



Membership matters.

Making the Class: Evaluating
Your Funnel and Applying
New Engagement Strategies
for Future Success

Thursday, May 6, 2021



Reaching Unreachable Students

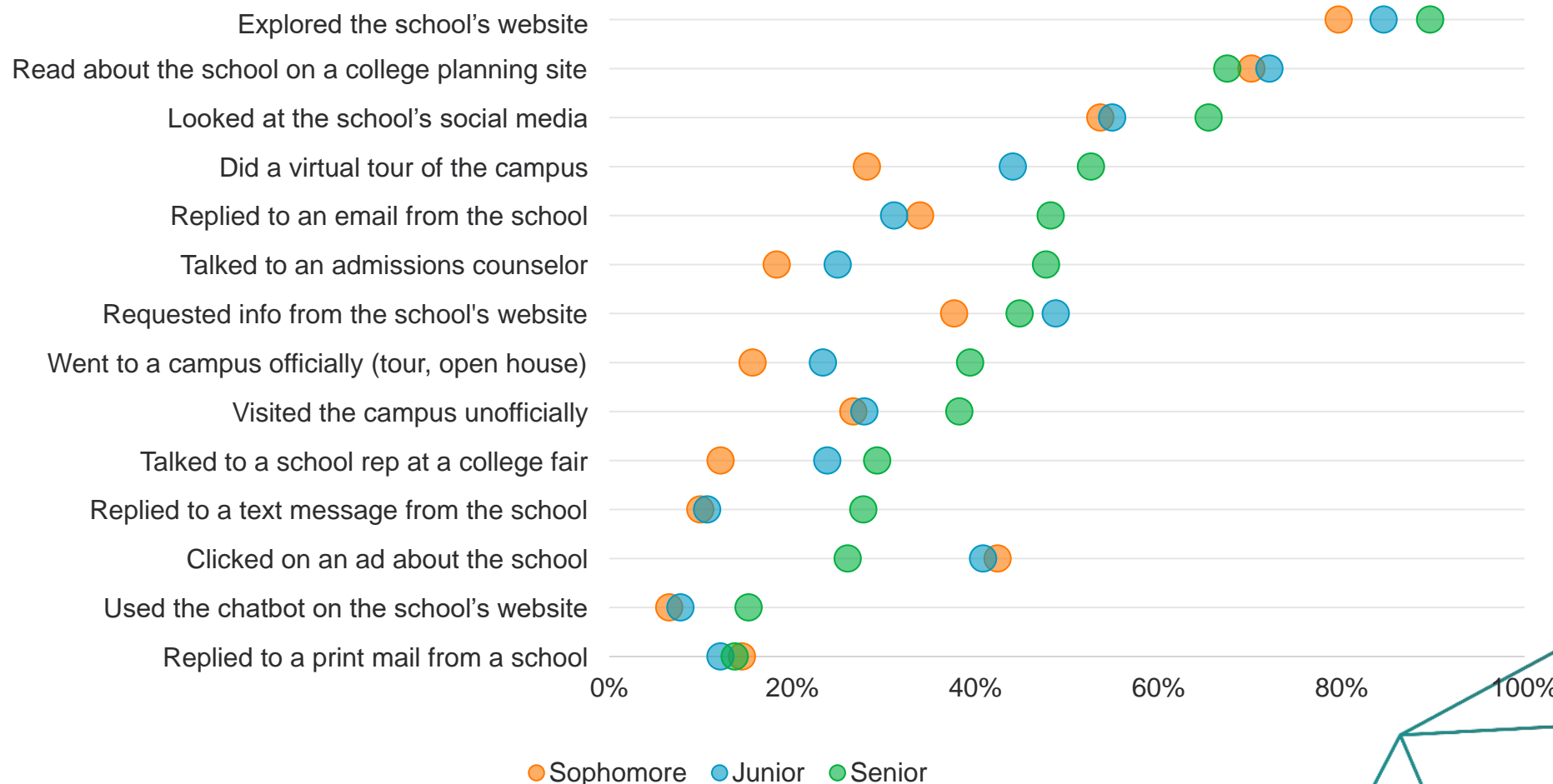
The Future of Engagement Strategy... Where Are We Headed?

- Circumstances shook up the top-of-the funnel in traditional undergraduate search
- Many students were invisible in traditional search this year
- A wake-up call to rethink engagement strategies
- But so-called “stealth” students have always been present in college search, exacerbated by COVID
- “Stealth” is a natural behavior of students searching for colleges on their own terms
- So how do we engage students on their own terms?



How are Students Engaging in Search?

Have You Done Any of the Following Before Applying to a College or University?



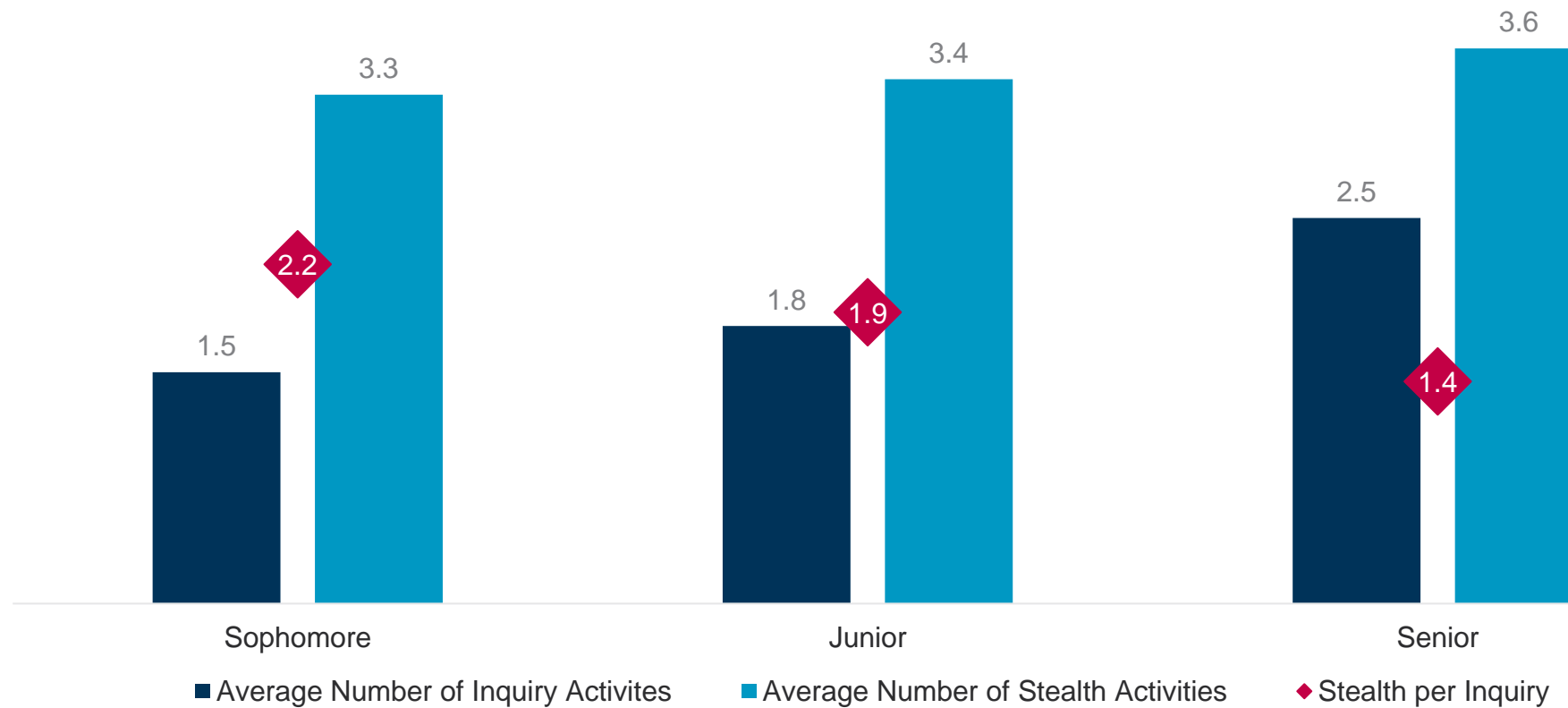
What Constitutes an Inquiry?

Students' Search Activity	College Sees as Inquiry
Replied to a print mail from a school	Almost always
Requested info from the school's website	
Talked to an admissions counselor	
Replied to an email from the school	
Talked to a school rep at a college fair	
Went to a campus officially	
Replied to a text message from the school	Sometimes
Did a virtual tour of the campus	
Used the chatbot on the school's website	
Clicked on an ad about the school	Almost Never
Visited the campus unofficially	
Looked at the school's social media	
Read about the school on a college planning site	
Explored the school's website	

Students are Active Outside Official Inquiry Channels

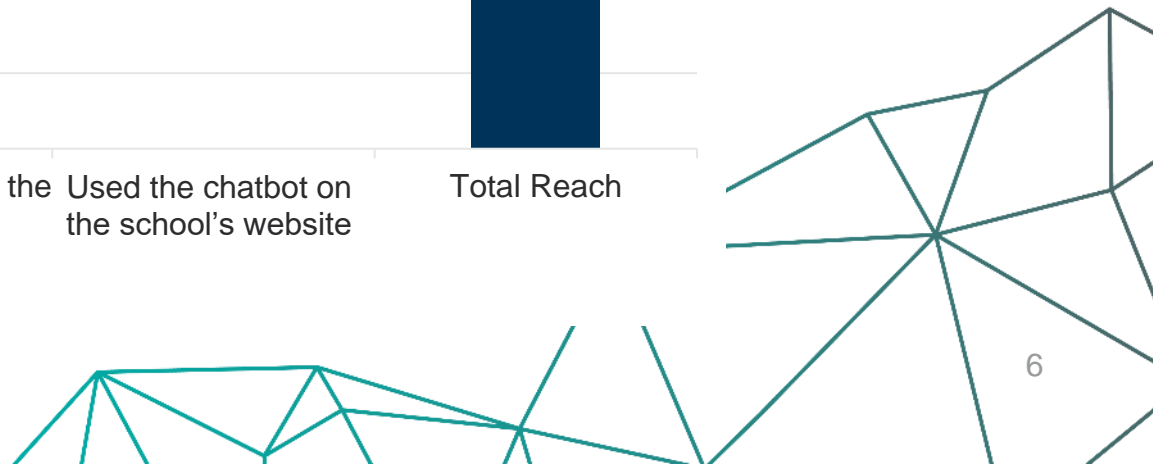
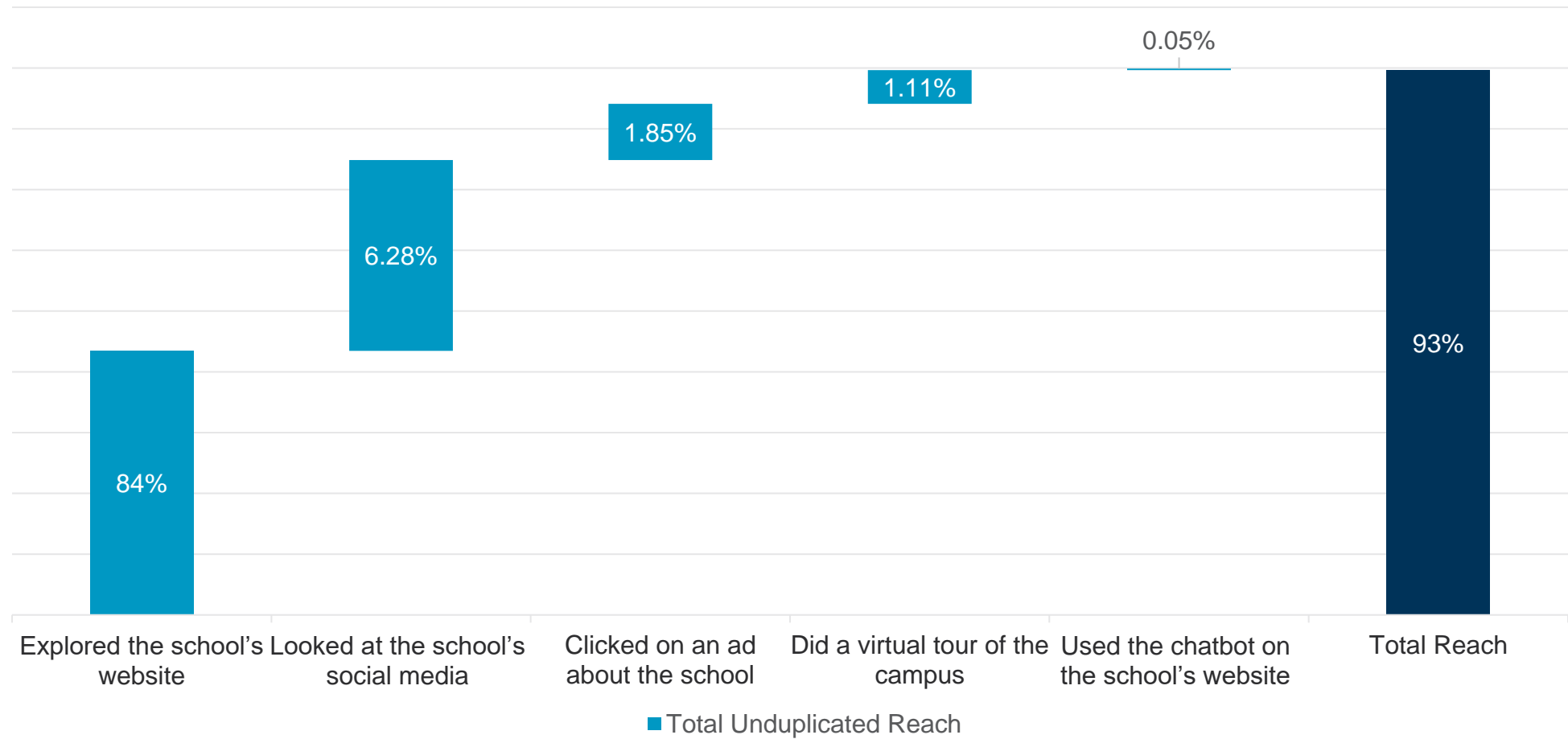
But They Do Make Themselves Known as Time Goes On

Inquiry vs. Stealth Activity



Reaching Students Who Haven't Made Themselves Known?

Unduplicated Market Reach Analysis of Key Stealth Activity



No Easy Answers: Four Interwoven Strategies

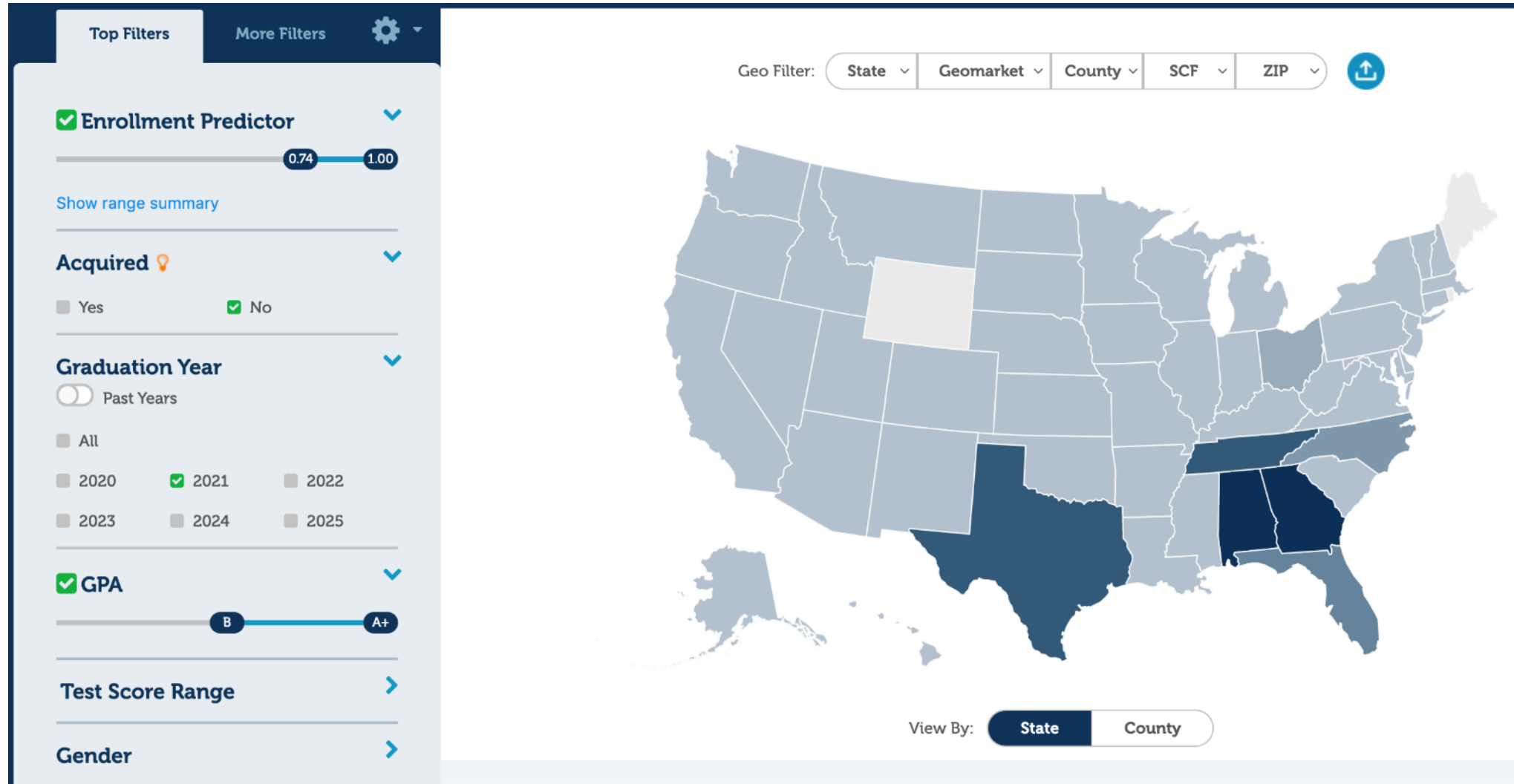
- Make your search as strategic as possible
- Make your search count with resonant messaging
- Maximize your digital strategies to engage students
- Recommit to grass-roots work to reach students in their communities



Analysis and Action

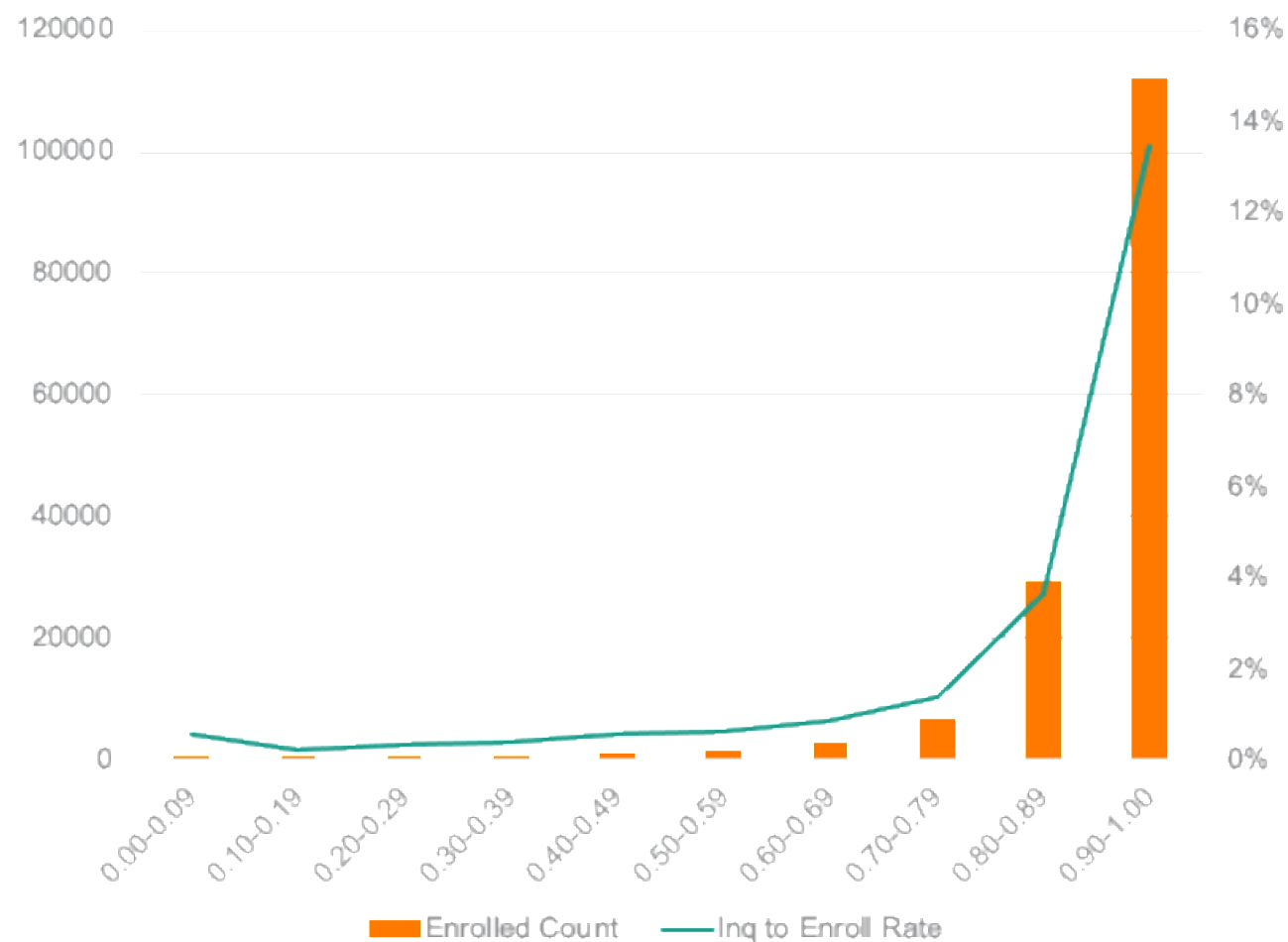


Analyze/Research/Engage



Make Your Search as Strategic as Possible

Aggregate Inquiry to Enroll Rate by Model Score Fall 2020



91%
Cumulative
Enrolled in .8+

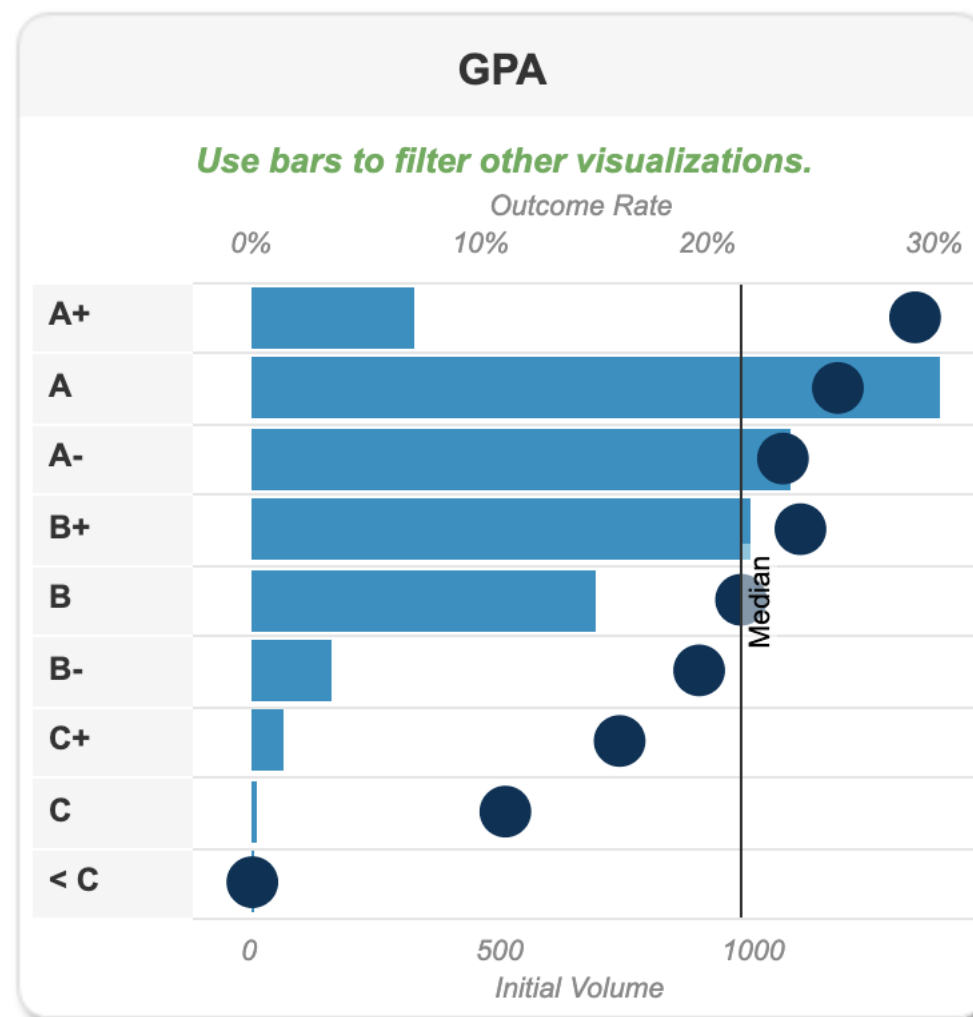
N = 256 Colleges & Universities

Make Your Communications Count

Utilize Analytics for Segmentations to Target and Research to Engage

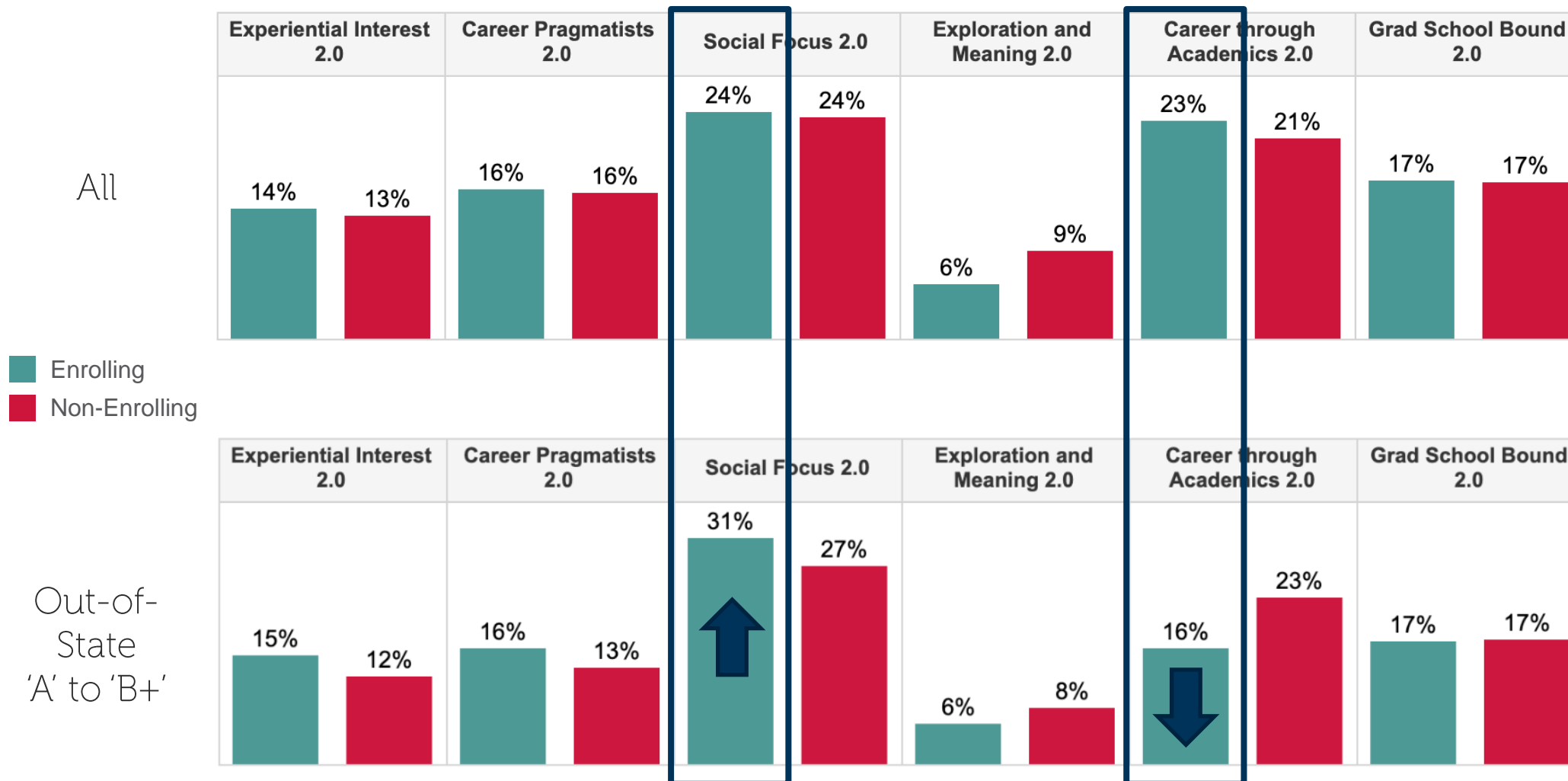
Challenge: Identify opportunities to increase headcount in regional Out-of-State market

Defined segmentation: Significant volume best yield with students in GPA range 'A' to 'B+'



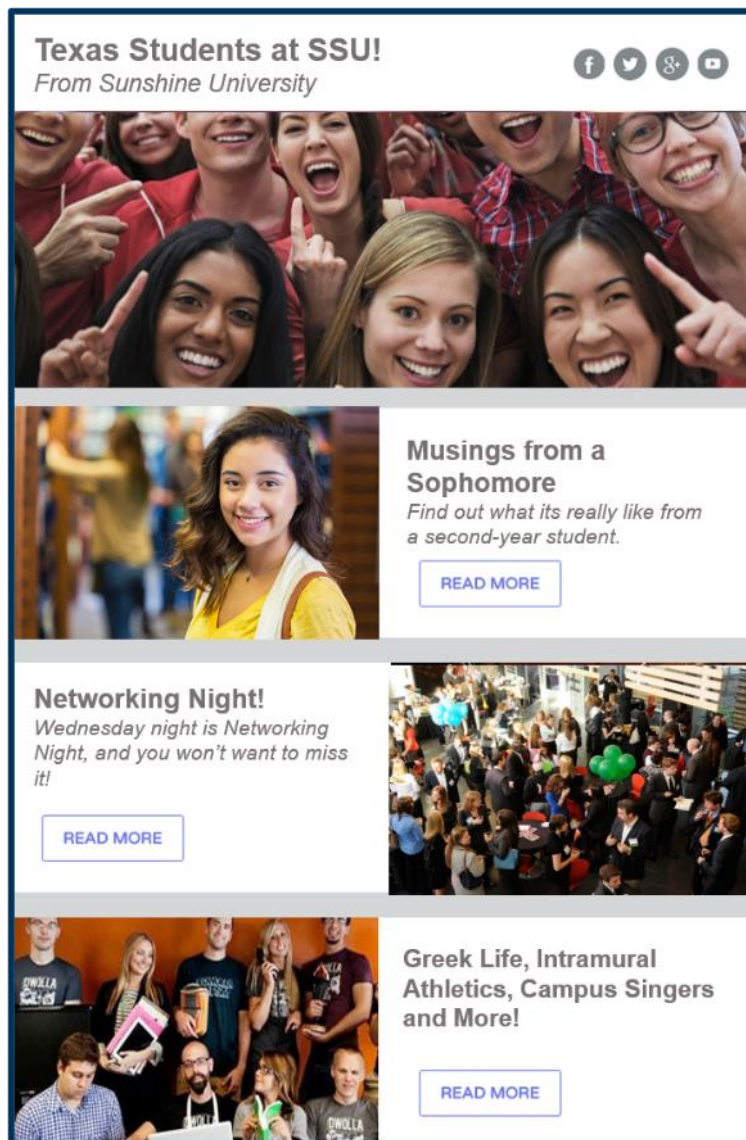
Make Your Communications Count

Utilize Analytics to Identify Segmentations and Research to Engage



Sample Social Focus Mindset Email

Name/subject that
relates to the audience



Imagery that shows social
interaction, clubs or student
groups, and that the school
values social interaction



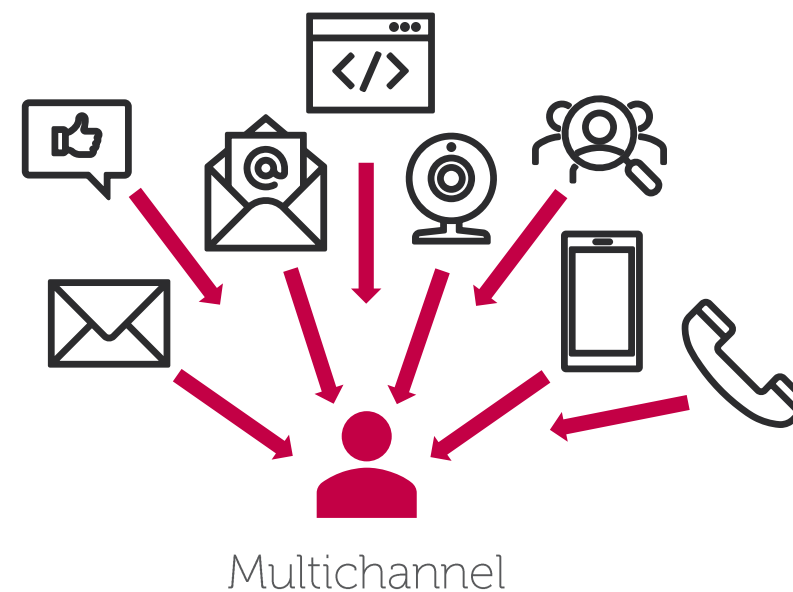
Stories from
current students



Content about clubs
or networking
opportunities



Maximize Strategies to Engage



Maximize Strategies to Engage



Maximize Strategies to Engage

- Omnichannel engagement
- Don't throw in the towel on non-responders
- Beyond transactional
- Relationship building

Additional Resources





June 16, 2021

encoura.org/summit

Featured Keynote



Ken Burns

*Celebrated Documentary
Filmmaker*

Examining a New Horizon for Higher Education

Eduventures Summit Virtual Research Forum (VRF) brings together higher ed leaders to help navigate the complex issues facing education today. We are thrilled to announce Ken Burns, celebrated documentary filmmaker, and separately, Dr. Laurie Santos, Yale Professor and expert on student well-being as our keynote speakers.

Participate in Admitted Student Research

Learn Why Students Enroll or Don't Enroll at Your Institution to Plan for 2021

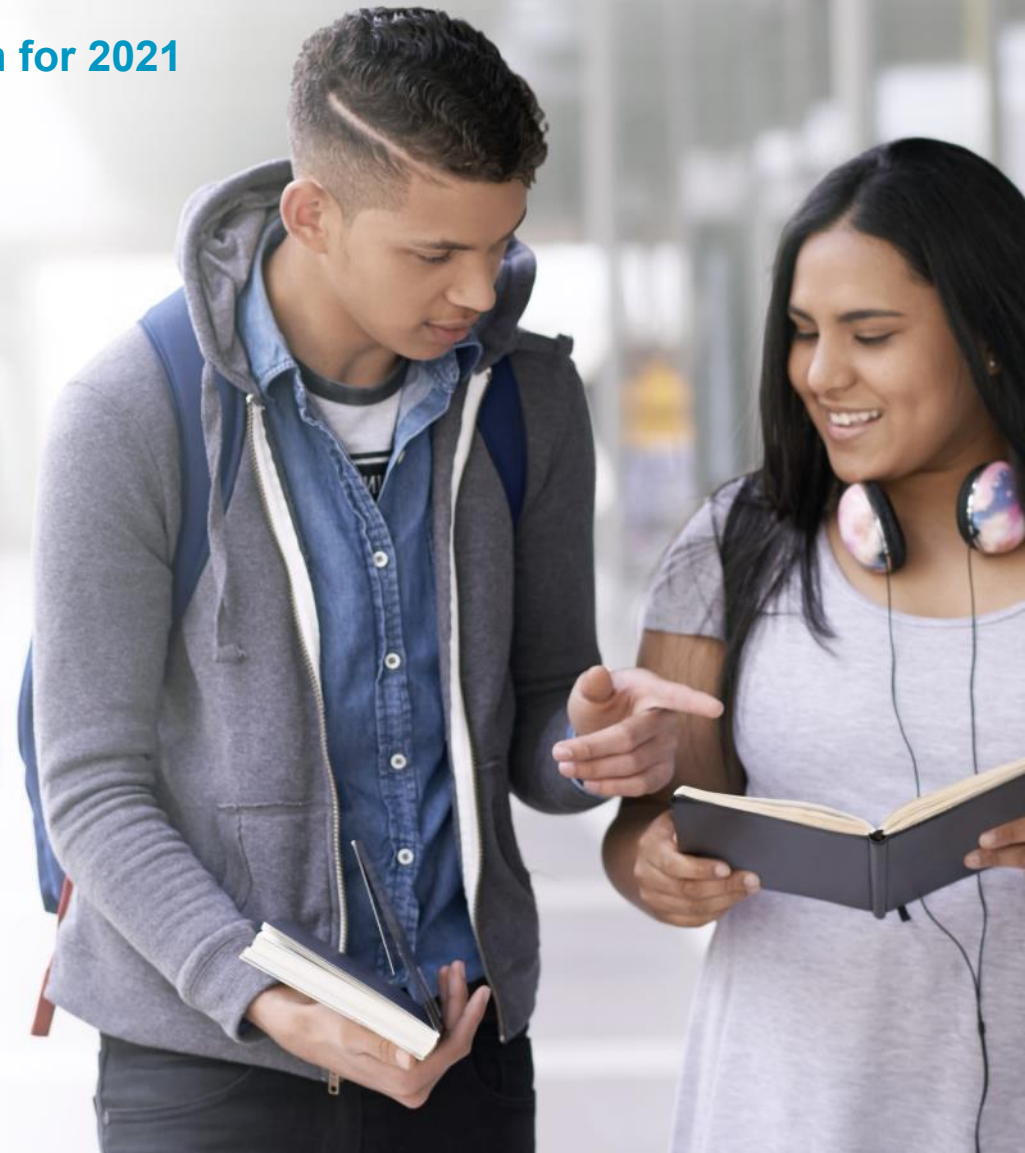
Participating in ASR offers:

- Nationwide benchmarks for yield outcomes
- Changes in the decision-making behaviors of incoming freshmen that impact recruiting
- Gaps between how your institution was perceived and your actual institution identity
- Regional and national competitive shifts in the wake of the post-COVID-19 environment
- Competitiveness of your updated financial aid model

encoura.org/asr

Deadline to Participate: May 24, 2021

Please reach out to us if you are interested in participating but will not have admitted student lists by 5/24



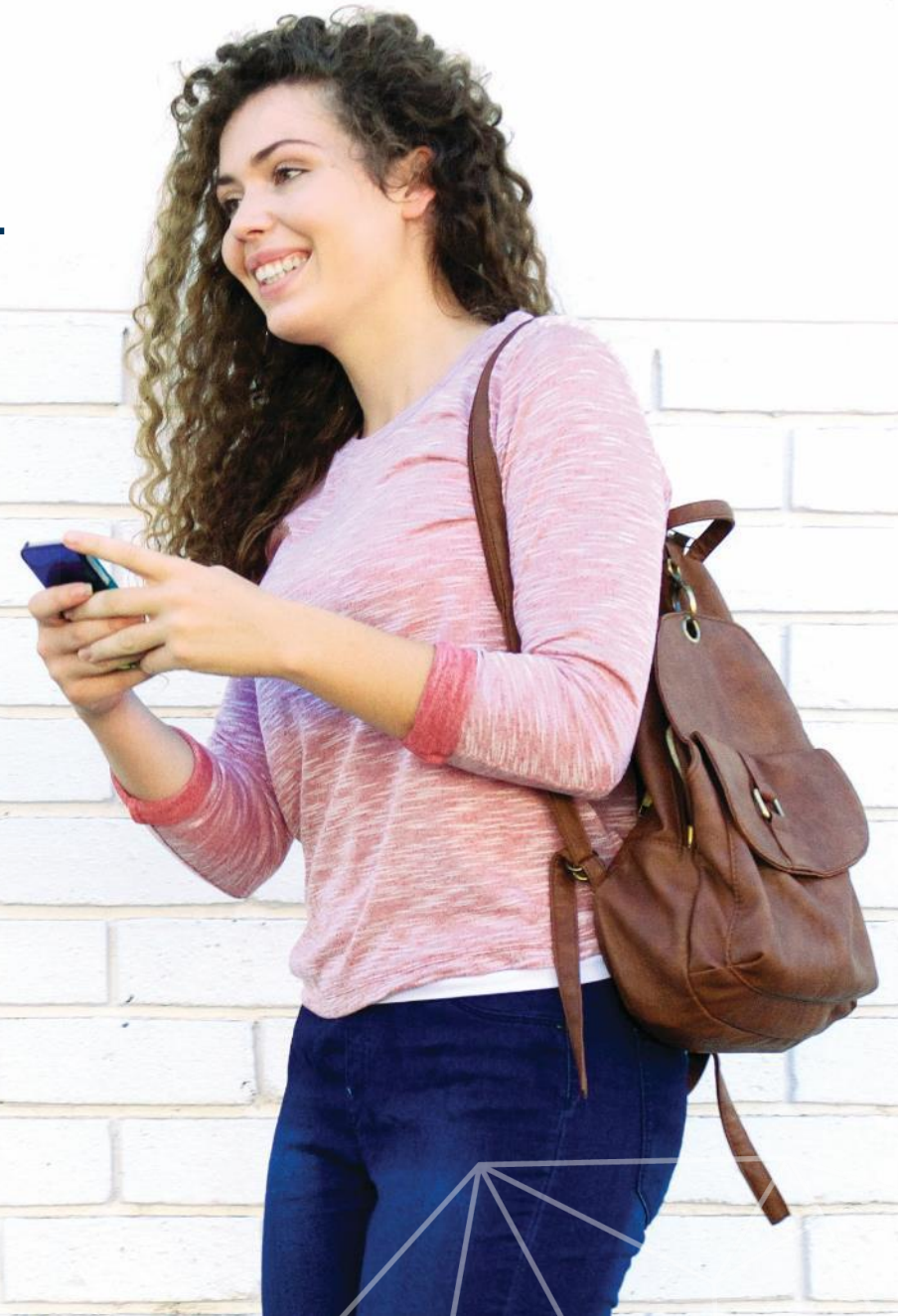
encoura® Webinar Series

Making the Class: Improving Your Funnel with Digital Engagement Strategies

Tuesday, May 18, 2021 at 2PM ET/1PM CT

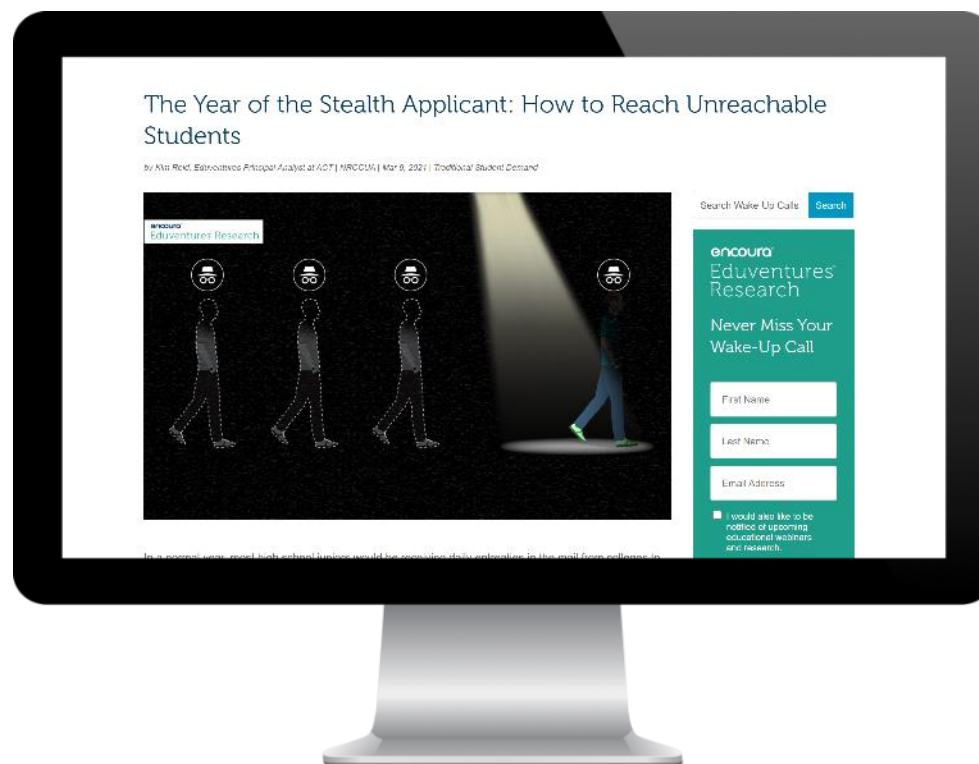
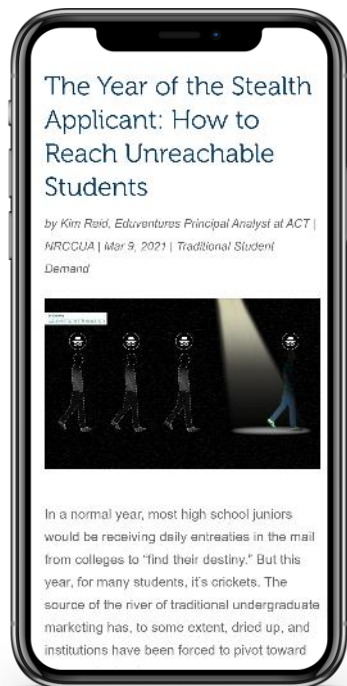
Reva Levin, Vice President of Digital Solutions, will identify practical and effective digital engagement strategies to help you stay connected to your admitted students throughout the summer, new opportunities to reach transfer students and bolster your incoming class, and emerging channels that can boost inquiry generation for future years.

encoura.org/webinars



The Year of the Stealth Applicant: How to Reach Unreachable Students

encoura[™]
Eduventures[®]
Research



With fewer students in physical schools and taking standardized tests, fewer students are checking the boxes that allow them to be seen in college searches. A sizeable swath of students may simply be invisible to the traditional search marketing machine of higher education — and this poses considerable problems for students and institutions alike.

Read more and subscribe:

encoura.org/wake-up-call



Questions & Answers



Thank you.

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