RNL NC
ALTERING the
LANDSCAPE

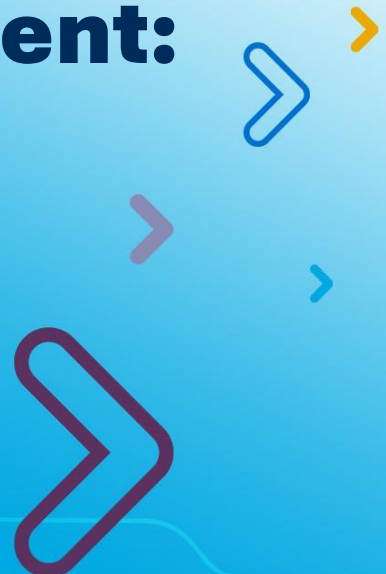# Accelerate Graduate Enrollment: How RNL Enable Qualifies & Nurtures Leads

July 2025

Today's Experts

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Product Strategy, Enrollment

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Graduate & Online Marketing

RNL Enable:
The Complete Solution for Graduate & Online Enrollment

Strategy and Planning

Accreditation guidance

Student journey optimization

Enrollment planning

Recruitment strategies and training

Financial aid optimization

Research and Market Insights

Program prioritization and positioning

Tuition price analysis

Academic program demand

Financial aid modeling

Personas and messaging strategy

Course Development and Design

(*provided by* sixredmarbles)

Course development

Course assessment

Course revision

Instructional consulting

Attracting High Quality Leads

Digital advertising and media planning

Improving search engine optimization (SEO) and visibility

Creating compelling content and ads

Website support and performance tracking

Engaging and Enrolling Students

Individualized communication plans

Personalized video services

Enrollment coaching

Dedicated contact centers

Transcript collection

Student Success and Retention

Student success consulting

Satisfaction surveys

Retention analytics

RNL Envision: Higher education's leading enrollment growth platform

Agenda

1. Setting the Scene

2. Why is this so Important?

3. Maximizing Conversion

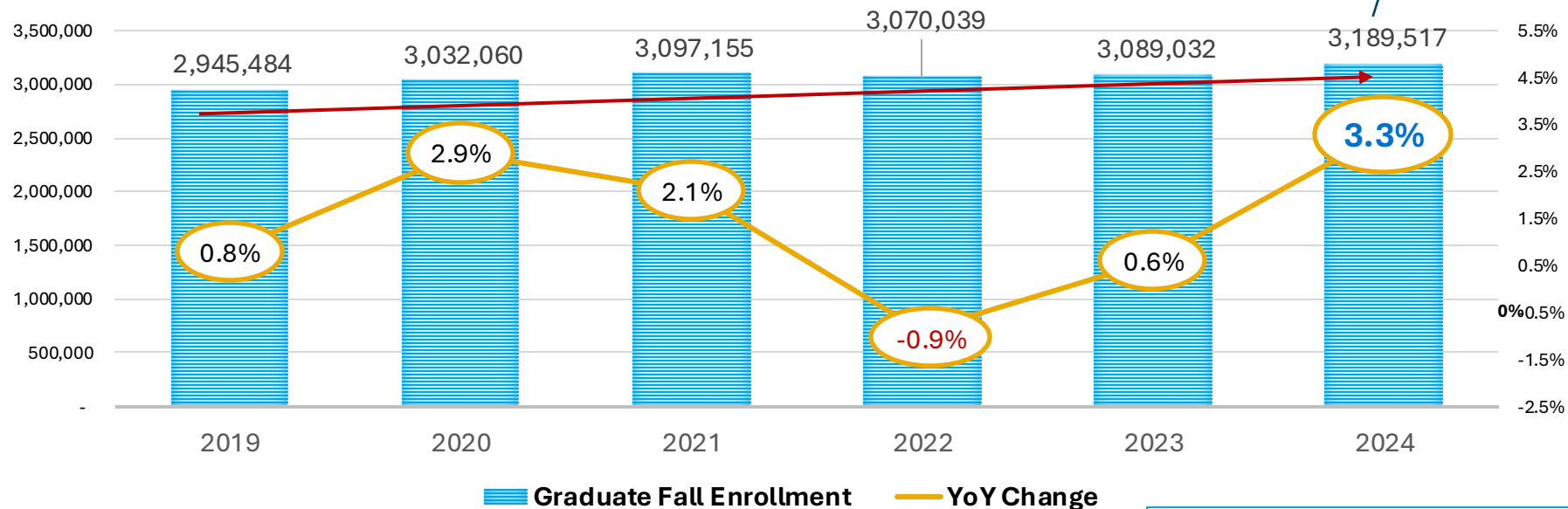4. Optimizing Yield & Enrollment

5. Knowledge is Power

6. Q&A

Setting the Scene

1

Graduate Market Growth Opportunity

...public institutions grew by nearly twice the rate of privates, and for-profits even more.

Fall Enrollment Estimates

YoY:
+100,485

Graduate Fall Enrollment values: 2,945,484 (2019), 3,032,060 (2020), 3,097,155 (2021), 3,070,039 (2022), 3,089,032 (2023), 3,189,517 (2024)

YoY Change: 0.8% (2019), 2.9% (2020), 2.1% (2021), -0.9% (2022), 0.6% (2023), 3.3% (2024)
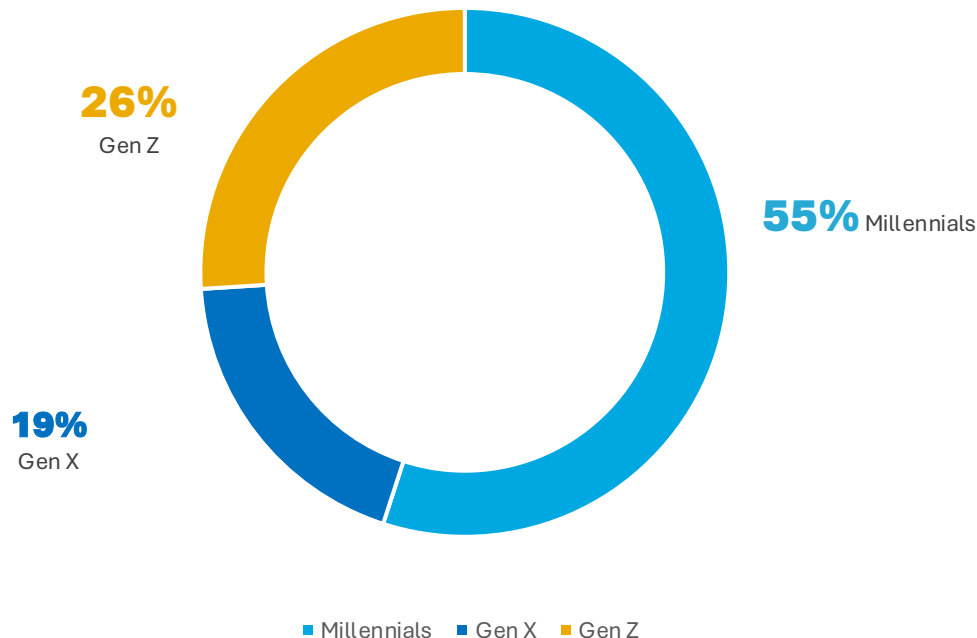
Legend: Graduate Fall Enrollment — YoY Change

❖ In 2024, as much as one third of new graduate enrollment was derived from international students.

*Source: RNL Analysis of "First Look at Fall 2024 Highlights" from National Student Clearinghouse CTEE, Fall 2024 using reported YoY percent growth.

RNL National Conference

6

Who Are We Serving?

Changing generations & priorities

2025 Graduate Student by Generation

26% Gen Z

19% Gen X

55% Millennials

■ Millennials ■ Gen X ■ Gen Z

Hyper personalized, dynamic cross-channel digital engagement

Focus on ROI, prioritizing career outcomes & cost

Need for Speed, meeting student expectations & staying competitive

Student-Centric, meaningful connections throughout the student journey

Source: 2025 Graduate Marketing and Recruitment Practices Report, RNL.

Why is this so Important?

2

Speed to Lead Impacts Enrollment

Five things graduate students consistently tell us

1 Nearly 50% of graduate students expect a personalized response to their initial inquiry within 24 hours.

2 70% of graduate students expect to be admitted within one week of application submission.

3 Almost half of graduate students think a slower-than-expected response indicates they are unimportant to the institution/program.

4 Nearly 80% of graduate students will likely or definitely enroll in the program that responds to their inquiry first.

5 Just over 80% of graduate students will likely or definitely enroll in the program that admits them first.

Sources: 2021, 2023 Graduate Marketing and Recruitment Practices Report, RNL.
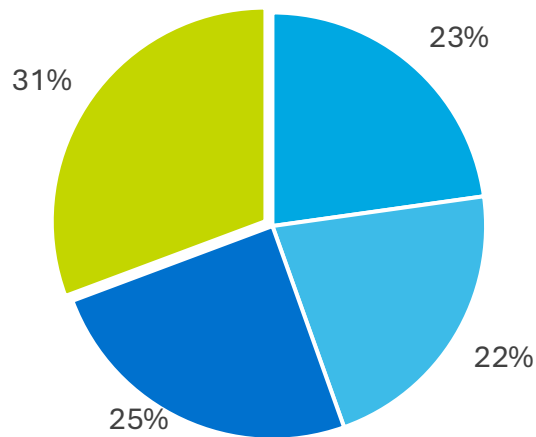
The Expectations of Online Students Matter

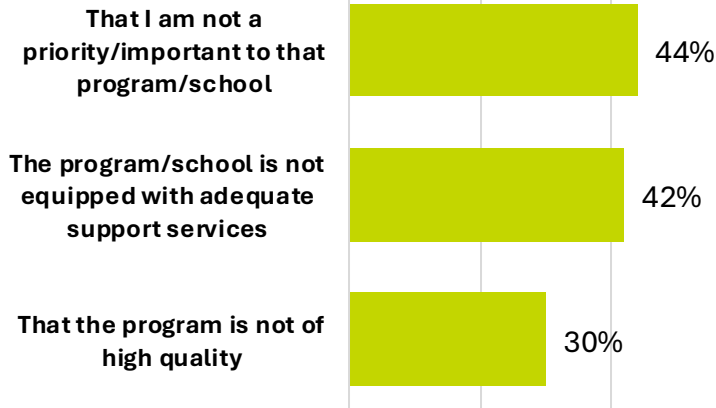## Students expect a speedy response both initially and throughout their experience

GRADUATE ONLINE STUDENTS

How soon after submitting an inquiry do you expect to hear from the program?

- Immediately
- Within 3 hours
- Within 24 hours
- More than 24 hours

- 23%
- 22%
- 25%
- 31%

What does a slower than expected response signify to you?

That I am not a priority/important to that program/school	44%
The program/school is not equipped with adequate support services	42%
That the program is not of high quality	30%

Source: 2024 Online Student Recruitment Report, RNL.
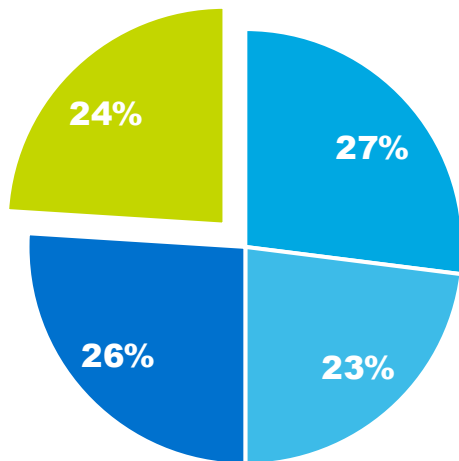
RNL National Conference

The Expectations of Online Students Matter

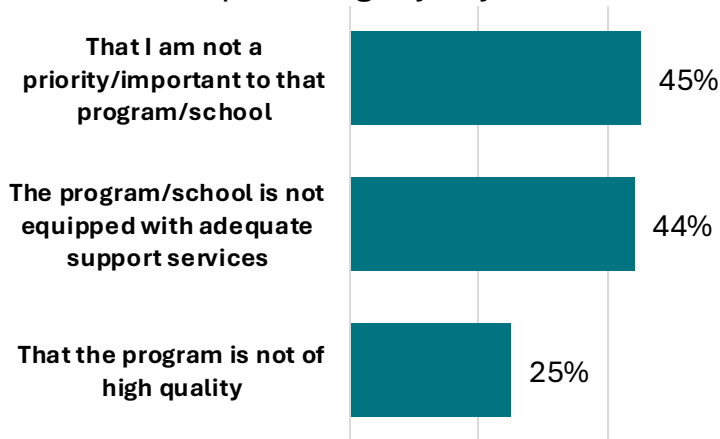## Students expect a speedy response both initially and throughout their experience

UNDERGRADUATE ONLINE STUDENTS

How soon after submitting an inquiry do you expect to hear from the program?

- Immediately
- Within 3 hours
- Within 24 hours
- More than 24 hours

Pie chart:
- 27%
- 23%
- 26%
- 24%

What does a slower than expected response signify to you?

- That I am not a priority/important to that program/school — 45%
- The program/school is not equipped with adequate support services — 44%
- That the program is not of high quality — 25%

Source: 2024 Online Student Recruitment Report, RNL.

Online Students Expect Speedy Admissions

## They're also applying to multiple programs

How quickly do you expect an admissions decision from your online program of choice?

Undergrad.
- 11% — Within 24 hours
- 34% — 1-3 days
- 30% — 4-7 days
- 18% — 7-14 days
- 5% — 14-21 days

Graduate
- 15% — Within 24 hours
- 29% — 1-3 days
- 27% — 4-7 days
- 19% — 7-14 days
- 7% — 14-21 days

One Week

Legend: Within 24 hours | 1-3 days | 4-7 days | 7-14 days | 14-21 days | Longer than 21 days

Source: 2024 Online Student Recruitment Report, RNL.
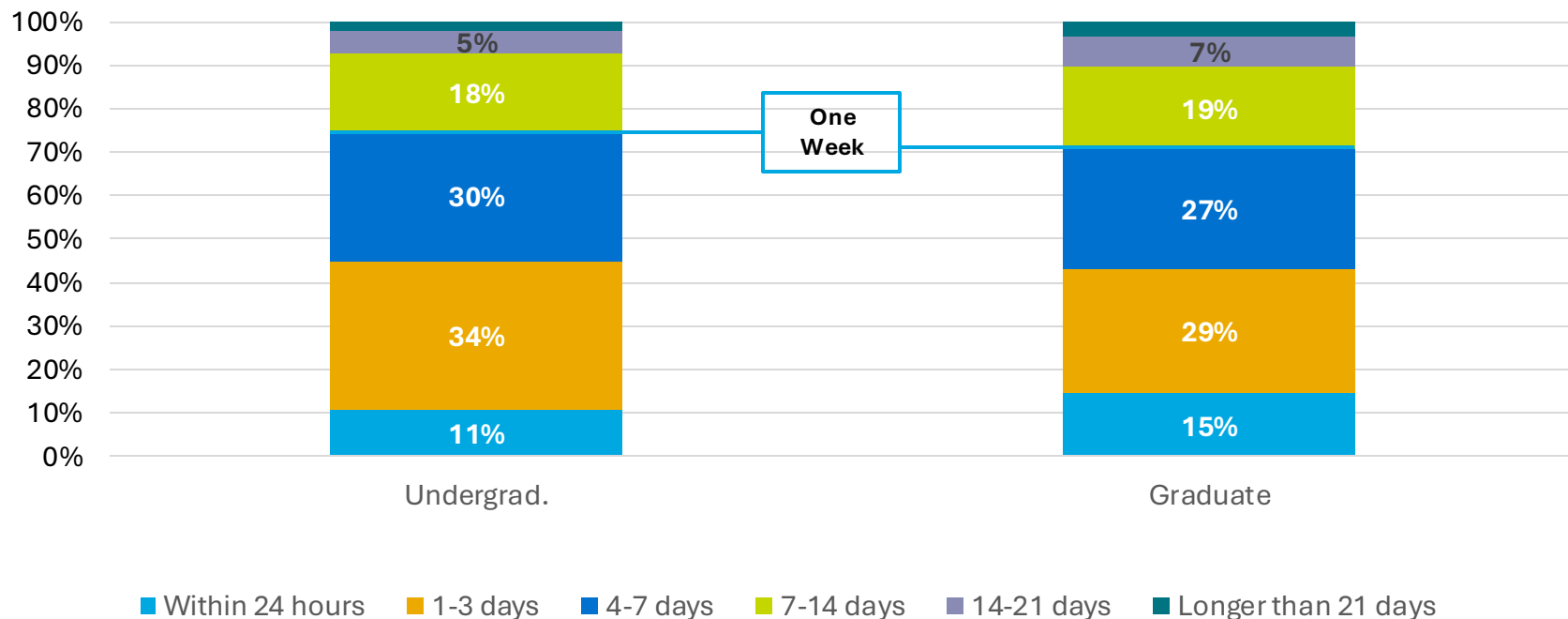
Why is this SO important?

Likelihood of Enrolling:
First Program to Respond

- Definitely — 17%
- Very likely — 32%
- Likely — 27%
- Not likely — 9%
- No — 15%

Likelihood of Enrolling:
First Program to Admit
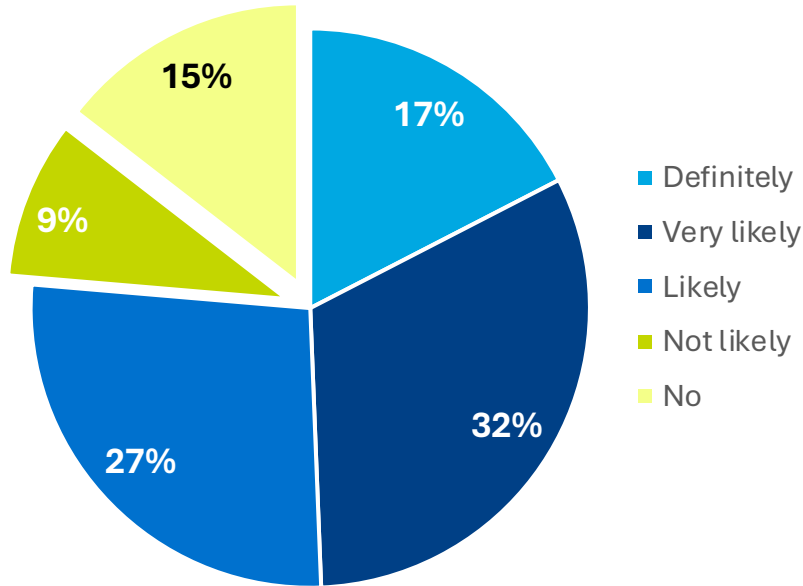
- Definitely — 21%
- Very likely — 33%
- Likely — 31%
- Not likely — 11%
- No — 5%
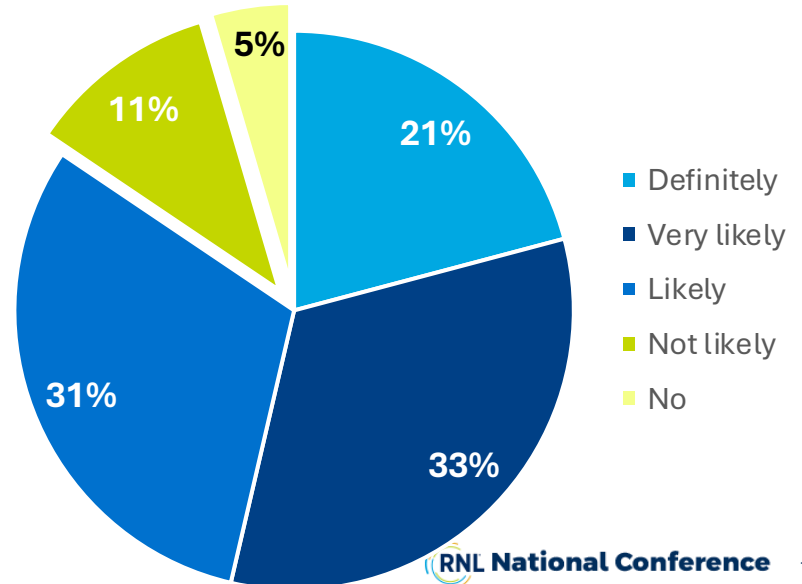
Maximizing Conversion

3

RNL Enable

Personalization, authenticity, & speed

Imagine just being able to capture the 25 percent who indicate that they will "definitely" enroll at the first institution that responds. Institutions could see an **immediate** lift in their funnels and enrollment solely by improving their response rates/times to inquiries as they are submitted.

RNL Enable is a comprehensive suite of services and technology to power enterprise enrollment growth and shaping across the student lifecycle.
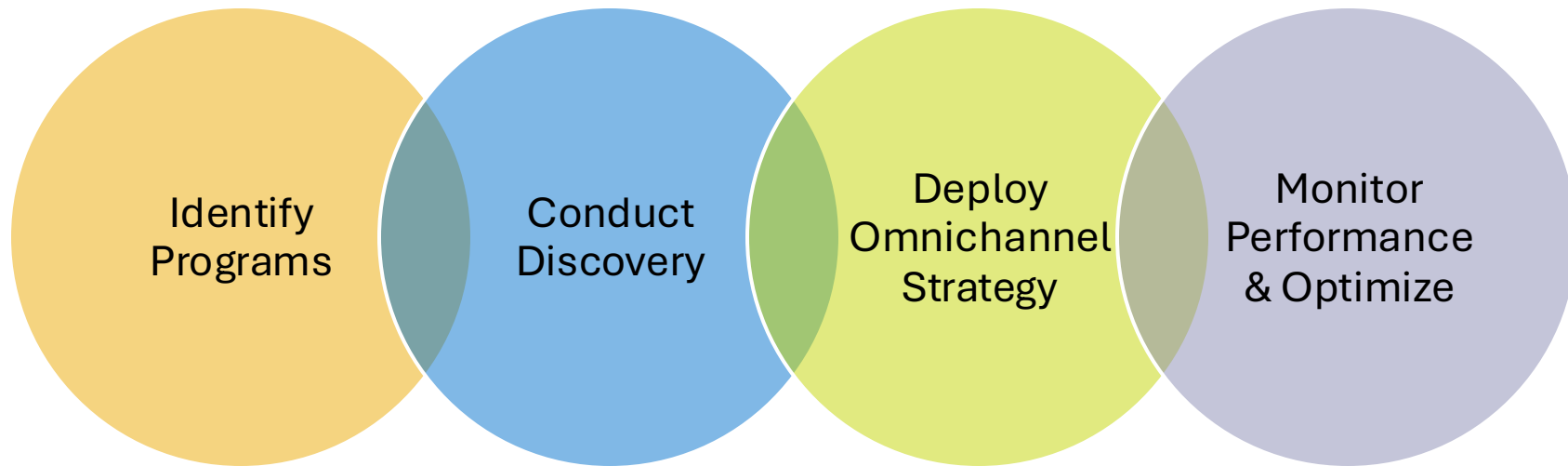
RNL Enable can be used in any combination that best fits your needs. Many of our partners **scale up and down** as:
- Staffing & bandwidth changes
- Infrastructure shifts to meet student expectations

RNL Enable

Overview

Identify Programs

Conduct Discovery

Deploy Omnichannel Strategy

Monitor Performance & Optimize

Enable: Lead to Graduation

Driving Quality Leads

- RNL manages an **omnichannel engagement** strategy to ensure hyper personalization using text, phone, email, and digital retargeting, with the call to action of applying and completing the application.

- **RNL Enrollment Coaching:** Our strategies focus on nurturing leads, guiding students from first contact through the enrollment funnel to ensure success.

- **RNL Student Success Coaching:** Teach, train, and transfer knowledge to ensure students are active participants in their enrollment journey.
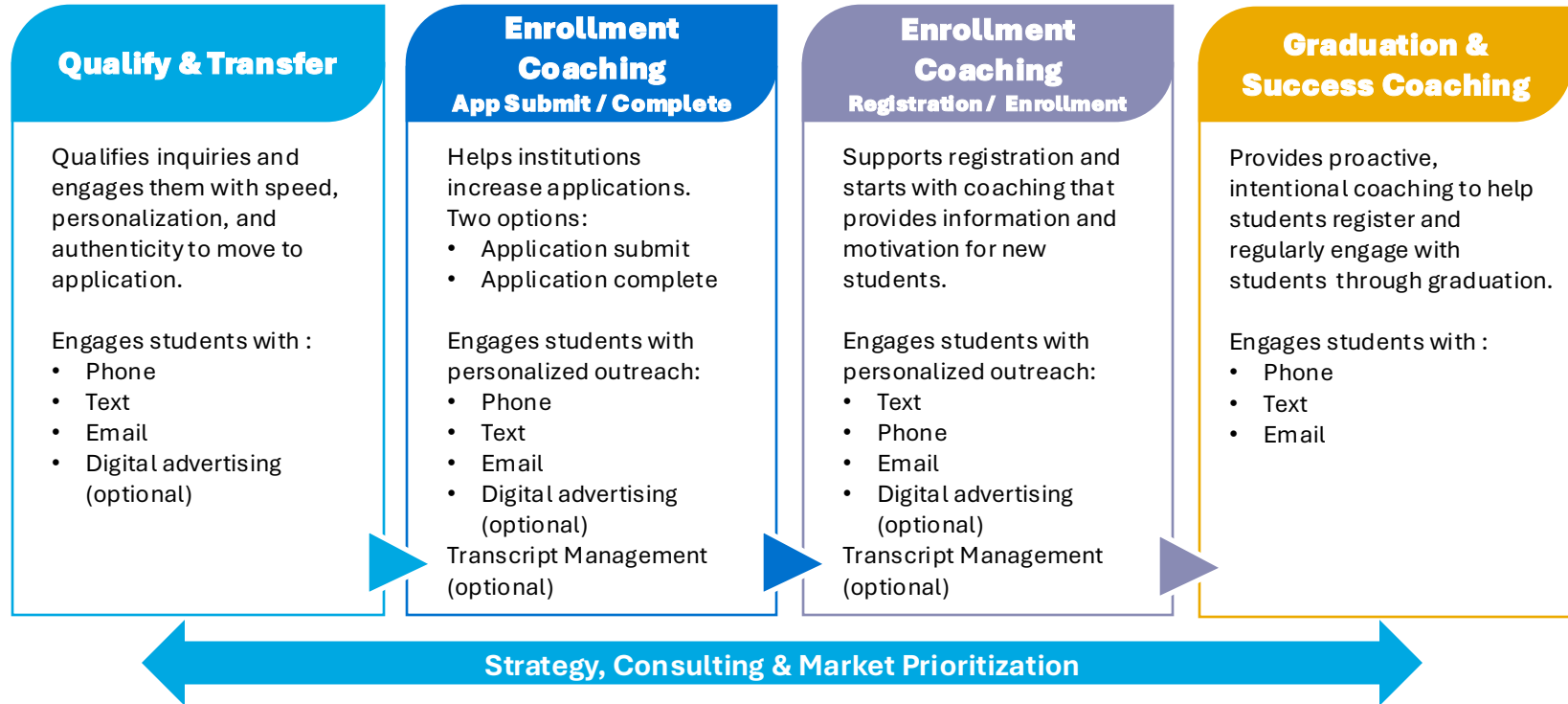
Source: 2024 Online Student Recruitment Report, RNL.

85%

of online students would likely enroll in a program that admits them first.

Phases of RNL Enable
Progression of services

Qualify & Transfer	Enrollment Coaching App Submit / Complete	Enrollment Coaching Registration / Enrollment	Graduation & Success Coaching
Qualifies inquiries and engages them with speed, personalization, and authenticity to move to application. Engages students with : • Phone • Text • Email • Digital advertising (optional)	Helps institutions increase applications. Two options: • Application submit • Application complete Engages students with personalized outreach: • Phone • Text • Email • Digital advertising (optional) Transcript Management (optional)	Supports registration and starts with coaching that provides information and motivation for new students. Engages students with personalized outreach: • Text • Phone • Email • Digital advertising (optional) Transcript Management (optional)	Provides proactive, intentional coaching to help students register and regularly engage with students through graduation. Engages students with : • Phone • Text • Email

Strategy, Consulting & Market Prioritization

Comprehensive Recruitment & Retention Solution

What makes Enable unique?

Enrollment-focused, rather than being driven by lead generation

Aligned, omnichannel approach to marketing

Higher education enrollment coaches

Focused on personalization, authenticity & speed

Culture of Coaching & the RISE Model

RAPPORT: Establish a strong foundation to build a lasting and successful relationship with each student.

INQUIRE: Ask powerful and thought-provoking questions. Understand the student's core objectives along with their motivations and objections.

SELL + SUPPORT: Help students with guidance, information, process support, and an understanding of specific admissions and program requirements from inquiry to graduation.
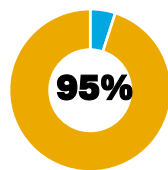
EMPOWER: Enable students to take ownership of their own actions, journey, and goals.
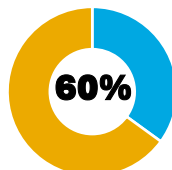
RAPPORT

INQUIRE

SELL + SUPPORT

EMPOWER
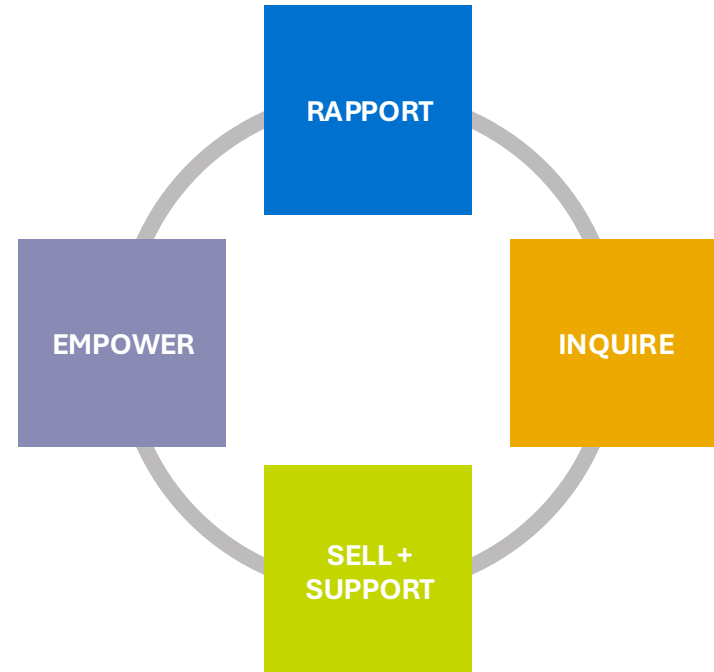
Enable Inquiry Qualification & Enrollment Coaching

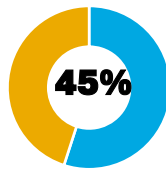Prospective students are **contacted & qualified**

95%
Attempted contact within an hour

60%
Contact rate

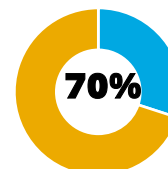Prospective students are **coached to submit the application**

45%
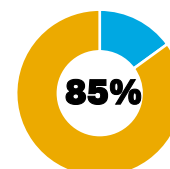Qualified inquiries to submitted applicant

30
Days from qualified inquiry to submitted applicant

Prospective students are **coached to complete their application**

70%
Submitted applicant to completed applicant

85%
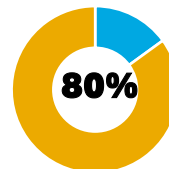Applications are completed within 21 days from submitted applicant

How it helps

Prospective students are coached to **register for classes**

<24
Hours from admitted to registered

80%
Admitted student to registered student rate

RNL National Conference

21

Enrollment Coach Outreach
Sample Qualified Lead to Applicant Submit Cadence

Sample 30-Day Outreach

Prospective Student – Qualified to Applicant Submit
- Outreach begins after Contact Center has contacted and qualified inquiry
- Outreach is completed by Enrollment Coach(es)
- Outreach continues post 30 days, but with less frequency

Day	Phone	Text	Email
1	X	X	X
3			X
5			X
9	X	X	X
12			X
20	X	X	X
30		X	X
45	X	X	X

Transcript Management

Transcript Ordering Process & Benefits

Process

- Upon form completion of the Electronic Signature, RNL orders and pays the necessary fees for the transcripts on the student's behalf, which reduces the time for invoicing, approvals, and payment to each transcript service or institution.

- Depending on the supplying organization, transcripts may be delivered to RNL electronically or via hard copy (mail). RNL provides notification and delivery of received transcripts via SFTP, which is where RNL uploads documents for the institution to download or CRM integration and upload (Salesforce, Slate).

Benefits

- Removes lift from students and university staff

- Simplifies admission process

- Increases app-to-complete conversion rate

PARTNER SUCCESS SPOTLIGHT | University of St. Francis

17-point increase

Started with a 54% application submitted-to-completed conversion rate. In less than a year, USF's app-to-complete conversion rate has **increased to 71%**.

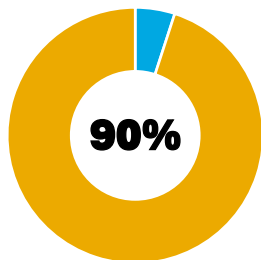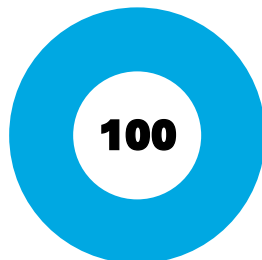# Optimizing Yield & Enrollment

4

Enrollment: New start

How it helps

Prospective registered students
are coached to new student start

90%

Registered to FDOC

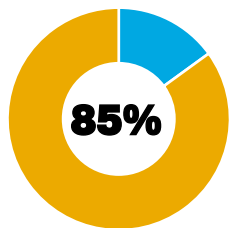**100**

Annual starts per
enrollment coach

- **RNL manages an omnichannel engagement strategy** to ensure hyper-personalization using text, phone, email, personalized video, and digital retargeting.

- **RNL will be an extension of the institution.** From the initial point of inquiry to the start, RNL's enrollment operations team will manage the student enrollment experience.

- **RNL's enrollment team will coach the prospective student to the start.** Along the way, the enrollment coach shares the institutional benefits and reinforces the value while capturing the prospective student's motivations and obstacles.

- **The enrollment coach provides support and guidance as a student progresses through the student lifecycle** ensuring that the prospective student is prepared to begin his/her academic career.
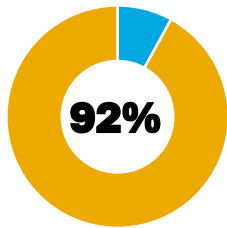
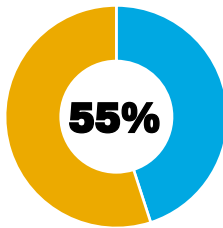# Persistence: Success coaching and re-entry

Why it is successful

Students have started their first academic period and are encouraged through graduation

85%
Undergraduate session 1-2 persistence rate

92%
Graduate session 1-2 persistence rate

55%
6 month re-entry pool starting each period

- **RNL manages an omnichannel engagement strategy** to ensure hyper-personalization using text, phone, email, and digital retargeting to improve persistence, retention and graduation rates.

- **The Success Coach will provide proactive and intentional coaching.** Once a prospective student is admitted, a success coach will engage with the student to help them register and will continue providing coaching through graduation. Understanding the student motivations and barriers, the success coach will provide the student with academic, career, and life coaching.

- **If the student stops out for any reason**, the success coach will be responsible for helping the student re-enter.

Knowledge is Power

5

Full-Funnel Performance Reporting

Envision dashboard

- Monthly performance **reporting and strategy discussions**

- **Real-time dashboard** for full transparency to aggregated campaign performance data

- **Full-funnel data** from raw inquiry to enrolled to optimize paid campaigns based on mid-funnel and down-funnel data.

- Ability to **segment data** by program and advertising channel.

- **Actionable insights** to assess opportunities for ongoing improvement in ROI

- **Transparency** of your cost per enrollment by program.
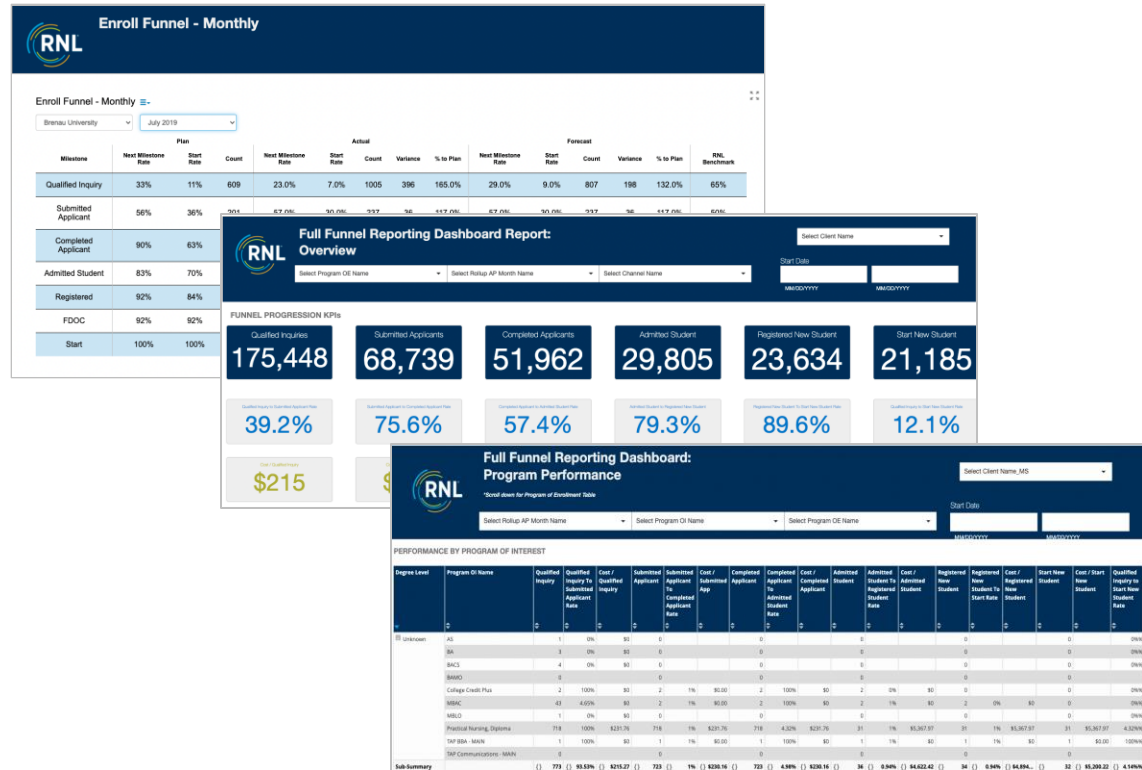
Leveraging the Data to Maximize ROI

Qualified Inquiry KPIs

Raw Inquiry	Prospective Inquiry	Contacted Inquiry	Qualified Inquiry	Hot Transfer Rate	Total Transfer Rate	Prospective Inq to Contacted Inq Rate	Contact Rate
1,166	1,127	744	573	29%	51%	66%	71%

Contact Rate + Transfer Rate by Inquiry Received Month _____

| Month & Year	Raw Inquiry	Prospective Inquiry	Contacted Inquiry	Qualified Inquiry	Prospective Inquiry to Contacted Inquiry Rate	Appointment Scheduled	Appointment Scheduled Rate	Follow Up Call Scheduled	Follow Up Call Scheduled Rate	Transfer to School	Transfer to School Rate	Total Transfer Rate	Contact Rate	Not Qualified	Not Qualified Rate	Finalized
Jul 2024	78	74	50	41	67.57%	22	44.00%			24	36.36%	57.14%	74.24%	13	19.12%	68
Jun 2024	147	136	110	89	80.88%	46	41.82%	6	4.84%	47	37.90%	67.95%	74.19%	42	28.57%	147
May 2024	212	202	161	134	79.70%	71	44.10%			73	39.04%	58.40%	68.98%	62	29.25%	212
Apr 2024	399	388	252	182	64.95%	82	32.54%			85	27.69%	45.45%	70.03%	120	30.08%	399
Mar 2024	307	304	157	114	51.64%	20	12.74%	20	10.31%	29	14.95%	39.20%	71.65%	68	22.15%	307
Feb 2024	23	23	14	13	60.87%			5	29.41%	1	5.88%	40.00%	82.35%	2	8.70%	23
Total	**1,166**	**1,127**	**744**	**573**	**66.02%**	**241**	**32.39%**	**31**	**3.46%**	**259**	**28.94%**	**50.70%**	**71.28%**	**307**	**26.56%**	**1,156**

Leveraging the Data to Maximize ROI

Qualified Inquiry KPIs

Prospective, Contacted + Qualified Inquiries by Channel_____
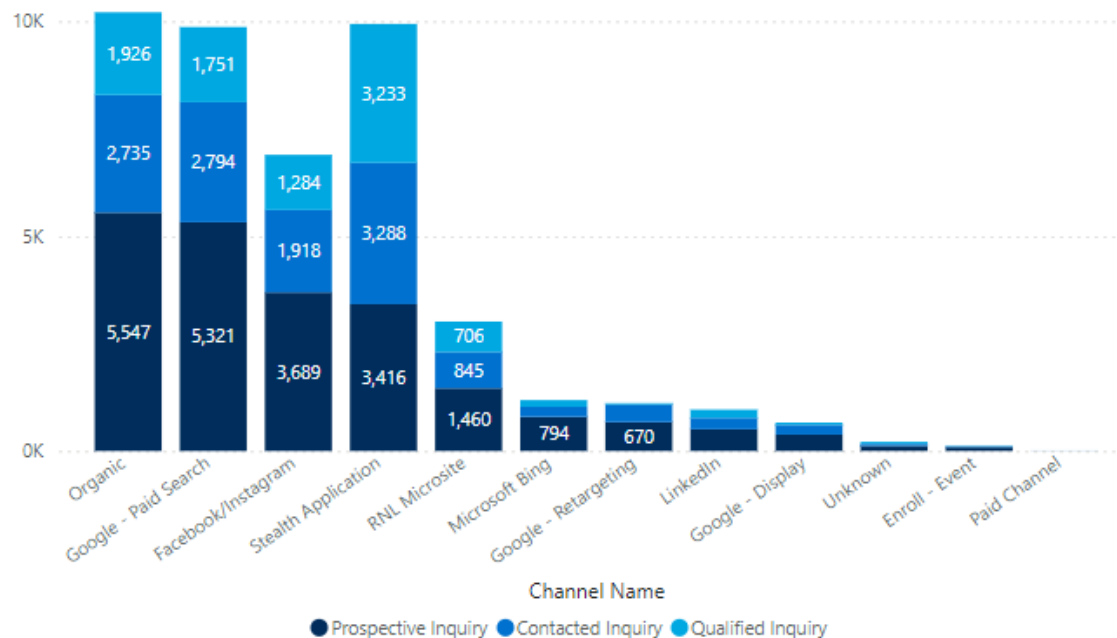
Leveraging the Data to Maximize ROI

Qualified Inquiry KPIs

Prospective, Contacted + Qualified Inquiries by Program of Interest _____

Prospective Inquiries by Program of Interest _____
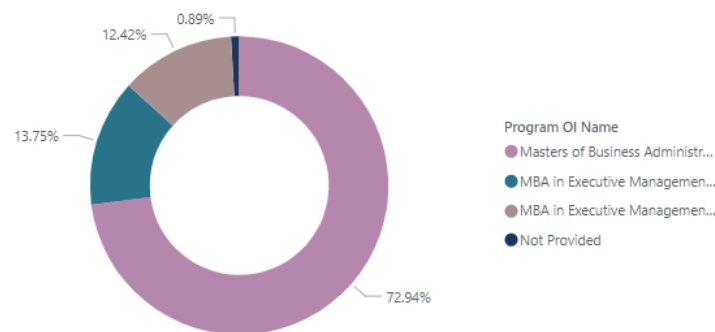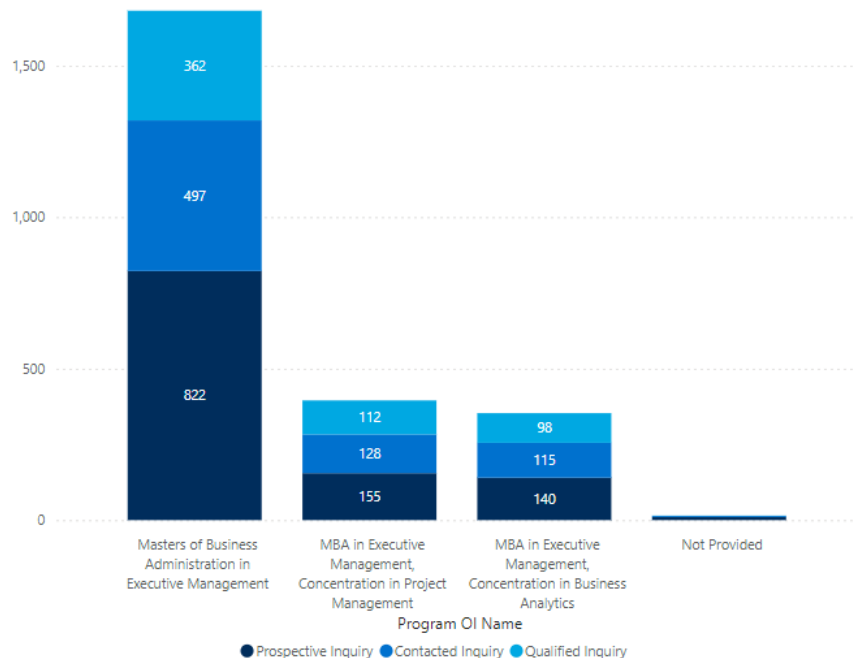
Leveraging Data to Maximize ROI

Q+T Dispositions

Dispositions by Raw Inquiry Received Month _____

Contact Center Dispositions
- Unreachable
- Send Information
- Hot transfer
- Incorrect Phone Number
- Scheduled
- No Request Made by Lead
- Non-English Speaking
- Do Not Call/Remove from List
- No HS diploma or GED
- Appointment scheduled
- Hung-up_After_Greeting
- Duplicate
- Fake Lead
- Program Not Offered
- No Valid Contact Info
- Client-G

34.17%
13.25%
12.65%
11.05%
7.99%
5.3%
2.97%
1.84%
1.63%
1.17%
0.55%
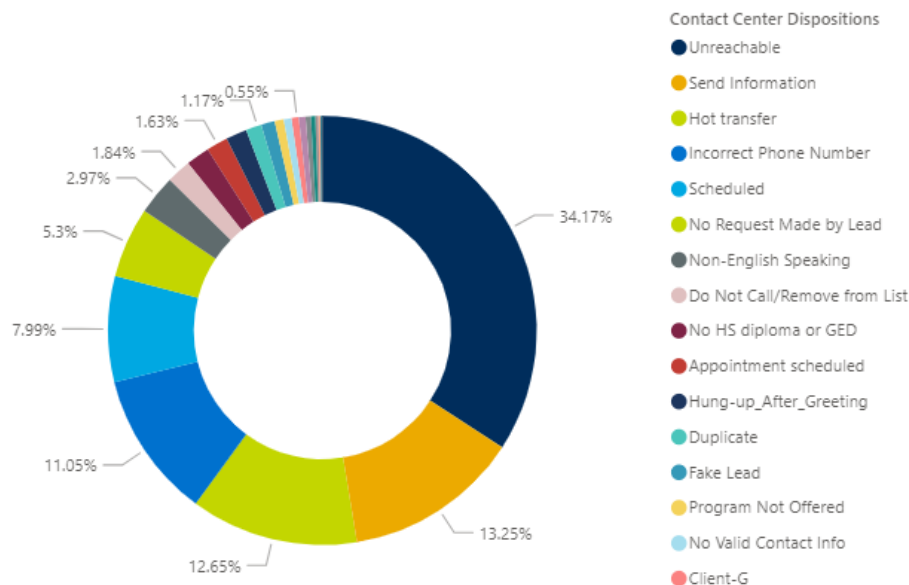
Leveraging the Data to Maximize ROI

Full Funnel KPIs

AP Start Date ▲	Raw Inquiry	Prospective Inquiry	Contacted Inquiry	Qualified Inquiry	Submitted Applicant	Completed Applicant	Admitted Student	Registered Student
	521	162	137	34	0	0	0	0
1/16/2024	4	4	4	4	2	0	0	0
3/12/2024	11	11	10	10	7	1	1	0
5/7/2024	126	126	115	114	89	50	36	7
7/2/2024	170	170	145	134	86	52	41	7
8/27/2024	227	227	176	167	89	43	35	11
10/22/2024	630	630	132	123	26	6	5	1
1/14/2025	82	82	17	17	4	0	0	0
3/11/2025	5	5	5	5	5	0	0	0
5/6/2025	7	7	7	7	1	0	0	0
8/26/2025	2	2	1	1	0	0	0	0
1/13/2026	4	4	4	4	0	0	0	0
8/25/2026	1	1	1	1	1	0	0	0
	1,790	**1,431**	**754**	**621**	**310**	**152**	**118**	**26**

Performance by ALL Channel: Volume + Rates _____

Channel Name ▲	Raw Inquiry	Raw Inquiry to Prospective Inquiry Rate	Prospective Inquiry	Prospective Inquiry to Contacted Inquiry Rate	Contacted Inquiry	Contacted Inquiry to Qualified Inquiry Rate	Qualified Inquiry	Qualified Inquiry to Submitted Applicant Rate	Submitted Applicant	Submitted Applicant to Completed Applicant Rate	Completed Applicant	Completed Applicant to Admitted Student Rate	Admitted Student	Admitted Student to Registered Student Rate	Registered Student	Registered Student to FDOC Rate	FDOC	Start New Student	Qualified Inquiry to Start Rate
Facebook/Instagram	120	92 %	110	67 %	74	72 %	53	17 %	9	0 %	0		0		0		0	0	0 %
Google - Display	305	66 %	200	5 %	9	0 %	0		0		0		0		0		0	0	
Google - Paid Search	320	97 %	309	59 %	181	69 %	125	24 %	30	40 %	12	75 %	9	33 %	3	0 %	0	0	0 %
Google - Retargeting	154	68 %	104	5 %	5	20 %	1	0 %	0		0		0		0		0	0	0 %
Organic	533	98 %	524	75 %	394	92 %	361	60 %	217	47 %	103	77 %	79	22 %	17	0 %	0	0	0 %
Paid Channel	2	100 %	2	50 %	1	100 %	1	100 %	1	0 %	0		0		0		0	0	0 %
RNL Microsite	284	42 %	118	31 %	36	75 %	27	37 %	10	50 %	5	80 %	4	25 %	1	0 %	0	0	0 %
Stealth Application	70	89 %	62	84 %	52	100 %	52	83 %	43	74 %	32	81 %	26	19 %	5	0 %	0	0	0 %
Unknown	2	100 %	2	100 %	2	50 %	1	0 %	0		0		0		0		0	0	0 %
Total	**1,790**	**80 %**	**1,431**	**53 %**	**754**	**82 %**	**621**	**50 %**	**310**	**49 %**	**152**	**78 %**	**118**	**22 %**	**26**	**0 %**	**0**	**0**	**0 %**

Q&A

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Thank You

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Senior Consultant, RNL
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STRATEGY

IMPACT

CONNECTION

INNOVATION

RNL NC
ALTERING the
LANDSCAPE

JULY 22-24, 2025
Atlanta, GA

RNL

The 39th Annual National Higher Education Conference