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Mastering the Art of Graduate and Online Enrollment:
Because adulting is hard without a degree

Kelsey Freidel Nelson: AVP, Partner Engagement, RNL
Zachary Rhodes: Director, Client Success, RNL

Focus on the Student Journey

Communication

Connection

Collaboration

Key Takeaways

Communication

1
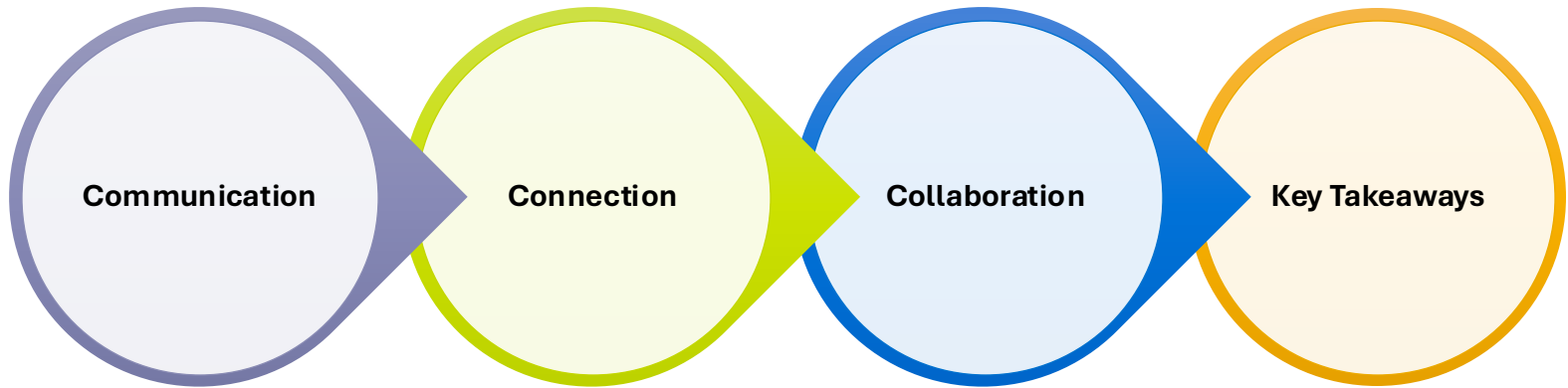
How do you use AI in your daily life?

Get Noticed

How do we stand out?

- Emerging Trends
  - How are students searching for programs?
- Preferred Methods
  - Organic and paid digital
  - Email
  - Less phone – more chat/text
- Online Student Personas
  - Undergraduate
  - Graduate

78%

of students used AI in their search for an online program.

Communication

How to communicate effectively and efficiently.

- Personalization
    - Immediate, detailed, conversational
- Authenticity
    - Cost, time, benefits
- Omni-Channel approach
    - Marketing across several platforms to ensure broad coverage

Connection

2

How quickly are you able to contact inquiries?

Make it Quick

How can we streamline the process?

Timing

Speed of first contact

Speed of information

Speed of follow-up

Mediums

Traditional

Intuitive

Personalized

86%

of students expect to hear back from institutions within 24 hours.

Connection

Develop quick and strong connections with students.

- Evaluate your process
    - Where are you doing well?
    - What can you improve
- Develop cadences for your populations
    - Frequency and timing of emails
- Assess the enrollment contact strategy
    - New inquiry and cold contact
    - Seasonality and prioritization of topics

TIMING	ACTION
Day 1	Call/Email
Day 2	Call & Text
Day 3	Email
Day 5	Call & Text
Day 8	Email
Day 11	Call
Day 15	Email
Day 21	Call
Day 25	Email
Day 30	Call & Text

Connection

Building Effective Cadences

- A slower than expected response can signal the wrong thing to interested students:

  - 44 % of grad students see they aren't a priority and 42% see a slow response as the program is supported by the school

- How students want to be contacted: Email is top choice

- Consistent frequency of contact post inquiry to keep students engaged

- Comm flows help to keep interested students engaged

Collaboration

3

How does your department collaborate with the rest of campus?

Working Together

How do we share resources?

- Enrollment offices need to operate quickly and efficiently to meet students' expectations for admissions

- Campus departments are often guilty of splitting resources due to lack of communication – No more silos!

- Centralizing the student journey is imperative for understanding how offices can share time and talents to ensure a seamless enrollment process

86%

of graduate students would likely enroll in online program that admits them first.
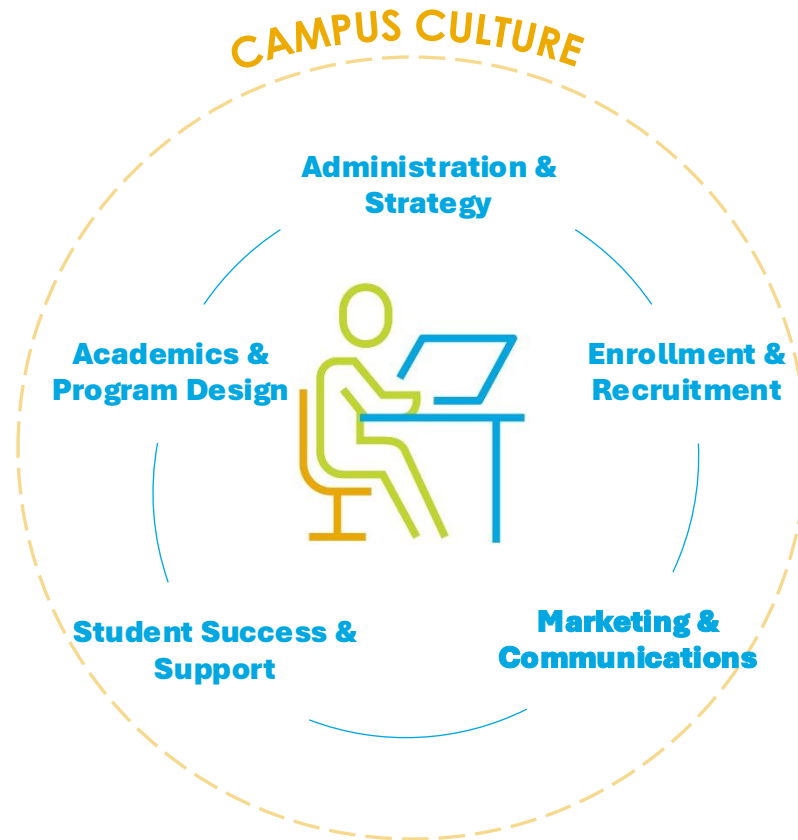
Internal Collaboration

Efficiency with defined resources.

- Map the student admissions process to identify bottlenecks in process

- Identify what can be automated vs. individual outreach or follow up

- Have clear and consistent expectations with application review

External Collaboration

Understand gaps and identify areas for improvement.

CAMPUS CULTURE

Administration & Strategy

Academics & Program Design

Enrollment & Recruitment

Student Success & Support

Marketing & Communications

Key Takeaways

4

Key Take Aways

How will you communicate, connect, and collaborate?

Ensure you are building a marketing strategy to fit your ideal student – not one based on the needs of our environment.

Understand and explore how to centralize the student enrollment journey and *truly* meet students where they are.

Develop ideas for cross-functional participation to support students through graduation.

Thank you!

Kelsey Freidel Nelson

AVP, Partner Engagement
RNL
Kelsey.Nelson@ruffalonl.com

Zachary Rhodes

Director, Client Success
RNL
Zachary.Rhodes@ruffalonl.com

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