



New Partner Intensive

Marketing and Recruitment Best Practices to Fuel Enrollment Growth

Adult Learner Recruitment

Agenda

New Partner Intensive

Session II: Marketing and Recruitment Best Practices to Fuel Enrollment Growth

1:00 p.m. ET

Opening Remarks

1:05 – 1:40 p.m. ET

Maximizing the Value of Partnership
Featuring the University of Delaware

1:40 – 1:55 p.m. ET

Breakouts

1:55 – 2:25 p.m. ET

Leveraging Data Science to Drive Applications

2:25 – 2:30 p.m. ET

Closing Remarks: Getting the Most Out of Your Partnership

Today's Presenters



Brittany Murchison
Vice President
EAB



Louis Rossi, Ph.D.
*Dean of the Graduate
College & Vice Provost for
Graduate and Professional
Education*
University of Delaware



Steven Kendus, MPA
*Director, Marketing &
Communications, Graduate
College and Division of
Professional and Continuing
Studies*
University of Delaware



Camden Francis
Senior Strategic Leader
EAB

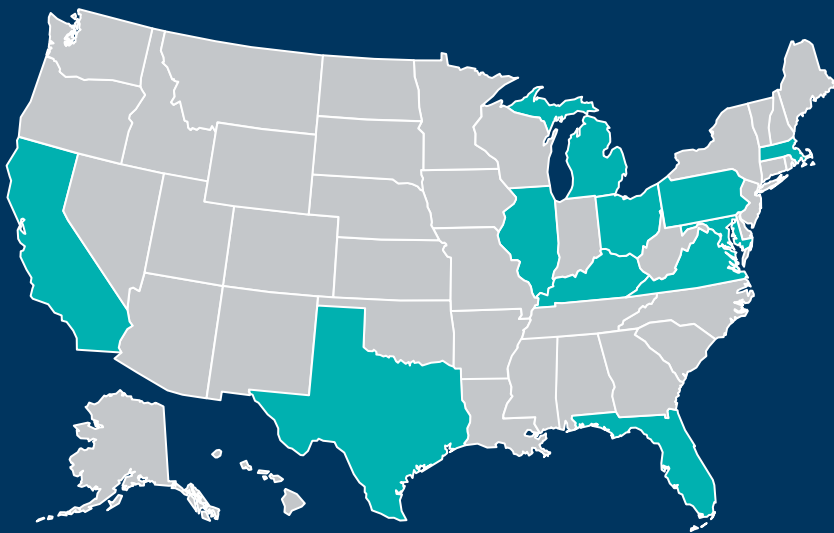


Lendora Alston, MS
Director, Creative Strategy
EAB



Janek Nikicicz, MS
Senior Data Scientist
EAB

Who's On the Line Today



- Chestnut Hill College
- Columbia College Chicago
- Eastern Kentucky University
- George Mason University
- George Washington University
- Ohio Northern University
- Siena Heights University
- Springfield College
- St. Mary's University
- University of Baltimore
- University of Massachusetts-Lowell
- University of North Texas Health Science Center
- Western State College of Law

Maximizing the Value of Partnership

Stakeholders and Processes Integral to Success

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Camden Francis

Senior Strategic Leader

EAB

About UD



- ▶ Private-Public land grant research university with its flagship campus in Newark, Delaware
- ▶ 24,000 students total, including 5,000 graduate and continuing education students
- ▶ 200+ graduate programs (11 in the nation's top 50)
- ▶ Graduate College established in 2019

Challenges and Context



Challenges

- Senior administration wants to grow graduate enrollment
- Elected officials and area business leaders ask UD for more data science graduates with advanced degrees



Context

- Marketing and recruitment efforts were focused on undergrad
- Limited graduate marketing efforts were decentralized and unevenly distributed
- New Graduate College tasked with:
 1. Growing enrollments
 2. Streamlining operations
 3. Building the brand



University of Delaware's Partnership with EAB

SECTION

1

Partnership Goals



University of Delaware Partnered with EAB in 2020 to...



Expand Pool of Right-Fit Prospects

EAB's targeting experts helped UD reach students through a range of sources



Nurture Students to Enrollment

Multichannel, intent-based campaigns amplified the reach and impact of campaigns



Grow Enrollment Across Programs

EAB supported data science-related programs and soon expanded to support environmental and sustainability-related programs



Build their Brand

EAB helped UD expand its reach out-of-state and internationally

Targeting Prospects with EAB



Audience	Previous Strategy	Strategy with EAB
 GRE and GMAT lists	Decentralized, sporadic approach to list buying	Expanded to 38,700 names, based on EAB's data-driven recommendations
 Digital Marketing	Extremely limited departmental, college, or program campaigns	Multi-step digital strategy, including robust LinkedIn campaigns
 Inquiry Pool, Graduate Fairs, and Undergrads	Decentralized approach to attending fairs, etc.	Augmented follow-up with intent-based nurture campaigns across the student journey
 Additional Audiences	N/A	Generated new high-affinity audience with consumer analytics

Strong Partnership Generates Results in Year One

Awareness

1.9M Digital ad impressions

465k Emails delivered

25k Pieces of mail delivered

Consideration

1,474 Engagements across all channels

Decision

6% Applications influenced by EAB campaigns

12% Enrollments influenced by EAB campaigns

16% Increase in out-of-state enrollments



Strategies for Successful Partnership

SECTION

2

Four Things UD Considered In Early Stages of Partnership



How do we achieve
university-wide buy-in to
the partnership?



What **resources** are
necessary to maximize
value of the partnership?



What **data sharing processes**
do we need for efficient,
effective campaigns?



How do we maximize the
efficacy of our **biweekly
check-ins**?

1. Achieving University-Wide Buy-In to EAB Partnership



University-Wide Involvement

Before EAB Partnership

- ✓ Resource constraints lead to decision to work with a partner
- ✓ Administration agrees to promote all 20 data science-related programs in one campaign
- ✓ Communicated strategy and tactics with program stakeholders pre-launch

During EAB Partnership

- ✓ Commitment to involve stakeholders in EAB status meetings
- ✓ Internal data analysis and validation
- ✓ Share results with university leadership at regular intervals

2. Allocating Internal Resources



Dedicate Staff Time and Energy To...



Brainstorming
and planning



Creative and
content review



Analysis and
adjustments



Data exchange



IT concerns



Primarily led by Marketing Director



Additional insights and feedback from dean and program stakeholders

3. Sharing Data Efficiently

Strong Data Underpins Every Successful Campaign



Data Hurdles

- 1 Aggregating data from across the University
- 2 Consistent data formatting
- 3 Sharing data efficiently

To Facilitate Easy Data Transfer...



Involve IT experts early on who can work with EAB data team



Include your data conduit in biweekly check-ins

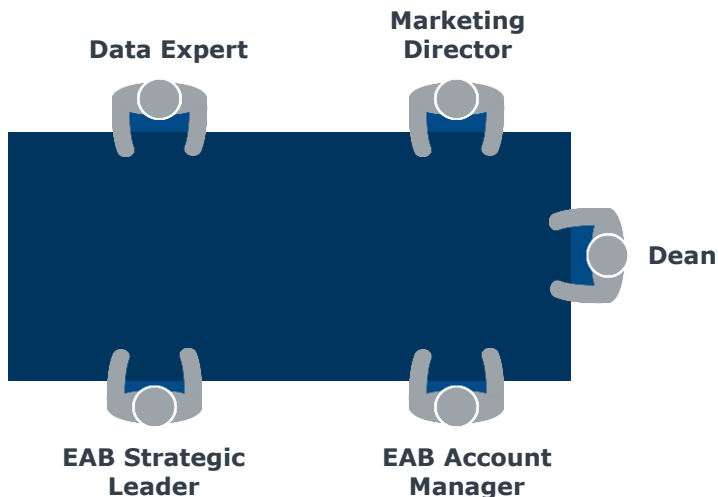


Leverage EAB DIS services early in implementation to reduce lift for your team

4. Maximizing Check-In Time

Weekly or Bi-Weekly Check-ins with EAB Team

Check-In Participants Include...



Tips For Successful Check-Ins

- 1 Track and aggregate questions between check-ins
- 2 Meet internally to create a check-in agenda when necessary
- 3 Use check-ins to discuss both strategy and specific campaigns
- 4 Don't hesitate to ask questions

Key Takeaways

- 1 Identify goals early on in partnership—and revisit those goals regularly
- 2 Share impact of partnership with campus stakeholders regularly and provide a forum for them to give input in turn
- 3 Be prepared to allocate internal resources to data management and campaign review
- 4 Don't hesitate to ask questions, discuss larger strategy issues, and bounce ideas off your EAB team

Q+A



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*Dean of the Graduate College and Vice
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University of Delaware



Steven Kendus, MPA

*Director, Marketing & Communications,
Graduate College and Division of
Professional and Continuing Studies*

University of Delaware

Thank you!

Meet with Your EAB Team



We will spend the next 15 minutes in breakout groups, where you will meet with your EAB team and can share:

- Your thoughts and reactions to the content shared today
- Any questions you might have about next steps

To join a breakout room, please click “join” when the box appears on your screen.



Leveraging Data Science to Drive Applications

The Marketing Metrics that Matter Most

Lendora Alston, *Director of Creative Strategy*
Janek Nikicicz, *Senior Data Scientist*

Adult Learner Recruitment

Consistent KPI Monitoring Is Critical to Success

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Power Creative Development With Data Science

Key Performance Indicators Monitored by Your Adult Learner Recruitment Team

Select KPIs



Digital KPIs

- Impressions
- Digital clicks
- Digital click-through rate
- Paid search conversion rate
- Cost per click
- Cost per lead



Email KPIs

- Inbox placement rate
- **Open rate**
- Email click-through rate
- Deliverability rate



Pipeline Conversion KPIs

- Prospect to inquiry rate
- Inquiry to applicant rate
- Submitted application to completed application rate
- Admit to enrollment rate
- Inquiry to enrollment rate

3 Components of a Strong KPI



Easy to Understand

Complicated KPIs unnecessarily confuse the story



Consistently Estimates Application Outcomes for Campaigns

The sooner we can predict campaign outcomes, the faster we can iterate and adjust



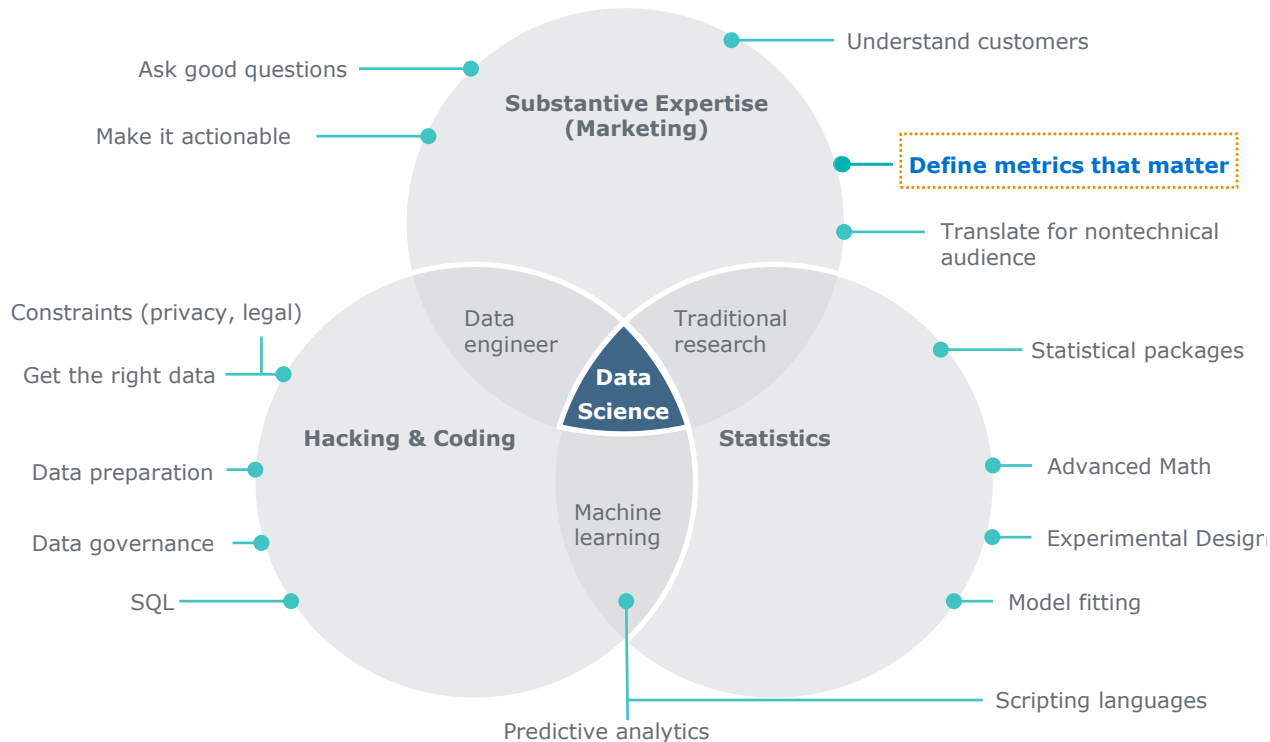
Actionable

The strongest KPIs inform improvements to campaign strategy

What Is Data Science?

25

A Closer Look at the Components of Data Science



Roadmap

Our Most Recent Analysis



Open Rate

What is the best leading indicator for campaign outcomes in terms of applications?



Subject Line

Can data science improve open rates through a statistical analysis of creative content?

Looking Ahead



Paid Search

- *How can we optimize usage of bidding strategies to maximize budget?*
- *How can we use data science to improve click-through rates on paid search ads?*
- *How can we make our creative to be more data-driven?*



Open Rate and Subject Line

Using Data Science to Inform Creative

Open Rate Gauges Interest in Your Communications

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The Higher the Open Rate, the Greater the Impact of Your Campaigns

$$\text{Open Rate} = \frac{\text{Prospects Opening}}{\text{Prospects Contacted}}$$

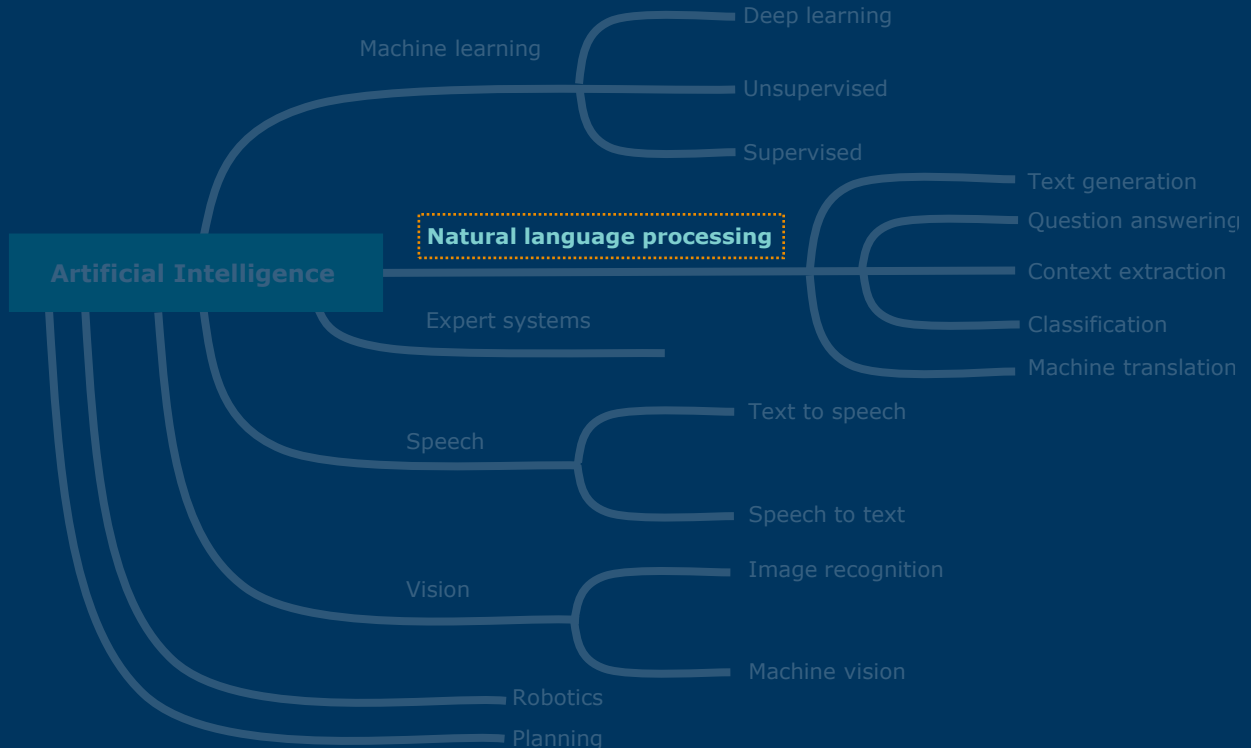


The subject line acts as an ad in students' inbox

3 Components of a Strong Open Rate

- 1 Entices marketing recipients and stands out in the inbox
- 2 Leverages an already strong existing relationship with the recipient
- 3 Avoids the spam filter

What Can Data Scientists Do?



The Subject Line Entices Recipients

Fueling Creative Development With Data Science

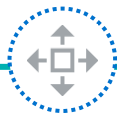
Data-Driven, Iterative Improvement

Our Approach for Continuous Learning



Accumulate

*variety of data into
a single source*



Transform

*data into usable
and predictive
features*



Train

*models on data
from specific
campaign types*



Test

*model quality on
another segment of
data*

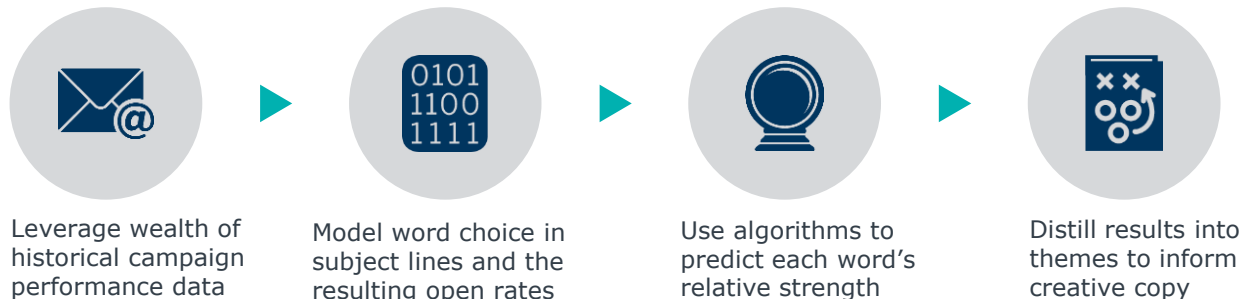
Empowering Our Copywriters with Data Science

- 1 Test and optimize** their work by looking at the right metrics and providing insight
- 2 Repeat** through a feedback loop of improvements

Subject Line Analysis

A Look at Our Research Methodology

Using Data Science to Identify Subject Line Best Practices



A Detailed Look Into Our Modeling Process

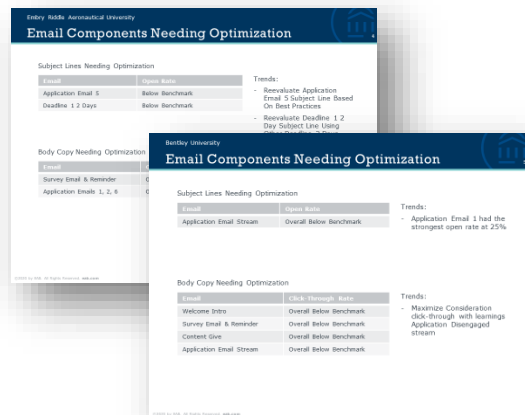


How Data Science Informs Our Creative

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Insights from Our Subject Line Analysis

Identify Subject Lines with Below Benchmark Open Rates



Rewrite Subject Lines Using High-Performing Language

“We’re **eager** to see you apply to...”



“Your **invitation** to apply is still open...”

Quiz

Which of these words was ***least*** successful in our subject line analysis?

How Data Science Informs Our Creative

Analyzing Subject Lines to Improve Word Selection and Usage

High-Performing Word Selection

- **Pursue** your degree
- Deadline-oriented (e.g., **October, April**)
- **Action** required, **Action** needed
- Institution name (e.g., **NAU**)

Creative Direction

- ✓ Be specific
- ✓ Leverage your brand
- ✓ Incite action with genuine urgency

Low-Performing Word Selection

- **Success** (e.g., "Your journey to success starts here")
- **Last** day
- **Top**-ranked, **Top** program
- **Help** (e.g., "Let us help you")

Creative Direction

- ✓ Define what success means
- ✓ Be student-centric, not program-centric
- ✓ Don't make assumptions

Our Observations of Qualitative Patterns

35

1

Trusted tactics are working



"Is this your email"

This tactic still works, though some approaches to it were more successful than others.



Student praise is powerful

Flattery works (*impressive, ambitious*), especially when we use the student's name.



Vivid language is a must

Vagueness is a thread linking underperformers (*good, thing, really*).

2

Generational preferences are visible



Altruism drives action

World-changer and *going places* stood out.



Jargon proves transparent

Typical marketing jargon (*quick, click, easy*) performed poorly.



Right over ideal

References to the *right* college seem to remove judgement from the student's school choice

3

Flexible Commitments



"Accept my invitation"

Making the offer seem like an engagement may hurt performance.



Quick requests work best

"Confirm your email" worked better for students than "Update" or "Correct."



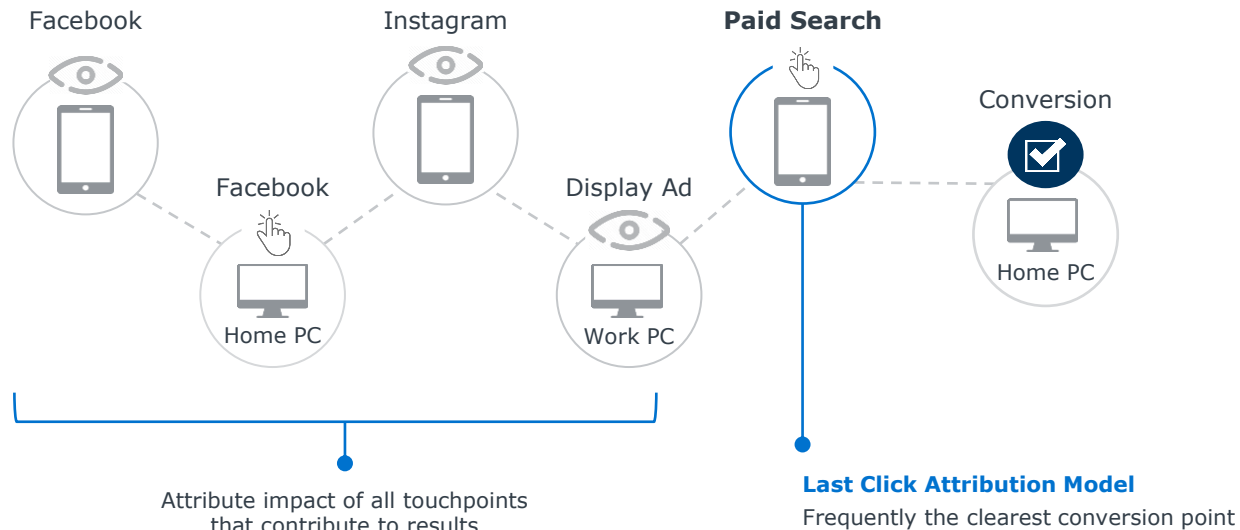
Paid Search

A Look Into Our Upcoming Analysis

Paid Search Is Critical to a Comprehensive Strategy

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Typical Digital Customer Path to Conversion



5 to 7 Average number of impressions before someone remembers your offering

Paid Search Drives Results For Partners

Lead Generation

120

Average leads per month at CPL of \$104

106%

Increase in leads in first month of partnership

Conversion

41%

Paid search leads engage with student journey "Apply" call to action in 30 days

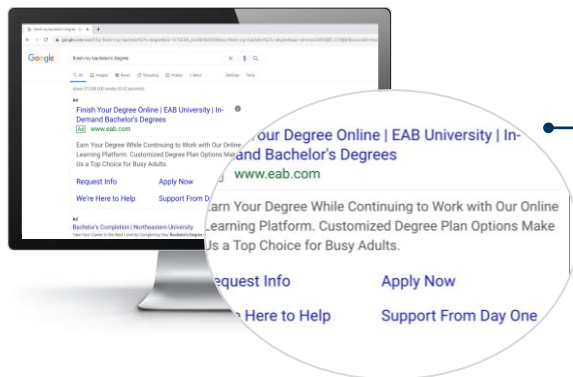
30.5

Days between conversion and app submission among

Using Data Science to Optimize Paid Search



Next Steps in Our Analysis



Click-Through Data Informs Paid Search Creative

- 1 How can we optimize usage of bidding strategies to maximize budget?
- 2 How can data science improve click-through rate on paid search ads?
- 3 How can we equip our creative to be more data-driven?

Do you have questions about how EAB can support your paid search efforts?

Talk to your strategic leader to learn more.

Key Takeaways

- 1 Data science is embedded in everything we do
- 2 Bring questions about these and other KPIs to your Strategic Leader
- 3 Consider a paid search audit to identify opportunities to improve your paid search campaigns

Thank you!



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Closing Remarks

Getting the Most Out of Our Partnership

Additional Resources Available To You 24/7



Find Research, Insights, and Recommendations on EAB.com



My EAB Dashboard

- Create an account on EAB.com
- Customize your My EAB Dashboard to access curated content



EAB Daily Briefing

- Receive daily updates with our newest insights across all facets of higher education
- Easy to share with colleagues and spark discussion on campus



Professional & Adult Education Blog

- Read our latest research and insights on recruiting and serving adult learners
- Subscribe to be the first to receive our newest posts



White Papers, Diagnostics, and More

- Explore our in-depth research on topics ranging from student mindset to program design

Please Complete the Brief Exit Survey



Share Your Feedback

We appreciate your feedback on your experience today. Please don't hesitate to share additional thoughts with your Strategic Leader.

Let Us Share a Taste of Richmond

We'd like to send a small gift as a token of our appreciation for your time today. *Please provide the best address for us to send your gift to in the exit survey.*



Thank you!



Kelly Miller
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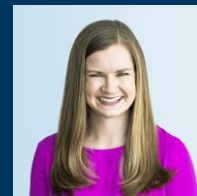
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