



# Secret Shopping Your Student Inquiry Responses: Results of 2016 Inquiry Submissions

December 8th, 2016

# Agenda

- 1) Introductions
- 2) Reaching today's prospective students
- 3) The Inquiry Response Projects
- 4) Overall results
- 5) Graduate results & example
- 6) Undergraduate results & example
- 7) Questions and next steps

*Please submit questions on the GoToWebinar Control Panel.*

# Today's speakers



## **Suzanne Sharp**

Executive Director, Enrollment Management Consulting  
Former Higher Education Leader  
*(Stephens College, University of Missouri, Westminster College)*



## **Robert Ruiz**

VP for Strategic Enrollment  
Former Higher Education Leader  
*(University of Michigan, Tulane, Oklahoma State University  
College of Osteopathic Medicine, AACOM)*

# Liaison by the Numbers



- Founded 1991
- 300+ employees
- Headquartered in Boston, MA
- Locations: New York, Washington, DC
- Admissions and enrollment specialists



**1,200,000+**  
applications/yr

**5,200+**  
programs

**800+**  
campuses

**99%**  
retention

**35+**  
associations

**2+**  
decades experience



# A Glimpse at our reach (800+ Campuses)





Who are you marketing to...

Google

“Always On Generation”



# Reaching your prospects...

## 4 Keys to Success

- Immediate
- Relevant
- Automated
- Trackable





# Why speed matters

1. The odds of calling to contact a lead decrease by over 10 times in the first hour.

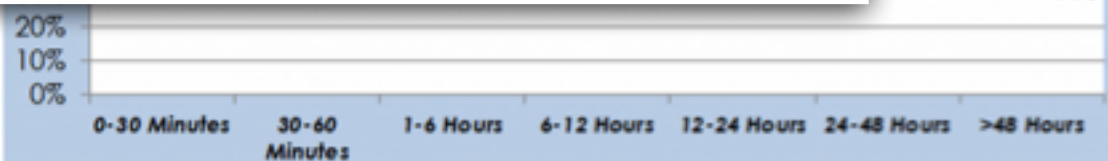
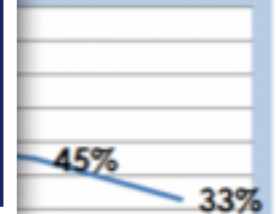
RESPONSE TIME FROM CREATION BY 5 MIN  
INITIAL DIALS TO LEADS THAT BECOME CONTACTED



# 25-50%

of sales go to the first responder

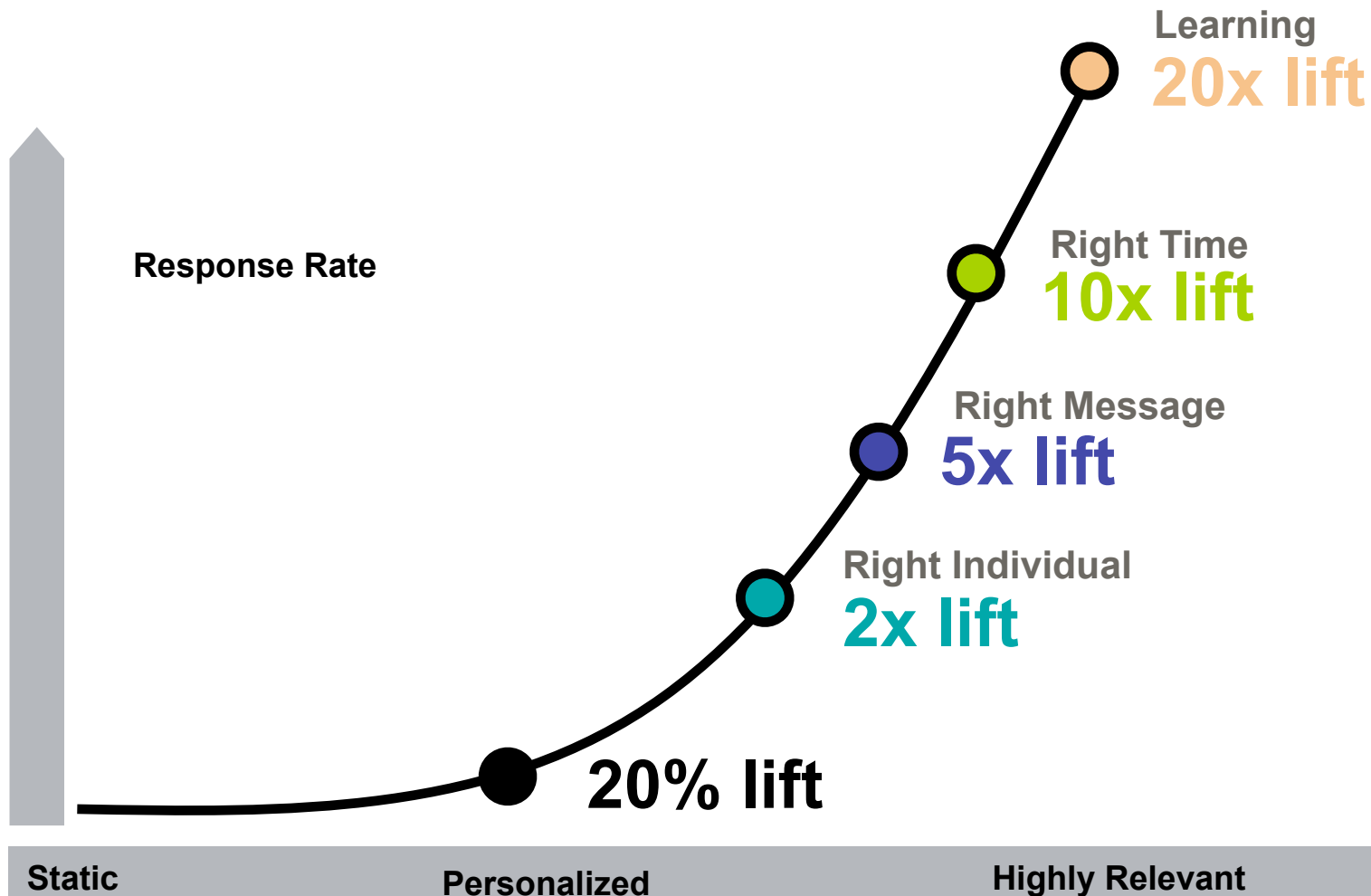
Conversion Rate



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



# Relevance drives response

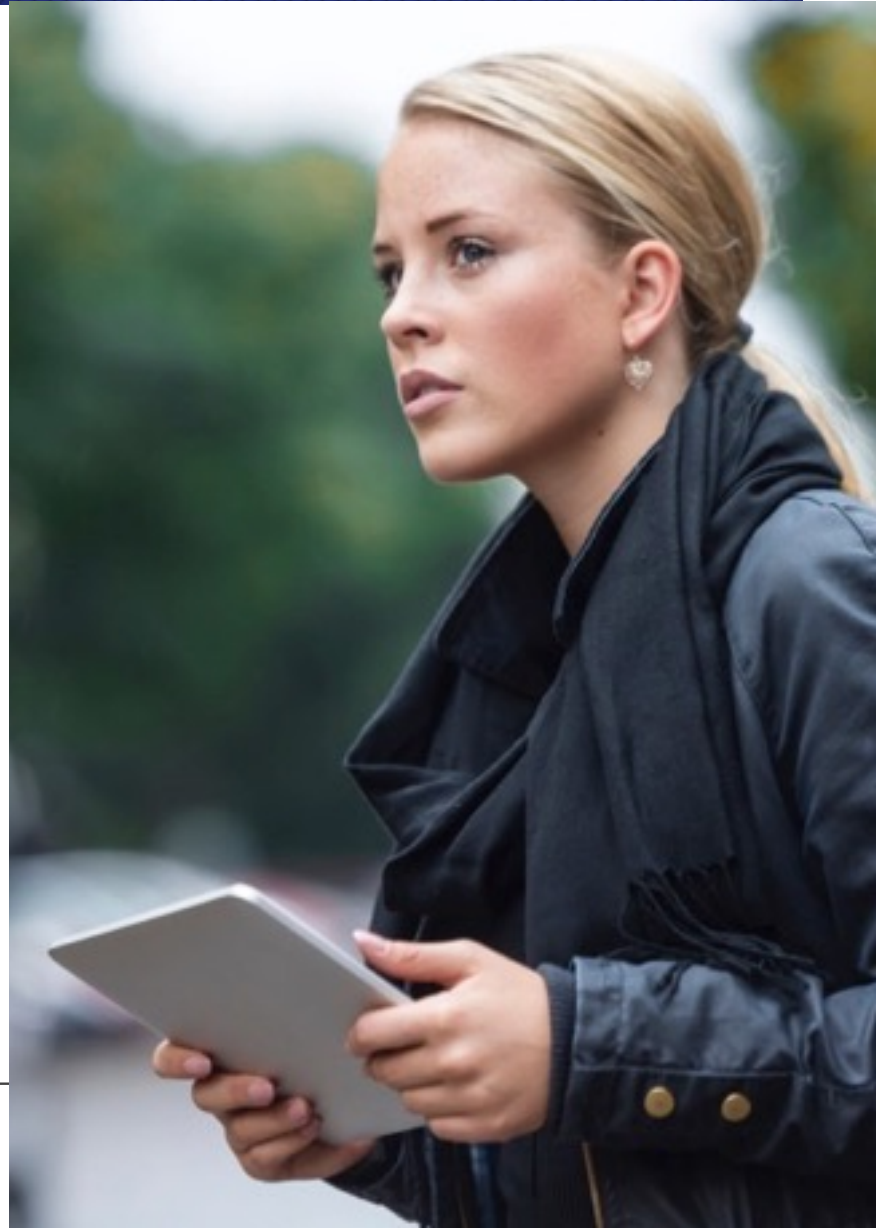


Source: Caslon & Company, 2012

# The inquiry response project

What happens when a prospective student fills out an inquiry form or request for information form?

- How **quick** is the response?
- How **relevant** is the response?
- What **channels** are used?

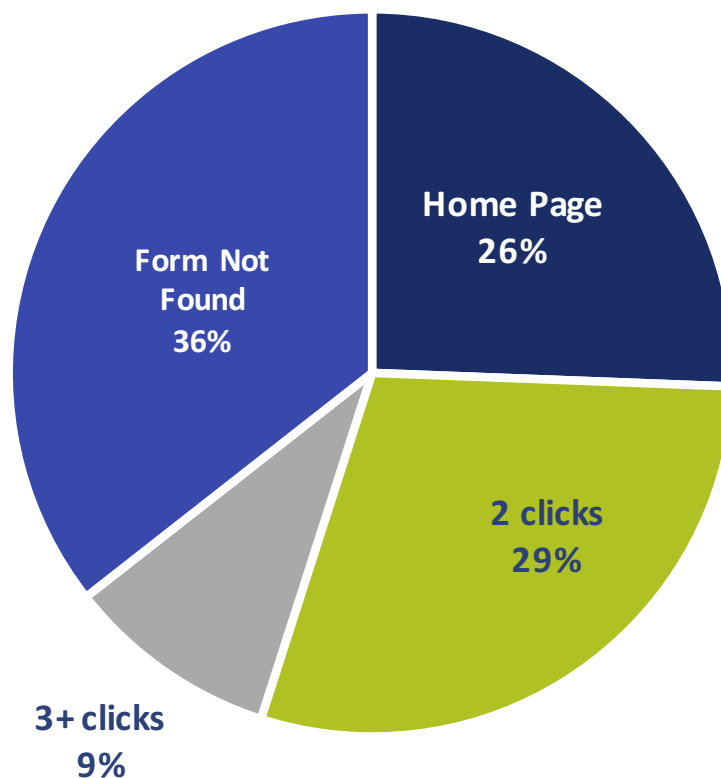


# The inquiry response project

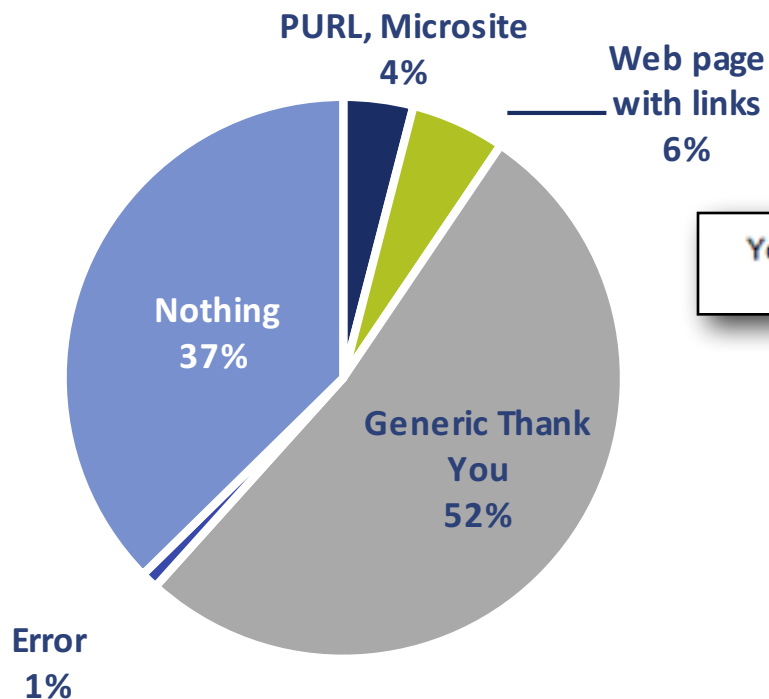
## What we did:

- Visited web pages for 1415 schools (NAGAP, CCCU, ACCU, random samples, LSAC, GMAC, WI independent and public schools)
- Searched for inquiry forms/ways to indicate interest
- Submitted inquiry forms and logged date and time
- Forms submitted January 2016 through August 2016
- Tracked responses from each school:
  - Emails - date, time, level of personalization, number sent
  - Print pieces - date received, level of personalization, type
  - Phone calls - date and type
- All results were compiled four weeks from respective date of inquiry

# Access to Request Information (Overall)



# Thank You Page (Overall)



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.

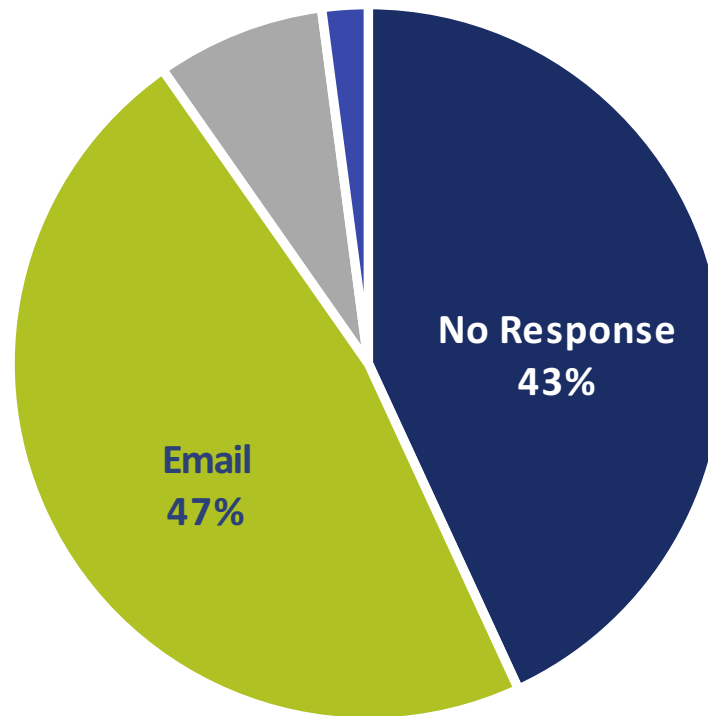
**Your form has been mailed.**

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

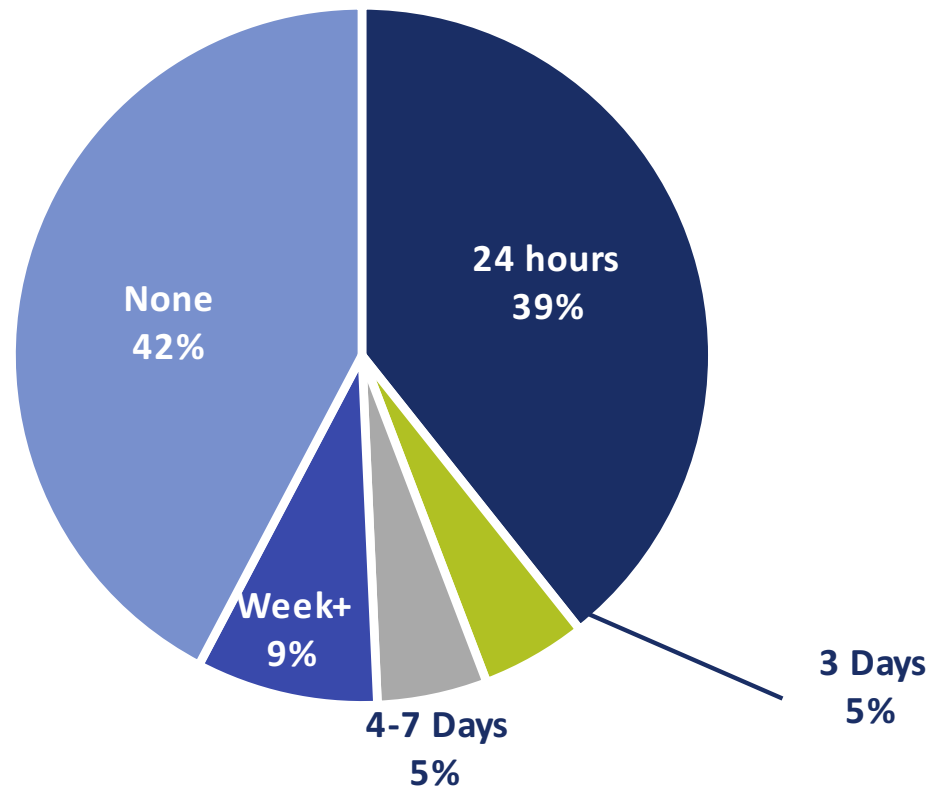


# Types of First Response (Overall)

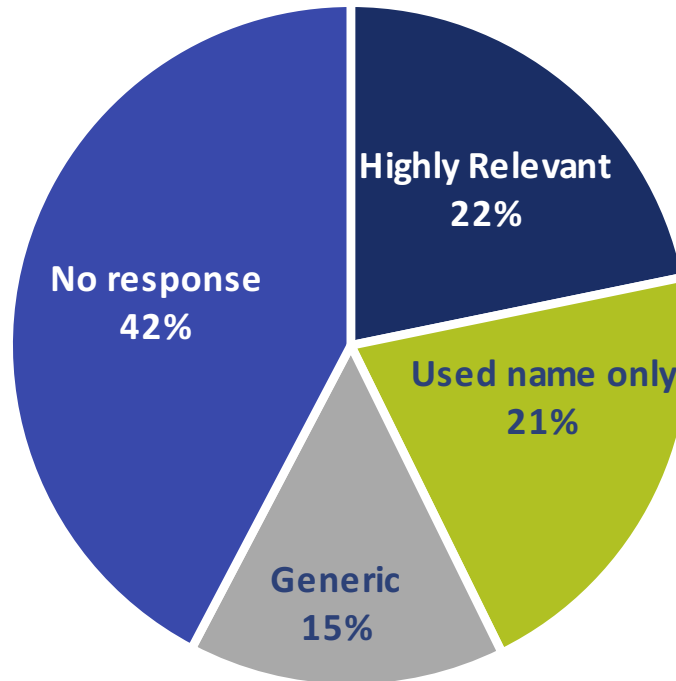
Print - 8%  
Phone - 2%



# First Response Time (Overall)



# First Response Relevancy (Overall)



# Sample Emails

Dear Dominique,

Congratulations, you have successfully created your [redacted] information account.

Your log in information is:

User Name: dominiqueperez98

(Password excluded for security reasons)

Please keep your user name and password in a

You can also edit your profile at any time by following [admission@\[redacted\]](mailto:admission@[redacted]) or by calling [redacted] admission process.

Hello Dominique!

Thank you for your interest in [redacted]. My name is Thomas and I am an Admissions counselor at Belmont Abbey College that reads applications and works with students from your area. If you have any questions about the application process, Belmont Abbey College in general, or our scholarship opportunities, please do not hesitate to email or call me at any time.

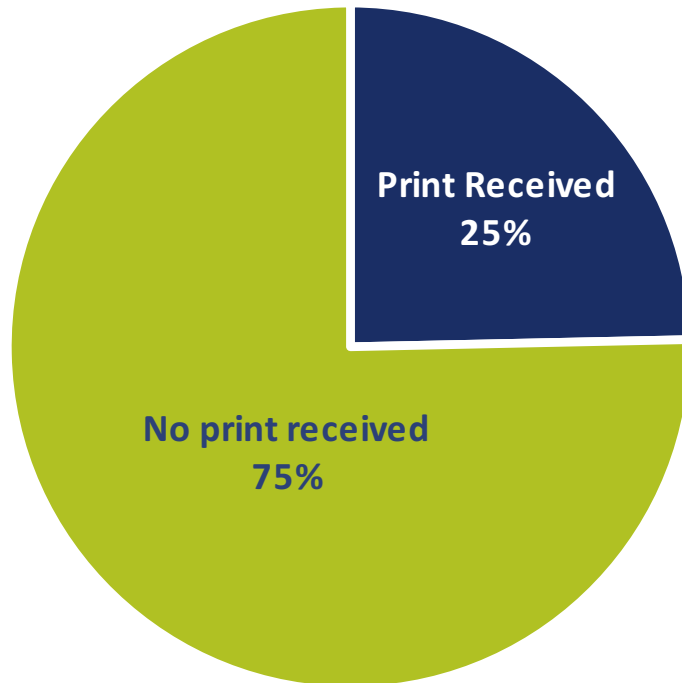
[redacted] small, private, Catholic, liberal arts institution rooted in the Benedictine tradition and is home to around 900 traditional students. At the Abbey, we offer 14 major fields of study that prepares students to lead lives of integrity, succeed professionally, and become engaged citizens. [redacted] consistently ranked as one of the best colleges in the south and was recently ranked as a "Top-Tier" institution by the *U.S. News and World Report*. For complete list of our majors, minors and concentrations, please visit the [\[redacted\] college website](#).

At [redacted], students have the opportunity educate themselves in body mind and spirit. Students can involve themselves in one or more of our [29 clubs and organizations](#), [campus ministry](#) or [Greek Life](#). We also have a number of [activities and events](#) that occur both on and off campus throughout the academic year including the annual President's Ball, Abbey's Got Talent and trips to the U.S. National White Water Center. [redacted] diverse and welcoming student body creates a home for everyone!

We hope that you will visit soon and experience the close-knit community that [redacted] college has to offer. Please contact me by email or phone at [704-461-7005](tel:704-461-7005) with any questions you have about the [redacted].

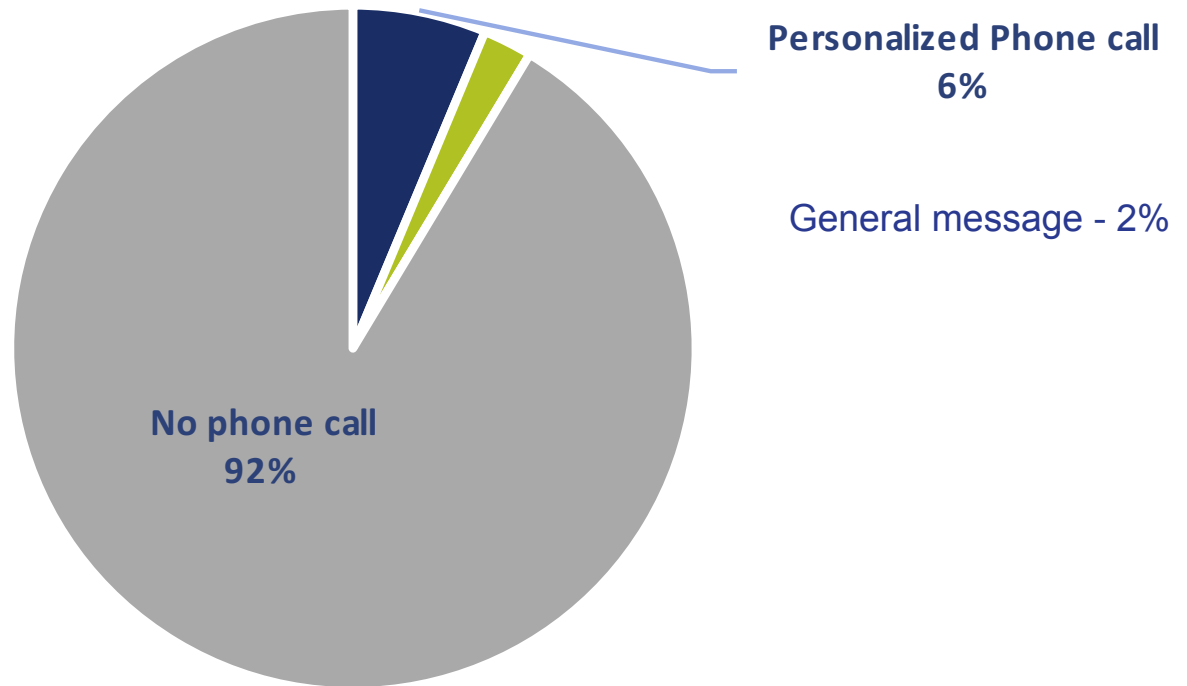
All The Best,

# Print Received (Overall)

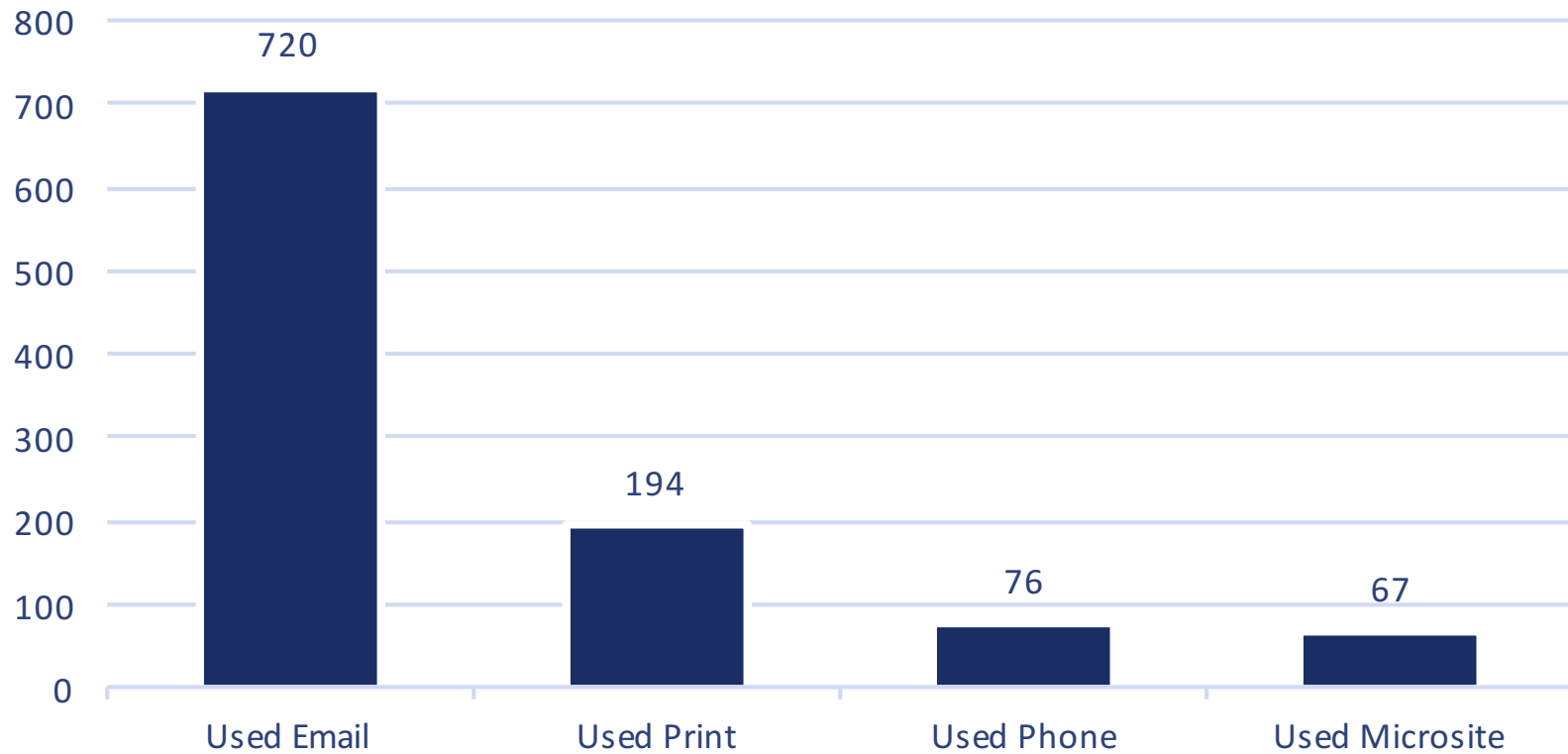




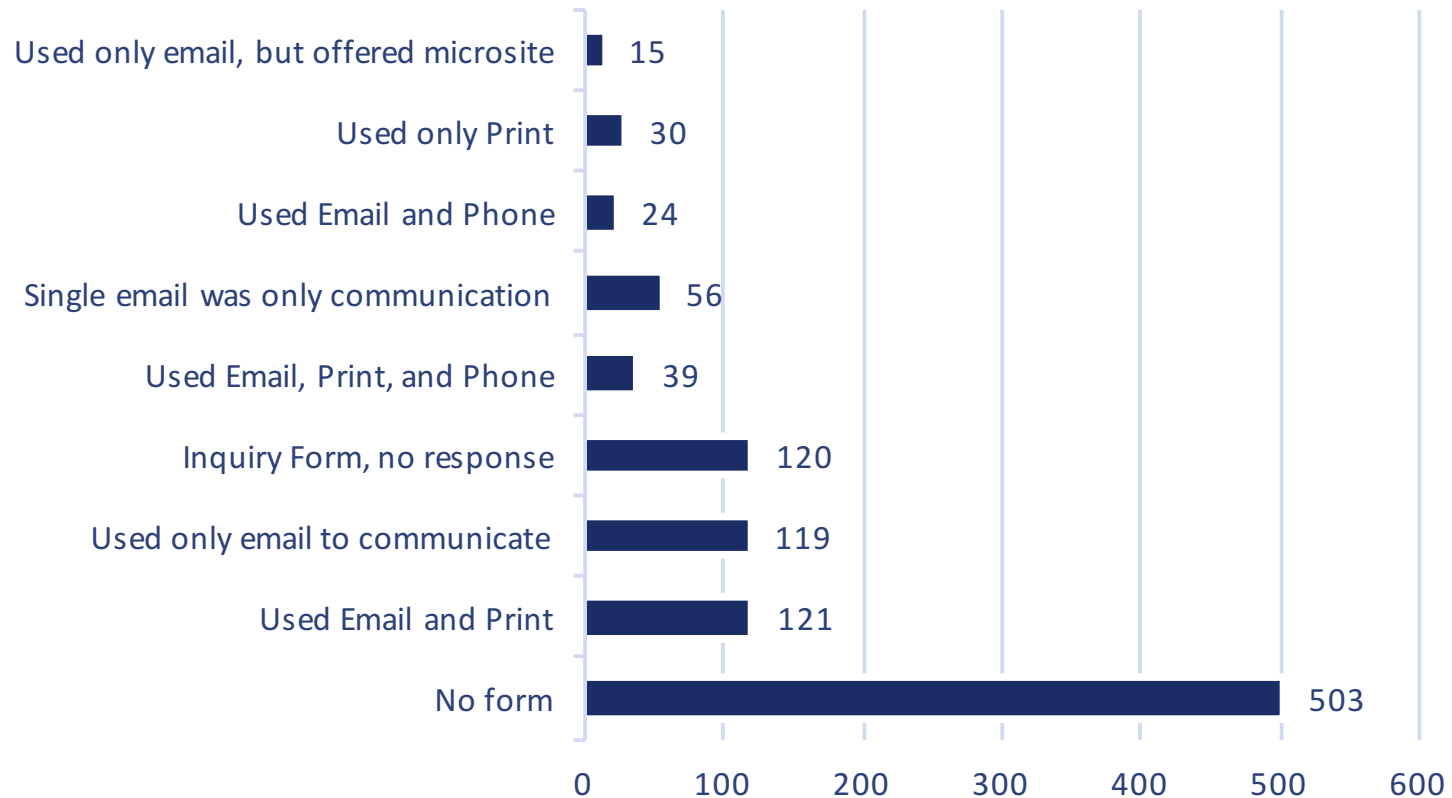
# Phone Response (Overall)



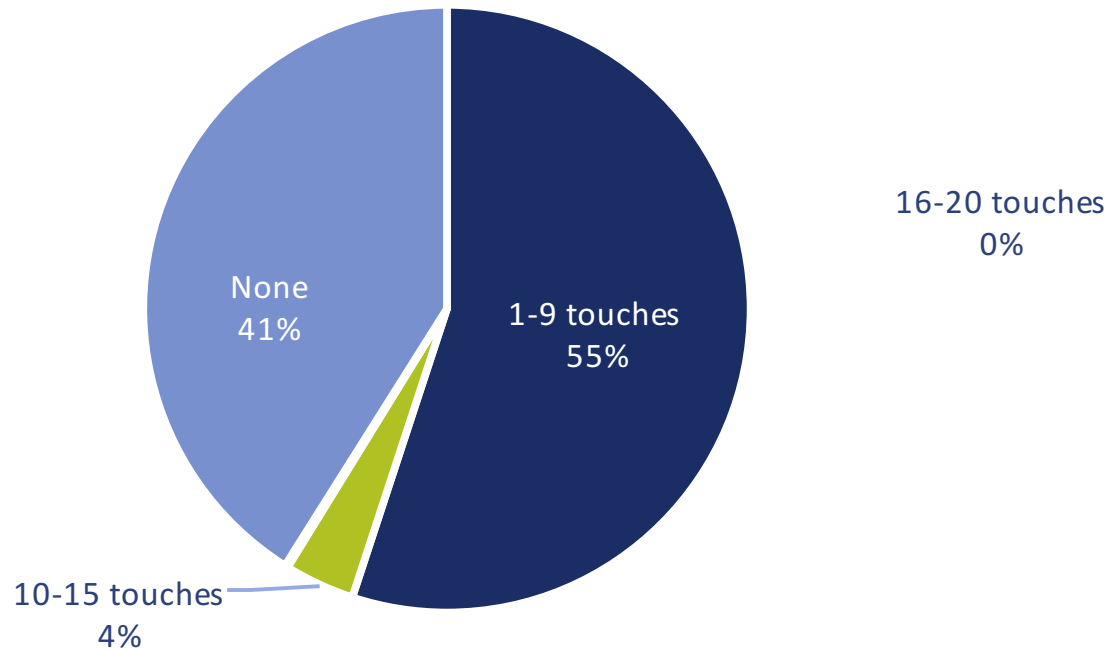
# Channels Used (Overall)

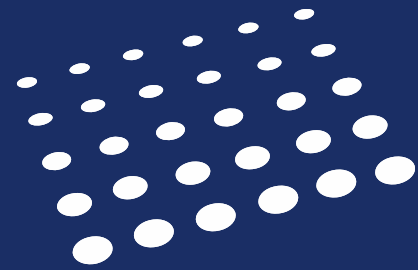


# Combined Channels Used (Overall)



# Total Touches (Overall)





# Results of Graduate Inquiry Responses



# Graduate School Inquiries

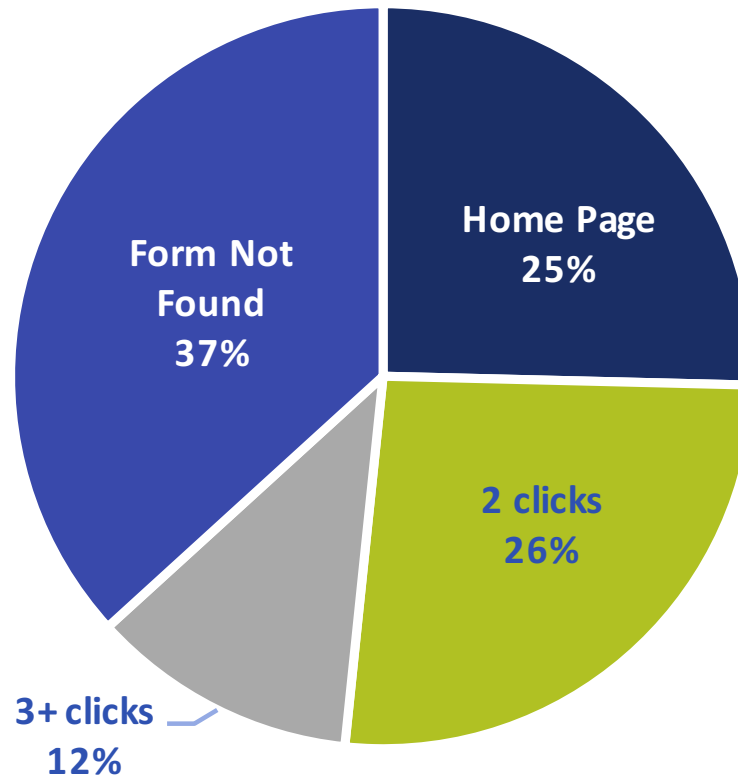
- Visited web pages for 457 schools on the NAGAP membership list
- Did not seek specific graduate programs; started on school web page and looked for ways to submit information for graduate programs

# Graduate School Inquiries

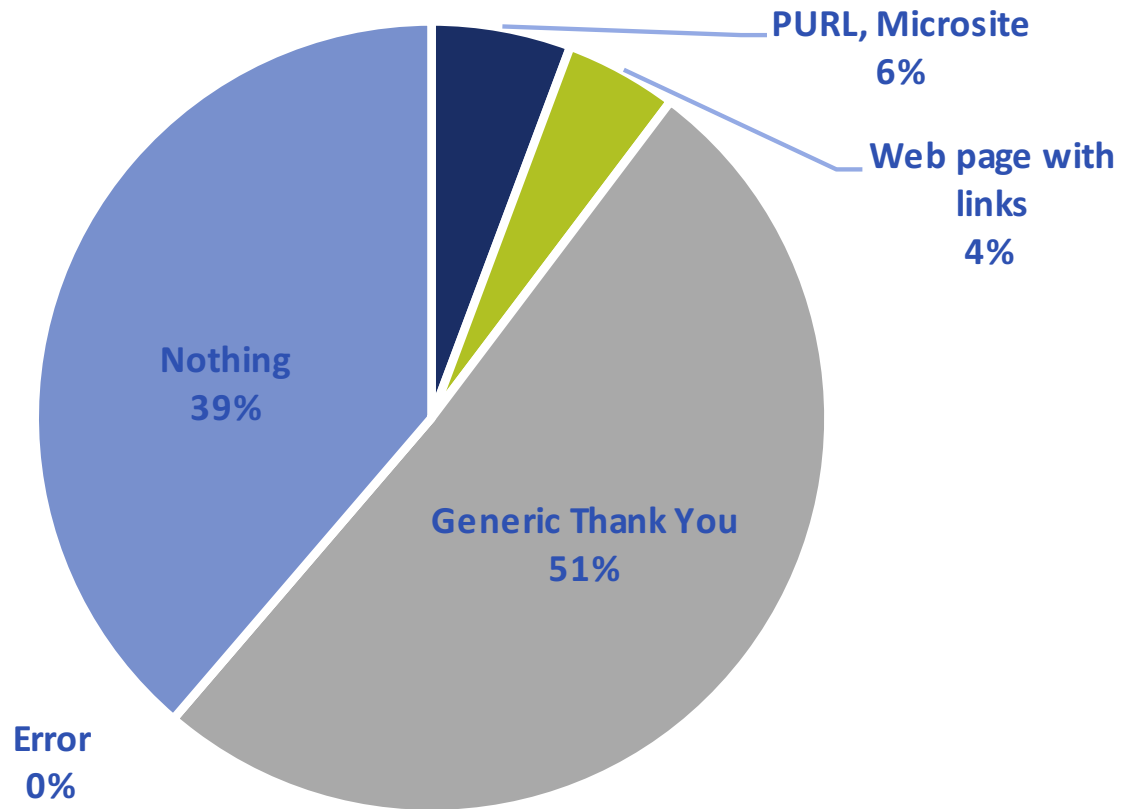
## Key Observations:

- **22** Schools did not respond to our request for information (within the 4 weeks of tracking)
- We could not find a “request information” form for graduate programs on **169** school sites
- **33%** of the schools sent an email *within an hour*
- **Less than half (45%)** of the schools responded within 24 hours
- We received print from only **19%** (about 87 schools)

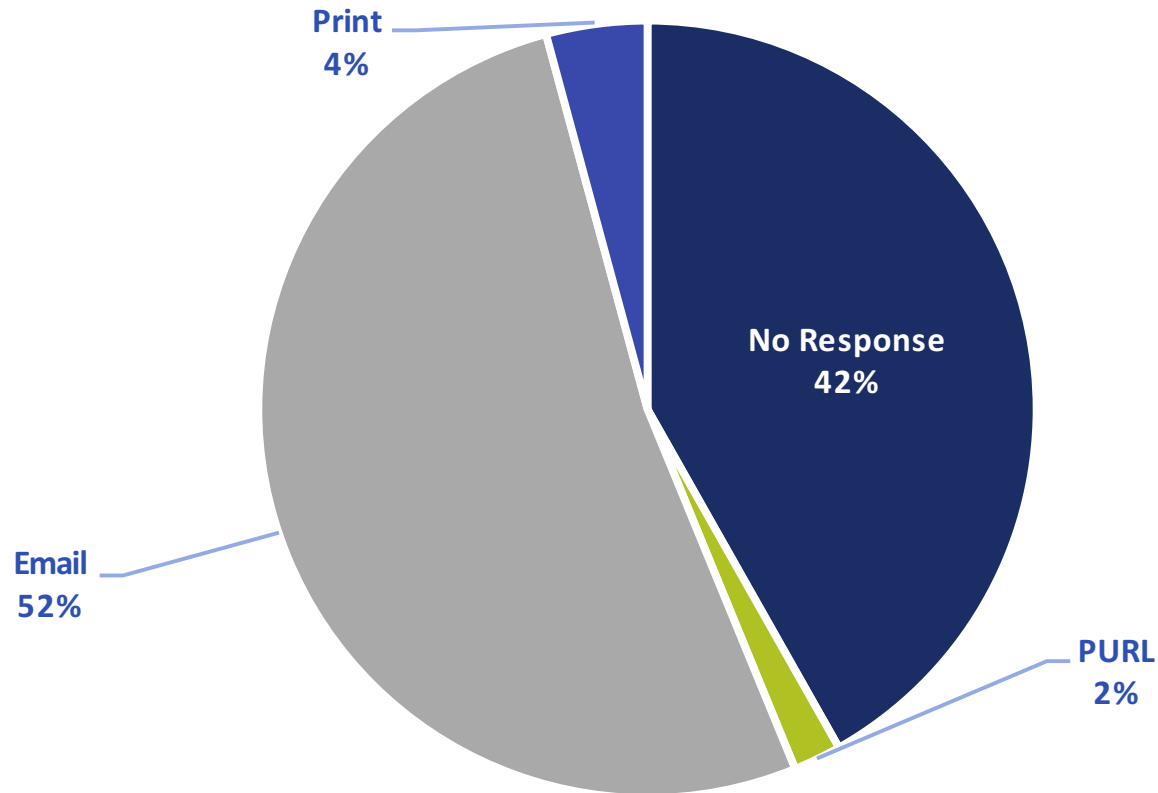
# Access to Request Information (Graduate)



# Thank You Page (Graduate)

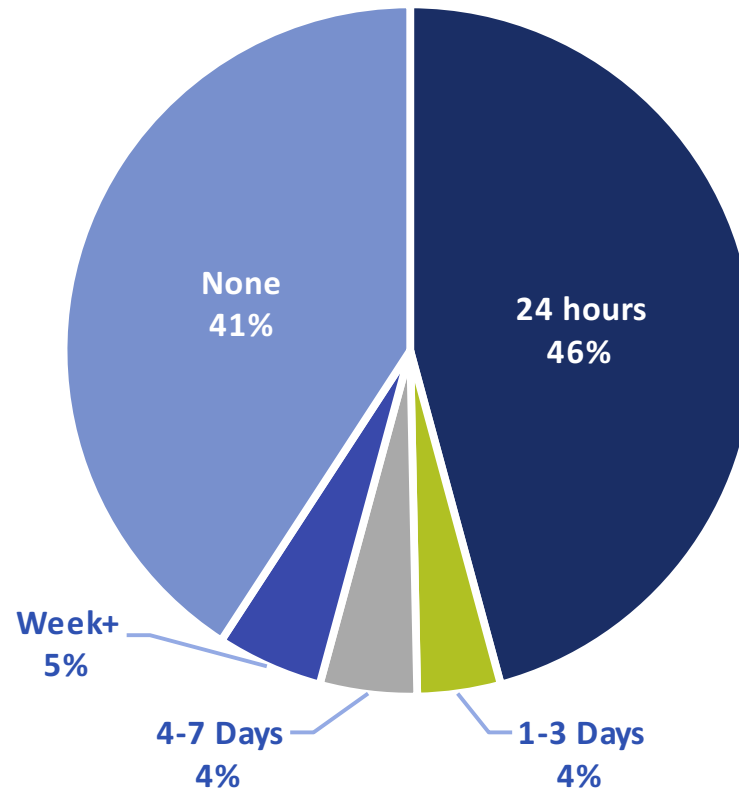


# Types of First Response (Graduate)

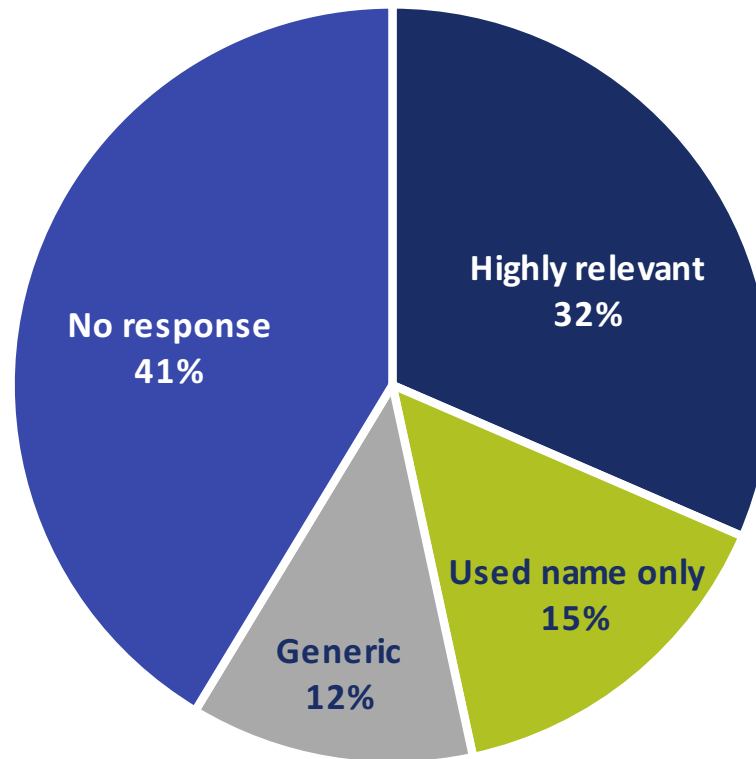




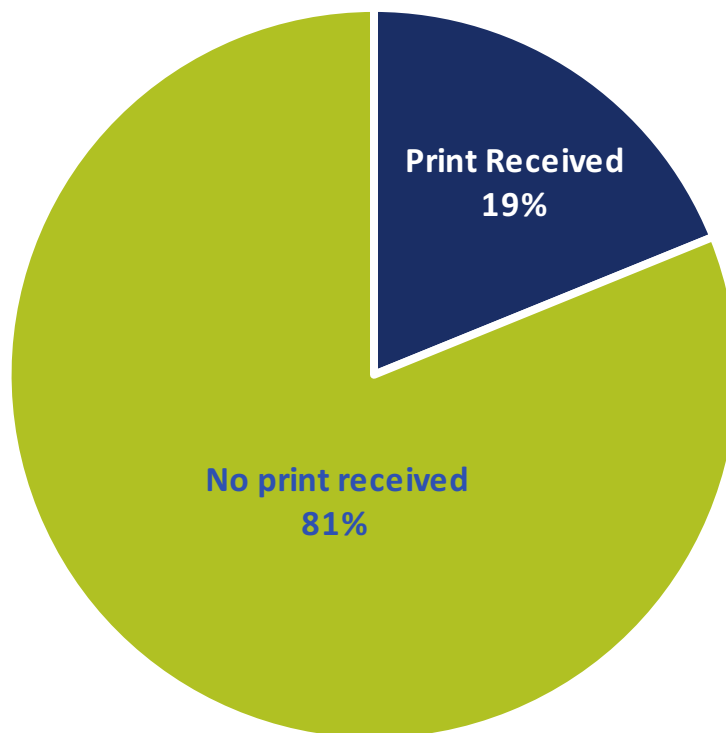
# First Response Time (Graduate)



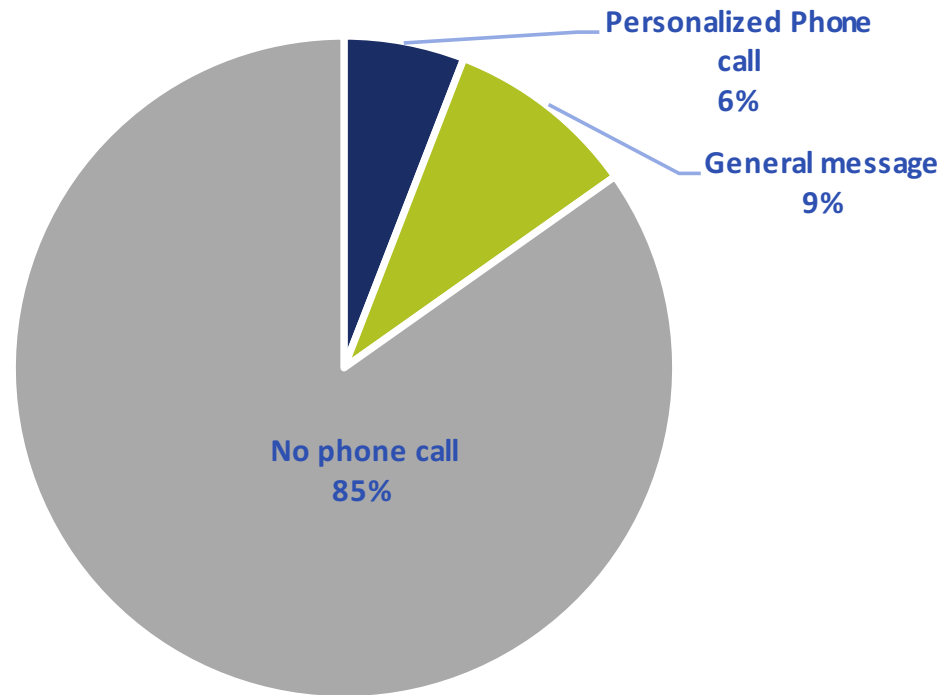
# First Response Relevancy (Graduate)



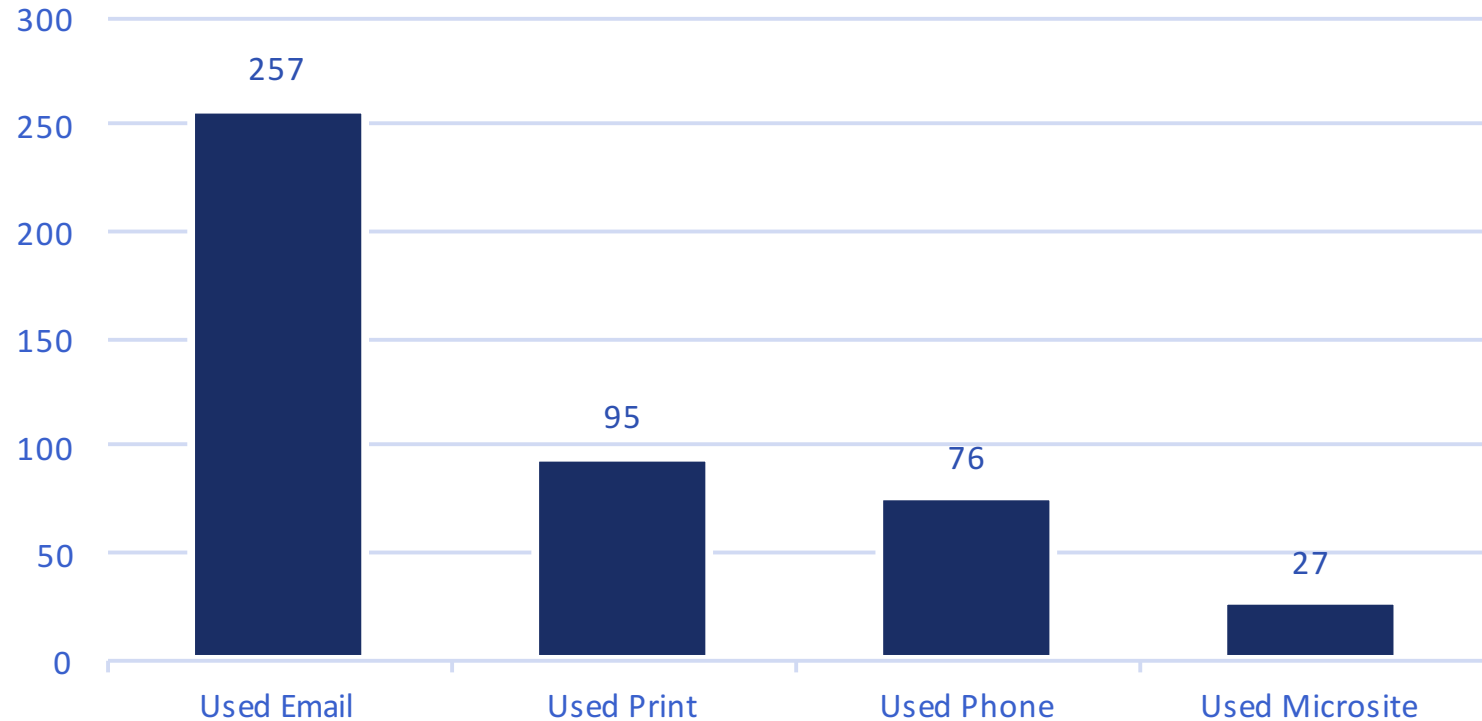
# Print Received (Graduate)



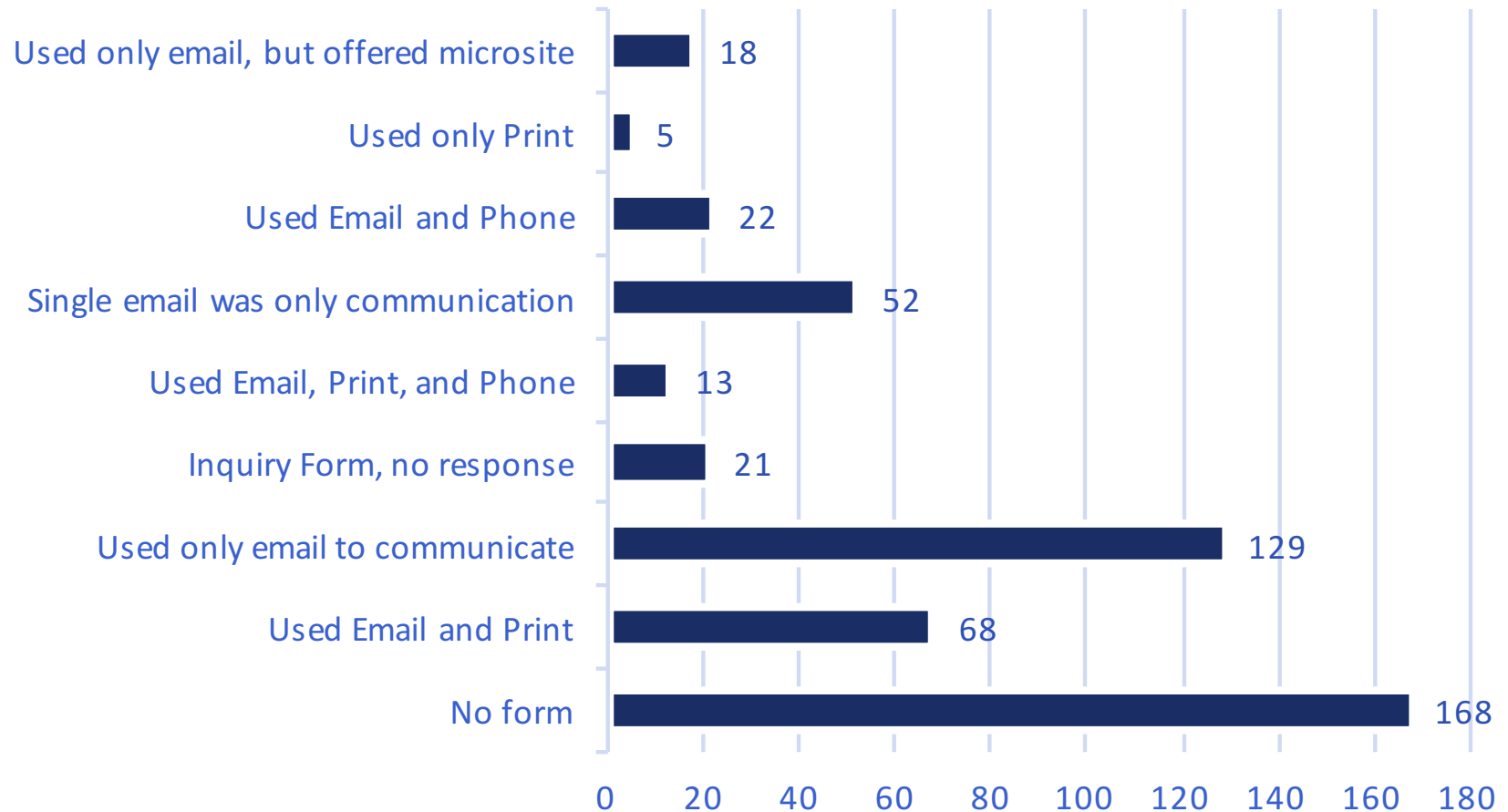
# Phone Response (Graduate)



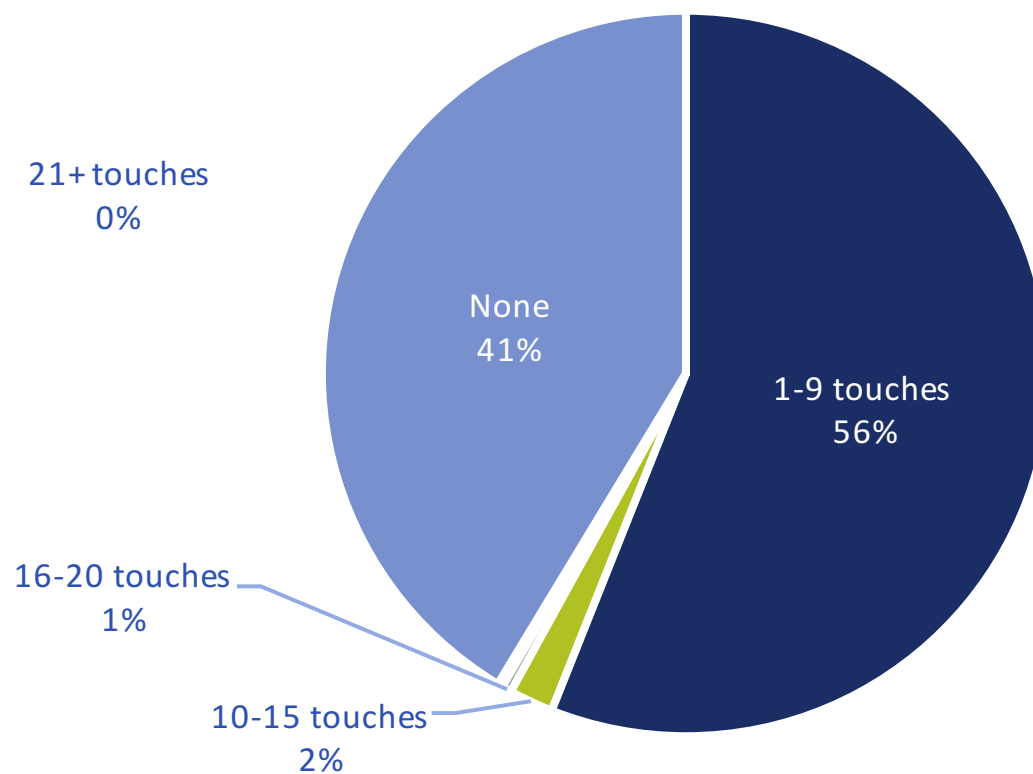
# Channels Used (Graduate)



# Combined Channels Used (Graduate)



# Total Touches (Graduate)



# Requesting info

First impression when  
requesting information  
at BU College of  
Communication

## Discover Your Passion at BU College of Communication

Fill out this form so we can tell you everything you want to know about COM. And rest assured, your information will be stored securely, and will never be shared or sold. The fields with an asterisk (\*) must be filled in.

Email \*

First Name \*

Last Name \*

Zip/Postal Code \*   
We infer city and state from the zip code.

Address Line 1 \*   
Mailing Address

Address Line 2   
Mailing Address

Country \*

Entry Year \*   
The year in which you wish to start

Program \*

Primary Phone

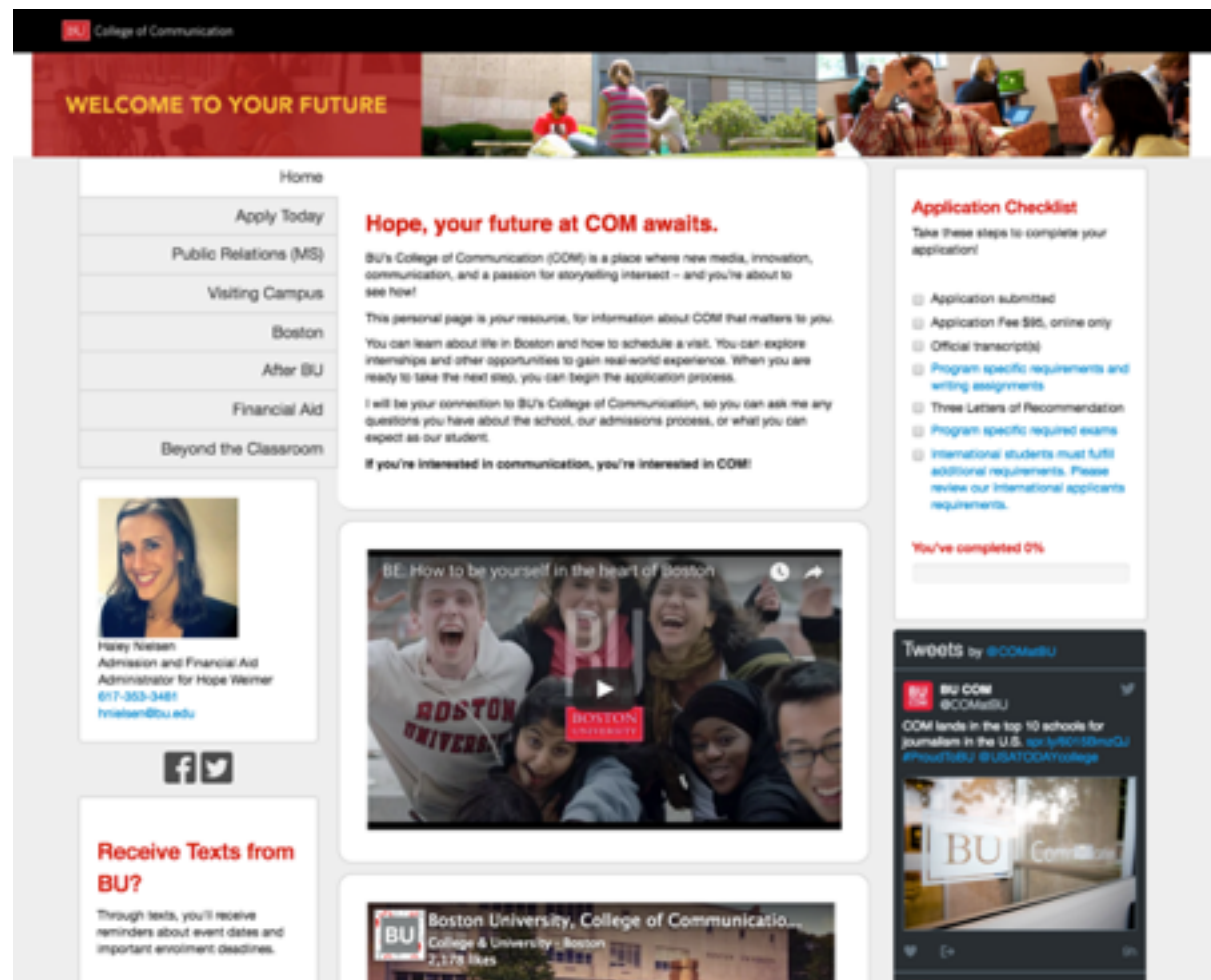
☐ I'd like to receive text and voice messages to this number and I have read the [opt-in policy](#).





# Response page

- Microsites/  
Personalized URLs  
(PURLs)
- All interactions are  
tracked
- Instant response  
24/7
- Variable video
- Social media  
integration
- Content managed

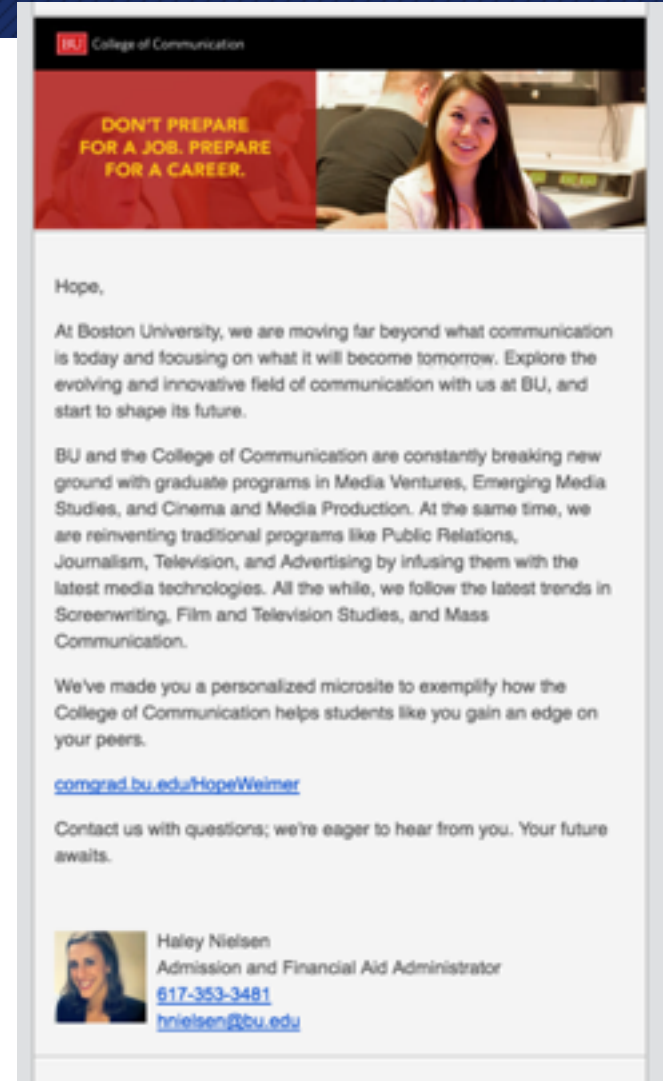


# Email, Text, Phone

## Email:

- Target the right people with the right message
- Responsive design templates
- Variable, self-launching campaigns
- Trackable open and click-through rates

## Text & Voice



# Personalized print-on-demand

## Traditional Print:

The same message to everyone



## Digital Print:

Personalized message to each prospect



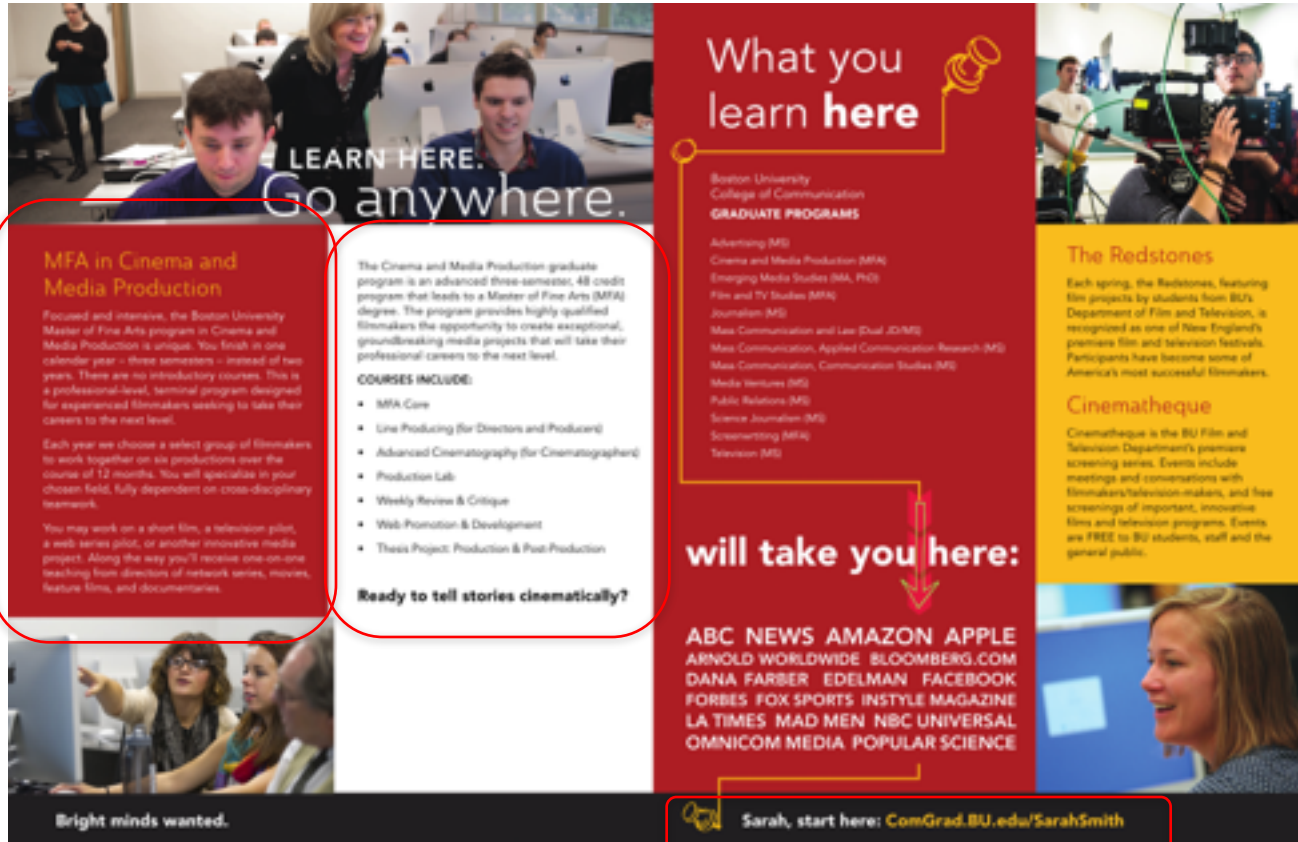
# Reach your market with **DIGITAL** Print



**Boston University**  
**Cinema & Media Production (MFA)**  
College of Communication

**SARAH, START LIVING YOUR CAREER, EVEN BEFORE YOU  
LAUNCH IT.**

# Reach your market with **DIGITAL** Print



## LEARN HERE. Go anywhere.

### MFA in Cinema and Media Production

Focused and intensive, the Boston University Master of Fine Arts program in Cinema and Media Production is unique. You finish in one calendar year - three semesters - instead of two years. There are no introductory courses. This is a professional-level, terminal program designed for experienced filmmakers seeking to take their careers to the next level.

Each year we choose a select group of filmmakers to work together on six productions over the course of 12 months. You will specialize in your chosen field, fully dependent on cross-disciplinary teamwork.

You may work on a short film, a television pilot, a web series pilot, or another innovative media project. Along the way you'll receive one-on-one coaching from directors of network series, movies, feature films, and documentaries.

**The Cinema and Media Production graduate program is an advanced three-semester, 48 credit program that leads to a Master of Fine Arts (MFA) degree. The program provides highly qualified filmmakers the opportunity to create exceptional, groundbreaking media projects that will take their professional careers to the next level.**

**COURSES INCLUDE:**

- MFA Core
- Line Producing (for Directors and Producers)
- Advanced Cinematography (for Cinematographers)
- Production Lab
- Weekly Review & Critique
- Web Promotion & Development
- Thesis Project: Production & Post-Production

**Ready to tell stories cinematically?**

## What you learn here

Boston University  
College of Communication  
**GRADUATE PROGRAMS**

- Advertising (MS)
- Cinema and Media Production (MFA)
- Emerging Media Studies (MA, PhD)
- Film and TV Studies (MFA)
- Journalism (MS)
- Mass Communication and Law (Dual JD/MS)
- Mass Communication, Applied Communication Research (MS)
- Mass Communication, Communication Studies (MS)
- Media Ventures (MS)
- Public Relations (MS)
- Science Journalism (MS)
- Screenwriting (MFA)
- Television (MS)

## will take you here:

ABC NEWS AMAZON APPLE  
ARNOLD WORLDWIDE BLOOMBERG.COM  
DANA FARBER EDELMAN FACEBOOK  
FORBES FOX SPORTS INSTYLE MAGAZINE  
LA TIMES MAD MEN NBC UNIVERSAL  
OMNICOM MEDIA POPULAR SCIENCE

### The Redstones

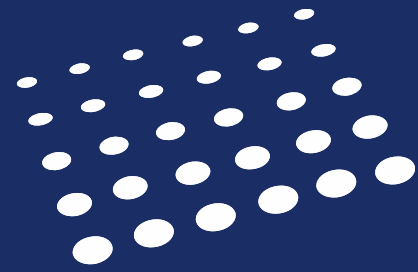
Each spring, the Redstones, featuring film projects by students from BU's Department of Film and Television, is recognized as one of New England's premiere film and television festivals. Participants have become some of America's most successful filmmakers.

### Cinematheque

Cinematheque is the BU Film and Television Department's premiere screening series. Events include meetings and conversations with filmmakers/television-makers, and free screenings of important, innovative films and television programs. Events are FREE to BU students, staff and the general public.

**Bright minds wanted.**

Sarah, start here: [ComGrad.BU.edu/SarahSmith](http://ComGrad.BU.edu/SarahSmith)



# Results of Undergraduate Inquiry Responses



# Undergraduate School Inquiries

- Visited web pages for 579 undergraduate schools
  - Council for Christian Colleges and Universities
  - Association for Catholic Colleges and Universities
  - Random selection of non-religious affiliated small schools from U.S. News Rankings

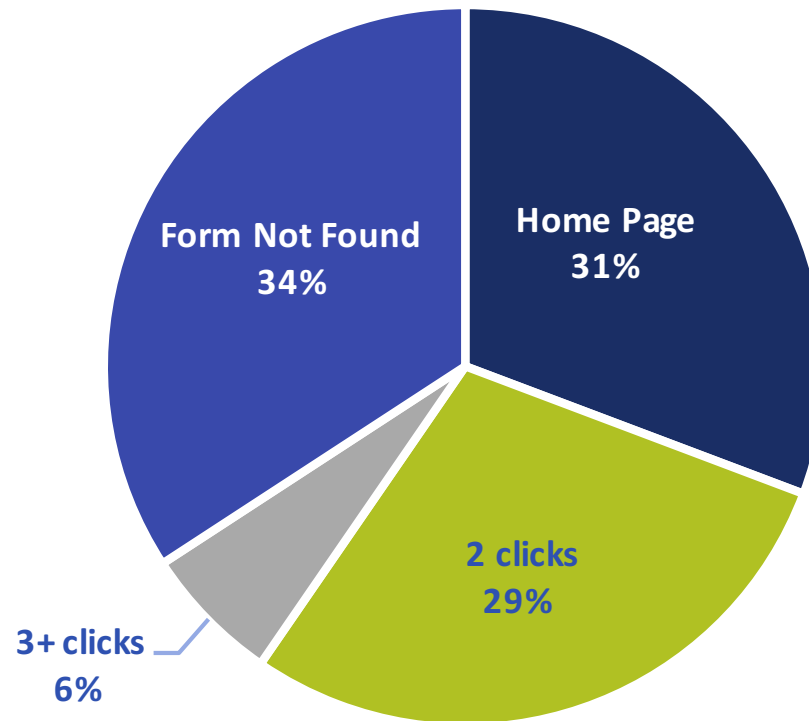
# Undergraduate School Inquiries

## Key observations

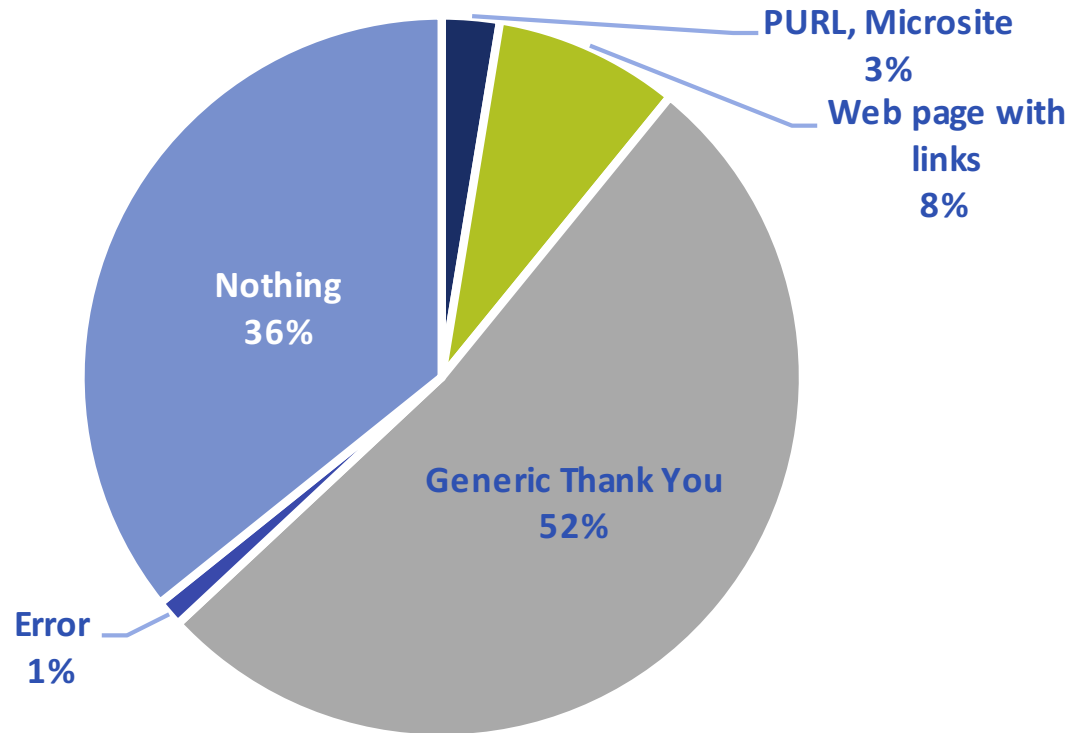
- **9%** of the schools we inquired with did not send a response within four weeks
- Just **under half (46%)** of the schools response within 24 hours
- Only **12%** of the schools responded with high relevance
- More undergraduate inquiries receive print than graduate



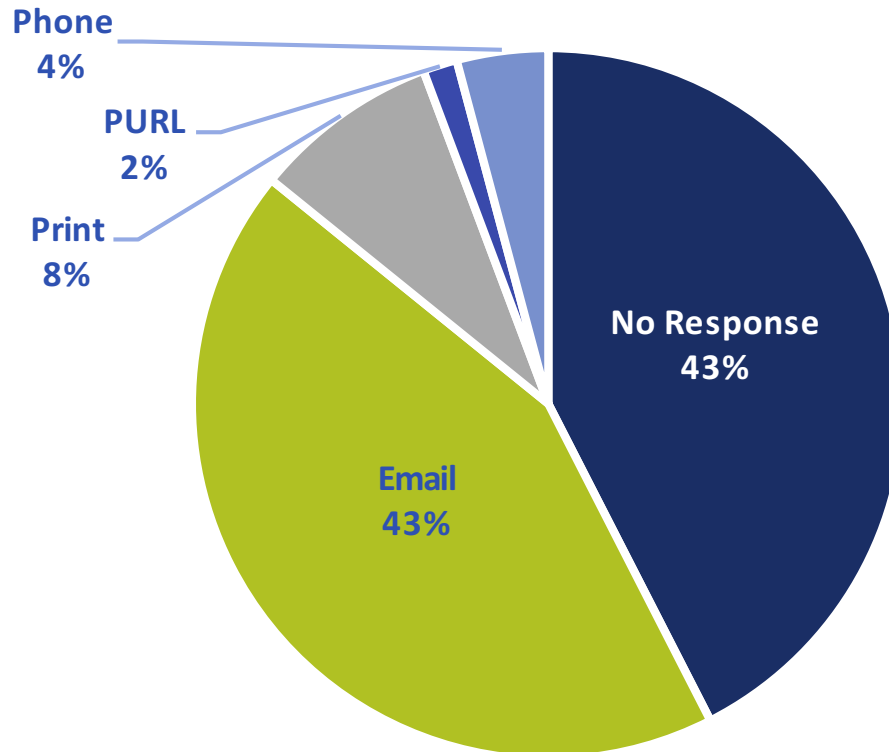
# Access to Request Information (Undergraduate)



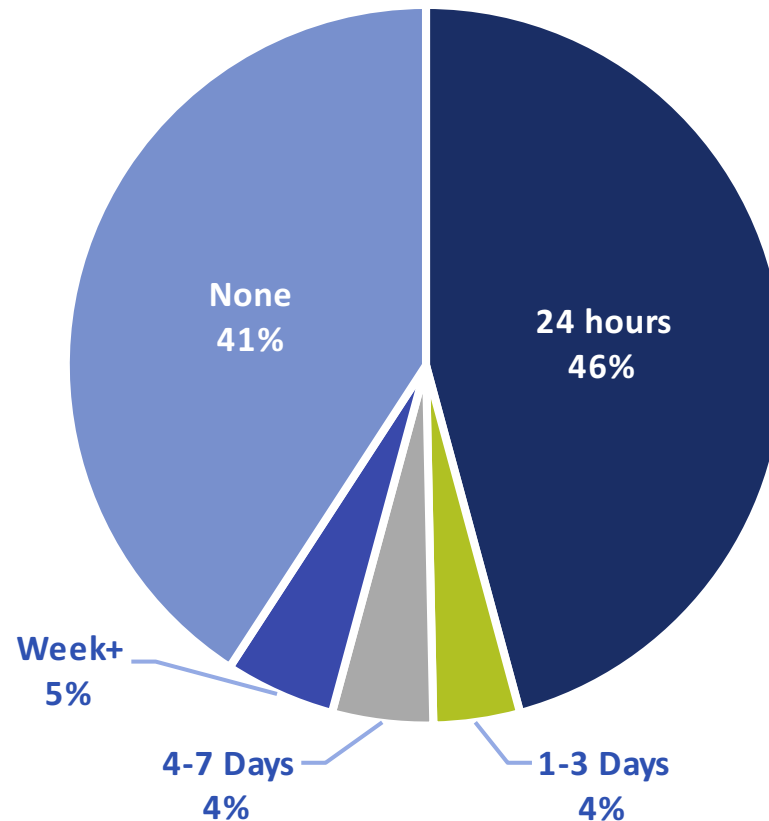
# Thank You Page (Undergraduate)



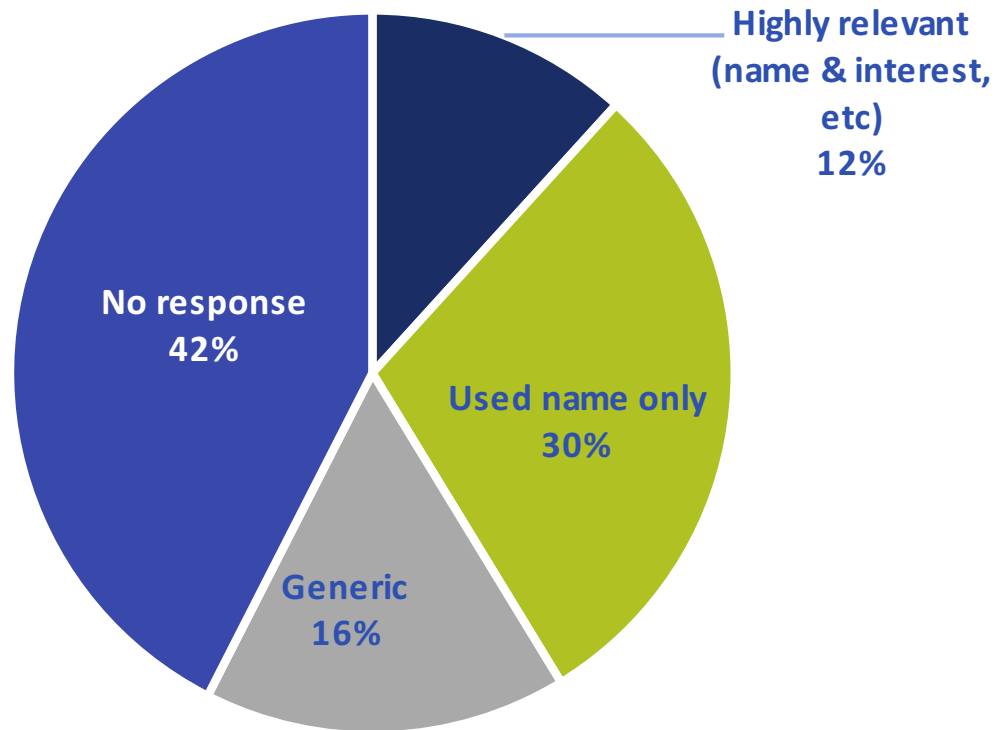
# Types of First Response (Undergraduate)



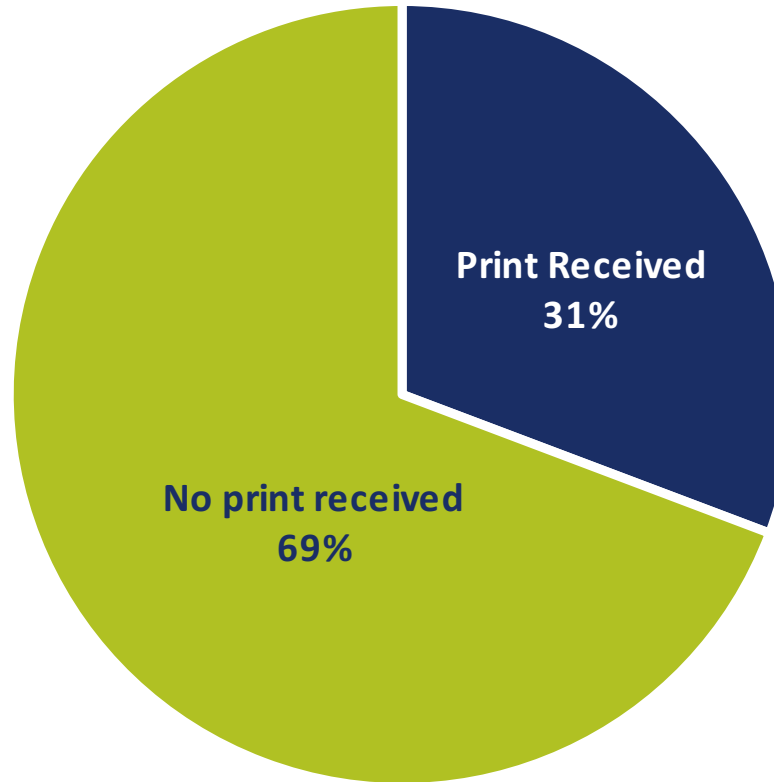
# First Response Time (Undergraduate)



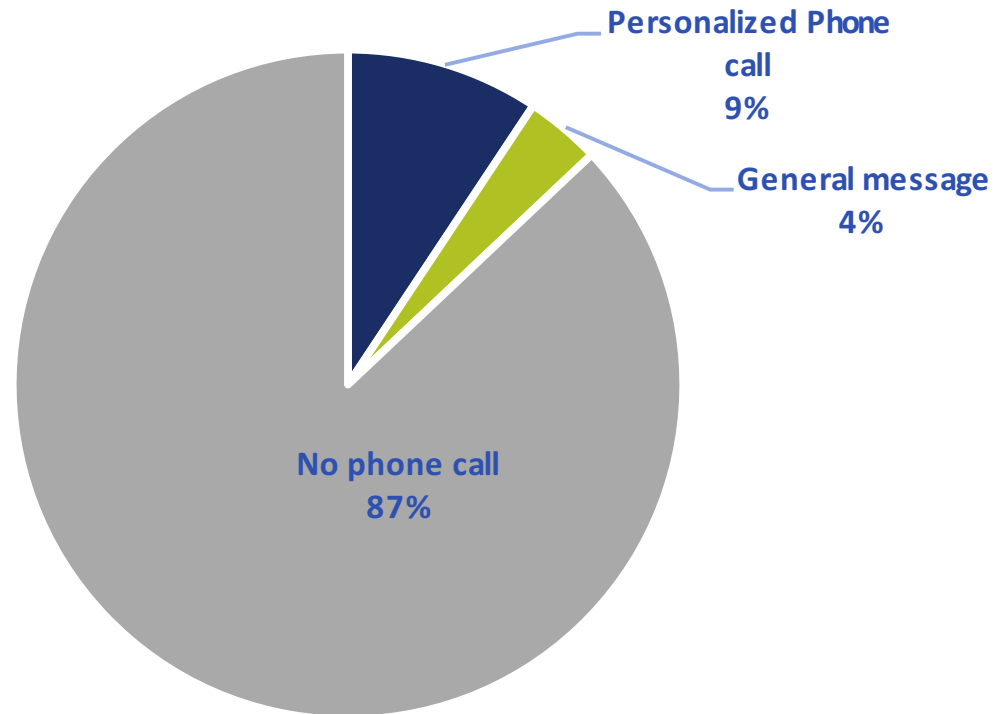
# First Response Relevancy (Undergraduate)



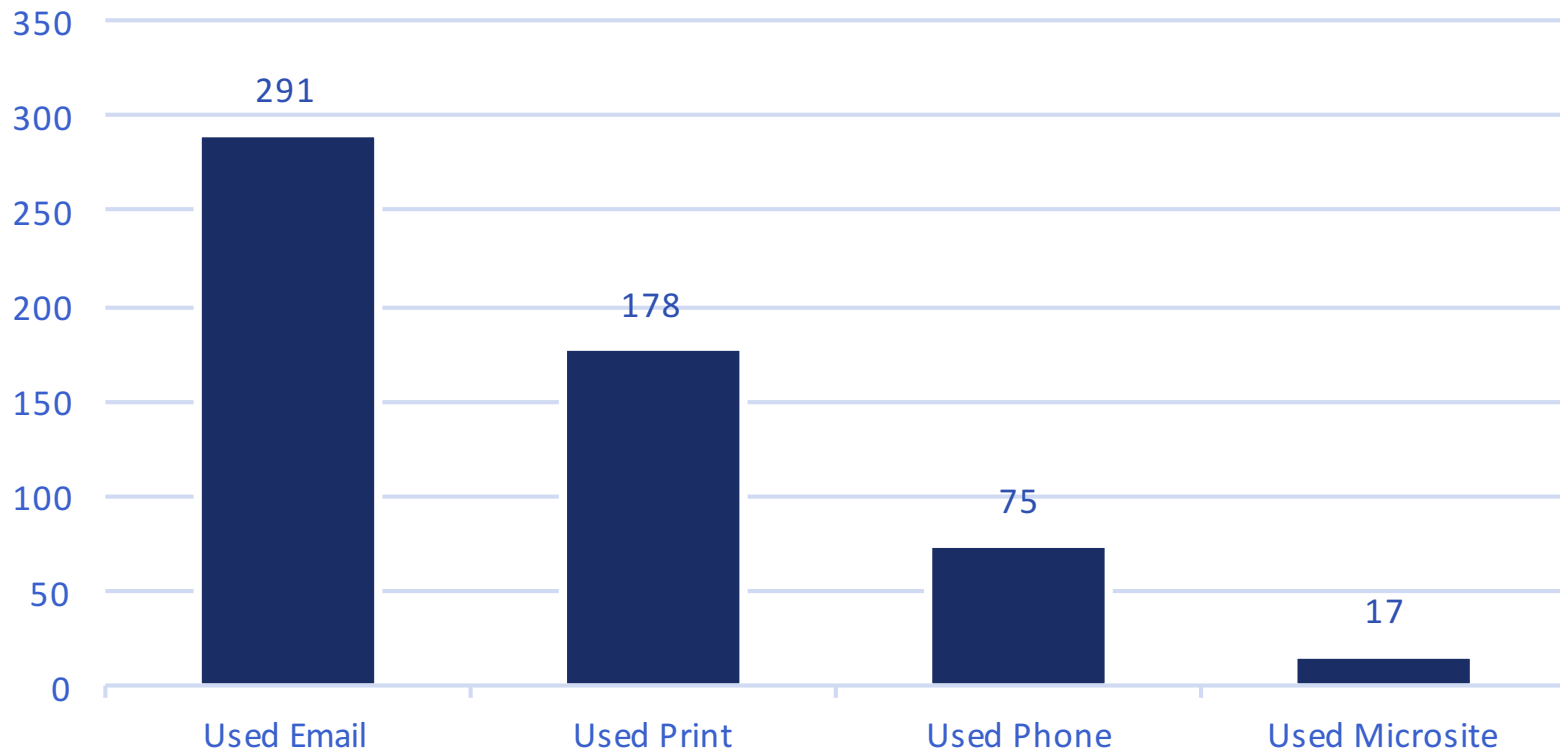
# Print Received (Undergraduate)



# Phone Response (Undergraduate)

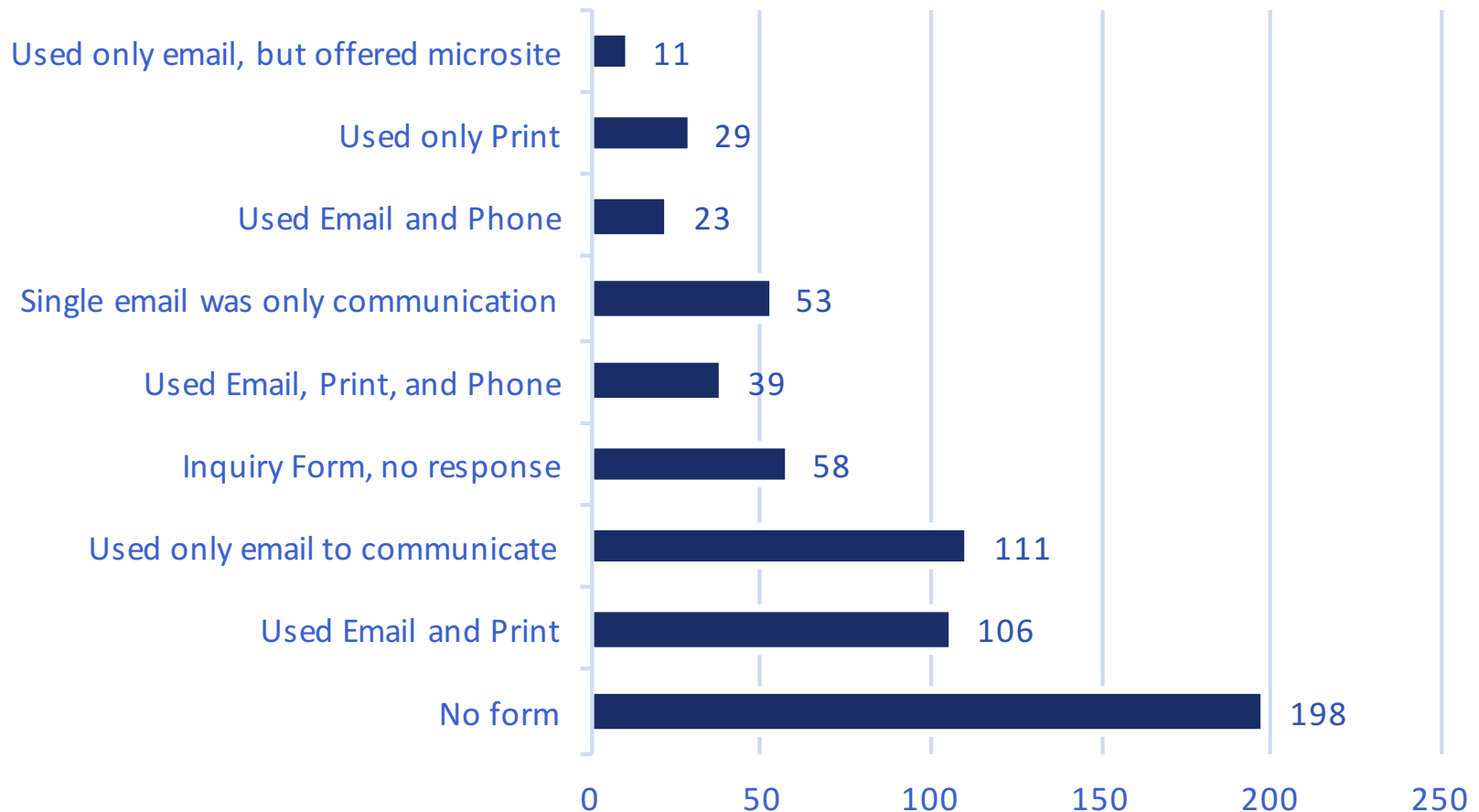


# Channels Used (Undergraduate)

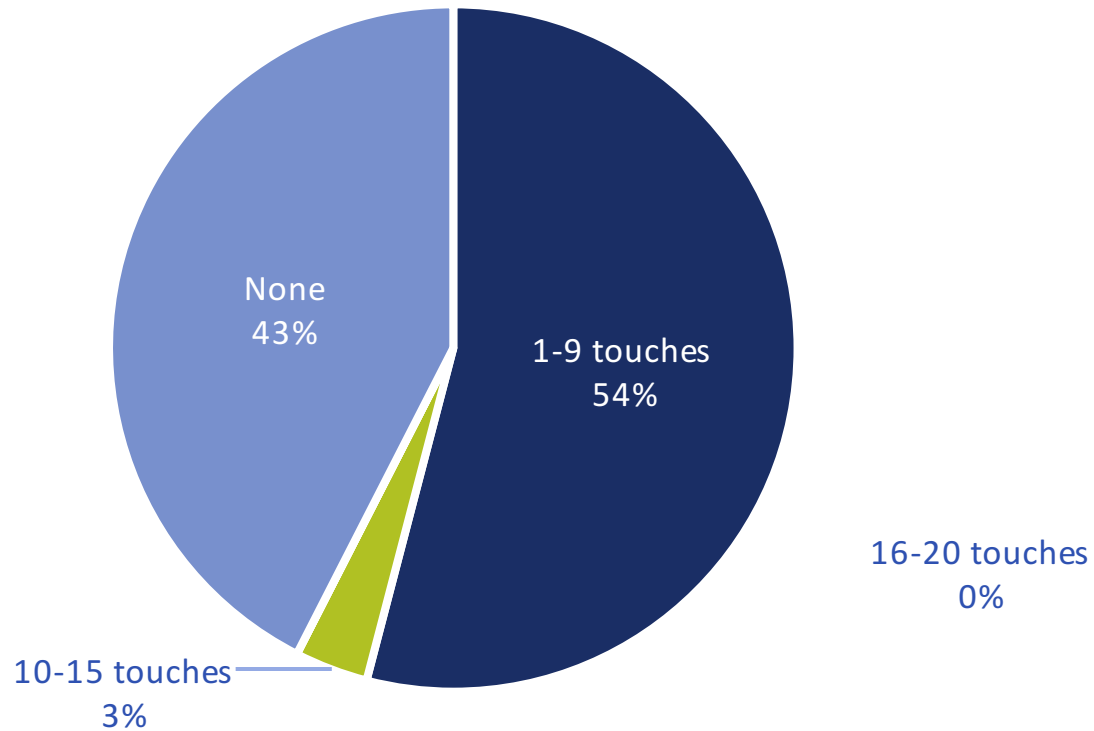




# Combined Channels Used (Undergraduate)



# Total Touches (Undergraduate)



# Inquiry experience at MSU Mankato

## Take the first step on your Maverick experience

Fill out this short form to begin your journey with Minnesota State University, Mankato, where your big ideas meet real-world thinking. Once you complete this form, you'll be taken to a personalized website where you can learn much more about Minnesota State Mankato—from our majors to our community to our outstanding financial aid.

Your information will be stored securely by MNSU and will never be shared or sold.

### Basic Information Who are you

Email \*

Major \*

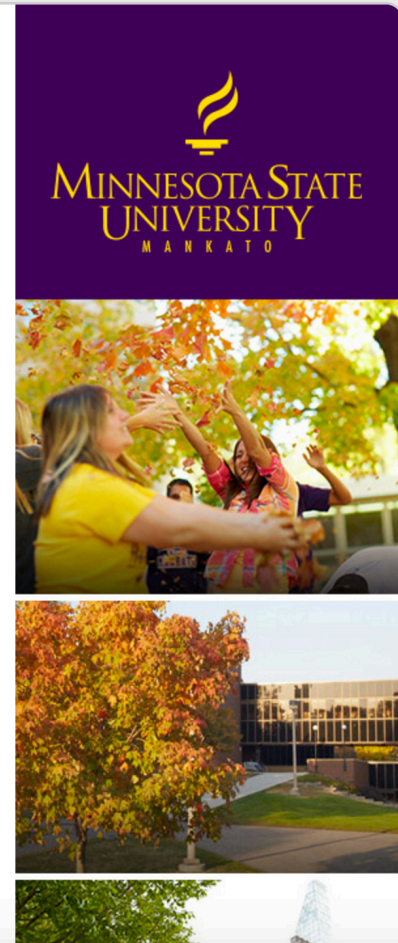
First Name \*

Last Name \*



Gender

Address Line 1 \*

Address Line 2



# Inquiry experience at MSU Mankato



[Home](#)  
[Humanities](#)  
[Apply Now](#)  
[Affording your Mankato Education: Your Investment](#)  
[Mankato By The Numbers](#)  
[Visit Us](#)  
[The Out of State Student Advantage](#)  
[Women's Volleyball](#)  
[Why Mankato?](#)  
[Student Organizations](#)  
[Take a Virtual Tour of Campus](#)  
[Around Town](#)  
[Getting to Campus](#)  
[Meet a Maverick!](#)  
[Scholarships](#)

## Complete Your Profile!

We want to show you more things to

**Schedule a weekday appointment only - no campus tour**  
Sign up for the next available date: 9/22/2016

## Welcome to your Personal Maverick Experience, Hope!

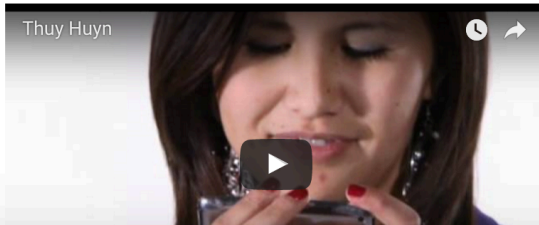
I'm so glad you're interested in Minnesota State University, Mankato - where Hope Weimer's of big ideas become real world solutions! This personal page will be one of your best resources for information about our school, our community, and our long history of producing top-notch graduates.

Take a moment to look around and see what Minnesota State Mankato has to offer.

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

I look forward to getting to know more about you—you can contact me anytime by phone or over email. Hope to hear from you soon, Hope!

**Minnesota State Mankato:**  
**Where Hope Weimer's big ideas become real world solutions.**



Thuy Huyn

## Big ideas.

Real-world thinking.


### Ask a Question!

We're happy to answer any questions you might have about MNSU Mankato - just fill out the form below!

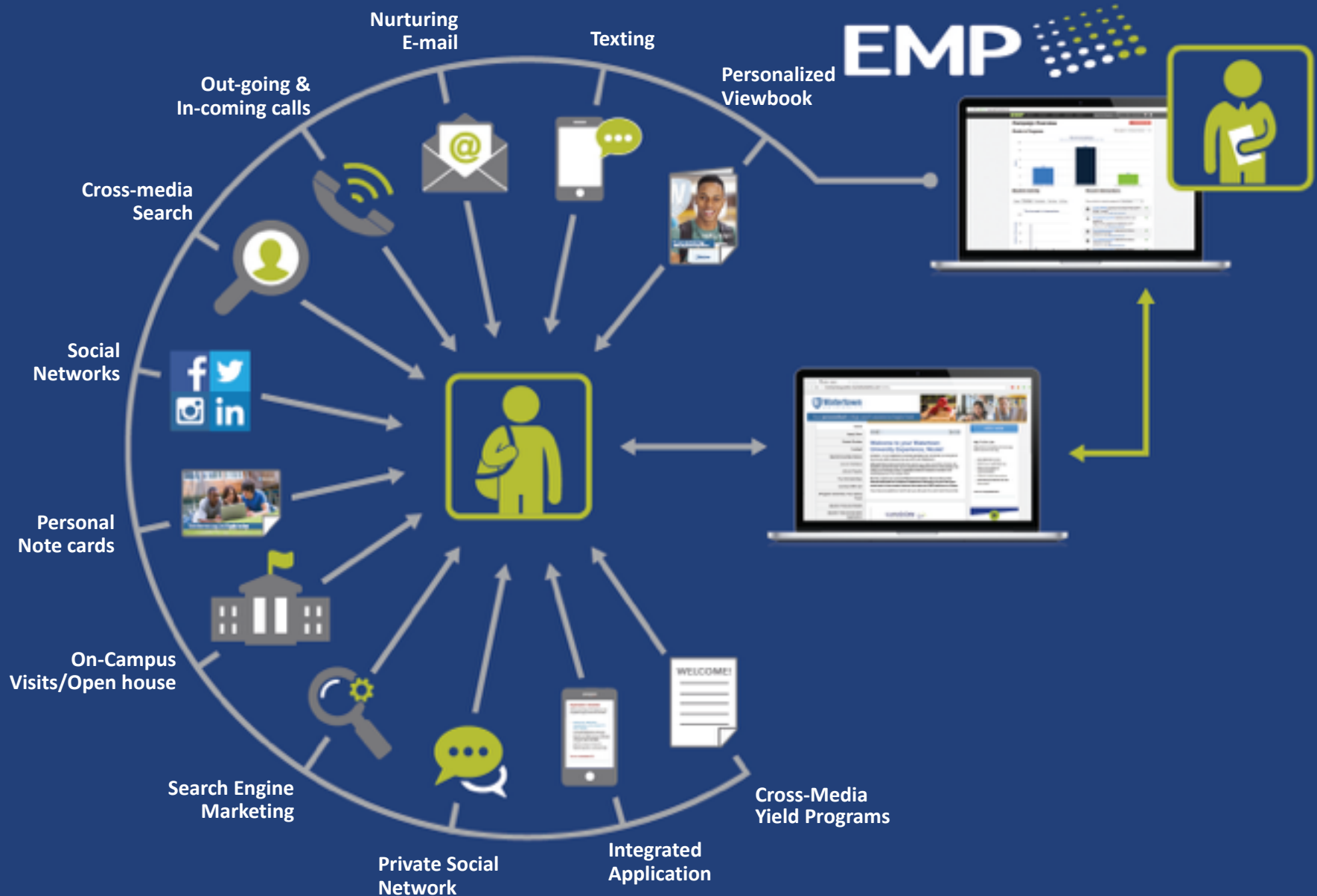
Ask a Question \*

[Go >](#)

#### Tweets by @MNSUMankato

**MN State Mankato**  
@MNSUMankato  
Stay positive! Happy First Day of Fall! 🍂

# EMP: An integrated approach to admissions marketing



# Key takeaways

- Today's students expect more from your outreach
- Many schools are not delivering - Lots of opportunity to stand out in your outreach!
- Be first and be relevant
- EMP can ease your pain: engage with students effectively
  - Immediate
  - Relevant
  - Automated
  - Trackable

You heard some examples; now stand in the shoes of a prospective student - launch a personalized campaign to yourself:

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

**Thank You!**  
**Q & A**

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