

# Recruit Parents, Enroll Students: Family Engagement for Better Enrollment Outcomes

# Get to know us!



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Management



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Director of Account Management



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# About Coastal Carolina University

- 10,811 Undergraduate Students
- 537 Graduate Students
- Liberal Arts & Sciences
- NCAA Division I
- 25% First Generation
- National reach—students enrolled from 50 states and over 50 countries
- Record enrollment for Fall 2023 and Fall 2024
- Record retention for Fall 2023 and Fall 2024 first-year cohorts
- 43% increase in first-year applications since Fall 2022 (Fall 2025 applications surpassed 24,500)
- Anticipating record first-year enrollment, record retention, and record overall enrollment for Fall 2025



# About CampusESP



## **An all-in-one parent communication platform**

Portal, email, SMS, event management,  
eCommerce, survey builder, analytics,  
FERPA management, generative AI



## **A team of experts dedicated to your success**

3 week implementation (8 hours total)  
Unlimited tech and training support  
Dedicated Account Manager



## **Access to the CampusESP Content Network™**

Content scanned from your website  
Curated parent advice from experts  
AI personalized content

# Now let's get to know you!



Or visit [menti.com](https://menti.com) and  
enter code **2310 4693**.



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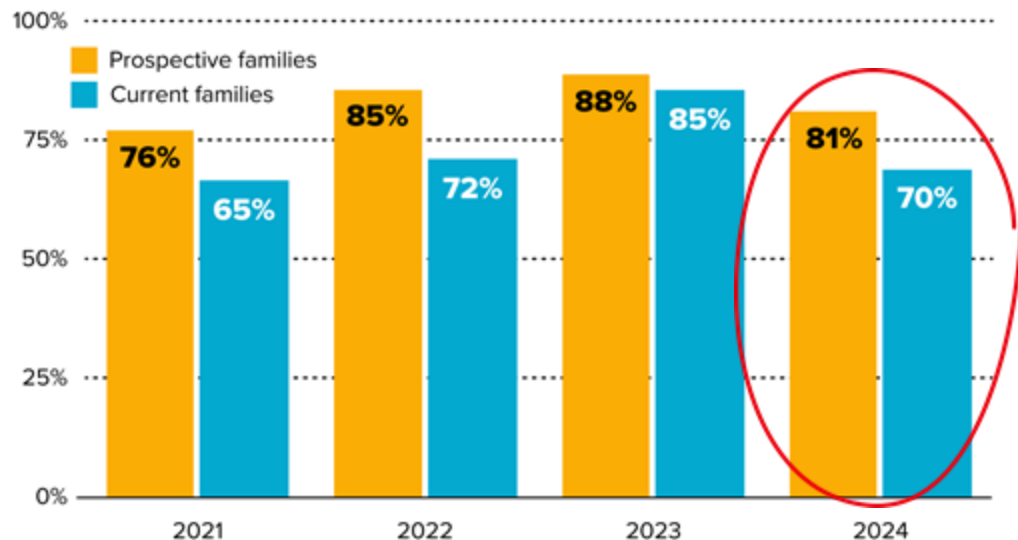
**of parents are involved  
with their students'  
college search.**



Eduventures Prospective  
Parent Research™ (2022)



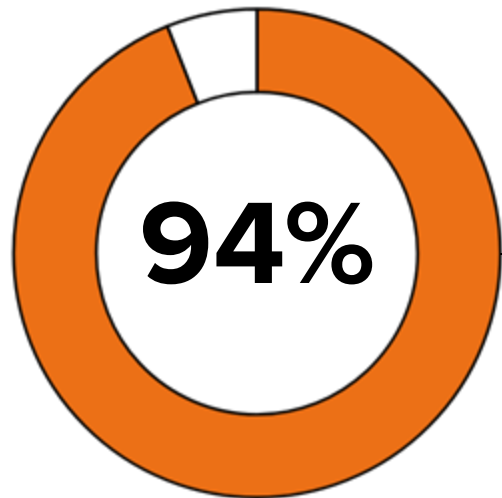
# Today's parents expect communication from their students' college at least weekly



**81%**  
of parents  
expect  
communication  
*at least weekly*



RNL & CampusESP studies of more than 73,000 parents (2021-2024)



**Parents need  
to be part of your  
enrollment strategy**

## Importance of Experiences

1. On-campus visit (96%)
2. Information about the school or program your student is considering (95%)
3. The quality of the school's communication with the parents/family (94%)
4. Meeting a faculty member in the program your student is considering (91%)
5. Meeting an admissions staff member (91%)
6. Meeting a coach (87%)
7. Information received from a high school counselor (75%)
8. Information received at a college fair (74%)
9. Virtual visit (69%)
10. Meeting a current student's parent or family member (68%)





Parents are valued  
members of the  
buying committee,  
not bystanders

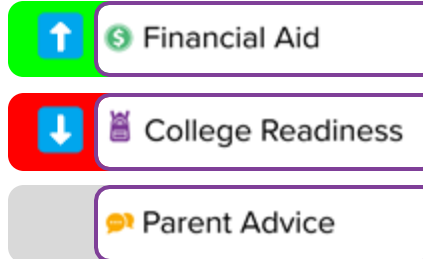


Institutions must  
meet their  
expectations around  
communication  
frequency and  
relevance

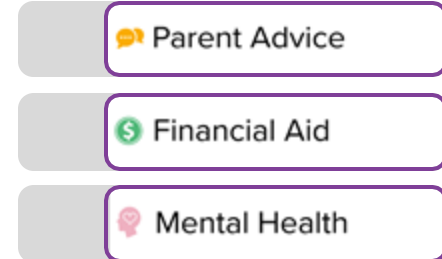
# Financial aid support is increasing in importance to families

CampusESP Content Network  
**MOST  
CLICKED  
CATEGORIES 2024**

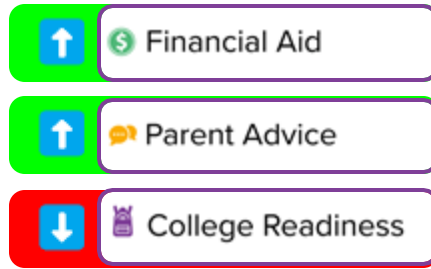
## Prospective



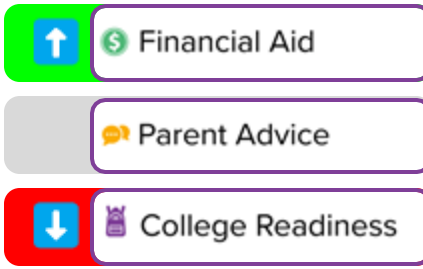
## Current



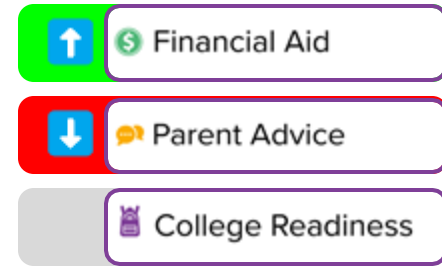
## Two-Year



## HBCU

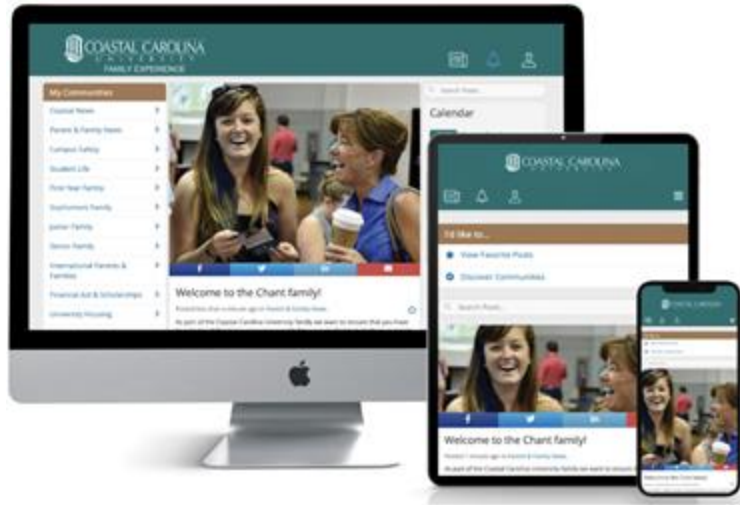


## HSI



CampusESP Portal Data from 15,492,441 users (2024)

# For Coastal Carolina families



## Top Areas of Interest

- Financial Aid and Scholarships 💰
- Campus Life ⚾
- Housing and Dining 🏠

# Top content in the portal



A banner image showing a college campus with students sitting on green benches in the foreground and a large building in the background. The text "2025-2026 Housing Application Now Open!" is overlaid in white.

2025-2026  
Housing Application  
Now Open!


f X in

2025-2026 Housing Application Now Open!

Posted 5 months ago .

For more info, visit [coastal.edu/housing](https://coastal.edu/housing).

☆



A photograph of a student walking down a hallway carrying a large box and a backpack.

f X in

Move-In Day: How Families Can Help Make it a Success

Posted 11 months ago · in Parent & Family News, News from the Family Council, University Housing. ☆

by CampusESP | Estimated Reading Time: 2 minutes

Making college move-in day a success involves a combination of preparation, organization, and emotional support. Here are some tips for families to ensure a smooth and positive experience:

**Before Move-In Day**

1. **Plan and Pack Strategically:**
  - **Create a Checklist:** Help your student make a comprehensive list of what to bring and what not to bring. Some items may not be allowed in residence halls or off-campus housing.
  - **Label Boxes and Bags:** Clearly mark what's inside and which room or

# 6 of top 10 - who can guess the subject?



## Federal Student Aid

October 2024 Federal Student Aid Announcements

Posted 8 months ago in Parent & Family News, Financial Aid & Scholarships, News from the Family Council.

Estimated reading time: 1 minute

Please read below for the most recent updates from Federal Student Aid.

### FAFSA Parent Wizard

Your student may need to ask their parent(s) to provide information on their



## Planning to Pay for College

Posted 7 months ago

by BigFuture | Estimated Reading Time: 4 minutes

Can your student afford to go to college? The answer is yes, but you need to carefully plan together how to pay for it. Remember:

- Most full-time students at four-year colleges get financial aid to help them pay for college.
- The sticker price of a specific college is usually higher than what most students would actually pay, thanks to financial aid.
- You can save for your student's college costs tax free.
- There are many ways to cut college costs—we'll share some examples
- Students who earn bachelor's degrees can expect to have higher incomes, on average, than those with only a high school diploma.

### Saving for College

Many families put aside money from their paychecks for their student's future



## 10 Tips to Helping Your Student Find Scholarships

Posted 7 months ago

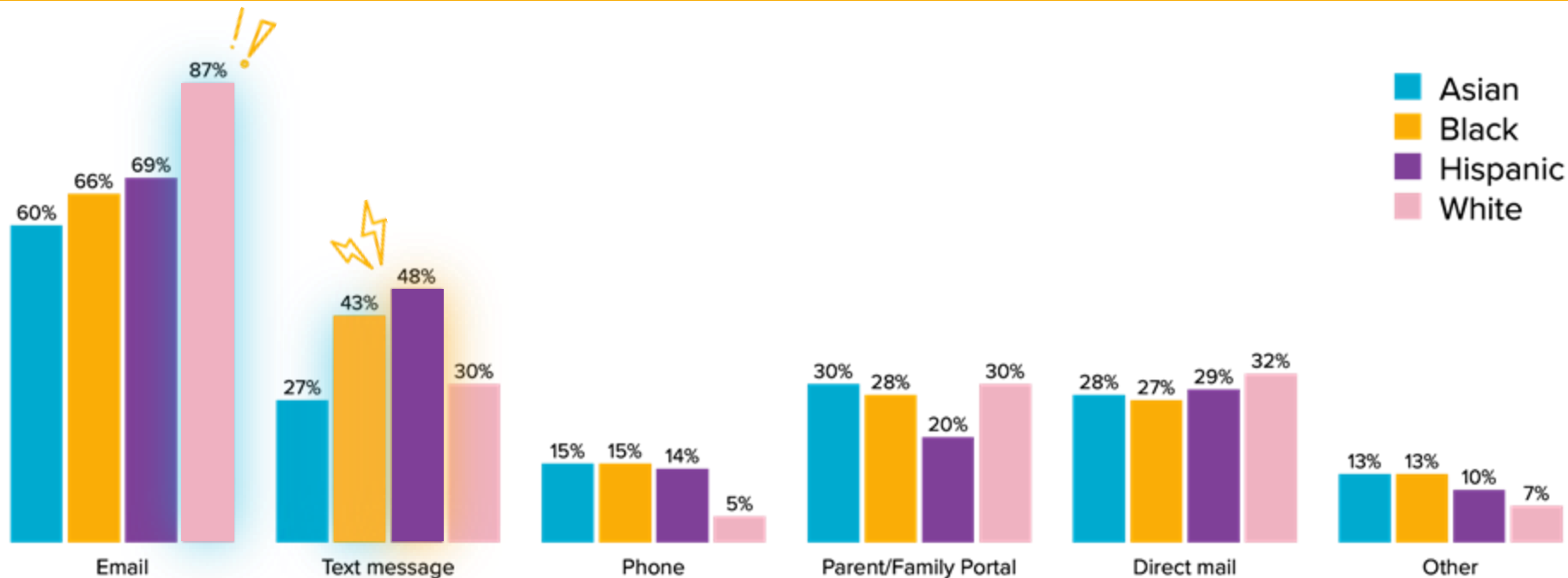
by CampusESP | Estimated reading time: 3 minutes

As students continue their college search, many families find themselves navigating the overwhelming terrain of tuition fees and education expenses. Scholarships offer a vital lifeline in alleviating these costs, and as a family, your involvement can bridge the gap between your student's academic dreams and financial reality. Here's how you can actively support your student in the scholarship search process.

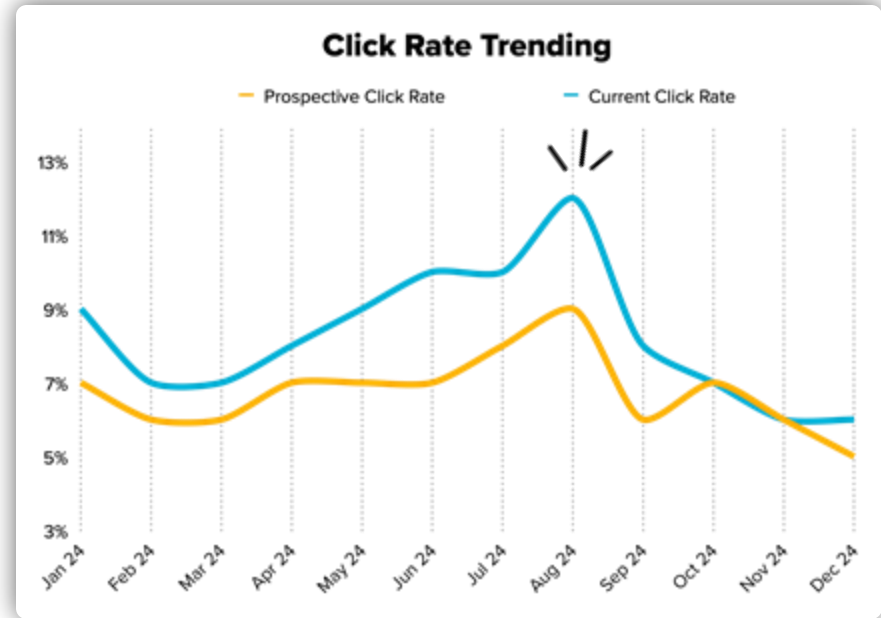
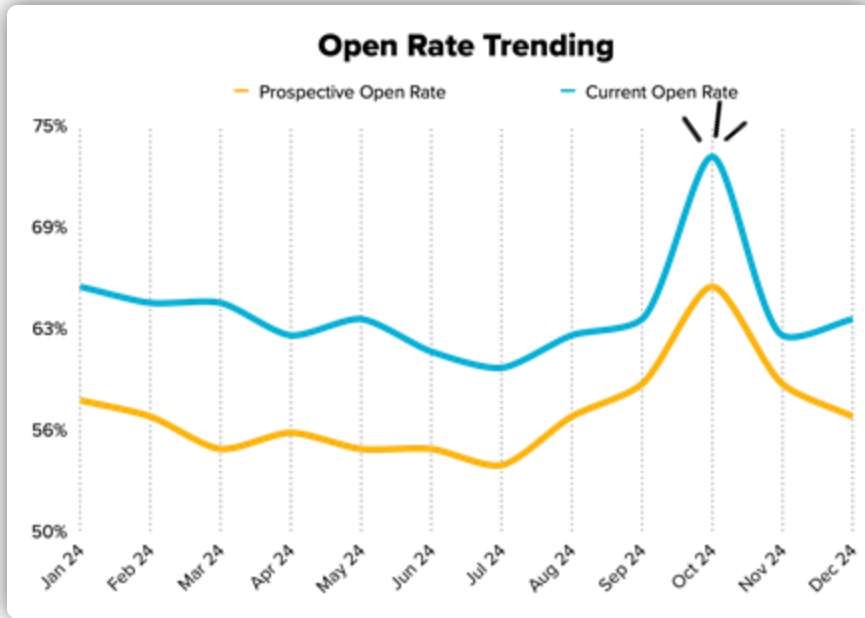
### 1. Start Early and Stay Organized

Encouraging your student to begin their scholarship search early is crucial. This journey can start as early as the freshman year of high school. But if your student is a high school junior or senior - don't stress! Start now and make the most of the

# Communication channel by race and ethnicity



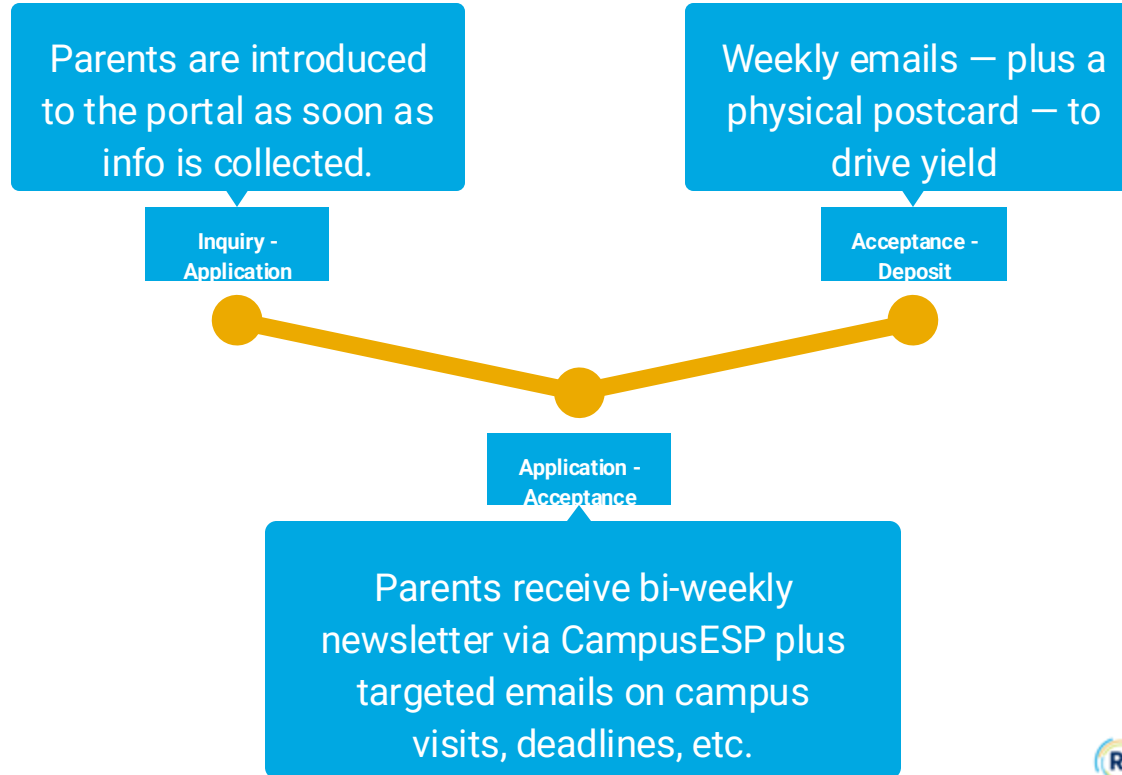
# Family engagement peaks each fall



CampusESP Portal Data from 15,492,441 users (2024)



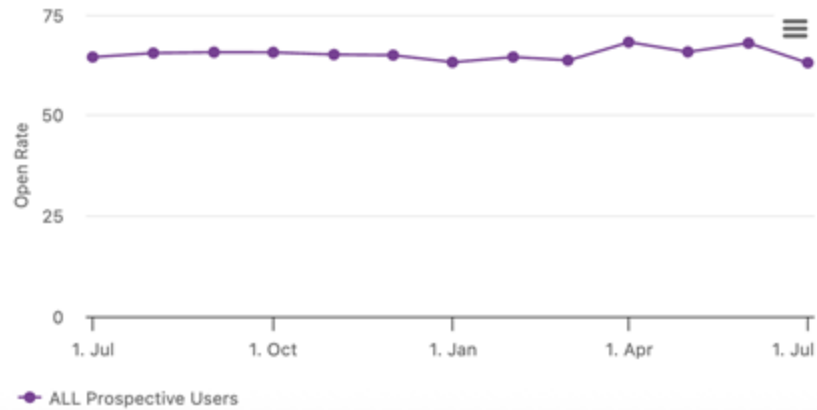
# Coastal Carolina's Family Engagement Strategy



# Coastal families are consistently engaged!

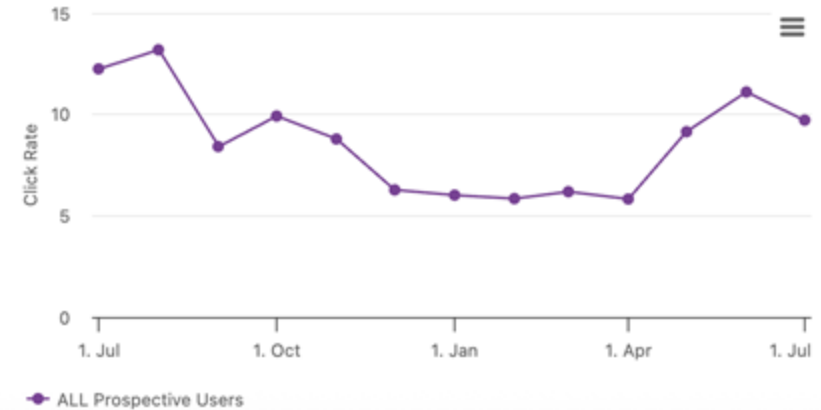
## Community Engagement Metrics

Last Year



## Community Engagement Metrics

Last Year



# Application Submission - pre-decision

Dear Future Chanticleer Family,

I know this is an exciting time as your student begins applying to college. We have received your student's application and will communicate their admission decision based on the application plan they selected when they applied. You can find the notification timeline below:

- **Early Decision (ED):** Apply by October 15; **notification by December 1**; enrollment required by January 15.
  - If Coastal Carolina University is your student's first-choice, then early decision is a good choice. Early decision is a binding commitment to enroll at Coastal Carolina University if admitted. Students accepted early decision are required to withdraw all applications from any other colleges. Accepted applicants must submit a non-refundable enrollment deposit by January 15.
- **Early Action (EA):** Apply by November 15; **notification by December 15**; enrollment required by May 1. Early action is non-binding. To be considered, applications must be complete by November 15.
- **Regular Decision (RD):** Apply by February 1; **notification by March 1**; enrollment required by May 1. To be considered, applications must be complete by February 1.

Applicants can check their application status using the applicant portal. They received instructions on how to setup their access to the portal when they applied.

Our Admissions Counselors are available to work with your family and answer any questions. You can find your student's admission counselor at <https://www.coastal.edu/admissions/staff/>.

If your family hasn't had a chance to visit yet, we are hosting the Discover Coastal Open House on Saturday, November 16. You can learn more and register [here](#).

Please reach out to the Office of Admissions and Merit Awards at [admissions@coastal.edu](mailto:admissions@coastal.edu) or at 843-349-2170 if you have any questions.

10.7k

SENDS

7.72k

OPENS

219

CLICKS

72%

OPEN RATE

2.8%

CLICK RATE

# Admitted Student Family Communication

Admitted Student Family Info

Delivered

Subject: Coastal Carolina University Financial Aid - Next Steps!

Delivered

Subject: ANNOUNCEMENT from Coastal Carolina University: Coastal Carolina

Points of Pride

Delivered

Subject: ANNOUNCEMENT from Coastal Carolina University: Coastal Carolina

May 1 Reminder

Delivered

Subject: May 1 Decision Reply Date

Admitted next steps

Delivered

Subject: ANNOUNCEMENT from Coastal Carolina University: Next Steps to Become a Chanticleer!

CCU Reach

Delivered

Subject: CCU Reach: Our Teal Print for the Future

Schedule: Sent on Thursday, Apr 24, 2025 @ 4:20 PM EDT

Audience: Users who match ALL of the following criteria: users who are a member of community [Funnel Stage - Admitted](#), and users who are a member of cohorts Fall 2025, Summer 2025

Clone

16.6k

SENDS

9.79k

OPENS

182

CLICKS

59%

OPEN RATE

1.9%

CLICK RATE

# Admitted student families

## Next Steps and Financial Aid reminders

Dear Future Chanticleer Family,

I hope your student is excited about their acceptance to Coastal Carolina University! I know this is an exciting time for your family as you navigate the college decision process.

We are hosting multiple CCU Soon Admitted student events in April. These events are designed for students who have been admitted to the University. You can learn more about these events and register [here](#).

If they haven't already, please encourage your student to setup their MyCCU credentials. They will need to do this to view their financial aid package and access other important information on the website.

- The acceptance letter included the CCU username and temporary password.
  - Please use the [Account Setup Instructions](#) to set up their CCU account. Once your student has completed this step, they have successfully created their **MyCCU** portal.
- If your student has already created their MyCCU portal, they can access MyCCU through the [Admitted Student](#) webpage.
- If your student setup their MyCCU account but does not remember their password, please visit the [Forget Password](#) site to reset the password.
- Here are a few pointers that will make setting up and accessing MyCCU easier.
  - The CCU account is set-up through your student already has a Microsoft account logged into, they need log out of that account and open a "private" or "incognito" window in the web browser to

19.8k	13.7k	782	70%	5.7%
SENDS	OPENS	CLICKS	OPEN RATE	CLICK RATE

21.7k	15.1k	1.01k	70%	6.6%
SENDS	OPENS	CLICKS	OPEN RATE	CLICK RATE

### Coastal Carolina University - Financial Aid Next Steps!

Dear Future Chanticleer:

Congratulations on your acceptance to Coastal Carolina University! We are thrilled to welcome you to our community.

We know financial aid is an important part of your college journey, and we're here to support you every step of the way. Here's what you need to do next:

✅ **Fill out the FAFSA:** We recommend that all new students fill out a FAFSA. If you haven't already, this can be done online at <https://studentaid.gov/>.

✅ **Check Your Financial Aid Offer:** Once your financial aid offer is ready, you'll receive an email from our office. Log into MyCCU to review your financial aid offer letter. We will also mail you a copy to your address on file.

✅ **Complete Any Outstanding Requirements:** If additional documents are needed, you'll find them in your portal. Submit them as soon as possible to avoid delays.

✅ **Accept or Decline Your Aid:** Some aid types require action. Some students may also choose to decline some aid. This can all be completed in MyCCU!

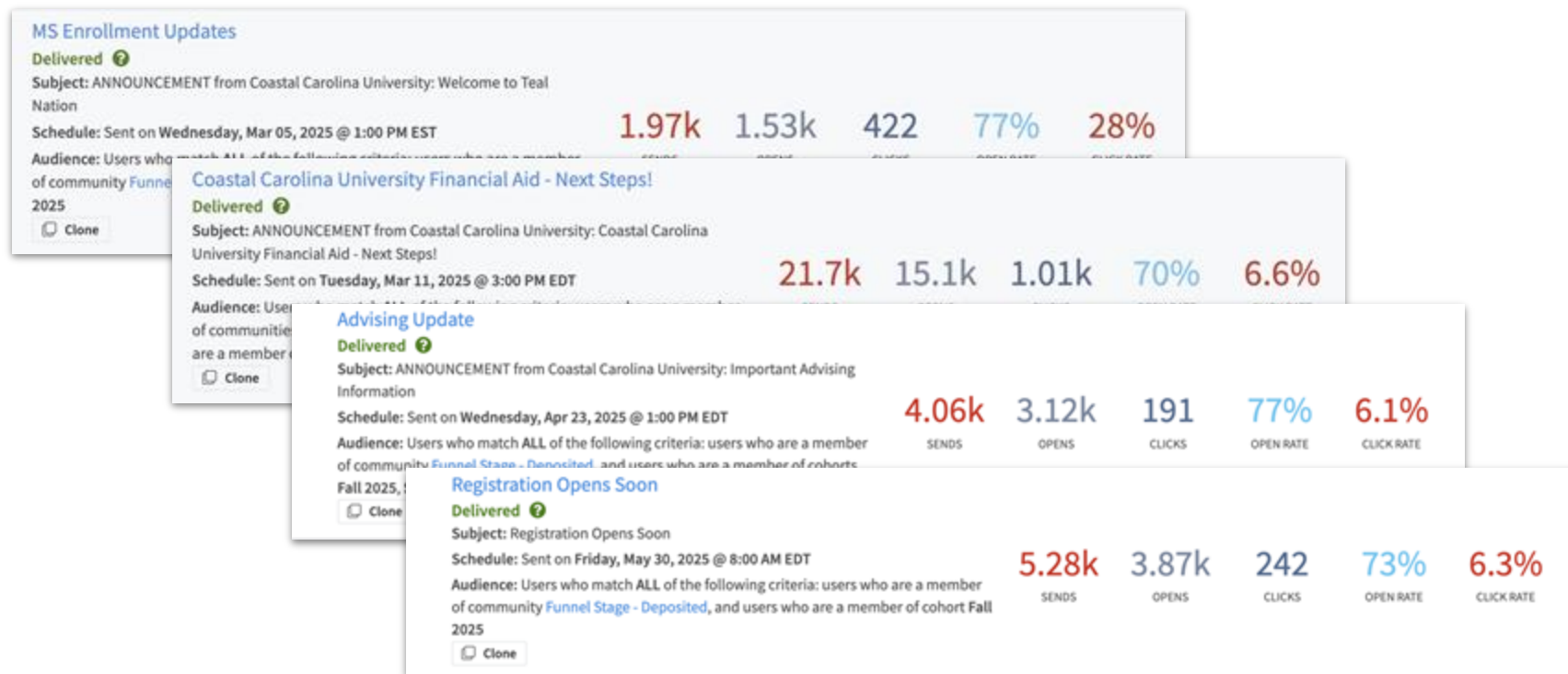
✅ **Apply for CCU's Application-based Scholarships by March 15:** CCU offers an online application for additional scholarships funded from the annual or endowed gifts of

These scholarships are limited, highly competitive in funding. Recipients will be notified after selection should not influence enrollment information, [click this link](#).

✅ **Explore Other Aid Options:** Compare your financial aid offer to cost of attendance estimates. If needed, look into additional financing options, such as loans, the University's payment plan, etc. Our website is full of additional opportunities to assist you.

Afraid you'll forget all this? No worries! Access our Financial Aid


# Deposited Student Family Communication



In addition to the above, July messaging included...

# Deposited student families

## Orientation, Housing, Registration information



Dear Future Chanticleer Family,

Greetings from Teal Nation! I am excited that your student is enrolling at Coastal Carolina University this fall. I know that your support and encouragement throughout their academic career is a big part of helping them reach this milestone.

I wanted to share a few updates regarding the enrollment process and next steps.

- Orientation registration is open. All new students are required to attend an Orientation session this summer. There are multiple dates available in July. You and your student can learn more [here](#).
- Applying for housing is another important step in the enrollment process. All degree-seeking, full-time, first- and second-year students who graduated from high school within two calendar years prior to enrolling at Coastal Carolina University are required to live in residential communities operated by University Housing and to purchase a meal plan. The priority date to complete the housing application is June 1, 2025. You and your student can learn more about University Housing [here](#).
- We are hosting multiple CCU Soon Admitted student events in April. These events are designed for students who have been admitted or are already enrolled at CCU. You can learn more about these events and register [here](#).

I know this can be a stressful time as your student completes their current semester and begins to think about the transition to Coastal Carolina University. Write out to your student's [admissions@coastal.edu](mailto:admissions@coastal.edu).

I look forward to welcoming you to campus soon!

Best wishes,

1.97k

SENDS

1.53k

OPENS

422


CLICKS

77%

OPEN RATE

28%

CLICK RATE



### REGISTRATION OPENS SOON!

Dear Chanticleer Family,

Your new Chart will be registering for classes next week. We sent the information below to your student today but want to make sure you are aware of the registration process to best assist your student.

**Important Dates:**

June 2 - Registration Begins for Honors and Student-Athletes  
June 4 - Registration Begins for ALL Students

**Checklist for Registration**

- Students must complete the Moodle Course Registration process. They can access the course at [moodle.coastal.edu](https://moodle.coastal.edu).
- Your student will create their course plan and request advisor review to have the advising hold removed.
- Please encourage your student to check their MyCCU portal and their Coastal email for communication from their advisor.
- Once the course plan is approved, your student can plan their course times.
- Your students will check their plan the day before registration opens to verify seats are still available. They **do not** need to repeat the review process if they change class times.
- Once registration is available, they will click on "Register Now" and confirm that all selections turn green.

Fill them why you could not in refer to the chart in the section of Moodle for info on needed until they are

**Tips for a Stress-Free Registration Experience**

- Ensure your student is registered for a summer orientation

5.28k

SENDS

3.87k

OPENS

242

CLICKS

73%

OPEN RATE

6.3%

CLICK RATE



# Engagement growth through Enrollment process

> ● Application Started

> ● Application Submitted

> ● Admitted

> ● Deposited



55%  
OPEN RATE

4%  
CLICK RATE



62%  
OPEN RATE

9%  
CLICK RATE



65%  
OPEN RATE

4%  
CLICK RATE



75%  
OPEN RATE

17%  
CLICK RATE

# From Prospective Family to Current Family

## August transition



### Exciting Events Happening around Teal Nation

It's been a little while since we last caught up, and I'm thrilled to bring you up to speed with what's happening here in #TealNation.

We're delighted to announce some well-deserved promotions within our team (Orientation, Transition, & Family Programs). Please join us in celebrating Natasha's promotion to Associate

last!

- **Giving Teal Tuesday** is a campus-wide initiative aimed at raising funds to support the various programs and services that make Coastal a vibrant and supportive community for our students. Our collective efforts can make a significant impact, and together, we can achieve great things.
- **Center for Global Engagement** is hosting "Evening Abroad 101: Families Welcome" on Wednesday, April 23, at 6:00 p.m. via Zoom. This is a fantastic opportunity to learn more about our study abroad programs. To register to attend: click this [Zoom registration link](#).
- **Fall Teal Nation Family Weekend** dates have been announced! September 5-7th! Be on the lookout for whenever registration goes live in just a few short months!

As we wrap up the term, I want to encourage you all to check in on your Chanticleer. They've been hard at work—making sure they're passing their classes, understanding the material for their exams, and balancing the joys of living in Conway and exploring Myrtle Beach. It's all about balance and finding what works best for them.

They always have our support from the administration and faculty side, but we also know the support they receive from their familial structures speaks volumes. Your impact is not to be underestimated, and I want to personally thank you for the role you play in ensuring your Chanticleer(s) are successful in a holistic manner. As they discover more about themselves, live their lives fully, and engage with one another, they're becoming exactly who they set out to be.

### Stay Connected with Us 📱

Don't forget to follow us on social media for updates, tips, and more:

- Instagram: @newtoccu

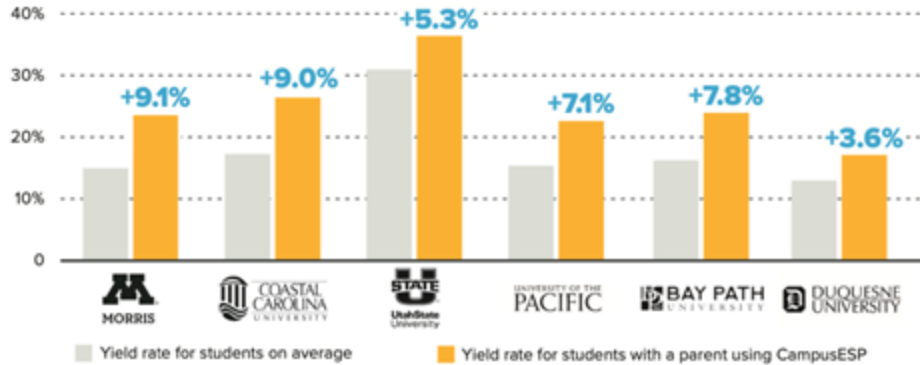
As always, thank you for being a part of our Chanticleer family. Together, we'll finish this spring semester strong! 🍀

Until next time,

Ty





Director, Orientation, Transition & Family Programs





Students with a  
parent using  
CampusESP have  
**7% higher yield  
rates than average**

# Parent engagement predicts student enrollment.

	<small>UNIVERSITY OF MINNESOTA</small> <b>MORRIS</b>	 <small>COASTAL CAROLINA</small> <small>UNIVERSITY</small>	 <small>UtahStateUniversity</small>	<small>UNIVERSITY OF THE</small> <b>PACIFIC</b>	 <b>BAY PATH</b> <small>UNIVERSITY</small>	 <b>DUQUESNE</b> <small>UNIVERSITY</small>
If the parent is in the top quartile of engagement...	Student is <b>2.2x</b> more likely to enroll	Student is <b>4.0x</b> more likely to enroll	Student is <b>3.5x</b> more likely to enroll	Student is <b>3.2x</b> more likely to enroll	Student is <b>2.8x</b> more likely to enroll	Student is <b>4.1x</b> more likely to enroll

Parents in the top quartile of engagement have students

# 3x

more likely to enroll.



PLUS: Parents that update their profile in CampusESP are **11x** more likely to have their student enroll.



JULY 22-24, 2025  
Atlanta, GA

The 39th Annual National Higher Education Conference