Connecting the Dots of Continuous Online Engagement

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There is commonality within our individuality

Challenges Facing Higher Ed Leaders

- Demographic Shifts
- Socio-economic Shifts
- Mandates to use new approaches
- Constrained Budgets
- Increased Competition
- Consistent changes in students use technology to consume content

There is commonality within our individuality.
In the past …

Small volume of providers

Results somewhat predictive
Search has evolved…

Application per enrollment have Doubled

Yield has dropped by as much as 50% pts.

-data collected from the U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics.-
The Way We Engage Students Has Evolved

>7 in 10 students watch videos from colleges

“.edu”-branded content is the most trusted source for college information

Current students and counselors are rated among most influential connections

Easy Access & Immediate Response
Grad Enrollment Growth is Flat, Engagement Process is a Long Game

Enrollment in millions

- **Full-Time**
  - Actual: 1.7
  - Projected: 1.7

- **Part-Time**
  - Actual: 1.3
  - Projected: 1.3

Years:
- 2000
- 2016
- 2020
- 2027
International Trending Down for a Variety of Reasons + You’re Chasing the Sun

The Internet is Video

- Next year, 82% of internet traffic will be video streaming
- > 80% of people would rather watch a live stream from a brand they follow than read a social media post or visit their blog.
- Viewers on Facebook spend 3X more time watching and interact 6X more during live videos
- 1 in 5 videos on Facebook is a live broadcast
- 70% of Facebook Live early adopters were high school or college students, with heavy representation from under-served minority communities

http://mediakix.com/2017/03/facebook-live-statistics-video-streaming-to-know/#gs.t0YJC0
https://livestream.com/blog/62-must-know-stats-live-video-streaming
https://zerogravitymarketing.com/live-streaming-stats/
Social Media

- While day-to-day use of social media has declined, its role in the college search remains.
- Students use social media to get an understanding of student culture.
- Don’t try to “go viral”. Leverage social networks for listening and advertising.
Social Platforms are Video Platforms

1 in 3 students rate Facebook most popular for college information, over half use daily

~40% of students rate YouTube as most popular for college information, 7 in 10 seniors use daily

The Rise of Live Streaming

HS Seniors Who Watched a Live Stream by a College

2X YOY

2018

2019

Watched Live Streaming
The Phone is Everything to Students

... Except ... a phone

Effective strategies evolve to use the phone in new ways
“What we are talking about is mass customization of the prospective student experience at scale.”

Brock Tibert
Lecturer, Boston University Questrom School of Business
Simulcast to Desktop, Mobile and Social
Landmark College Boosting Visibility

Interview with a topical best-selling author joined by a Landmark College Alum reached 1600 views, casting a wider net with content that is interesting to various audiences.
Stony Brook Supporting Yield

Next Steps for Incoming First-Year Students Webcast simulcast to Facebook Live to reach 2,500 additional viewers (students AND parents!)
Chat: Highly Valued, Under Utilized

7 in 10 students say live chat on a college website is helpful

And yet …

Only about 20% of students say they have used live chat on a school’s website

2019 RNL & OmniUpdate e-expectations Report
Campus Connect Embedded Chat (Online)
Doing Online Engagement Right
Online Engagement is More than Launching a Webinar

- Staff turnover
- One-off webinar solutions
- Lack of integrated reporting across all channels
- Standalone chat solutions
- Poorly branded experience
- Trouble sending consistent communications via CRM
- Trouble sending consistent communications via CRM
Layering Communication Channels to Boost Conversion and Yield

Prospect

SEO, Travel, E-mail, Direct Mail, Phone

Digital Advertising

Applicant

Texting

Complete Applicant

Webcasting, Streaming & Live Online Chats

Admit

Deposit

Enrolled
Continuous and Consistent Omnichannel Engagement is Key to Conversion & Yield

When online engagement is aligned with overall enrollment plans, institutions see better conversion at each phase of the recruitment process.
4 Cornerstone Undergraduate Events to Drive Conversion and Yield

- Online Open House: drive discovery and demand
- Application Workshop: drive completion
- Current Student Panel: support excitement and enthusiasm for enrollment
- Financial Aid Workshop: drive yield and support parents
Opportunity 1: Build Demand

Identify Prospects

Generate unique log-in URLs

Invite via e-mail & SMS texting

Online open house presented across desktop, mobile and social streaming
Opportunity 2: Support Yield

- Application Workshop
- FAFSA Overview
- Current Student Panel
- Scheduled, Topical Chats
**Fall 2018 Targeted Students Calendar**

- International Students Session
  - Oct 2018
- Transfer Application Workshop
  - Oct 2018
- Financial Aid Workshop
  - Oct 2018
- Domestic Application Workshop
  - Oct 2018

**Fall 2018 College Events Calendar**

- Arts and Sciences Overview
  - Sep 2018
- Whitman School Overview
  - Sep 2018
- College of Architecture
  - Sep 2018
- College of Education Overview
  - Sep 2018
- iSchool Overview
  - Sep 2018
Spring 2019 Calendar

- Early Decision Admitted Students Event
  - Feb 2019
- Transfer Student Event
  - Apr 2019
- Discovery Programs
  - Apr 2019
- Financial Aid Event
  - Apr 2019

Spring 2019 Admitted Open House Events

- International Architecture Students
- College of Arts + Sciences
- School of Information Studies
- Whitman School of Management
- School of Architecture
- College of Visual and Performing Arts
- College of Engineering and Comp. Sciences
- Renee Crown University Honors Program
- School of Education
- Newhouse School of Public Communications
- Falk College of Sport and Human Dynamics

Spring 2019 Admitted Open House Events

- Apr 16-18 2019
Syracuse Heat Map: Global
**Fall 2018 Calendar**

- Transfer Event  
  Oct 2018

- Early Decision Event  
  Oct 2018

- Financial Aid Event  
  Oct 2018

- Financial Aid Event  
  Oct 2018

- International Students Event  
  Oct 2018

**Spring 2019 Calendar**

- Admitted Student Event  
  Mar 2019

- International Admitted Student Event  
  Apr 2019

- Annual Alumni Virtual Event  
  Apr 2019

- International ISSO  
  May 2019

- Talking Real Money  
  Jun 2019
BU Heat Map: Global
Impact of Continuous Omnichannel Engagement

Nearly 70% yield of students who attended spring admitted student events

4 in 10 international enrolled students attended pre-arrival presentation to help with transition

Cut summer melt in half over a 2-year period with strategic summer series

87% of enrolled students leveraged pre-orientation content ahead of move-in