encoura Webinar Series

Making the Class: Breaking Through the Noise with Efficient Student Engagement Strategies

October 1, 2020
Introductions

Today’s Speakers

Brent Ramdin  
President  
ACT | NRCCUA

Chris Tyburski  
Regional Vice President  
of Encoura Enrollment Services  
ACT | NRCCUA

Maura Flaschner  
Executive Director of  
Undergraduate Admissions  
Florida Atlantic University

Joel Vander Horst  
Director of Undergraduate  
Recruitment and Wilkes Honors  
College Director of Admissions  
Florida Atlantic University
Agenda

• About Florida Atlantic University
• Strategic Enrollment Evolution at FAU
• Student Centric Engagement Strategies
• Engagement Best Practices for 2021
• Audience Q&A
About Florida Atlantic University
ABOUT FAU

30,000+ students

6 campuses across 110 miles of coastline

170+ degree programs

171,000+ alumni

#1 most diverse public university in Florida

award-winning undergraduate research
Ambition Thrives Here

- Doubled research expenditures in 5 years
- 10% increase in graduation rates
- 12% increase in freshmen retention
- 46 national merit scholars

Top Public University (U.S. News & World Report)
Unique @ FAU

- Med Direct BS/MD
  January deadline each year
- Wilkes Medical Scholars Program
  January deadline each year
- Tech Runway
  fau.edu/techrunway
- Leon Charney Diplomacy Program
  fau.edu/artsandletters/pjhr/diplomacy
- Undergraduate Research
  fau.edu/about/research
UNDERGRADUATE STUDENTS

First-Generation: 31%
Florida resident: 87%
Pell grant recipient: 21%
Female: 57%
OUTSTANDING EDUCATIONAL EXPERIENCE

- Residential campus in Jupiter, FL
- A top-rated honors college
- Remarkable value – public university tuition
- World-class research opportunities
TOP-RATED
HONORS COLLEGE

- Highest rating nationwide from Inside Honors
- Small classes - personal attention
- Top 10% of senior classes
Enrollment Management @ FAU

• The practice of Enrollment Management has evolved with the institution
  • Strategic growth with data-driven strategies
  • Providing student centric narratives to a diverse prospective student population
  • Executing national multi-channel search strategies with agility throughout the entire cycle
  • Prioritizing high-touch moments with students and families
Framework for Optimizing Engagement
A Framework for Optimizing Engagement

Student Segments

Messaging

Outcomes

Experiences

Expectations

Channel Selection
A Framework for Optimizing Engagement

- Agile Execution
- Time
- Students
- Channels
- Message
## Meeting This Moment and Beyond

<table>
<thead>
<tr>
<th>Incremental Market Testing and Expansion</th>
<th>Precise Market Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top-down goal setting</td>
<td>Collaborative, informed goals with multiple micro-goals</td>
</tr>
<tr>
<td>Annual and monthly funnel reviews</td>
<td>Real-time analysis with trend and predictive data</td>
</tr>
<tr>
<td>Reactive tactics based on funnel data points</td>
<td>Agile adjustment of engagement strategies.</td>
</tr>
</tbody>
</table>
Eduventures Research analyzes FAU’s prospective students.

Funnel analysis to determine how to segment for optimal engagement.

Segment specific engagement strategies.

Real-time measurement and refinement.

Digital, E-mail, Print campaign execution.
Poll: How have you evolved student engagement this cycle?
Audience Poll

How have you evolved student engagement this cycle? (Select all that apply)

1. Channel mix
2. Messaging
3. Student segments
4. None of the above
How have you evolved student engagement this cycle? (Select all that apply)

- Channel Mix: 33% (65 respondents)
- Messaging: 42% (83 respondents)
- Student Segments: 23% (45 respondents)
- None of the Above: 3% (5 respondents)

Number of Respondents: 105
Strategic Enrollment Management at FAU
Encoura Data Lab: Class Planner App
Encoura Data Lab: Enrollment Lens

Enrollment Lens™ - Strategic Insights
Location

Explore your enrollment funnel by geographic location using the interactive charts and filters to analyze markets and discover new opportunities.

Sample University
Data Import Date: 09/16/2017

<table>
<thead>
<tr>
<th>National Summary</th>
<th>State Analysis</th>
<th>County Analysis</th>
<th>ZIP Analysis</th>
<th>SCF Analysis</th>
</tr>
</thead>
</table>

Legend
- Georgia
- Florida
- Alabama
- Texas
- North Carolina
- South Carolina
- Kentucky
- Ohio
- Virginia
- Mississippi

Date Filters
- Funnel Point-in-Time
  - Date: 5/10/2017
- Enrollment Year
  - (All)
- Enrollment Term
  - (All)

Admit to Deposit Conversions

Click Bubble to View Counties

Outcome Rate

Average

Initial Volume

Average

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%
0 50 100 150 200 250 300 350 400 450 500 550 600
Engagement Best Practices
Engagement Strategies for 2021

1. Remain agile during a fluid recruiting cycle. Campaigns over the next few weeks should change with data.

2. Measure, measure, measure: real-time metrics from e-mail, digital and other channels should highlight what’s working and what’s not.

3. Create student centric narratives, tied to key segments and A/B test messaging as much as possible.

4. Take a holistic approach: incorporate high touch strategies, existing systems and processes.
Strengthening FAU’s Narrative

- Student mindsets highlights how to best engage key student segments.
- Operationalized beyond campaigns, but integrated into team tactics.
- Pointed, genuine messaging that appeals to the career, social and academic students who engage with FAU.

Example:

- OOS Market
- Academic
- Social
- Narrative
- Channel
Student Centric Engagement: Message

• FAU Developed core competencies over the past few years…
  • FAU actualizes the narrative for key student segments. Ex: Out of State prospective students, First Generation, etc.
  • Research provides transparent insight into student’s expectations and experiences as well as FAU’s competition, application and enrollment drivers for every type of student.
• Transformed campus visits, recruiter engagement, admissions website and all communications including inquiry generation, application generation and yield management.
#1 Most Diverse Public University in Florida

Hispanic Serving Institution

TOP 10 Degree Producer for African Americans

#45 for Social Mobility (U.S. News & World Report)
PREPARE FOR SUCCESS

70% go on to graduate school

WHC alumni are doctors, scientists, teachers, attorneys, community leaders, business owners and more
Validation Via Transparent A/B Testing
Weekly Collaboration with all stakeholders and transparent real-time campaign metrics for all email and digital campaigns.
Define Segment

Student Centric Messaging

A/B Test as needed

Execute Campaigns

Real-time measurement and adjustment

The Big Picture
Holistic Integrated Engagement

Visit FAU

Discover firsthand what makes FAU the school of choice for the next generation of entrepreneurs, innovators and change-makers.

CAMPUS VISIT OPTIONS

Limited capacity tours are now available for potential applicants for the 2021 application cycle. View health and safety guidelines.
Holistic Integrated Engagement

CRM, SIS and other support systems
Poll: If you could improve one thing this year, what would it be?
Audience Poll

If you could improve one thing this year, what would it be? (Select all that apply)

1. Become more agile
2. Improve student messaging
3. Integrate into my current systems (ex. CRM)
4. Obtain real-time campaign metrics
5. Other
### Audience Poll Results

**If you could improve one thing this year, what would it be? (Select all that apply)**

<table>
<thead>
<tr>
<th>Option</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Become more agile</td>
<td>26</td>
<td>21.1%</td>
</tr>
<tr>
<td>Improve student messaging</td>
<td>37</td>
<td>30.1%</td>
</tr>
<tr>
<td>Integrate into my current systems (ex. CRM)</td>
<td>22</td>
<td>17.9%</td>
</tr>
<tr>
<td>Obtain real-time campaign metrics</td>
<td>32</td>
<td>26.0%</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Number of Respondents: 82
A transparent partnership that uses data, research and marketing services to enable institutional strategies through enrollment
Additional Resources
Digital Marketing Solutions for the Evolving Enrollment Office

Reach your prospective students wherever they go.

You’re working harder. Why shouldn’t your media budget work harder for you?

We’ve designed and managed innovative digital campaigns for hundreds of institutions. Clients appreciate our creative approach to digital enrollment marketing for undergrad, transfer, grad and adult students.

Learn more:

/digital-solutions
Eduventures® Research Webinar

Sharpening Your Graduate Enrollment Strategy in the Wake of COVID-19

Thursday, October 8, 2020 at 2PM ET/1PM CT

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Thank you.