

Digital Print in the Graduate Market

April 28, 2016

Sponsored by Liaison

1,000,000+ applications/yr
5,000+ programs
700+ campuses
98% retention
25+ association
2 decades experience



- Founded in 1991
- 225+ employees
- \$50M+ annual revenues (and profitable)
- Admissions and enrollment specialists
- A Warburg Pincus portfolio company

Presenters



David Cotter
Assistant Dean for Graduate Affairs
Boston University – College of Communication



Suzanne Sharp
Executive Director, Enrollment Management Consulting
Liaison

Agenda

- Challenges in graduate recruitment
- Reach and engage your market
 - Be immediate and relevant
 - Use multiple channels
 - Incorporate variable print-on-demand
- Summary
- Invitation to experience digital print
- Q & A

Challenges

Challenges in Graduate Enrollment Management:

- Recruitment at every stage
- International vs. domestic applicants
- Improving economy
- National debt crisis
- Online learning vs. traditional classroom

Reach Your Market

Immediate

Relevant

(Automated!)



Why Speed Matters

1. The odds of calling to contact a lead decrease by over 10 times in the first hour.

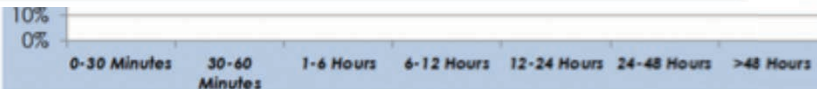
RESPONSE TIME FROM CREATION BY 5 MIN
INITIAL DIALS TO LEADS THAT BECOME CONTACTED

5 MIN
10 MIN
15 MIN
20 MIN
25 MIN
30 MIN
35 MIN
40 MIN
45 MIN
50 MIN

25-50%

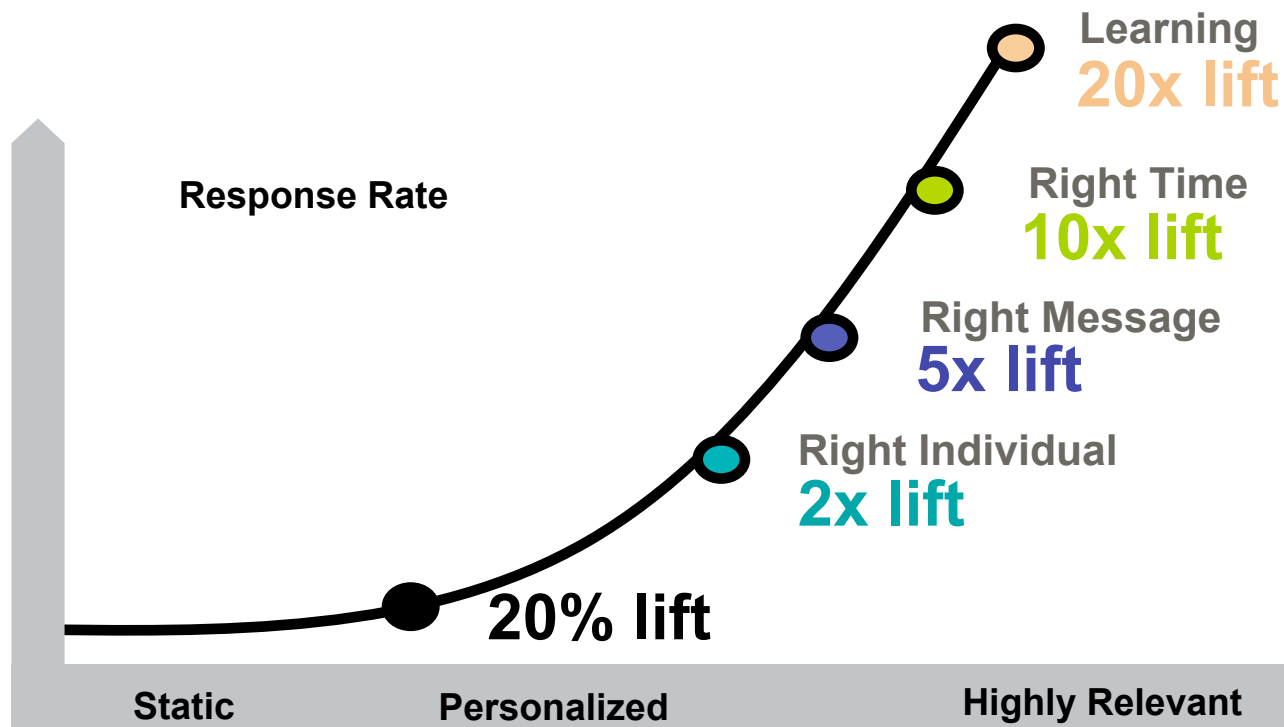
of sales go to the first responder

3%



Sources: The Lead Response Management Study by Dr. James Oldroyd; InsideSales.com; <http://www.payonperformance.com.au/customer-response-time-matters/>

Relevancy Drives Response



Source: Caslon & Company, 2012

Reach Your Market

- Multiple Channels
 - Microsite
 - Social Media
 - Email
 - Direct Mail
 - Text/Voice
 - Campus visits



What's Happening?

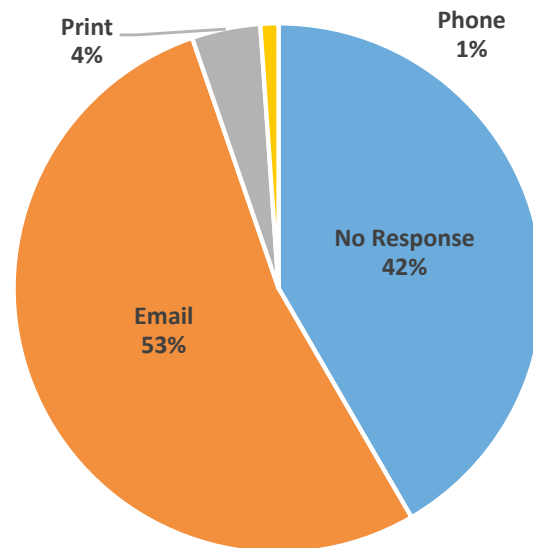
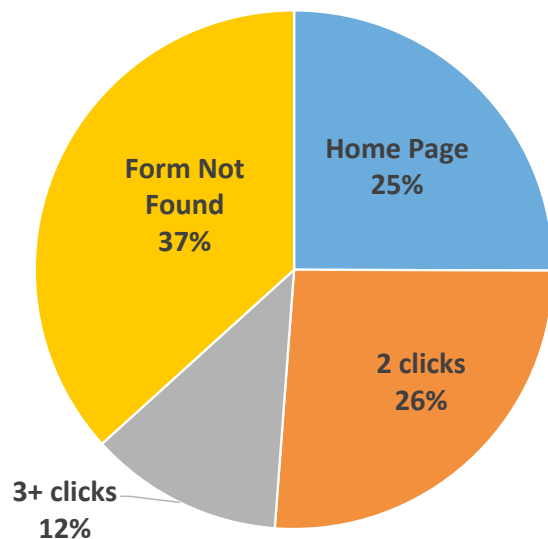
The 2016 Graduate Inquiry Response Audit

What we did:

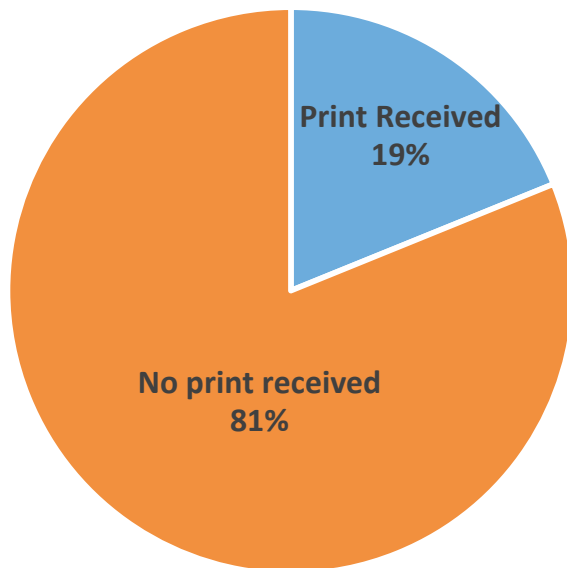
- Visited web pages for 457 graduate schools (NAGAP member list)
- Submitted 289 inquiry/request information forms
- Tracked responses from each school for four weeks
 - ✓ Emails
 - ✓ Print pieces
 - ✓ Phone calls

Inquiry Form Access

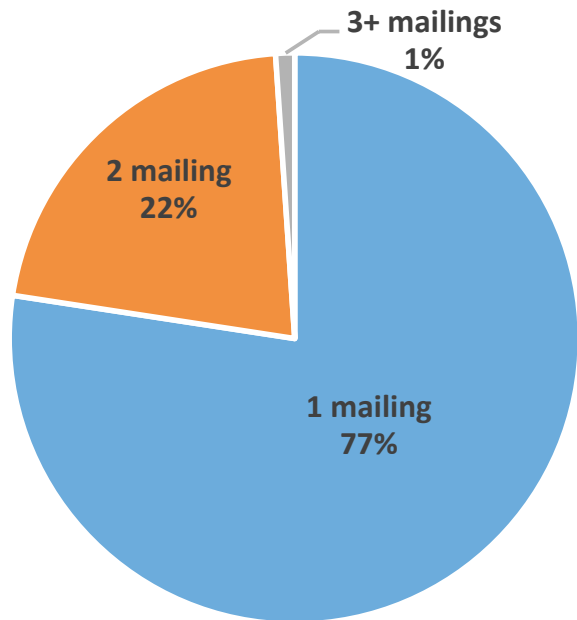
457 Graduate Schools



Print



Amount of Print Mailed



Why Use Print? A/B Test in Digital Print

Trinity Baptist:

Tested two groups of inquiries.

The group who received both email and variable postcard had greater increase in tracked activity.



Postcard Comparison

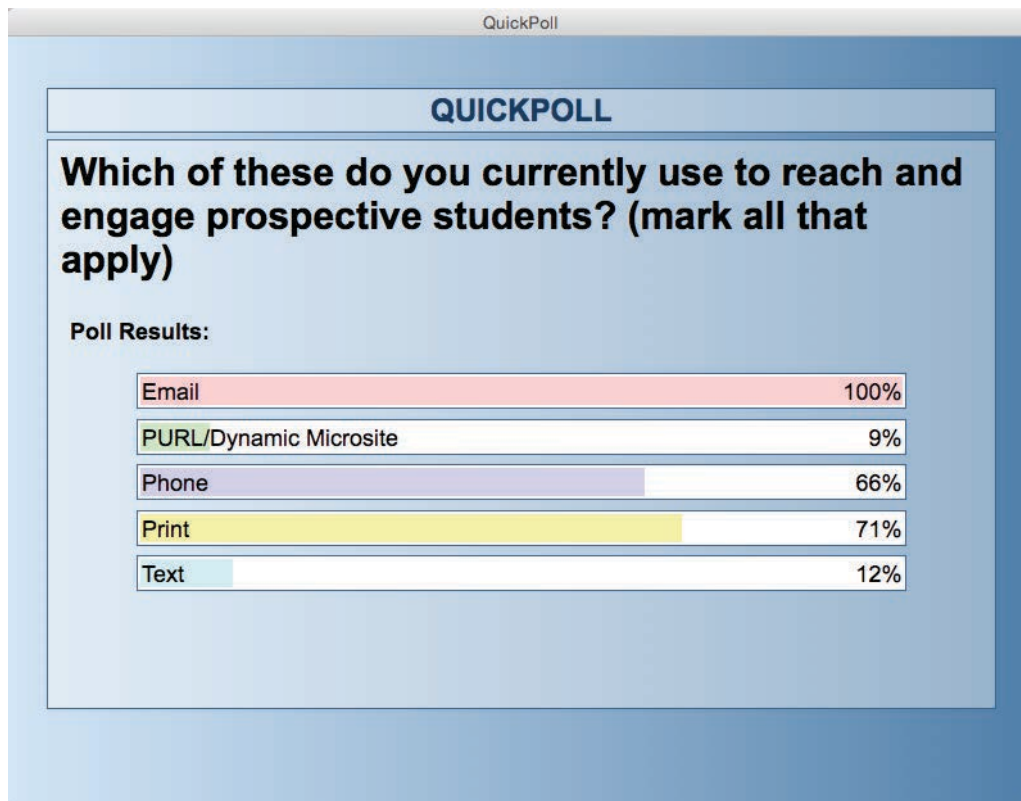
	Starting	After 5 days		After 9 days	
	Points	Points	Additional Points	Points	Additional Points
People who didn't get postcard	687	1,510	823	1,530	843
People who got postcard	760	1,784	944	1,754	994
		15% Increase		18% Increase	

Channels Used

307 Schools that Responded:

- Email only – 129
 - Just one email – 52
- Email and PURL/Microsite – 18
- Email and Phone – 22
- Email and Print – 68
- Email, Print, and Phone – 13
- ~~Print only – 5~~

Audience Poll: How does this group compare?



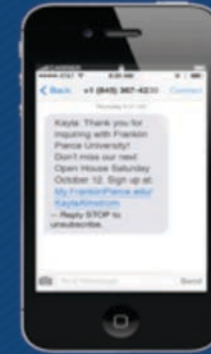
Database

First Name	Kayla
Last Name	Johnson
Gender	Female
Academic Program	Physical Therapy
Special Interests	Professional Associations

Online PURL



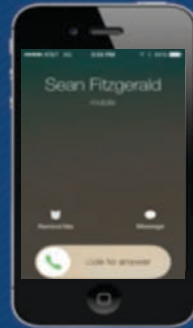
Text



Email



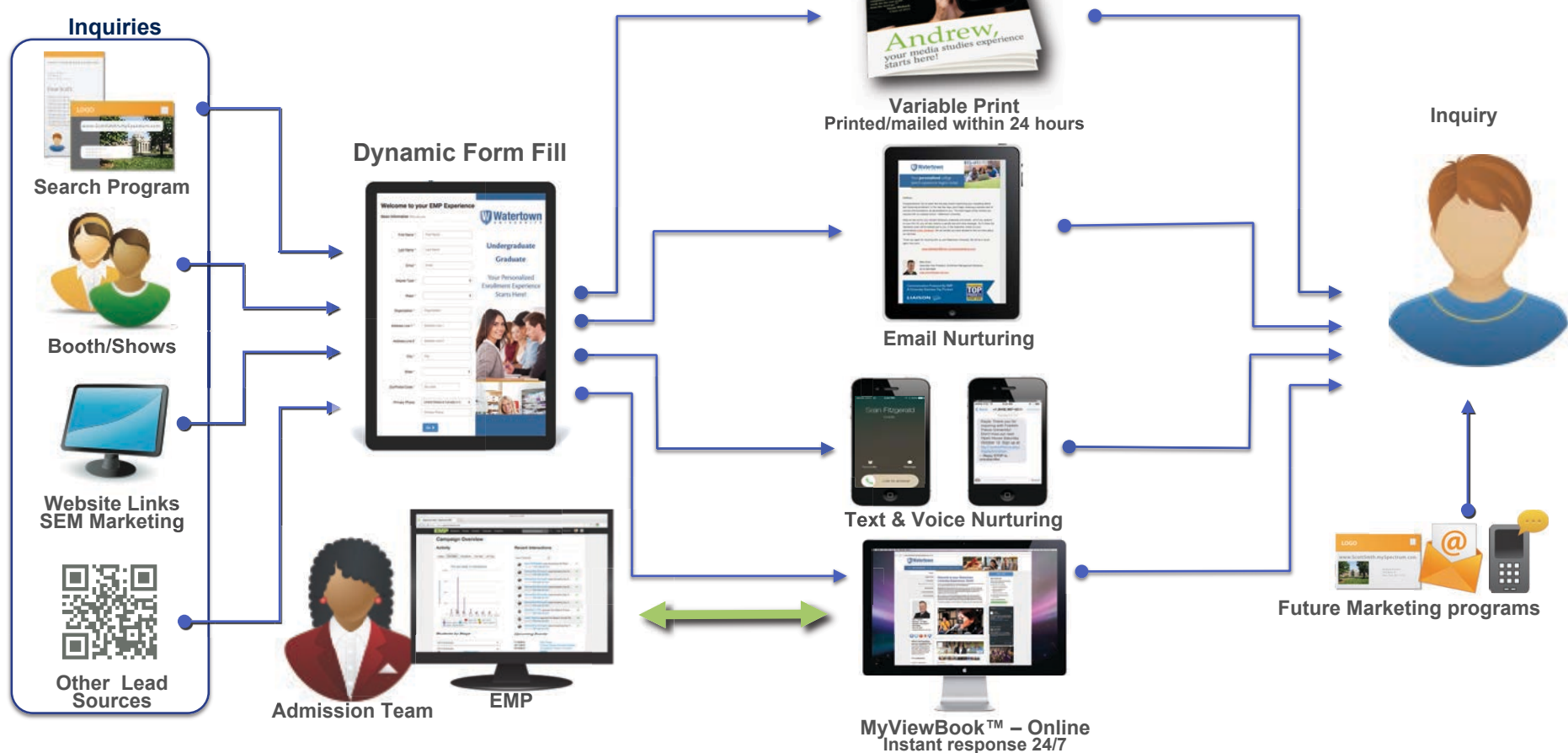
Phone



Printed Personalized Brochure



Multiple Channels; One System



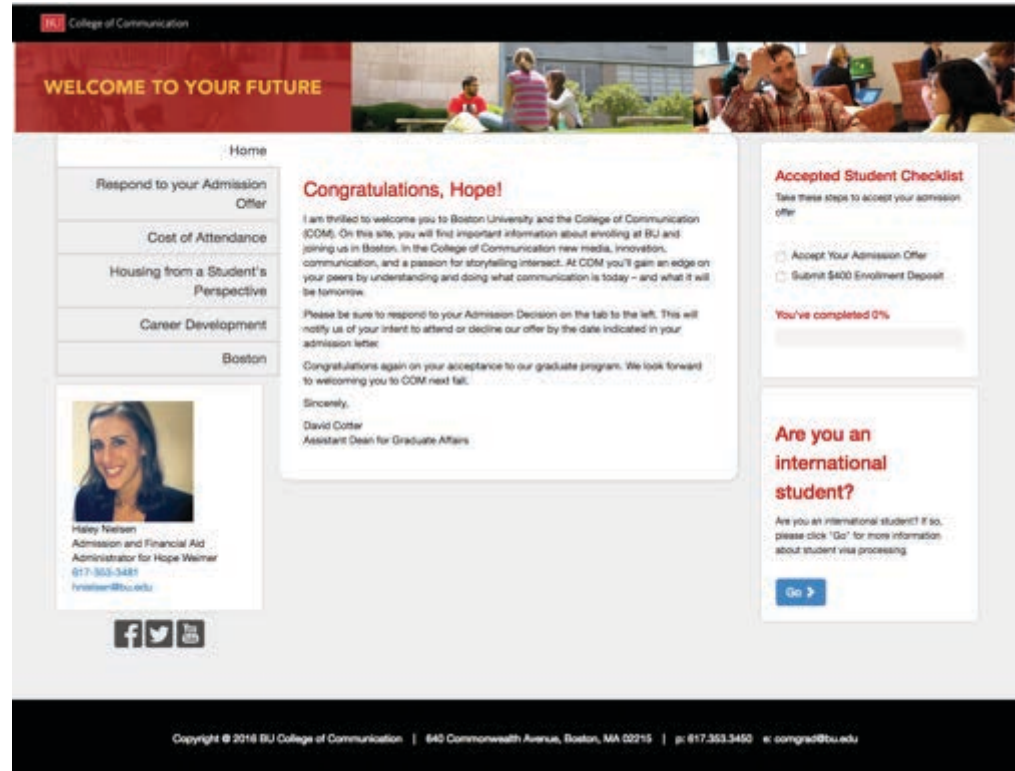
Microsites/Personalized URLs (PURLs)

- All interactions tracked
- Instant Response 24/7
- Variable Video
- Social Media Integration
- Checklist Integration
- Event Banner
- Content Managed

The screenshot displays the BU College of Communication microsite. At the top, a red banner reads "WELCOME TO YOUR FUTURE" above a photo of students. Below this is a navigation menu with links: Home, Apply Today, Public Relations (MS), Visiting Campus, Boston, After BU, Financial Aid, and Beyond the Classroom. The main content area features a heading "Hope, your future at COM awaits." followed by a paragraph about BU's College of Communication and a personal message from Haley Nielsen, Admission and Financial Aid Administrator. To the right, an "Application Checklist" lists steps like "Application submitted" and "Application Fee \$50, online only". Below the checklist, a progress bar shows "You've completed 0%". At the bottom, there's a video player titled "BE: How to be yourself in the heart of Boston" and a section for "Receive Texts from BU?" with a description of text reminders. Social media integration is shown with Facebook and Twitter icons, and a "Tweets by @COMatBU" section displaying a tweet about COM landing in the top 10 schools for journalism.

Microsites/Personalized URLs (PURLs)

Changes with stage of student

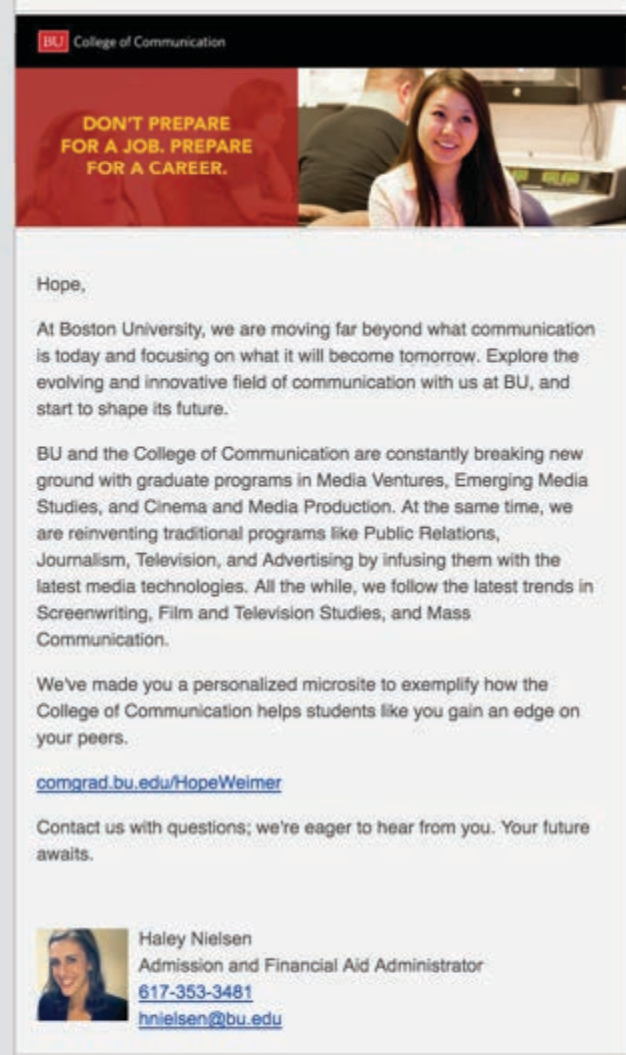


Email, Text, Phone

Email:

- Target the right people with the right message
- Responsive design templates
- Variable, self-launching campaigns
- Trackable open and click-through rates

Text & Voice



Responsive Design

“54% of all students interactions are on a mobile device.”



“72% of email opens are on a mobile device.”

Personalized Print-on-Demand

Traditional Print:

The same message to everyone



Digital Print:

Personalized message to each prospect



Reach your market with **DIGITAL** Print



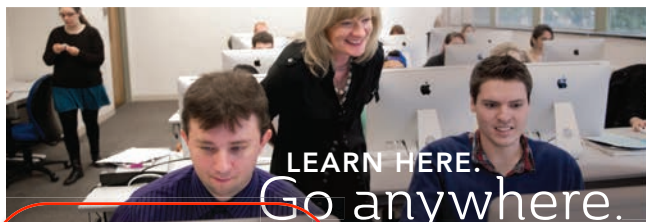
Boston University

Cinema & Media Production (MFA)

College of Communication

**SARAH, START LIVING YOUR CAREER, EVEN BEFORE YOU
LAUNCH IT.**

Reach your market with **DIGITAL** Print



MFA in Cinema and Media Production

Focused and intensive, the Boston University Master of Fine Arts program in Cinema and Media Production is unique. You finish in one calendar year – three semesters – instead of two years. There are no introductory courses. This is a professional-level, terminal program designed for experienced filmmakers seeking to take their careers to the next level.

Each year we choose a select group of filmmakers to work together on six productions over the course of 12 months. You will specialize in your chosen field, fully dependent on cross-disciplinary teamwork.

You may work on a short film, a television pilot, a web series pilot, or another innovative media project. Along the way you'll receive one-on-one teaching from directors of network series, movies, feature films, and documentaries.



Bright minds wanted.

The Cinema and Media Production graduate program is an advanced three-semester, 48 credit program that leads to a Master of Fine Arts (MFA) degree. The program provides highly qualified filmmakers the opportunity to create exceptional, groundbreaking media projects that will take their professional careers to the next level.

COURSES INCLUDE:

- MFA Core
- Line Producing (for Directors and Producers)
- Advanced Cinematography (for Cinematographers)
- Production Lab
- Weekly Review & Critique
- Web Promotion & Development
- Thesis Project: Production & Post-Production

Ready to tell stories cinematically?

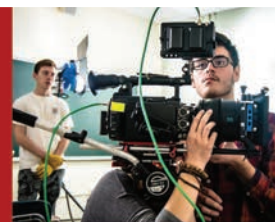
What you learn here

Boston University
College of Communication
GRADUATE PROGRAMS

Advertising (MS)
Cinema and Media Production (MFA)
Emerging Media Studies (MA, PhD)
Film and TV Studies (MFA)
Journalism (MS)
Mass Communication and Law (Dual JD/MS)
Mass Communication, Applied Communication Research (MS)
Mass Communication, Communication Studies (MS)
Media Ventures (MS)
Public Relations (MS)
Science Journalism (MS)
Screenwriting (MFA)
Television (MS)

will take you here:

ABC NEWS AMAZON APPLE
ARNOLD WORLDWIDE BLOOMBERG.COM
DANA FARBER EDELMAN FACEBOOK
FORBES FOX SPORTS INSTYLE MAGAZINE
LA TIMES MAD MEN NBC UNIVERSAL
OMNICOM MEDIA POPULAR SCIENCE



The Redstones

Each spring, the Redstones, featuring film projects by students from BU's Department of Film and Television, is recognized as one of New England's premiere film and television festivals. Participants have become some of America's most successful filmmakers.

Cinematheque

Cinematheque is the BU Film and Television Department's premiere screening series. Events include meetings and conversations with filmmakers/television-makers, and free screenings of important, innovative films and television programs. Events are FREE to BU students, staff and the general public.



Sarah, start here: ComGrad.BU.edu/SarahSmith

Reach your market with **DIGITAL** Print



Boston University College of Communication
640 Commonwealth Avenue, Boston, MA, 02215



*****AUTO**5-DIGIT 02135

Sarah Smith
306 Main Street
Poughkeepsie, NY 12601



Learn here... Go anywhere.
ComGrad.BU.edu/SarahSmith



Scan this code to get started now!
Don't have a smart phone?
Visit: comgrad.bu.edu/SarahSmith

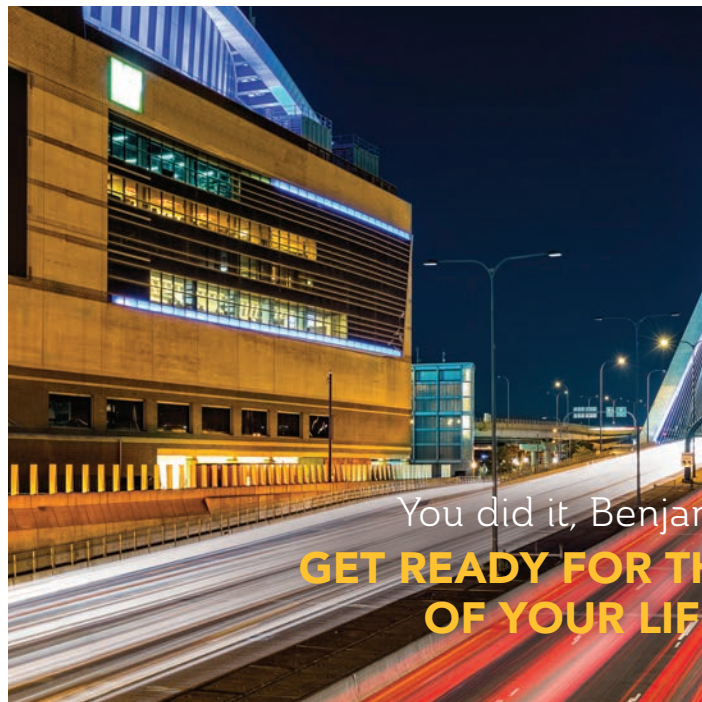
A little background.

Located in one of the country's most beloved cities, BU is a leading research university, internationally respected for its in-depth, innovative programs and superb faculty. Approximately 33,000 undergraduate and graduate students are enrolled here in more than 250 undergraduate and 200 graduate programs.

Our BU student body is diverse, made up of U.S. and international students fully engaged both in their studies and in a myriad of lively campus activities together. A vast number of our students, intensely interested in the great national and global issues of our time, participate in solutions-oriented outreach and awareness efforts both on and off campus.

Because you hail from the **Brighton** area, your travel time to BU will be **1 hour if you are driving and less than an hour by direct flight**. Coming by car, you'll enjoy many vistas — in particular (may we brag?), the rolling landscapes of beautiful New England.

Reach your market with **DIGITAL** Print



BU College of Communication

BU College of Communication

Benjamin, CONGRATULATIONS ON YOUR ACCEPTANCE TO BU'S COLLEGE OF COMMUNICATION!

You're a big step closer to studying at an internationally-renowned university with professional faculty in a city at the forefront of media innovation.

**Join us for Accepted Student Visit Day
on March 19th to:**

- Tour our vibrant Boston campus*
- Hear from our Financial Aid experts*
- Attend a student and alumni panel*
- Meet faculty members*
- Attend a welcome reception for admitted students*

The day will run from 1pm to 7pm, and we are pleased to offer you a **travel refund of up to \$200** when you attend.



RSVP Today: www.bu.edu/com/gradvisit

COFFEE IS ON US!

If you can't make it on March 19th, BU will also be hosting regional Coffee With Graduate Affairs information sessions. Attend a 20 minute personal meeting learn more about available financial aid, your program, Boston University and living in Boston. Email mdotel10@bu.edu to sign up.



Coffee with Graduate Affairs:

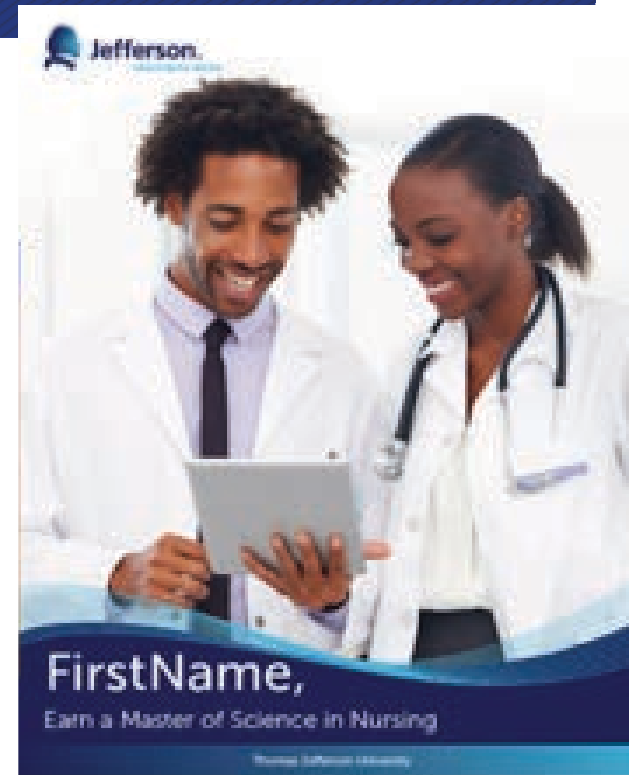
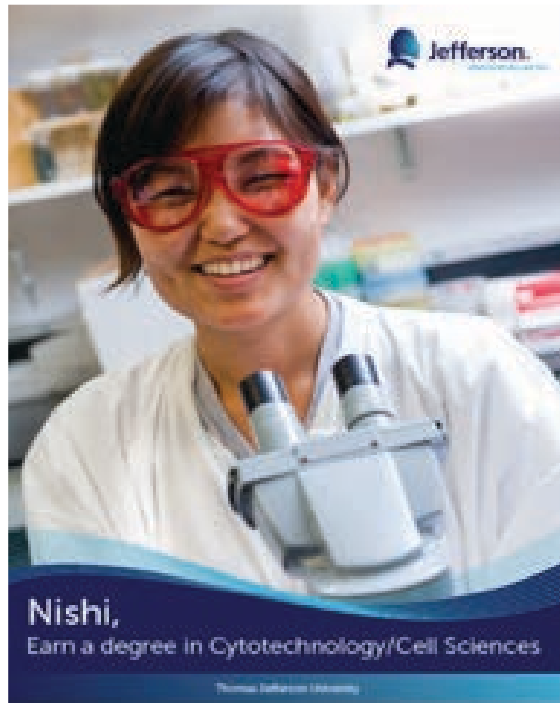
- New York City, April 2
- Los Angeles, April 2
- Chicago, April 3
- San Francisco, April 3

Boston University College of Communication
640 Commonwealth Avenue, Boston, MA 02215

Benjamin Dig
306 Main Street
Poughkeepsie, NY 12601

More Examples

Program Brochures



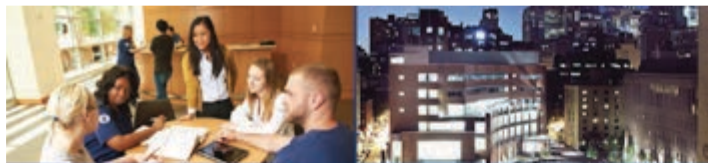
More Examples

Requalification Postcards



More Examples

Drive to Visit



RSVP Today → Explore.Jefferson.edu/Nastassia

Nastassia, Explore Jefferson!

Tour the campus, meet faculty and current students, learn about financial aid and the application process and explore Public Health at our upcoming open house.

The open house and financial aid workshop lasts from 9:00 am to 1:00 pm, so get ready for a great day at Thomas Jefferson University!

Save the Date!

March 14, 2015 | 9:00 am to 1:00 pm

Sign up today on your personal page:
Explore.Jefferson.edu/NastassiaDonoho

Or you can sign up for one of our other events.

Nastassia,
Check out y



Jefferson
130 S. 9th
Philadelphia

Nastassia
146 N
Corval



Nastassia,

Join us for an Open House and Financial Aid Workshop

Saturday, March 14, 2015 | 9:00 am - 1:00 pm

Thomas Jefferson University

More Examples

Drive to Apply



APPLY TODAY: EXPLORE.JEFFERSON.EDU/GinNhatawong

Gin,

In five minutes, you could learn about what matters most to you.

Want to know about what makes Jefferson unique or what we are looking for in terms of competitive applicants? Learn about that and everything in between.

Visit Explore.Jefferson.edu/GinNhatawong, your personal portal to what life could be like for you here at Jefferson School of Pharmacy.

- Apply by January 15, 2015 and we will waive your supplemental application fee.
- If you are accepted and place your deposit within two weeks of notification, we will reduce your first year's tuition by \$1,000!

Timing is everything. So don't miss this opportunity, Gin.

Apply to Jefferson now.

Jacqueline Hane
Assistant Director of Admissions
215-503-1042



130 S. 9th
Suite 100
Philadelphia

Gin Nhatawong
1159 S.
Philadelphia



Thomas Jefferson University

Gin,
Your timing is perfect for Jefferson.
Apply today – Our classes fill quickly!

 **Jefferson.**
HEALTH IS ALL WE DO

More Examples

Drive to Deposit



Automated Targeted Response

Lead Generation



Dynamic Form Fill
Right side content
changes based on lead
source.



Micro-targeted Response

High Impact Response

- Personalized Microsite
- Personalized Brochure
- Targeted Nurture Email
- Personalized Text
- Rep Trigger for personal call response



Secondary Response

- Personalized Microsite
- Personalized Postcard
- Targeted Nurture Email
- Personalized Text



Automated Response

- Personalized Microsite
- Targeted Nurture Email



Response

- Personalized Microsite with "A thanks but no thanks"



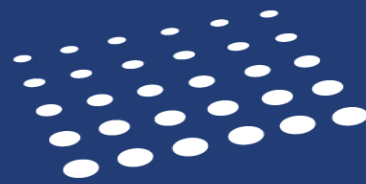
Why Digital Print?

- Achieves the same customized information as the web
- Designed specifically for the graduate student market
- Validates your other marketing channels
- Reduced print means more impact for you
- GO GREEN





QUESTIONS & WHAT NEXT



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Suzanne Sharp – ssharp@liaisonedu.com

See how it works:

www.myviewbookdemo.com