Reaching Non-Traditional Students In Non-Traditional Ways

Cassidy Bailey
Transfer Admissions Coordinator
NOT TOO BIG
NOT TOO SMALL

16,747
2018 Total Enrollment

14,452
Undergraduate

2,295
Graduate

TRANSFER CLASS
Fall 2018...................................................1,919
Main Campus ...........................................1,346
*enrollment numbers for 2018-2019

Male......................................................33%
Female ..................................................67%
Minority................................................21%

Transfer Averages (MAIN CAMPUS)
GPA: 3.13 (cumulative)
Credit Hours: 59
47% Of the Fall 2018 incoming class was Transfer

AVERAGE CLASS SIZE

18:1 Student-to-Faculty Ratio

17% In-State and Out-of-State Students

NC'S COASTAL UNIVERSITY

UNCW offers the following online:
6 online undergraduate programs
12 online graduate programs
1 online doctoral program

Ranked 8th in nation for online Bachelor’s program
-U.S. News & World Report

Wilmington
Charlotte
Raleigh
The presentation will review tools that allow you to reach nontraditional student populations through technology and media outlets.

- Defining a non-traditional student
- The importance of media in today’s society
- Why a webinar?
- Learning to meet them where they are
- Benefits of online communication
NON-TRADITIONAL STUDENTS

- Online
- Military
- 2-Year
- 4-Year
- 10+ years of life experience
- 25+ years of age or older
“29% of undergraduate and 77% of graduate students are 25 or older”

“belying the stereotype that every college campus is populated by 18-year-olds who live in dorms or fraternities and go to football games on Saturdays.”

-U.S. Dept. of Education
WHY CREATE A WEBINAR?

In order to connect to nontraditional student types, we need to adapt to new generations and meet students where they are by using our technology resources.

- Increase enrollment
- Low attendance in campus visits
- My personal transfer experience
- Low transfer applications
- No travel required
- Budget friendly
- Fewer event details
- Increase in online programs
DIGITAL AROUND THE WORLD IN 2019
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION 7.676 BILLION
UNIQUE MOBILE USERS 5.112 BILLION
INTERNET USERS 4.388 BILLION
ACTIVE SOCIAL MEDIA USERS 3.484 BILLION
MOBILE SOCIAL MEDIA USERS 3.256 BILLION

-Hootsuite
“A lot of institutions will assume that these adults will just make changes in their lives in order to adjust to the educational institution’s structure and design”

“They don’t understand that they as institutions need to make adjustments.”

Rebecca Klein-Collins  
Council for Adult and Experiential Learning

Our institution has taken the necessary steps to improve outreach to non-traditional student populations with the use of technology.

-The Hechinger Report
Discover more about the process of how to promote, host, and execute a webinar that will profit your institution and their goal of reaching the nontraditional populations.
The UNCW live streaming and webinar events are geared towards transfer student populations, but the layout of the online event can be used to target any nontraditional population.
### MEDIA CHANNELS

#### FACEBOOK
- Worldwide, there are over 2.38 billion monthly active users (MAU) as of March 31, 2019. This is an 8 percent increase in Facebook MAUs year over year.
- Age 25 to 34, at 29.7% of users, is the most common age demographic.

#### INSTAGRAM
- 1 billion people use Instagram every month
- Instagram became the top platform for teenagers in Fall 2018, when it surpassed Snapchat for the first time: 72% of U.S. teens now use Instagram.

#### YOUTUBE
- More than 1.9 billion logged-in users visit YouTube every month.
- YouTube is the second-ranked social platform worldwide

-Hootsuite & Zephoria
Technology outlets to promote webinars or live streams:

- Emails
- Promotional videos
- Targeted ads
- Text campaigns
- Social media posts
Do you have questions about transferring to UNC-Wilmington? Don’t miss your opportunity to learn more about UNCW Transfer Admissions! The Office of Admissions is hosting a Webinar for students to learn about the application, admission requirements, and transfer process. A Transfer Admissions Coordinator will also be hosting this Webinar and answering your Transfer questions!

Date: Tuesday, October 16th
Time: 2:00 PM – 3:00 PM

Please RSVP as soon as possible to reserve your spot!
Please feel free to contact a member of the Transfer Team with any questions. We look forward to seeing you on campus!

Let me know if you would be available to do this. Thank you!

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WHO IS ATTENDING

Types of attendees based on the RSVP list:

• Main Campus

• Online Accelerated Program students

• Extension (online)

• 4-Year in state & out of state

• 2-year in state & out of state

• Military

• School counselor/professor
Today is the day!

Do you have questions about transferring to UNC-Wilmington? Join us today during our Seahawk Stream webinar to learn more about UNCW Transfer Admissions! A Transfer Admissions Coordinator will host the Webinar for students to learn about the application, admission requirements, transfer process, and be able to answer all of your Transfer questions!

**Date:** Tuesday, October 16th  
**Time:** 2:00 PM

Please click here to access the webinar.

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COMMON TOPICS

• Financial aid
• Applied learning experiences
• 2-Year transfer process
• Application fee
• Transfer of credit
Over 90% increase in RSVP’s from first webinar to last

**Webinar #1**
- email sent to 3000 prospects
- 44 RSVP’s
- 56 to 95 views
- 12.5 minute video

**Webinar #2**
- email sent to 2,400 students
- 65 RSVP’s
- 37 to 42 views
- 45 minute video

**Webinar #3**
- email sent to 4,155 prospects
- 107 RSVP’s
- 65 to 93 views
- 41 minute video
BENEFITS
OF ONLINE COMMUNICATION

- A webinar such as this can be expanded to reach more student types or you can tailor it to a specific audience.
- There is a demand for online interactions.
- Students feel safe addressing their concerns online and they can also connect with other prospective students.
- Making recruitment processes online can change the admissions process.
- Webinars can be done with one or more people. They can also be completed with or without a budget.
How an online communication outlet proves to be a budget friendly option with high return on investment

How to boost more creative thought to engage your audience and the changing generations

How to use online resources to reach more student types
FUTURE WEBINARS

What will I do the same?

What would I have done differently?

- Host webinars during application deadline season
- Continue to pull names from CRM
- Host webinar during ACA course time frames
- Use a current non-traditional student or alumni to host the webinar
- Connect with AV team on campus to improve quality of webinar
- Text campaigns & more posts