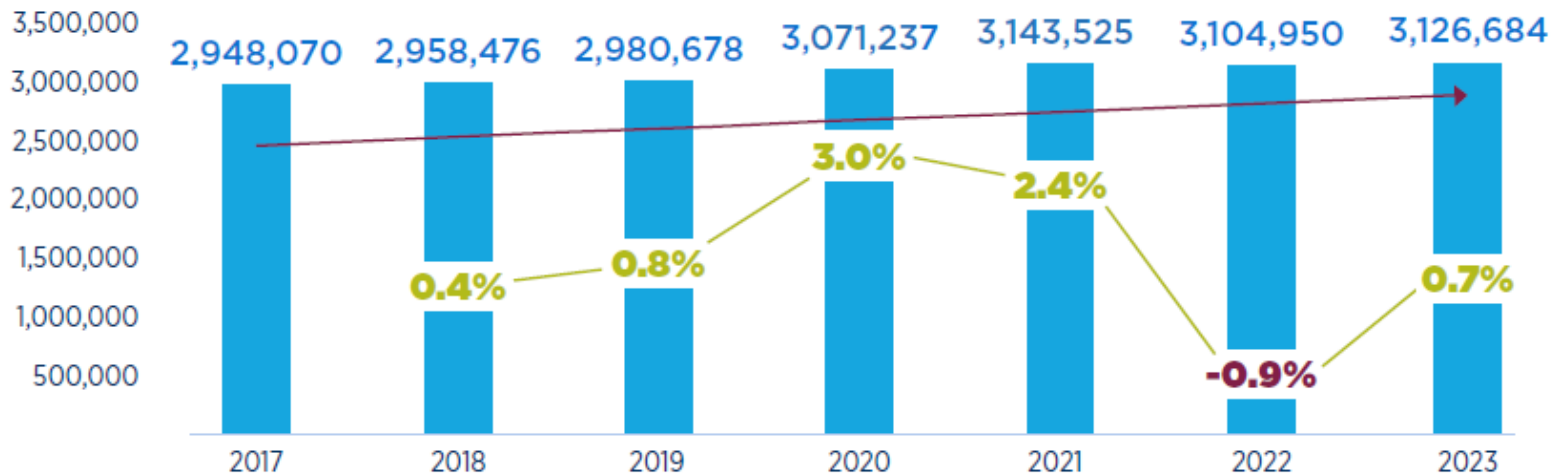
Enrollment Today: Challenges & Opportunities



1

The graduate education market is experiencing a “correction” to pre-pandemic incremental rates of growth

Figure A: Graduate fall enrollment trends 2017-2023



Source: National Student Clearinghouse, CTEE, Fall 2023

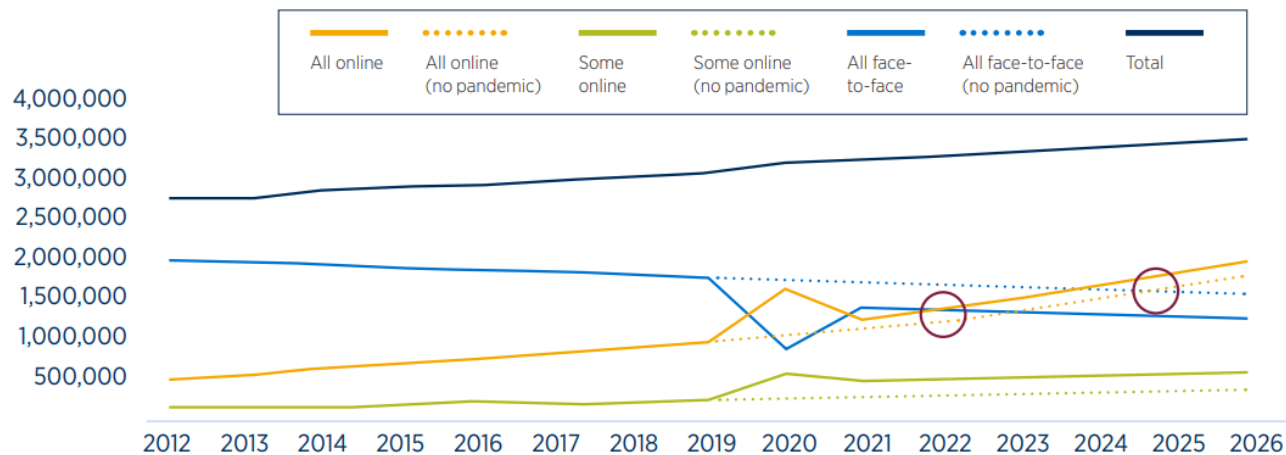


See more in the full report ⁶

2

Fully online (and to a lesser extent partially online) expansion is driving graduate enrollment growth

Figure B: Graduate fall enrollment by format, projected to 2026 with and without pandemic



Source: RNL Analysis of IPEDS Fall Enrollment data. Retrieved, May, 2023

Online Dominance?

2025

The number of students choosing to enroll in fully online programs will overtake classroom students no later than 2025.



See more in the full report ⁷



Understanding Your Audience

Understanding the needs of today's students

The data are clear—students and parents need to be engaged

- **79**—average number of times a student unlocks their phone each day
- **98%** of students consider financial aid and scholarship as somewhat or very important in enrollment decision
- **70%** of students bypass direct marketing and search on their own
- **99%** of parents say they are involved in the search process



Top channels

- Website
- Email
- Video
- Social Media
- Text

Top desired content

- Academic programs
- Cost/Aid
- What the community is like

Why have student expectations changed?

2023 Graduate Students by Generation



Source: RNL's 2023 Graduate Student Recruitment Report

PAST STUDENT EXPECTATION



“Me” centric
view of the
world



Rise in
consumer
mentalities



Need for
speed



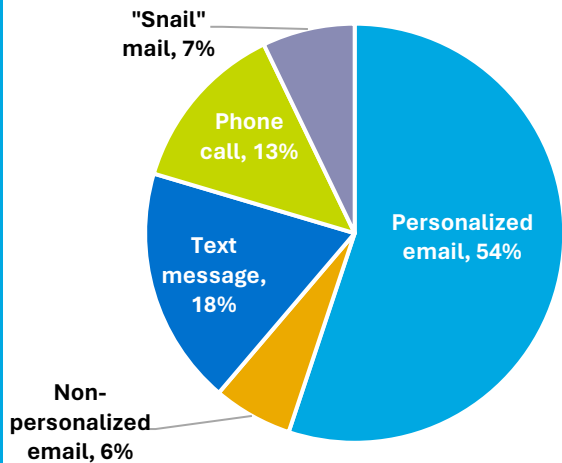
Meaningful
connections



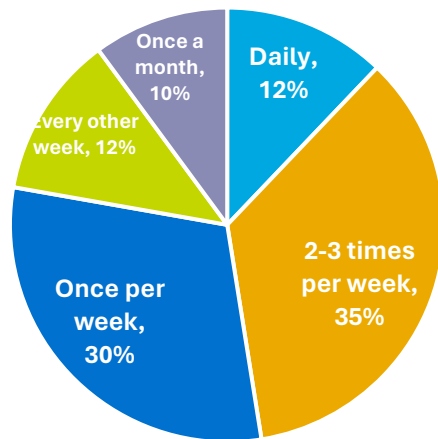
Personalization, Content, Channels

Personalization

Follow Up: How



Follow Up: How Often

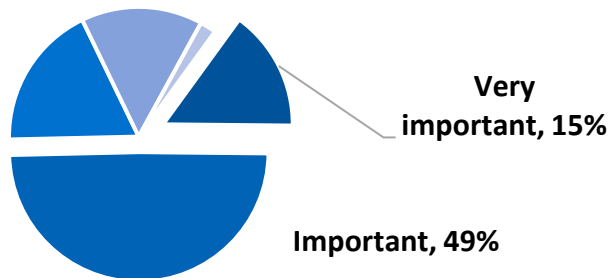


How to Win

Create communications flows that engage prospects with relevant content in multiple channels

Personalization

Importance of Personalized Communication



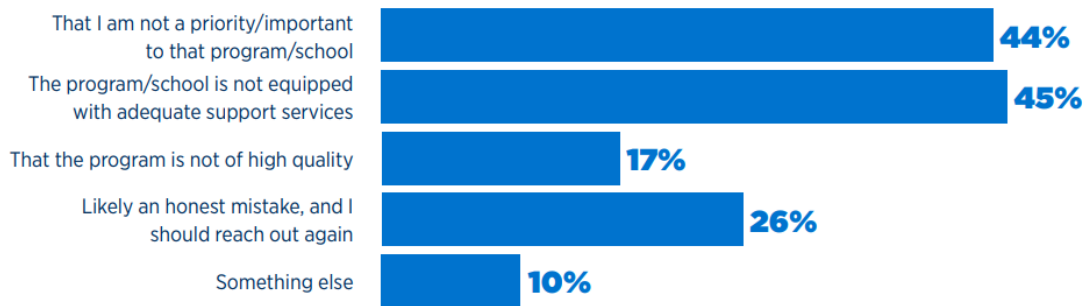
PERSONALIZE THEIR RESPONSE?	1	2	3	4	5	6
Use my first name in emails/texts	51%	18%	13%	9%	6%	3%
Send me information specific to my program of interest	26%	30%	26%	9%	6%	3%
Appear to know me and my situation when I make contact	10%	16%	20%	16%	28%	9%
Send me videos in which my name is used	6%	20%	11%	14%	23%	26%
Call me regularly to check in on my needs and questions	4%	8%	13%	16%	17%	43%
Share information reflecting/related to my demographic (age, background, etc.)	3%	8%	17%	35%	20%	16%

How to Win

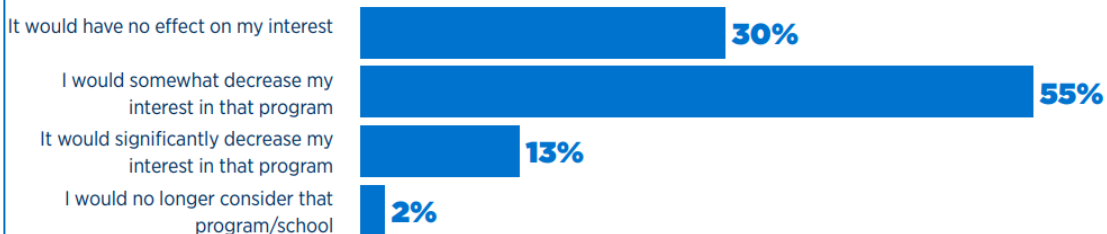
Early personalized communication is essential

Personalization

What does a slow response signify to you?



To what extent did/would a slow response affect your willingness to consider a particular program?



How to Win

The best programs with the best marketing, are stunted by ineffective cultivation and follow up

Personalization

INFORMATION	ALL RESPONDENTS
Email address	75%
Name	72%
Cell phone	66%
Parent email	63%
Parent phone	61%
Their high school	59%
Mailing address	50%
Programs they are considering	50%
Career aspirations	45%
How they learned about the school	37%
Preferences for future communication	33%
Opt-in for text messages	25%
Home phone	25%

How to Win

Information students are willing to share on a form for personalized content

Personalization

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

How to Win

Respond quickly – within minutes or hours – or risk losing the student and/or creating a bad “first impression.

Personalization

71%
EMAIL



33%
PHONE CALL



54%
TEXT MESSAGE



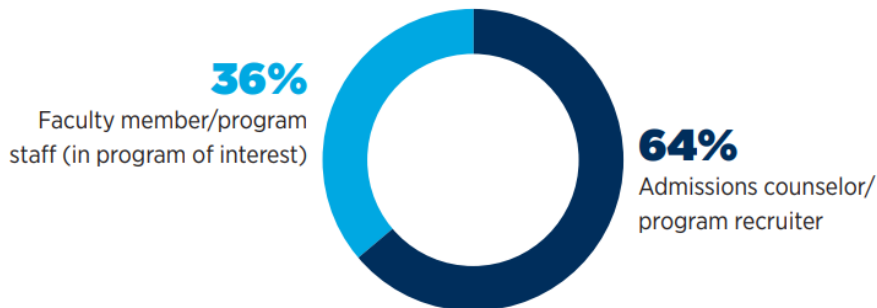
23%
A BROCHURE
IN THE MAIL



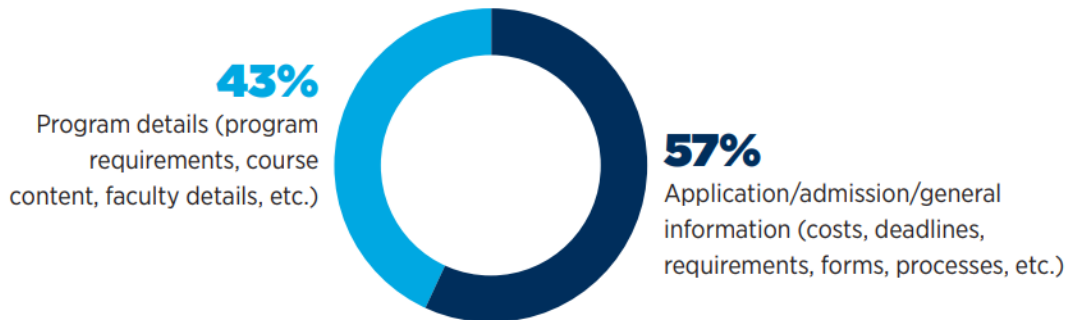
13%
A CONFIRMATION SCREEN WITH
RECOMMENDATIONS FOR THE
NEXT STEPS AND LINKS TO
OTHER ONLINE RESOURCES

Personalization

Follow Up: Who



Follow Up: What



How to Win

Ensure that professional recruiters are responding first, and in early follow up contact.

Personalization

TABLE 38: EXPECTED TIME TO RECEIVE NOTIFICATION OF ADMISSION

UNDER-GRADUATE DEGREE

GRADUATE DEGREE

Within 24 hours

11%

15%

1-3 days

34%

29%

4-7 days

30%

27%

7-14 days

18%

19%

14-21 days

5%

7%

Longer than 21 days

2%

3%

How to Win

Ensure your admissions notification is as close to one week as possible.

Channels

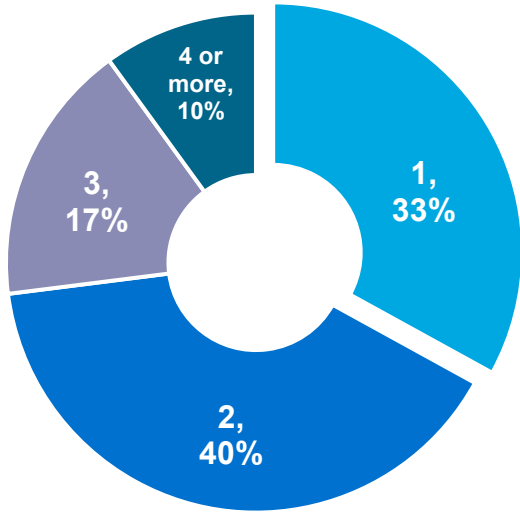


How to Win

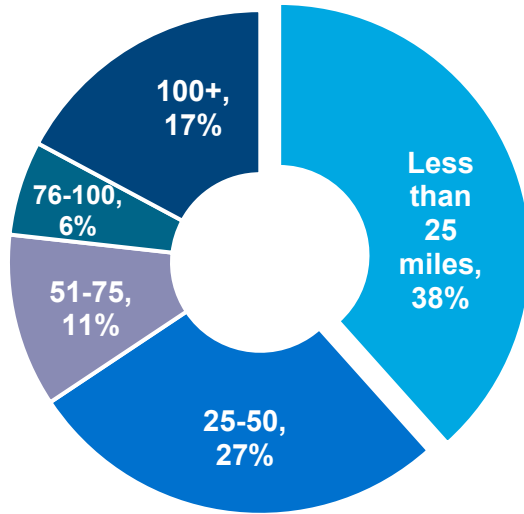
Marketing strategy should integrate multiple channels and tactics and blend digital and traditional.

Content

How Many Programs



How Far Away

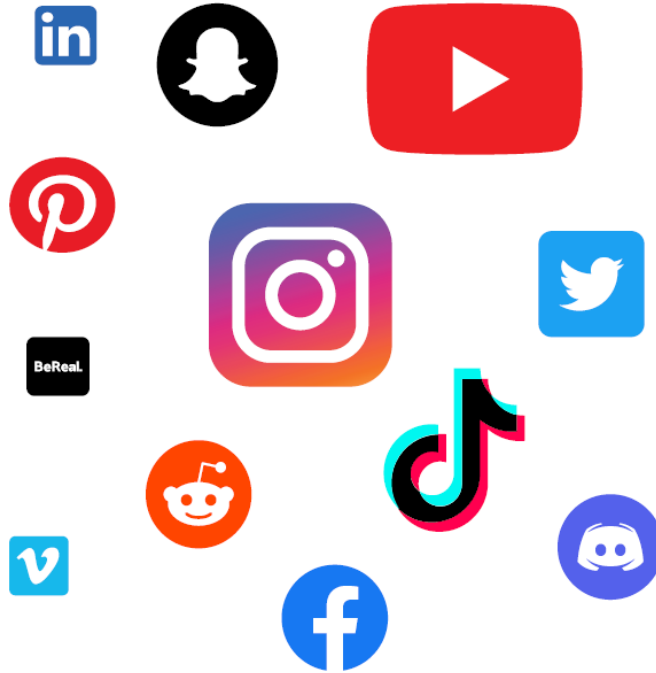


How to Win

Make the case for YOUR program in comparison with your competitors (which ARE local).

Channels

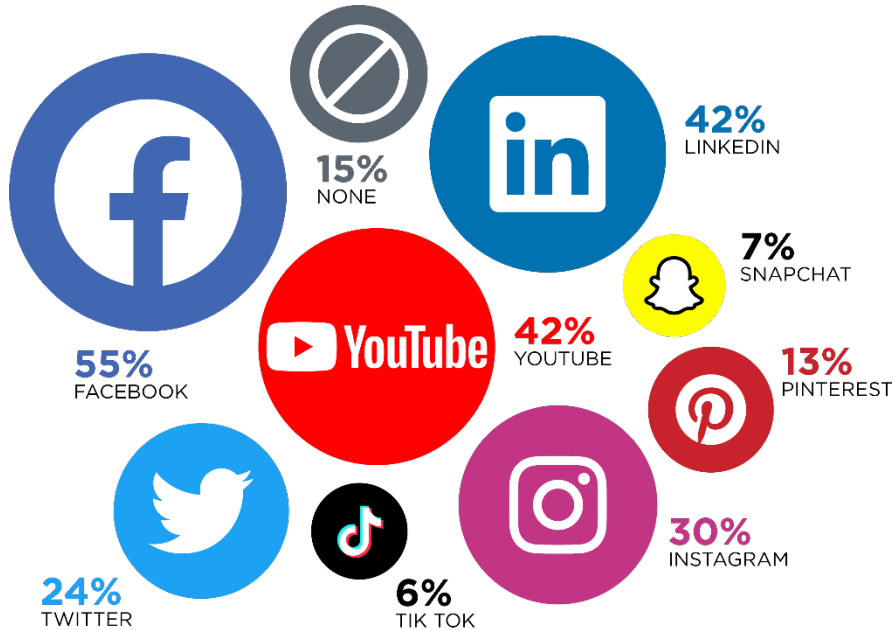
PLATFORM	2021	2023
Instagram	70%	81%
YouTube	62%	80%
TikTok	41%	74%
Snapchat	74%	65%
Twitter	27%	38%
Facebook	35%	37%
Pinterest	21%	34%
Discord	12%	33%
Reddit	10%	17%
BeReal	n/a	14%
LinkedIn	10%	4%
Vimeo	2%	2%



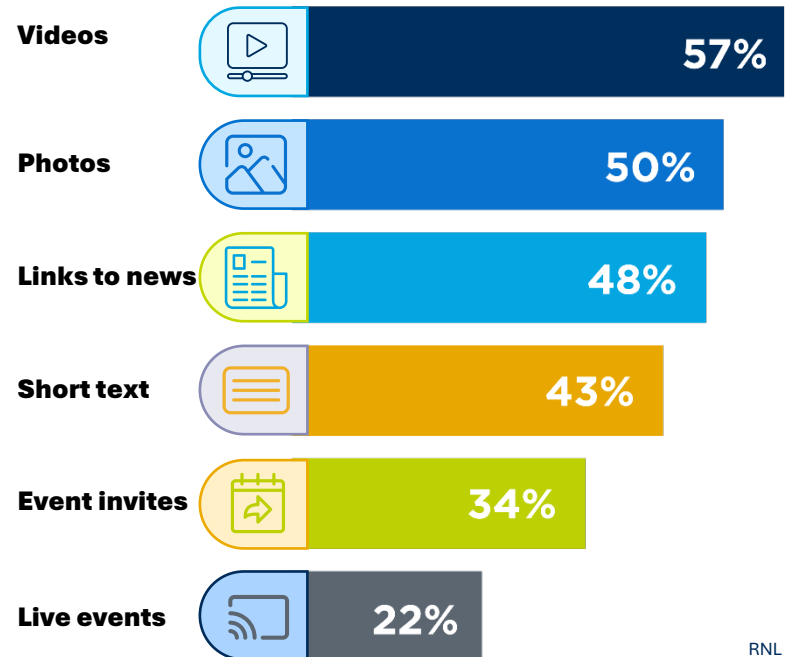
74% of Students Find Social Media Posts Useful

Channels

PREFERRED SOCIAL MEDIA FOR GRADUATE PROGRAM INFO

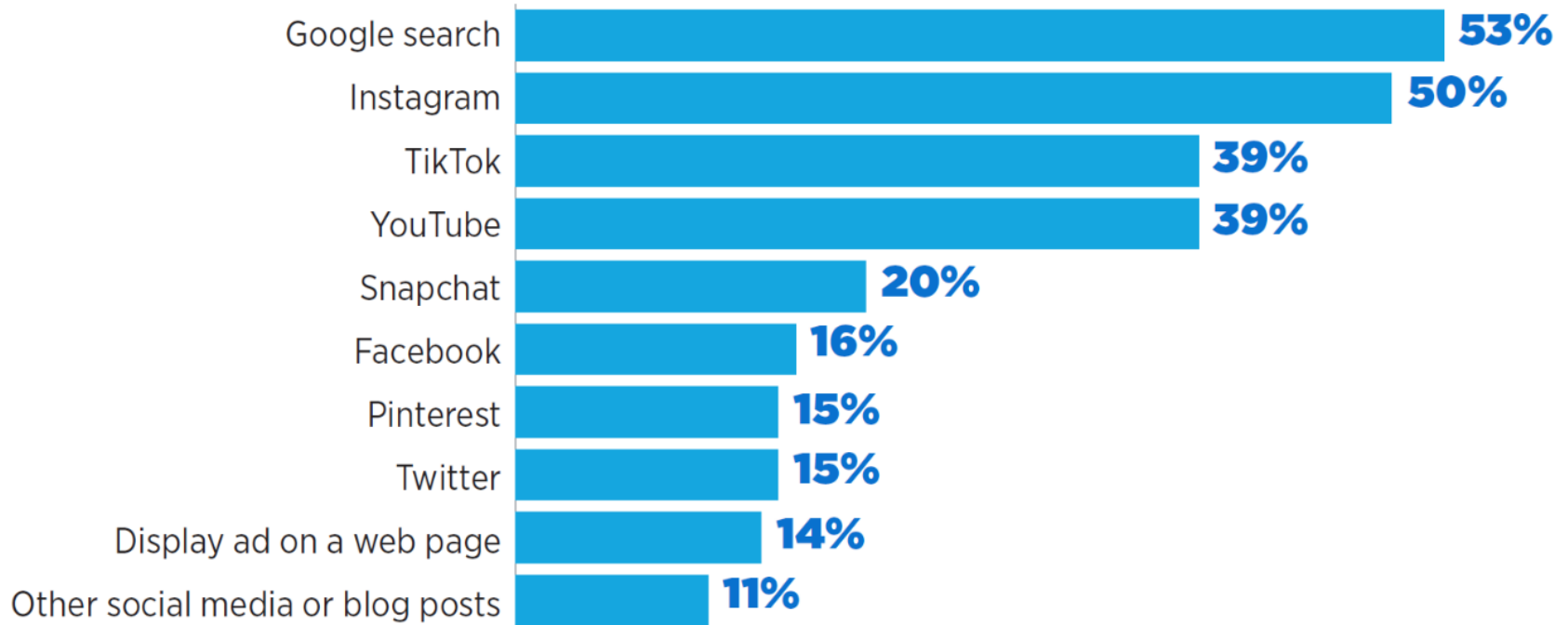


PREFERRED CONTENT ON SOCIAL



Channel and Content

Where are students clicking on college or university ads?



Channels

Personalization with social media

Social media content that would encourage students to follow a campus



Content and Audience

Did you click on digital ads during search?



WHY DID/WILL YOU CLICK ON ADS?

ALL

It was for a school I am interested in and the ad reminded me that I needed to take the next step.	35%
I'm aware of this school but didn't know anything about their programs	25%
I didn't know about the school and I wanted to learn more	24%
The ad "copy" was intriguing to me and made me want to click	15%

How to Win

Digital Media

Program-specific personas should be developed in order to maximize the click-through rate.

Channel and Content



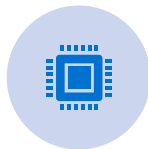
Ensure adequate investment: CLP/CPE have increased with added competition. You cannot win the student if they don't know you exist.



Focus your strategy: Student personas will help ensure you are connecting with the right prospects.



Select the right channels: Success relies on a multi-channel approach that matches where prospects are looking.



Continually optimize for success: There is no "set it and forget it." Algorithms etc. require regular evaluation of ROI.



Track regulatory changes: The regulatory environment is in constant flux and as such must be monitored and adjusted for.

How to Win

Digital marketing (multi-channel/platform) is essential to ensuring students know your programs

Personalization, Content, Channels...at Scale

Engagement channels

- Email
- Print
- Video Virtual Experiences
- Direct Mail
- Text
- Calling with Visual Caller ID
- Online Community
- Parent Engagement Platform
- Digital Tactics:
 - ✓ **Social Media**
 - ✓ **Custom Audience Matched**
 - ✓ **Look-alike campaigns**
 - ✓ **Location-based**
 - ✓ **Retargeting**



Top desired content

- Academic programs
- Costs/Scholarships
- **Community attribution (fit)**

The background features a monochromatic blue color scheme. It is filled with a pattern of interlocking gears of various sizes, some of which are slightly out of focus. Superimposed on these gears are several musical notes, including eighth and sixteenth notes, some with stems. The overall effect is one of mechanical precision and creative rhythm.

Supporting Student Success



**From an enrollment perspective,
why assess student satisfaction?**



To gather feedback from your students to inform multiple campus efforts

Prioritize Efforts Using Student Data



Recruitment: Identifying student-perceived strengths to inform key areas you want to emphasize in marketing materials.



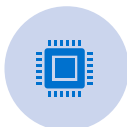
Strategic Planning: Providing the student voice for institutional strengths and challenges along with an understanding of why students choose to attend your institution and if you are their first choice.



Focus your strategy: Student personas will help ensure you are connecting with the right prospects.



Retention/Student Success: By working to improve the student experience in areas that students value, you are more likely to retain the students you worked hard to recruit.



Accreditation: Documenting satisfaction shifts over time to reflect where your institution is actively working to best serve your students.

How to Win

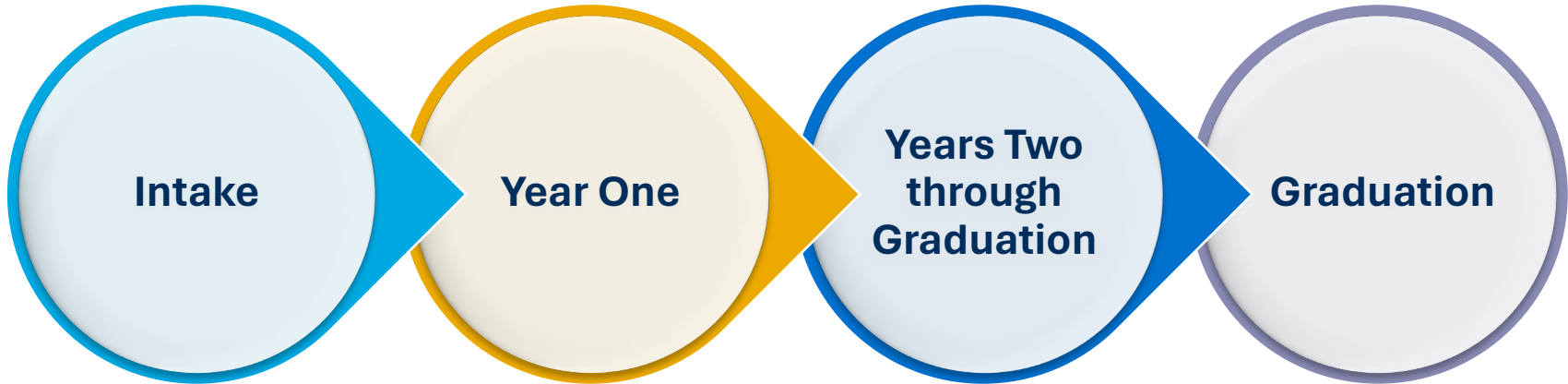
Student satisfaction data provides the student perspective to impact multiple campus efforts

RNL Satisfaction-Priorities Surveys

Why, What, Who, When, How

WHY?	To understand the perceptions of your students to inform and guide institutional efforts for student success, strategic planning, accreditation, and recruitment messaging.
WHAT?	The RNL Student Satisfaction-Priorities Surveys (SPS): <ul style="list-style-type: none">• Student Satisfaction Inventory (students at four-year and two-year institutions)• Adult Student Priorities Survey (graduate students and adult undergrad at four-year institutions)• Priorities Survey for Online Learners (students in online learning programs, undergrad and grad levels)
WHO?	Entire student population, with the ability to view the data for demographic subpopulations.
WHEN?	Either the fall or the spring semester – or on another timeline that works best for you; recommended to gather data on an every-other-year cycle.
HOW?	Online administrations through RNL’s system; Email invitations or QR codes for invitations; Typical response rates are 20% for a representative sample.

Early identification + early intervention to increase student success



CSI

College Student Inventory™

MYSA

Mid-Year Student
Assessment™

SYSA

Second-Year
Student
Assessment™





**From an enrollment perspective,
why assess student motivation?**



To protect your recruitment investment by keeping students enrolled once they arrive

RNL Retention Management Surveys

Why, What, Who, When, How

WHY?	To proactively understand and address the motivations, needs (academic and non-academic) and receptivity to campus supports of your newest students. Informs individual advising, program evaluation and development. The survey results directly impact individual student retention and institutional graduate rates. Clients report, on average, a 2-3% increase in retention.
WHAT?	The RNL Retention Management Surveys (RMS): <ul style="list-style-type: none">• College Student Inventory (incoming undergraduate, graduate, transfer, adult and online students at four-year and two-year institutions)• Mid-Year Student Assessment (CSI post-assessment; re-assess students at the mid-point of their first year)• Second-Year Student Assessment (undergraduate students entering their 2nd year)
WHO?	Incoming student population(s), with the ability to view the data for subpopulations.
WHEN?	Fall and spring (if applicable) semesters; recommended to gather data annually.
HOW?	Online administrations through RNL's system; Admissions checklist, Orientation, First Year Experience, and Email invitations; Typical response rates are 80%.

Using Data to drive Action



How Data-Driven Decisions Drives Success

Leveraging Analytics

- Manage Communication Flow
- Prioritize Outreach
- Territory Management



Data-Driven Prescriptive Action: Enhanced Analytics

	Highly Engaged	Somewhat Engaged	Not Engaged
Highly			
Likely			
Somewhat			
Less			

Modeling

Inquiry, Applicant, Admit (Example)

Action: Intensify marketing outreach for the students most likely to apply and those highly engaged.

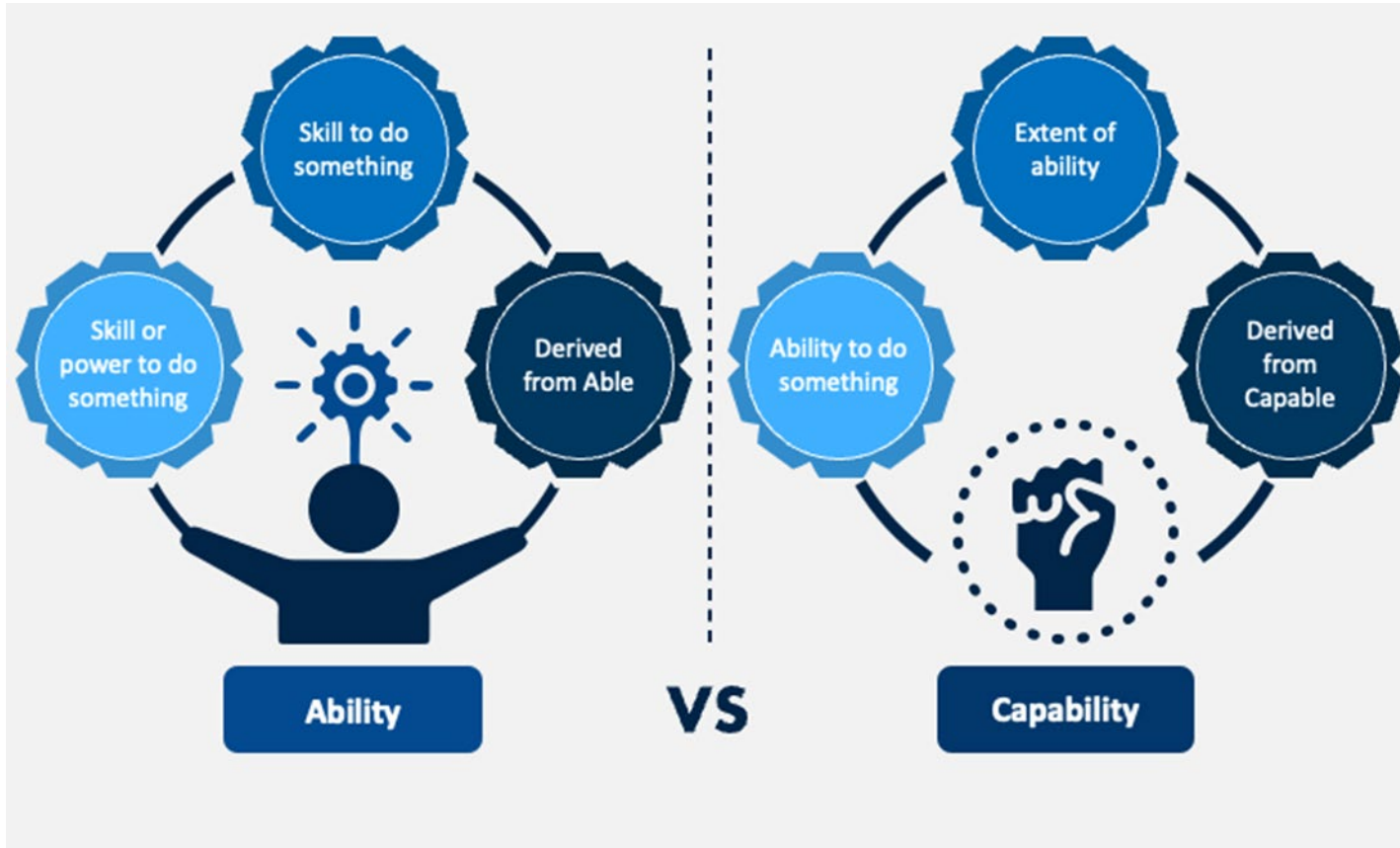
Action: Optimize channel mix and test new strategies to drive engagement.

Analytics drives strategy and content for all audiences

Student Behaviors and Campus Investment

- Understand where students go for information and what channels they use.
- Prioritize information for what prospective students and families are looking in the college search.
- Be proactive with the value/cost information across a variety of channels.
- Align your strategic investments to those areas that will have the greatest return.

Need to Consider...





Summary



Thank You!

Keyana Scales, EdD

Senior Vice President

Keyana.Scales@RuffaloNL.com



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Appendix

Florida A&M University

Undergraduate

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

#1 PUBLIC HBCU

2022 U.S. News & World Report

VISIT CAMPUS

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

#1 PUBLIC HBCU

2022 U.S. News & World Report

VISIT CAMPUS

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

VISIT THE #1 PUBLIC HBCU

2022 U.S. News & World Report

VISIT CAMPUS

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

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2022 U.S. News & World Report

VISIT CAMPUS

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

WE CAN'T BE FAM WITHOUT U

Join the FAMU.

VISIT CAMPUS

Learn ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo venena maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

STUDENT LIFE
FINANCIAL AID
ACADEMICS

YOUR FAMILY IS INVITED
Join our family hub and get instant access to important information like admissions deadlines, financial aid and life at FAMU.

GET INVITE

WATCH TO LEARN MORE ABOUT FAMU

HIGHEST RANKED FOU PUBLIC HBCU THREE CONSECUTIVE YEARS

THE POPE YOU

FAMU Office of Admissions and Enrollment Management
1730 McHenry Way, Suite 207
Tallahassee, FL 32310
(904) 943-2789
admissions@famu.edu

f i t w

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

DISCOVER WHAT YOU CAN BECOME

Explore your opportunities at the highest-ranked public HBCU.

TELL US YOU'RE INTERESTED

ADMISSIONS
FINANCIAL AID
ACADEMICS

CONNECT WITH OTHERS INTERESTED IN FAMU
You're invited to chat with prospective FAMU students on Zooble, a social media app you can use to start finding friends (and maybe a future roommate).

CHAT NOW

WATCH TO FIND OUT WHY WE ARE #1

HIGHEST RANKED FOU PUBLIC HBCU THREE CONSECUTIVE YEARS

WATCH TO FIND OUT WHY WE ARE #1

FAMU Office of Admissions and Enrollment Management
1730 McHenry Way, Suite 207
Tallahassee, FL 32310
(904) 943-2789
admissions@famu.edu

f i t w

FAMU FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

YOUR FUTURE STARTS HERE

Explore your opportunities at the highest-ranked public HBCU.

VISIT CAMPUS

ADMISSIONS
FINANCIAL AID
ACADEMICS

WATCH TO FIND OUT WHY WE ARE #1

HIGHEST RANKED FOU PUBLIC HBCU THREE CONSECUTIVE YEARS

FAMU A&M UNIVERSITY WERS

FAMU Office of Admissions and Enrollment Management
1730 McHenry Way, Suite 207
Tallahassee, FL 32310
(904) 943-2789
admissions@famu.edu

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social media/display/google ads | Emails ▶

EDU-AD AWARDS
SLIVER WINNER



Pacific Lutheran University

Undergraduate



PIU

Make it Matter

EXPLORE YOUR FUTURE AT PLU

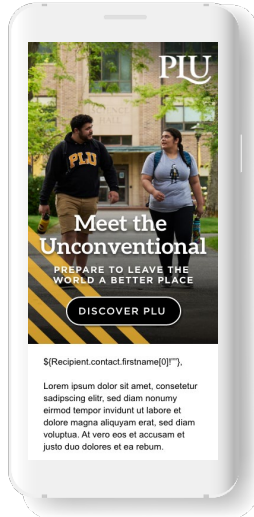
MORE INFO

Join ZeeMee

JOIN TODAY

Schedule a Visit

PACIFIC LUTHERAN UNIVERSITY
12180 Park Avenue S., Tacoma, WA 98447
253-535-7151
admission@plu.edu



PIU

Meet the Unconventional

PREPARE TO LEAVE THE WORLD A BETTER PLACE

DISCOVER PLU

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



PIU

Inclusive Happens Here

MORE THAN JUST WORDS

DISCOVER MORE

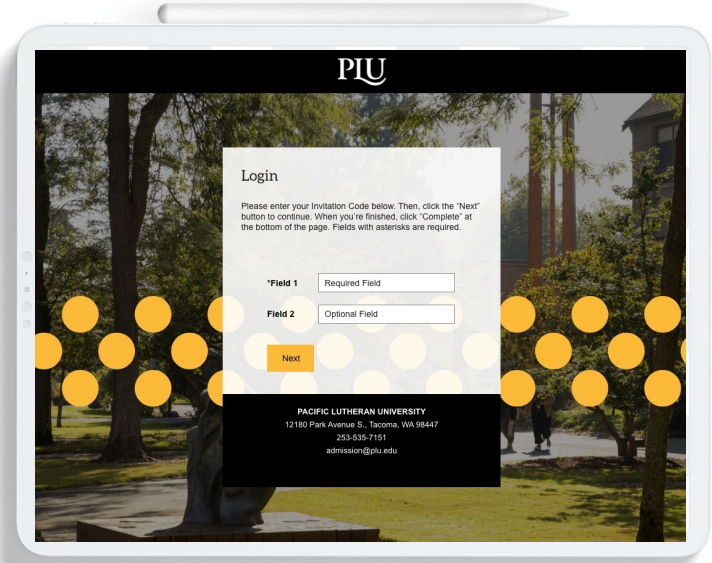


PIU

Make Possible Happen

HOW WILL YOU CHANGE THE WORLD?

FIND YOUR MAJOR



PIU

Login

Please enter your Invitation Code below. Then, click the "Next" button to continue. When you're finished, click "Complete" at the bottom of the page. Fields with asterisks are required.

*Field 1

Field 2

Next

PACIFIC LUTHERAN UNIVERSITY
12180 Park Avenue S., Tacoma, WA 98447
253-535-7151
admission@plu.edu

Student Search and Engagement Campaign

**EDU-AD AWARDS
SLIVER WINNER**



University of Saint Francis – Inquiry Nurturing + Conversion

Undergraduate

Dear [First Name],

FREQUENTLY ASKED QUESTIONS

WHY SHOULD I CHOOSE US?

- **Personalized** support and advice throughout your entire journey.
- **Quality Courses**. Our courses feature robust, real-world experiences through conversational labwork.
- **Make the Most of Your Investment**. From the moment you enroll, you'll have access to our award-winning resources.
- **Support**. You'll have access to our award-winning resources throughout your entire journey.

WHAT IS THE VALUE OF A DEGREE PROGRAM?

- **97%** of the class of 2019 are employed in the field or enrolled in additional education.
- **College** can be a transformative experience in your life.
- **Success**. You'll have access to our award-winning resources throughout your entire journey.

HOW CAN WE HELP YOU TAKE YOUR NEXT STEPS?

- **Personalized** support and advice throughout your entire journey.
- **Quality Courses**. Our courses feature robust, real-world experiences through conversational labwork.
- **Make the Most of Your Investment**. From the moment you enroll, you'll have access to our award-winning resources.
- **Support**. You'll have access to our award-winning resources throughout your entire journey.

Call our enrollment team for more information: 888-387-7162

letter from enrollment coach + FAQ sheet

Dear [First Name],

Thank you for starting your journey at the University of Saint Francis and for your interest in the Certificate in Online Teaching (Non-Credential) program.

My name is Tricia Ruggieri and I am Director of Saint Francis' College of Adult and Distance Education. What I'm excited about is that you're looking for a program that will help you in your career and your life.

Here's why this program is the right one for you:

- **Center-Focused**: The demand for online teaching at all grade levels is rising. Decides depending your teaching experience, this certificate can also open doors to additional career opportunities.
- **Accelerated Pace**: With just four classes for a total of 12 credit hours, you can expect to finish this program in just 12 months.
- **Convenient Online Format**: Test classes and complete coursework in a way that balances with your existing teaching schedule and life's other demands.

Please continue reaching out on the path to your degree by sending in names with your enrollment coach. Reach out today at 888-387-7162 or email at enrollment@usf.edu.

We look forward to welcoming you to the program.

Sincerely,
Tricia Ruggieri
 Director of Saint Francis' College of Adult and Distance Education

letter from program director + program-specific brochure

Master of Science in Education

Take the next step. Call an enrollment coach today. 888-387-7162

WELCOME TO THE UNIVERSITY OF SAINT FRANCIS

Next Steps

Still have questions?

Preparing for Your Start Date

Frequently Asked Questions

YOU CAN DO IT!

Complete Your Application Soon

Call our enrollment team for more information: 888-387-7162

application completion push postcard

Join Us at USF

Your Next Steps

Call our enrollment team for more information: 888-391-8002

Financial Aid

LIVE WITH PURPOSE

application completion self-mailer

Certificate of Acceptance

This certificate is granted to [FIRST NAME, LAST NAME] in partial fulfillment of the requirements for the [Degree Program] at the University of Saint Francis.

Signed: [Signature]
 Director of the University

welcome brochure + acceptance certificate to admitted students

University of Saint Francis – Inquiry Nurturing + Conversion

Undergraduate

Finish Your Application
Get **FREE BOOKS**
for Your First Class!
Terms apply

Classes Start August 23.

UNIVERSITY OF SAINT FRANCIS
Online

FREE BOOKS
For Your First Class!
Terms apply

Classes Start August 23.
Finish Your Application

UNIVERSITY OF SAINT FRANCIS
Online

UNIVERSITY OF SAINT FRANCIS

Congratulations

Congratulations on applying to the University of Saint Francis! We're excited to help you reach your goals. Now that we've received your application, here's what you can expect:

1. You will be assigned a dedicated enrollment coach who will review your application to make sure nothing's missing. Your enrollment coach will call you within a few days to discuss your application and next steps.
2. Do you have credits from another college? You can speed up the process by requesting your transcripts from previous institutions if you're not sure how, no problem. Your enrollment coach will walk you through it and even assist you in contacting the school.

Ready to talk right now? Feel free to call an enrollment coach at **888-684-7215** for answers to any questions you may have about your application, the program you're interested in, University of Saint Francis, or anything else.

We'll be in touch soon,
USF Enrollment Team

UNIVERSITY OF SAINT FRANCIS

2301 Spring Street
Fort Wayne, Indiana 46805

application submission confirmation email

UNIVERSITY OF SAINT FRANCIS
Online

888-201-3614 [Apply Now](#)

Get answers to your most common questions:

- Tuition
- Financial Aid
- Transfer Credit
- I have another question

[Next →](#)

Classes Start Soon!

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Let us help.**

Thanks for your recent interest in the University of Saint Francis! Get answers to

post-inquiry landing page

free books promo – paid social

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TO YOUR FUTURE**
Classes Start Soon

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COMPLETE YOUR APPLICATION**

UNIVERSITY OF SAINT FRANCIS

application finish push – display + paid social

Saint Mary's College (IN)

Undergraduate

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Mount St. Mary's University MD MHA

Undergraduate



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— AT THE MOUNT —

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I want to learn more about the Mount MHA.

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Last Name*

Email*

Phone

Degree of Interest

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Mount St. Mary's University is a leading provider of health care education and training. Our Master of Health Administration (MHA) program is designed to help you gain the skills and knowledge you need to succeed in the health care industry.

WHY AN MHA AT THE MOUNT?

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Support Your Success

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Designed by: Working Professionals

Mount St. Mary's University is a leading provider of health care education and training. Our Master of Health Administration (MHA) program is designed to help you gain the skills and knowledge you need to succeed in the health care industry.

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Undergraduate



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- U.S. News & World Report

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SUU SOUTHERN UTAH UNIVERSITY

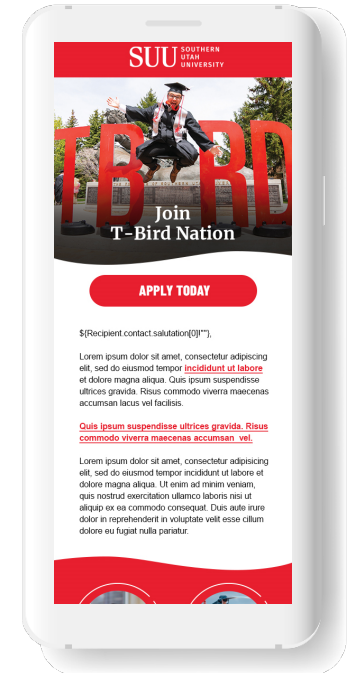
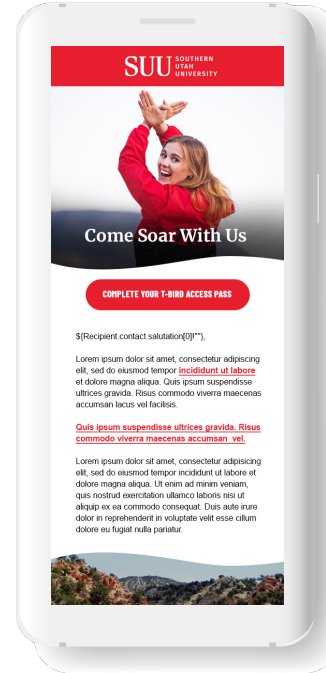
Top 10 Lowest Student Debt
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Ready for more info to help make SUU a place to call home, <Firstname>?

When you reply we'll send you more information about T-Bird life, our majors, and our wide range of generous scholarships.

Let us know you're interested in one of three ways:

- Complete the T-Bird Access Pass below and mail it to us.
- Log in to your T-Bird Access Pass online at [SouthernHub.discoverhub.net](#). You'll be prompted to enter this invitation code: **<InvitationCode>**
- Or, text **<InvitationCode>** to 877-947-3314. *Message and data rates may apply.

First Name:
 Middle Name:
 Last Name:
 Gender: Male Female Prefer Not to Answer
 Mailing Address:
 City:
 State: zip:
 Email Address:
 Home Phone:
 Cell Phone:
 Do we have permission to send you occasional text messages? Yes No
 High School:
 When do you plan to enter college?
 Academic Interest:
 Extracurricular Activities:
 Have either of your parents attended college? Yes No
 Your contact information has previously been collected. See Details Not a Student

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Live in the middle of all the action in Festival City, USA

SUU is the "University of the Parks"—where spectacular beauty and adventure are just a stone's throw away. Plus, it's within a half-day's drive of the bright lights (Las Vegas, Salt Lake City), year-round sunshine (L.A., Phoenix), and the greatest snow on earth! (Snow Head Ski Resort).

Imagine sliding down powdery snow in the morning and climbing the red rocks in warm, 70-degree weather in the afternoon.

It's possible at SUU. We really do have the greatest backyard in the country.

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Our 150+ world-class undergraduate programs offer hands-on learning opportunities, allowing you to gain professional experience that will give you a competitive edge before you enter the job market.

"I discovered SUU was offering a special adventurous 18-credit semester in Bryce Canyon National Park. I spent my first semester with 11 other students living and working in Bryce Canyon, just an hour and a half away from campus. That semester set the stage for me to pursue an Outdoor Recreation degree."

- Jessica Edgington
Outdoor Recreation major

Follow your passion in Engineering, Photography, Outdoor Recreation in Parks and Tourism, Communication, Aviation, or Illustration—all while exploring and learning in the great outdoors.

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9th in the nation and 2nd in the west for lowest student debt among regional universities.

- U.S. News & World Report

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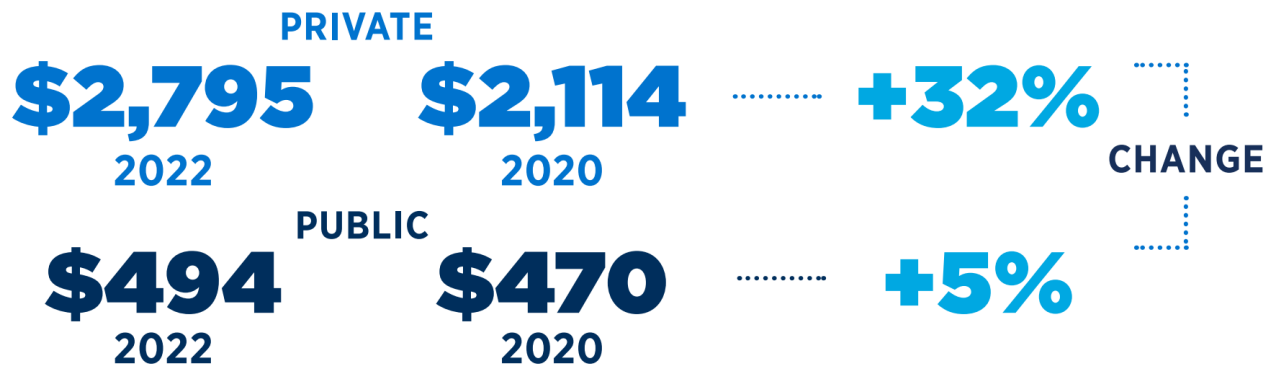
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Cost To Market and Recruit

Cost to recruit an undergraduate student



Note: All 2020 results are from the *2020 Cost of Recruiting an Undergraduate Student Report*.

Cost to recruit a single student

COST OF RECRUITING ONE ...	PRIVATE 2022	PRIVATE 2020	PUBLIC 2022	PUBLIC 2020
Undergraduate student	\$2,795	\$2,114	\$494	\$470
Transfer student	\$278	\$333	\$109	\$27
International student	\$855	\$585	\$0*	\$125

*Because RNL uses the median for cost, the international student amount was \$0 for public institutions that provided data on international student recruitment costs.

Cost to recruit a single student *minus* personnel cost






Budget




PERCENTAGE CHANGES IN THE BUDGET FOR RECRUITMENT AND ADMISSIONS

2021-2022 Budget vs. 2019-20 Budget

PRIVATE INSTITUTIONS

	Budget decreased more than 2%	22%
	Budget stayed the same	25%
	Budget increased more than 2%	53%

PUBLIC INSTITUTIONS

	Budget decreased more than 2%	21%
	Budget stayed the same	8%
	Budget increased more than 2%	71%

Budget allocation (private)

PRIVATE	2022	2020
Student search (purchased lists and full costs if outsourced to a vendor)	16%	14%
Digital advertising	12%	n/a*
Web services (i.e., SEO, consulting, general maintenance)	9%	11%
CRM costs	9%	n/a
Travel	8%	17%
Prospective student communications (phone, email, direct mail, and texting)	8%	13%
Recruitment publications	7%	11%
Events (on-campus, off-campus, virtual)	7%	12%
Digital lead generation	7%	n/a*
Traditional advertising	5%	6%
Transfer recruitment	4%	4%
International recruitment	3%	5%
Other	2%	8%
Chat	0.5%	n/a

Budget allocation (public)

PUBLIC	2022	2020
Student search (purchased lists and full costs if outsourced to a vendor)	15%	12%
Travel	14%	16%
Recruitment publications	13%	15%
Events (on-campus, off-campus, virtual)	12%	11%
Prospective student communications (phone, email, direct mail, and texting)	9%	17%
Digital advertising	7%	n/a*
Transfer recruitment	6%	4%
Web services (i.e., SEO, consulting, general maintenance)	6%	13%
CRM costs	5%	n/a
Traditional advertising	4%	6%
Other	3%	3%
Digital lead generation	2%	n/a*
International recruitment	1%	3%
Chat	1%	n/a

Total Marketing Budget for Online Programs



Successful Institutions Spend between 1% & 3% of their operating budget on Marketing.

Typical allocation of marketing budgets

ONLINE MARKETING BUDGET AREA	All Institutions
Digital advertising (Google ads, social media ads, etc.)	53%
Search engine optimization/organic lead generation	17%
Traditional media (radio, TV, billboards, etc.)	15%
Events (face to face)	5%
Events (virtual)	4%
Corporate/military/other partnerships	1%
Other	5%

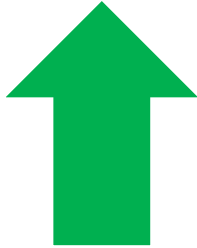
Note: There were no significant differences by either level or sector.

The background is a solid blue color with a faint, semi-transparent image of a hand holding a pen over a document. A circular stamp or seal is visible on the document, partially obscured by the text. The overall aesthetic is professional and business-oriented.

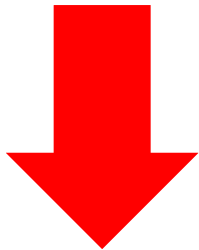
Possible Future Budget Investment Areas

Possible Future Budget Investment Areas

Private institutions



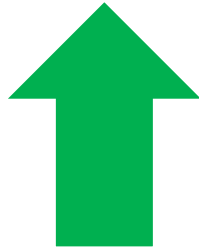
	Higher priority
Website (content, functionality, SEO, etc.)	75%
Operational efficiency	42%
Digital advertising	39%
Campus events	39%
Search engine optimization	28%
Digital lead generation	25%



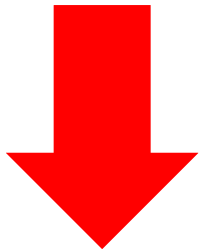
	Lower priority
Chatbot	97%
Streaming digital audio (Spotify, Pandora, etc.)	94%
Traditional advertising (TV, radio, newspaper, magazine, billboard, etc.)	92%
Virtual tours	78%
Personalized video	75%
Traditional communication channels (email, direct mail, and telephone)	72%
Text messaging	67%

Possible Future Budget Investment Areas

Public institutions



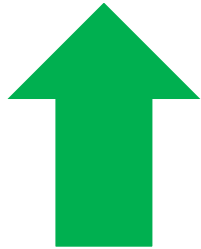
	Higher priority
Website (content, functionality, SEO, etc.)	71%
Operational efficiency	42%
Campus events	38%
Digital advertising	25%



	Lower priority
Streaming digital audio (Spotify, Pandora, etc.)	96%
Traditional advertising (TV, radio, newspaper, magazine, billboard, etc.)	92%
Chatbot	88%
Personalized video	79%
Virtual tours	75%
Traditional communication channels (email, direct mail, and telephone)	75%
Text messaging	67%

Anticipated Changes To Activity Allocations In The Next 12-24 Months

Privates

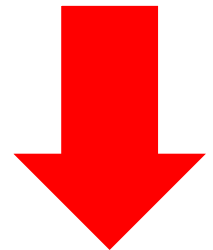


Anticipated increase

	%
Events	56%
Travel	53%
Student search	50%
Digital advertising	50%
Web services (i.e., SEO, consulting, general maintenance)	41%

	%
CRM costs	78%
Chat	74%
Transfer recruitment	67%

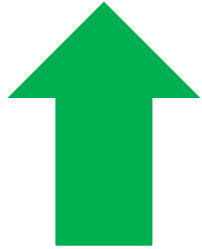
Anticipated decrease



% of respondents who anticipate an increase or a decrease in this budget area

Anticipated changes to activity allocations in the next 12-24 months

Publics

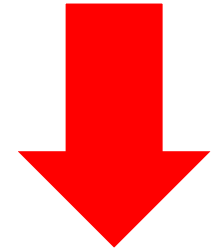


Anticipated increase

	%
Travel	67%
Events	54%
Prospective student communications (phone, email, direct mail, and texting)	46%
Transfer recruitment	42%
Digital Advertising	39%

	%
International recruitment	73%
Traditional advertising	71%
Web services (i.e., SEO, consulting, general maintenance)	67%

Anticipated decrease



Communication Channels

Top actions students take after other key activities

As high school students approach graduation, their methods of inquiring with colleges become more direct.

After viewing a virtual tour or virtual reality video

1. Schedule a visit
2. Fill out a form for more information
3. Follow the school's social pages
4. Continue examining the website
5. Start an application

After clicking on an ad's link

1. Look for information on school's website
2. Watch a video
3. Follow the school's social pages
4. Fill out a form for more information
5. Take a virtual tour

Top actions after an online chat

1. Start an application
2. Fill out a form for more information
3. Have a phone conversation with an enrollment team member
4. Follow the school's social pages
5. Look for information on the website

Communication Channels

Email

- Only 20 percent of 12th grade students remembered at least one email from a college or university, but here is what they said made emails 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).

Communication Channels

Direct mail

Students who listed direct mail as a preferred channel for learning about an institution

31%

12th Grade

44%

11th Grade

40%

10th Grade

30%

Continuing generation

44%

First generation

Communication Channels

Texting

97% of all students are open to receiving text messages from institutions

Students are increasingly more open to receiving text messages from colleges and universities, even early in their college search process. Our respondents provided more details on when they want to receive text messages and the content they prefer.

Communication Channels

Texting

- Text messages are a great follow-up strategy for students who want to receive them. More than half said they were willing to receive a text message as a follow-up to an inquiry.

What content are students interested in receiving via text message?

CONTENT	ALL RESPONDENTS
Acceptance notification	66%
Details about their application, such as missing documents or status	56%
Deadline reminders	54%
Notifications about available scholarships	53%
Rejection notification	47%
Information about programs/majors	45%
Information about upcoming events	44%
Reminders about their application and status (missing documents, etc.)	41%
Information about financial aid and scholarships	41%
Information about the application process and upcoming deadlines	37%

Communication Channels

Phone calls

- Calling remains a strong engagement opportunity with prospective students. No other channel allows the same level of one-on-one engagement as a call to a student. And many students are willing to take a call as a follow-up to an inquiry or to even reach out to an institution via phone.

Students who said calls from admissions counselors were helpful in college planning

77%

12th Grade

77%

11th Grade

75%

10th Grade

77%

Continuing generation

74%

First generation

Communication Channels

Phone calls

Students who prefer a call as a follow-up to an inquiry

35%

12th Grade

34%

11th Grade

28%

10th Grade

30%

Continuing generation

36%

First generation

Students who would consider calling an institution to get more information

22%

12th Grade

16%

11th Grade

14%

10th Grade

18%

Continuing generation

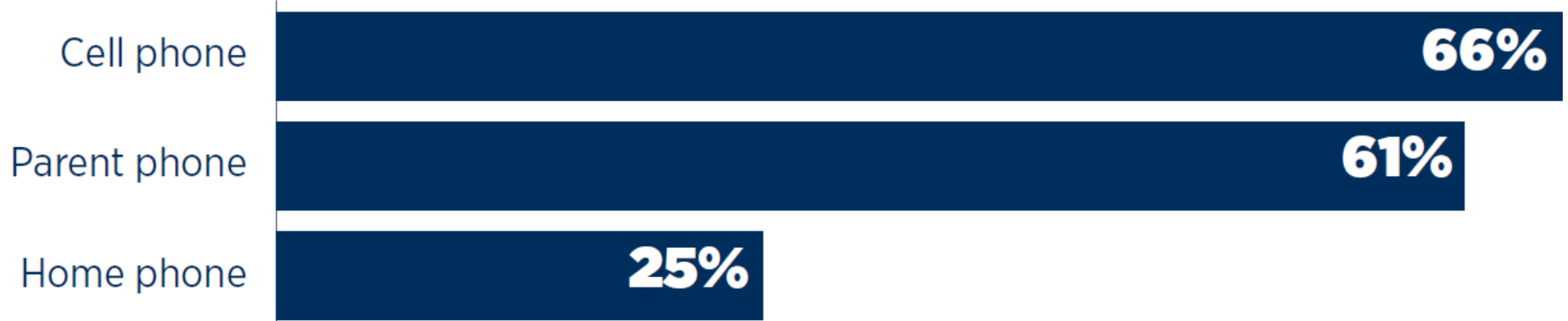
22%

First generation

Communication Channels

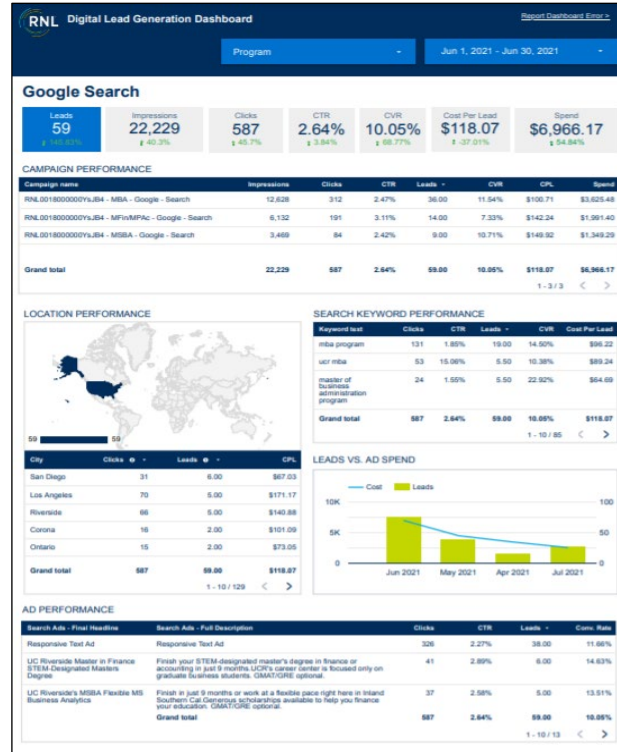
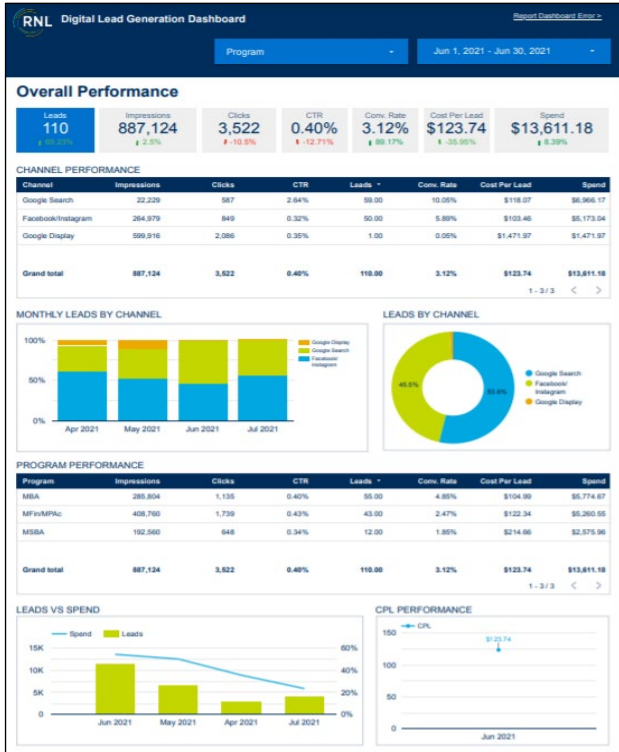
Phone calls

Phone numbers students are willing to share





Lead Source Reporting (Paid Digital)



- Analyze all paid efforts overall, but also by channel.
- Know and analyze the goals of each channel (i.e... Facebook vs Paid search, etc.)
- Most successful paid efforts are at the program level and include paid search, social, display, and programmatic plays.

College Websites

Information on college websites

Top 5 things students find frustrating about college websites



Hard-to-find information about specific majors/programs



Lack of information about job opportunities related to each major



Confusing directions related to the admissions process



Lack of information about admission statistics—how many students like me were admitted to particular majors, etc.



Hard-to-use navigation or hard-to-use links

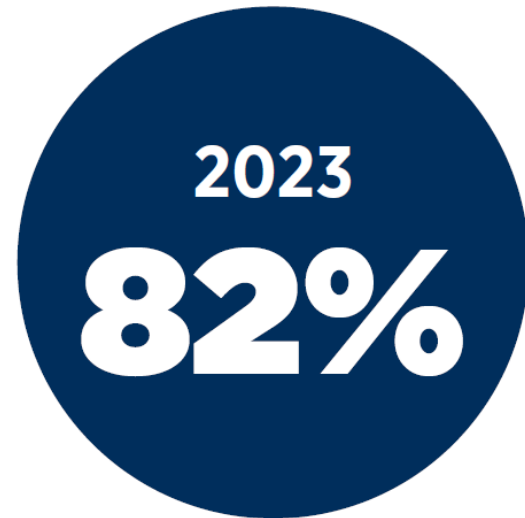
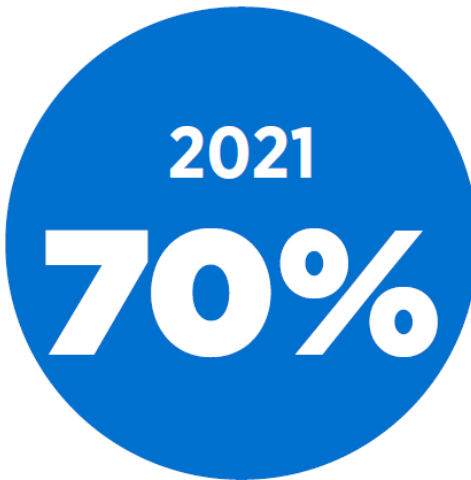


Videos

Videos

More students are watching videos from institutions

- As the social media results show, vic students online —making it a critica students have viewed videos, and th vast majority also find them helpful.



Videos

Video length and content

- Nearly three-quarters of students look at the running length of a video before deciding to watch it. They also want to see content that relates to the student experience and outcomes for graduates.

Students who check video length before watching



Videos

Video length and content

Top 5 topics for video content students want to see

- 41%** Current students talking about their experiences in the classroom and on campus
- 36%** Recent graduates talking about their job search, where they found a job, and their salaries
- 34%** Videos showcasing campus life and extracurricular activities
- 34%** Videos showing the campus, buildings, and classrooms
- 31%** Videos customized with content matching the programs and campus activities that interest students

Thank you for attending!



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