

# DRIVING ENROLLMENT THROUGH PARENT

October 22, 2015



From The Franklin Pierce Family to the King Family, Welcome to FPU!

Complete Kelly's enrollment by depositing today!

Franklin Pierce UNIVERSITY

Connor McLean, Admissions Counselor for the family of Mark Gregson  
Cmcleon@faulkner.edu | (334) 386-7128

An education that matters.

Faulkner University  
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](http://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/Insurance records

Attend one of our College-Bound Registration events for early registration. April 3rd-4th, June 5th-6th, July 10th-11th.

Start Day! Move in, orientation and parent's dinner

Be your direct link into the enrollment process. I am happy to be your main resource regarding financial aid, enrollment and other practical concerns. Remember all the students attending Faulkner receive the average package is \$14K per year toward helping Mark through the enrollment and financial aid process!

# Who is Liaison? First Interest to First Day...

## SOLUTIONS



### Admissions Management

Streamline Admissions and  
Recruit Best-Fit Students



### CRM & Marketing

Connect and Engage with  
Personalized Marketing



### Application Management

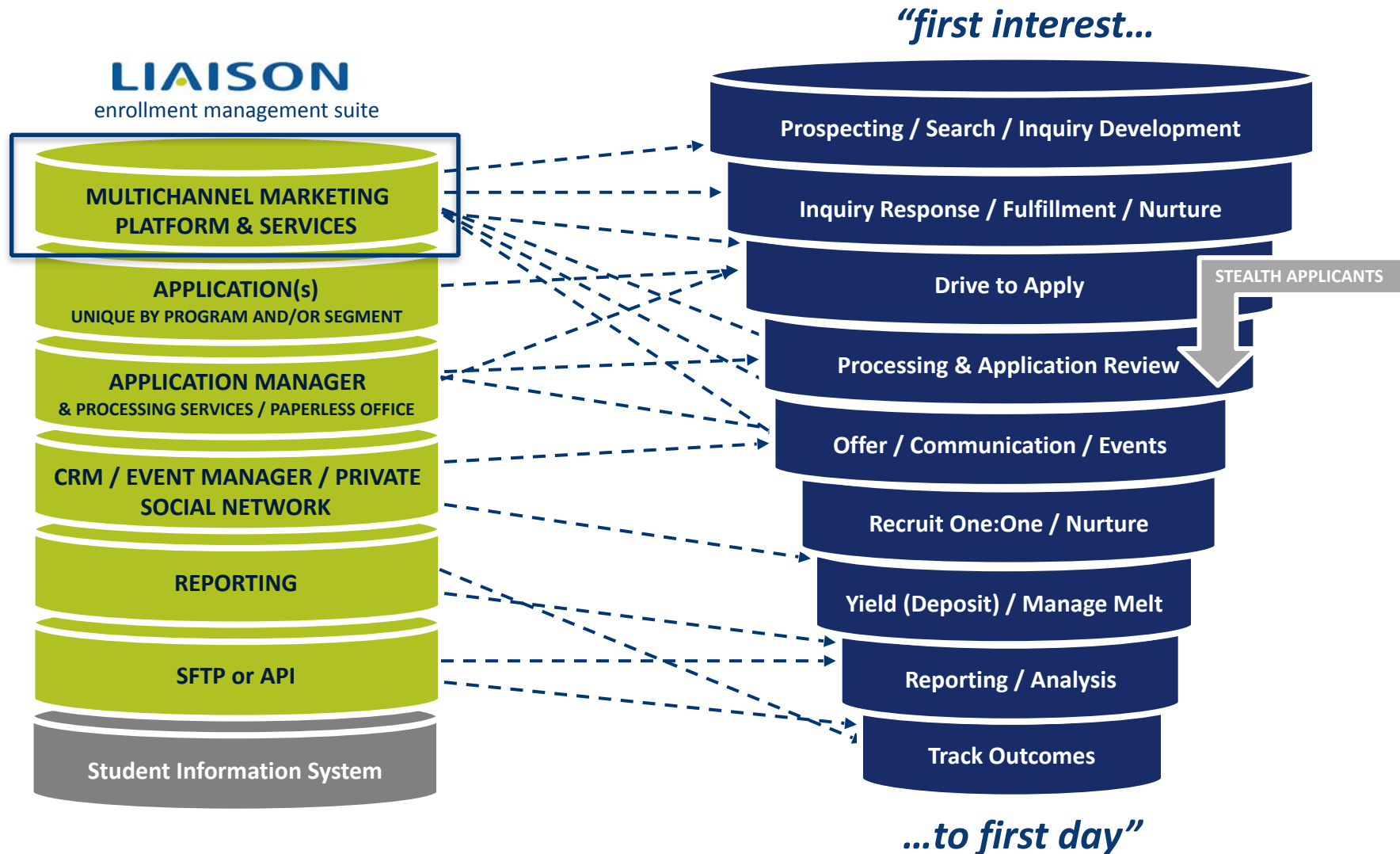
Bring Your Enrollment Efforts  
to the Next Level



### Enrollment Marketing

Optimize Every Stage of  
the Admissions Process

# First Interest to First Day



# Agenda

- Introductions
- What do we know about parents?
- How do we involve parents during recruitment?
  - Channels to Use
  - Examples of Campaigns
  - Resources and Ideas
- How to make it work effectively
  - Multi-channel Approach
  - Automation
- Questions & Next Steps

# Featured Speakers



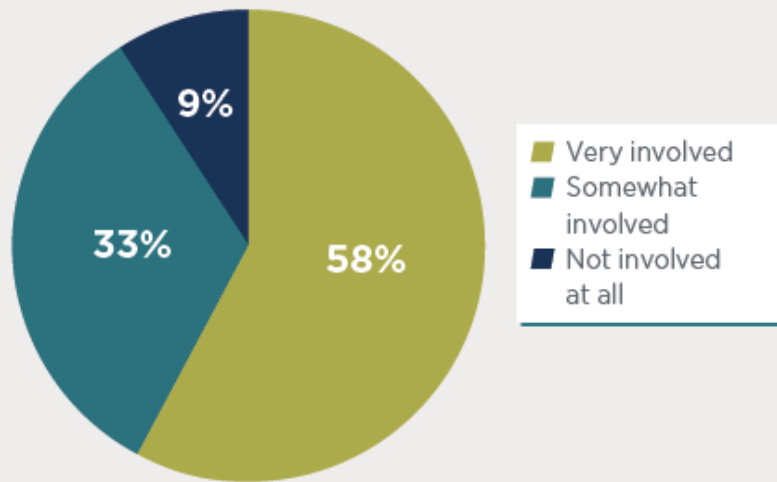
Keith Mock  
Vice President of Enrollment Management  
Faulkner University



Linda Quimby  
Assistant Vice President Enrollment  
Franklin Pierce University

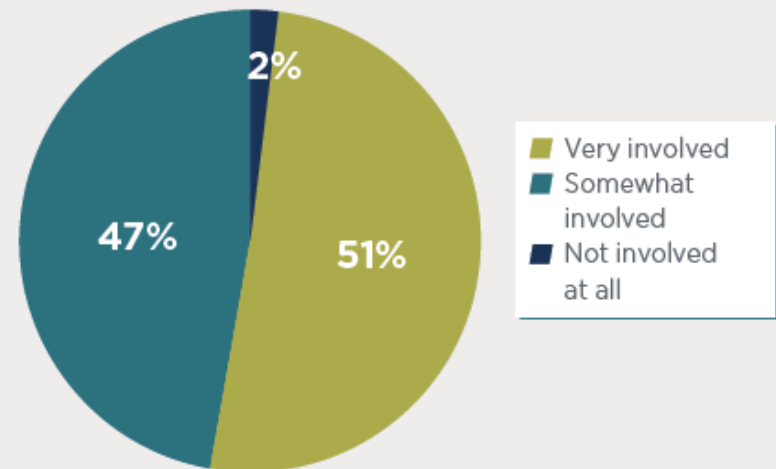
# How involved are parents?

Figure 15: Students' evaluation of parental involvement in college search



Source: Ruffalo Noel Levitz 2015 High School Students' and Parents' Perceptions of and Preferences for Communication With Colleges

Figure 18: Parents' perceptions of parental involvement in college search



# What do we know about parents?

## Parents:

- Prefer web-based resources
- Look at college websites on mobile devices
- Use email and would open email from an unknown school

Preferences or behavior	Parents
Prefer web-based resources for learning about colleges	51%
Use a mobile device nearly all the time for web browsing	28%
Rarely use a mobile device to go online	20%
Have looked at a college website on a mobile device	45%
Use email at least once per week	77%
Will open an email from an unknown school	43%
Use Facebook	56%
Use Twitter	15%
Use YouTube	32%





# What do parents consider important?

Parents of high school students were asked to rate several factors with a level of importance on a scale of 1-10.

- **78%** rated “the college is a **good fit** for my child” as highly important.
- School rankings factored in minimally. Only **15%** of parents indicated **rankings** as highly important.

Poll conducted by Noodle Education surveyed nearly 1000 middle class parents about what they consider important in choosing a college. <https://www.noodle.com/articles/report-what-do-parents-want-from-colleges>





# What do we know about parents?

“Communication with **parents** should **start early**, include **all three channels**, and account for the fact that some of the parents have not gone to college themselves or may not be native speakers of English...”

VII Annual

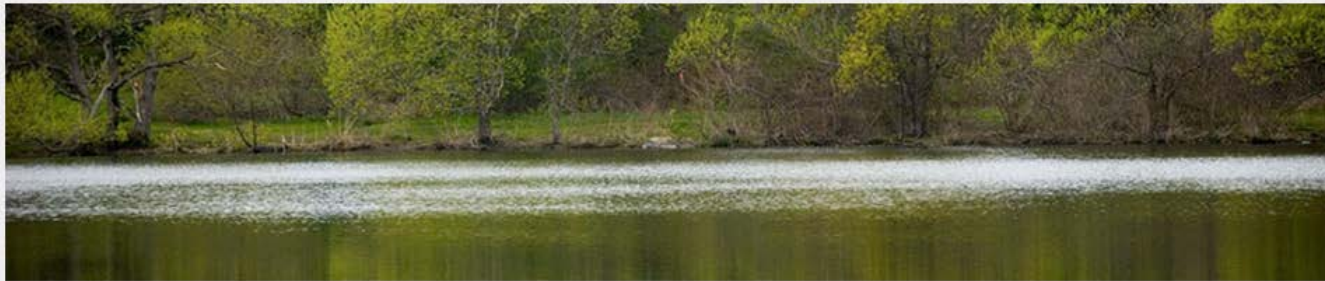
## 2015 High School Students' and Parents' Perceptions of and Preferences for Communication With Colleges

Ruffalo Noel Levitz Enrollment Management  
Dr. Raquel Bermejo, Director of Research

# Share parent resources



Subscribe via RSS



## NAVIGATION

[Home](#)

[About College Parent Central](#)

[Who's Behind College Parent Central?](#)

[How We Can Help](#)

[Contact Us](#)

## Using Senior Year to Prepare Your Student for College Success

As college parents, or potential college parents, we want our students to have a successful college career. We hope that our student's transition to college will go smoothly, that he will excel academically, make friends, be happy socially, and ultimately graduate to find a fulfilling career. During the senior year of high school we may already be visualizing that next commencement ceremony. Having the dream and the vision for our

To search, type and hit enter

## CONGRATULATIONS!

You're a new college parent!  
Not sure what that means - where to begin?  
College Parent Central is here to help.

<http://www.collegeparentcentral.com/>

# Share parent resources



Leverage parent and family involvement to improve student success

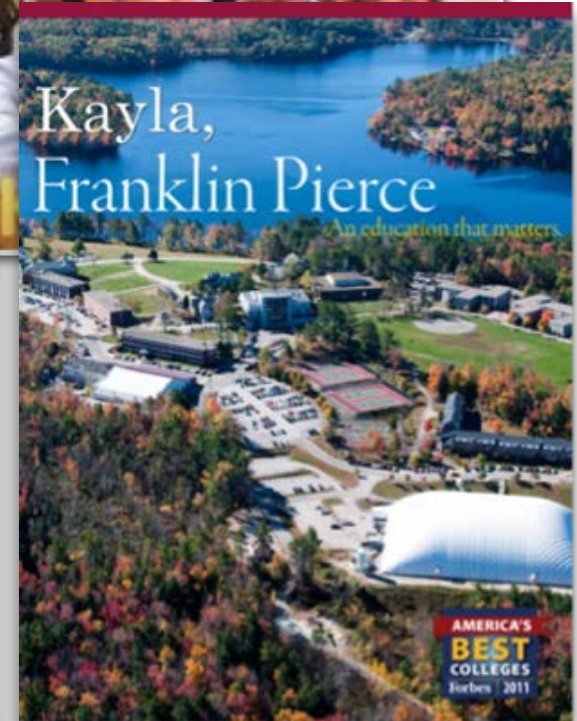


5 Surprising Stats about College Parent Involvement

CampusESP: <http://www.campusesp.com/>

# The effect of personalization on parents

- Don't underestimate the **power** of a child's name in print
- Parents want to know their child is exceptional
- It's all about my child!





# Engaging the parent- the power of variable print

## Noel-Levitz's E-Expectations Research Reports

Survey Question	Senior Response	Parent Response
I prefer phone calls and print materials to learn about colleges and universities	<b>38%</b>	<b>50%</b>
I'm more likely to consider schools that use traditional ways to communicate with me, like brochures and phone calls	<b>41%</b>	<b>58%</b>



# Examples of parent engagement

From The Franklin Pierce Family to the  
**King Family, Welcome to FPU!**



*Complete Kelly's enrollment by depositing today!*

FranklinPierce  
UNIVERSITY

An education that matters.

FranklinPierce  
UNIVERSITY



Join us for an Open House. It's worth the trip!

Sample family,

There may be no better time to visit New Hampshire than in the fall. The leaves have changed color, the evenings are cool, and the days are full of warm sunshine and fun. Especially at Franklin Pierce University. Join us for an Open House on November 7 to experience our beautiful 1,200-acre campus in all its autumn glory.

While you are attending the Open House, Keith will have the opportunity to

- Take a student-led campus tour.
- Get information on potential majors, student life, scholarships, and financial aid.
- Meet with students, faculty, staff, and coaches.
- Learn more about NCAA Division II athletics and campus recreation programs.
- **PLUS get Keith's admission decision at the event!** As long as Keith has submitted all of the application materials including application, high school transcript, and one recommendation we will provide an admission decision to Keith in the afternoon!

[Register today for Open House](#)

I am very excited to have you visit campus and see first-hand what Franklin Pierce is all about. I know that an informative and active Open House will answer all of your family's questions and confirm that this is the place for Keith.

I hope to see you all at Open House!

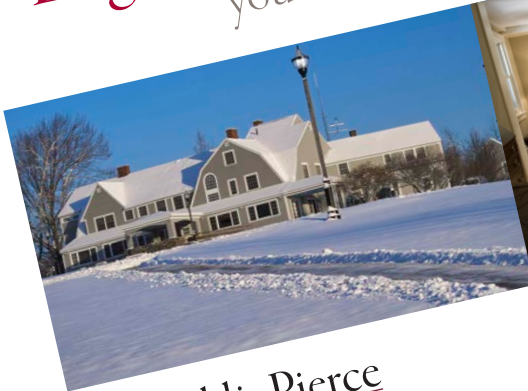


Kathryn Bernier  
Assistant Director of Admissions  
603-899-4059  
[bernierka@franklinperce.edu](mailto:bernierka@franklinperce.edu)



# Examples of parent engagement

Engels Family,  
you are cordially invited...



...to get to know us better!  
Cozy up to the idea of a **FREE STAY** on us.

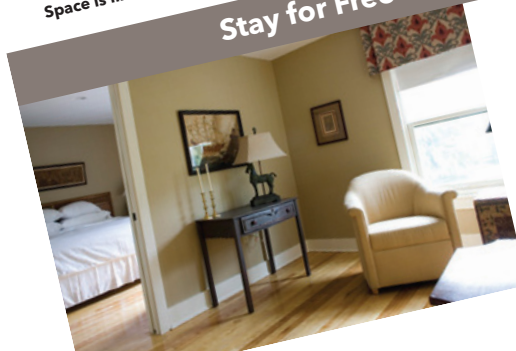
**FranklinPierce**  
UNIVERSITY

**FranklinPierce**  
UNIVERSITY  
40 University Drive, Rindge, NH 03461

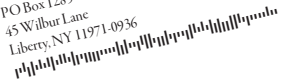
Take a closer look at Franklin Pierce with this  
**Exclusive Visit Opportunity!**  
Call Brittany Newton at 1-800-437-0048 to book your visit.  
**Space is limited, so please RSVP as soon as possible.**



**Stay for Free at a local inn - It's our treat!**



.....AUTO.....MIXED ADC.120  
The Engels Family  
PO Box 1285  
45 Wilbur Lane  
Liberty, NY 11971-0936



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UNIVERSITY  
12550

# Examples of parent engagement



Join us for our Fall Open House on November 7

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



Testa family,

Franklin Pierce University's 1,200-acre campus, nestled between lakes, woods, and mountains, is beyond compare. Join us in Rindge, NH on Saturday, November 7 for an Open House. Your family will marvel at the autumn beauty of our surroundings while learning about all that Franklin Pierce has to offer.

[Register for our Open House now!](#)

On November 7 Tiffany will:

- Take a student-led tour of our magnificent campus
- Attend presentations on potential majors, student life, scholarships and financial aid
- Get information about study abroad, clubs, and career planning services
- Learn more about our NCAA Division II athletics and campus recreation programs
- Meet with current FPU students and hear about their experiences

[Encourage Tiffany to sign up today](#)

I can't wait to welcome you all to campus!



Linda Quimby  
Assistant Vice President of Enrollment

[Friend on Facebook](#)  
[Follow on Twitter](#)

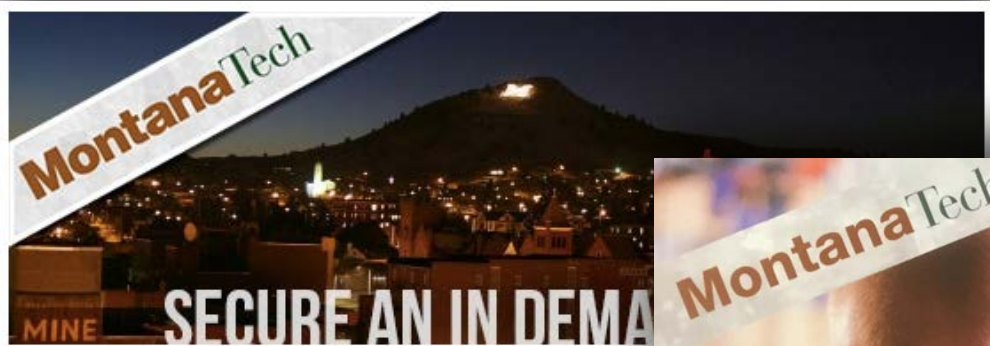
Join us  
November 7th  
and receive  
**SAME DAY  
ADMISSION  
DECISION!**

Tiffany can even get an admission decision at the event!

Students that submit their application materials (application, high school transcript, and one recommendation) prior to Nov. 7 will receive their admission decision at the event. You can even bring your materials that morning, and we'll give you a decision in the afternoon.



# Examples of parent engagement



To the Family of Sophia Test,

As you may know, **Sophia has expressed interest about Montana Tech**, a globally renowned public university with a century of experience guiding students to be career-ready in high-demand fields upon graduation.

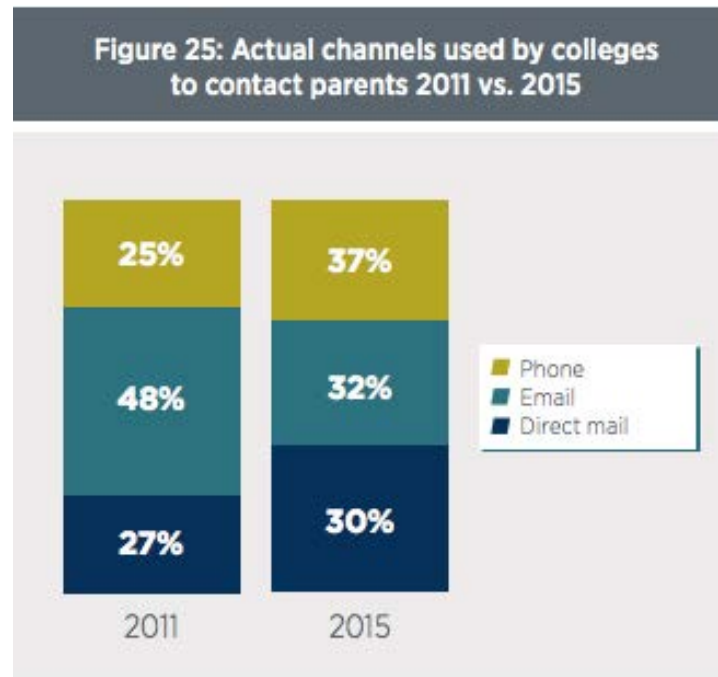
There are so many wonderful aspects of Montana Tech that I want to share with you, but more than anything, I want you to know that our programs incorporate industry-standard technology into all of our classes. We employ highly-qualified, industry-use pedigree faculty—not teaching assistants—to lead our students through 600 hours of active, career-applicable work before graduation, knowing that:

- We are ranked by *US News and World Report* as a top Engineering Institution as well as the **#1 College in the West for Return On Investment** by *AffordableCollegesOnline.com*.
- Our **graduate/job placement rate is 100%** in several marquee programs within three months of graduation. Our students are routinely scouted by multinational organizations for internship opportunities while pursuing their degrees.

A large advertisement for Montana Tech. It features a photograph of a young man in an orange 'MONTANA' t-shirt and safety glasses looking down at a task, with an older man in a dark jacket and cap looking on. The text 'Montana Tech' is written across the top. A green banner at the bottom reads: 'HALIFAX FAMILY, LET'S WORK TOGETHER TO SECURE CHRISTOPHER AN IN DEMAND FUTURE AT MONTANA TECH!'. To the right, a box lists benefits: 'A PARENT'S GUIDE TO MONTANA TECH', 'STARTING SALARIES UP TO \$100K', 'JOB PLACEMENTS NEARING 100%', 'GLOBAL CAREER OPPORTUNITIES', and 'UNRIVALED FINANCIAL ASSISTANCE'. At the bottom right, a box titled 'THE FACTS:' lists: '\$60,000 AVERAGE STARTING SALARY' and 'OVERALL PLACEMENT 100%'.

# What channels should be used?

“Communication with **parents** should **start early**, include **all three channels...**”



Source: Ruffalo Noel Levitz 2015 High School Students' and Parents' Perceptions of and Preferences for Communication With Colleges

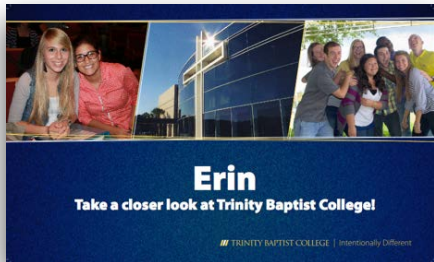
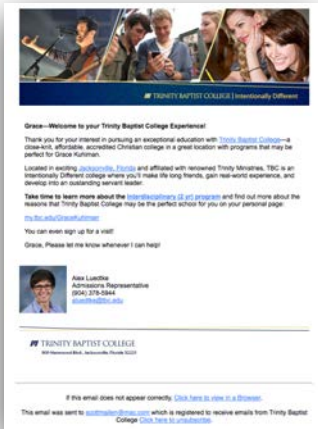
# Use multiple channels



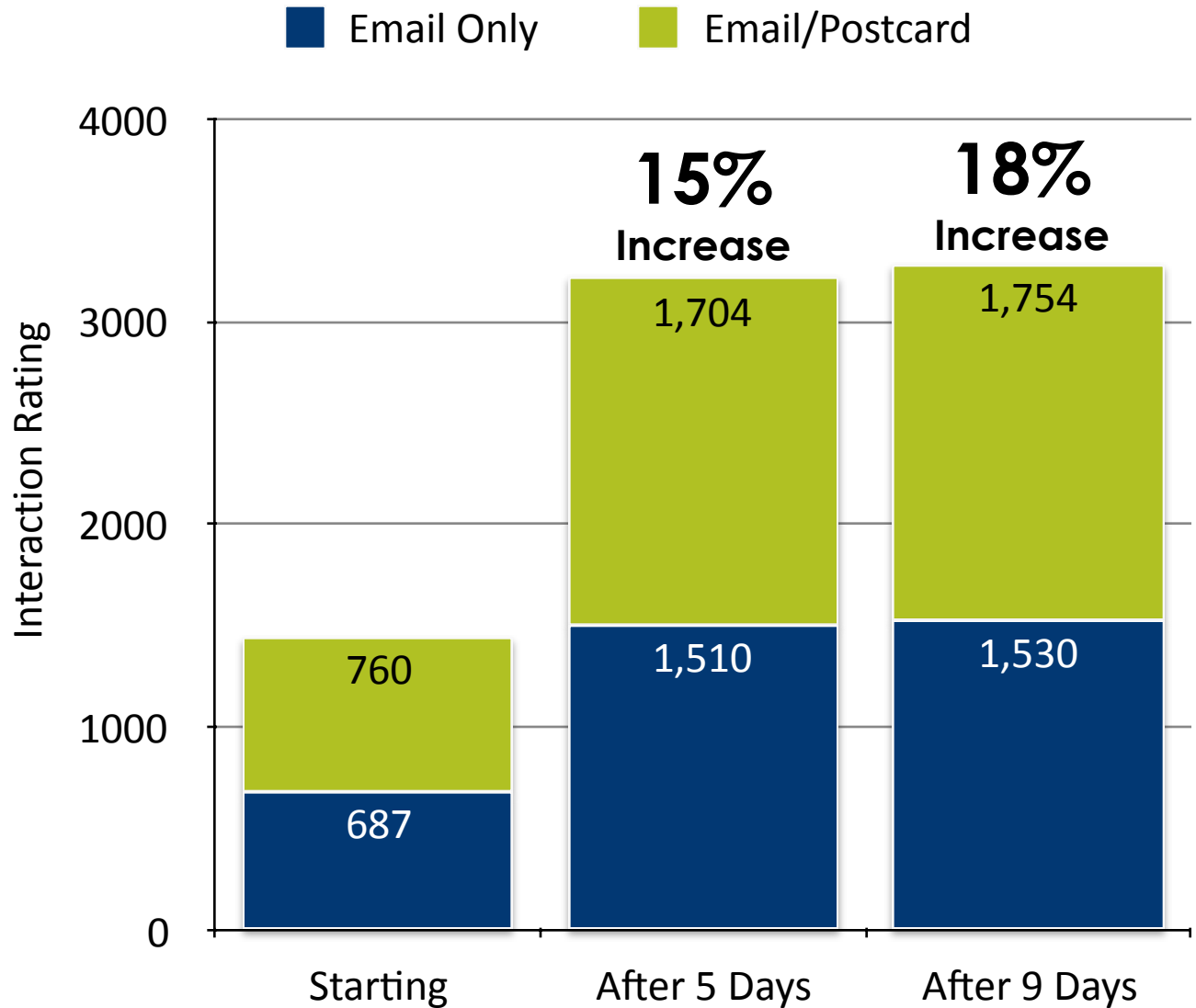
Campaign Media Combinations	Response Rates	Conversion Rates
<i>Print only</i>	<b>6.0%</b>	<b>16.2%</b>
<b>Print and e-mail</b>	7.6%	18.3%
<i>Print and landing pages</i>	<b>7.6%</b>	<b>15.3%</b>
<b>Print, e-mail, and landing pages</b>	8.2%	16.5%
<i>Print, e-mail, landing pages, mobile and voice</i>	<b>8.7%</b>	<b>19.0%</b>

Source: *Understanding Vertical Markets: Enterprise Communication Requirements*, InfoTrends 2012

# Trinity Baptist: Print lift effect



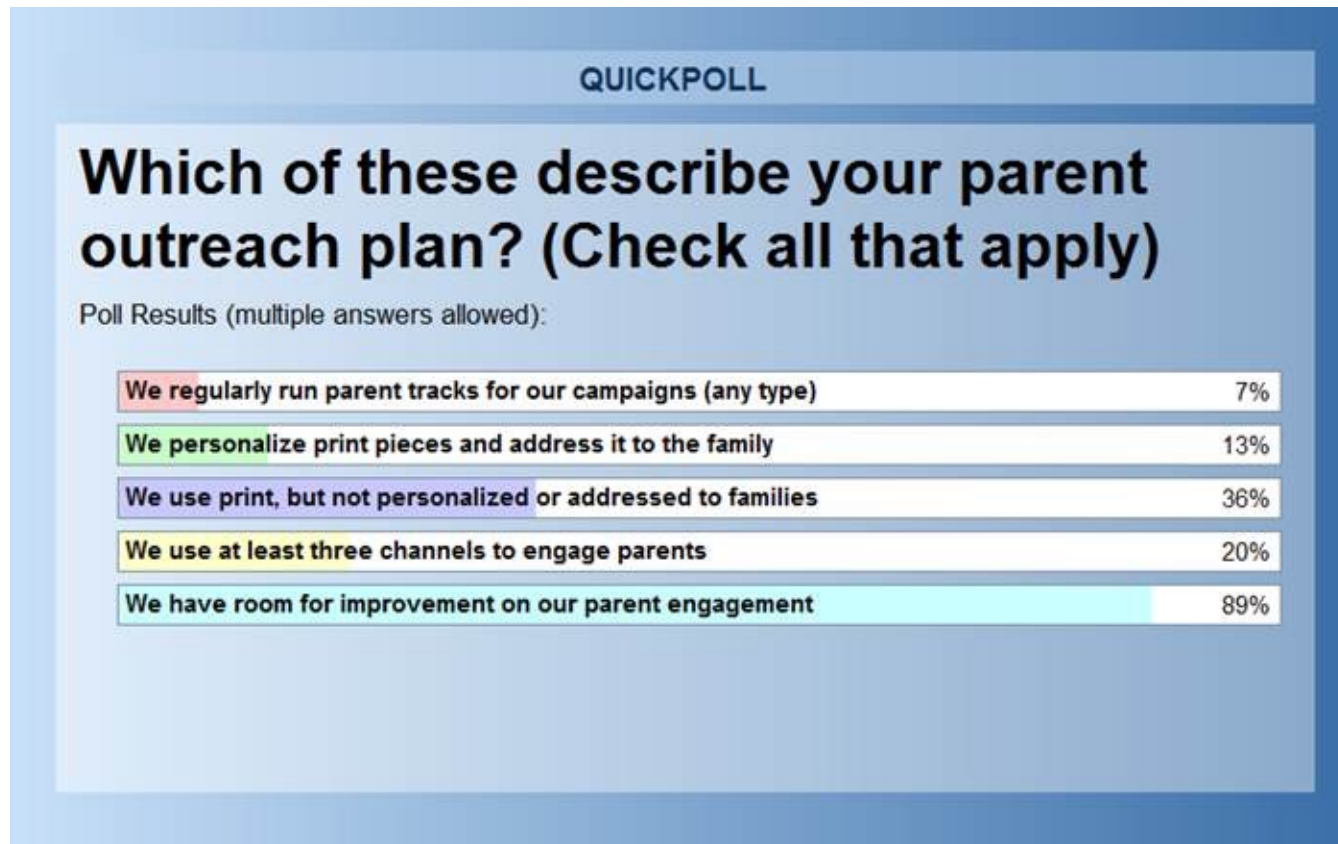
Trinity Baptist College created a A/B test on the effect of variable print on inquiry response.





# How is your parent engagement?

Audience Poll Results:



# Examples of parent engagement



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](http://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](mailto: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](http://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](mailto:Cmclean@faulkner.edu) | (334) 386-7126

# Examples of parent engagement

## It's time for Drew's Housing Reservation at Faulkner

Faulkner University sent by admissions=faulkner.edu@sedlv.net

Communicate  
with parents at  
each stage

- Inquiry
- Applicant
- Accepted
- Deposited



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.





# How to manage parent communication

**95900 Parent Nurture Emails**

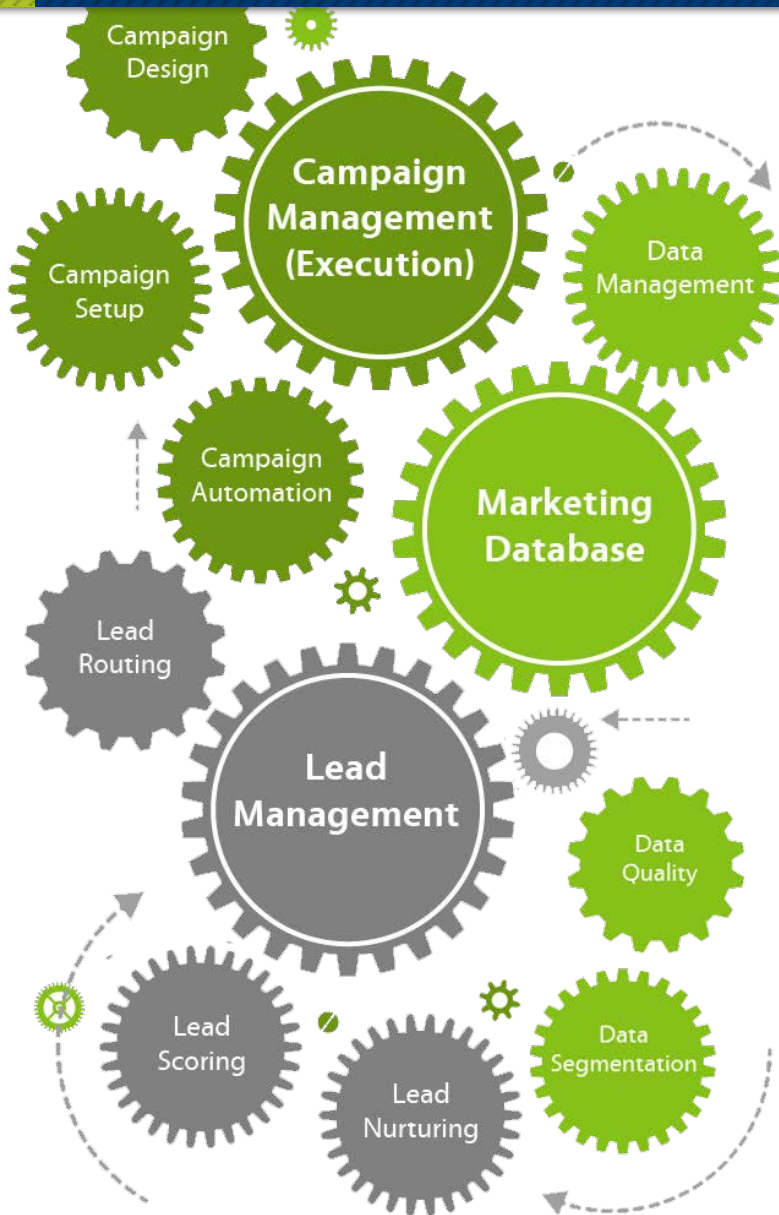
Parent Nurture Accepted  
Parent Nurture applicant  
Parent Nurture Enrolled  
Parent Nurture Inquiry

Tier 1 Add Media Send this tier on 08/27/2015

 **Name:** .Inquiry-River region parent nurture 1  
**Delivery:** Parent's Email Address  
**Group:** 95900 Parent Nurture E-mail 1 River Region  
**Stats:** 436 Sent - 111 Opened  
**Tested:** No  
**Status:**  On  Off  
Edit Content Edit Details ⚙️

 **Name:** Inquiry- Non-River-region parent nurture 1  
**Delivery:** Parent's Email Address  
**Group:** 95900 Parent Nurture Email 1 Non River Region  
**Stats:** 850 Sent - 188 Opened  
**Tested:** No  
**Status:**  On  Off  
Edit Content Edit Details ⚙️

# The key to manage it all: Automation



## OPTIMIZE

Measure and maximize marketing. ROI across channels

## ORCHESTRATE

Design & coordinate engaging experiences that take each student (and their parents) on a personal journey over time

## PERSONALIZE

Deliver relevant, personalized content and messages across multiple channels and devices

## MANAGE

Support the operational aspects of running a marketing department, plan, develop & execute

## INTEGRATE

Consistence brand and message across every channel, build and cultivate a relationship

## LEARN

Find those who are most interested and who is not

# The Integrated & Automated Approach



- Integrate and automate ALL Outreach.
- Qualify Prospects based on their interactions with you.
- Real-Time tracking Analytics.



*“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 Dean for Graduate Affairs  
College of Communication  
Boston University



# Key take-aways

- Parents are important in the recruitment process!
  - Both parents and students recognize a high level of parent involvement
  - Data and resources are available for schools and for schools to share with parents
- Add a “parent track” to your campaigns
- Use multiple channels to engage parents
- Automation will be key to managing communication across multiple channels

# Questions?

Experience it for yourself:

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

Thank You!

**Watertown UNIVERSITY**  
School of Pharmacy

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  
(System Feature) Voice Messaging

**Get Connected**  
With The Private Social Network

**Under the Hood: Staff View Tour of EMP**  
Sign up for the next available date: 7/7/2015

**Welcome to your Watertown University Experience, Hope Test!**  
Hi Hope Test—my name is Michael O'Donnor and I am the Watertown University Admissions Counselor for our PharmD program.  
I'm pleased to welcome you to your personalized demo site. On this site, you can get all the info you need to discover how the Pharmacy program at Watertown University will help you achieve outstanding personal and professional success.  
Please explore your personal Watertown University website. Not only will you find relevant information for students of WatertownU, but you'll also get a sneak peek of some EMP system features that make your experience so unique.  
If you have any questions or want to set up a visit, you can contact me at (978) 875-5189 or send an email to [mooconnor@laison-well.com](mailto:mooconnor@laison-well.com).

**My Waterloo Checklist**  
Use this checklist started with Watertown University

- Review PharmCAS Application
- Meet with PharmCAS
- Arrange for Pre-arrival
- Arrange for lab electronically
- Download and review Student Handbook
- Review Application (click here)

You've completed 0%

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