

# ENHANCING YOUR FIRST TOUCH

August 25, 2015

**Connect with Lubbock Christian University!**

Are you interested in that your next training and receive an exceptional education at a university that emphasizes your faith and provides you the opportunity to meet your friends who are going to be your peers who will help you reach your future dreams? We invite you and if you have been here before we will guarantee you will have an exceptional experience about our campus and give you an early admission opportunity at your address. Be Blue!

My Information Let us get to know each other!

First Name:  Last Name:

Phone Number:

**FIND YOUR CALLING**

Learn More Now!

**LUBBOCK CHRISTIAN UNIVERSITY**

Home  
Visit Us  
Apply Now  
Bachelor of Science in Animal Science  
\* I prefer to be a fan  
Living in Lubbock  
Student Organizations  
See the World with LCU  
Playing for your LCU Education  
Youth Group Connections  
Faith at LCU

**WELCOME TO YOUR PERSONAL LUBBOCK CHRISTIAN UNIVERSITY EXPERIENCE, FAITH!**

Are you glad you're interested in LCU—as an outstanding Christian University in West Texas? This personal page will be one of your best resources for information about LCU's academics, top-tier community, and active ministry opportunities in the Lubbock area and beyond.

Take a moment to look around and see what LCU has to offer. You can sign up for our awesome awards online. Right on this page!

As your personal admissions counselor, I am here to help you every step of the way, from visiting to accepting.

I look forward to getting to know more about you—you can contact me anytime by phone or email. Please to hear from you soon. Faith, and have a blessed day!

**Faith**

Thank you for taking the next step with Lubbock Christian University. We provide you with an outstanding educational experience.

To learn more about LCU, please visit your personal page here: [be.lcu.edu/FaithWeimer](http://be.lcu.edu/FaithWeimer)

Your personal page will also provide guidance through the application process to sign up for campus visits and events.

As your admissions counselor, I invite you to contact me directly if you have my name is Brad Eason and you can reach me at [806-730-7159](tel:806-730-7159) and [Brad.Eason@lcu.edu](mailto:Brad.Eason@lcu.edu)

Have a blessed day, from all of us here at LCU!

**Brad Eason**  
Admissions Counselor  
[806-730-7159](tel:806-730-7159)  
[Brad.Eason@lcu.edu](mailto:Brad.Eason@lcu.edu)

5601 19th St., Lubbock, TX 79407-2099

**LUBBOCK CHRISTIAN UNIVERSITY**

**BELIEVE. BELONG. BE BLUE.**

**FRESHMAN APPLICATION CHECKLIST**

Take these steps to complete your application:

- Complete your online application
- Submit your application fee
- Due: \$35
- Office High School Transcript (other date of graduation)
- Office Test Score
- Due: Green College Transcript (if applicable)
- Office College Transcript (if applicable)

You've completed 0%.

**Let's Connect!**

Have a question or just want to say hello? Connect with us through this form and we'll respond quickly.

Ask a Question!

**Think Blue, Be Blue, True Blue at LCU**

- You are valued - Small, personal class size, a 10:1 student to faculty ratio, outstanding faculty and



# Today's Presentation

- Welcome & Housekeeping
- Introductions
- What is FIRST TOUCH?
- Critical Elements for First Touch
- Why First Touch Matters
- Examples of First Touch
- Review
- Questions & Answers
- Experience it for yourself!

# Presenters



Dr. Mondy Brewer  
Vice President of Enrollment Management  
Lubbock Christian University



Suzanne Sharp  
Executive Director, Enrollment Management Consulting  
& Former Vice President of Enrollment Management

# A Glimpse at Our Reach (700+ Campuses)



# Current EMP Partners

HILBERT COLLEGE



MontanaTech  
THE UNIVERSITY OF MONTANA



UNIVERSITY  
AT ALBANY  
State University of New York

QUINNIPIAC  
UNIVERSITY



GRAMBLING  
STATE UNIVERSITY



MINNESOTA STATE  
UNIVERSITY  
MANKATO



ERSKINE  
COLLEGE

UNE

GEORGIA  
HIGHLANDS  
COLLEGE



UNIVERSITY OF  
NEW ENGLAND



FELICIAN  
COLLEGE  
The Franciscan College of New Jersey



SHORTER  
UNIVERSITY



The College of  
*St. Scholastica*



Faulkner University  
— A CHRISTIAN UNIVERSITY —

WESTMINSTER  
COLLEGE

MacMurray  
COLLEGE

Green Mountain College  
LIVING THE ENVIRONMENTAL LIBERAL ARTS

MCLA  
MASSACHUSETTS COLLEGE OF LIBERAL ARTS

MARIST



IMMACULATA  
UNIVERSITY

STEPHENS  
COLLEGE

Manchester  
University



The Restaurant School at  
Walnut Hill College



HARCUM COLLEGE



HOLY CROSS  
COLLEGE  
at Notre Dame, Indiana

Mid-Atlantic  
CHRISTIAN UNIVERSITY

FranklinPierce  
UNIVERSITY



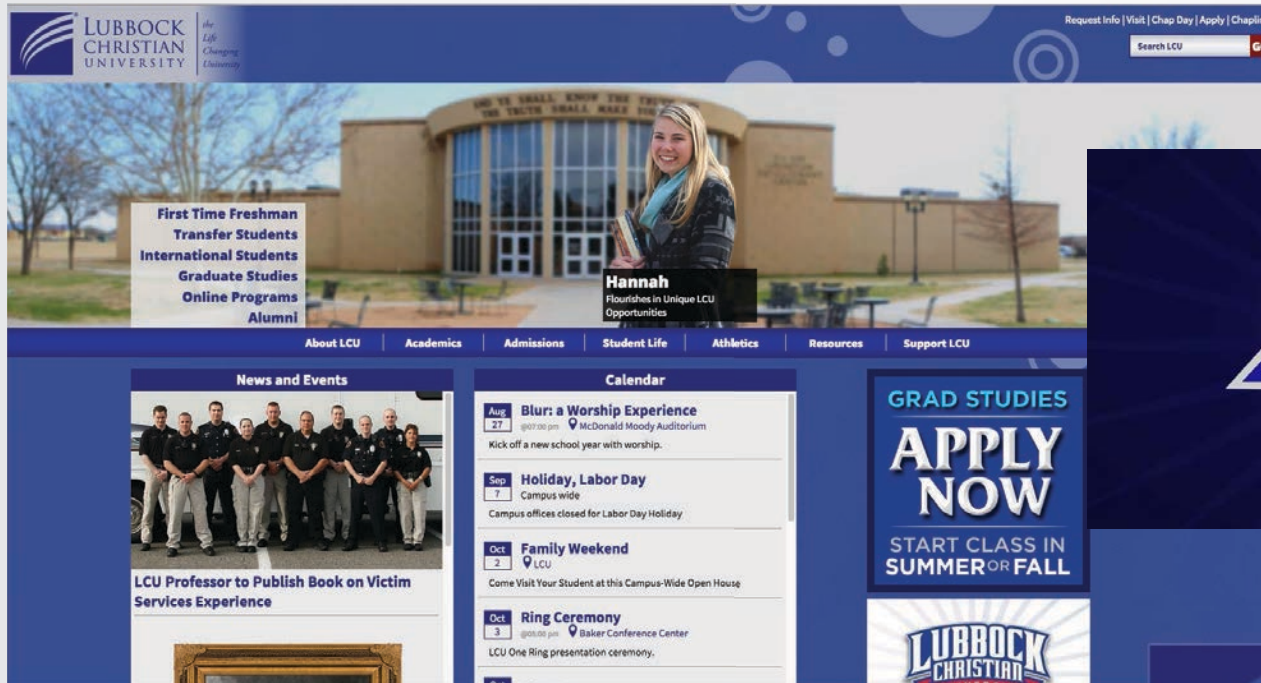
SOUTHWESTERN  
COLLEGE

Peru  
State

TRINITY BAPTIST COLLEGE

# What is FIRST TOUCH?

- Advertising/Branding/Campaigns to generate leads
- Your response to an inquiry for more information



The screenshot shows the Lubbock Christian University website homepage. At the top left is the university logo with the tagline "the Life Changing University". On the right, there are navigation links: "Request Info | Visit | Chap Day | Apply | ChapLink" and a search bar with "Search LCU" and a "GO" button. The main banner features a photo of a student, Hannah, with a text overlay: "Hannah Flourishes in Unique LCU Opportunities". To the left of the banner is a list of links: "First Time Freshman", "Transfer Students", "International Students", "Graduate Studies", "Online Programs", and "Alumni". Below the banner is a navigation menu with links: "About LCU", "Academics", "Admissions", "Student Life", "Athletics", "Resources", and "Support LCU". The main content area is divided into three sections: "News and Events" with a photo of a group of people and the headline "LCU Professor to Publish Book on Victim Services Experience"; "Calendar" with a list of events including "Blur: a Worship Experience", "Holiday, Labor Day", "Family Weekend", and "Ring Ceremony"; and a "GRAD STUDIES APPLY NOW" banner with the text "START CLASS IN SUMMER OR FALL".



# Critical Elements of First Touch

- Immediate
- Relevant



# Why does speed matter?

**35-50%**

of sales go to the vendor that responds first.

- *Insidesales.com*

Sources: The Lead Response Management Study by Dr. James Oldroyd; InsideSales.com



# Why does speed matter?



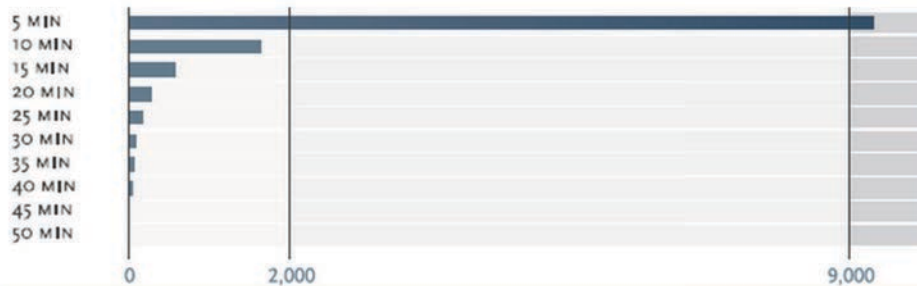
“72% of all students interactions are on a mobile device.”



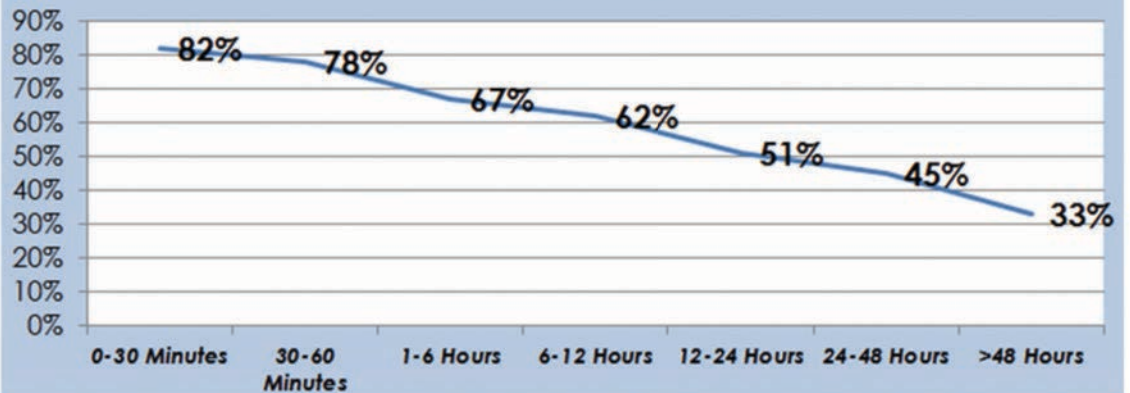
# Immediate

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 BECAME CONTACTED**



**Lead Response Time vs. Conversation Rate**



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

# Immediate?

Thank you for your interest.

We have received your request for information, and will contact you shortly.

## Thank You!

You should receive the requested information within a week.

### Success

Thank you for your recent form submission.

Your responses were successfully submitted. An admissions counselor will be contacting or sending you information soon.

## Your form has been mailed.

---

[Click Here to Return to the Form](#)

## SPEED MATTERS



Respond Quickly Or Someone Else Will

**5**  
Minutes

### THE GOLDEN WINDOW

*"Speed-to-call is the single largest driver of lead conversion in the first two minutes after a lead is generated."*

The first five minutes represent a **golden window** for making contact and establishing rapport. Companies calling in this window have a huge advantage.

**30**  
Minutes

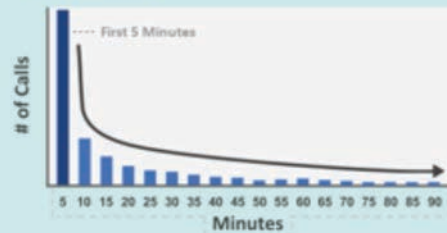
Calling within 5 minutes is

**21X MORE**  
EFFECTIVE

than calling after 30 minutes

**90**  
Minutes

### 0-90 Minutes: Initial Calls That Become Qualified



Source: Lead Simple Sales Course - <http://www.leadsimple.com/sales-course/improve-response-time>

# Why is immediate effective?

## 4 Reasons Why

Statistics aside, there are some common sense reasons that explain why speed to call makes such a big difference.

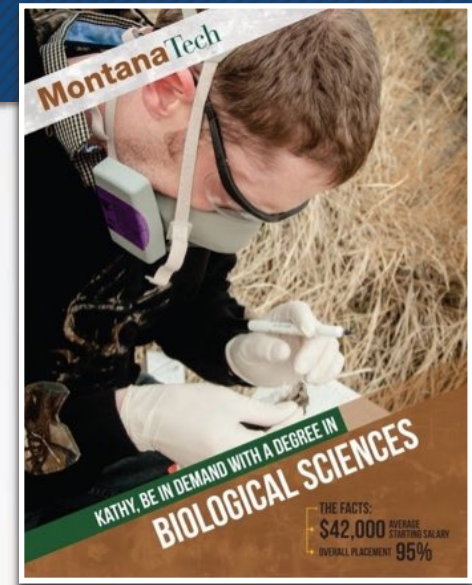
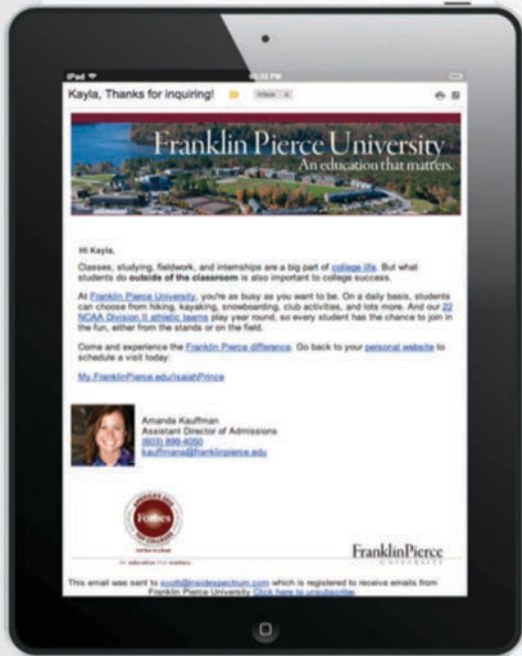
- 1 Presence** - The prospect is likely at their computer and with a phone nearby when they hit submit.
- 2 Engagement** - The prospect is thinking about their need and ready to mentally engage with you when they hit submit.
- 3 Rapport** - Fast responses build confidence and rapport starting things off on the right foot.
- 4 First Movers Advantage** - First to contact, first to frame the conversation and get a shot to close the deal.

Brought to you by  LeadSimple

(Sources: 2007 Kellogg/MIT Study, Velocity, InsideSales.com, National Association of Realtors)

Source: Lead Simple Sales Course - <http://www.leadsimple.com/sales-course/improve-response-time>

# Relevance



## Career Development

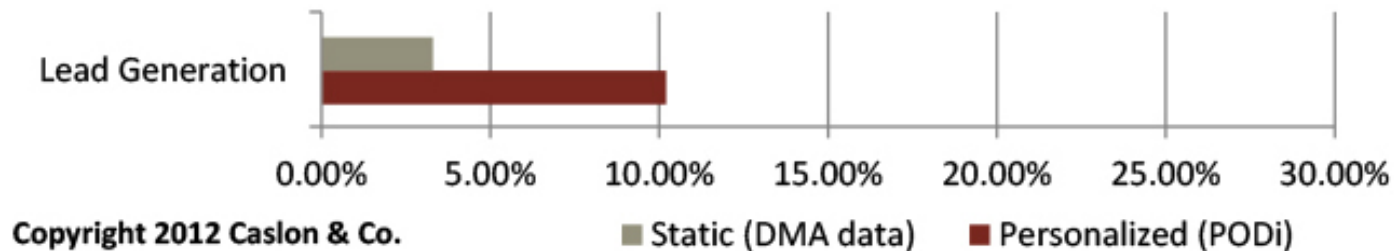
More than 98% of Jefferson students passed the national boards the first time out. JSP's graduates are well-prepared to transition directly into the workforce, however some choose to pursue additional training in residency or fellowship programs. Our students have excelled in this area. In fact, two-thirds of all graduating JSP students who applied to post-grad programs matched successfully. Jefferson's residency match has been higher than the national average every year Jefferson has had a class participate.



# Why Relevancy Matters

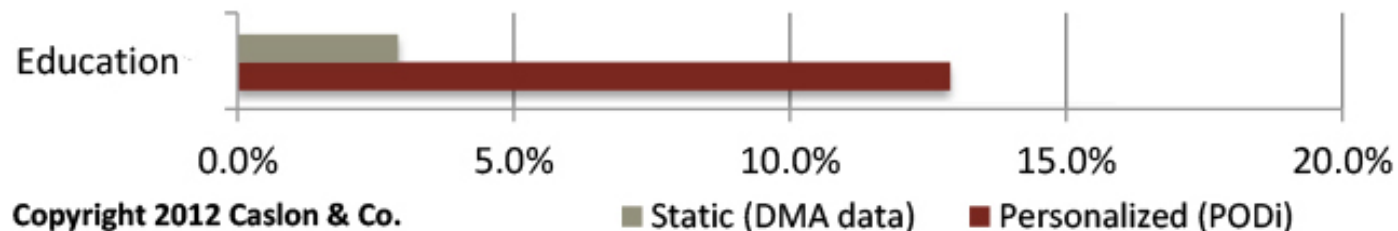
## Response rates by objective for static and personalized campaigns sent to a house list

(Data source: Caslon analysis of PODi and DMA data)

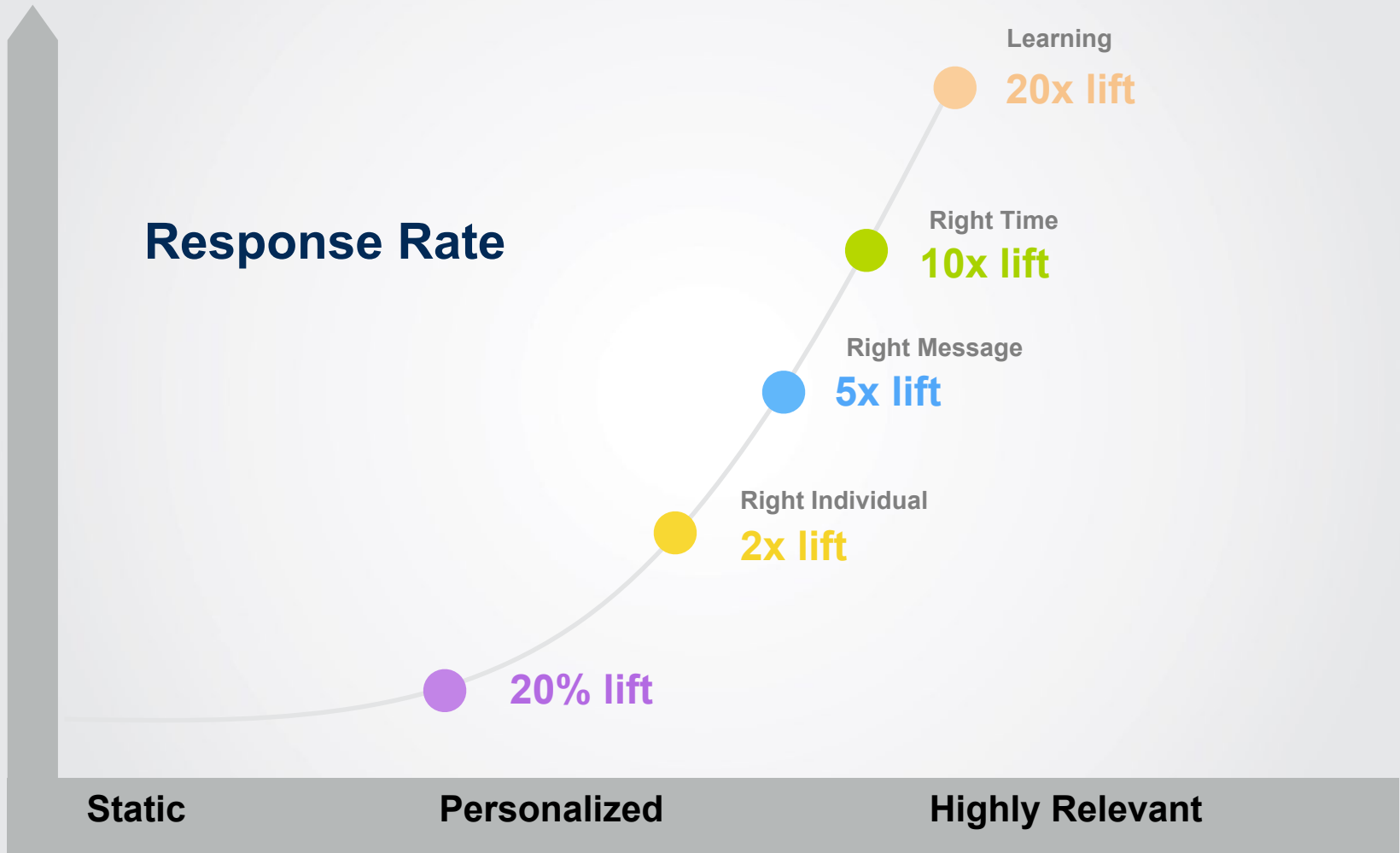


## Response rates for education market for static and personalized campaigns

(Data source: Caslon analysis of PODi and DMA data)



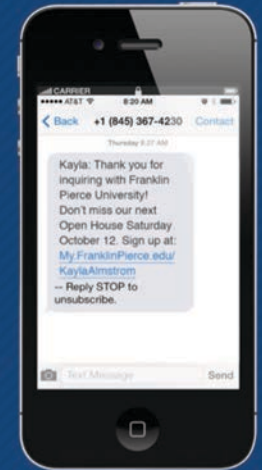
# Relevance Drives Response





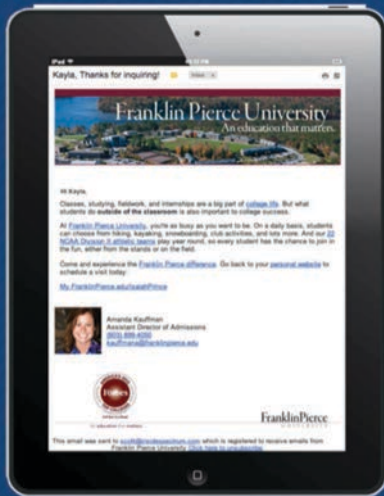
# First Touches: Across Multiple Channels

Online PURL



Text

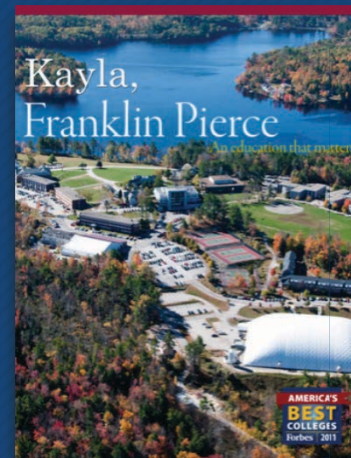
Email



Phone

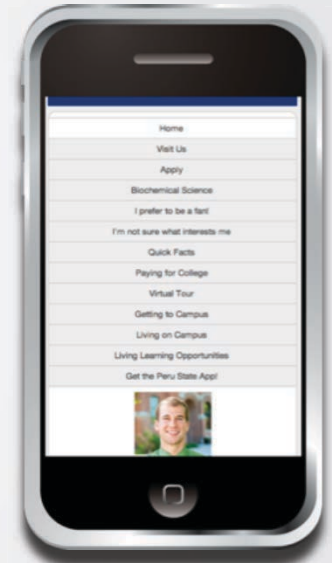


Printed Personalized Brochure



# First Touch: Mobile Ready

“72% of all students interactions are on a mobile device.”



# Poll

How would you rate your current **FIRST RESPONSE** to prospective students?

# First Impressions are lasting...

**3. Anticipated Academic Enrollment Term:**  
**\*Must answer [Personal Information/Anticipated Academic Enrollment Year](#): First**

4. First Name	<input type="text"/>	*Required, Maximum characters allowed: 15
5. Middle Name	<input type="text"/>	Maximum characters allowed: 15
6. Last Name	<input type="text"/>	*Required, Maximum characters allowed: 30
7. Social Security Number	<input type="text"/>	Format: 123-45-6789
8. Preferred Name	<input type="text"/>	Maximum characters allowed: 30
9. Date of Birth (mm/dd/yyyy)	<input type="text"/>	Format: mm/dd/yyyy

## Login Information

Please enter your username and password in the space below.

Login \*

Password \*

Passwords must be between 8-30 characters, contain at least 1 uppercase letter (A-Z), 1 lowercase letter (a-z), 1 number (0-9), and 1 of the following special characters: !@#\$%^&\*()\_+|-~\`{}|:";<>?,./ Spaces are not allowed.

Verify Password \*

## Admissions

### Undergrad Request for Information

#### Undergraduate Request for Information

Undergraduate Request for Information  
[Click here to start filling out this form](#)

#### Retrieve a Saved Form

If you have started this form already and would like to retrieve your saved responses, enter your key below and click the "Retrieve Form" button.

Your Key:

How did you hear about us?

# First Touches at LCU: Form Fill

## Connect with Lubbock Christian University!

Are you prepared to find your true calling and receive an exceptional education at a university rich in tradition and faith? Are you ready to be inspired to new heights by faculty who care about you and peers who will help you reach your fullest potential? We know you are! Fill out the short form below so we can contact you with personalized information about your interests, and show you why Lubbock Christian University is your school. Be Blue!

**My Information** Let's get to know each other!

Email \*

First Name \*

Middle Name

If you do not have a middle name please leave this field blank.

Last Name \*

Preferred Name \*

Primary Phone

I'd like to receive text and voice messages to this number and I have read the [opt-in policy](#).

Gender \*

Entry Year \*



## FIND YOUR CALLING

Learn More Now!



# Form Fills Are Making Impressions

**Additional Interests** What interests you?

Sport \*

Club \*

Are you bringing a pet to campus? \*

Pets you would like to bring to campus \*

What is your pet's name?

Go >

dream up.  
**STEPHENS**  
COLLEGE



BELIEVE. BELONG. BE BLUE.

# First Touch: PURL

- ALL INTERACTIONS ARE TRACKED
- Instant Response 24/7
- Variable Video
- Facebook Integration
- Checklist Integration
- Event Banner
- Rep Information
- Application Integration
- Content Managed

Complete your profile!

Home

Visit Us

Apply Now

Bachelor of Science in Animal Science

\* I prefer to be a fan

Living in Lubbock

Student Organizations

See the World with LCU

Paying for your LCU Education

Youth Group Connections

Faith at LCU

Fitness & Recreation

LCU Honors Program

Getting to Campus

Virtual Tour

**Chap Day**  
Sign up for the next available date: 10/12/2015

## Welcome to your personal Lubbock Christian University Experience, Faith!

I'm so glad you're interested in LCU—an outstanding Christian University in West Texas! This personal page will be one of your best resources for information about LCU's academics, faith-filled community, and active ministry opportunities in the Lubbock area and beyond.

Take a moment to look around and see what LCU has to offer. You can sign up for our awesome events online, right on this page!

As your personal admissions counselor, I am here to help you every step of the way, from visiting to applying.

I look forward to getting to know more about you—you can contact me anytime by phone or email. Hope to hear from you soon, Faith, and have a blessed day!

LCU Authentically Christian

**Lubbock Christian University**  
7,110 likes

Like Page    Contact Us

Be the first of your friends to like this

**Lubbock Christian University** shared President Tim Perrin's photo. 15 hrs

A brief summary of the State of the University address delivered by President Perrin earlier today: LCU is progressing in numerous projects, growing in number and impact, and vigorously pursuing its mission and vision.

**APPLY NOW**

LCU Life Changing

### Freshman Application Checklist

Take these steps to complete your application!

- Complete your online application
- Submit your Application Fee  
Cost: \$25
- Official High School Transcript (after date of graduation)
- Official Test Score
- Dual Credit College Transcript (if applicable)
- Official College Transcript (if applicable)

You've completed 0%

### Let's Connect!

Have a question or just want to say hello? Connect with us through this form and we'll respond shortly!

Ask A Question! \*

**Go >**

**Would you like to receive text messages from LCU?**

If you've inquired to Lubbock Christian University but didn't have a chance to opt in to our texting system, you're in luck! Opt in for text messaging below to receive reminders about event dates and important enrollment deadlines (don't worry, you can always opt back out easily by replying STOP).

**Think Blue, Be Blue, True Blue at LCU**

- **You are valued** - Small, personal class size, a 12:1 student to faculty ratio, outstanding faculty and

# First Touch: Email



Faith,

Thank you for taking the next step with Lubbock Christian University. We are excited to provide you with an outstanding educational experience.

To learn more about LCU, please visit your personal page here:

[be.lcu.edu/FaithWeimer](http://be.lcu.edu/FaithWeimer)

Your personal page will also provide guidance through the application process and allow you to sign up for campus visits and events.

As your admissions counselor, I invite you to contact me directly if you have any questions. My name is Brad Eason and you can reach me at [806-720-7159](tel:806-720-7159) and [Brad.Eason@lcu.edu](mailto:Brad.Eason@lcu.edu).

Have a blessed day, from all of us here at LCU!



Brad Eason  
Admissions Counselor  
[806-720-7159](tel:806-720-7159)  
[Brad.Eason@lcu.edu](mailto:Brad.Eason@lcu.edu)





# First Touch: Print

[Firstname],  
are you ready to pursue  
a meaningful future?  
Choose the right path with



BELIEVE  
BELONG



# First Touch: Print

## Academics

We offer over 60 undergraduate bachelor degree programs across three colleges: The College of Biblical Studies and Behavioral Sciences, The College of Liberal Arts and Education, and The College of Professional Studies. LCU also offers 14 graduate and select online degree programs.

LCU students gain confidence in classes led by instructors who are well credentialed and at the top of their professional game. Each is committed to helping you achieve success through understanding the substance and value of each course you take. Our 12:1 student to teacher ratio means you won't be lost in a crowded classroom.

## Resources

Though small in size, LCU supports its students with great services. Our Center for Student Success, for example, offers tutoring, mentoring, advising and other resources. Ready to lead? The Leadership Center at LCU will help you develop your ability to inspire others to strive and excel in their endeavors. Want to see the world? Go abroad to study or perform in our choral group.



## Why study Finance at LCU, [Firstname]?

The answer is clear: In designing programs that prepare students to pursue successful careers in business, LCU has worked to ensure our teachings reflect the spirit and values of our Christian faith. Applying these tenets to the programs we offer through the Department of Business Administration results in business curricula guided by best practices as well as conscience – a win for our students and the companies, organizations and individuals who will benefit from their expertise.

Interested in joining our ENACTUS team? This international organization connects student, academic and business leaders through entrepreneurial projects, bringing groups from more than 500 colleges and universities together to determine the programs that best further the ideals of free enterprise. LCU teams have achieved an excellent record in these competitions.

Here at LCU, you will be able to choose from the business programs below. Each is geared to meet the demands of, and opportunities provided by, our dynamic and increasingly complex world. The Bachelor of Business Administration (BBA) is offered in:

- Accounting
- Accounting and Master of Science in Leadership Fast Track
- Business with emphasis in Digital Media Arts and Applications
- Business with emphasis in General Business
- Business with emphasis in Management
- Business with emphasis in Marketing
- Economics
- Finance (a BA and BS in Finance are also offered)
- Information Systems Management
- Personal Financial Planning and Stewardship Finance



FIND YOUR FUTURE AND APPLY AT [BE.LCU.EDU/PURL](http://BE.LCU.EDU/PURL)

Major: Bachelor of Business Administration in Finance

## Here, your faith will grow.

At LCU, you will receive a well rounded college education with Christ's teaching at the core of every academic discipline. You can expect continuous growth and transformation of faith, character, and intellect while developing your unique talents in ways that will benefit the community in which you live.

Ours is a heritage of faith at LCU. Whether it's daily worship in Chapel, Christian life application discussions in class, facing a rival team on the field with character and good sportsmanship, or traveling the world on a Spring Break or Summer Mission experience – faith is nurtured here every day.

Mastering critical thinking, communication and practical skills within the course of study you choose are vital components of both a good education and responsible citizenship, and you will be challenged to master those at LCU. But even more importantly, your time here will give you the tools to do great works in the world around you.

Once you're here, you'll witness firsthand the difference a spiritually deep, Christ-focused community can make. Our commitment is to student success – academically, emotionally, and spiritually. We believe the ultimate career success of our students is foundational in developing strong character, leadership skills, and fostering a greater sense of citizenship based on Christian principles.



## Welcome to LCU!

[Firstname],

It's our pleasure to tell you about Lubbock Christian University, and why we think it may be exactly the right choice for you this coming (entry term).



At LCU we've been changing lives for more than 50 years by preparing students for the careers they want and doing it in an environment where faith and community matter. Here you'll find the activities and campus life that will engage your energy and spirit as you build friendships and create memories.

[Firstname], I hope you'll contact me at my email address below. As a First Generation Student, I'm happy to offer any extra assistance with the application process you may need! Thank you here for!

[repName]  
[repEmail]



FIND YOUR FUTURE AND APPLY AT [BE.LCU.EDU/PURL](http://BE.LCU.EDU/PURL)

First Name	Lindsey
Last Name	Smith
Gender	Female
Major	Chemistry
Special Interests	Student Government
Sports	Softball

LEARN to EXCEL

Chemistry

Nice choice, Lindsey

Maybe you dream about discovering a new element or advancing the study of DNA. Or maybe you want to be part of a scientific team that discovers a new source of energy to fuel our cars and light our homes.

As a Chemistry major at Spectrum U, you'll get a broad perspective of the practices that constitute modern chemistry and develop a strong background in biology, physics, and mathematics.

Your chemistry education will occur in a friendly, open atmosphere. You'll receive the personal attention of highly qualified faculty, all of whom currently hold doctorate degrees from distinguished universities.

See yourself as a future chemist with your education from Spectrum University!

Softball

Spectrum U competes in 14 varsity sports at the NCAA Division III level. There's a home game or most almost every week on campus. Best of all, as a student, you'll get into all campus sporting events for free.

So whether you see yourself on the field or in the stands, you're always part of the action! The Spectrum U softball program is consistently among the best in the South Atlantic Conference, winning 7 of the last 10 conference titles. The Spectromites last advanced to the NCAA Tournament in 2008. Spectrum U was 30-5 in conference play and tied for first in the final standings. The Spectromites play their home games on Reliance Field, right in the center of campus.

WOMEN'S  
Cross Country  
Lacrosse  
Soccer  
Softball  
Swimming  
Tennis  
Volleyball

MEN'S  
Baseball  
Basketball  
Cross Country  
Football  
Lacrosse  
Soccer  
Tennis

Get INVOLVED

Lindsey

Academic Council  
Aging United  
American Chemical Society  
Big Brothers/Big Sisters  
Computer Council  
Dance Club  
Fashion Club  
Habitat for Humanity  
Lacrosse Club  
Literary Society  
Math Club  
Nursing Student Union  
Spectrum Radio  
**Student Government**  
Student Newspaper  
Yearbook

**Student Government**

Be heard! The Student Senate gives Spectrum U's student body a voice. Senate advocates for students and makes sure that they are informed about administrative decisions. Student Government deals with a broad range of issues from community and world events to relationships between students.

College is about trying new things, finding what you like, and expressing yourself. Whether you get involved with Student Government or another of our clubs and organizations, you'll always have an outlet for your energy and passion.

How  
**Variable Data**  
Works

# First Touch: Staff Expectations

## Be First!



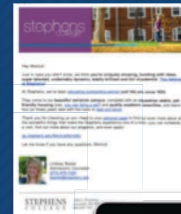
**GET READY TO  
BE  
BLUE**

**LAUREN BRANHAM**  
lauren.branham@LCU.edu  
toll-free 800.933.7601 ext. 7163  
voice 806.720.7163  
cell 575.973.3775  
fax 806.720.7162

My name is Lauren and I'm your Admissions Counselor. I grew up in Ruidoso, New Mexico, and left the mountains for the plains to become an LCU Chap. My degree is in English Literature and I love filling my evenings with good books, walks with my husband, and old episodes of The Office. I also love working out in the REC, our new fitness center. Join me for free Zumba classes!



# The Engine driving the Experience



# EMP

Enrollment Marketing Platform

# Connect and manage by one platform



# Key Take-A-Ways

- Speed matters! How quickly do you make information available to your prospective students?
- Make it relevant: All about them!
- Be mobile ready
- Use multiple channels for a comprehensive first touch
  - Microsites/PURLs
  - Email
  - Print
  - Text
  - Phone
  - Personal follow up!



# Questions?

Experience it for yourself:

[www.myviewbookdemo.com](http://www.myviewbookdemo.com)

Thank You!

The collage displays various user interface elements from the Watertown University website and mobile application. On the left, a navigation menu lists links such as Home, Events, Doctor of Pharmacy (PharmD), Pharmacy Practice Experiences at Watertown, Why Watertown is Right for Me, My Guide to PharmCAS, Apply Now with PharmCAS, On-Campus and Off-Campus Learning Options, Affordability and Value at Watertown University, Graduate Housing Options, Work-Life Balance at Watertown University, (Program Overview): Your Demo Track, (System Feature) Mobile, (System Feature) Savable Application, and (System Feature) Voice Messaging. The central banner features a woman and the text 'Get Connected With The Private Social Network'. Below this, a 'Welcome to your Watertown University Experience, Hope Test!' section includes a 'Hi Hope Test' message from Michael O'Connor, a 'Please explore your personal Watertown University website' message, and a 'DYNAMIC DESIGN' section with a smartphone image. To the right, a 'My Watertown Checklist' is shown with a progress indicator of 0% and a 'Hello, Allen!' greeting. At the bottom right, a 'JOIN US FOR THE ENROLLMENT MARKETING WEBINAR SERIES' banner is visible, along with the 'LIAISON' logo.