



Membership matters.

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

October 8, 2020



Introductions

TODAY'S SPEAKERS



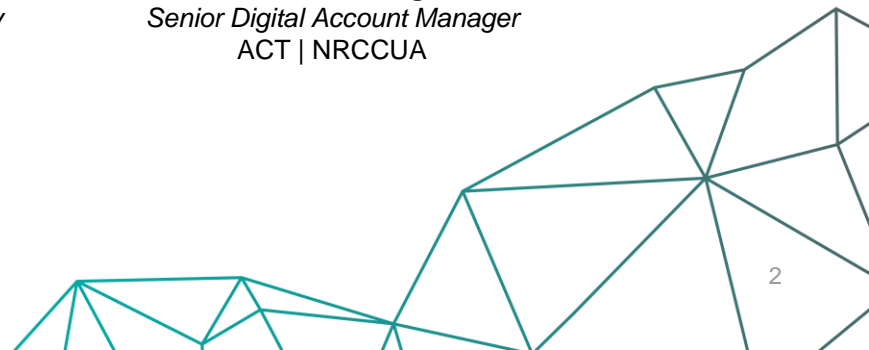
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Today's Agenda

- Context and Research Findings: The Impact of COVID-19 on Prospective Adult Learners
- Best Practices for Reaching Prospective Adult Learners
- Q & A
- Additional Resources from Eduventures Research

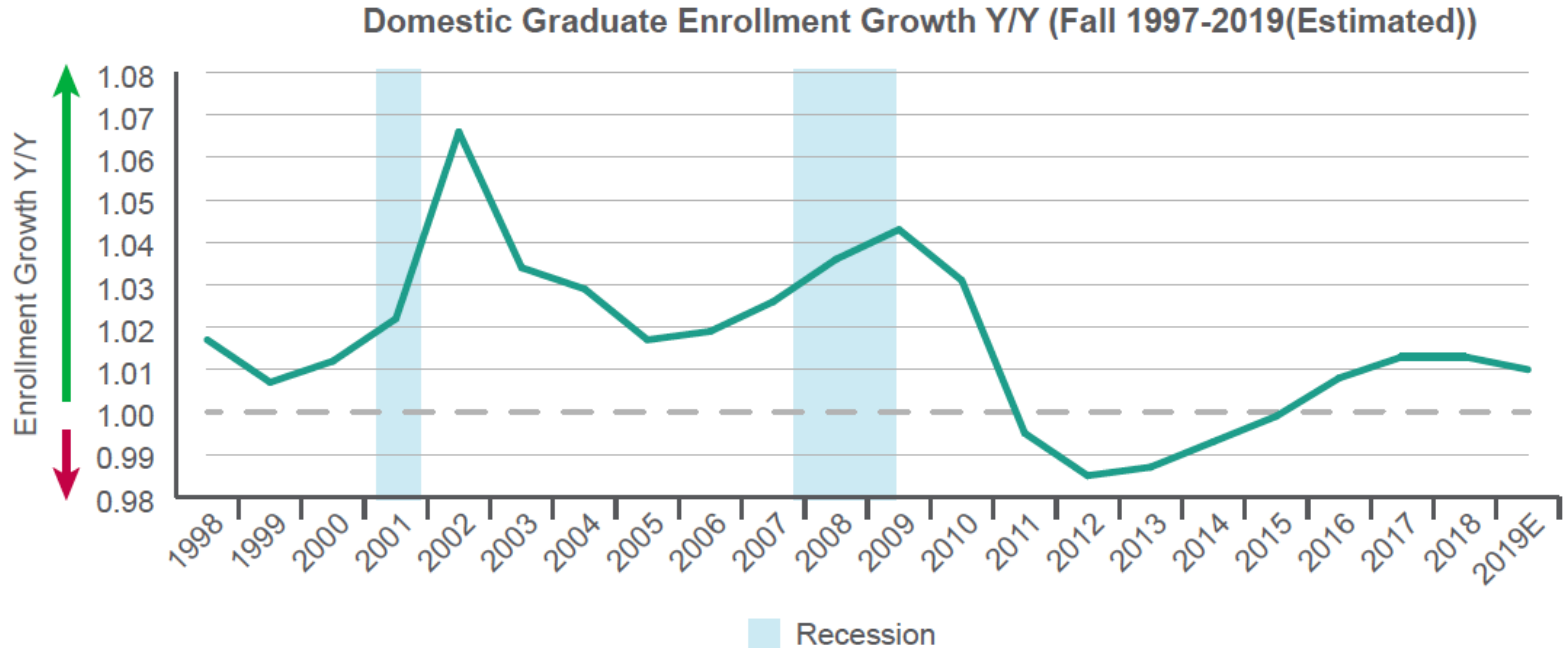


Recent Findings



Is Past Prologue? Domestic Graduate Enrollment Growth

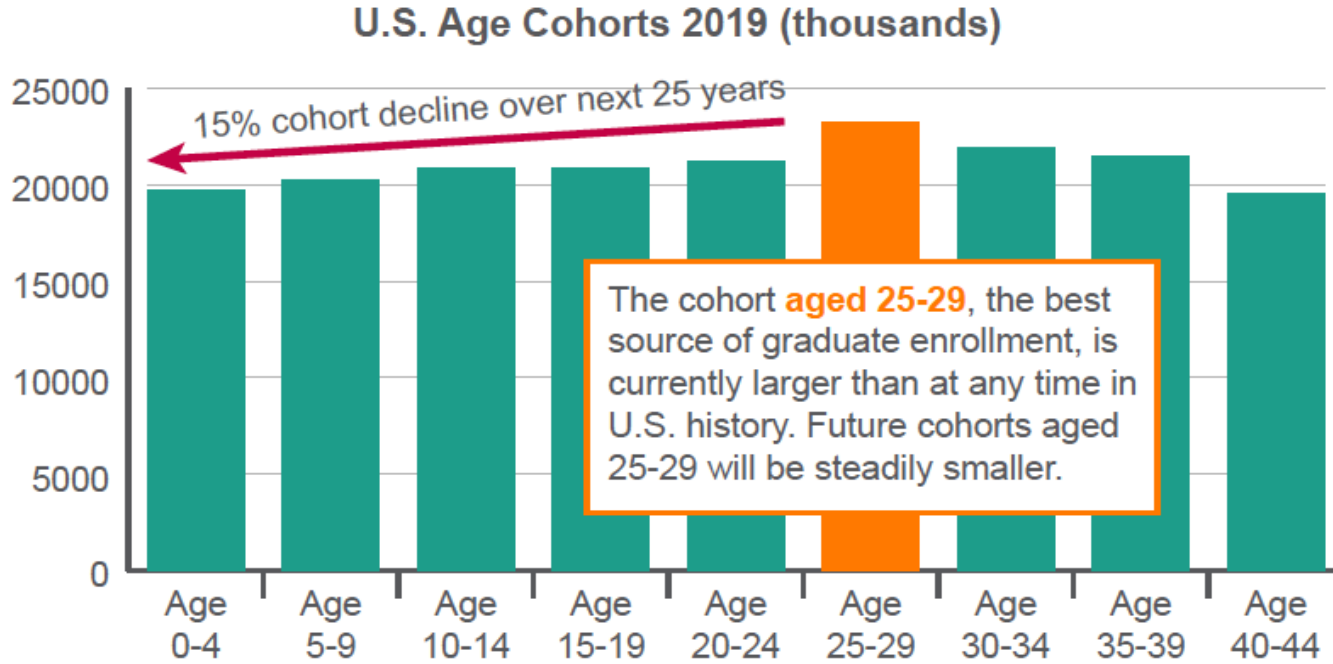
ARE PRIOR PERIODS OF RECESSIONARY ENROLLMENT GROWTH ACCURATE PREDICTORS OF 2020– 2021?



Source: Eduventures analysis of IPEDS and National Student Clearinghouse data. Growth: 1.00= zero, 1.01 means 1% growth and 0.99 means 1% decline.

Demographic Headwinds

EVEN WITHOUT PUBLIC HEALTH AND ECONOMIC CRISES, THE AVAILABLE POOL OF GRAD PROSPECTS WILL DECLINE



Source: U.S. Census Bureau, Age and Sex Composition in the United States, 2019.

Eduventures Research—Prospective Adult Learners

2019-2020

- Continuation of ongoing research since 2010 into prospective adult learners
- 2019 Adult Prospect Survey
 - 22 and older
 - **76%** of sample plan to continue or complete their education within 3 years
 - 4000+ nationally representative sample
- 2020 COVID-19 Impact Survey
 - **June 2020—Complete** / October, 2020 – launching
 - 22 and older
 - **74%** of sample will continue or complete their education within next 3 years
 - COVID-19 impact questions for comparison to 2019 benchmark
 - ~ 5,000 nationally representative sample by October 2020

Unpacking Adult Learner Demand: Commitment, Hesitancy and Skepticism

2019 / 2020 APS RESPONDENTS SEGMENTED BY VARYING LEVELS OF INTEREST IN POSTSECONDARY ENROLLMENT

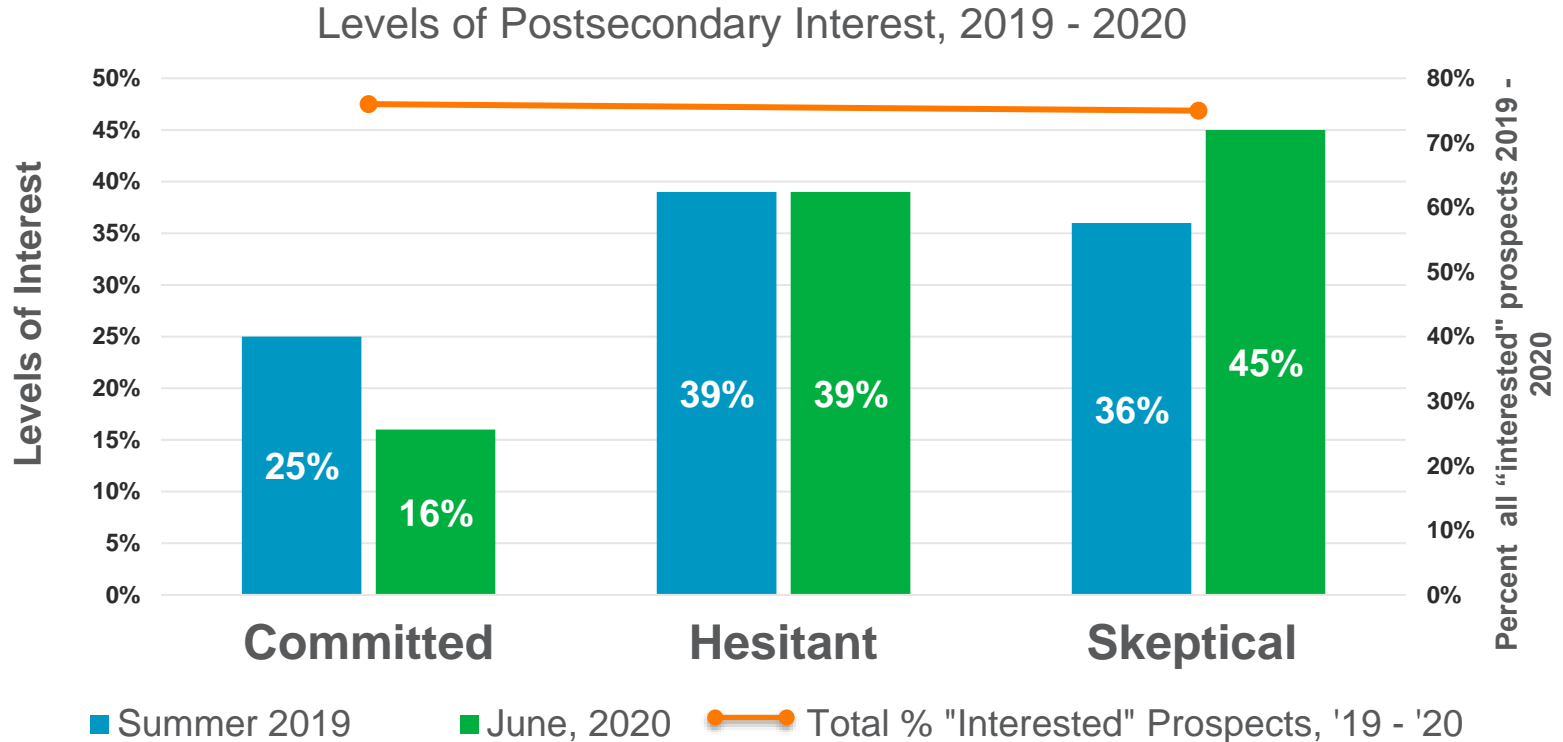
Committed Adult Prospects: *Will definitely or probably enroll*

Hesitant Adult Prospects: *Extremely or very Interested if time/money were no object*

Skeptical Adult Prospects: *Somewhat or slightly Interested if time/money were no object*

Steady Demand, But Declining Levels of Commitment

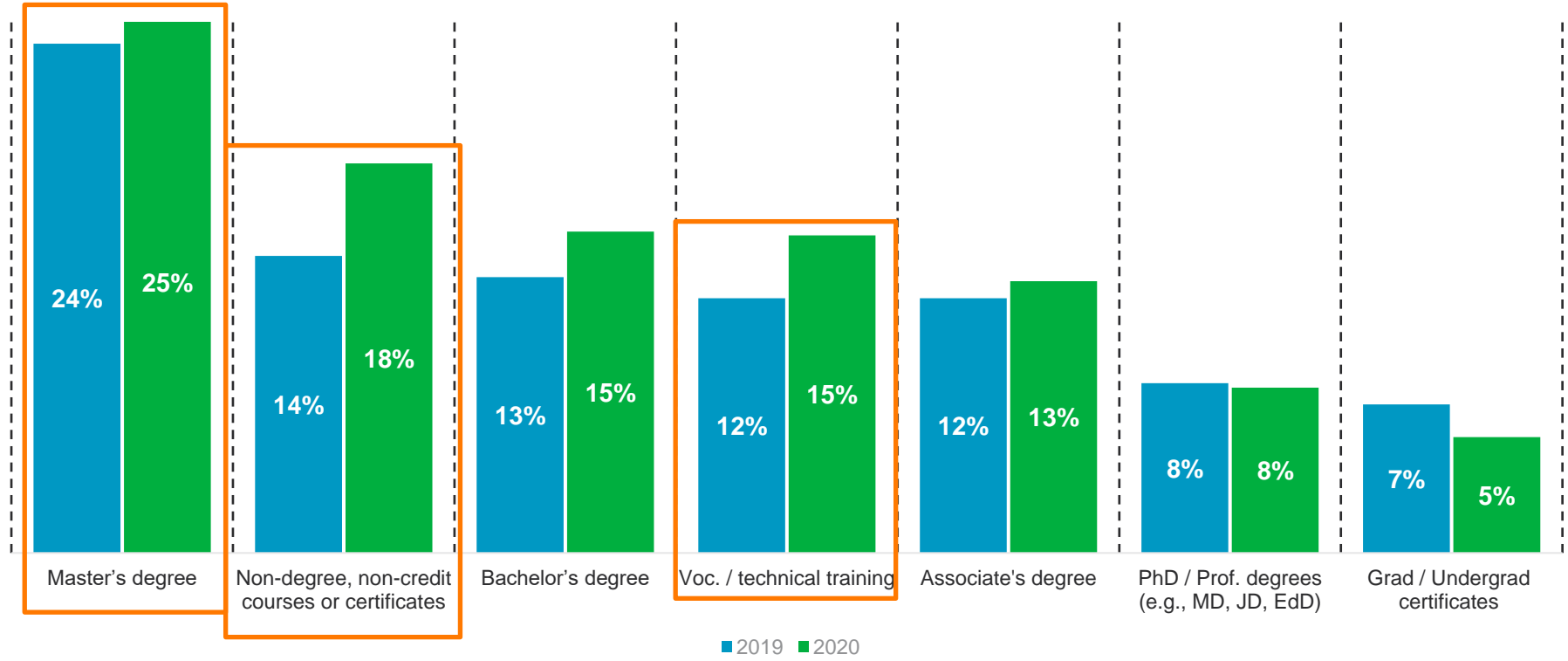
“TIME AND MONEY” CONCERNS ARE ON THE RISE



How has COVID-19 Changed Credential Demand?

WHILE INTEREST IN MASTER'S DEGREES IS STEADY, INCREASES IN NON-CREDIT CERTIFICATES AND VOC/TECH TRAINING SIGNAL GREATER FOCUS ON EMPLOYABILITY, UP/RE-SKILLING AND COST.

Changes in Demand for Desired Credentials, 2019 - 2020

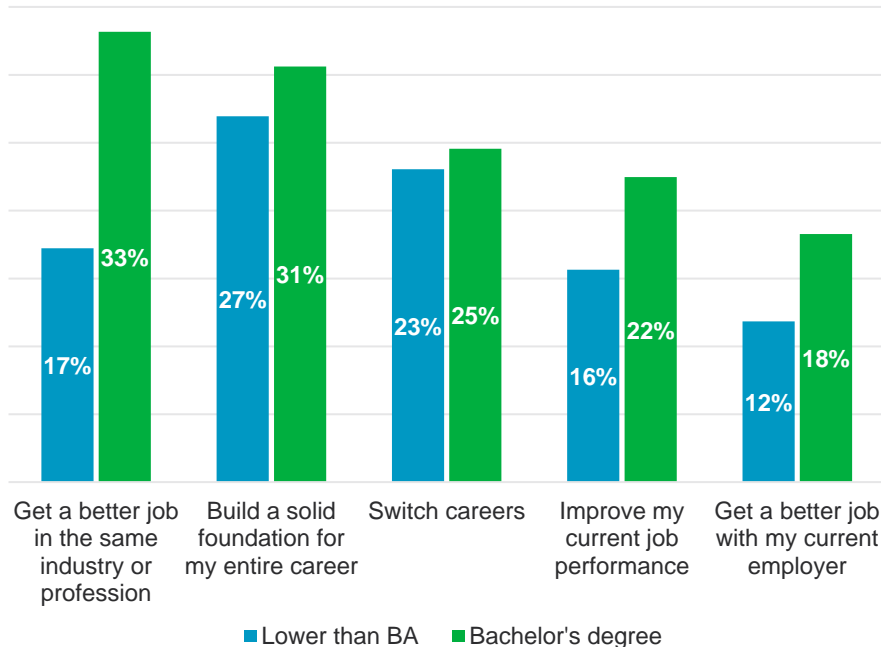


Pre-COVID-19 n = 4020; data collected summer, 2019. During COVID-19 n = 2250; data collected June, 2020.

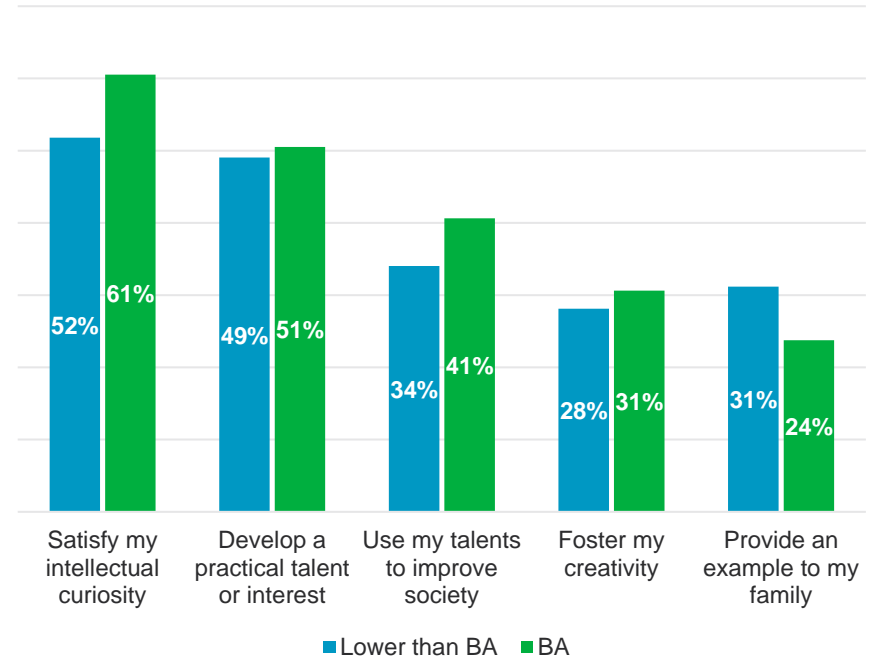
Grad Prospects: Why Would They Enroll?

COMPARISONS BETWEEN GRAD PROSPECTS AND OTHERS WITH FEWER POSTSECONDARY CREDENTIALS

Career Goals, 2020
(Top 5 outside of “earn more money”)



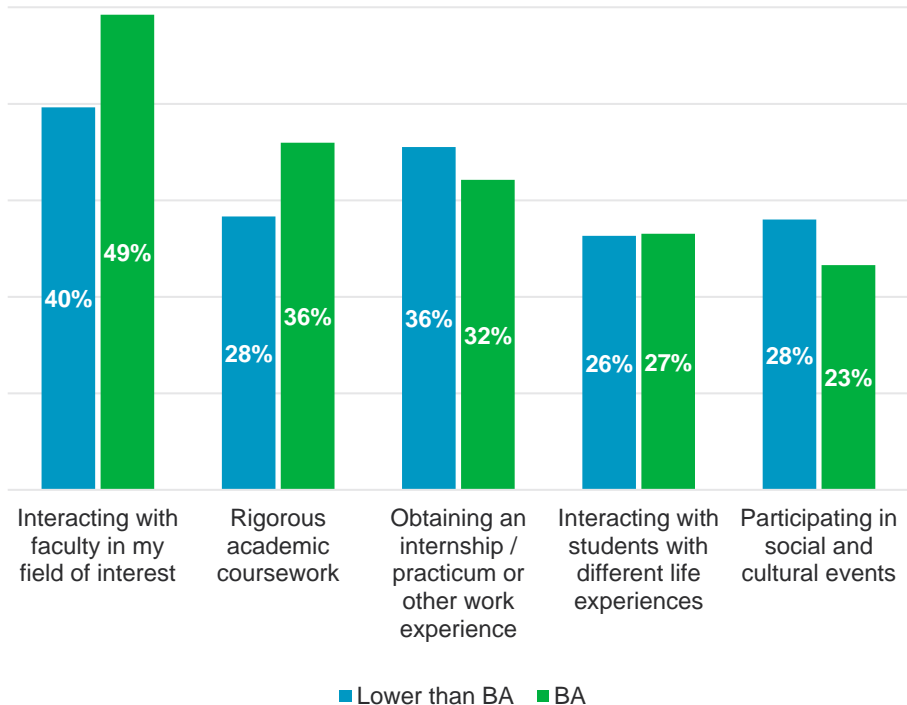
Non-Career Goals, 2020



Grad Prospects: What Will They Want?

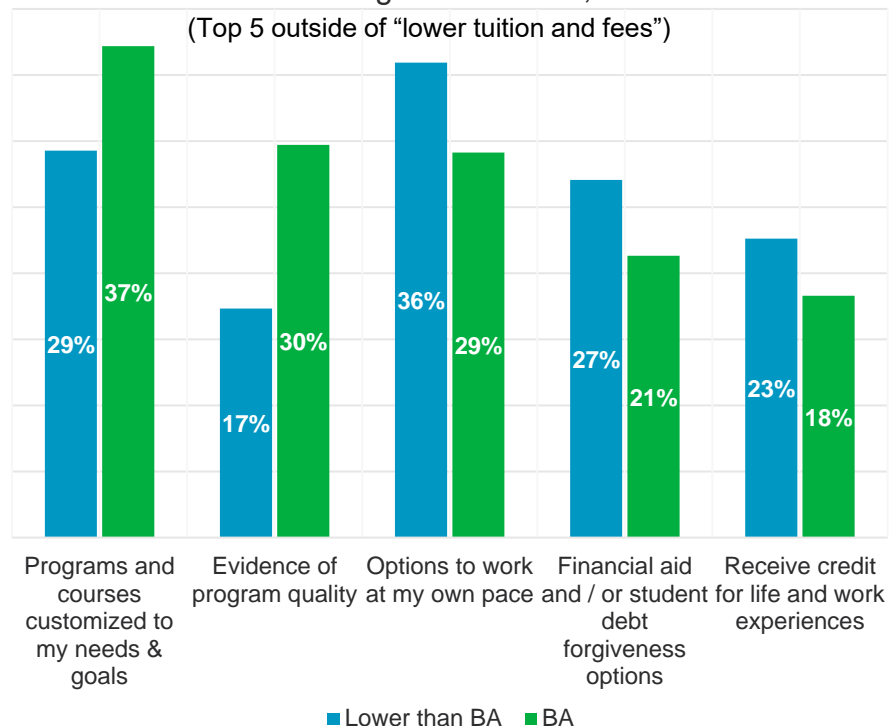
COMPARISONS BETWEEN GRAD PROSPECTS AND OTHERS WITH FEWER POSTSECONDARY CREDENTIALS

Preferred Learning Experiences, 2020



Desired Program Features, 2020

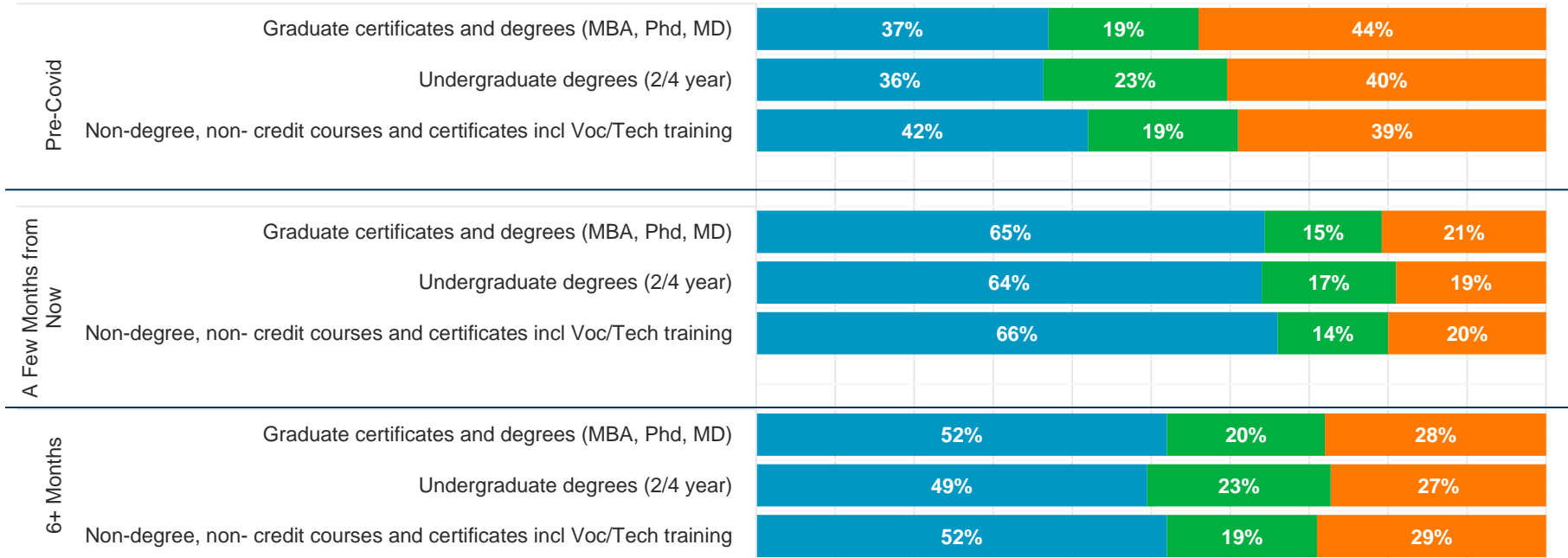
(Top 5 outside of "lower tuition and fees")



Preferences for Online, Blended, and On-Campus

PROSPECTS EXPECT AN ONLINE “PIVOT” BOTH SHORT-TERM AND LONG-TERM

Preferred Modality by Desired Credential



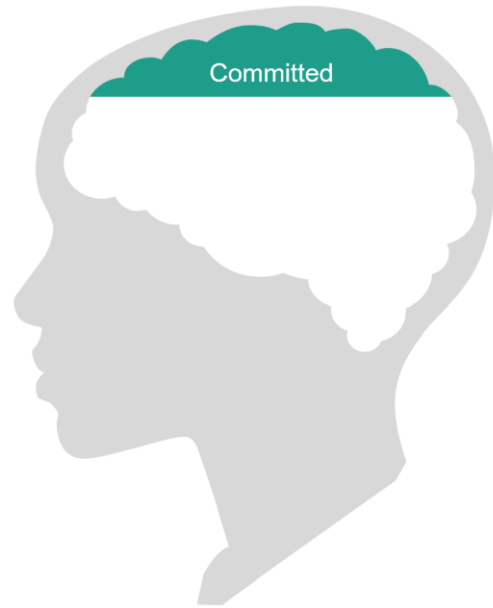
■ Predominately online learning with some on-campus
 ■ An even mix between on campus and online courses
 ■ Predominately on-campus with some online
 3

The Committed, the Hesitant & the Skeptical & Best Practices to Reach Them



Committed Adults

A SMART SEARCH STRATEGY PUTS YOU IN FRONT OF ACTIVE DEGREE 'SHOPPERS'



Committed Cohorts

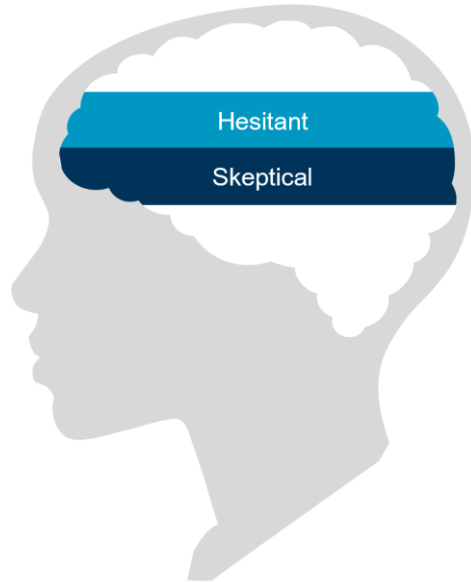
- Active Shoppers
- Gathering information online
- Capable of making a decision in 0-3 months

Digital Best Practices

- **Search Engine Marketing**
- **YouTube Interest Based Marketing**
- **Next Gen Custom Audience Targeting for Inquiries**

Hesitant & Skeptical Adults

HESITANT/SKEPTICAL COHORTS HAVE A LONGER INCUBATION PERIOD & DIFFERENT TRIGGERS



Hesitant & Skeptical Cohorts

- Stealth shoppers
- Take longer to do their research
- Greater incubation period of 4 to 6 months
- Requires high frequency
- Need a motivation & a reason (New Year's & Tax Time)

Digital Best Practices

- **Next Gen Custom Audience for Prospects**
- **YouTube Interest Based Marketing**
- **Over the Top Television**
- **Programmatic Audio**
- **Mobile***

87% of Adult Prospects Use a Search Engine

CONNECT WITH ADULTS ACTIVELY SEEKING TO CONTINUE THEIR EDUCATION

- 87% of adult prospects used a search engine during their search¹
- 92% of all searches start with Google²
- YouTube is the 2nd Most Used Search Engine in the World
- SEM is the highest performing media and your first go to for Grad and Adult
- SEM requires time



What is Smart SEM?

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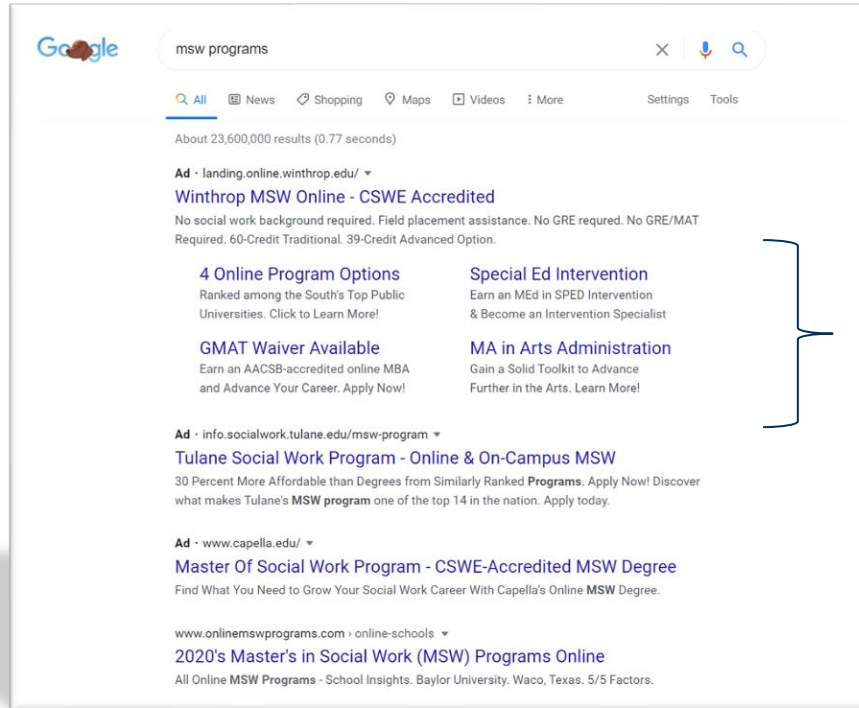
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What is Smart SEM?

SMART USE OF SITE LINKS PUSH YOUR COMPETITORS DOWN THE PAGE.



What is Smart SEM?

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What is Smart SEM?

SEM REQUIRES YOU WORK YOUR PLAN OR YOU MISS OPPORTUNITIES TO SHINE

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Master of Social Work - Our Lady of the Lake University

Sep 4, 2020 - Whether already working in the field or have a desire to join it, OLLU's **MSW** can help students achieve their goals of helping society and fighting ...

} Text Ad Only



Keyword Best Practices

HOW DO YOU FIND THE BEST KEYWORDS FOR YOUR SEM CAMPAIGNS

New searches

15% of searches seen on Google.com are brand new, every single day.

More consideration

Consumer journeys are becoming increasingly complex and search is no longer a lower-funnel channel.

Voice searches

Smartphones combined with voice search create additional search moments in new contexts.

Things to Remember

- Mobile and voice search needs to be taken into consideration. Long tail keywords are good for this purpose
- The keywords you launch with need to be optimized on a regular basis to maintain success.
- Keyword Tools are available to help create the initial list of keywords. It is important the Landing page you direct your users too also has these keywords on them.
- Remember that Close Variance is in play so having multiple keywords with the similar versions is not always necessary

Example of SEM Success

SEM HAS BIG PAY OFF FOR PARTNERS

“We added the new Ph.D. in Leadership program this year and when we started marketing it, our President said, ‘If we can get 20 students enrolled, that will be a success.’ At last count we were at 59 enrolled. This is a \$35,000 a year program. That’s \$2 Million in revenue.”



YouTube is the One to Watch

ADULTS USE YOUTUBE TO LEARN, ENGAGE, UNWIND & RESEARCH EDUCATION OPTIONS



- On mobile devices alone, YouTube reaches more adults aged 18-49 during prime time than any cable network does in an average week²



YouTube Identifies & Attracts Your Best Prospects



We target Adults 21-44 in your target markets who are actively searching on Google using phrases like "Continuing Adult Education" or "Best Online Degrees"



We target any Adult in your target markets using YouTube to look up things like "In Demand Degrees" or "Best Online Degrees"



We find adults who "look like" other adults who subscribe to YouTube channels related to career changers, professional organizations, etc. that align with you and your degrees.



Large Public Institution in Midwest

Target:

Grad Student Prospects for Engineering
Masters Program

Media:

YouTube

Results Over 1 Week

9,000 Viewed the Video

39.6% Viewed the entire :30 second video



Large Private Institution in Southeast

Target:

Grad Student Prospects for Various Programs including MBA, EMBA, MS Accounting, MS Business Analytics, MS Marketing and MS Cybersecurity,

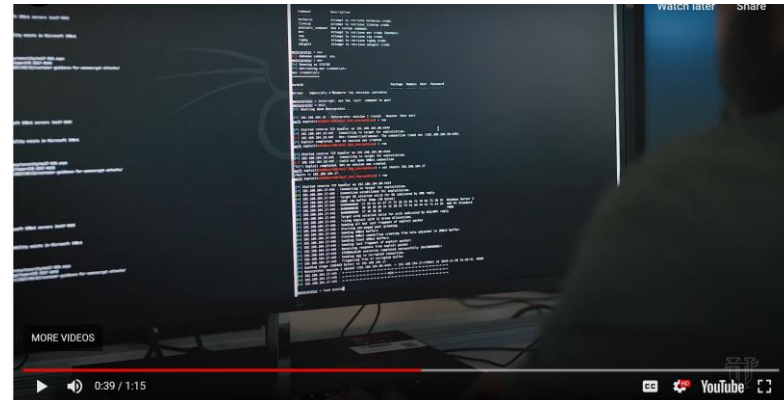
Media:

YouTube

Results Over 1 Week

91,762 Viewed the Video

39.6% Viewed the entire :30 second video



Nurture Hesitant/Skeptical Cohorts with Data You Already Own or Grad Leads You Acquire or Buy



Now is the time to re-engage all of the students who:

- Applied UG but who were not accepted 4-10 years ago
- Accepted UG but who did not enroll 4-10 years ago
- Enrolled UG but stopped out 3-10 years ago
- Graduated UG but did not attend Grad 1-10 years ago
- Did not attend but donated 1-3 years ago

Your old data is new again!



Small Faith Based Institution in the Northeast

Target:

Grad Student Prospects for MSW Program

Media:

Next Gen Custom Audience

Results Over 5 Weeks

METRICS	MSW
IMPRESSIONS SCHEDULED	300,000
IMPRESSIONS RAN	300,856
CLICKS	639
CTR	0.21%
TOTAL VERIFIED VISITS	1,834
VERIFIED VISITS TO HOME PAGE	799
VERIFIED VISITS TO MSW LANDING PAGE	173
VERIFIED VISITS TO MSW PROGRAM PAGE	119
VERIFIED VISITS TO MSW APPLY PAGE	26
VERIFIED VISITS TO MSW APPLICATION	11
VERIFIED VISITS TO MSW THANK YOU FOR APPLY	11
COST PER CLICK	\$7.04
COST PER VERIFIED ACTION	\$2.45
COST PER APPLICATION	\$409

In Summary

- Search Engine Marketing (SEM) is your best first move to capture the grad cohorts actively shopping and ready to make a commitment.
- Smart SEM takes time and expertise to make it pay off.
- SEM and should be looked at as an evergreen endeavor as new cohorts are always coming into the market.
- You'll need a program to cultivate and nurture hesitant and skeptical cohorts.
- Use your undergrad data to re-establish relationships with people who liked you brand when you they were 17-21. Special matching technology helps find their current LinkedIn, Instagram and Facebook accounts, their mobile device ID and their current IP address.



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.

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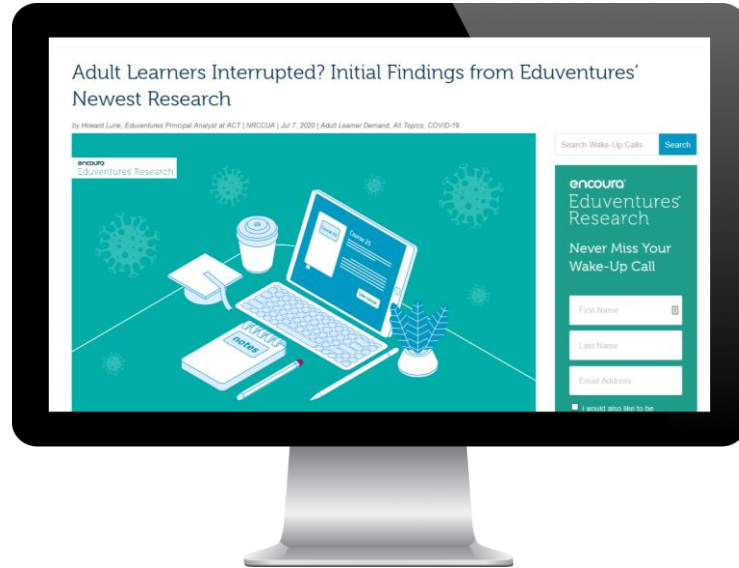
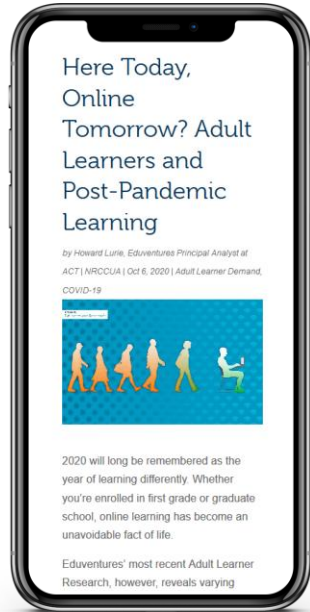
We are pleased to announce the first Eduventures Virtual Research Forum (VRF), an exclusive one-day reinvention of Summit online on Thursday, November 12.

encoura.org/summit

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

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