

Recruiting

in an Era of

Channel Overload

Optimize Your Recruitment-Marketing Channel Portfolio

An atomized audience

College-bound students are using an expanding range of channels to research and engage with schools they're considering. The corresponding challenge for enrollment leaders is to understand where and how to connect with them.

And it's a challenge you can't afford to ignore. Given the likelihood of a drop in standardized testing across the near future, you'll need new ways to find students to recruit. That means staying on top of which channels are favored by the largest numbers of students, what if any options each channel offers you for influencing them, and how the audiences and capabilities offered by these channels fit together.

Match your channel mix to your recruitment aims

When evaluating your current channel array, it's helpful to think of it as a portfolio—a collection in which each brings something unique to the table and in which the overall selection advances your enrollment goals with minimal redundancy. That, in turn, depends on having a clear sense of what, specifically, your recruitment efforts are trying to achieve and how any given channel helps you do it.

For all schools, the aims of recruitment boil down to three basic things: finding students to recruit, getting actionable insight on them, and moving them through the funnel. How any given channel helps is less straightforward to discern. Few, if any, advance your recruitment-marketing efforts in just one way; most promote several aims, and the trick is to understand the main contribution each one makes relative to the others. This way of looking at things is illustrated in the chart at right, which shows how a group of commonly used sources and channels advance the three specific recruitment-marketing aims just mentioned.

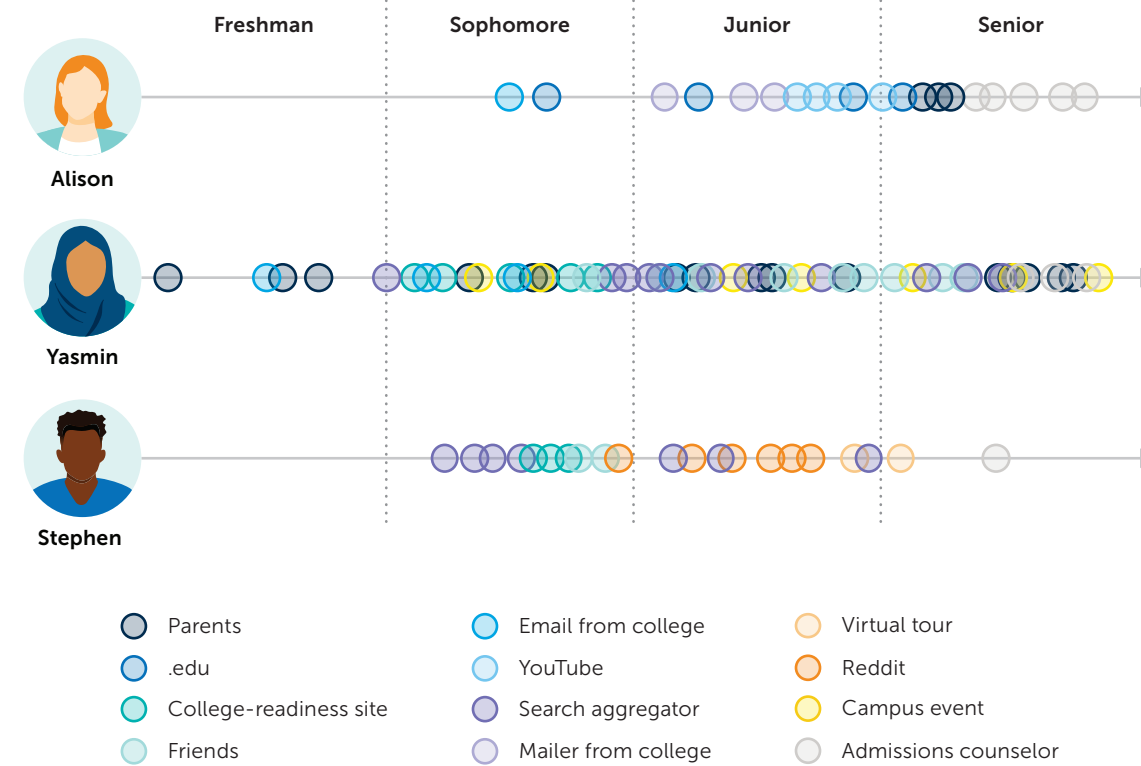
Complementary tools, comprehensive coverage

At a minimum, you'll want to ensure that your own selection of channels covers the three objectives described above. Beyond that, you'll want to ensure that there's a good reason for any given channel to be in the mix—that it's bringing something unique to the table and not duplicating other efforts. You can find a detailed discussion of that in a white paper we published recently, available for download at eab.com/channel_portfolio.

Students' College Search Is Increasingly Complex and Idiosyncratic

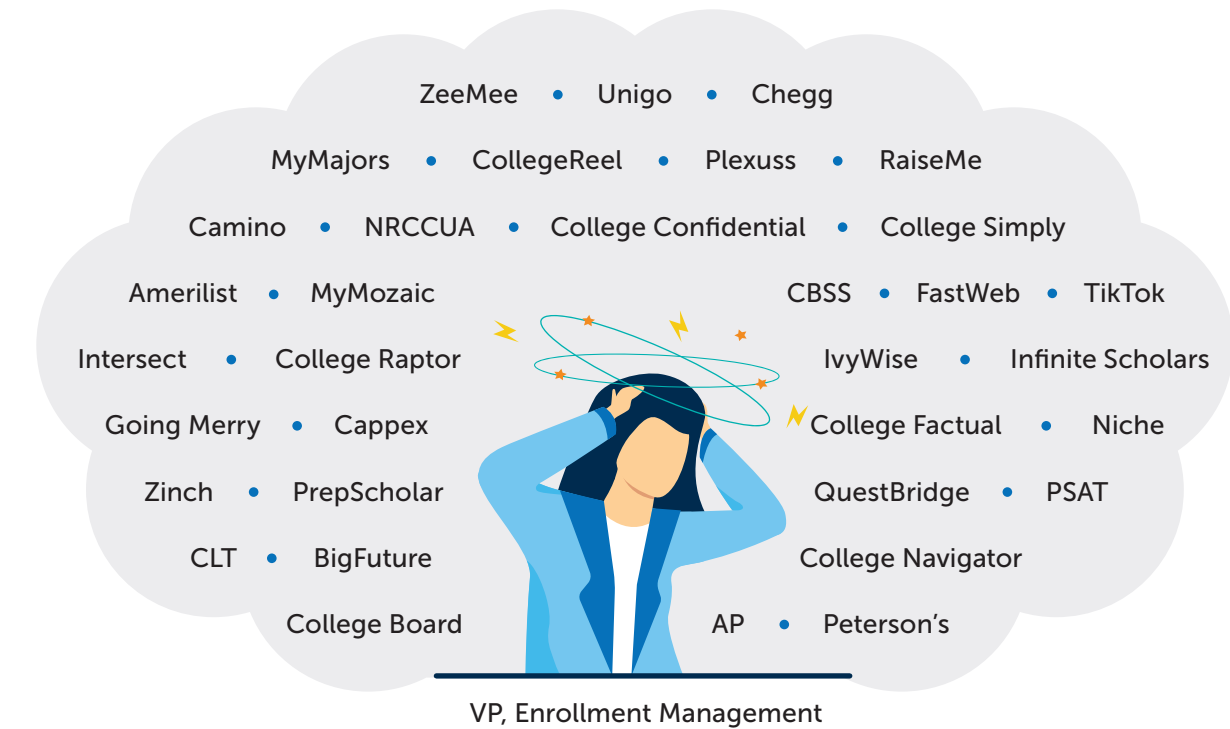
College-Bound Students' Interaction with Information Sources, by High School Year

Representative Hypothetical Students



Overwhelmed by Options

Audience Data Sources and Influence Channels Available to Enrollment Leaders—a Partial List



An Optimized Recruitment-Marketing Channel Portfolio

Complementary Tools, Comprehensive Coverage

	1 Finds students to recruit	2 Offers actionable insight on prospects	3 Moves students through the funnel
PSAT, NRCCUA, CBSS	✓✓✓	✓	—
Cappex Candidates	✓✓✓	✓	—
Cappex Inquiries	✓	✓✓✓	✓✓
Intersect	✓	✓✓✓	✓✓
SAT, ACT	✓	✓✓✓	—
YouVisit	✓	✓✓✓	✓✓✓
Wisr	—	✓✓✓	✓✓✓
.edu	✓	✓✓✓	✓✓✓

Ratings of boxed items are based on their ability to deliver **new, incremental volume** over and above that available from core sources—PSAT, NRCCUA, CBSS, and Cappex Candidates.

Actionable insights include students' level of interest in your institution and their likelihood to succeed after enrolling.

Boxed channels are purpose-built for engaging students, with an eye to moving them from one funnel stage to the next.

EAB's Expanded Channel Suite

Four Key Additions



Cappex supports colleges' recruitment-marketing efforts by helping them identify, learn more about, and share information with college-bound students. Built on one of the nation's largest search-aggregator websites, Cappex offers colleges access to approximately **40% of the nation's high school students**.



Intersect, which connects with Naviance, a college and career readiness platform used by **10 million high school students nationally**, serves as a source of high-intent student inquiries for colleges' recruitment efforts. Naviance is also a hub for college-search activity undertaken by students, parents, and high school counselors and is closely integrated with other high school systems and processes.



YouVisit **creates virtual campus tours** for colleges and offers a suite of wraparound services that maximize tour traffic and impact. Distinguishing features of YouVisit include proprietary layered and immersive digital media formats proven to boost student engagement.



Wisr helps colleges design, build, and grow their own **private social networks**, which cultivate relationships between prospective students and members of the campus community, including current students and faculty. Wisr sites re-create many of the best features of the dominant commercial social networks while cutting out the noise, distractions, and commercial intrusions that limit their efficacy.