

Tyler Borders



Higher education's

# Demographic Dilemma



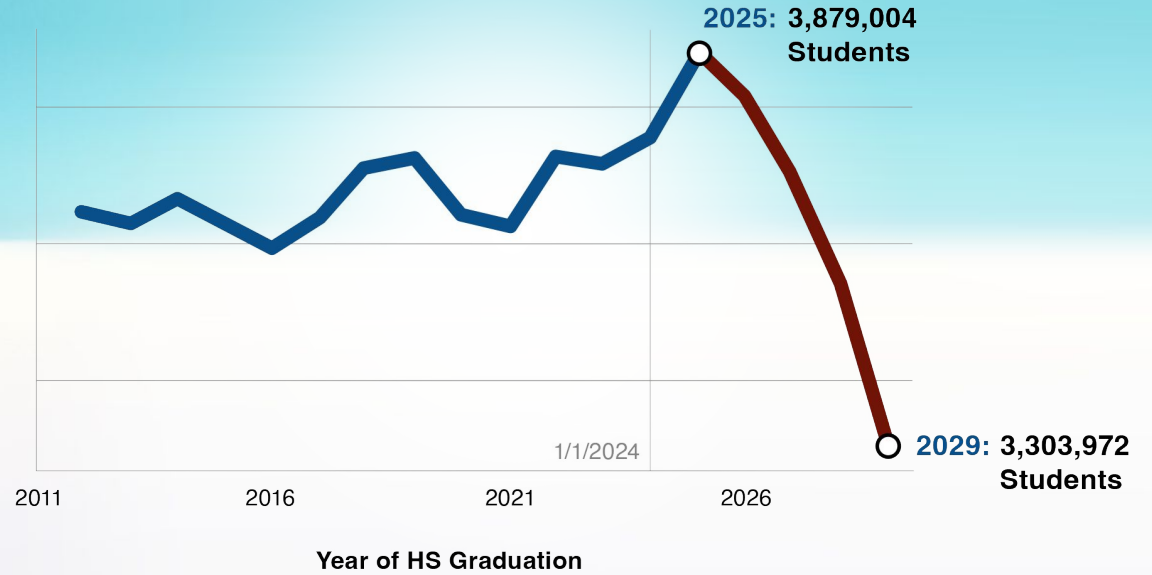


The fabled

# Demographic Cliff



## Four-Year College Enrollment





# Demographic

# Marketing 101

Know your audience

## Shallow Personas

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PERSONAS: PRIMARY AUDIENCE

### Talent Manager



- Female
- 40-52 yrs
- White-collar
- College degrees (Bachelor +)
- Savvy on the web
- Probably have a Facebook
- Interpersonal skill
- Pant-suit and red wine
- Typically in a role where they are the training talent manager
- Responsibility is enterprise-wide solution
- Bigger picture buyer
- Interested in company development
- They live in an urgency and demand environment
- Driven by the biometrics of the company—which staff needed where
- Motivated by keeping the right positions filled
- Maternal perspective—caring, “motherly,” nurturing toward corporate talent
- Driven to take care of the employees, for betterment of company
- Liability scares them
- The company not performing to it’s full potential is a real concern
- Very black-and-white
- Analytical personality
  - Information absorbers/seekers
  - They will process the data and make their own decisions
- Relational, but focused on the business

## Shallow Personas

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PERSONAS: TERTIARY AUDIENCE

# Plant Manager



- Male
- Plant Managers = 50+ yrs, Project Engineers = 40+ yrs
- Blue collar
- Operational in focus
- Plant operational oversight—max efficiency
- Incident driven, safety obsessed
- Preventing future incidents through proper training and qualified staff
- Reactive, short-term focus
  - Get through the day—shift cycles
- Their long-term focus is maintenance-driven
- Motorcycles and Bud Light
- Communication method: face-to-face
- If there is a problem, they will enact a face-to-face solution
- No nonsense, probably can be intimidating
- They're not on the internet
- Blackberry and email is the extent

Know your audience

But are we  
any better at this  
today?



*It all started  
with a snowstorm...*



WEATHER

# Oregon's winter of 2016 won't soon be forgotten

Updated: Feb. 25, 2017, 12:00 p.m.

By [Allan Brettman](#) | [The Oregonian](#)

They might be remembered as the eight winter events that shook our world.

From an early December snowfall to mid-January freezing rain and six storms in between, Oregon residents experiencing winter 2016-17 may have felt like a fighter who'd taken one too many pops to the head. Snow, freezing rain, snow, more snow, trace of snow, freezing rain, [blizzard](#) and freezing rain. It has seemed relentless.



A woman uses cross country skis to navigate through the South Park blocks near the Portland Art Museum on Jan. 11, 2017.



## The Pivotal Moment

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“I know how to find Samford students,  
but I don’t know what messages to send them.”

— Jason Black, Samford University, 2016

## Demographics



**“I know how to find Samford students,  
but I don’t know what messages to send them.”**

– Jason Black, Samford University, 2016

## Psychographics



“I know how to find Samford students,  
**but I don’t know what messages to send them.”**

– Jason Black, Samford University, 2016

**demographics**  
tell us that you  
bought this



**psychographics**  
tell us **why**

## Fundamentals

---

“Square up. Keep your elbow in.  
Use your legs. Follow through.”

In the 4th quarter you're going to be tired. Emotions will be running high. Players will start breaking down and playing sloppy. It's the team that maintains its fundamentals that wins.

— Dave Borders





## Fundamentals

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1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

## Fundamentals

---

1. **Clarify** the brand story
2. **Locate** the best prospects
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## Demographic Variables

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When it comes to targeting,  
**just a few demographics**  
go a long way.

## Demographic Variables

---

The 3 topics you don't  
broach at dinner parties

## Demographic Variables

---

Politics

Income

Religion

## Demographic Clusters

Conservative  
Upper-Middle  
Baptists

Liberal  
Upper-Middle  
Agnostics

# Trivia

How predictive are the following factors in decision-making?

% predictive



How predictive is Gender in decision-making?

# Gender



How predictive is Gender in decision-making?

# Gender

# 8%



How predictive is Race in decision-making?

# Race

How predictive is Race in decision-making?

Race

4%

How predictive is Income in decision-making?

Income

How predictive is Income in decision-making?

Income

6%



How predictive is Religion in decision-making?

# Religion

How predictive is Religion in decision-making?

Religion

4%



How predictive is Student Type in decision-making?

# Student Type



How predictive is Student Type in decision-making?

# Student Type

<1%



How predictive is Regional Geography in decision-making?

# Regional Geo

How predictive is Regional Geography in decision-making?

# Regional Geo

<1%



How predictive is Personality in decision-making?

# Personality

How predictive is Personality in decision-making?

# Personality

# 15%



Social Science Trivia

13%

Gender  
Race  
Geography  
Student Type

15%

Personality

## demographics

gender +

race +

income +

religion +



## psychographics

+ innovative

+ adventurous

Social Science Trivia

38%

Personality  
Gender  
Race  
Income  
Religion  
Student Type  
Geography



# 750+ Variables

Household Information	
Home Ownership	76.8%
Median Home Value	\$300K
Veteran Status	1.2%
Social Media Use	Highly Active
Political Affiliations	
Democrat	30.7%
Republican	41.8%
Third Party	0.2%
Independent	9.2%
Nonvoter	18.2%
Car Type Preference	
SUV	13.6%
Sedan	10.6%
Mini-van	6.0%
Truck	3.6%



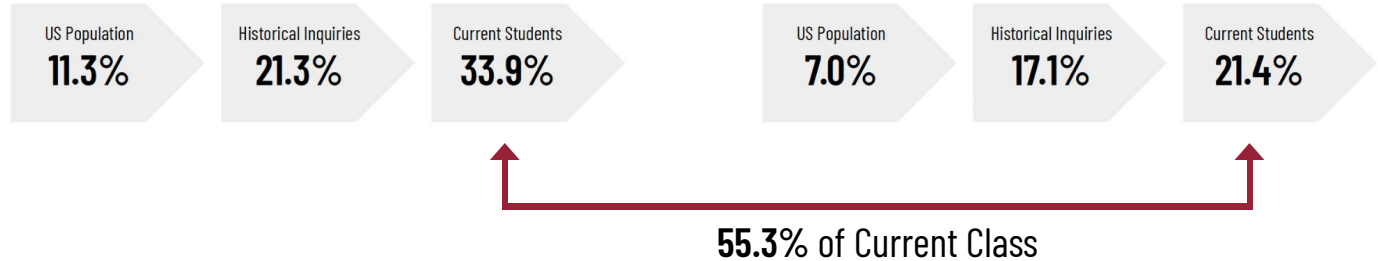
## Demographic Profile

Head of Household Age	56.7
First-generation College Percentage	31.1%
Home Ownership Percentage	91.3%
Median Household Income	\$133K
Social Media Use	Addicted



## Demographic Profile

Head of Household Age	47.8
First-generation College Percentage	31.9%
Home Ownership Percentage	88.6%
Median Household Income	\$132K
Social Media Use	Addicted



## Fundamentals

---

1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

# psycho graphics

# 9 Archetypes

Carnegie uses a proprietary personality-based methodology for research, strategy, and creative execution, which includes the psychological principle of Archotyping to connect more meaningfully and powerfully with audiences.

## Yellow Innovator

**Brilliant and forward-thinking,** driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress.

**Causes people to feel awe and amazement.**

## Orange Creator

**Creative and imaginative,** driven by self-expression and artistry. Delivers something new that encourages creativity. Values originality, ideation, and new concepts.

**Causes people to feel constructive and expressive.**

## Blue Achiever

**Powerful and assertive,** driven by growth and being a front-runner. Delivers stability, pride, and strength. Values power, influence, and accomplishment.

**Causes people to feel confident and in control.**

## Maroon Competitor

**Resilient and tenacious,** driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work.

**Causes people to feel triumphant and inspired.**

## Green Explorer

**Adventurous and inquisitive,** driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity, and trailblazing.

**Causes people to feel intrigued and emboldened.**

## Silver Rebel

**Daring and unconventional,** driven by challenging and redefining the norm. Delivers empowerment, change, and boldness. Values independence, guts, and breaking with convention.

**Causes people to feel unrestrained and fearless.**

## Pink Sophisticate

**Sophisticated and refined,** driven by experience, elegance, and beauty in all forms. Delivers excellence, finesse, and vitality. Values poise, intentionality, and beauty.

**Causes people to feel desired and important.**

## Purple Provider

**Supportive and selfless,** driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity.

**Causes people to feel valued and supported.**

## Red Entertainer

**Energetic and enthusiastic,** driven to entertain and cause others to get excited. Delivers fun and the desire to amuse and uplift. Values energy, playfulness, and enjoyment.

**Causes people to feel exhilarated and happy.**

## APPROACH

Data Sources: Quantitative Survey,  
Demographic Cluster Modeling  
Distribution: Online Panel Sample, Opt-In  
Deployment Dates: 02/02/21 – 02/04/21  
Geographies: Nationally Representative

## SURVEY STATISTICAL DETAILS

Approximate US Households: 52,800,000  
Sample Size: 4,151  
Sampling Type: Regional Random  
Confidence Level: 99%  
Max Confidence Interval: 2.00

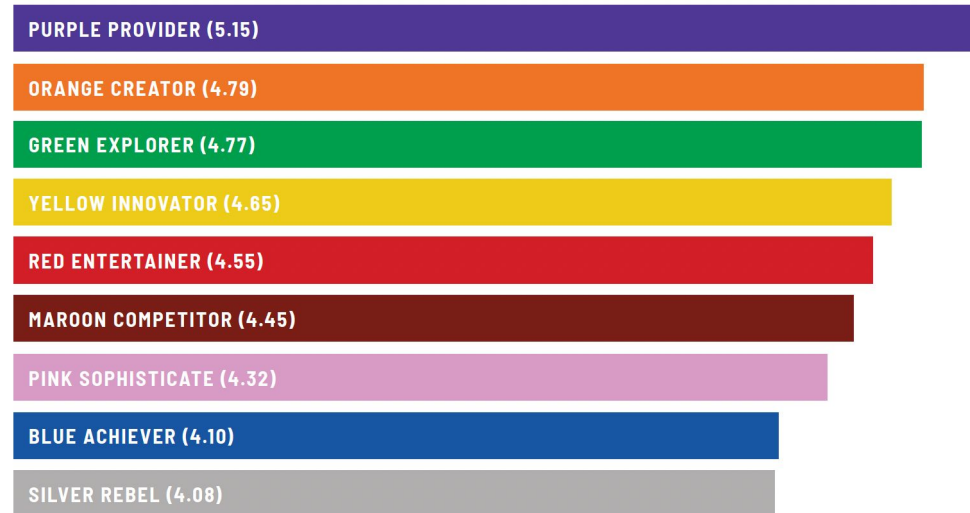
## EXCLUDED SAMPLE DETAILS

Total Surveys Started: 8,559  
Outside Parameters: 3,757  
Rejected for Data Quality: 539  
Incomplete/Dropouts: 112

**Final Sample: 4,151**

# STUDENT PERSONALITY

Which archetypes are most prevalent in college audiences?



# PERSONALITY DIFFERENCES

Which demographic groups have a prevalence of personality type?

DEMOGRAPHIC GROUPS	PURPLE	ORANGE	GREEN	YELLOW	RED	MAROON	PINK	BLUE	SILVER
All Respondents	5.15	4.79	4.77	4.65	4.55	4.45	4.32	4.10	4.08
Female	<b>5.72</b>	<b>5.06</b>	4.75	4.29	<b>4.73</b>	4.28	4.37	3.76	3.92
Male	4.57	4.42	4.77	<b>5.00</b>	4.36	<b>4.67</b>	4.28	<b>4.52</b>	<b>4.24</b>
Asian	5.01	4.78	<b>5.09</b>	<b>5.17</b>	4.63	<b>4.11</b>	4.17	<b>3.89</b>	3.92
Black/African American	<b>4.61</b>	4.67	<b>4.19</b>	4.57	4.57	4.49	<b>4.65</b>	<b>4.61</b>	<b>4.46</b>
Hispanic/Latinx	5.21	4.97	4.93	4.58	4.65	4.30	4.30	4.03	3.94
Mixed Race/Other	4.95	4.66	4.68	4.72	<b>4.35</b>	4.28	4.60	4.19	4.34
White	<b>5.48</b>	4.81	4.97	4.59	4.53	<b>5.59</b>	<b>4.13</b>	<b>3.89</b>	<b>3.90</b>

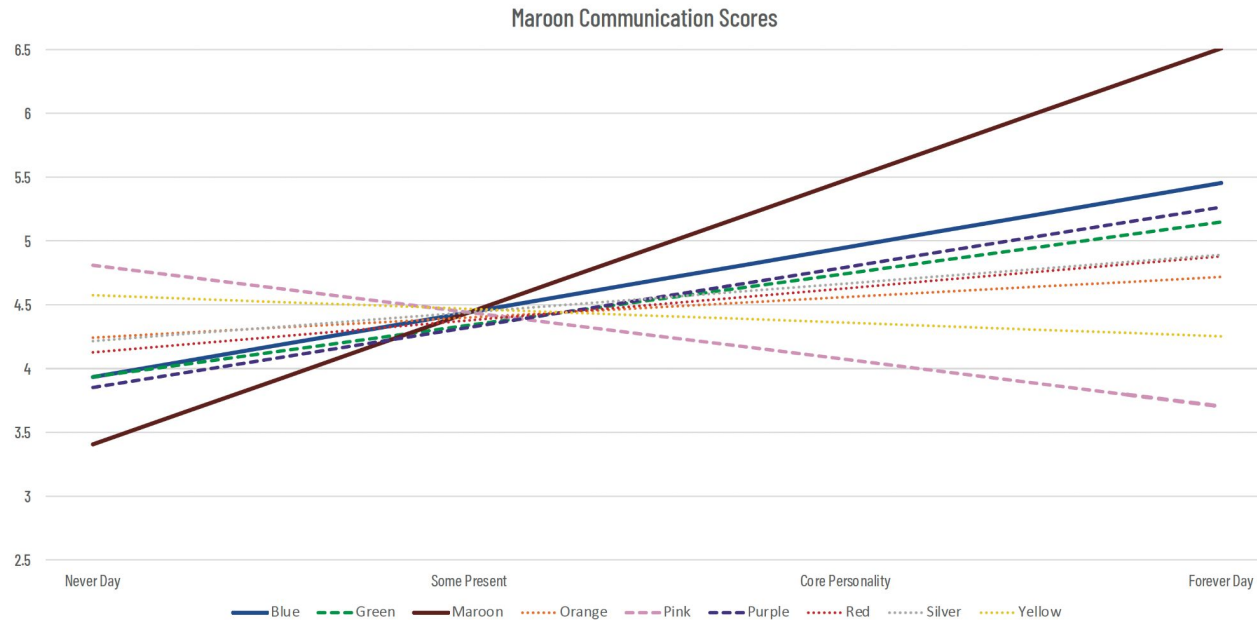
# COMMON COMBINATIONS

Which personality combinations are most common?



# MAROON COMMUNICATION

How does personality impact a Maroon archetype's communication resonance?

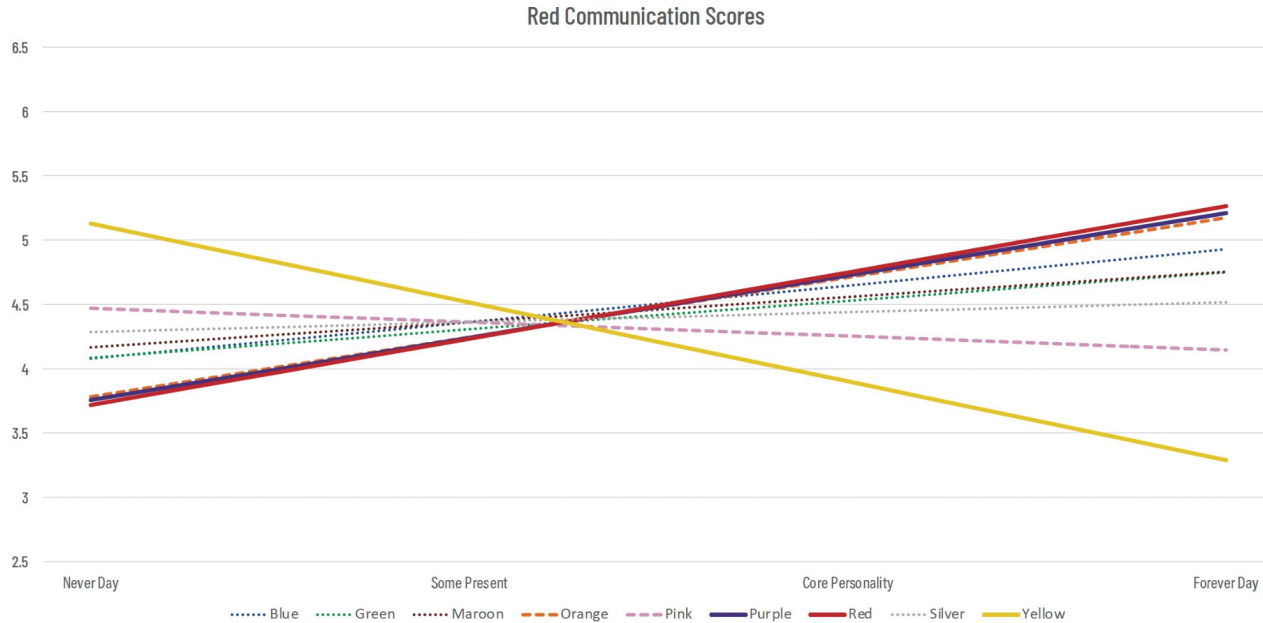


Solid Line: Statistically Significant Scoring Relationship; Heavy Dash Line: Directional Scoring Relationship; Light Dash Line: No Scoring Relationship



# RED COMMUNICATION

How does personality impact a Red archetype's communication resonance?



Solid Line: Statistically Significant Scoring Relationship; Heavy Dash Line: Directional Scoring Relationship; Light Dash Line: No Scoring Relationship

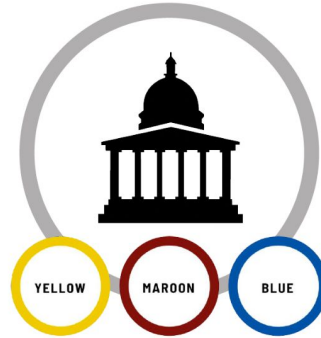
# ACADEMIC INTEREST

Which personality types predict academic areas of interest?

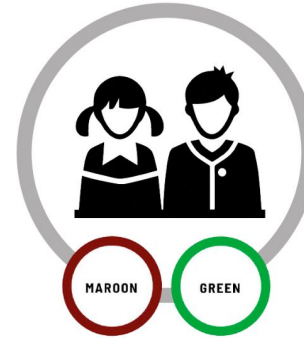
ACADEMIC AREA	SELECTED	TOP
Business ● Blue ● Pink	25.53%	13.64%
Healthcare ● Purple	24.00%	13.45%
Education	21.96%	10.05%
Social Sciences ● Pink ● Purple	21.54%	9.49%
Engineering	21.54%	9.92%
Law ● Silver	21.54%	8.81%
Social Work	19.84%	6.22%
Natural Sciences ● Yellow	18.31%	7.06%
Humanities ● Orange	15.45%	4.99%
Formal Sciences ● Yellow	14.19%	4.77%
Agriculture ● Silver	11.32%	3.48%
Transportation	11.22%	2.91%
Manual Trade	9.76%	2.88%
Public Administration ● Pink	9.76%	2.34%

**Connect  
the dots.**

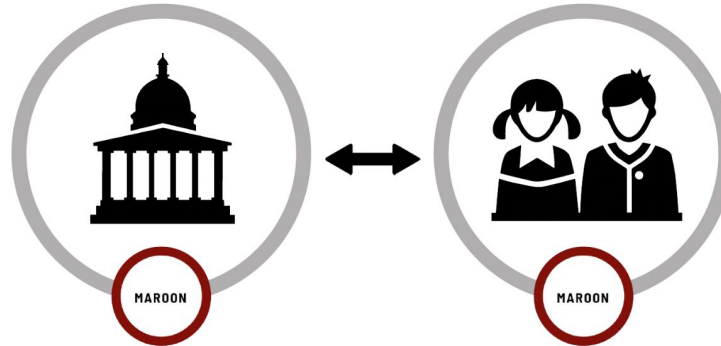
University Personality



Student Dart #1



**Know what  
to say to your  
prospects.**

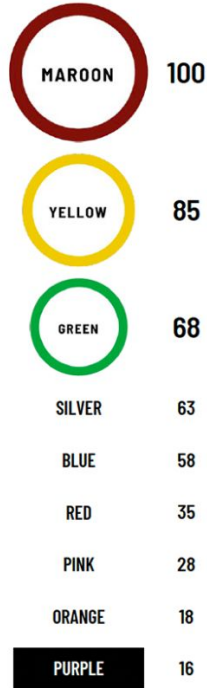


# DART 3

## competitive challengers

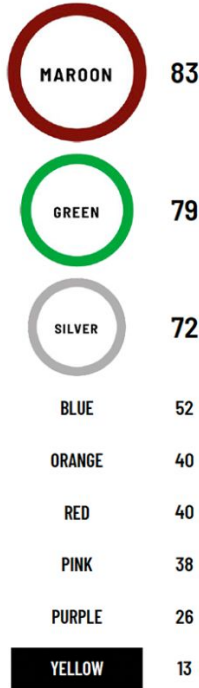
### Personality Identification

Psychographic personality expression and qualities with which **this Dart** personally identifies and defines itself.



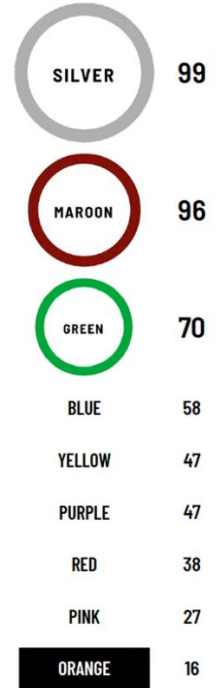
### Copy Preference

Psychographic personality expression and qualities that **this Dart** is most motivated by in the written word.



### Image Preference

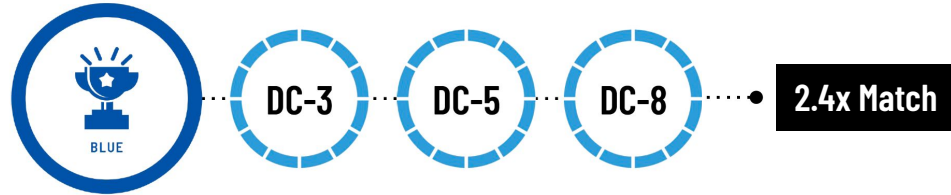
Psychographic personality expression and qualities that **this Dart** is most motivated by in images and design.



Demo + Psycho

**Dart 1**  
**Intentional**  
**Pathfinders**

Accomplished & Influential



**Dart 2**  
**The Quietly**  
**Curious**

Analytical & Experiential

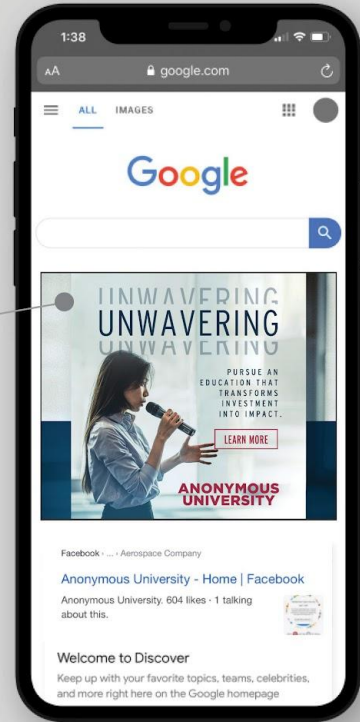
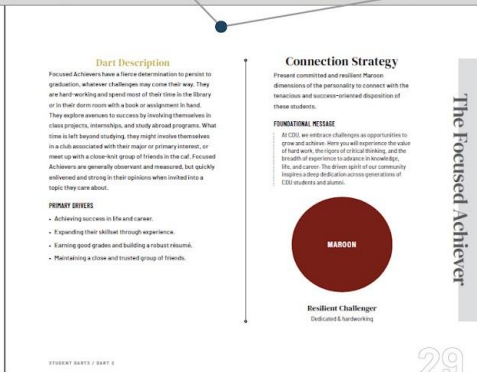
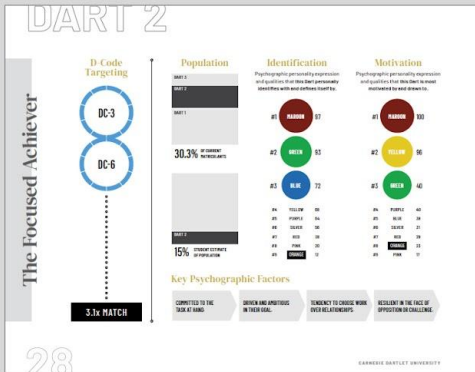
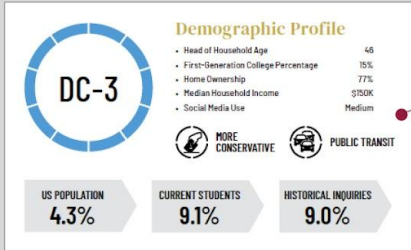


**Dart 3**  
**Competitive**  
**Challengers**

Industrious & Competitive



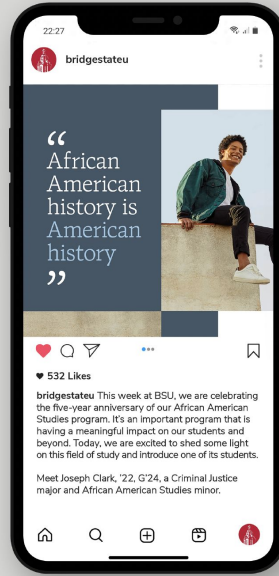
# darts to digital



campaign concept

Live  
EVERY day  
Better

AT BRIDGEWATER STATE UNIVERSITY



# EVER BETTER



BRIDGEWATER STATE UNIVERSITY

10 ACADEMICS

## what do you want to study?

**ALWAYS IMPROVING**

- **AI** Under its leadership, we've received a number of national awards for our work in this area.
- **INNOVATIVE DESIGN PROGRAM** - We've received a number of national awards for our work in this area.
- **RESEARCH OPPORTUNITIES** - We've received a number of national awards for our work in this area.

**CHANGING Lives**

The most department was a very tight-knit, supportive, encouraging environment. There were times when I did feel like giving up, but there were lots of staff and students who really had my back." *—SARA REYNOLDS, '13*

20 HONORS, LEARNING AND RESEARCH

## outside the classroom

**TAKE YOUR EDUCATION**

**1.5K+** STUDENTS PRESENT THEIR RESEARCH EACH YEAR AT CAMPA BYWATER

**150+** STUDENTS PRESENT AT NATIONAL CONFERENCES EACH YEAR

**220** STUDENTS ARE AWARDED BSU UNDERGRAD RESEARCH GRANTS EACH YEAR

**STUDY ABROAD**

**50+** COUNTRIES **200** STUDY ABROAD PROGRAMS

**CREATE A NEW POSSIBLE**



# vertical billboard



BRIDGEWATER  
STATE UNIVERSITY

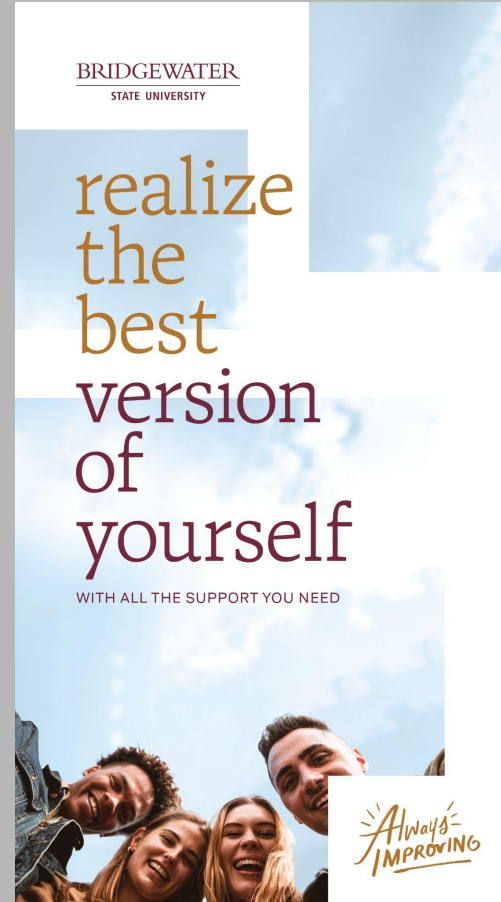
realize  
the  
best  
version  
of  
yourself

WITH ALL THE SUPPORT YOU NEED



Always  
IMPROVING

CARNEGIE



BRIDGEWATER  
STATE UNIVERSITY

realize  
the  
best  
version  
of  
yourself

WITH ALL THE SUPPORT YOU NEED




Always  
IMPROVING

darted billboards

BRIDGEWATER  
STATE UNIVERSITY

see yourself.  
find your place.

WITH ALL THE SUPPORT YOU NEED




Always Improving

Social Achievers

BRIDGEWATER  
STATE UNIVERSITY

dream it today.  
do it tomorrow.  
live every day better.

WITH ALL THE SUPPORT YOU NEED



Always Improving

Expressive Thinkers

BRIDGEWATER  
STATE UNIVERSITY

take a new step toward your goals

WITH ALL THE SUPPORT YOU NEED



Always Improving

Driven Scholars

BRIDGEWATER  
STATE UNIVERSITY

show the world what hard work can do

WITH ALL THE SUPPORT YOU NEED



Always Improving

Resilient Workers

postcard



CARNEGIE

make  
every  
day  
new



REGISTER FOR A CAMPUS TOUR TODAY

At Bridgewater State University, we encourage you to step out of your comfort zone because sometimes the best version of you lies just beyond it. Choose from over 100 academic programs, including education, psychology, criminal justice, health sciences and political science. Collaborate with professors through our renowned undergraduate research program, or enhance your studies through our innovative honors program. And don't forget to explore internships and study abroad programs that will help you reach your full potential.



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Presorted  
First-Class  
Mail U.S.  
Postage Paid  
55555

First Last  
555 Street Address  
City, ST 55555

# darted postcards

Social  
Achievers



Expressive  
Thinkers



CARNEGIE



Driven  
Scholars

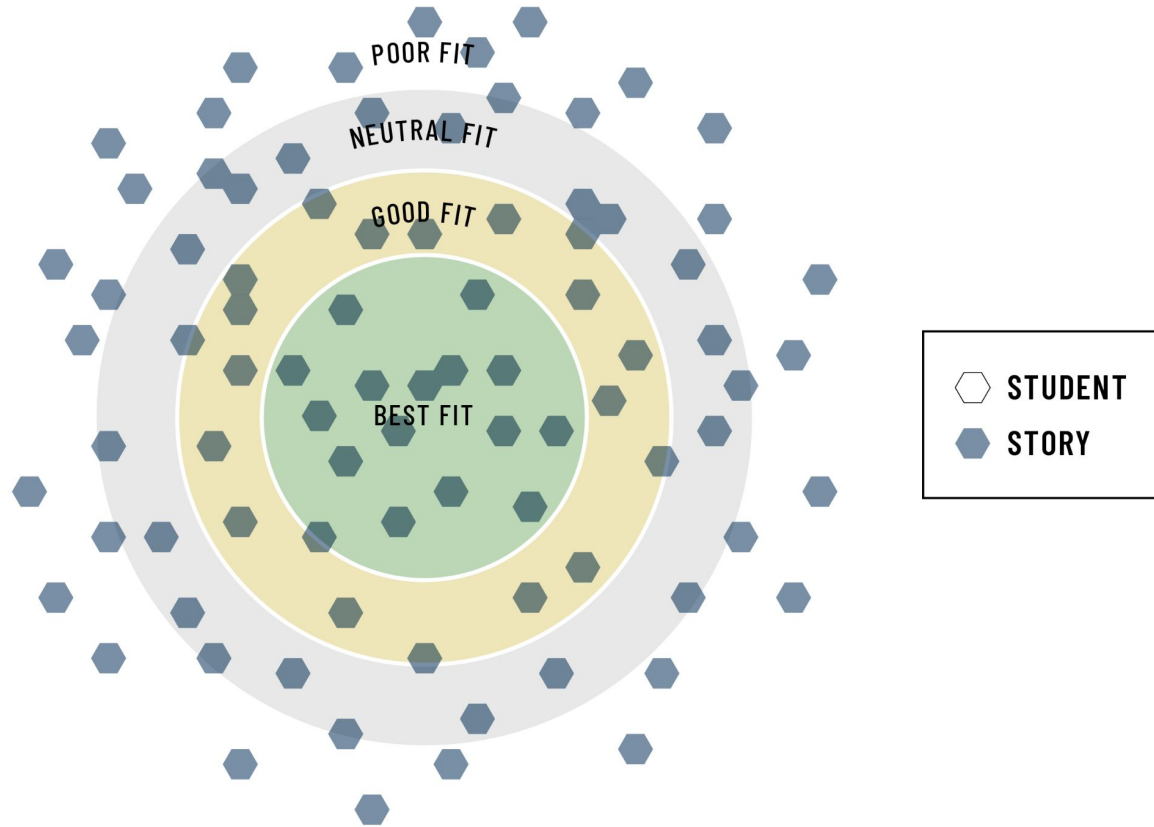


Resilient  
Workers

## Typical Targeting



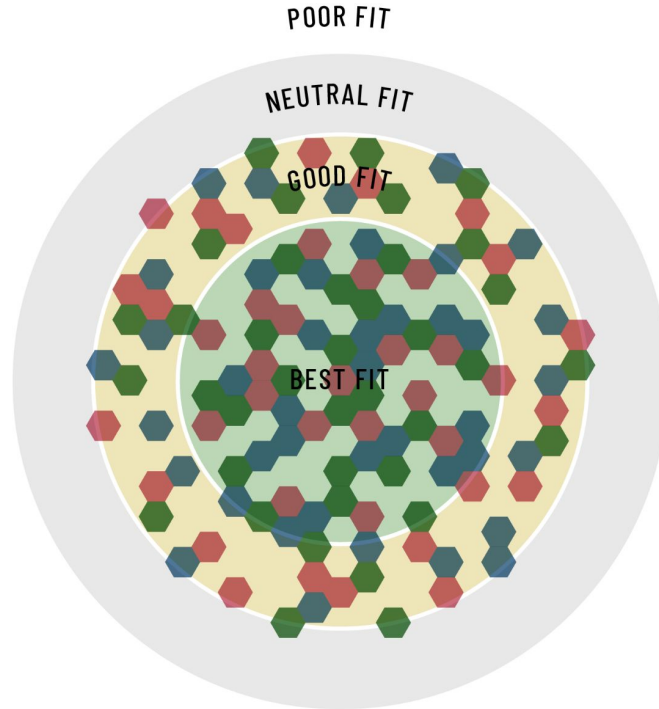
## Typical Targeting







## Precision Targeting



# Precision Targeting



	STUDENT
	STORY A
	STORY B
	STORY C



## Case Study

Public R2 University

17,000 Students

Midwest

Increased Search Yield Conversion

**30% App-to-Enroll** (vs 16% total)

Darted Comms Increased Conversion

**29% Better Yield** (at all stages)

Increased YOY Deposits

**+6% Deposits** (May 1)



## Case Study

Private R1 University

2,400 Students

West

Increased YOY Deposits

**+18% Net Deposits** (22-23 cycle)

Darted Comms Increased Conversion

**17% Better Yield** (45% vs 28% non-Darted)

Increased Inquiry Conversion on Darted Names

**13% Higher Conversion** (app gen)



## Fundamentals

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1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

# AMA 2017

Page Thumbnails

Jason Black  
Dean of Admissions  
Samford University

Tyler Borders  
Co-founder & Principal  
Dartlet

“  
WHY DATA AND STUDENT SEGMENTATION  
MUST LEAD THE ENROLLMENT FUNNEL

#1  
DEFINE THE  
HUMAN PERSONALITY  
OF YOUR SCHOOL

#2  
DEFINE THE  
DEMO & PSYCHOGRAPHICS  
OF YOUR STUDENTS

AMA> AMERICAN MARKETING ASSOCIATION



The fabled

# Demographic Cliff



Needs a  
**Psychographic  
Lift**

**Thank You!**

