



## GETTING THE MOST OUT OF CBE

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# WHO ARE WE?

- Founded in 1872
- Located in NW Ohio
- Public, Metropolitan Research University
- Division I, Mid-American Conference
- 9 Undergraduate academic colleges
- Over 110 undergraduate majors



UT STUDENTS COME FROM  
AROUND THE WORLD.



INCOMING FRESHMAN  
AVERAGE GPA



# THE UNIVERSITY OF TOLEDO

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- Historically, the majority of students enrolling at UT have come from a defined geographical region.
- Approximately 70% of our new student enrollment each fall are traditional-age freshmen.



# COMPETITOR INSTITUTIONS

MICHIGAN STATE  
UNIVERSITY



EASTERN  
MICHIGAN UNIVERSITY

BGSU



UNIVERSITY OF  
Cincinnati



KENT STATE  
UNIVERSITY

The  
University  
of Akron

THE OHIO STATE UNIVERSITY

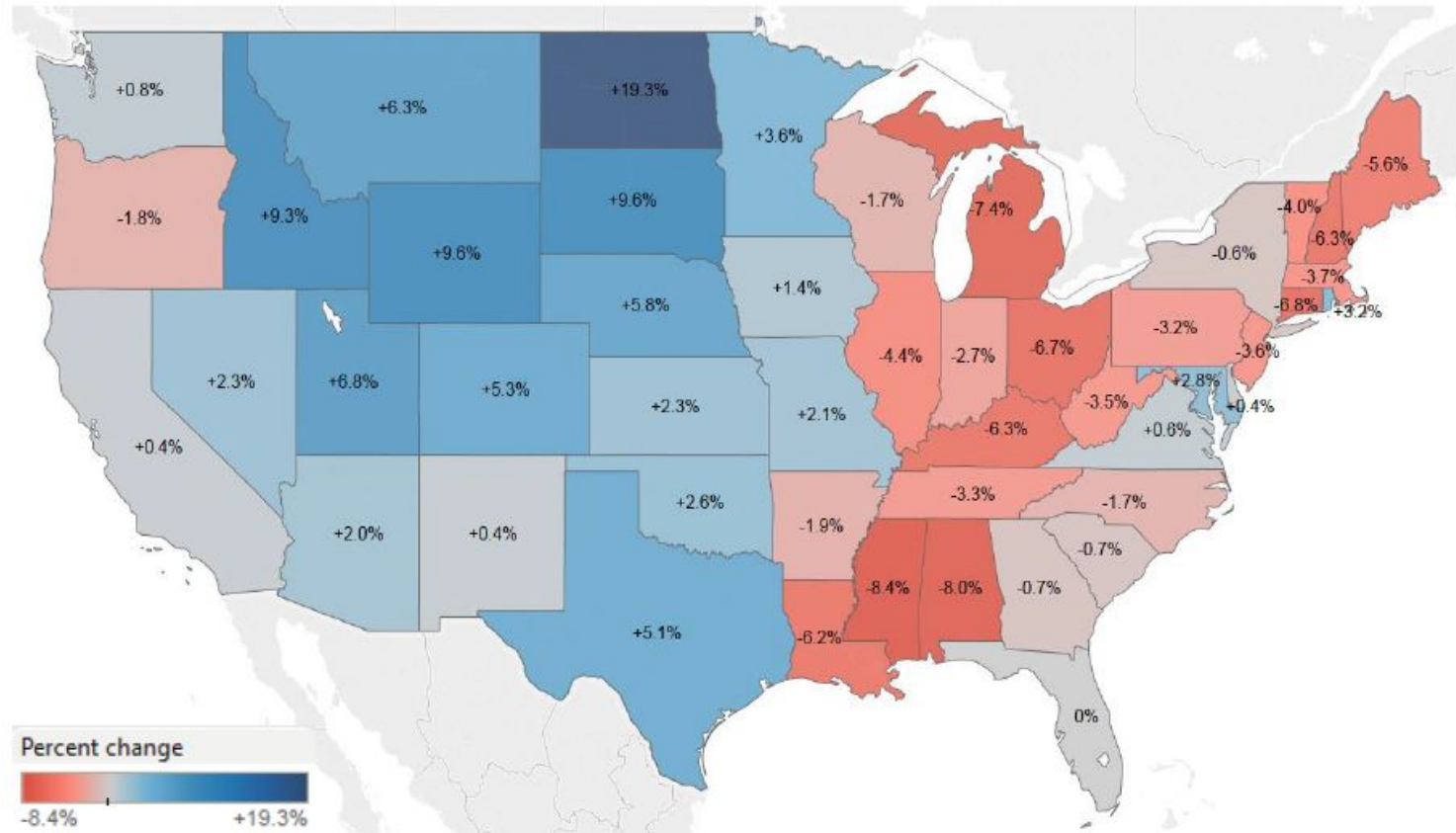


Over 220  
institutions of  
higher education  
in Ohio\*

\*Source: *The Chronicle of  
Higher Education*, 2015

# Projected change in high school graduates

Public and non-public, 2017-18 to 2022-23



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Western Interstate Commission for Higher Education

# STATE OF AFFAIRS – OHIO PUBLICS (FALL 2017)\*

Institution (Main Campuses)	Percent Change in Headcount 2016-2017	Difference in Headcount 2016-2017
Bowling Green State University	-1.64%	(289)
Central State University	2.41%	42
Cleveland State University	-2.02%	(342)
Kent State University	-3.66%	(1,064)
Miami University	0.14%	28
Northeast Ohio Medical University	-3.02%	(29)
Ohio State University	0.60%	355
Ohio University	-0.47%	(138)
Shawnee State University	-5.62%	(212)
University of Akron	-4.34%	(921)
University of Cincinnati	1.55%	567
University of Toledo	-0.33%	(69)
Wright State University	-4.67%	(778)
Youngstown State University	-0.88%	(112)
<b>Total</b>	<b>-1.03%</b>	<b>(2,962)</b>

# THE UNIVERSITY OF TOLEDO

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- Historically, the majority of students enrolling at UT have come from a defined geographical region.
- Approximately 70% of our new student enrollment each fall are traditional-age freshmen.
- **No longer sustainable solely using traditional methods of recruitment**



# CBE IS IMPORTANT TO OUR SURVIVAL

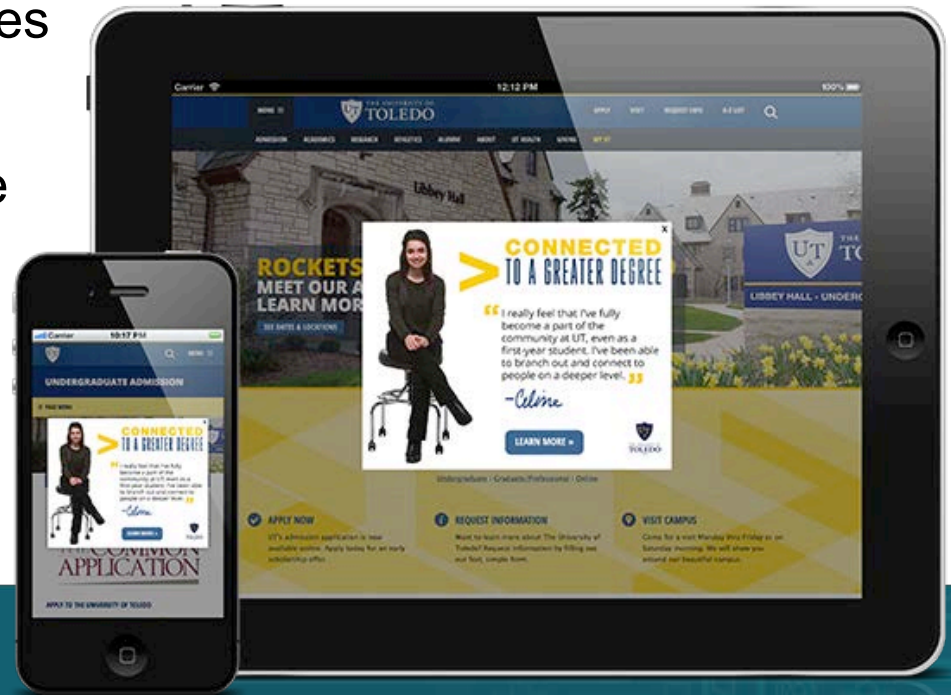
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- Keeping pace with the evolution of student behavior and methods of gathering information
  - Your web site is the new “view” book
  - Actions speak louder than prospect/inquiry data
- Traditional methods alone will not work
  - Data from search can be outdated
  - Traditional mail can be effective but must be strategic and to the point
  - Students are bombarded with e-mail from us
    - Open and click rates are not consistent and vary wildly at each funnel stage
  - Submitted applications are no longer as predictive – students applying to more schools



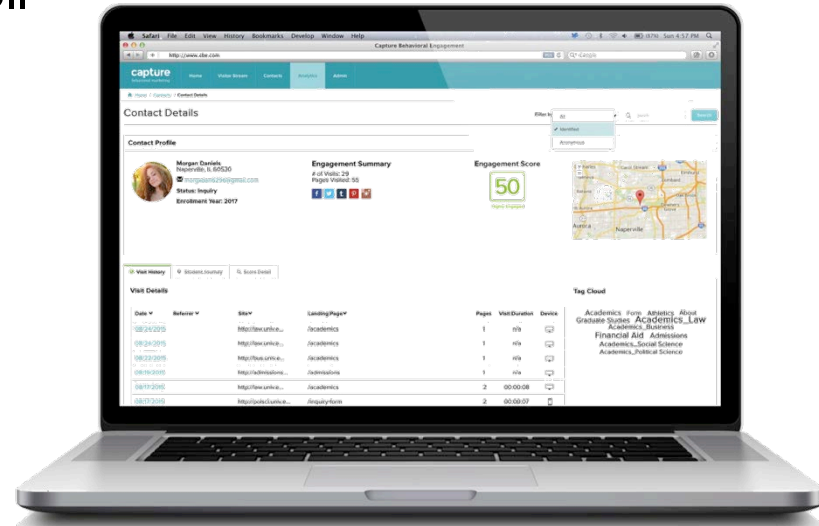
# CBE IS IMPORTANT TO TOLEDO

- Reduces/eliminates student stealth
- Allows for meaningful engagement sooner
- Used to better understand a student's interest
- Prioritization of limited resources (time, staff, materials)
- Helps us better understand the web pages that are most important (and optimize!)
- Easy for end users
- Relevant data



# CBE IS IMPORTANT TO TOLEDO

- Real-time web activity tracking (how many vs. who)
- Triggered content based upon page visits
- Segmentation of key messages based on parameters we define
- Active students are more likely to enroll
- Gauge effectiveness of marketing campaigns that drive students to certain web pages
- Responsiveness to market demands and institutional strategies



# RECENT PROJECT FOR ADMISSION COUNSELORS

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- Expected to grow new freshman enrollment by 5-7% for fall
- We continue to drive applications
- Downloaded a list of contacts from CBE Dashboard
- Identified Suspects, Inquiries and App Starts for Fall 2018 (approx. 3,200)
- Sorted by Capture Affinity Index (CAI) last visit date
- Added recruitment territory data
- CAI Cutoff = 50
- List (1,104) to admission counselors to contact for application push



THE UNIVERSITY OF  
**TOLEDO**  
1872

# CBE RESULTS - 2017



Funnel Stage	Identified	Avg. CAI	Avg. Visits	Avg. Pages Visited
Suspect	439	18	2	5
Interest	306	13	2	4
Inquiry	3677	36	3	11
Application Started	742	45	3	13
Applicant	962	49	4	16
Decision Ready Applicant	279	49	4	16
Admit	2831	52	5	20
Enrolled	1629	69	10	42

# CBE RESULTS - 2018



Funnel Stage	Identified	Avg. CAI	Avg. Visits	Avg. Pages Visited
Suspect	347	24	2	10
Interest	54	32	3	12
Inquiry	2928	39	3	14
Application Started	1050	59	3	25
Applicant	1256	64	4	29
Decision Ready Applicant	250	59	4	28
Admit	3021	64	6	33
Enrolled	-	-	-	-



**WHAT ELSE CAN CBE DO FOR ME?**



# CBE + TRIGGERED TEXT MESSAGE INQUIRY TO APP

- Text sent to identified visitors in a non-applicant status from IN, IL, NY, KY and PA who visit 2 or more Admissions pages and have opted in to texting
- Prospective student responds to triggered text message regarding deadlines
- Prospective student completes the application process





The screenshot shows a 'Message Log' interface for a contact named 'Brianna'. It includes a 'Message Key' section with four categories: CBE Origin Text (Sent) in light blue, CBE Origin Text (Reply) in medium blue, Non-CBE Origin Text (Sent) in light green, and Non-CBE Origin Text (Reply) in medium green. The log table has columns for Date, Activity, and Message. The first message is a light blue bubble from the University at 15:11:02 on 11/06/17, asking if the student is interested in applying. The second is a medium blue bubble reply from the Toledo Office of Undergraduate Admission asking for undergraduate deadlines. The third is a light green bubble from the University at 15:11:13 on 11/06/17, explaining rolling admission and the 30-day deadline for scholarships and housing.

Date	Activity	Message
11/06/17 15:11:02	Sent from University	Hi. This is the Admissions. Are you interested in ? If so, we encourage you to apply today at Applying is the first step in admission to 110+ programs, scholarships, and much more. Respond to this text if you have any questions!
11/06/17 15:11:07	Reply to University of Toledo Office of Undergraduate Admission	What are the undergraduate deadlines?
11/06/17 15:11:13	Sent from University	We have rolling admission so there isn't a hard and fast deadline until summer. If you submit an application within the next 30 days, you should still be on track for scholarships, financial aid, and housing.

# CBE + TRIGGERED TEXT MESSAGE

## APP START

- Text message sent to identified, non-applicants who have visited 2 or more admissions pages and opted in to texting
- Admission counselor messages with prospective student regarding their app which results in the student completing the application

Message Key			
	CBE Origin Text (Sent)		CBE Origin Text (Reply)
	Non-CBE Origin Text (Sent)		Non-CBE Origin Text (Reply)
Date ▼	Activity ▼	Message ▼	
01/01/18 09:01:48	Sent from Andrew	Hi, this is Andy from College Admissions. You can apply today for free at if you have questions. . Let me know	
01/01/18 11:01:34	Reply to Andrew	Hi Andy, thanks for the inform. However, I had started the application but it asked how many credit I have re. a degree I have but I don't quite remember, so I had saved it for later. Can that part be left blank for now?	
01/01/18 13:01:41	Sent from Andrew	Yeah, sure. Not a problem if you leave it blank. We will complete a transfer eval and let you know how many are transferring in.	
01/01/18 21:01:00	Reply to Andrew	Hi Andy, the application is asking for a waiver code for application fee. Do ignore and just submit?	
01/01/18 21:01:23	Sent from Andrew	Use my last name - . It should take care of you	
01/01/18 21:01:26	Reply to Andrew	Okay thanks	
01/03/18 19:01:16	Reply to Andrew	Hi, I submitted the application on January 1st. Are scholarship readily available to international students? How and when can I apply? How long does it take for me to hear about my application after applying?	
01/03/18 19:01:56	Sent from Andrew	Yes, I saw it come in. It is being processed. Can you submit any transcripts and test scores? Scholarships are automatic once accepted	



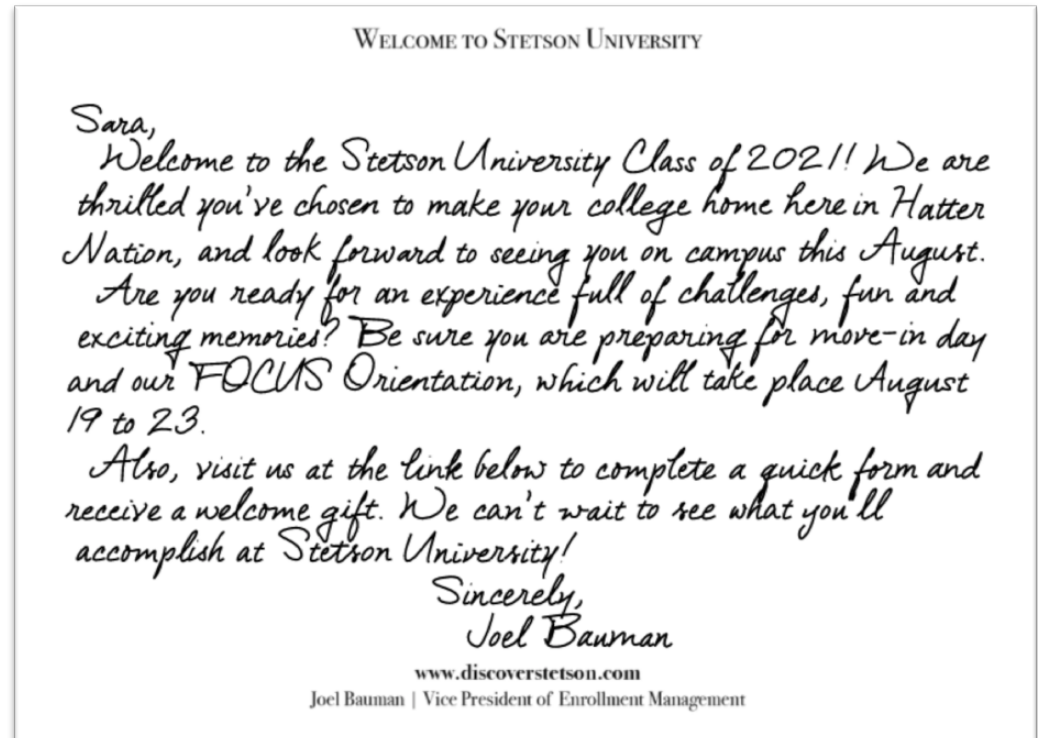
# CBE + TRIGGERED TEXT MESSAGE SUSPECT

- Text message sent to identified visitors who are 2018 non-applicants, have visited 2 or more admissions pages and opted in to texting
- Prospective student at the suspect stage exchanges text messages with their admission counselor requesting materials be sent to them

12/14/17 14:12:43	Reply to Molly	No can you just some me some information about the school through mail and email
12/14/17 14:12:47	Reply to Molly	Send
12/14/17 14:12:39	Sent from Molly	Sure. Is there a specific program you are thinking?
12/14/17 14:12:22	Reply to Molly	Education, secondary education, physical education those specific programs
12/14/17 15:12:44	Sent from Molly	Ok, cool. I can send you some info. Can you please verify your email and mail?
12/14/17 15:12:45	Reply to Molly	Yes you can if you don't mind
12/14/17 15:12:56	Reply to Molly	Yes
12/15/17 10:12:08	Sent from Molly	Noah, can you please send me your address to send you some information?
12/15/17 11:12:35	Reply to Molly	PO box    Zip code:    State:South Carolina
12/15/17 11:12:08	Sent from Molly	Awesome. I will get some stuff in the mail for you today.
12/15/17 11:12:35	Reply to Molly	Thank you I appreciate it
12/15/17 12:12:50	Sent from Molly	You are welcome

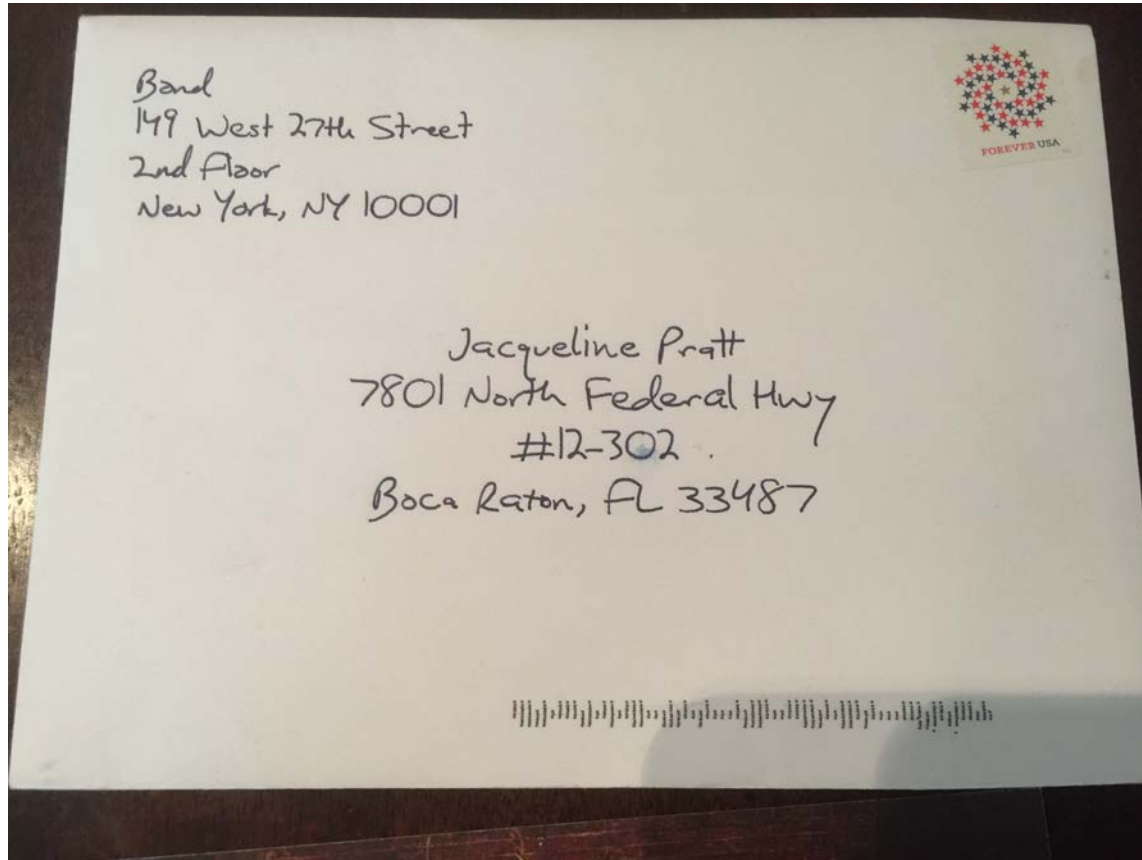
# CBE + TRIGGERED DIRECT MAIL

- Hand written card sent to admitted students who hadn't deposited
- Student had cancelled admission, received letter and was so impressed by the personal contact that he reached out and asked admissions office to reconsider him



# CBE + TRIGGERED DIRECT MAIL

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# CBE PROGRESSIVE ID CASE STUDY

## *SMALL PRIVATE*

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- Served to anonymous visitors that visit more than 2 Admissions Pages.  
Launched 12/22/16. Data pulled 1/8/18
- 9,511 Unique Impressions
- 870 Forms Submitted (9.15% Form Conversion)
- Out of the forms submitted, 660 of them were organic (not a part of institutions pool) (75.86%)
- Out of the organic names that submitted the form for a 2017 enrollment year
  - Applied: 141
  - Admitted: 61
  - Enrolled: 35
- Out of the organic names that submitted the form for a 2018 enrollment year
  - Applied: 71
  - Admitted: 24
  - Enrolled: 1

# CBE PROGRESSIVE ID CASE STUDY

## *MEDIUM PRIVATE*

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- Progressive ID form displaying to anonymous US visitors that visit 3+ admissions, financial aid or visit pages. Data pulled 1/2/18
- 42,678 Unique Impressions
- 2336 Forms Submitted (5.5% Form Conversion)
- Out of the forms submitted, 154 of them were organic (not a part of institutions pool) (67.4%)
- Out of the organic names that submitted the form for a 2017 enrollment year
  - Applied: 109
  - Admitted: 109
  - Enrolled: 44
- Out of the organic names that submitted the form for a 2018 enrollment year
  - Applied: 76

# CBE PROGRESSIVE ID CASE STUDY

## VERY LARGE PUBLIC

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- Progressive ID form displaying to anonymous visitors that visit more than 2 Admissions pages. Data pulled 11/14/17
- 68,816 Unique Impressions
- 17,323 Forms Submitted (10.26% Form Conversion)
- Out of the forms submitted, 13,660 of them were organic (not a part of institutions pool) (78.85%)
- Out of the organic names that submitted the form for a 2017 enrollment year
  - Applied: 681
  - Admitted: 199
  - Deposited: 146
  - Enrolled: 140
- Out of the organic names that submitted the form for a 2018 enrollment year
  - Applied: 715