

Audience-based Outreach

Admissions, Student Success, and Advancement Communications

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PRESENTERS

Ken Higgins

- + General Manager of Student Success, Slate
- + Background in Enrollment Management
- + The Industrious & Compassionate Host



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- + Background in Recruitment Communications
- + The Engaging & Confident Champion





Agenda

- ① Communication Evolution
- ② Today's Communication Preferences
- ③ So What?
- ④ Q&A

62%

National 6
Year
Completion
Rate

47%

Re enrollment
Rate
Following
Closure

75%

First-Year
Persistence
(Fall 2021)

1.6%

Decline in
College
Graduates

Some Stats

- + Completion Rate is Static
- + Closures are a new reality
- + Persistence Up ~ 1%
- + -93,000 Decline in Enrollment
- + 143T in generational wealth transfer



**Source: NSC Research Center 23-24*

Evolution Of Lifecycle Communication

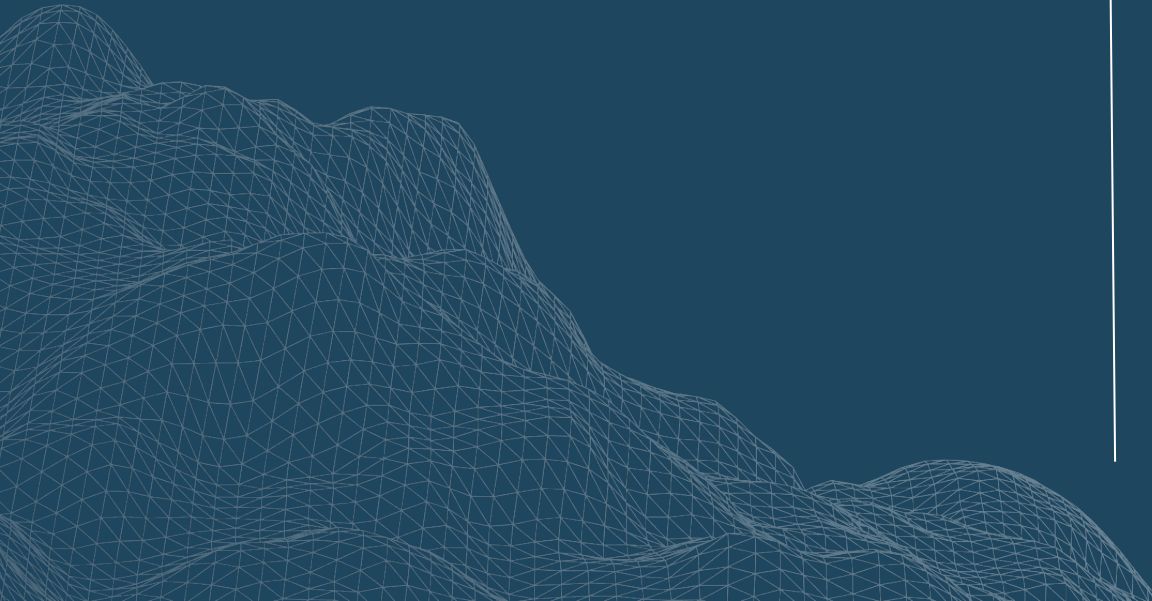
Collaboration, Collaboration, Collaboration





Historical Perspective

The Communication
Experience



How we've used Slate

Communication AND constituencies have changed over time in Slate

- Admissions was (and continues to be) the most common client
- 2017 (ish) **Student Success** and **Advancement** were introduced as options
 - The growth of these use cases mimics a similar path to what Slate for admissions experienced approximately 10 years ago
- As communications needs **evolved** for the client, so too did Slate
- Institutional **nuance and complexity** impacts the Slate “path”
- Shared databases vs. separate databases
- In every use case historically, departmental **collaboration is required**

Method Evolution

- **Deliver**→**Drip Campaign**→**Content Blocks**→**SMS & Voice**→**Slate Video**→**First Draft**



Communication Preferences Today

One size doesn't fit all



Audience Alignment

Who are we talking to?

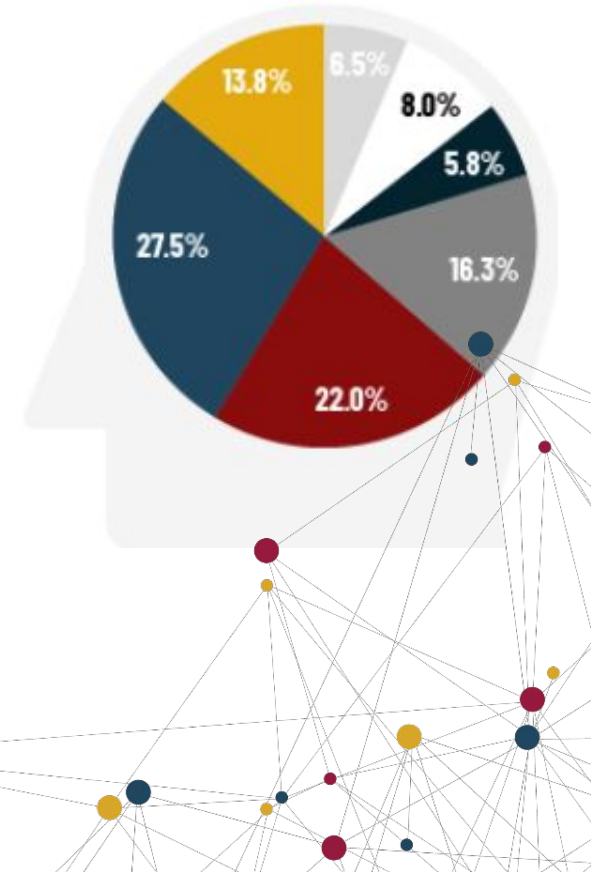
- + Prospective Students
- + Current Students
- + Prospective + Current Donors

Prospective Students

Meeting students where from the beginning of their college search

- Stop at your **website** first
- Watch **social media** and **short-form videos**
- Look for information from official **emails** (57.8%)
- Want **transactional text messages** (~30-37%)
- Research on **college search sites** (4th in list, after website, emails, Google)

SENIORS ONLY



Prospective Students

Telling them what they want to hear

- **Learning and career outcomes** (Strongest motivation; 47%)
- **Current student experiences** (Strongest Senior Search performer; Experience spec. 14%)
- **Impact on society** (10%+)
- **Campus feel** (27% versus 21%)
- **Campus safety** (18% versus 9%)
- **Prestige** (5% versus 12%)
- **Preparing for college** (Only 14% FA22 felt prepared)

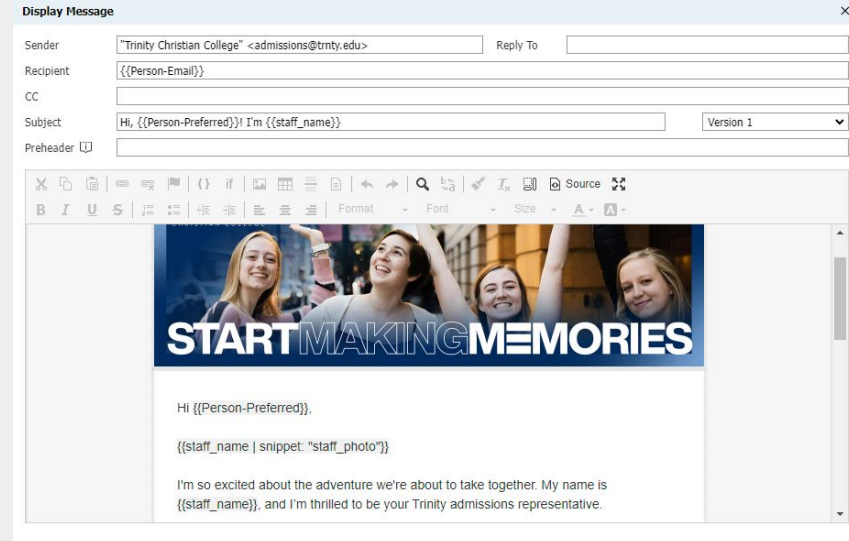
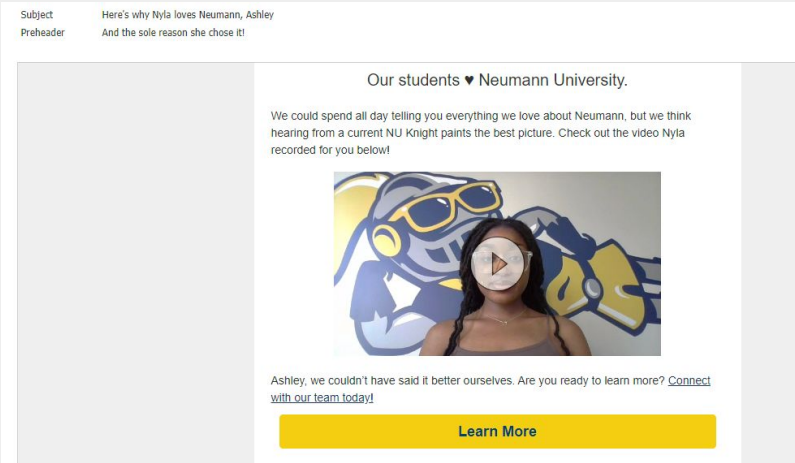
*Source: Carnegie [research](#) and internal benchmarking data



Prospective Students

Using your Slate CRM

- “Here’s what Nyla loves about Neumann”
 - Second highest open rate in Senior Search
 - Personalized through **Slate Video**
- “Hi {{Person-Preferred}}! I’m {{Staff-Name}}”
 - Almost 1/3 of the clicks received throughout the entire app gen campaign
 - Personalized through **merge fields** and **content blocks**



*Source: Carnegie [research](#) and internal benchmarking data

Current Students

Perception of Authenticity and Personalization MATTERS

- Students **liked**:
 - Liked **multimodal communications**
 - Disliked the tone inconsistency
 - Liked the informality of **text messaging**
- Students **felt**:
 - High-quality communication supported **persistence**
 - Particularly messaging that pushed **network** involvement
 - Critical of amount of messaging, but felt the importance of **quality messaging**
 - Result was emails back-logged and went unread, but saved

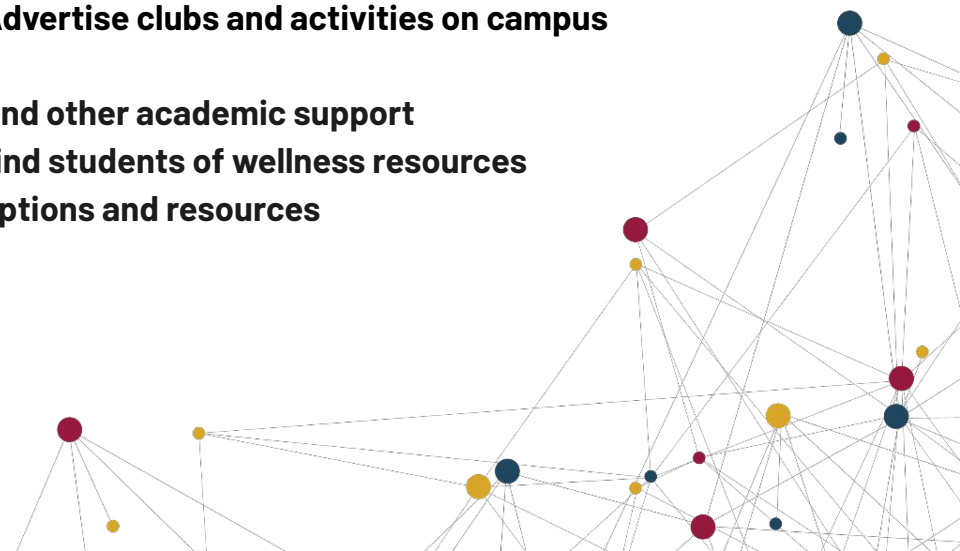
Source: *Research Issues in Contemporary Education*, 8(1), 102-137, 2023 (Rainey, Taylor)



Current Students

Continue recruiting to ensure retention

- Why **Transfer?** (*only 13% haven't considered transferring*)
 - School isn't the right fit → **Reiterate FIT**
 - Too far from friends and family → **Share ways to make friends and foster belonging**
 - Lack of preferred clubs or activities → **Advertise clubs and activities on campus**
- Why **Dropout?** (*35% considered dropping out*)
 - Academic struggles → **Market tutoring and other academic support**
 - Mental/physical health concerns → **Remind students of wellness resources**
 - Inability to pay → **Restate financial aid options and resources**



Current Students

Use Admitted Student Research to aid in retention efforts

- College Search Process
- **School Search Specifics**
- Website
- Social Media
- Comms & Email
- **Campus Visit**
- **Interactions**
- Competitor Information
- **Academics and Testing**
- **Costs and Financial Aid**
- **Location**
- **Personality**

When deciding the ideal college or university to attend, how important were the following factors in your college decision?

	Not at all	Slightly	Somewhat	Highly	Critical
Distance from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surrounding city amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuition cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scholarships and aid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teaching quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extracurricular clubs and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social life/scene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus feel/personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity and inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Degree/major options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job/salary outcomes for graduates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

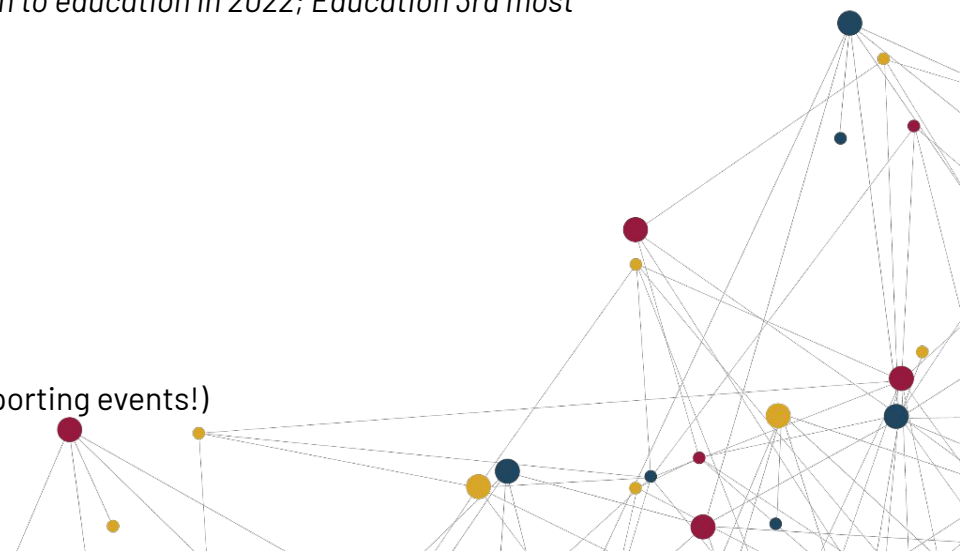
Compared to the average college or university, how would you rate Carnegie University on the following factors?

	Unsure	Poor	Below average	About average	Above average	Excellent
Distance from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surrounding city amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Job/salary outcomes for graduates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prospective + Current Donors

Treating donors as more than a transaction

- **Personalize approach:**
 - Relationship to organization
 - Psychographic archetypes (using tools like [Acuity Darts](#))
- **Provide the why behind giving requests** (*\$70B given to education in 2022; Education 3rd most popular cause for individuals*):
 - Day of Giving
 - Progress metrics toward goal
 - Outcomes possible as a result of gift
 - Reframe philanthropy as generosity
- **Share more than just gift opportunities:**
 - Volunteer opportunities
 - Major events (like Homecoming!)
 - Smaller events (like on-campus theater or sporting events!)



Prospective + Current Donors

Multichannel rises in importance

- Leverage **drip campaigns** to incorporate:
 - emails,
 - text messages, and
 - print
- Sprinkle in **1:1 text messages**
- Make sure **gift acknowledgement** has its place

Stewardship - Annual Fund New Mailing

Rules

This population is determined by the following rules:

- [Set Population - Stewardship Annual Fund](#)
Given Gift this Fiscal (< 1,000)

Statistics [Show](#)

Mailings

+7	7 Days Out {{Preferred}}, thank you for your recent gift Population Timestamp Days Population IN Stewardship - Annual Fund; Days = 7	In Progress Preview
+45	SMS -- Stewardship Activation Population Restriction	In Progress Preview
+60	60 Days - How Gift is Being Used Your Gift's Impact Population Timestamp Days Population IN Stewardship - Annual Fund; Days = 60	In Progress Preview

Mailings

Calendar

Campaigns

Populations

[Overview](#)

[Bronze Giving Level](#)

[Constituency - Annual Fund](#)

[Constituency - President's Fund](#)

[Constituency - Trustee](#)

[Giving Level 2020 - Bronze](#)

[Giving Level 2020 - Diamond](#)

[Giving Level 2020 - Gold](#)

[Giving Level 2020 - Platinum](#)

[Giving Level 2020 - Silver](#)

[Gold Giving Level](#)

[LYBUNT Donors](#)

[Silver Giving Level](#)

Stewardship - Annual Fund

So What?

What can you do *now*?



Tangible Takeaways

What do we do now?

- + Slate Functionality
- + Communication Musts
- + Interdepartmental Relationships

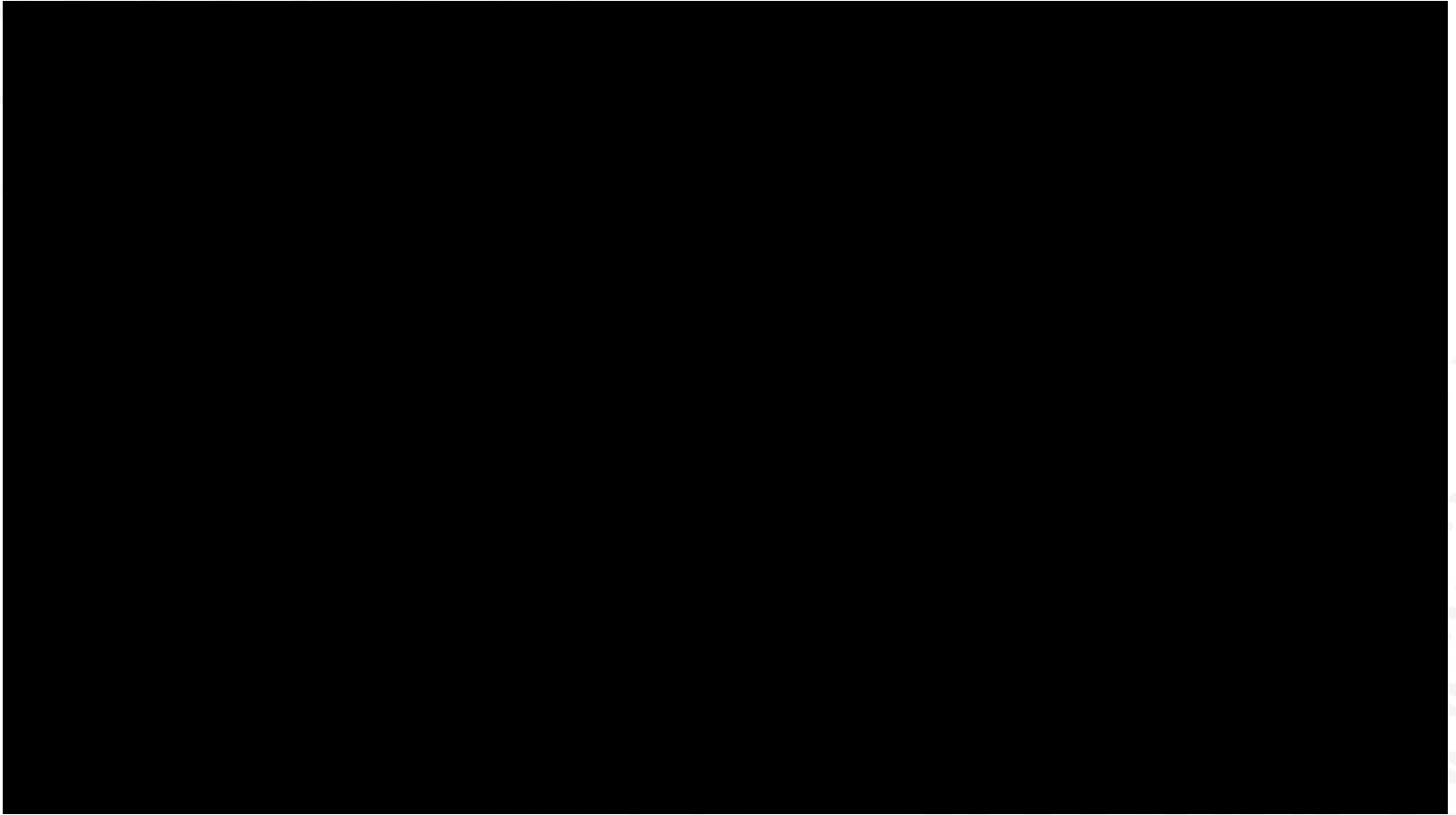
Slate Functionality

- Deliver
- Drip Campaigns
- Merge Fields
- Content Blocks
- Liquid Markup
- Slate Video
- Forms
- Form Communication
- Portals
- Populations
- Slate Print
- First Draft

Communication Musts

- All
 - Build a personal portal
 - Build drip communications
- Prospective Students
 - Talk to underclassmen
 - Collect data and *use* it
 - Send good emails
 - Sign more emails from the counselor or Director
- Current Students
 - Feedback loop
 - Update contact info
 - Personalized and meaningful
- Current + Prospective Donors
 - Segment by graduation band
 - Maintain print

**First
Draft**



Q & A

What's on your mind?





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slate

Thank You!

CarnegieHigherEd.com
technolutions.com

