

Designing Effective Drive-to-Apply Campaigns

August 11, 2016

Alexandria,

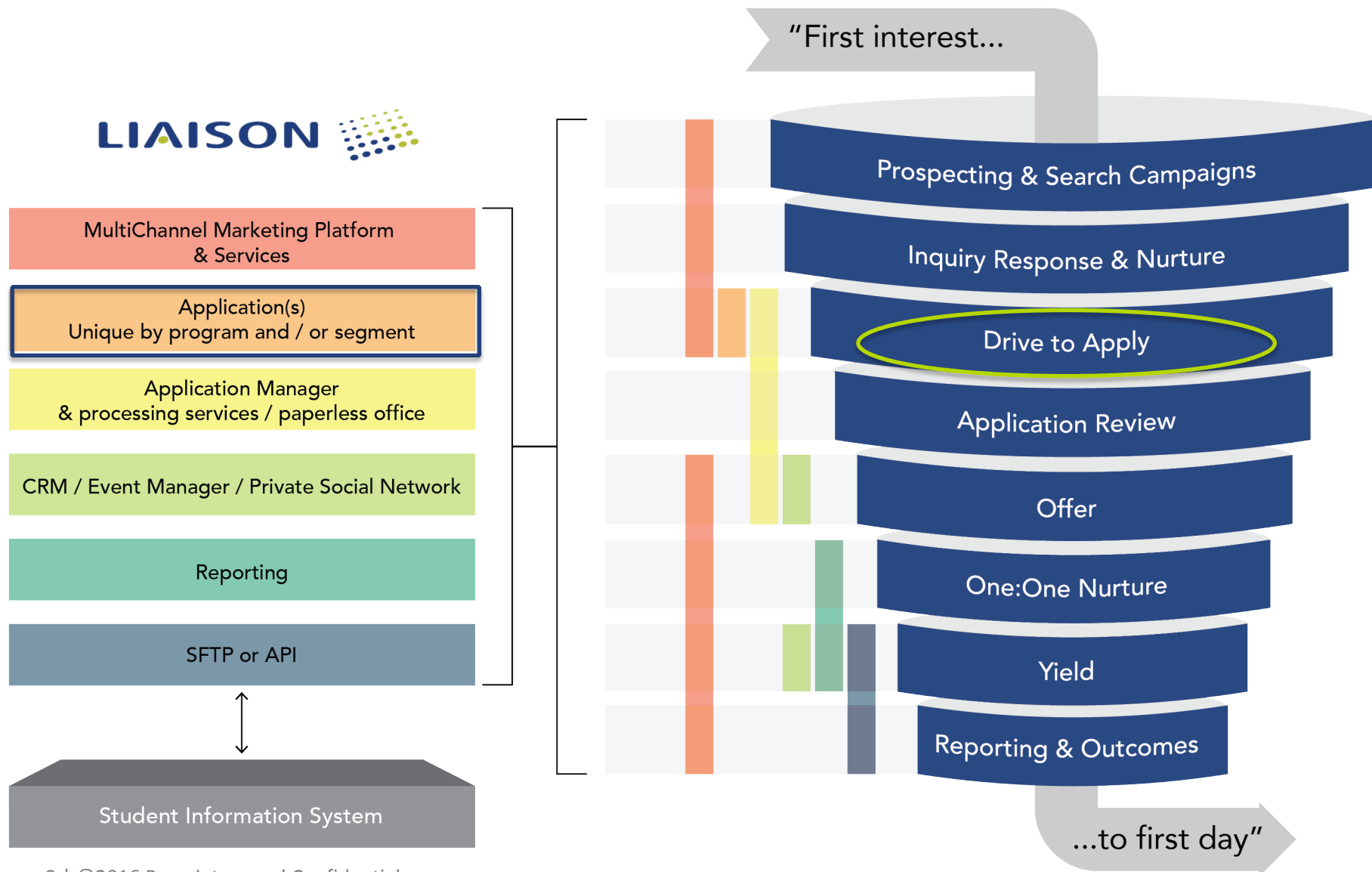
GET A HEAD START ON YOUR SUCCESS—
YOU'RE A PREFERRED CANDIDATE!



Allyson,

GET STARTED ON YOUR DEGREE WITH MSOE!

About Liaison



Introductions



Seandra Mitchell

Director of Traditional Admissions



Suzanne Sharp

Executive Director, Enrollment Management Consulting



Agenda for Today's Webinar

Introductions

What is a “Drive-to-Apply” Campaign?

The Drive-to-Apply Campaign Study

Types of Drive-to-Apply Campaigns

- Stage
- Strategy
- Incentive
- Other segments

Results

Drive-to-Apply in Action: MSOE & Others

Reducing application abandonment

Summary & Next Steps

Q & A

What is Drive-to-Apply?

A cohesive program with all integrated marketing communication elements driving well-informed students to start the application process

1. Call to action
2. Segmentation
3. Identity
4. Offers




2015 CAMPAIGN RESULTS

Undergraduate Drive to Apply (DTA) Email & Mailing: Strategies and Best Practices for Conversion Performance

Key Findings

Apply to MSOE today, and take advantage of the MSOE Opportunity Grant to help pay for your education. start.msoe.edu/ScottTester

Is this email not displaying correctly?
[View it in your browser.](#)



Scott,

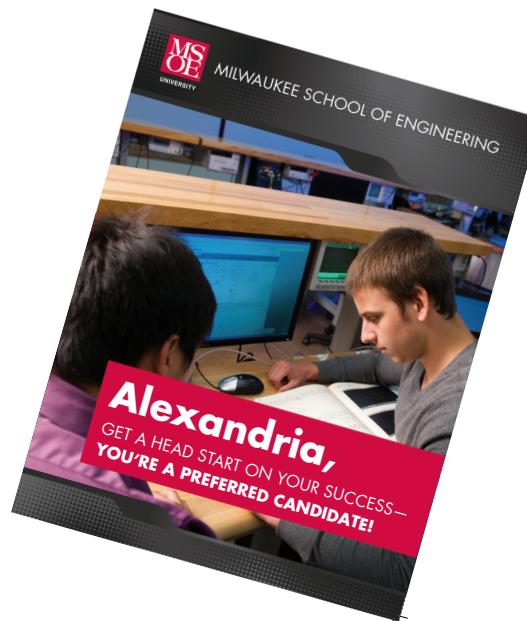
[Milwaukee School of Engineering](#) shapes the future by educating the best, brightest, and most creative students. Do you have what it takes to join our community?

[Apply to MSOE, where you can become the professional you want to be!](#)

As a Wisconsin native, you're prequalified for Preferred Candidate enrollment. When you submit your application, it'll go right to the top of the pile for immediate review.

96%
Job Placement Rate
↑

14th
Best University in the Midwest



YOU'RE ELIGIBLE TO RECEIVE A SPECIAL MERIT AWARD

First,

As president of Green Mountain College, I often find myself engaged in conversations with prospective students. If I could summarize what I hear from them in one sentence, it would be something like this: "I want a school that really understands me, that recognizes my potential, and that offers promising opportunities for a job or graduate school when I graduate."

At Green Mountain College you'll be joining a college with an excellent national reputation. You'll join a college where courses are taught by expert, committed faculty members. You'll join a college that provides many avenues to broaden your horizons and prepare for a productive and rewarding career. Through our affordability plan, we can make an excellent private education possible through generous award packages to deserving students.

I'm delighted to inform you that Green Mountain College is offering you a **Special Merit Award**. This scholarship is only offered to accepted applicants—students who we feel reflect dedication to our progressive mission.

You can refer to the grid below to get an estimate of the **Merit Award** you are eligible for. I know your admissions counselor (contact info on this page) would be happy to answer any questions about GMC and how to take advantage of your award. My best wishes for your future success.


Paul Fonteyn



President Paul J. Fonteyn

REPFIRST REPLAST
REPTITLE
REPPHONE
REPEMAIL

Discover.GreenMtn.edu/PURL

Types of drive-to-apply campaigns

Stage

- Prospect
- Inquiry

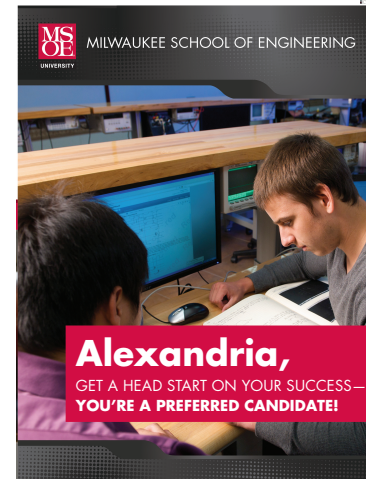
Strategy

- Standard
- Presidential
- Preferred

Incentives

- Fee waiver
- Scholarship
- Decision timeline
- Other

Other Target Markets



Key findings to answer the questions

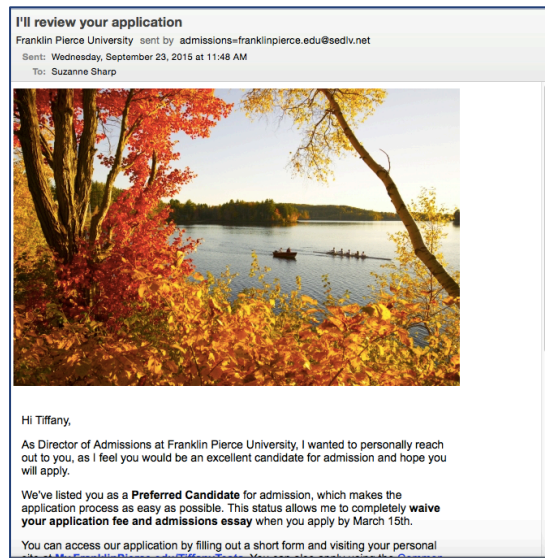
- Who should we target?
- What types of incentives work best?
- When should we launch a drive-to-apply campaign?
- Why does relevance matter?
- How does branding and identity factor in?

Who should we target?

- Prospects – especially seniors
- Inquiries
- Parents/Family!

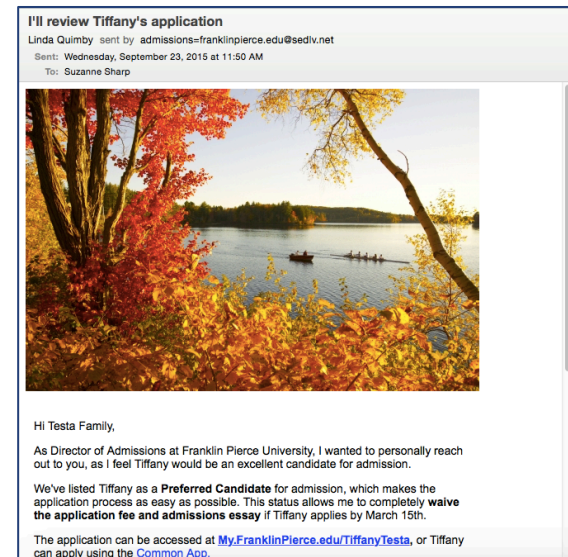
Campaigns with a parent track generated 3 times greater conversion rates.

Email to Tiffany



"I'll review your application"

Email to Tiffany's Family



"I'll review Tiffany's application"

What types of incentives work better?

Offers of scholarships and response time performed better than application fee waivers.



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|||||||

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President Paul J. Fonteyn

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REPTITLE
REPPHONE
REPEMAIL

Paul J. Fonteyn
Paul Fonteyn

Discover.GreenMtn.edu/PURL

When should drive-to-apply launch?

November is the best time to launch a drive-to-apply campaign, preferably early in the month with print arriving before Thanksgiving.



When should drive-to-apply use a deadline?

Alexander,
Apply by December 15th

**SCHOLARSHIP
DEADLINE
JANUARY 15TH**

Application Checklist
Apply before Dec. 1, 2014 to give your application priority review

! THE TIME IS NOW
APPLY BY MARCH 15 AND ALL APPLICATION FEES WILL
BE WAIVED. PLUS, YOU'LL BE GIVEN PRIORITY STATUS.

How do we best connect with students?

Multiple Channels!

**PRINT + EMAIL =
4X CONVERSION**

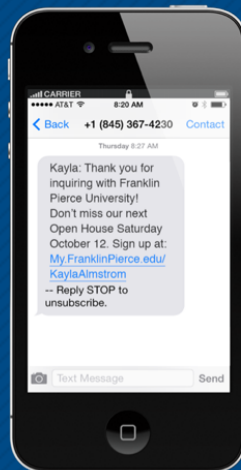
Students receiving both print and email messaging converted at 4x the rate of students receiving only email

Drive-to-Apply Outreach across multiple channels

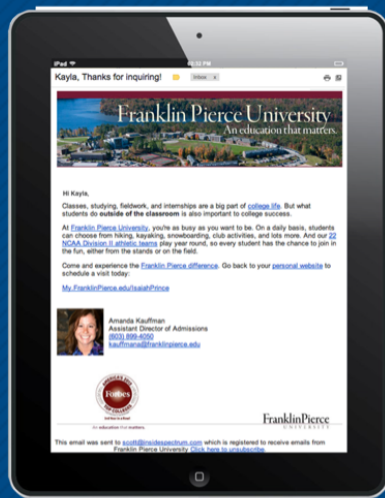
Online PURL



Text



Email

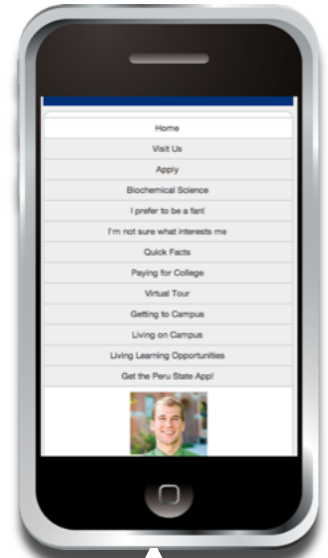


Print Piece: Letter or Postcard



Mobile Ready

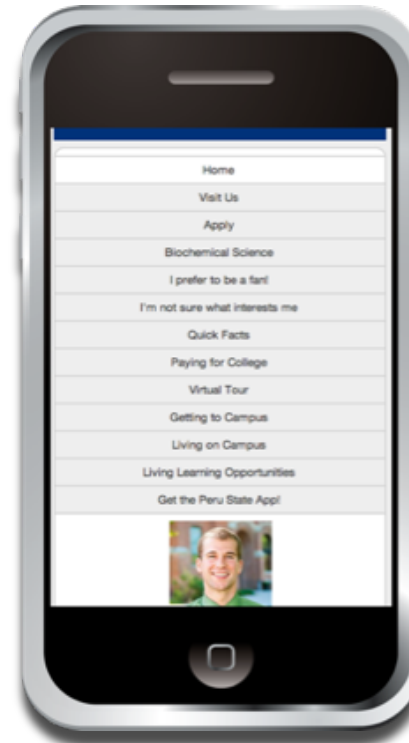
“54% of all students interactions are on a mobile device.”



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

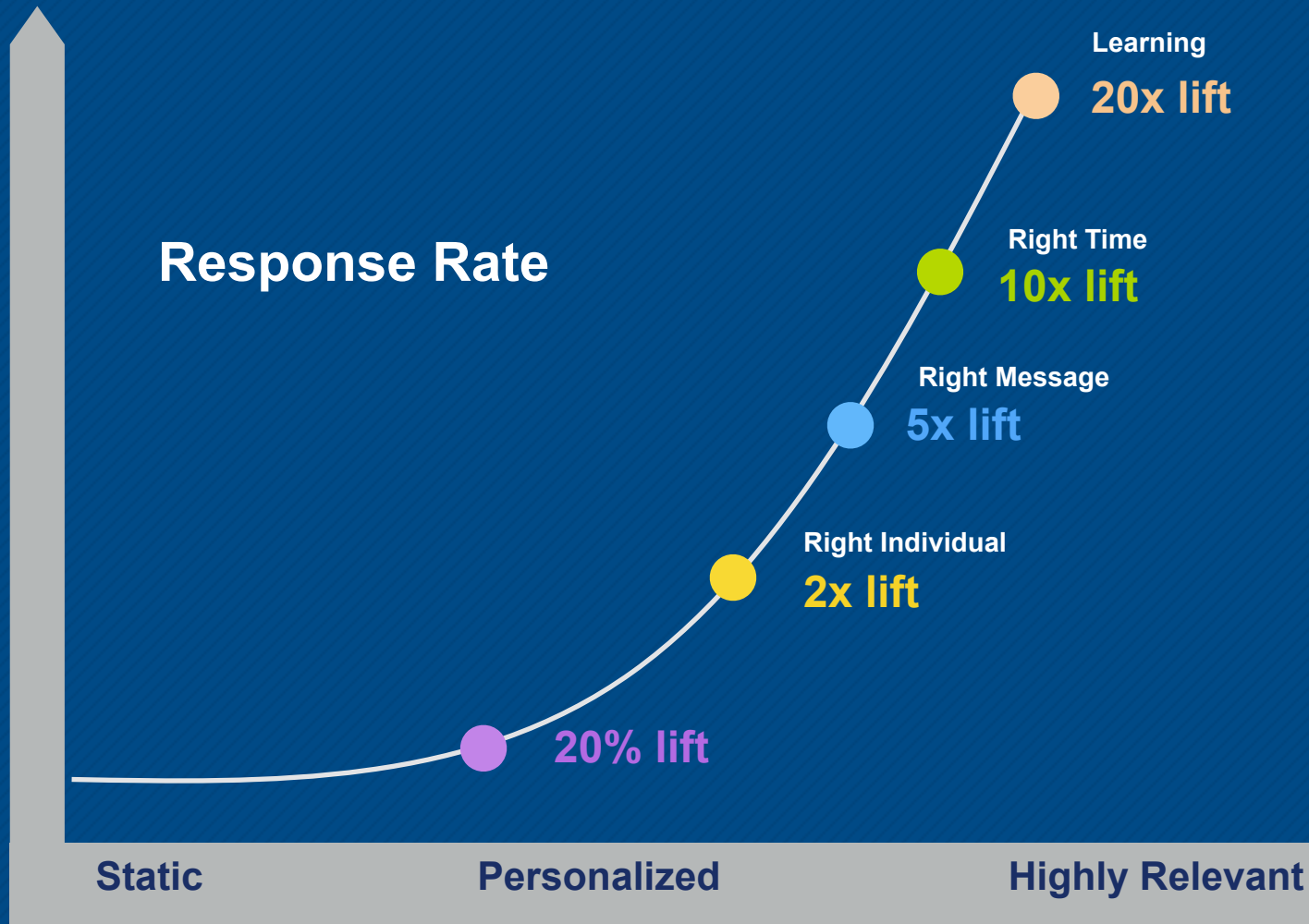
Mobile Ready

“**20%** of EMP applications were **accessed** on a mobile device.”



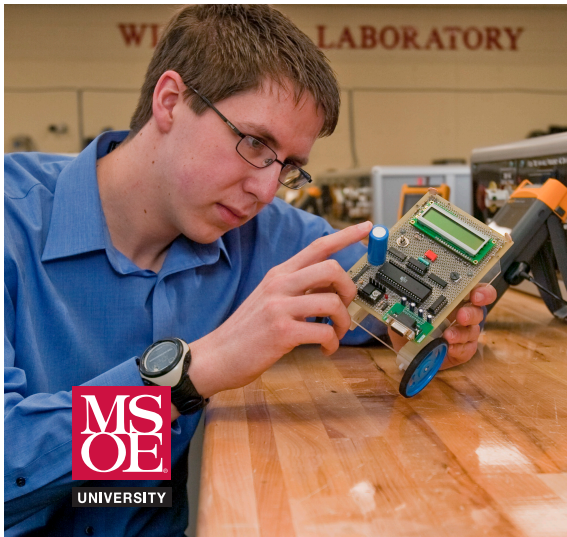
Why does relevance matter?

Relevance Drives Response



Source: Caslon & Company, 2012

Relevance



Christopher,

Let's get started on your career path
with a degree in Electrical Engineering!



Angela,


Let's get started on your career path
with a degree in Nursing!



Jessica,


Let's get started on your career path
with a degree in Civil Engineering!

Relevance

 **Scott, start your bright future at MSOE**
explore=msoe.edu@sediv.net
Sent: Wednesday, September 23, 2015 at 1:14 PM
To: Suzanne Sharp

Apply to MSOE today, and take advantage of the MSOE Opportunity Grant to help pay for your education. [start.msoe.edu/ScottTester](#)

Is this email not displaying correctly?
[View it in your browser.](#)



Scott,


[Milwaukee School of Engineering](#) shapes the future by educating the best, brightest, and most creative students. Do you have what it takes to join our community?

[Apply to MSOE, where you can become the professional you want to be!](#)

As an out of state applicant, you're prequalified for the [MSOE Opportunity Grant](#) meaning you are guaranteed \$3,000 just by being accepted! On top of that, students typically receive at least \$18,000 in financial aid every year.


96%
Job Placement Rate
↑

14th
Best University
in the Midwest
(U.S. News & World Report)

 **Scott, start your bright future at MSOE**
Milwaukee School of Engineering sent by explore=msoe.edu@sediv.net
Sent: Wednesday, September 23, 2015 at 1:13 PM
To: Suzanne Sharp

Apply to MSOE today, and take advantage of the MSOE Opportunity Grant to help pay for your education. [start.msoe.edu/ScottTester](#)

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(U.S. News & World Report)

To apply, go to your personal page and create an account

How does branding and identity factor in?

**IDENTITY =
50% LIFT**

**Campaigns with a distinct identity -
Presidential or Preferred - converted
at a 50% higher rate than general**



How does branding and identity factor in?

EMAIL HEADERS =
4.33% LIFT

Even small details like identity-branded email headers had an effect on overall conversion rates



Additional findings and data

- **10%** Conversion for first generation specific DTA messaging
- **17%** Conversion for one client mentioning scholarships (no strong incentives mentioned): email and print
- **5%** Conversion with just fee waiver, and response time mentioned
- **38%** Conversion for one client mentioning scholarships and turn around time

2016 Audience Poll Results

QUICKPOLL

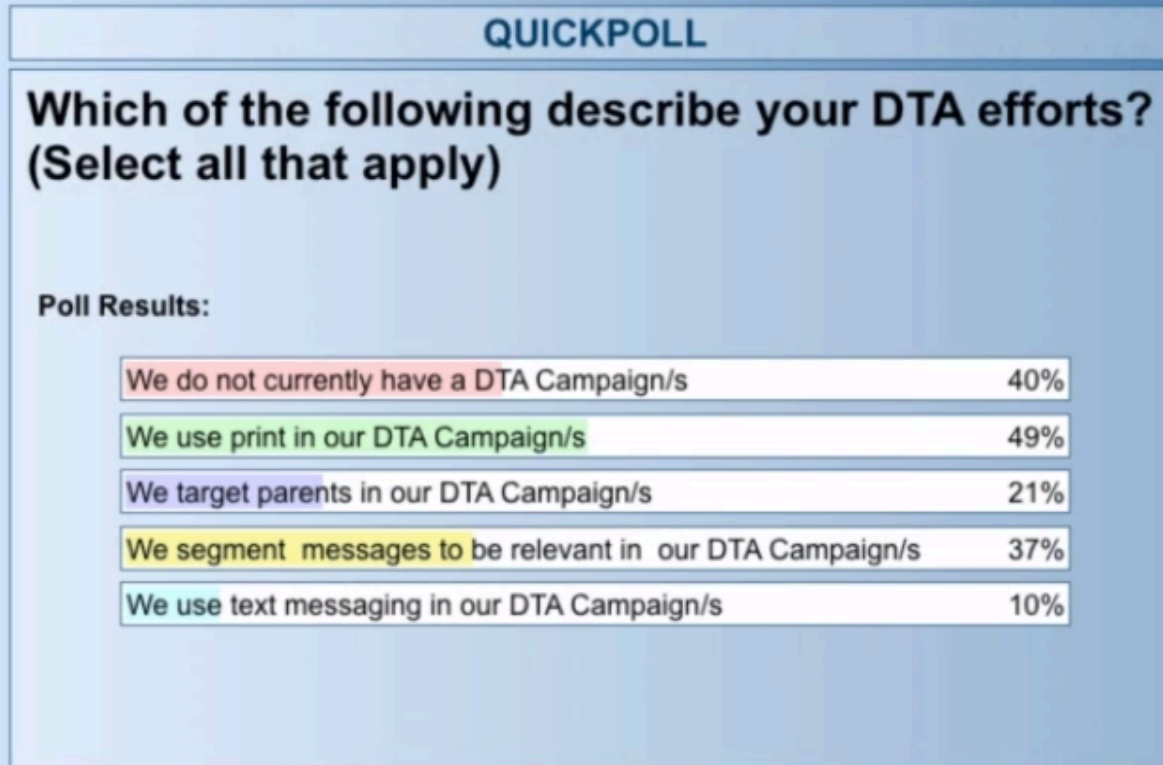
Which of the following describe your DTA efforts?

Poll Results:

We currently do not have a DTA campaign/s	45%
We use print in our DTA campaign/s	45%
We target parents in our DTA campaign/s	18%
We segment messages to be relevant in our DTA campaign/s	45%
We use text messaging in our DTA campaign/s	27%

2015

Audience Poll (for comparison)



Drive-to-Apply Campaigns in Action:


**Milwaukee School of Engineering
Faulkner University**

A bit about MSOE

Primary Enrollment Goals:

- Grow enrollment applications
 - 2,652 in 2016 vs. 2,267 in 2015 (goal of 2500 applicants)
 - Increase of 17%
- Grow traditional enrollment nationally by increasing out of state population:
 - Class of 540 traditional students (37% in 2016 vs. 30% in 2015)
- Increase traditional nursing enrollment
 - 43% increase in nursing applicants in 2016 and 41% increase in enrollment

Drive-to-Apply: Part of a comprehensive plan



EXPLORE
MILWAUKEE SCHOOL OF ENGINEERING

Complete your profile!

Home

Visit Us

Apply Now

Computer Engineering


Women's Soccer

Campus Life

Financial Aid & Scholarships

Why MSOE?

Camping and Outdoors Club



Christoph Opperman
Admission Counselor for Hope
Weimer
(800) 332-6763
Opperman@msoe.edu


Personal Visit
Sign up for the next available date: 8/10/2016

Hope—Thank you for your interest in MSOE!

We look forward to learning more about you and helping you through this journey. Explore your personal page and get a glimpse of life here at MSOE. We would love for you to come and visit campus! Go to the Visit Us tab and find the visit that is right for you. Registering is as easy as the click of the mouse!

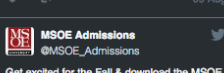
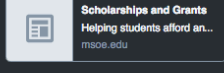
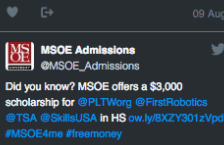
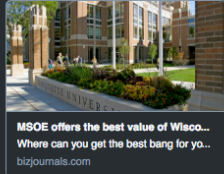
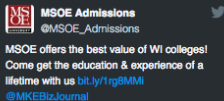
Best wishes,
Christoph

MSOE | From the Past to the Present



APPLY NOW

Tweets by @MSOE_Admissions





Hope—do you have what it takes to make lasting connections plus acquire a powerful education and a great career?

Apply to MSOE, where you can become the professional you want to be!

[Click here to start your application](#)

As an out of state applicant, you're prequalified for the [MSOE Opportunity Grant](#)—meaning you are guaranteed \$3,000 through that grant just by being accepted! On top of that, students typically receive at least \$18,000 in financial aid every year.

To apply, go to your personal page and create an account on Hub. Then you'll be guided every step of the way! You'll even make friends with other MSOE students who could be in your class!

Just fill out a short form to go to your personal page and get started:

start.msOE.edu/HopeWeimer

Give me a call or shoot me an email if you have any questions!



Christoph Opperman
Admission Counselor
(800) 332-6763
Opperman@msoe.edu

1025 N. Broadway, Milwaukee, WI 53202-3109 | (800) 332-6763

Drive-to-Apply In Action: MSOE

Allyson, come visit MSOE!

OPEN HOUSES

MSOE's Open House is an opportunity to learn about the admission process, take a walking tour of the campus and interact with current students and organizations. The day ends with a focus on the academic program of your choice, led by our dedicated faculty.

- **Upcoming Open House Saturdays:**
September 19 and October 17



SENIOR/JUNIOR VISIT DAYS

Senior/Junior Visit Days are for students looking for important steps and information relevant to their current academic year. The day consists of an admissions presentation, student-guided campus tours, and lunch with admissions counselors and current students.

- **Upcoming Senior day:**
October 30
- **Upcoming Junior days:**
January 22, February 26, & March 11



Get started today! Visit your personal microsite to learn more:
start.MSOE.edu/AllysonKelliher



Allyson,
GET STARTED ON YOUR DEGREE WITH MSOE!

Drive-to-Apply In Action: MSOE




MSOE *Rader School of*
UNIVERSITY **Business**


September 17, October 15 & December 3


Christopher, join us for an Open House!


And to make your campaign even better...


- Application abandonment can be as high as 45%
- Involve your team in follow up!

























	Hope Weimer logged into the application	0
8/10/2016 2:55pm Who else did this?		
	Hope Weimer logged in to their online viewbook	0
8/10/2016 2:54pm Who else did this?		
	Hope Weimer was browsing the Apply Now page	+1
8/10/2016 2:53pm Who else did this?		
	Hope Weimer clicked a link on their Viewbook to application	+1
8/10/2016 2:53pm Who else did this?		
	Hope Weimer was browsing the Home page	+1
8/10/2016 2:53pm Who else did this?		
	Hope Weimer clicked a link on their Viewbook to landing_inquiry_0	+1
8/10/2016 2:53pm Who else did this?		
	Hope Weimer was browsing the Apply Now page	+1
8/10/2016 2:53pm Who else did this?		
	Hope Weimer clicked a link on their Viewbook to application	+1
8/10/2016 2:53pm Who else did this?		

Drive-to-Apply in Action: Faulkner

Drive to Apply Campaign Strategies

How Faulkner University Increased Applicants By 28% In One Year

case study

28%
INCREASE

1,920

2014 applicants

1,529

2013 applicants

↑ 32%
INCREASE

2014



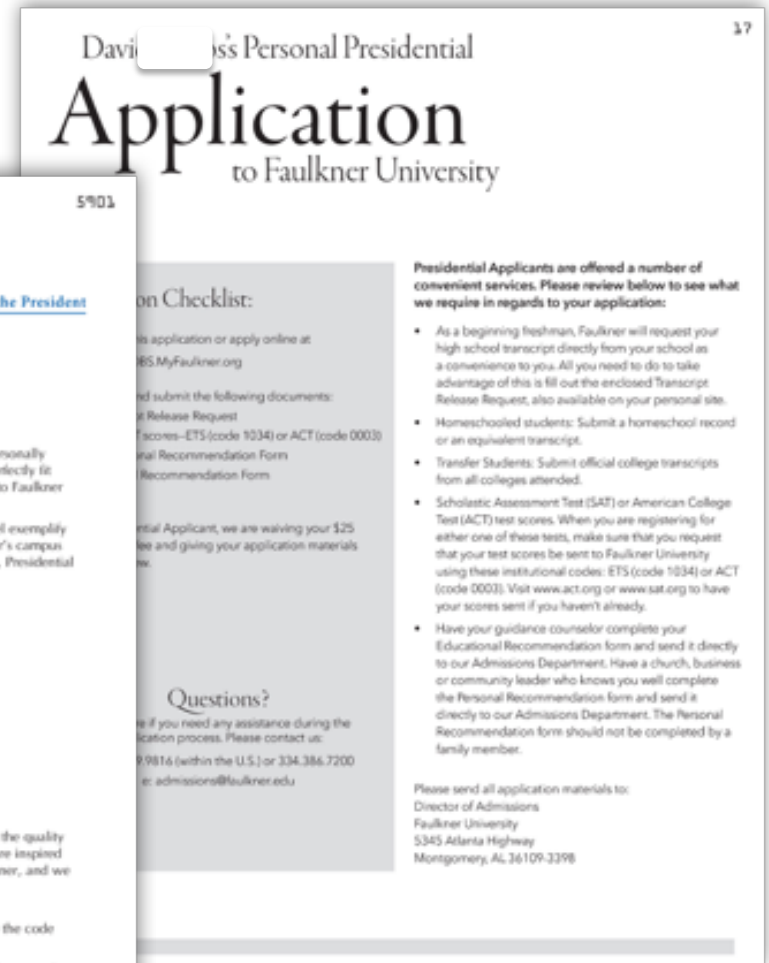
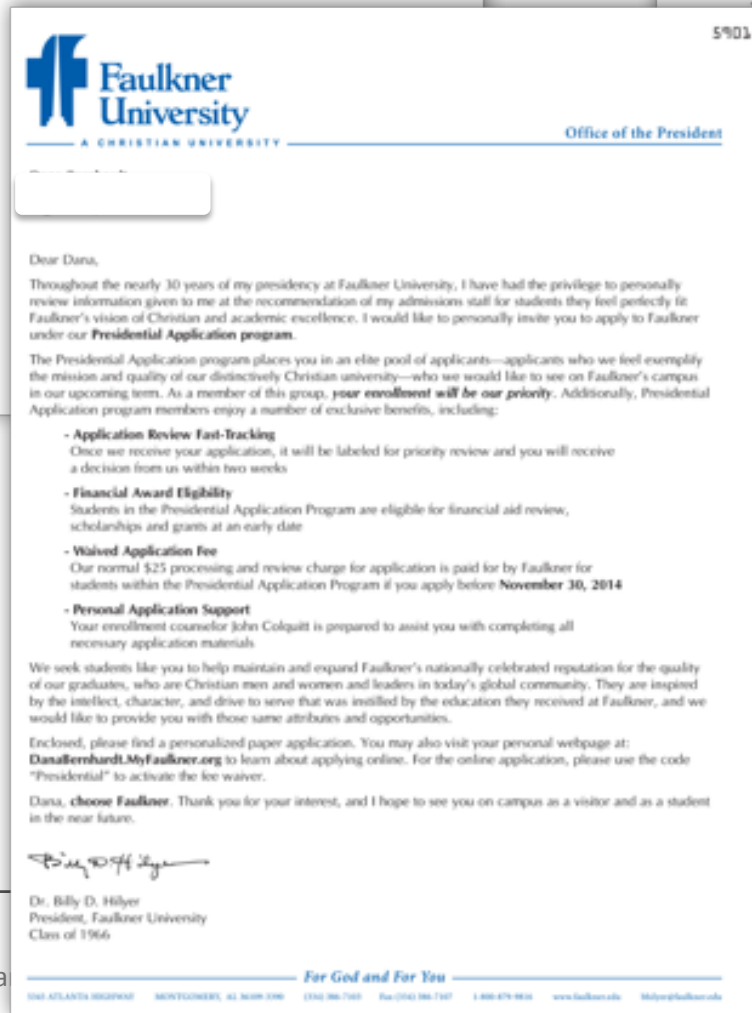
447
enrolled

2013




339
enrolled

Drive-to-Apply in Action: Faulkner



Drive-to-Apply in Action: Faulkner



5245 Atlanta Highway, Montgomery, AL 36109

Office of the President

Joshua,

Faulkner University is pleased to inform you that your record has been upgraded to our Presidential Application Program.

[Click here to complete your Presidential Application.](#)

Applying under the Presidential Application Program places you in an elite pool of applicants who we feel exemplify the mission and quality of our distinctively Christian university—who we would like to see on Faulkner's campus in our upcoming term. In this group, *your enrollment will be our priority*. As added benefits, the Presidential Program offers:

- Application Review Fast-Tracking
- Early Financial Award Eligibility
- Waived Application Fee (a \$25 savings)
- Personal Application Support from our Admissions Staff


Find out more about how to apply online at your personal page:

[www.Joshua\[redacted\].myfaulkner.org](http://www.Joshua[redacted].myfaulkner.org)

Use the promo code "Presidential" when you apply to **waive your \$25 application fee**.


Joshua, you belong at Faulkner. Take advantage of your Presidential Application Program and begin your Faulkner application today.

[Choose Faulkner.](#)



Billy D. Hilyer, President
Faulkner University
presidentb@faulkner.edu

INTELLECT • CHARACTER • SERVICE



NAMED IN TOP 10%
**"BEST COLLEGES
FOR THE MONEY"**
—MONEY MAGAZINE

Information for Presidential Candidates

Jim, you have been selected as a Presidential Candidate, which entitles you to Priority Application Review. This is a special designation, assigned by the Director of Admissions, that helps high-value students get application and scholarship responses quickly.

Consider it a pass to the front of the line for admissions consideration.

Apply with Presidential Candidate status to:

1. Receive fast-track, Priority Application Review
2. Receive your admission decision within 5 days of application completion
3. Receive a merit scholarship decision with an offer of admission
4. Pay no application fee

We have already made note in your record that you are a Presidential Candidate entitled to Priority Application Review. To take advantage of this opportunity, simply begin your application now.

Presidential Application Checklist

Take these steps to complete your application!

- ☐ Submit Your Application
- ☐ Official High School Transcripts Submitted
- ☐ Standardized Examination Results Submitted (ACT/SAT/TOEFL)
- ☐ Personal Essay Submitted

You've completed 0%

[View Progress](#)

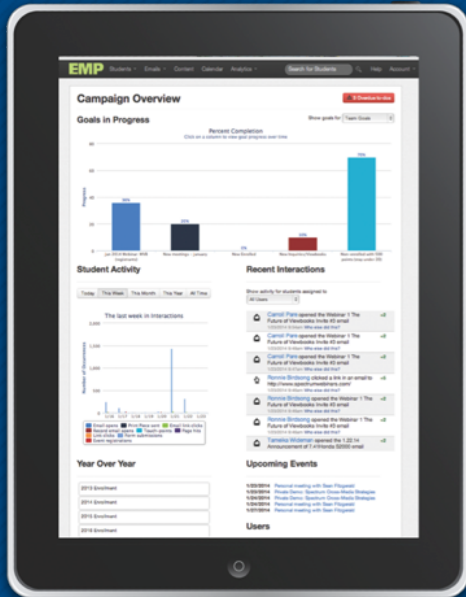
Are you ready to be a Presidential Candidate?

We want you to know everything there is to know about being chosen as a Presidential Candidate. Let us know what you're thinking.

Are you planning on applying as a Presidential Candidate? *

- ☐ Yes
- ☐ No

The engine driving the experience



This block contains two panels. The top panel is a 'Presidential Application Checklist' with a progress bar showing 0% completion. The bottom panel is 'Information for Presidential Candidates', which includes a quote from Money Magazine and a list of steps for applying.

Presidential Application Checklist
Take these steps to complete your application!

- ☐ Submit Your Application
- ☐ Official High School Transcripts Submitted
- ☐ Standardized Examination Results Submitted (ACT/SAT/TOEFL)
- ☐ Personal Essay Submitted

You've completed 0%

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A red banner with white text that reads 'Alexandria, GET A HEAD START ON YOUR SUCCESS—YOU'RE A PREFERRED CANDIDATE!'. Below the text is a gold seal that says '\$3,000' and 'FOR AHEAD-LEARNERS'.

A list of user interactions with timestamps and user names. The interactions include logging into the application, browsing the online viewbook, and clicking on links.

- Hope Weimer logged into the application 8/10/2016 2:53pm Who else did this?
- Hope Weimer logged in to their online viewbook 8/10/2016 2:54pm Who else did this?
- Hope Weimer was browsing the Apply Now page 8/10/2016 2:53pm Who else did this?
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- Hope Weimer clicked a link on the 8/10/2016 2:53pm Who else did this?

A photograph of three people (two women and one man) sitting around a table, smiling and looking at a laptop. The MSOE Rader School of Business logo is in the top right corner. Below the photo is a red banner with white text that reads 'September 17, October 15 & December 3 Christopher, join us for an Open House!'.

EMP
Enrollment Marketing Platform

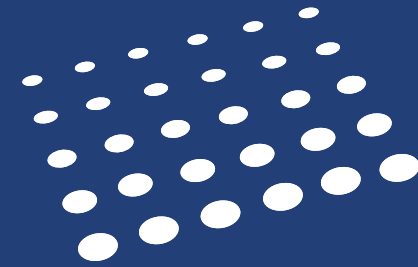
Reaching your Prospects...

- Immediate
- Relevant
- Automated
- Trackable



Thank You!

Q&A



Stand in the shoes of a prospective student -
launch a personalized campaign to yourself.

www.myviewbookdemo.com

