

The Enrollment Marketing Platform (EMP)

The All-In-One Admissions Tool for Physician Assistant Programs

November 1, 2016



Today's presenters



Suzanne Sharp

Executive Director, Enrollment Management Consulting



Danielle Di Silvestro

Director, Applicant & Student Services



Agenda for today's webinar

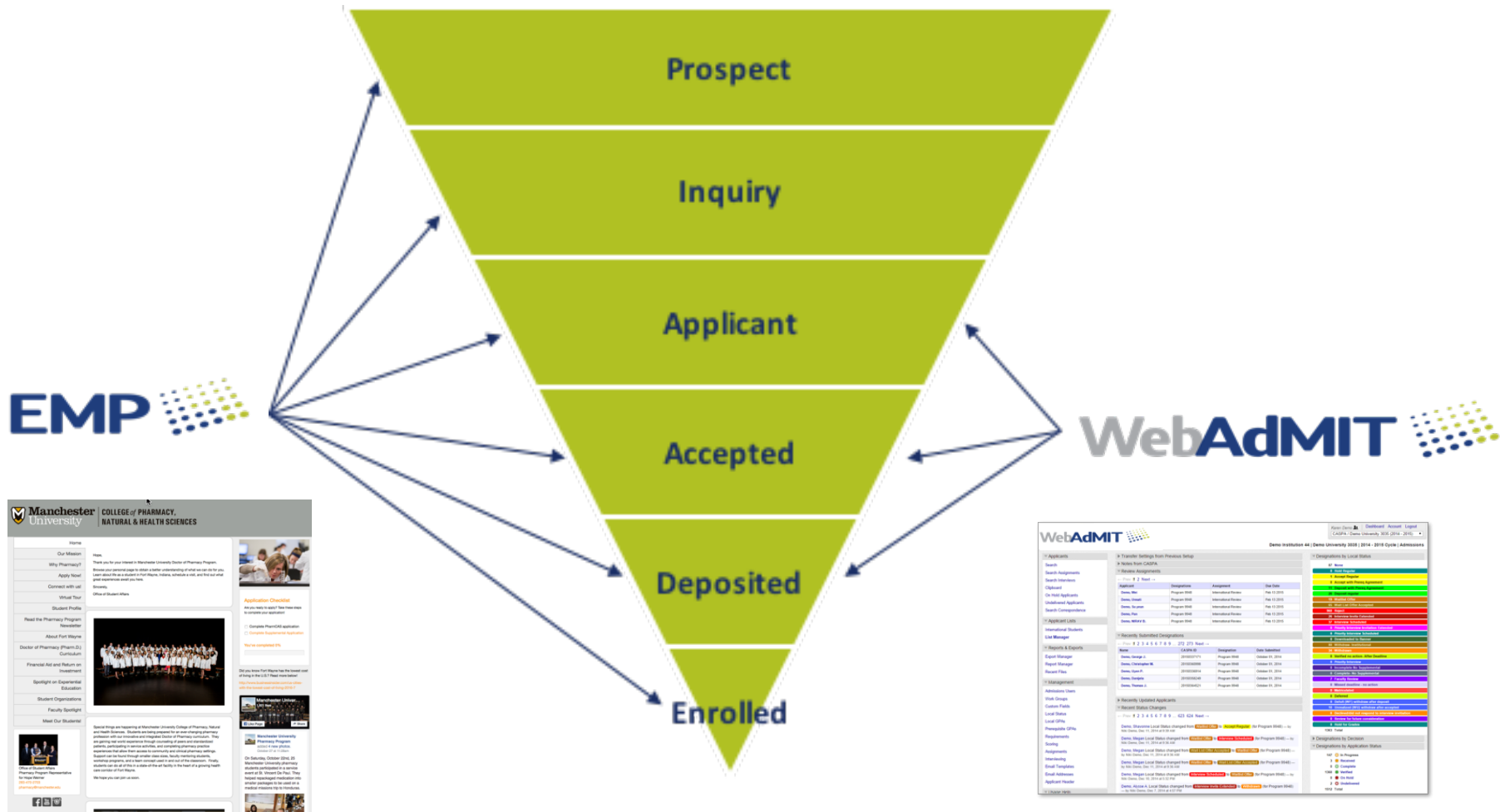
- Introductions
- Overview of Liaison
 - What is EMP's Relationship to PAEA & PA Programs?
- The Enrollment Marketing Platform
 - Benefits of EMP
 - How EMP can help PA program admissions efforts
- Q & A

Feel free to submit questions!

Questions will be addressed at the end if time permits.

Recording & slide deck will be made available.

Liaison covers the entire admissions spectrum



Liaison's higher education presence



Liaison/PAEA relationship

- PAEA Role
 - Expand Industry Knowledge
 - Capture more data
 - Funnel Communications
 - Inquiry through Applicant
 - Better informed student base

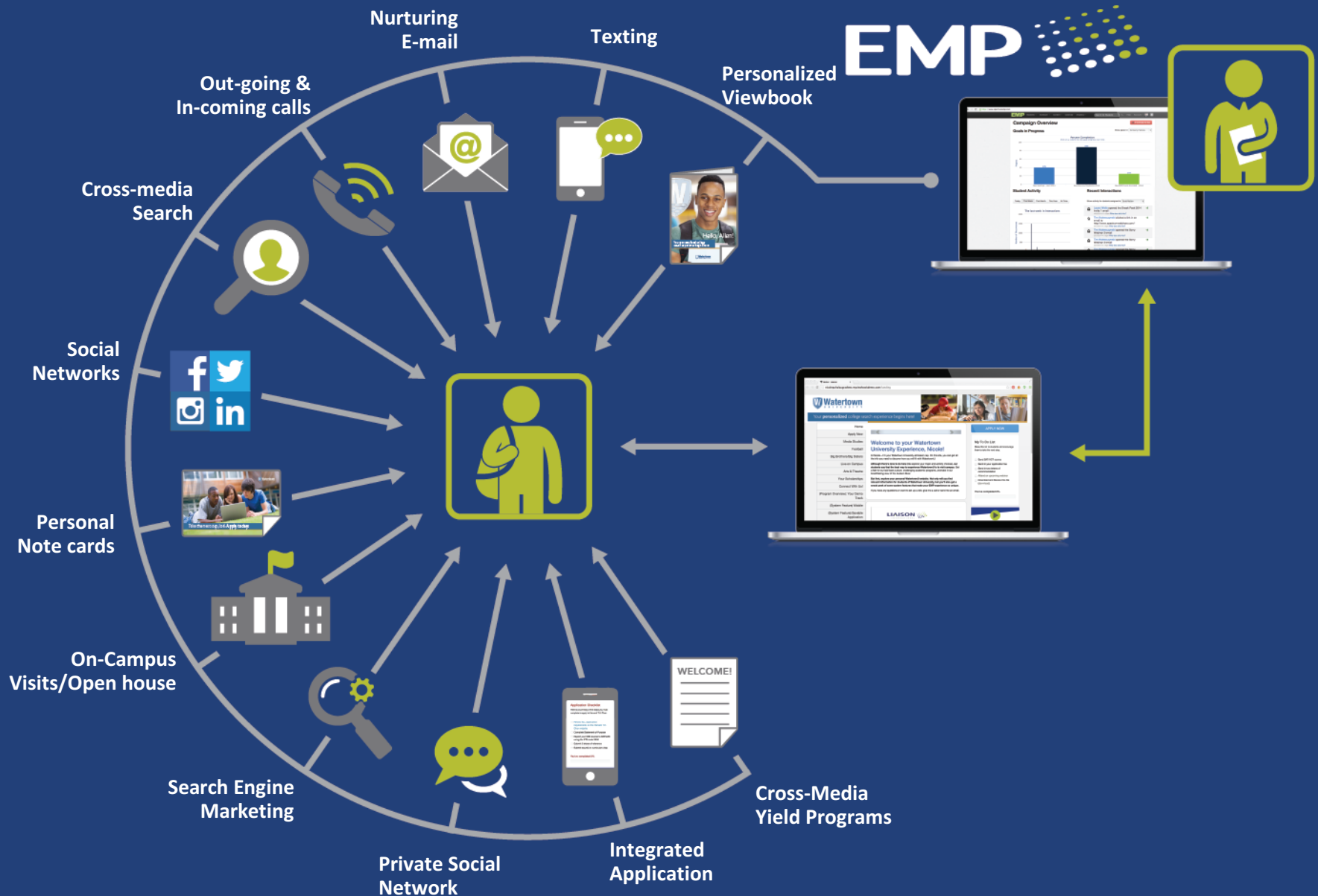


EMP - The Enrollment Marketing Platform

- Complement to CASPA to manage communication from inquiry through deposit
- Native API integration to WebAdMIT
- Cloud-based marketing & CRM platform
- Easy data segmentation
- Behavioral scoring



EMP: An integrated approach to admissions marketing



EMP's attributes

Student-Facing

- Multi-channel communications
- Personalized to student preferences
- Interactive
- Real-time
- Meaningful engagement at all stages

Admissions-Facing

- Easy-to-build multi-channel campaigns
- Easily manage student data, create meaningful student groups
- Enable mass-personalization to different audiences
- Shape a more diverse class

Student facing



WELCOME TO YOUR FUTURE

- Home
- Apply Today
- Public Relations (MS)
- Why COM?
- Boston
- Visiting Campus
- After BU
- Tuition, Scholarships & Aid
- Beyond the Classroom
- Internships & Opportunities
- Frequently Asked Questions
- Events



Haley Nielsen
Admission and Financial Aid
Counselor for Hope Weimer
617-353-3481
hnielsen@bu.edu

Hope, your future at COM awaits.

BU's College of Communication (COM) is a place where new media, innovation, communication, and a passion for storytelling intersect – and you're about to see how!

This personal page is *your* resource, for information about COM that matters to *you*.

You can learn about life in Boston and how to schedule a visit. You can explore internships and other opportunities to gain real-world experience. When you are ready to take the next step, you can begin the application process.

I will be your connection to BU's College of Communication, so you can ask me any questions you have about the school, our admissions process, or what you can expect as our student.

If you're interested in communication, you're interested in COM!



100 Years of Communication at Boston University

Apply Now

Application Checklist

Take these steps to complete your application!

- ☐ Application submitted
- ☐ Application Fee \$95, online only
- ☐ Official transcript(s)
- ☐ [Program specific requirements and writing assignments](#)
- ☐ Three Letters of Recommendation
- ☐ [Program specific required exams](#)
- ☐ [International students must fulfill additional requirements. Please review our International applicants requirements.](#)

You've completed 0%

ADMISSIONS DEADLINES

JANUARY 15

PhD Deadline

Late-stage admissions campaigns



“FINALLY, after years of banging my head against a wall with CRM companies, we have found a painless, usable, robust, and user-friendly system.”

David Cotter

Assistant Provost for Graduate Enrollment Management

previous:

Assistant Dean for Graduate Affairs
College of Communication

Boston University



How EMP can help PA program admissions efforts

What is happening with PA programs?



What does EMP mean for PA Programs?

- Communicate through the funnel
- Better educated pool of students
- PAEA communicating at industry level, not the program/school level
- Continue level of communication at the school level
- Partnership offers!

Step up your admissions communication plan

- Create easy to build multi-channel marketing campaigns
- Manage data easily and segment groups of students
- Create nurture programs by segment, stage, geography, etc.
- Use EMP's calendaring to schedule campaigns to the right prospects at the right time
- Marketing services available to help drive best results

The screenshot displays the EMP campaign builder interface. At the top, the campaign is named 'UniCAS Nurture - 5 Reasons - General Entry Year: 2016'. Below this, there's a 'Name' field with '5 Reasons- General - Brandon' and a 'Group' dropdown set to 'DM - 5 Reasons - 2016 May ...'. A 'View Group - Remove Group' link is present. The 'Stages' section shows a sequence of buttons: Prospect, Inquiry, Applicant, Accepted, Enrolled, Withdrawn, and Denied. A 'Show or Hide Email Settings' link is also visible. The 'Rules' section lists several conditions for email delivery, such as 'Emails do not get sent to students in the invalid emails or optouts list' and 'Text & voice messages can only be sent to students who have opted in to receive them'. A 'Save' button is located below the rules. The 'Tier 1' section shows a list of items to be sent, each with a status (Delivered, Scheduled) and a 'Send this tier' dropdown set to '1 day after'. The items include 'DM - 5 Reasons - 2016 May - UniCAS - General - Mail 1 - Booklet', 'DM - 5 Reasons - 2016 May - UniCAS - General - Mail 1 - Cover', 'DM - 5 Reasons - 2016 May - UniCAS - General - Phone Call 1', and 'DM - 5 Reasons - 2016 May - UniCAS - General - Phone Call 2'. Each item has an 'Edit Content' button and a 'Status' dropdown.

EMP campaign builder

A complete communication plan



Shape a more diverse incoming class with data segmentation

EMP contact group builder

Build Group to filter down your students

Group List **New Group**

Filtering Options Basic Advanced

Name

Description

Rep

Group is currently unlocked Lock Group

198 Students in the group *Students have not applied + Have over 150 points*

First Name	Last Name	Email	Stage	Assigned Rep	Rating
Madison	Alexander	MadiAlex@gmail.com	Inquiry	Norma Jackson	+462
Kelly	Carmen	kellyc@aol.com	Inquiry	Greg Powers	+331
Julie	Francesse	Juliefran85@gmail.com	Inquiry	Frank Dileo	+269
Michelle	Gallo	mgaletst@gmail.com	Inquiry	Greg Powers	
David	Stefan				

42 Students in the group *Haven't Visited Campus + Hit "VISIT" link last 24 hrs*

First Name	Last Name	Email	Stage	Assigned Rep	Rating
Chris	Morino	cmstar25@gmail.com	Inquiry	Emma Burton	+121
Mary	Penney	mpaeentest543@gmail.com	Inquiry	Frank Dileo	+62
Aarian	Young	john.branigan@insidespectrum.com	Inquiry	Frank Dileo	+70
Scott	Morgan	Sc0tt@gmail.com	Inquiry	Frank Dileo	+70
Allan	Marsh	Marshie@aol.com	Inquiry	Frank Dileo	+72
Kristine	Dough	DoughK@gmail.com	Inquiry	Frank Dileo	+74
Al	Gusta	Gusta@yahoo.com	Inquiry	Frank Dileo	+105
Emma Jean	Burton	ejm@aol.com	Inquiry	Frank Dileo	+122
			Inquiry	Frank Dileo	+125

96 Students in the group *Most active Out-of-State Inquiries*

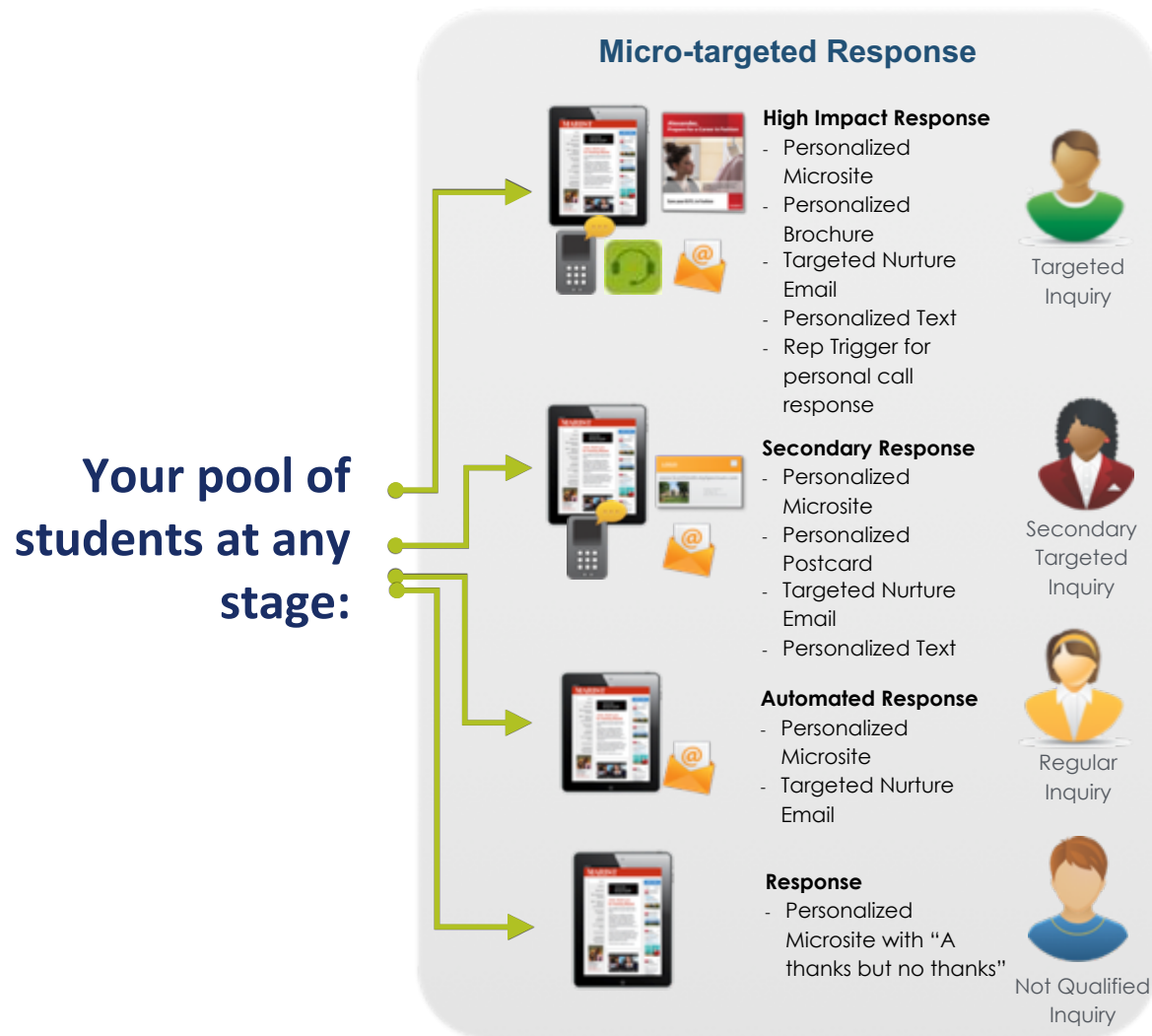
First Name	Last Name	Email	Stage	Assigned Rep	Rating
Julie	Francesse	Juliefran85@gmail.com	Inquiry	Frank Dileo	+269
Elsie	Hamilton	Alle@gmail.com	Inquiry	Frank Dileo	+230
Sofia	Rose	winner@aol.com	Inquiry	Frank Dileo	+195
Christopher	Tracy	cTracy@gmail.com	Inquiry	Frank Dileo	+178
John	Smithy	Marketing@insidespectrum.com	Inquiry	Frank Dileo	+125
Emma Jean	Burton	ejm@aol.com	Inquiry	Frank Dileo	+122
Al	Gusta	Gusta@yahoo.com	Inquiry	Frank Dileo	+105
Kristine	Dough	DoughK@gmail.com	Inquiry	Frank Dileo	+74
Allan	Marsh	Marshie@aol.com	Inquiry	Frank Dileo	+72

Shaping a more diverse incoming class

Use Micro-targeting!

- EMP allows you to easily create different messages by audience segment
- Dynamic content applies to:
 - Emails
 - Print
 - Text
 - Personalized Microsites

Segment your market



Communicate across several channels

Online PURL (Personal Microsite)

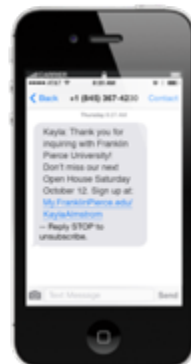
Email



Form & EMP Database

A screenshot of a Harvard T.H. Chan School of Public Health application form. The form is titled 'Begin your future at the Harvard T.H. Chan School of Public Health' and includes fields for Name, Email, Phone, and Address. The form is designed to be mobile-responsive and is accessible via a personal URL.

Text



Phone



Personalized Print




























Real-time analytics improves response

Get a clear view of your efforts—in real time— and effectively adjust your tactics

Provides a 360° view of key information about your prospects displayed in a user-friendly interface.

Actionable analytics enable you to track communications, qualify leads, give attention where needed most

Meeting Scheduled: Moved to Salesforce for Tracking	+50	 
Phone: Connect	+10	 
Phone: Incoming Call/Returned Call	+10	 
Phone: MQL, Left Voicemail or Message with Someone	0	 
Phone: No connect/No message	0	 
Phone: To Non-MQL for Prospecting	0	 
Point Deduction: -1	-1	 
Point Deduction: -10	-10	 

 Hope Weimer clicked a link on their Viewbook to graduate_programs 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer was browsing the Graduate Programs page 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer clicked a link on their Viewbook to schedule_a_tour_of_emp 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer was browsing the Schedule a Tour of EMP page 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer was browsing the Graduate Housing Options page 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer clicked a link on their Viewbook to housing_options 8/29/2016 9:07pm Who else did this?	+1
 Hope Weimer was browsing the Affordability and Value at Watertown University page 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer clicked a link on their Viewbook to affordability_and_value_at_watertown_university 8/29/2016 9:06pm Who else did this?	+1
 Hope Weimer was browsing the Graduate Programs page 8/29/2016 9:06pm Who else did this?	+1

Services & support



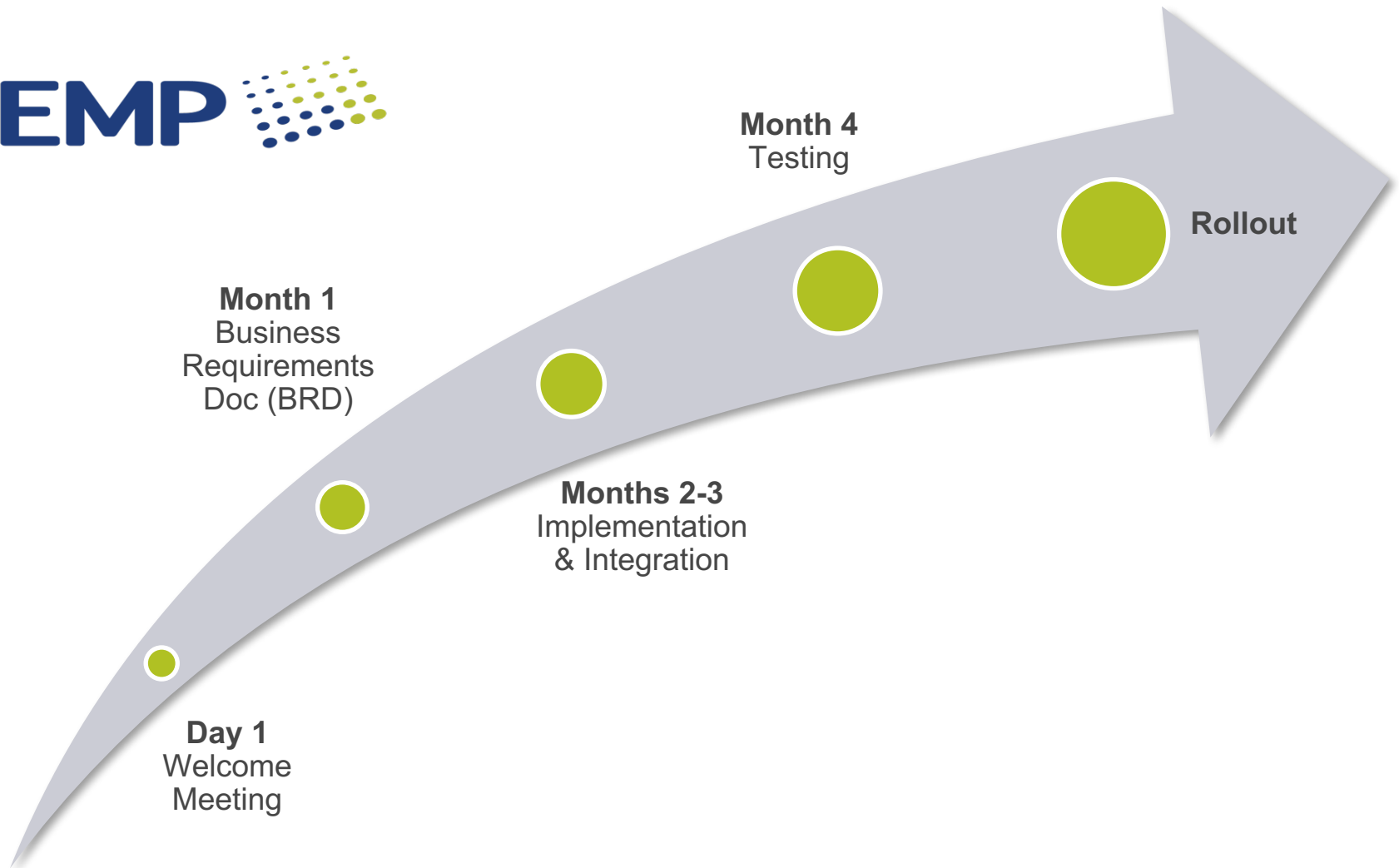
Some of EMP's Account Management & Services Team

Why invest in EMP

- Helps you accomplish the marketing output of several admissions & marketing staff
- Speed personalization & relevance drives results - and EMP enables it
- Print-on demand performs better - and can save you money
- Services from admissions marketing experts
- Hands-on help & proven practices



Typical implementation



Thank You!

Q & A

Your Regional Representative will be in touch to offer a free consultation on your current process in shaping your class!

**Or contact us:
ssharp@liaisonedu.com**

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

www.myviewbookdemo.com