

Maximize Enrollment Potential Using Parents to Influence Gap Year and Transfer Students

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Agenda

1. **The enrollment cliff is here**

Traditional pipelines are shrinking. Almost half of our admitted students did not attend a college or university. Over a quarter attended a 2 year college and the rest went to another 4 year institution

2. **Strategies and Tactics for Recruit Back and Gap Year**

3. **Leverage Campus Partners**

Identified two key segments, added in parent contact information from Slate and developed drip campaigns

4. **Outcomes and Takeaways**

5. **Time for Q&A** (because sometimes I talk fast)

What We're Solving For

In 2022, four-year public, not-for-profit institutions accepted 73% of their applicants but yielded, on average, 30% of their applicant pool and privates accepted 70% with a 33% yield rate. (NACAC, 2023).



University of the Pacific Admitted Freshmen Pool

Status	Fall 2023	Fall 2024
Total Admitted Freshmen	5494	8085
Attended Other 4 Year Institution	714	3993
Did not attend any institution (gap year)	1286	3371

Strategies, Goals, and Tactics

GOAL: Identify Parent Records and Append to Student Data

- Identified using NSCH + Slate data.
- Created dedicated parent communities in CampusESP.
- Identified populations in Slate.

	ClearingHouse - Gap Year	Families of Prospective Students	754 USERS	0 POSTS	0 EVENTS	44% OPEN RATE	1.5% CLICKS::OPENS
	ClearingHouse - Transfer Inquiry - Expanded Sequence	Families of Prospective Students	2.91k USERS	0 POSTS	0 EVENTS	58% OPEN RATE	1.3% CLICKS::OPENS

Understanding Gap Year Students and Their Supporters

Who Are Gap Year Students and Their Families?

Admitted to Pacific but never attended another institution

Rachel

Modesto, CA

- Gap year student
- Focusing on mental health and part-time work
- Has a strong connection to family



Parent

Concerned about loss of momentum during the gap year

- Hopes Rachel will soon feel ready to take her next steps, possibly Pacific



Higher Income Family Personas

Jack

Bellevue, WA

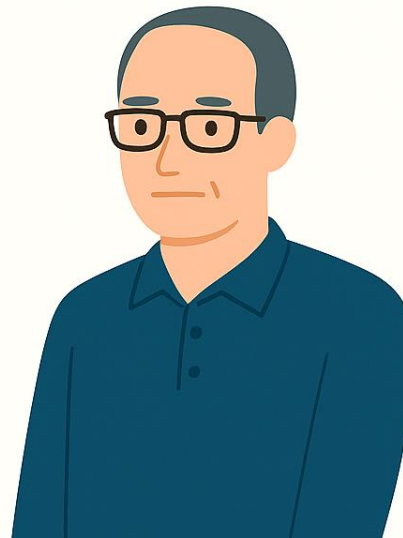
- Gap year student
- Worked as an intern during COVID
- Taking time to gain life experience



Parent

Supportive of Jack's educational journey

- High-income family



Traditional Gap Year Incomees are Shifting

Number of Non-Consumers, by Household Income, United States

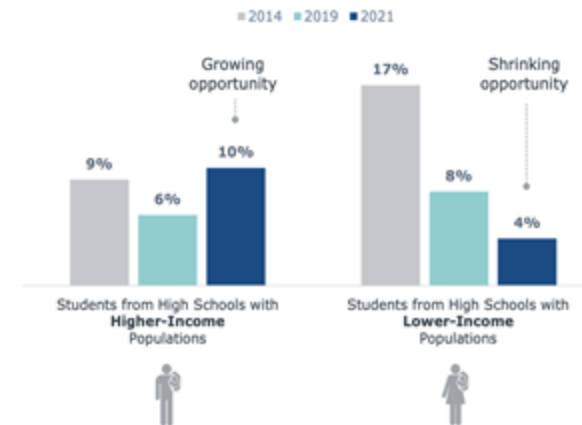
High School Graduates Aged 19 to 20 Not Enrolled at Any College

Household Income	Number of non-consumers		Change, 2012-2021
	2012	2021	
> \$300K	18,216	42,426	+133%
\$150K to 300K	123,420	256,020	+107%
\$100K to \$150K	253,522	349,289	+38%
\$50K to \$100K	513,586	516,902	+1%
< \$50K	573,248	558,550	-3%

Non-consumption is growing most quickly among students from households earning more than \$100K annually—a group that accounts for more than a third of all nonconsumers.

Mixed Opportunity on Late Enrollments

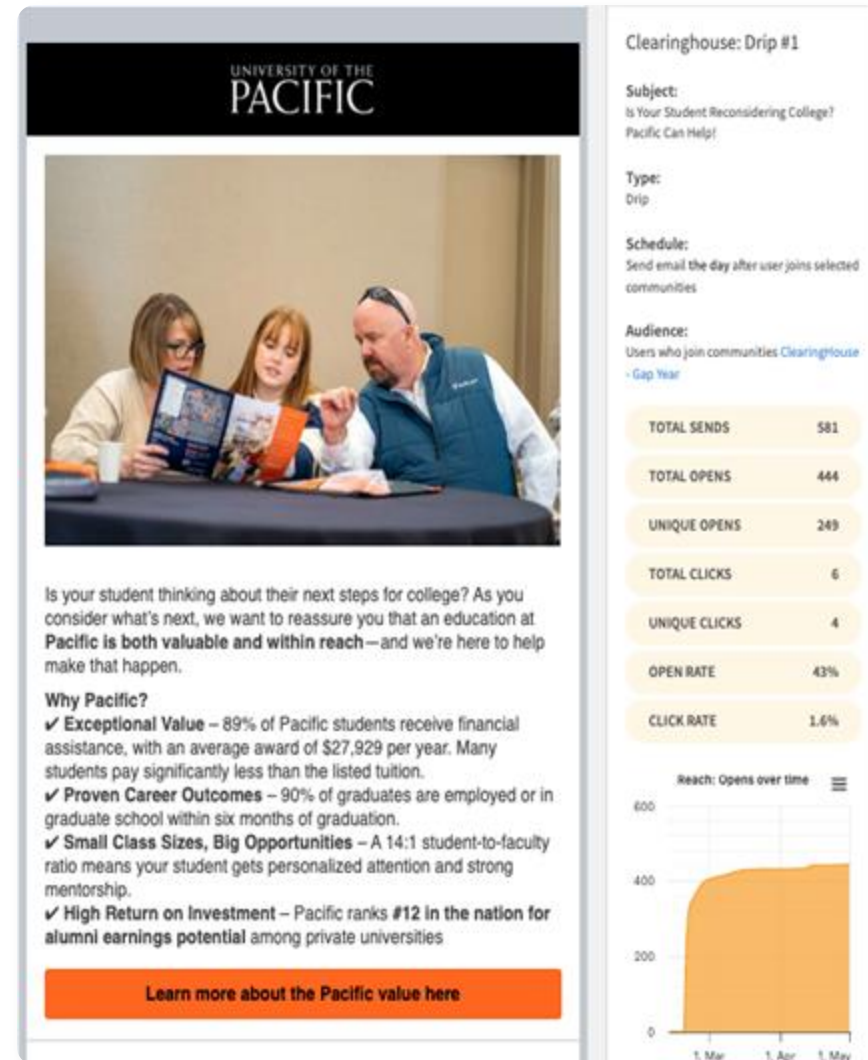
Percentage of Total College-Goers Enrolling in a Four-Year Institution a Year or Two After Graduating from High School¹



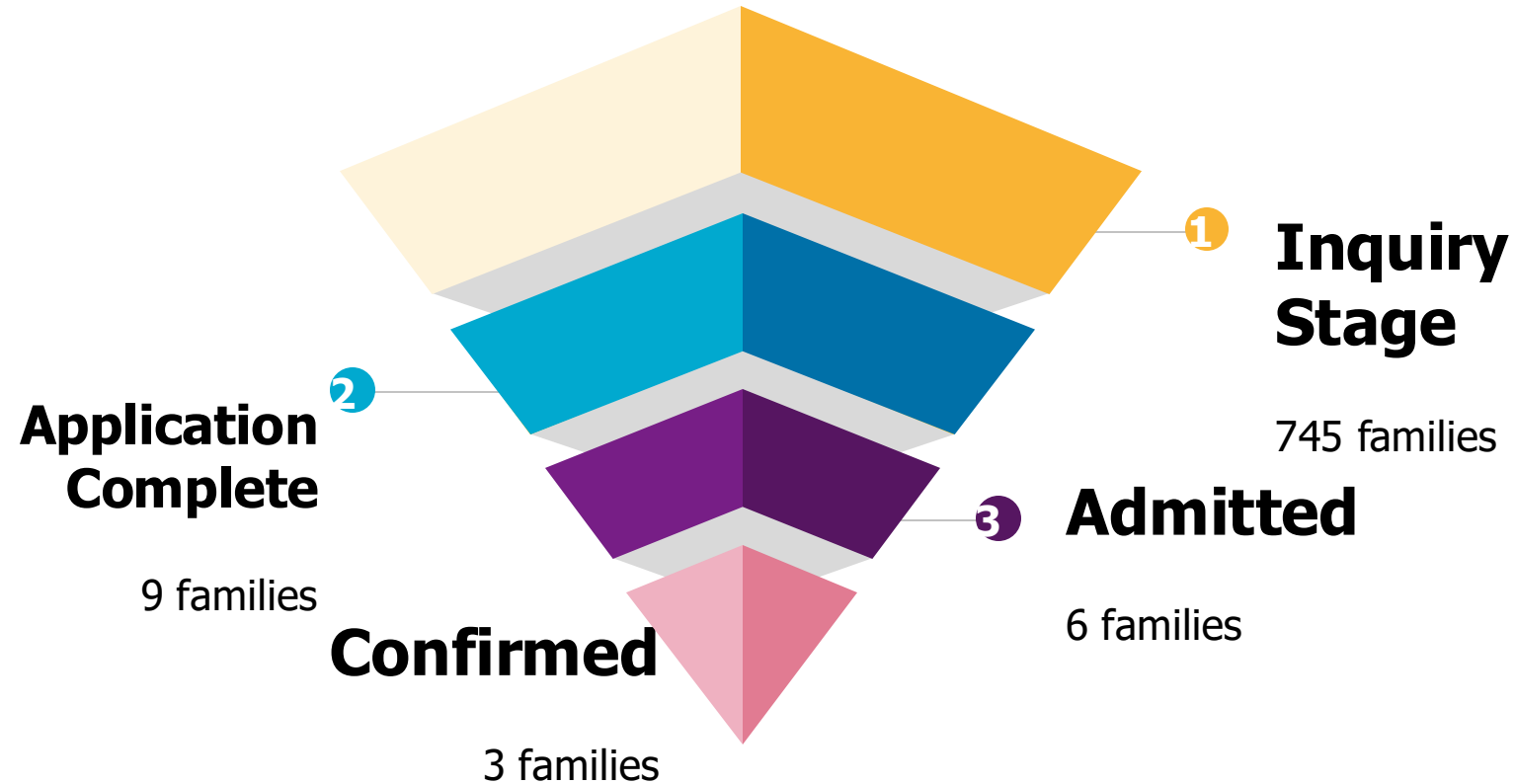
Developing Gap Year Messaging and Campaigns

Parent Messaging focused on:

- Affordability
- Support services
- Reactivation without reapplying
- Emotional reassurance



Gap Year Outcomes

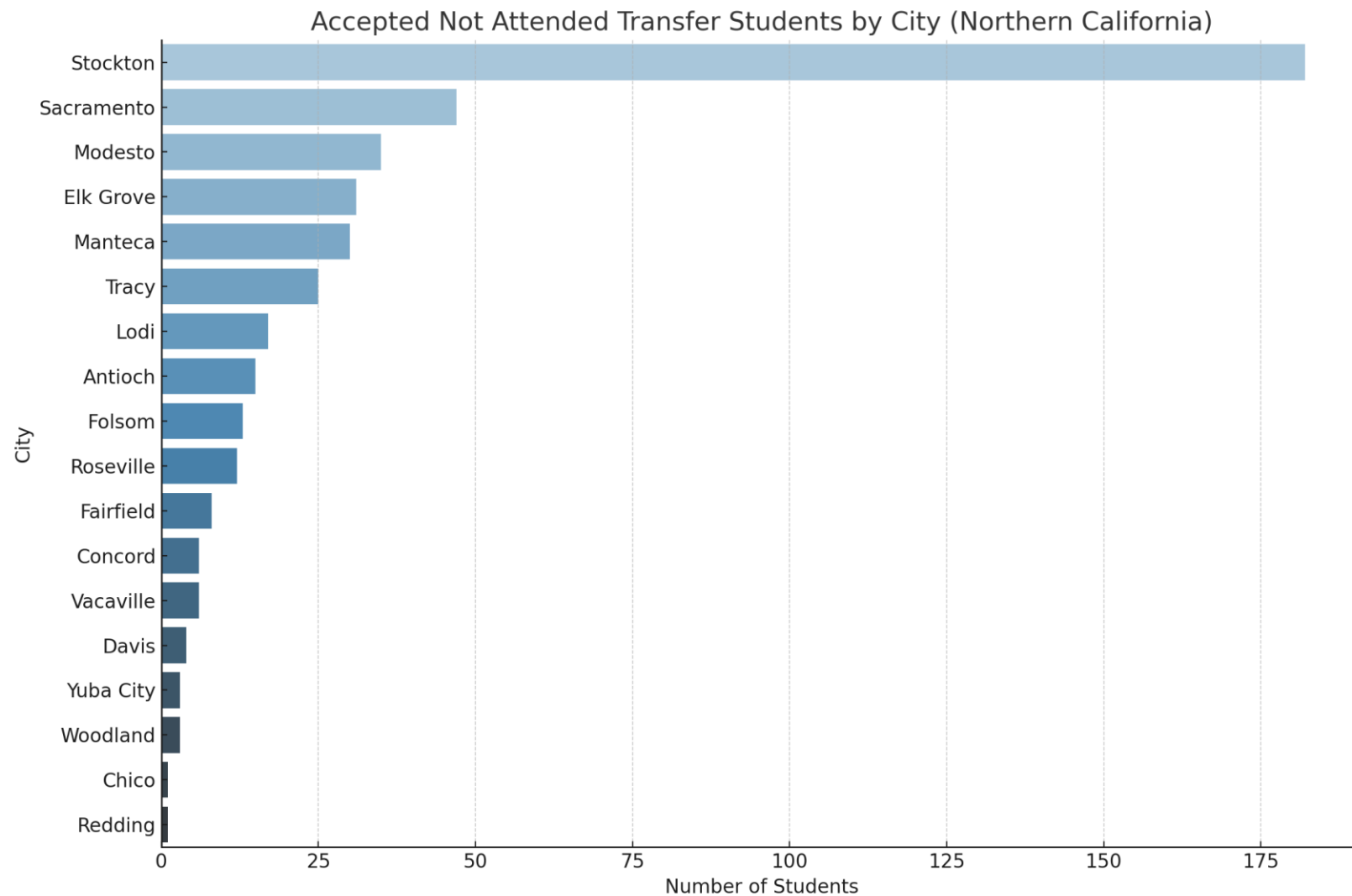


Transfer Students- Recruit Back

THE TRANSFER SWIRL



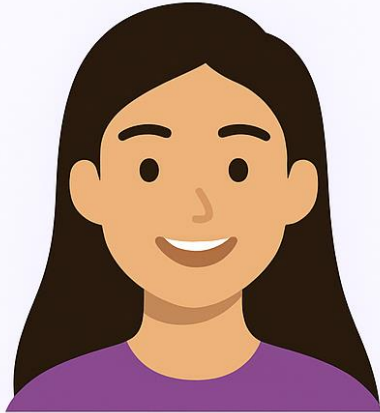
Know Your Market



Identifying the Transfer Student

1. Students admitted to Pacific who chose to attend a community college instead or attended another private or public four-year institution
2. Still interested in a 4-year degree, often for affordability or academic readiness reasons OR want/need to return closer to home.
3. Majority are local and within our primary market

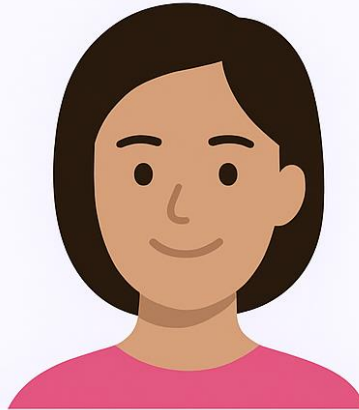
Recruit Back Persona



Natalie R.

CSU East Bay

- From Stockton, CA
Applied to Pacific because it was close to home
- Has decided she doesn't like it and wants to live at home



Marisol

Mother

- Wants Natalie to feel supported
- Also liked Pacific when they visited
- Unsure of the process for reapplying

Tactics

Same Core Strategy as Gap Year but with Tailored Call-to-Action

- Transitioned parents into a transfer-specific community.
- Messaging included:
 - Credit transfer support
 - Continued financial aid eligibility
 - Degree completion value and career outcomes
 - Schedule a meeting with your transfer counselor

Community College Transfer Tactics

Same Core Strategy as Recruit Back but included additional messaging around scholarships and transferability of units

- These parents were in the same community as the recruit back parents
- Messaging included:
 - Evaluation of transfer units
 - Degree completion value and career outcomes
 - More opportunities to meet with a transfer counselor
 - Additional scholarship messaging
 - Invites to events on the local community college campus

Connecting the Parents

27%

Click Thru Rate for Parents



Hi **First Name** default: from University of the Pacific !

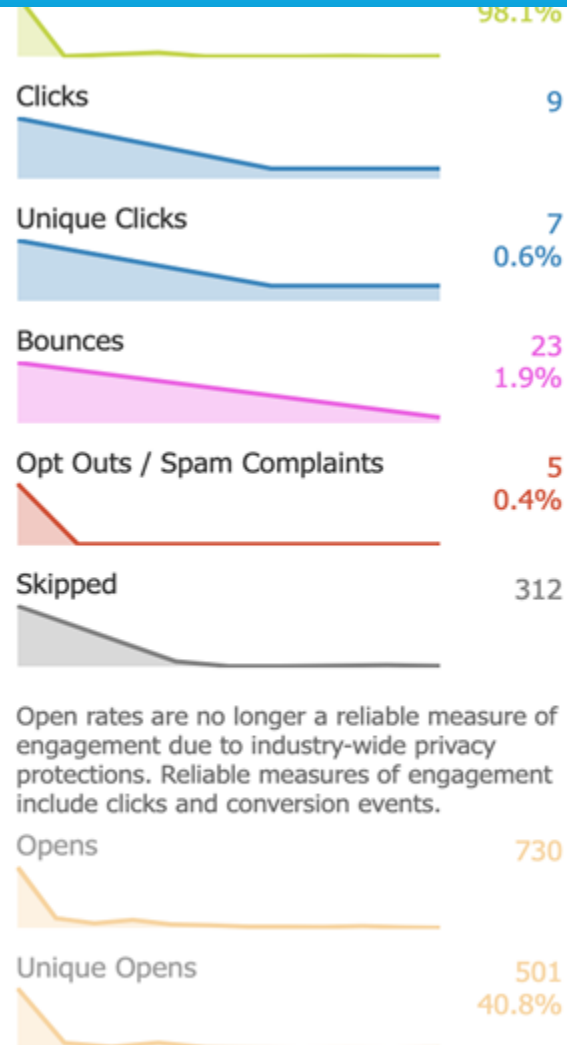
If you're curious, here's a little bit more about what we're known

Schedule:
Send email **immediately** after user joins selected communities

Audience:
Users who join communities [Previous admits who are transfer inquiries \(Fall 2024 -> Fall 2025\)](#), [ClearingHouse - Transfer Inquiry](#)

TOTAL SENDS	5,980
TOTAL OPENS	5,506
UNIQUE OPENS	3,170
TOTAL CLICKS	81
UNIQUE CLICKS	62
OPEN RATE	83%

Same Call to Action- Different Audience



TOTAL SENDS

3,593

TOTAL OPENS

3,016

UNIQUE OPENS

1,830

TOTAL CLICKS

35

UNIQUE CLICKS

25

OPEN RATE

51%

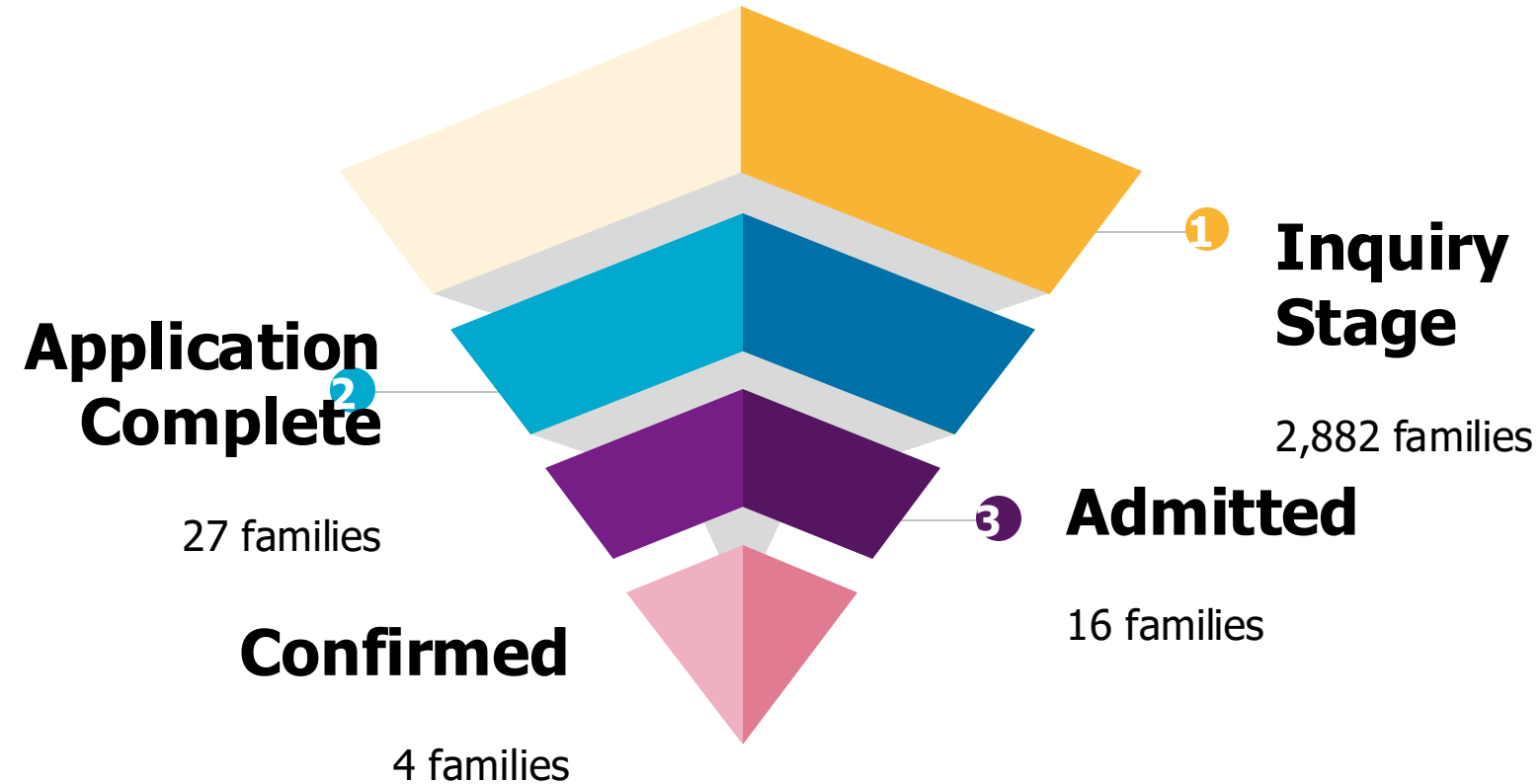
CLICK RATE

1.4%

Download
EdVisorly to map
your transfer units

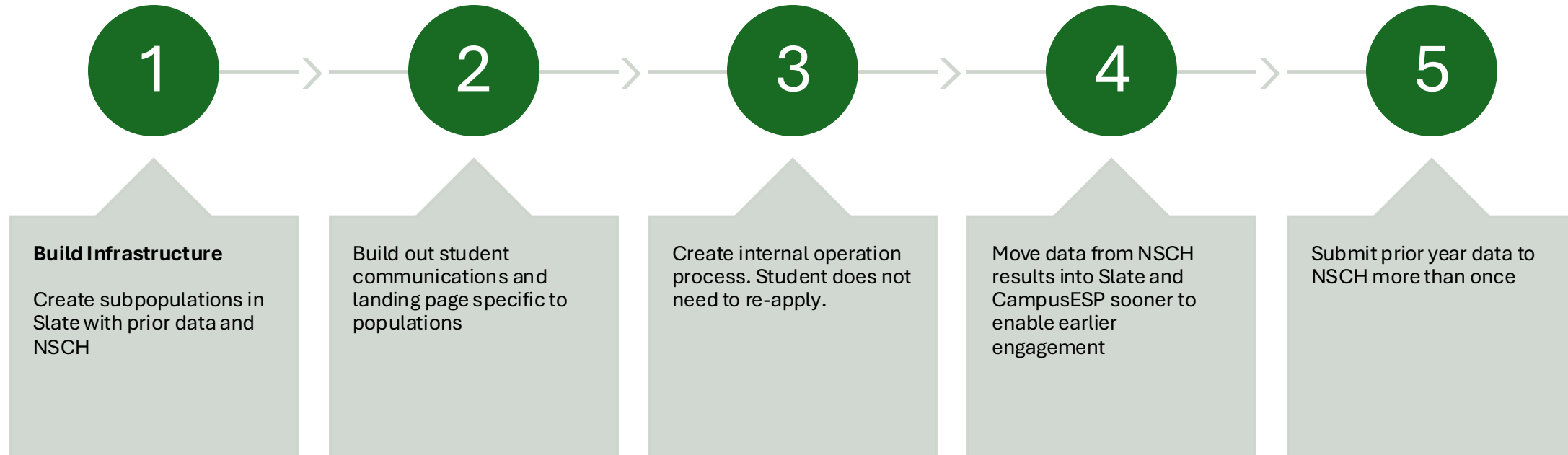


Transfer Student Outcomes



What's Next

Planning for Future Enrollment



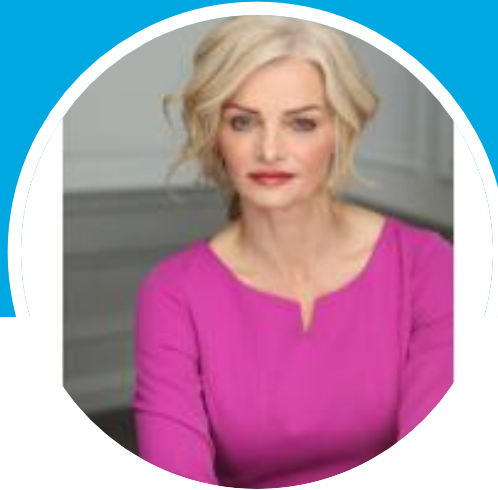
Key Take Aways

This is the Proverbial Low Hanging Fruit (Seriously)

- Parents of gap year students are reachable and influential
- Parents of transfer students at community colleges and other four- year institutions still want to hear from you
- Parents engage with your content at higher rates than your traditional student-even transfer students
- This is a long game strategy but with real yield potential



Thank you



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