



DDT & CBE: A MATCH MADE IN RECRUITMENT HEAVEN

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HIGHER EDUCATION IS ALREADY BEHIND

NOT ONLY DO WE NEED TO CATCH UP, WE NEED TO OUT THINK AND SURPASS



“...(T)echnology is changing the college-search process. Many prospective students don’t wait for official information, which they tend to distrust anyway. They can browse, click, and chat their way to an opinion of a campus without ever glancing at a viewbook or meeting with an admissions counselor. And they often fire off applications to colleges they haven’t previously contacted at all. In short, who will apply and who might enroll are increasingly unpredictable.”

- Eric Hoover, “Getting Inside the Mind of an Applicant - Data mining puts a high-tech spin on the age-old competition for students”
Chronicle of Higher Education 9/28/2015

HISTORICALLY

- We've acted largely based on gut instincts
- Name purchases might have been based on someone suggesting a particular region, etc.
- There was a lot of “**throwing spaghetti on the wall**” and seeing what sticks



WHAT ARE WE EXPECTED TO DO?

- Increase apps
- Bring in more students (*and on top of that, predict the class, so deans know how many faculty to hire, department heads know how many sections to offer, etc.*)
- Diversify the class with respect to ethnicity, geographic background, economic, etc.

WHY IS THAT GETTING HARDER?

- Students are applying to more schools
- Students attending more orientations
- Essentially, it's more difficult to tell who's legitimately interested and who isn't
- Students have so much "noise" to sift through
- Funnel isn't relevant to student behavior *(just because a student is in a particular "stage" doesn't mean there's a cookie cutter set of messaging that can be deployed to all students at that stage)*



2017 RUFFALO NOEL LEVITZ “WHY IT’S TIME TO THROW AWAY YOUR COMMUNICATION PLAN”

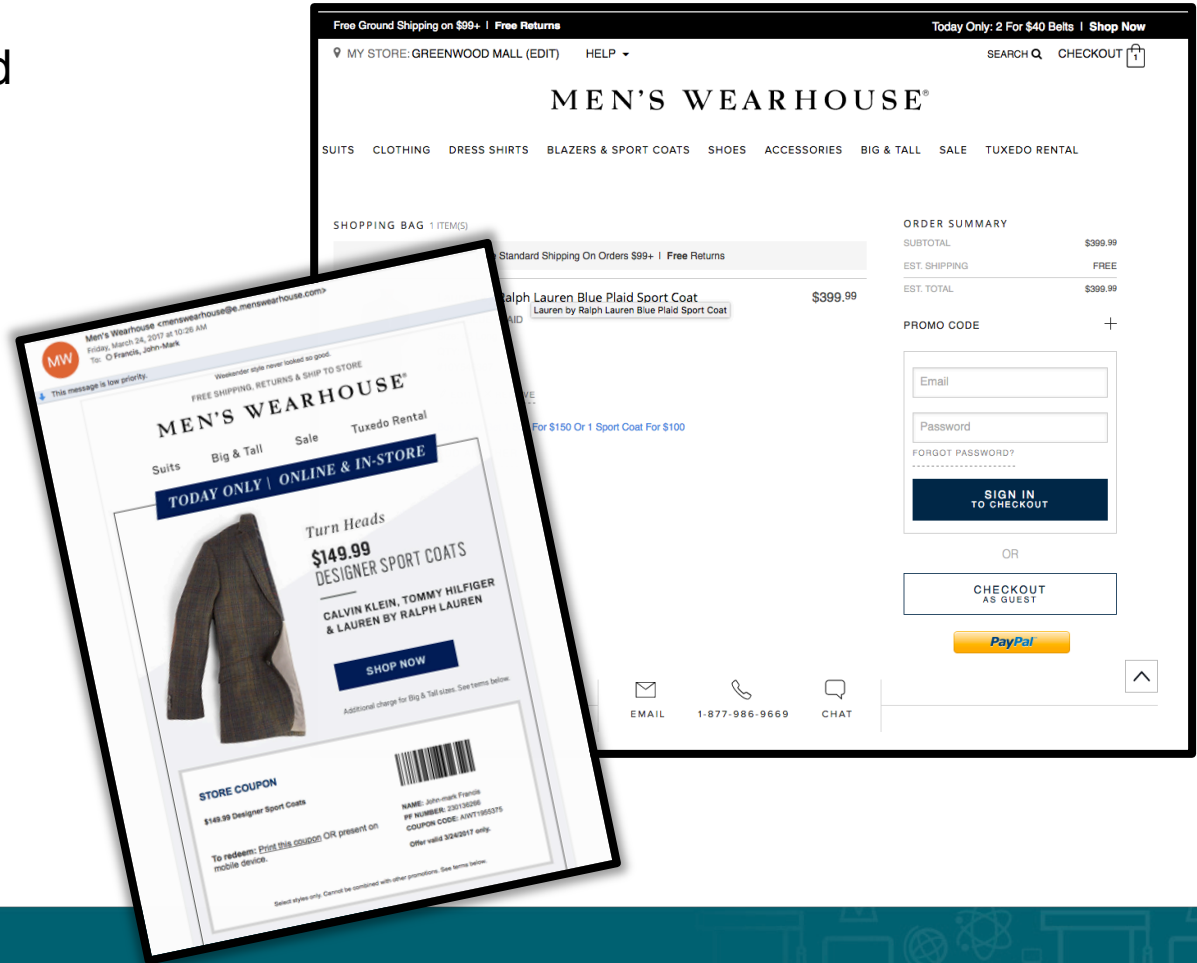
PAST STRATEGY		TODAY’S STRATEGY	
Grouping student communication in “lock and load”	Sending batch information to groups of students, such as academic programs, financial aid, or career services information.	Connecting relevant information directly to their online exploration in real time.	Students drive the information they seek; empower them to have the best experience so they will want to continue to explore what is most relevant—such as specific academic information.
Pushing content on a timeline	Dates drive information that is sent on weekly or monthly schedules with predetermined student groups—such as sending juniors information about application requirements, or parents of seniors how to apply for aid.	Personalized, relevant information is available on demand as students and parents need it.	Students drive the timelines. For example, a student seeking information on financial aid will find the relevant information for them.
Reacting to requests	Sending information to families when they request it, including links to relevant information on the website.	Instantaneous information for families from any device.	The world of requesting information is gone. If they can’t find it immediately, there is no point.
Best website experience	Assuring the website navigation experience is premium.	Individualized experiences	Online is not just a place of information seeking any longer. It is about providing a seamless, integrated, personalized experience from any device, across many integration points—web, mobile, on campus—that assures the student remembers, shares, and desires more.
Analyzing data after the fact	Looking at student data, such as source codes, campus visit information, and predictive model scores to predict future behavior.	Real-time analytics and continuous measurement of student engagement	Student engagement is measured continually based on their interaction from any device in any situation—from perusing a website to filling out an evaluation form about their campus visit.

WHAT IS MARKETING AUTOMATION?



MARKETING AUTOMATION

We have all experienced
marketing automation



WHY USE MARKETING AUTOMATION IN RECRUITMENT?

- Student engagement based on individual interest and needs, which may change over time in the admissions funnel
- Same message communicated to each person at a specific funnel level (prospects, inquires, applicants, admits, etc.)
- Tracking, measuring and understanding engagement results augments existing recruitment strategies to provide a micro-level study of near-individual college choice behaviors
- Marketing and communication efforts tailored to the individual

WHY CBE AT IUPUI?

INVESTIGATE AND LEVERAGE BEHAVIOR BY OBSERVATION & ACTION

- Recruitment and communication strategies determined by observing and recording website user interests/needs, curiosity and patterns of use
- Integration with Salesforce and SIS
- One-on-one communication via website and social media triggered by user's interests and actions
- Reduce or remove “stealth” site use
- Increase probability of student's enrollment

ADVANTAGES FOR RECRUITERS

- Leverage data and analytics of target populations, while identifying new recruitment groups, to create actionable insights
- Refine recruitment messages to resonate with individual student needs and interests
- Investigate and educate ourselves about prospective students
- Ensure required student indicators and goals are on target

ADVANTAGES FOR RECRUITERS

- Refinement of campus brand by better understanding student needs
- Automated recruitment efforts based on action of student and reaction from Admissions Office
- Develop more specific student pipeline sources
- More time to build stronger relationships with students

COMPLEMENTING CURRENT EFFORTS

- Goal: personalize all communications
- Interaction of CRM environment and student behavior engagement information (BEI)
- Mass communications for rising/current high school seniors
 - Approximately 250,000 postal and electronic communications
 - Each student receives an average of nine communications
 - Topics range from applying for admission, visiting campus and general topics – scholarships, financial aid, majors, outcomes and city/campus life
 - With BEI, specific information sent to each student is tailored to interests and needs

SOCIAL MEDIA

- Important area to leverage
- Use of various platforms for customizing student content, advertising and information is key
- Reinforcement with digital communications (deadlines, important news, reminders)

ALTERED OR ELIMINATED CURRENT ACTIVITIES

1. Involved, general print communications – replaced with key specific information delivered in formats desired by students
2. Reevaluation of traditional search philosophy with an individualized stream based on actions in initial emailed or postal communications

BEHAVIORAL ENGAGEMENT DATA USAGE

- Digest of bio/demo data
- Overview interactions and connections between student and IUPUI agents
- Overview of communications and outreach made by campus units
- Develop algorithm of scoring student engagement factors based on their behavior and our interactions (including social media)
- A series of predictive models scored into CRM

TRAINING OPPORTUNITIES

- Intensive review and use training for the IU Salesforce – how to read records, how to manage communications, how to send messages, how to record case information
- Skills related to relationship building and presentation/speaking skills
- Generating and understanding behavior analytics from our system and from third-party systems
- Big data and algorithms; understanding new data points to decipher student intentions; scoring process for determining student intentions

A CASE STUDY FROM WKU

USING CBE

www.wku.edu/admissions/

Apps For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now.](#)

Find You.
Discover **WKU**

Find yourself here. More than 170 areas of study. Study abroad options for all majors. More than 30 student organizations. Scholarships are available. It's all within your reach.

Apply Now »

From: Allie Stich [<mailto:allie.stich@wku.edu>]
Sent: Friday, January 27, 2017 12:51 PM
To: Harlow, Kim <kim.harlow@wku.edu>
Subject: Kim, apply to WKU today!

Hi Kim!

I'm Allie Stich, and I'm your Western Kentucky University Admissions Counselor. I wanted to let you know there's still time to apply to become a Hilltopper!

You can fill out the application today at wku.edu/apply.

If you have any questions about the application or WKU in general, send me an email. I'm here to

800000000

Popover





Jacqueline,

WKU will put the world within your reach, but it's up to you to take the next step!

Visit www.wku.edu/admissions to apply now for admission into the Hilltopper family.

We look forward to receiving your application.

Sincerely,
 WKU Office of Admissions



Western Kentucky University
 1906 College Heights Blvd.
 Bowling Green, KY 42101

We received your e-mail address from an educational testing or research partner such as College Board, ACT, NRCCLU, etc.

Triggered Emails

WHAT WE'VE FOUND CBE TO BE

- **It's NOT creepy!**
- We determine who is truly engaged and who isn't
- Assess if there are messages of interest that we are not emphasizing effectively
- Customized website visit



IDENTIFIED STUDENT NOTIFICATIONS: ORIENTATION

Pop-Over Rules

Display for all identified visitors with a status of Admit.

Launched on 3/1/17

Sign up today for

TOP
Topper Orientation Program

Meet your advisor.
Register for classes.
Get your student ID.
Reserve your textbooks.
Officially join the Hilltopper family!

Reserve your spot now »

IDENTIFIED STUDENT NOTIFICATIONS: HOUSING

Pop-Over Rules

Display for all identified visitors with a status of Deposit or Enrolled that visit the WKU site. Toaster will display once per visitor.

Launched on 2/27/17



A dark-themed banner for WKU housing. At the top left is the WKU logo (a crown icon above the letters 'WKU' in white on a red square background). Below the logo, the text 'YOUR NEW HOME AWAITS.' is written in white, all-caps, serif font. A thin red horizontal line separates this from the text below. The text below reads 'The priority deadline for housing applications is **March 31.**' in white, sans-serif font. Below that is the hashtag '#HomeToTheHill' in white, bold, sans-serif font. At the bottom right, there is a red rectangular button with the white text 'APPLY HERE »'.

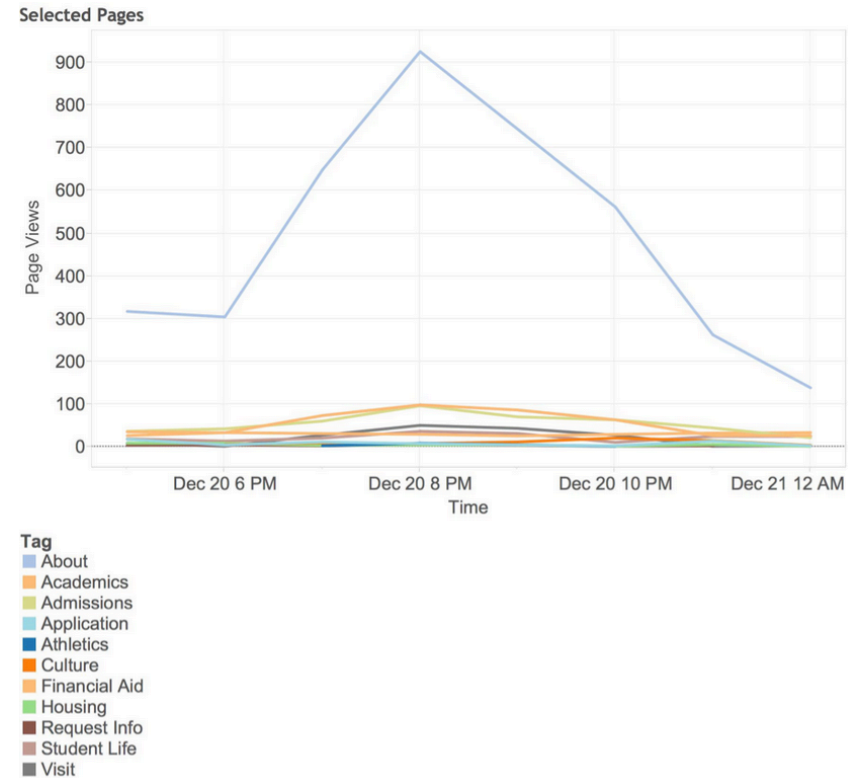
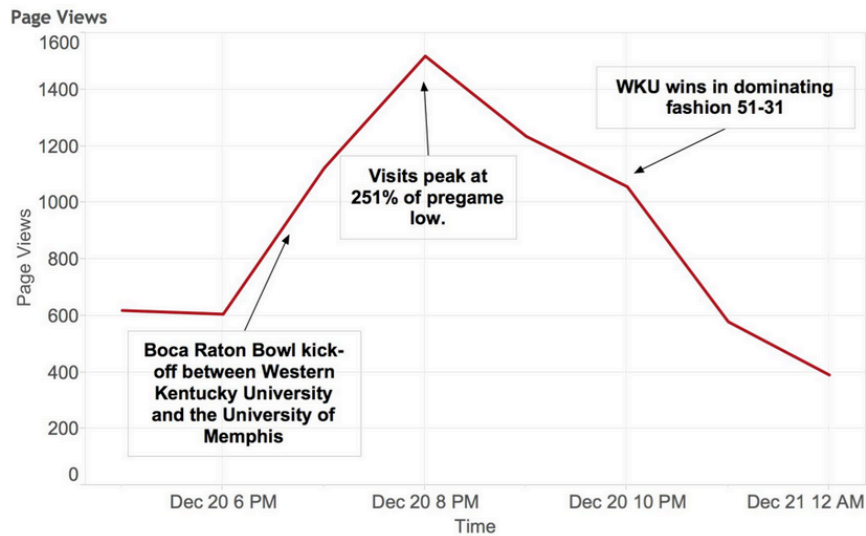
WHAT WE'VE FOUND CBE TO BE

- Develop a collaborative approach between recruitment and university marketing
- Better understand students' decision-making process and build content that accommodates student preferences
- Move beyond outdated funnel stages
- Provide campus partners with valuable information about prospective and admitted students



BOCA RATON BOWL

December 20, 2016



A CASE STUDY FROM WKU

USING DDT

DIGITAL ADVERTISING - RETARGETING

Brand Awareness Campaigns



Let us show you the view from the Hill.

Start Your Journey



Take a look at our school spirit in action.



THERE'S SO MUCH MORE TO SEE!

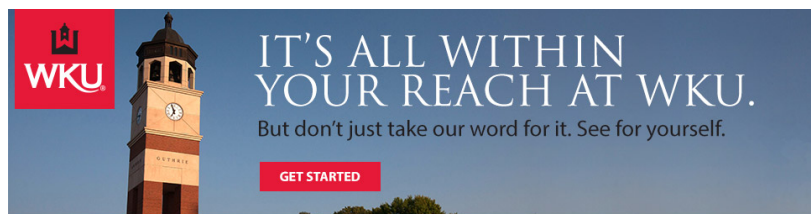
Let us show you what WKU is all about. We'd love to have you join us.

LEARN MORE



THERE'S SO MUCH MORE TO SEE!

LEARN MORE



IT'S ALL WITHIN YOUR REACH AT WKU.

But don't just take our word for it. See for yourself.

GET STARTED

Take a look at our school spirit in action.

At WKU, there's always something to see and do.

From athletics to clubs to campus ministry, we've got you covered!

Be a part of the excitement >

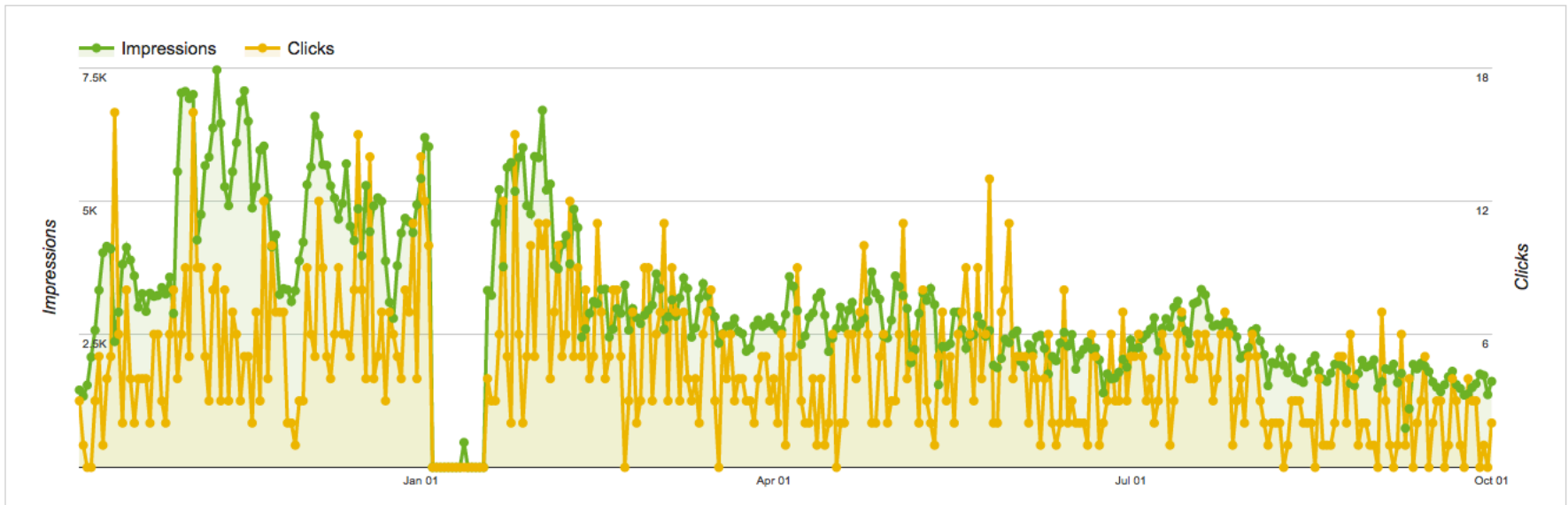


WKU

THERE'S MORE IN STORE FOR YOU AT WKU.

Reach for your dreams here.

LEARN MORE



DDT Campaign Metrics

Total Impressions
1,089,581

Total Clicks
1,620

CTR
0.149%

Industry Average = 0.08%
(Per Google Rich Media Gallery)

DIGITAL ADVERTISING - RETARGETING

Financial Aid Awareness

Out-of-State Options

Affordability

WKU
FIND OUT IF YOU QUALIFY FOR A NEARLY
50% TUITION REDUCTION
AT WESTERN KENTUCKY UNIVERSITY!
LEARN MORE

WKU
IT'S ALL WITHIN
YOUR REACH AT
WKU
Don't let the cost stand in your way
WE'VE GOT OPTIONS!
I DID IT!
Learn More

WKU
DON'T WANT
TO PAY
OUT-OF-STATE
TUITION?
WE'VE GOT YOU
You
have
options
Learn More

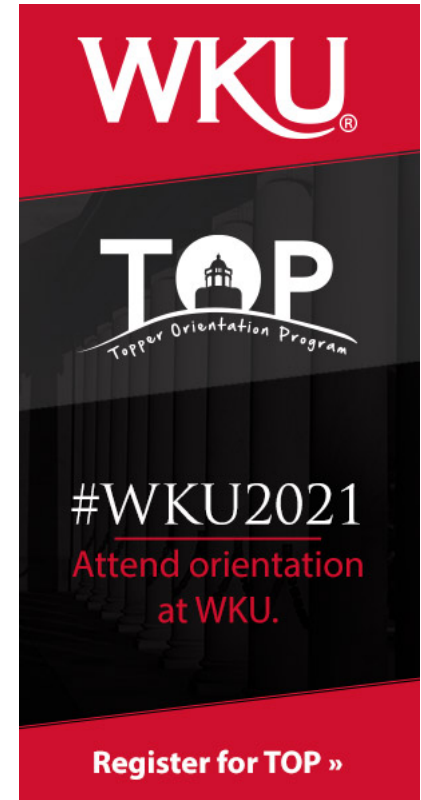
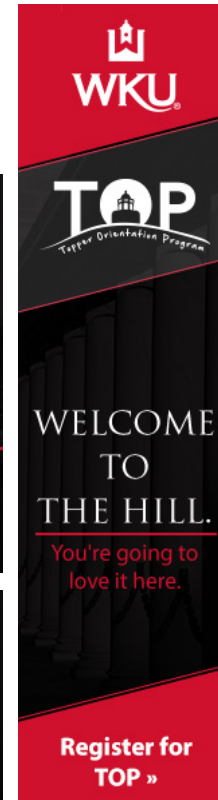
WKU
CONCERNED ABOUT OUT-OF-STATE TUITION?
WE'VE GOT YOU. [Learn More »](#)

WKU
YOU MAY BE ELIGIBLE FOR A NEARLY
50% TUITION REDUCTION
AT WESTERN KENTUCKY UNIVERSITY.
CHECK OUT OUR
TUITION INCENTIVE PROGRAM. [Learn More »](#)

WKU
OUT-OF-STATE TUITION COSTS?
NO WORRIES. [Learn More](#)

DIGITAL ADVERTISING - ORIENTATION

Freshman Yield Campaigns



HHIP TARGETING

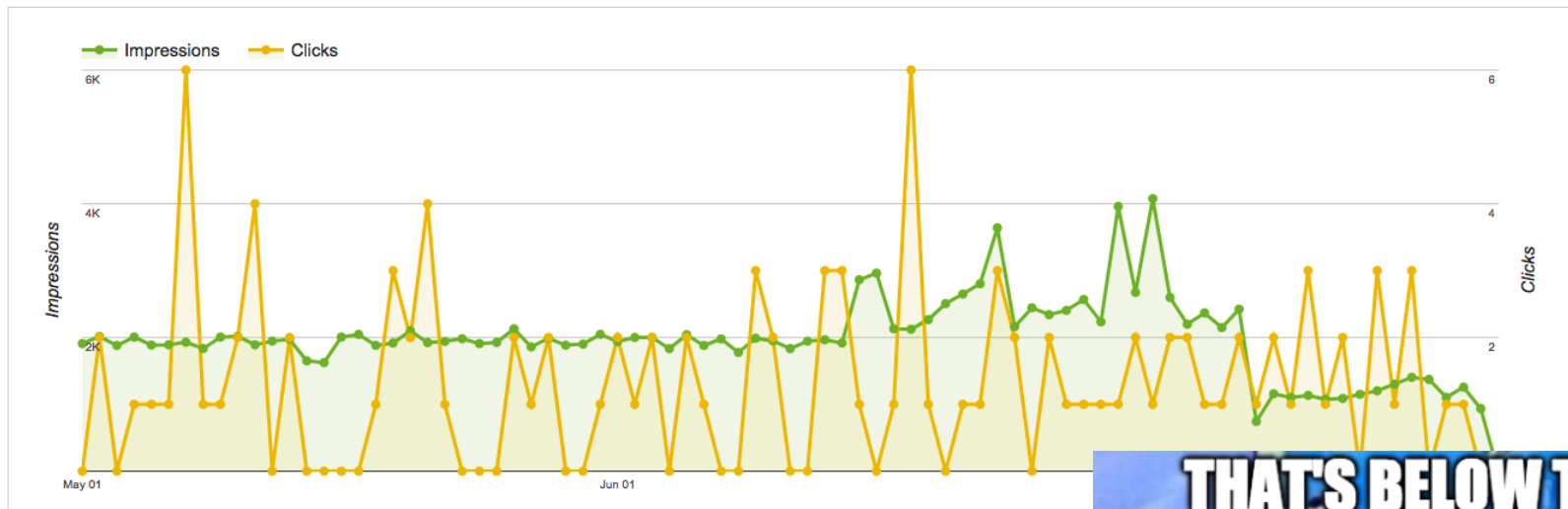
WKU F17 Yield HHIP

Product: Household IP Targeting
Flight Dates: April 21, 2017 - July 22, 2017

May 1, 2017 - Dec 14, 2017

WKU F17 Yield HHIP

Export

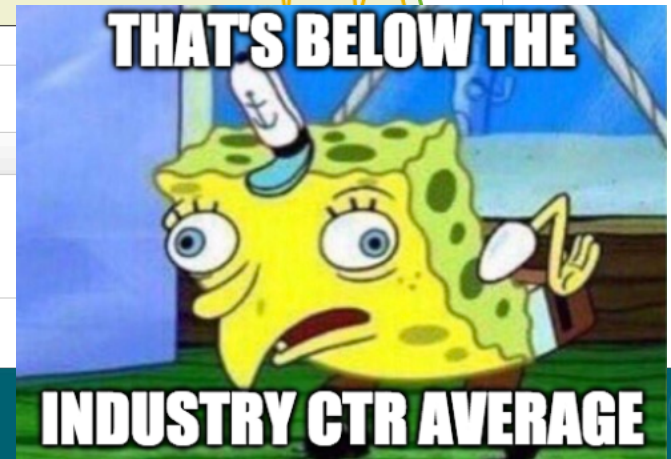


DDT Campaign Metrics

Total Impressions
163,510

Total Clicks
109

CTR
0.067%

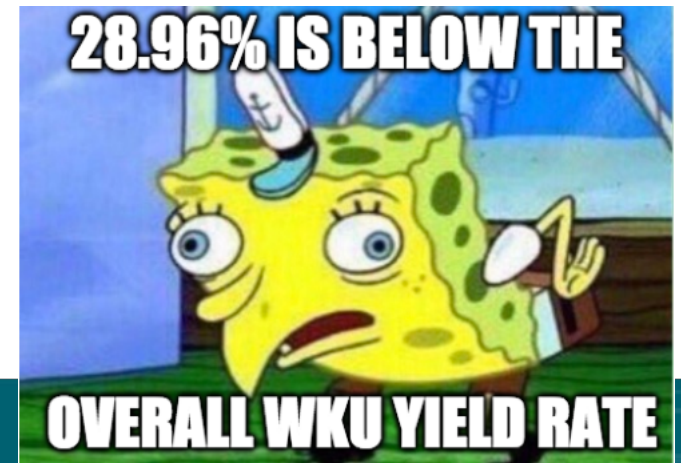


THIS IS HHIP TARGETING

- Mom sees that ads on Pinterest
- Dad sees the ads on Yahoo Sports
- Baby brother sees the ads while watching other kids play with their toys on YouTube
- **We expected a lower CTR.**

Our results from this campaign:

- 28.96% yield to matched students



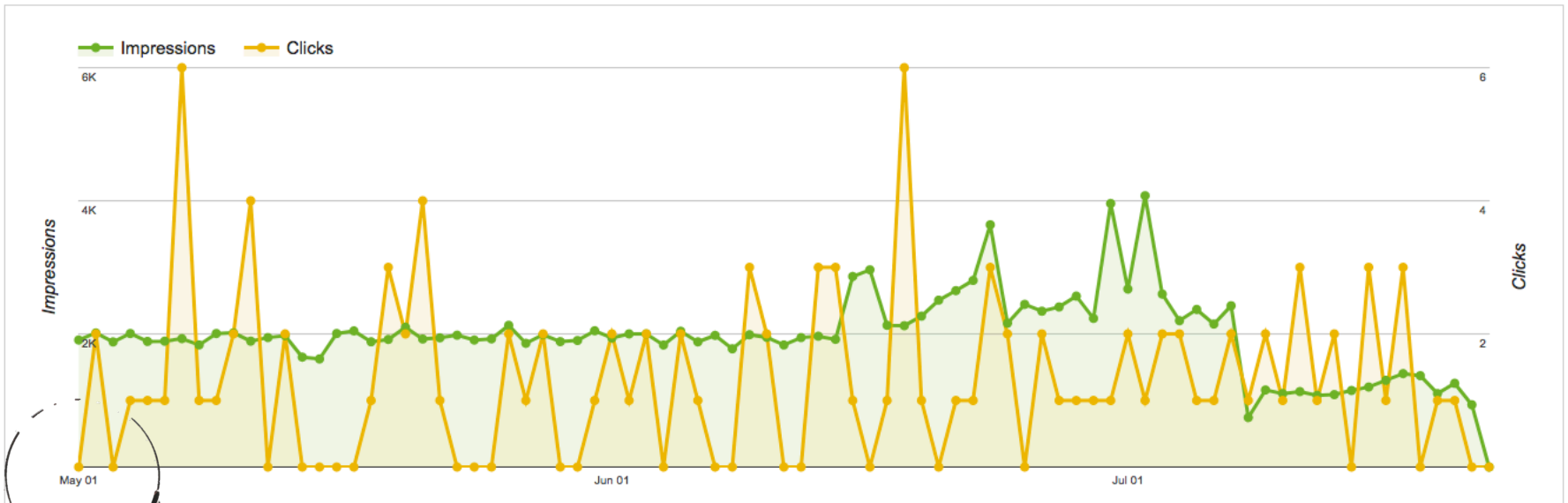
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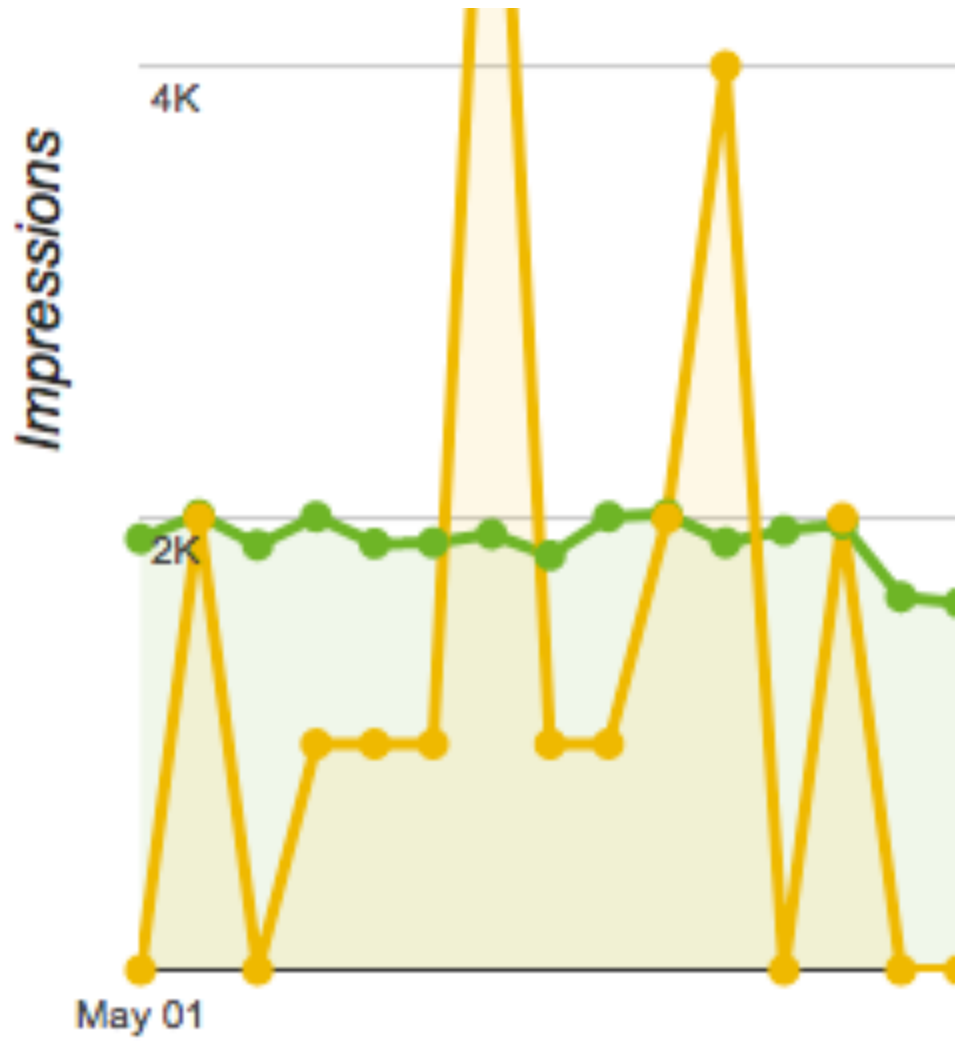
109

CTR

0.067%

Matched Targets

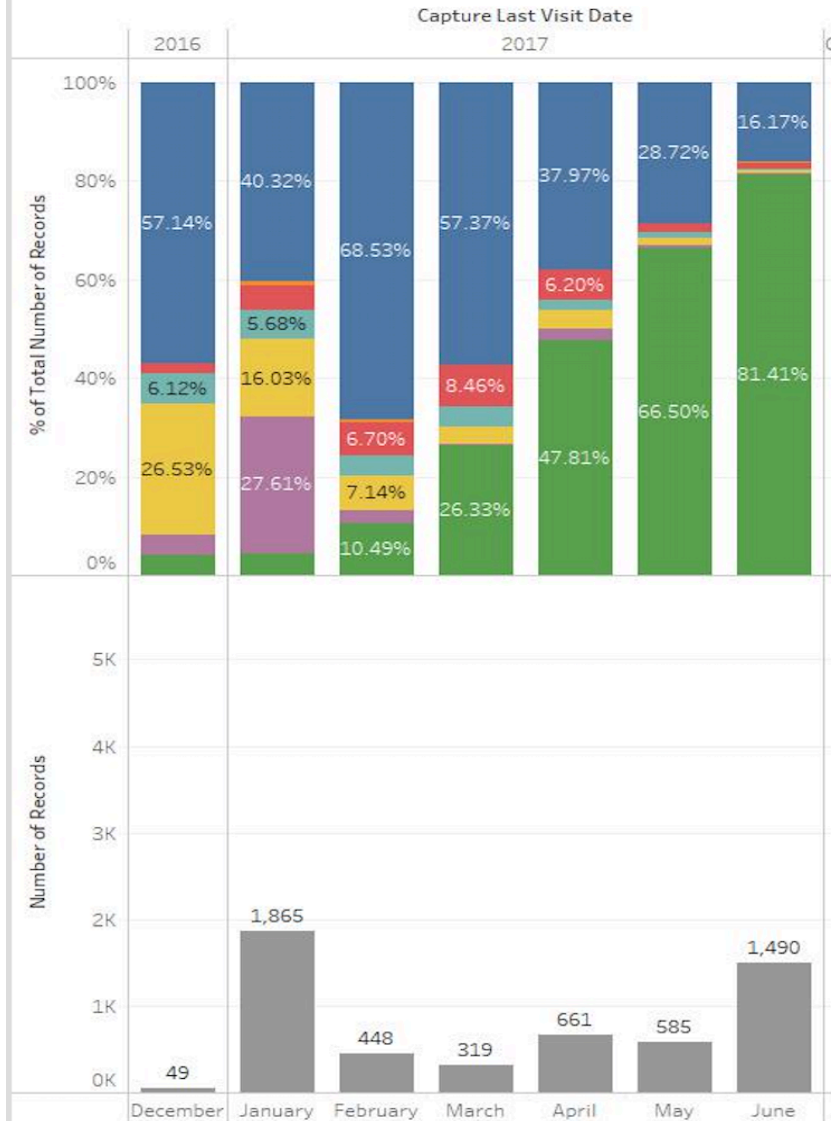
3,894



These are results from **after** May 1.

QUANTIFYING WEBSITE ENGAGEMENT HAS BECOME CRITICALLY IMPORTANT

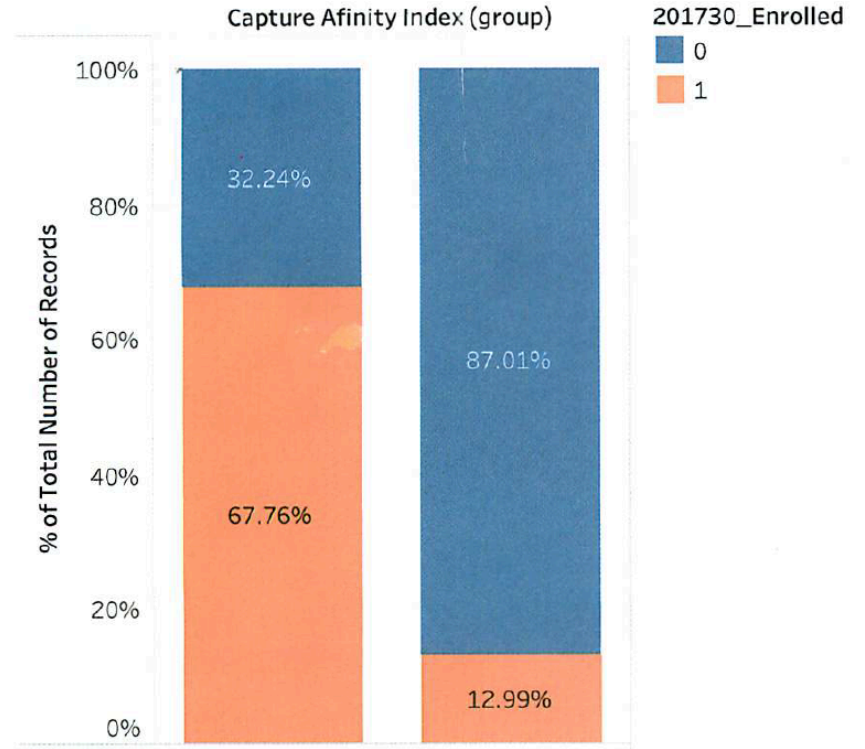
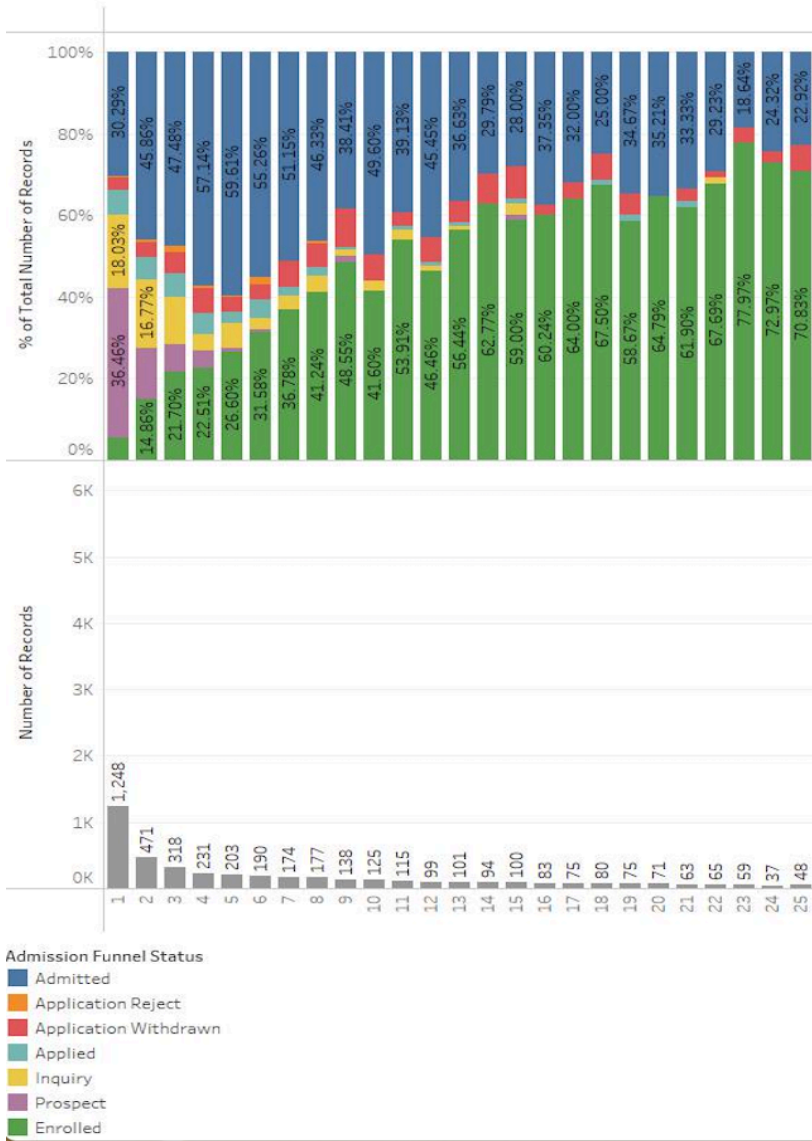
Capture Last Visit Date



Admission Funnel Status

- Admitted
- Application Reject
- Application Withdrawn
- Applied
- Inquiry
- Prospect
- Enrolled

Capture- Lifetime Visits



GOALS FOR THE 2017-2018 CYCLE

- Increase the number of identified visitors
- Increase collaboration across campus
 - New contracts with Capture focused on online students and education students

Goals for the future:

- Use the data collected by Capture to redesign our website
- Completely rewrite our communication plan to follow the students' desired path

NEW CAPTURE-ENABLED STRATEGIES FOR THIS YEAR

- Texting students with a last visit date >30 days ago
- Using lifetime website visits to flip funnel status to inquiry
- Identifying students who need an additional high-touch nudge