

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



170+
degree
programs

6 campuses
across 110 miles of coastline



171,000+
alumni



award-winning
undergraduate research

#1 most diverse
public university
in Florida



Ambition THRIVES HERE

TOP PUBLIC
UNIVERSITY
(U.S. NEWS & WORLD REPORT)



doubled research
expenditures in 5 years



10% **increase in**
graduation rates

12% **increase in**
freshmen retention



46 **national**
merit scholars

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

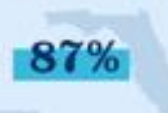


UNDERGRADUATE **STUDENTS**

First-Generation



Florida resident



Pell grant recipient



Female





HARRIET L. WILKES HONORS COLLEGE
FLORIDA ATLANTIC UNIVERSITY

OUTSTANDING EDUCATIONAL EXPERIENCE

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



FLORIDA ATLANTIC UNIVERSITY





TOP-RATED HONORS COLLEGE

- ✓ **Highest rating** nationwide
from *Inside Honors*
- ✓ **Small classes** -
personal attention
- ✓ **Top 10%** of senior classes

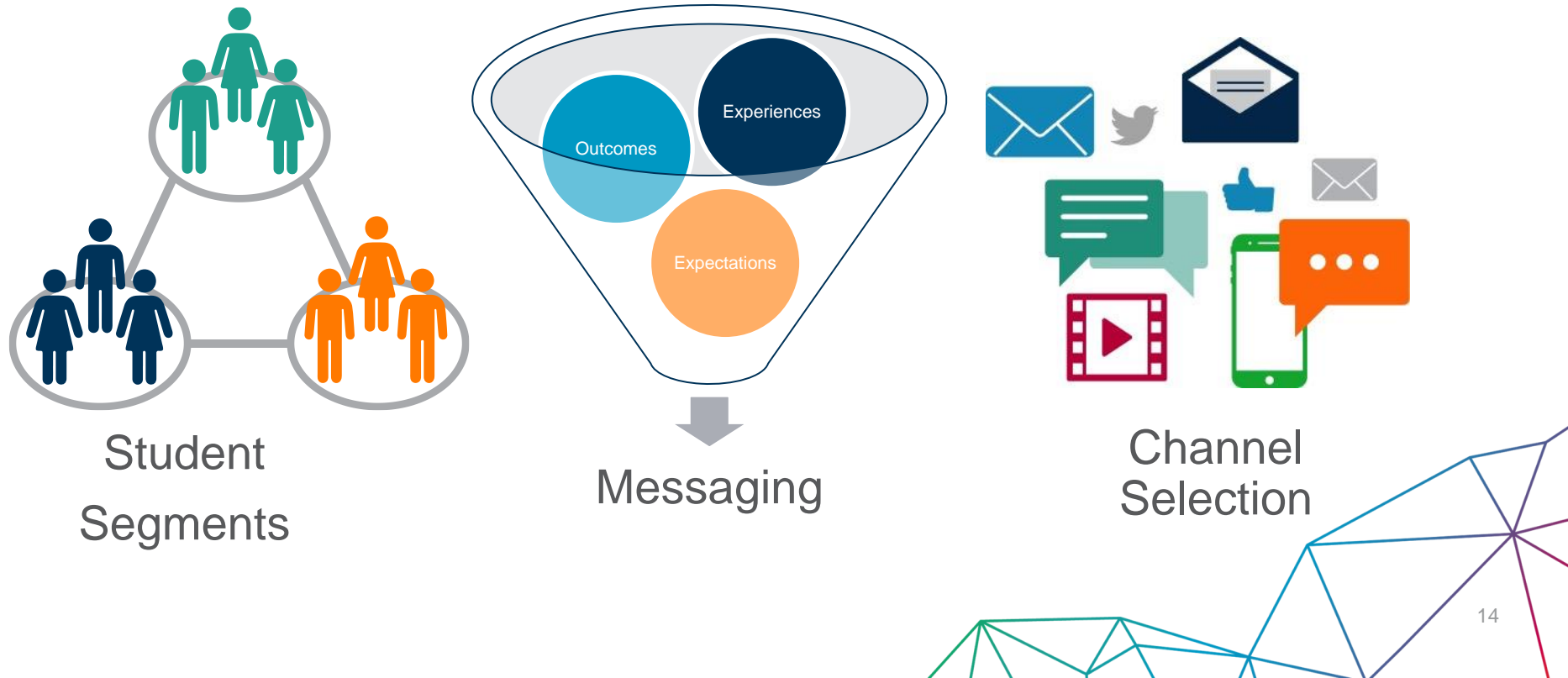
Enrollment Management @ FAU

- 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

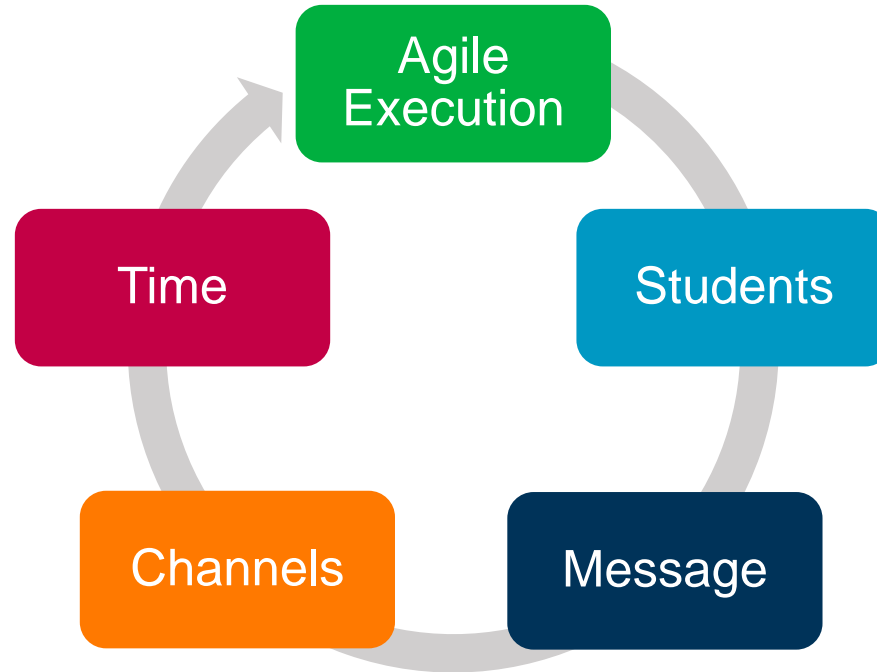
Framework for Optimizing Engagement



A Framework for Optimizing Engagement



A Framework for Optimizing Engagement



Meeting This Moment and Beyond



Incremental Market
Testing and
Expansion



Precise Market
Measurement



Top-down goal
setting



Collaborative, informed goals
with multiple micro-goals



Annual and
monthly funnel
reviews



Real-time analysis with
trend and predictive data

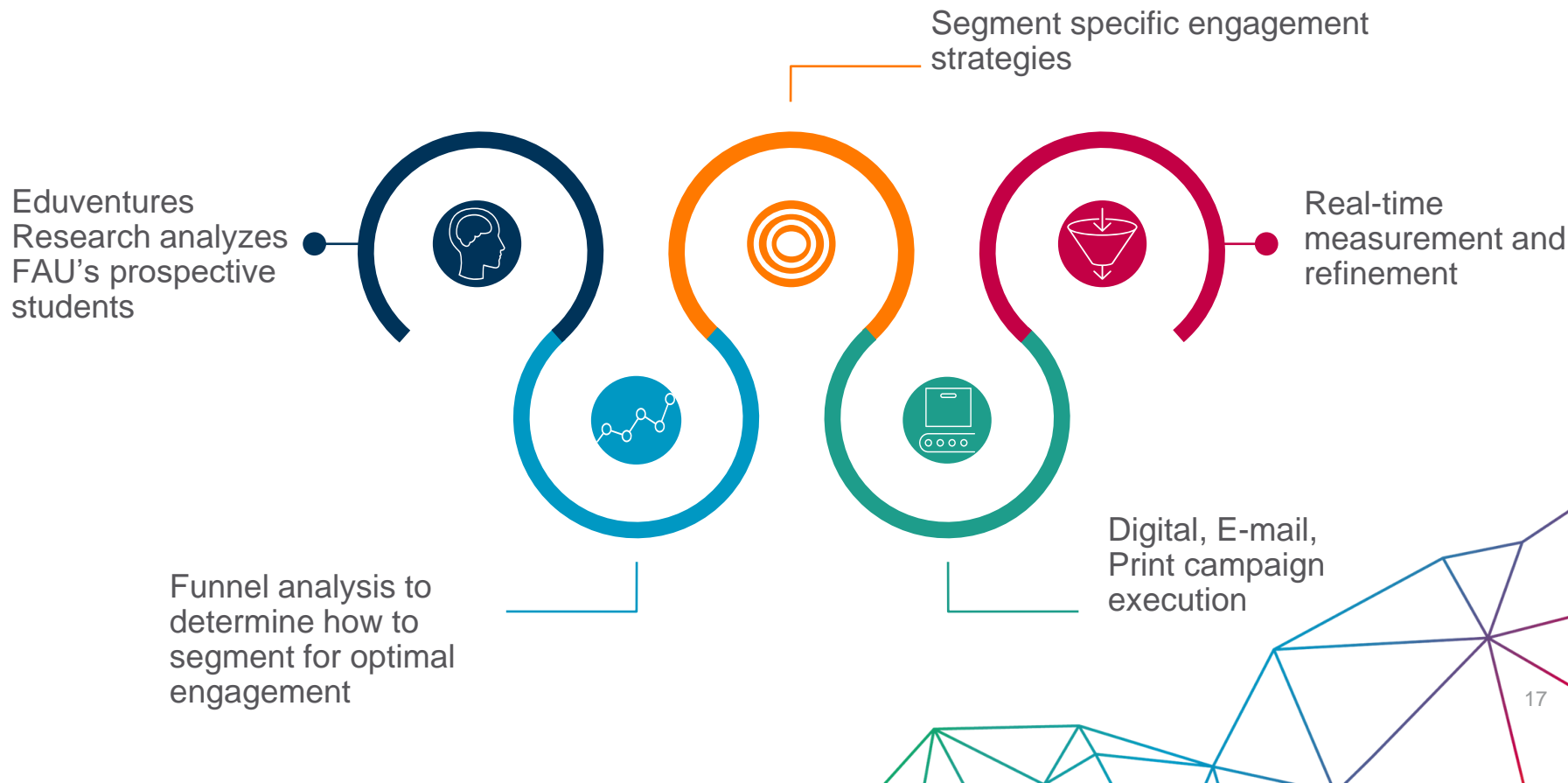


Reactive tactics
based on funnel
data points



Agile adjustment of
engagement strategies.

FAU and ACT | NRCCUA



Poll: How have you evolved
student engagement this cycle?



Audience Poll

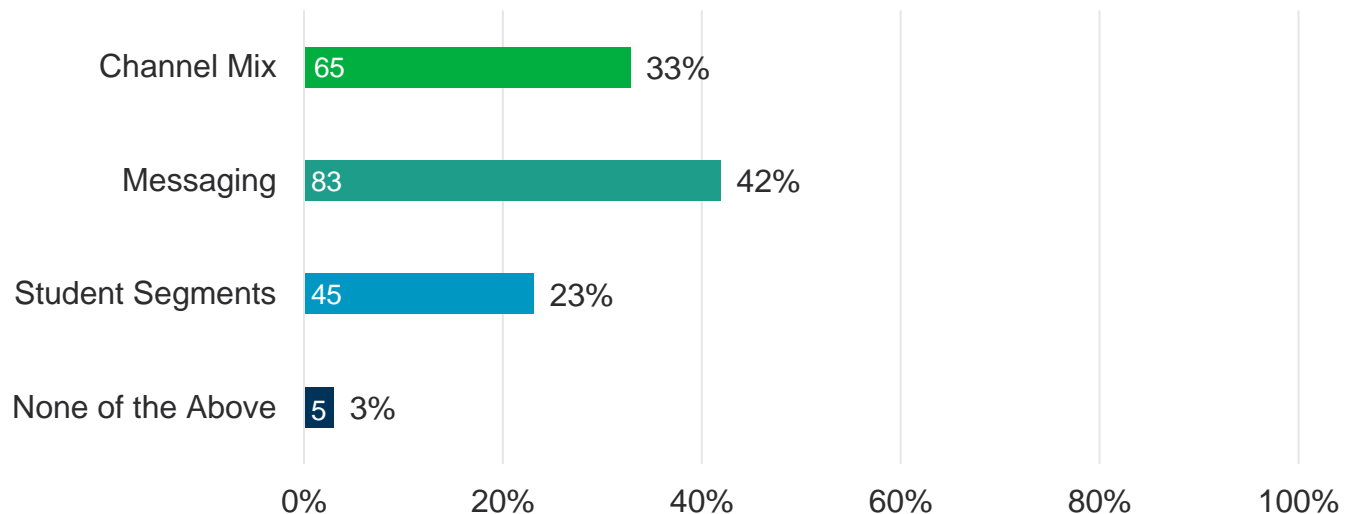
**How have you evolved student engagement this cycle?
(Select all that apply)**

1. Channel mix
2. Messaging
3. Student segments
4. None of the above



Audience Poll Results

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



Number of Respondents: 105

Strategic Enrollment Management at FAU



Encoura Data Lab: Class Planner App

encoura® Data Lab

Sample University ▾

HI, Brent ▾

5

Class Planner

Data Center

Enrollment Lens

Engagement Analytics

Research

Top Filters

More Filters ⚙️

Enrollment Predictor ⚡

0.50 — 1.00

Show range summary

Acquired ⚡

☐ Yes
 ☒ No

Graduation Year

☒ All
 ☒ 2020
 ☒ 2021
 ☒ 2022
 ☒ 2023
 ☒ 2024
 ☒ 2025

GPA

<C — A+

Test Score Range >

Gender >

Ethnicity >

Career & Academic Interest ⚡ >

Specialized Colleges >

Geo Filter: State ▾ Geomarket ▾ County ▾ SCF ▾ ZIP ▾

View By: State County

Population Analysis ⚡

GPA Distribution

Search Name 🔍

5,226,475 prospects

Now Future search type

Apply Filters

Save This Search ▾

Export Search Summary

Max Search Volume ⚡

Filter Summary

Filter Criteria	Criteria Details
Acquired	No

Encoura Data Lab: Enrollment Lens



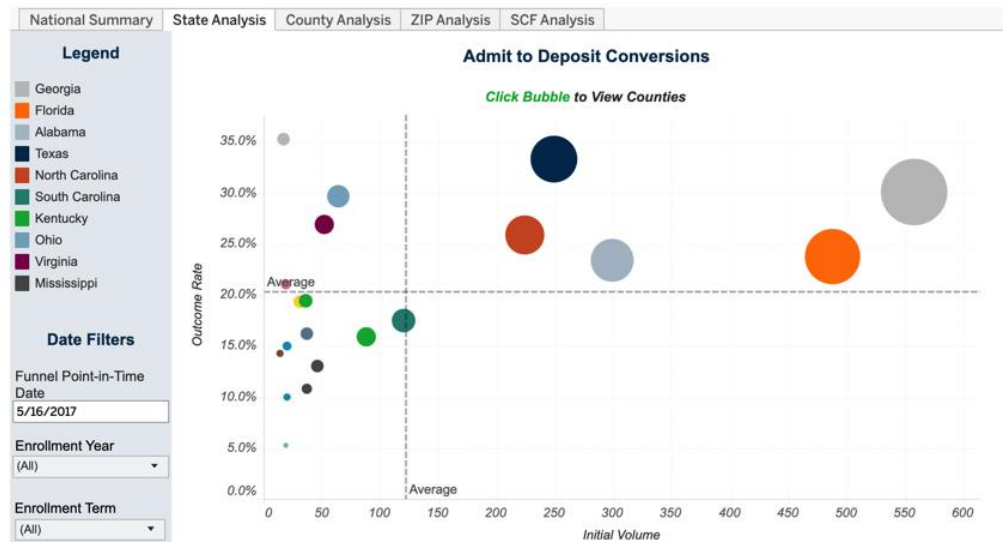
Enrollment Lens™ - Strategic Insights

Location

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

Sample University

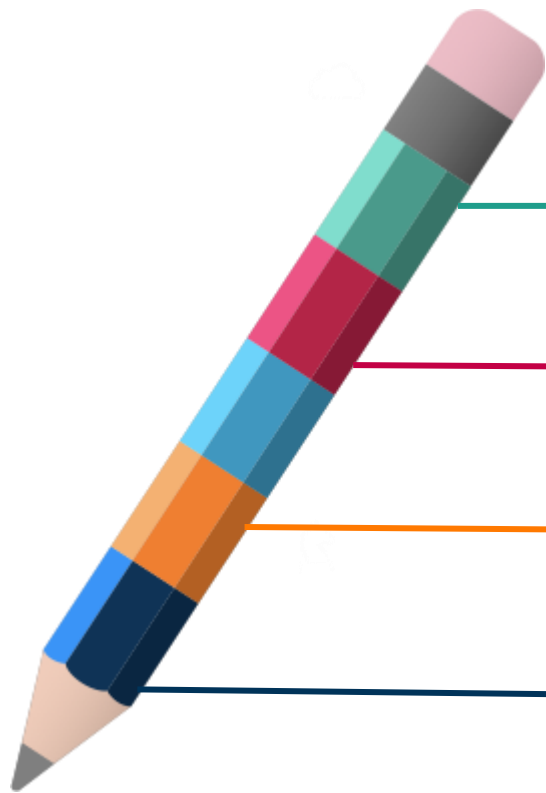
Data Import Date: 05/16/2017



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

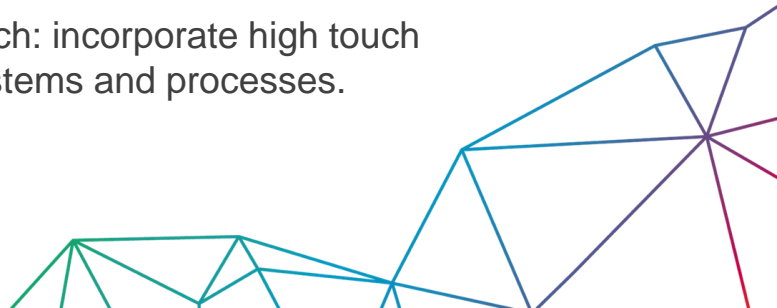
Measure, measure, measure: real-time metrics from e-mail, digital and other channels should highlight what's working and what's not.

3

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

4

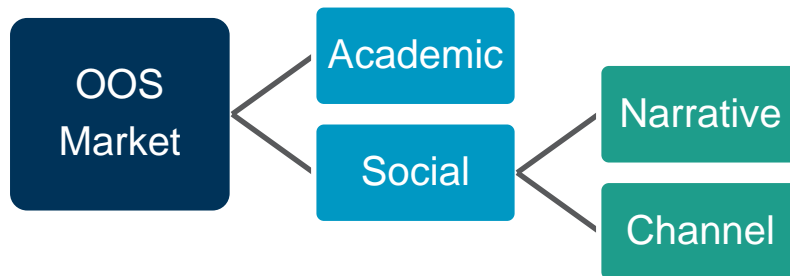
Take a holistic approach: incorporate high touch strategies, existing systems and processes.



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:



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

FLORIDA ATLANTIC UNIVERSITY



YOUR FUTURE AWAITS

Hi Friend,





If you want a great college experience that's also in a location you'll never want to leave, then it's time to apply to FAU.

Here in Boca Raton, you'll not only enjoy College in Paradise, you'll experience the diversity and options you expect of a major university, all backed by world-class academic programs.


FAU offers more than **170** academic programs, **6,000** undergraduate research opportunities and **4,200** internship placements so you can go from your dream campus to your dream career.

[APPLY NOW!](#)


Maura Flaschner
Executive Director of Undergraduate Admissions
Florida Atlantic University

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Office of Undergraduate Admissions
777 Glades Road, SU-80
Boca Raton, FL 33431
admissions@fau.edu | 561-297-3040



FLORIDA ATLANTIC UNIVERSITY



Dear Friend,

The spirit of the Atlantic calls the bold and the daring. So, answer the call!


Your future will be bright at Florida Atlantic University, filled with opportunity and success. You will receive a top quality education that prepares you for a lifetime of achievement. Together, with the new friends you will make, you will have a transformative student experience that empowers you to realize your dreams.

Student organizations, internships, and research opportunities are just a few ways that, as an Owl, you will take flight and truly soar.

Be bold. Be daring. [Apply Now!](#)

[APPLY NOW!](#)

Go Owls!



How Real-Time Metrics Drive Agility at FAU



Engagement Analytics Activity Analytics

Explore the dashboard below to understand the effectiveness of past activities towards your campaign objectives. Navigate and filter by selecting from the dropdown menu and interactive visualizations to analyze your campaigns and activities. You can view the data by sends, opens, clicks, and submissions to see the impacts of each activity. Note that campaigns and activities reviewed below are only those activities which have submission analytics available.

Sample University

Data Import Date: 05/16/2017



Weekly Collaboration with all stakeholders and transparent real-time campaign metrics for all email and digital campaigns.

Chart Analysis Selectors

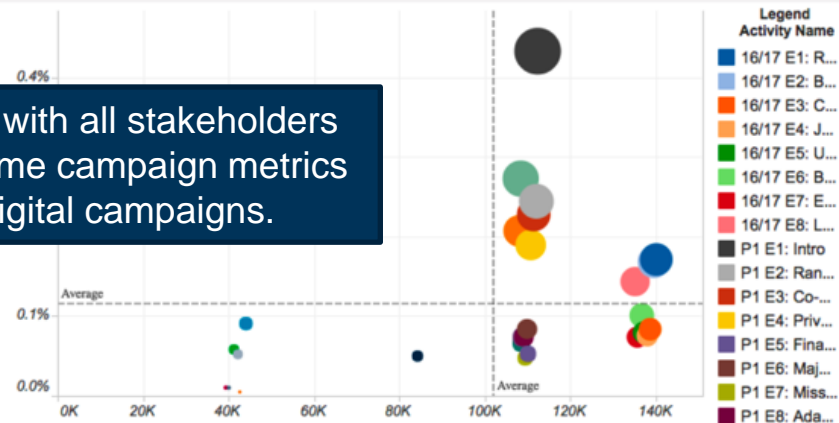
Choose Measure

Inquiries

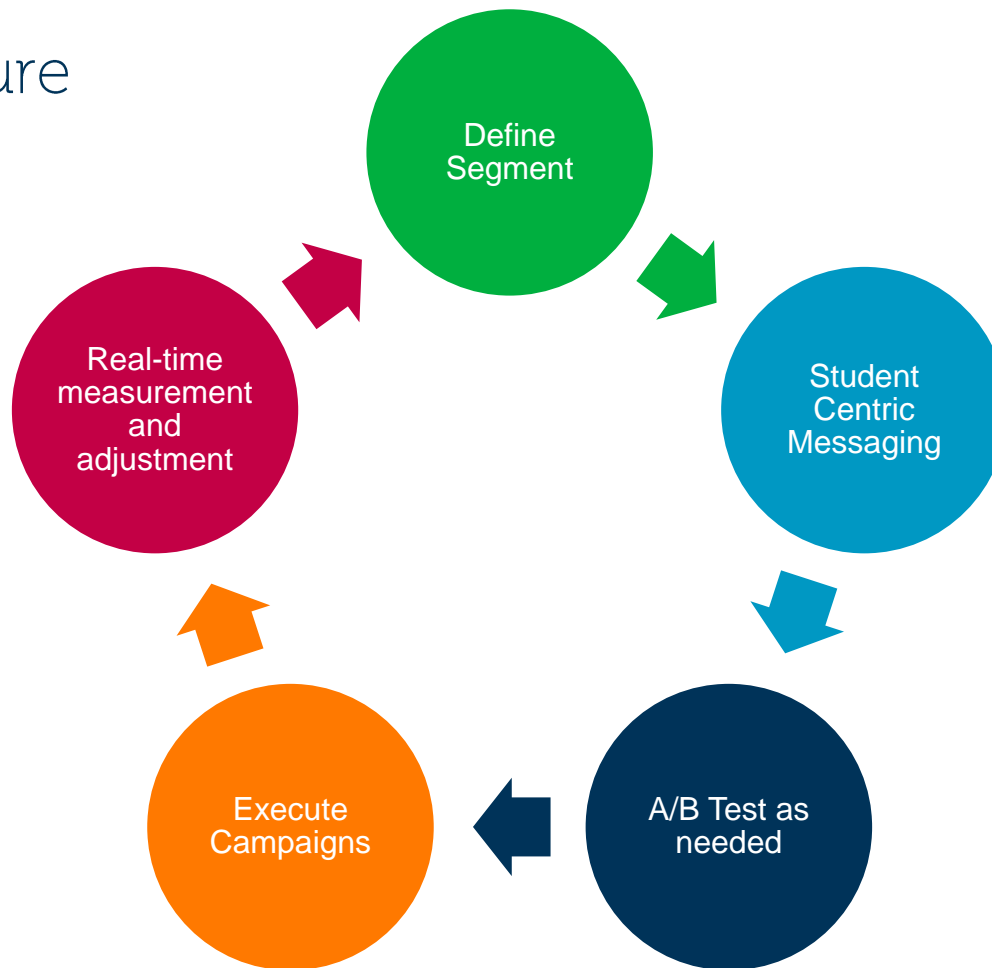
Choose Dimension

Activity Name

Profile Scatter Plot - Inquiries by Activity Name



The Big Picture



Holistic Integrated Engagement



FLORIDA ATLANTIC UNIVERSITY

STUDENTS

FACULTY/STAFF

ALUMNI

FAMILIES

APPLY

VISIT

GIVE

ADMISSIONS

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.](#)



Visits



Wilkes Honors College - Jupiter



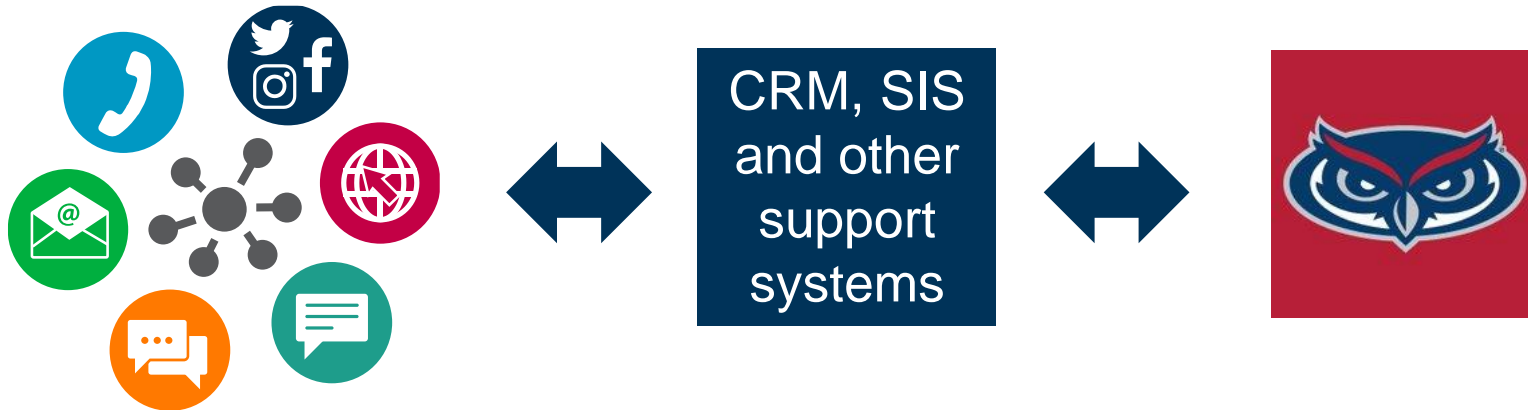
Transfer Visits



Admissions Events



Holistic Integrated Engagement



Poll: If you could improve one thing this year, what would it be?

Audience Poll

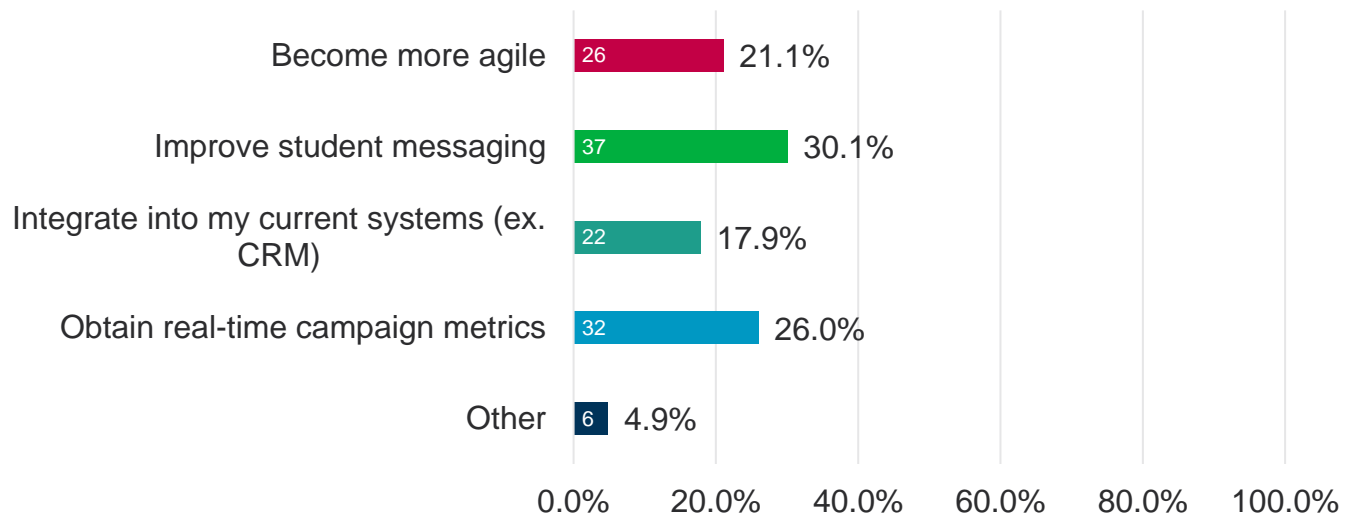
**If you could improve one thing this year, what would it be?
(Select all that apply)**

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)**



Number of Respondents: 82

FAU and ACT | NRCCUA

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>





encoura™

Eduventures® Research Webinar

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

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

Register today:

encoura.org/webinars

Eduventures[®] Summit Virtual Research Forum

Exclusively for Members



The banner features a dark blue background with a repeating geometric pattern. On the left, a green and white logo for 'EDUVENTURES SUMMIT 2020 VIRTUAL RESEARCH FORUM' is displayed, with logos for ACT, NRCUA, and Strada above it. To the right, a circular portrait of Bryan Stevenson is shown next to his name and title. The date 'NOVEMBER 12, 2020' is prominently displayed at the bottom.

Featured Speaker

Bryan Stevenson
*Executive Director,
Equal Justice Initiative*

NOVEMBER 12, 2020

A Year Like Never Before

We are pleased to announce the first Eduventures Virtual Research Forum (VRF), an exclusive one-day reinvention of Summit online on Thursday, November 12.

encoura.org/summit

Questions around your ability to register or access codes? Please contact summit@nrccua.org.

Thank you.

