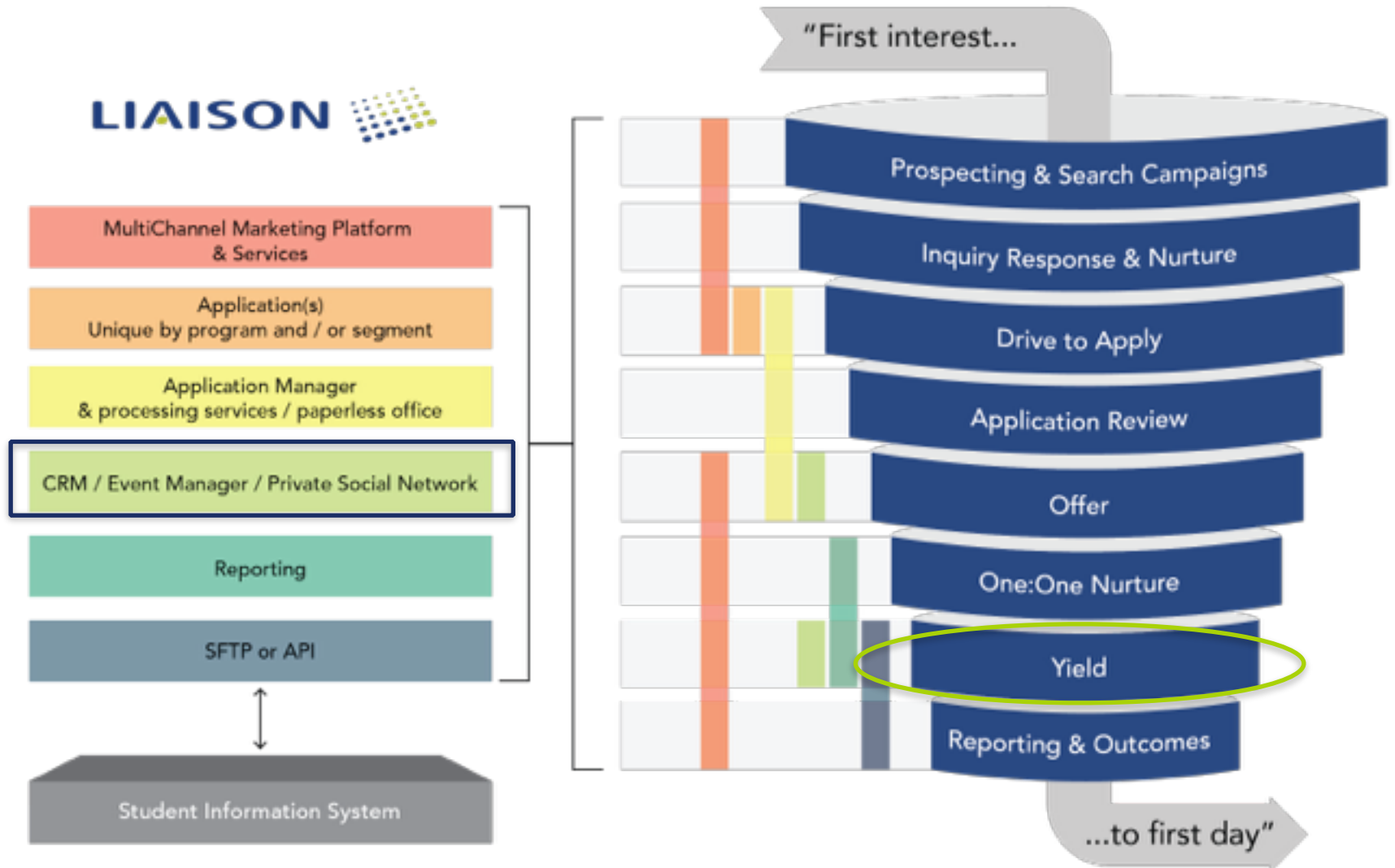


How to Win the Undergraduate Yield Race through Marketing

September 29, 2016



About Liaison

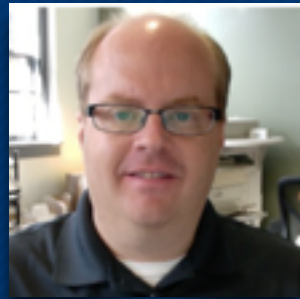


Presenters



Suzanne Sharp

Executive Director for Enrollment Management Consulting
Liaison



Jason Davis

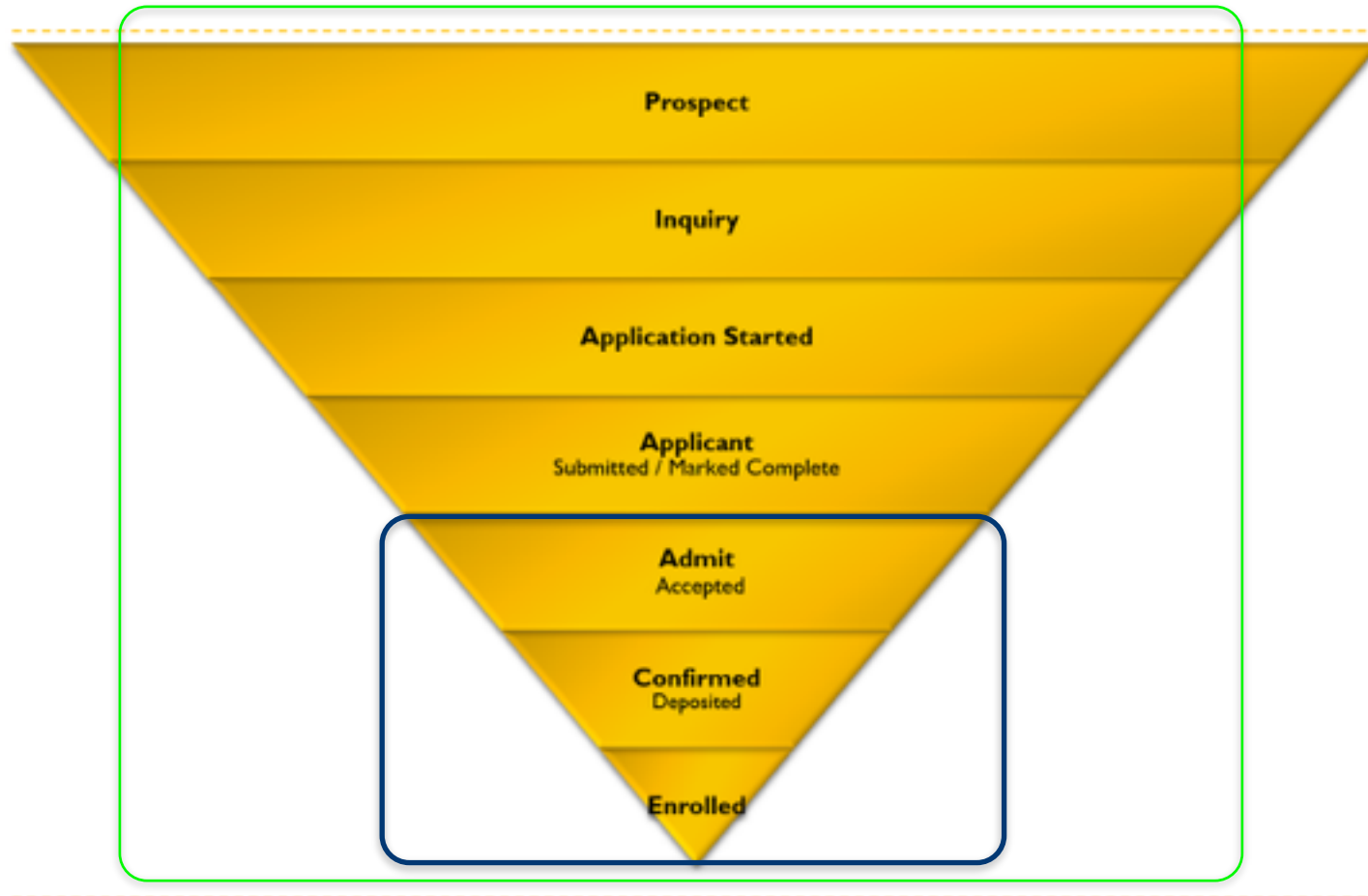
Director of Creative Services
Liaison

What we'll cover

- Where do you put your marketing efforts?
- What is “yield?”
- What is happening with applicants, accepts, and deposits
- Key components of effective yield activities
- Engage all resources with Liaison's EMP
- Questions and next steps

Please submit questions on the GoToWebinar Control Panel.

When does yield marketing start?



The Yield Game

THE CHRONICLE OF HIGHER EDUCATION

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ADMINISTRATION



How to Persuade Admitted Students to Enroll: Try Everything



Ty Wright for The Chronicle

Soraya Dehkordi (right), a prospective student from Colorado, took up Ohio Wesleyan U. on its invitation to stay overnight "to see if it would fit in." Her temporary roommate was Sharmalee Gooden, a senior.

What was once a fairly relaxed process has intensified into a full-court press.

This is known as "yield marketing."

By Lee Gardner | MAY 08, 2015

The Yield Game

VOICES FROM CAMPUS

As 'yield rates' fluctuate, colleges work to protect reputations

By Morgan Baskin February 7, 2015 10:41 am

“When college acceptance letters roll in, so do t-shirts, stickers and other university-related gifts.” Mollie from the University of Southern California applied to 23 colleges. Her top choice before applying was not USC, but they did a good job of “rolling out the red carpet.”

Alborz at University of Chicago: “...as soon as he was accepted, he received a “comprehensive gift package” that included T-shirts, hats, a scarf, multiple calendars and pens. He also received an initial financial aid estimate of about \$50,000 a year. For certain students, he says, the school offered to fly them up for an overnight visit in April after they sent regular admissions decisions.”

<http://college.usatoday.com/2015/02/07/as-yield-rates-fluctuate-colleges-work-to-protect-reputations/>

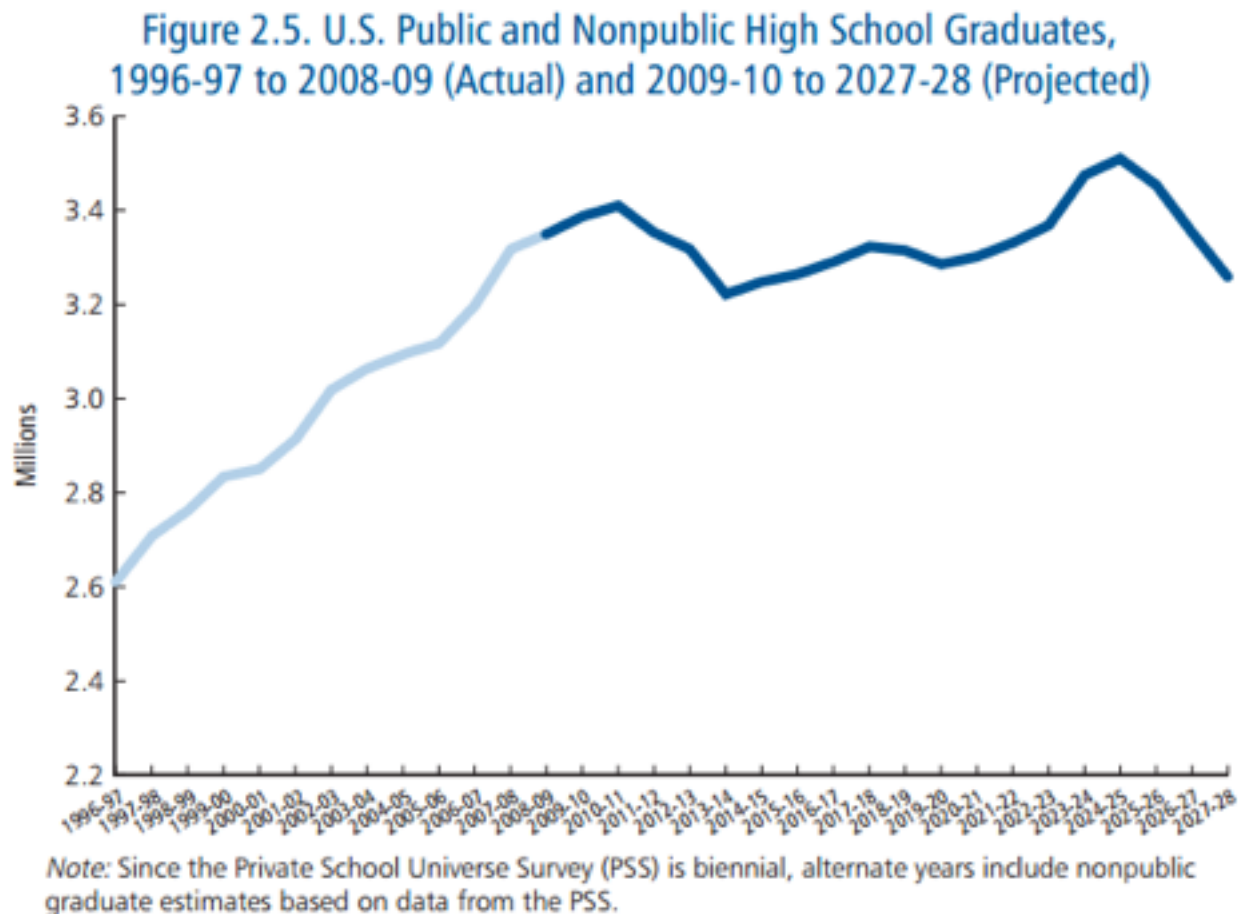
What is Yield?

Yield is defined as the percentage of accepted students who ultimately enroll

$\% = \text{Number of students enrolled} / \text{Number of students accepted}$

- Considered a measurement of prestige for schools—generally higher yield rates indicate popular first-choice schools for students
- According to a NACAC survey, the average yield for the Fall 2013 entering class was **36%** compared to **49%** in 2002.







High School Graduates

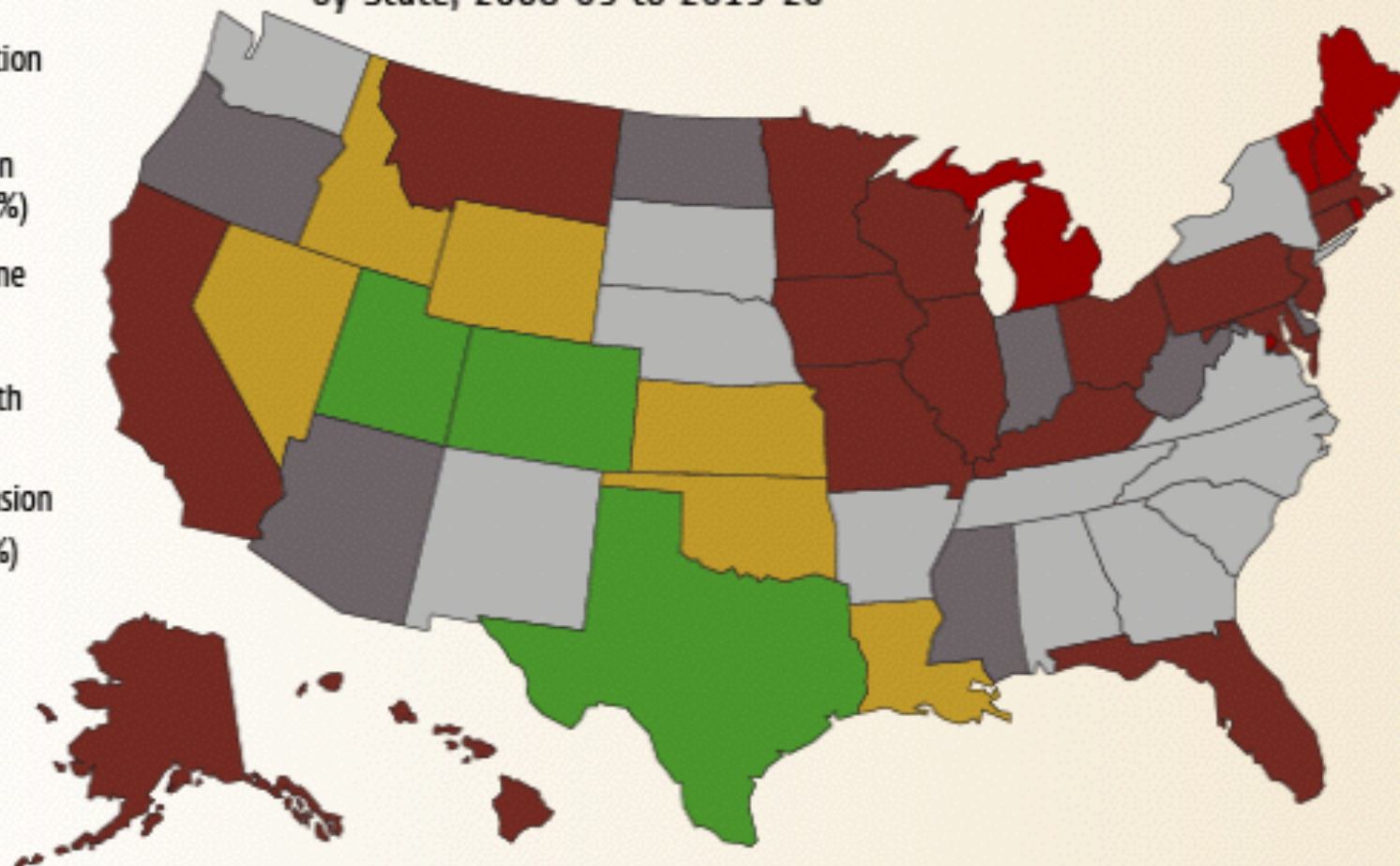


Source: Inside Higher Ed: <https://www.insidehighered.com/news/2013/01/11/wiche-report-highlights-decline-high-school-graduates-and-growing-diversity>

High School Graduates

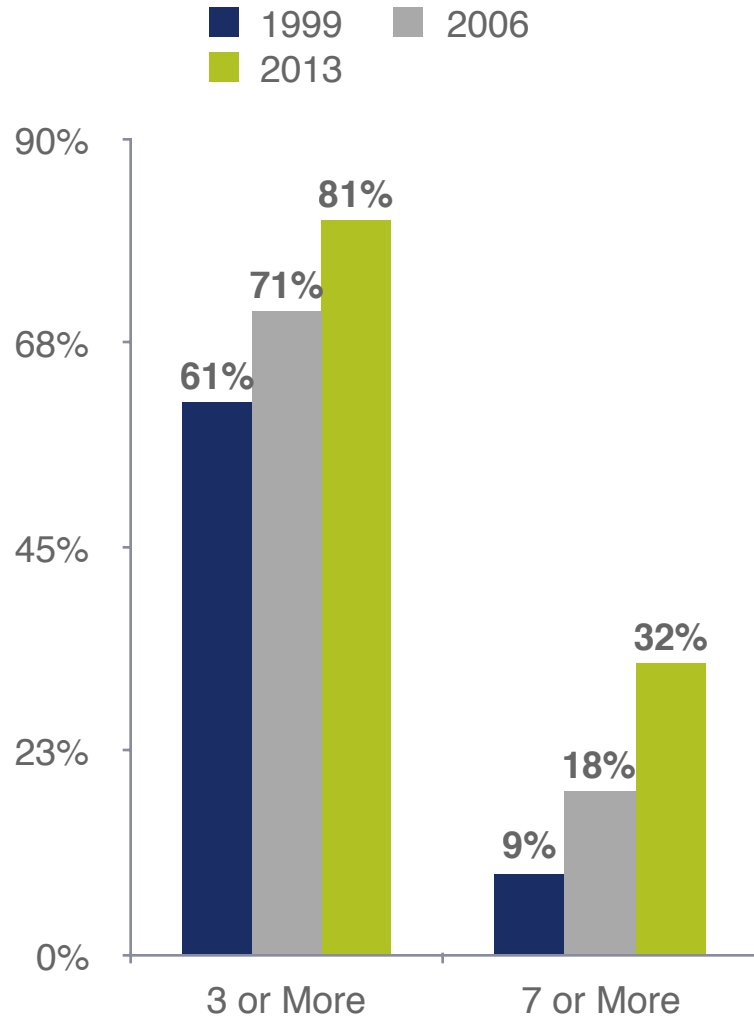
Projected Percent Change in Public and Nonpublic High School Graduates,
by State, 2008-09 to 2019-20

-  Dwindling Production
(Decrease > 15%)
-  Slowing Production
(Decrease 5% - 15%)
-  Manageable Decline
(Decrease < 5%)
-  Manageable Growth
(Increase < 5%)
-  Accelerated Expansion
(Increase 5% - 15%)
-  Swift Expansion
(Increase > 15%)



Source: Western Interstate Commission for Higher Education

Applications/Student



Source: NACAC – 2014 State of Admission Report

How do annual
increases in
application volume
affect you?

More Applications is Better, Right?

The fact:

“Thirty-two percent of Fall 2013 freshmen had submitted seven or more applications for admission, an increase of ten percentage points since 2008.”

The challenge:

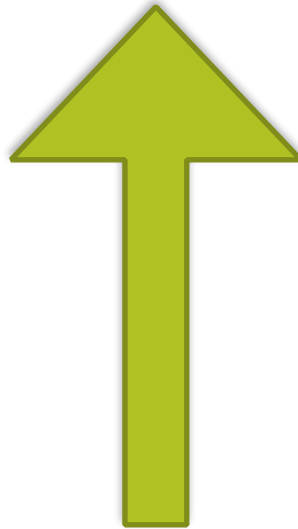
Schools have a hard time predicting who will enroll.

Source: Inside Higher Ed, May 7, 2015: <https://www.insidehighered.com/news/2015/05/07/nacacs-annual-report-state-admissions-runs-counter-much-hype>

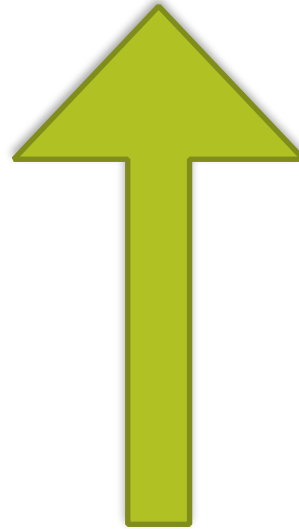
What is Happening?



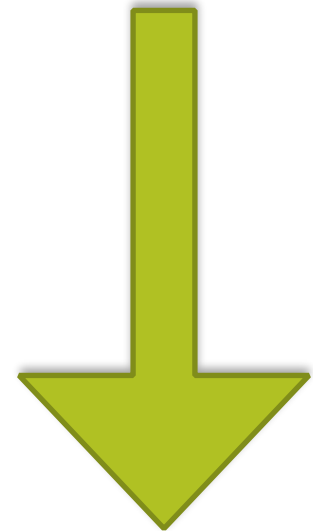
Number of
high school
graduates



Number of
applications
being submitted



Number of
students being
accepted



Yield rates

Applications Versus Yield

Sweet Briar College:

- In the last five years, applications increased from **572** to **936** *per year*
- Yield decreased from **33%** to **21%**
- Sadly, we all know the result in this case

Source: Inside Higher Ed, May 7, 2015:

<https://www.insidehighered.com/news/2015/05/07/nacacs-annual-report-state-admissions-runs-counter-much-hype>

Drexel University (example used in webinar):

<http://www.business2community.com/us-news/u-s-colleges-lowest-admission-yield-rates-01523795#CmO3FuuKq4lp3Tv7.97>

Engage and Wow!

- Have a plan and system in place
- Respond quickly ... be first!
(Get financial aid responses out fast)
- Be creative but don't forget the basics

Engage and Wow!

- **Communicate across channels**
- **Involve appropriate stakeholders on both sides**
 - Use your own community to engage with accepted students
 - Don't forget parents/families and others involved with your accepted students
 - Connect accepted students with each other

Engage and Wow!

- **Host special events for accepted students**
 - On-campus (another visit opportunity!)
or regional receptions
- **Use Liaison's EMP to continue engagement until the first day of classes**

Technology: Is it personal?

- Has technology de-personalized our communication?
 - *Easy to send mass generic messages*
 - *Increases efficiency, but decreases personalization*
- The “one size fits all” approach is no longer acceptable or effective.

The screenshot shows a web interface for an admissions portal. At the top, there's a header 'Admissions' in a grey box. Below it, a blue bar contains the text 'Undergrad Request for Information'. Underneath that, a light blue bar also says 'Undergraduate Request for Information'. The main content area has a box with the text 'Undergraduate Request for Information' and a link 'Click here to start filling out this form'. Below this, there's a section titled 'Retrieve a Saved Form' with a subtext: 'If you have started this form already and would like to retrieve your saved responses, enter your key below and click the "Retrieve'.

Thank You!

Your form has been mailed.

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

Technology: Is it personal?

Embrace technology for the value it brings to your communication, but don't expect it to be the replacement of an otherwise well-thought-out plan.

Social Media and Yield



EMP Benefits: Communicate Across All Channels

Online PURL (Personal Microsite)

Email

Form & EMP Database



A screenshot of a web form titled "Begin your future at the Harvard T.H. Chan School of Public Health". The form includes fields for Name, Email, Phone, and Address, along with a "Submit" button. To the right of the form are three small images showing people in a classroom setting.



Text

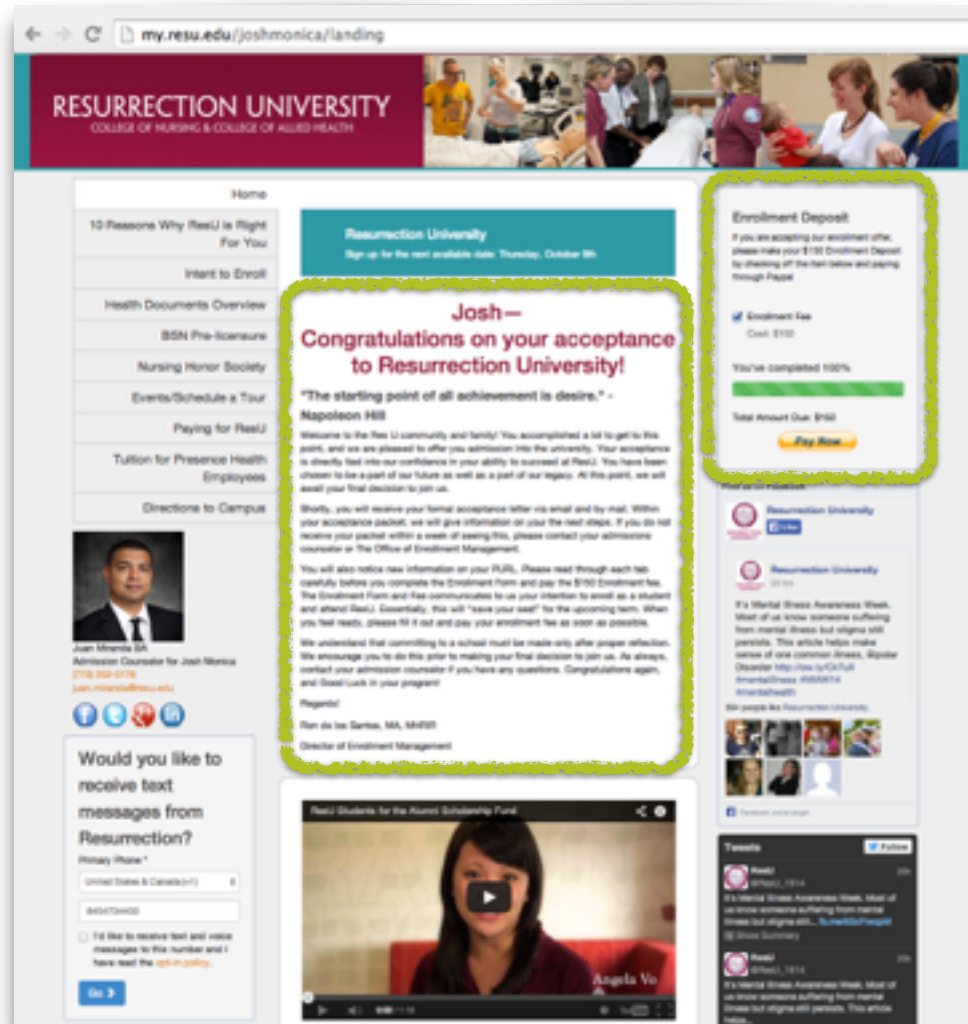
Phone

Personalized Print



Sample PURL for Accepted Student

Technology helps
multi-channel outreach



Maximize Resources

A solution like Liaison's EMP helps integrate:

Alumni, Faculty, Students, Coaches, Advisors
and other accepted students

Engaging Alumni in Yield

1



"[First], I am a busy mother of two with a dream of opening my own candle store. I realized quickly that I needed more business savvy, and enrolled in Watertown's MBA program -- am I glad I did! The faculty were amazing, and the convenience of the online scheduling was more than I could have ever imagined. It's the best school you've never heard of!"
[AlumniFirst] [Class Year]

POSTCARD
Personalized introduction from the alumnae to the student with information about their common interests and her exciting outcome.

[First], meet [AlumniFirst].
Think Watertown.edu/FirstLast

2




EMAIL #1
Personal follow-up to postcard, introduction and invite to connect.

3



TEXT
Brief follow-up with link to schedule a one-on-one web conference.

4



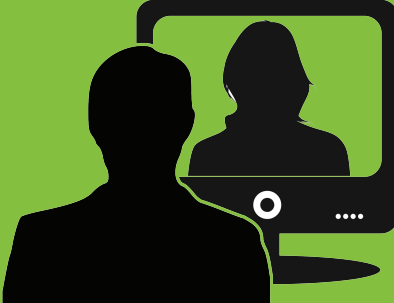
WEB FORM
Student fills out a brief form to request a convenient time to conference.

5



EMAIL #2
Reminder about their meeting with technical details clarified.

6



WEB CONFERENCE
They connect for a one-on-one chat about the school, programs of interest, activities, career success, and whatever else is most interesting to the student.

Engaging Faculty in Yield



Reaching Parents & Families



Dear Test Family,

We are always happy to have [visitors](#), and we think you and Drew would enjoy everything Faulkner's campus and surrounding community have to offer. You'll get a chance to see the vibrant, college-friendly and safe environment of history-rich Montgomery, Alabama, where our campus is located. We know you'll see how bright Drew's future can be with the aid of our top-of-the-line facilities and community.

www.AndrewTest.myfaulkner.org

Schedule a tour on Drew's personal page listed above, or call our Admissions office at (800)-879-9816 ext. 7200. While you're here, I'd be happy to meet you personally and answer any questions you might have about the [application process](#) and what we'll need from Drew for consideration for our upcoming Freshmen class.

We look forward to seeing you soon!



Neil Scott
Director of Admissions
(334) 386-7283
nscott@faulkner.edu



Keep On Schedule, Gregson Family! Important Information, Dates and Deadlines

- ☐ Submit ACT (code 0003) or SAT (code 1034) scores
- ☐ Submit Educational Recommendation form
- ☐ Submit Personal Recommendation form
- ☐ Submit High School transcript
- ☐ Complete the FAFSA at fafsa.ed.gov –
Faulkner code is 001003. Priority Deadline is March 14th.
- ☐ Submit \$200 enrollment deposit that will be credited to your account.
- ☐ Complete and submit Housing Reservation and Health/Immunization records
- ☐ RSVP to one of our College-Bound Registration events for early course registration, April 3rd-4th, June 5th-6th, July 10th-11th.
- ☐ August 9th: iStart Day! Move in, orientation and parent's dinner



I will be your direct link into the enrollment process at Faulkner and am happy to be your main resource for questions regarding financial aid, enrollment deadlines and other practical concerns. Remember that almost all the students attending Faulkner receive financial aid, and the average package is \$14K per year. I look forward to helping Mark through the enrollment and financial aid process!

Connor McLean,
Admissions Counselor
for the family of Mark Gregson
Cmclean@faulkner.edu | (334) 386-7126

Reaching Parents & Families



Take the next step at Faulkner University

Hello Test Family,

I hope you are all getting excited for Drew's future at Faulkner! It's time to [secure a spot in one of our residence halls](#) for the upcoming year, and I have some information to assist your application.

To begin with, we do our best to set Drew up with a compatible roommate in a compatible living arrangements. That is why we require a Housing Reservation and Health/Immunization records to place Drew in housing by the start of the semester on August 9. You can download these forms from the [Housing Checklist](#).

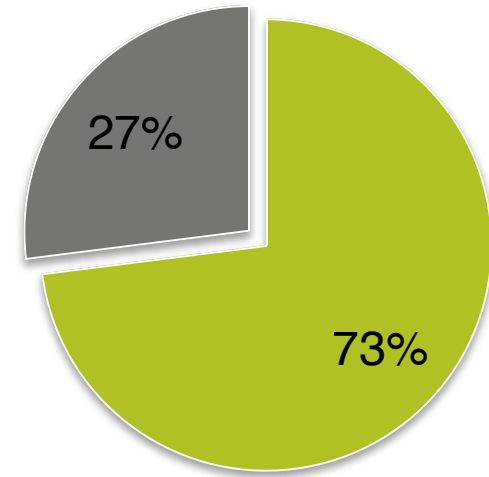
You may complete the forms and make payments online. A [\\$50 non-refundable room reservation fee](#) is required with your housing reservation. All residential students are required to submit a copy of their immunization records and the health form, which includes a drug policy form.

What is a Private Social Network?

The screenshot displays the 'THE PERCH' FPU Social Network interface. The header features the site name 'THE PERCH' and 'FPU SOCIAL NETWORK' on the left, a red cardinal head logo in the center, and a 'CONNECT' button on the right. A blue banner on the far right indicates 'CLASS OF 2019'. Below the header, a personalized welcome message reads 'Hello Braelan, Welcome to Franklin Pierce University's The Perch'. The user profile for 'Braelan O'Toole' is shown on the left, with options to 'Edit Profile' or 'Logout'. A navigation menu on the left includes links for 'Home', 'Profile', 'Members', 'Events', and 'Discussions'. The main content area features a blue banner with a Facebook icon and the text 'HAVEN'T CONNECTED? CLICK HERE TO CONNECT YOUR FACEBOOK ACCOUNT.' Below this is a grid of 30 member profile pictures, with the text '865 members' and a 'See more...' link. At the bottom, a red banner is labeled 'Upcoming Events'.

Observations from PSN clients

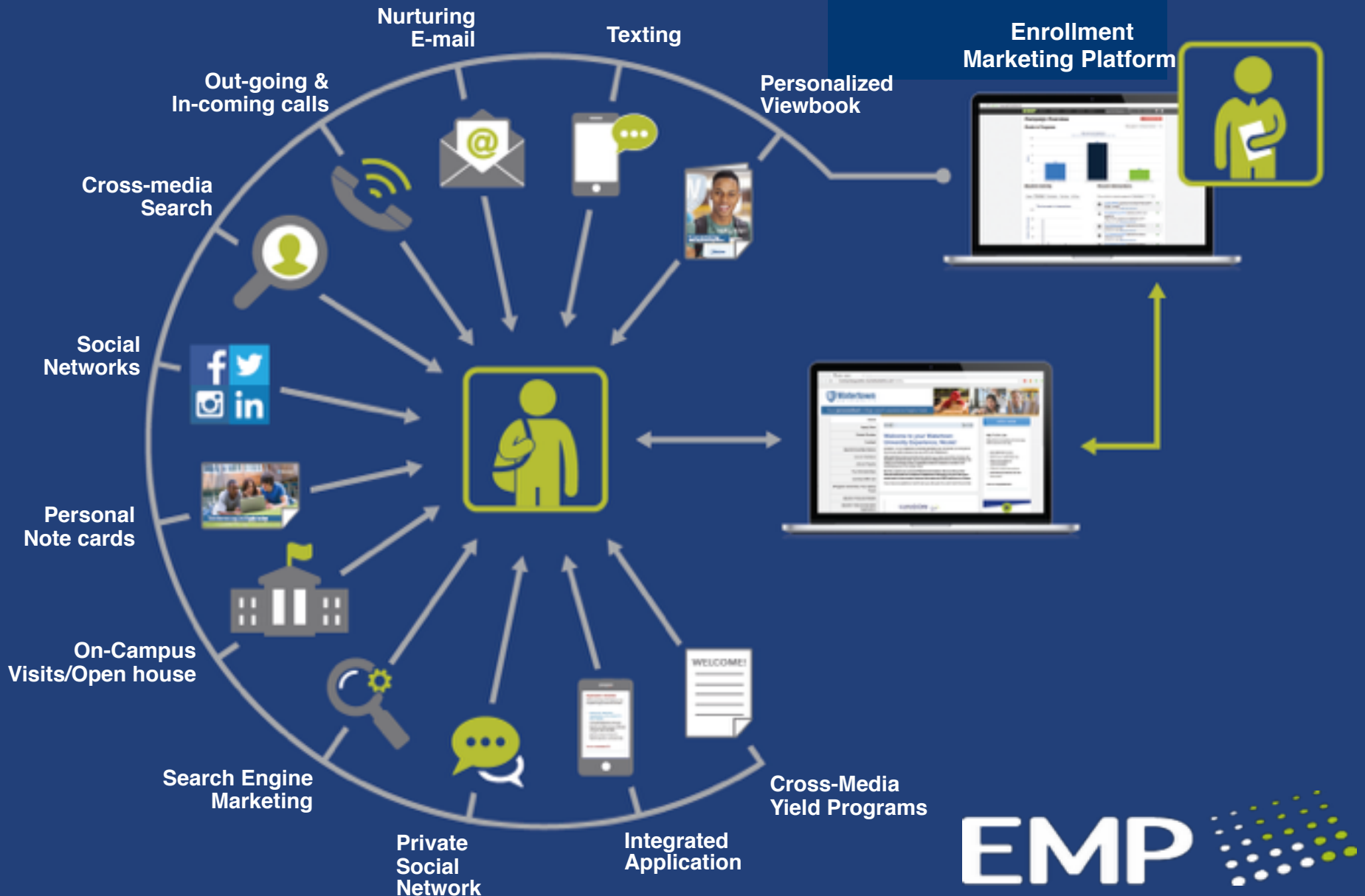
- The majority of enrolled students for the year were also PSN users even if PSN users were a minority of the total accepted student pool.
- The percentage of withdrawn students was remarkably lower among PSN users as compared to non-PSN users.
- A portion of students become active on the PSN only after being designated as enrolled (indicating sustained use through Orientation).



Review of Key Points

- Put time into nurturing accepted and deposited students
- **Utilize resources!** Faculty, students, coaches, alumni can connect with accepted students
- Remember to engage parents and families as well
- Social media plays a big role influencing college selection—consider a PSN to complement other channels
- **Maximize a solution like Liaison's EMP to bring all of your efforts together!**

EMP: An Integrated Approach To Admissions Marketing



Thank You & Questions

See how an automated multi-channel
marketing can work:

www.myviewbookdemo.com