

# RECRUITING Through Complexity and Change

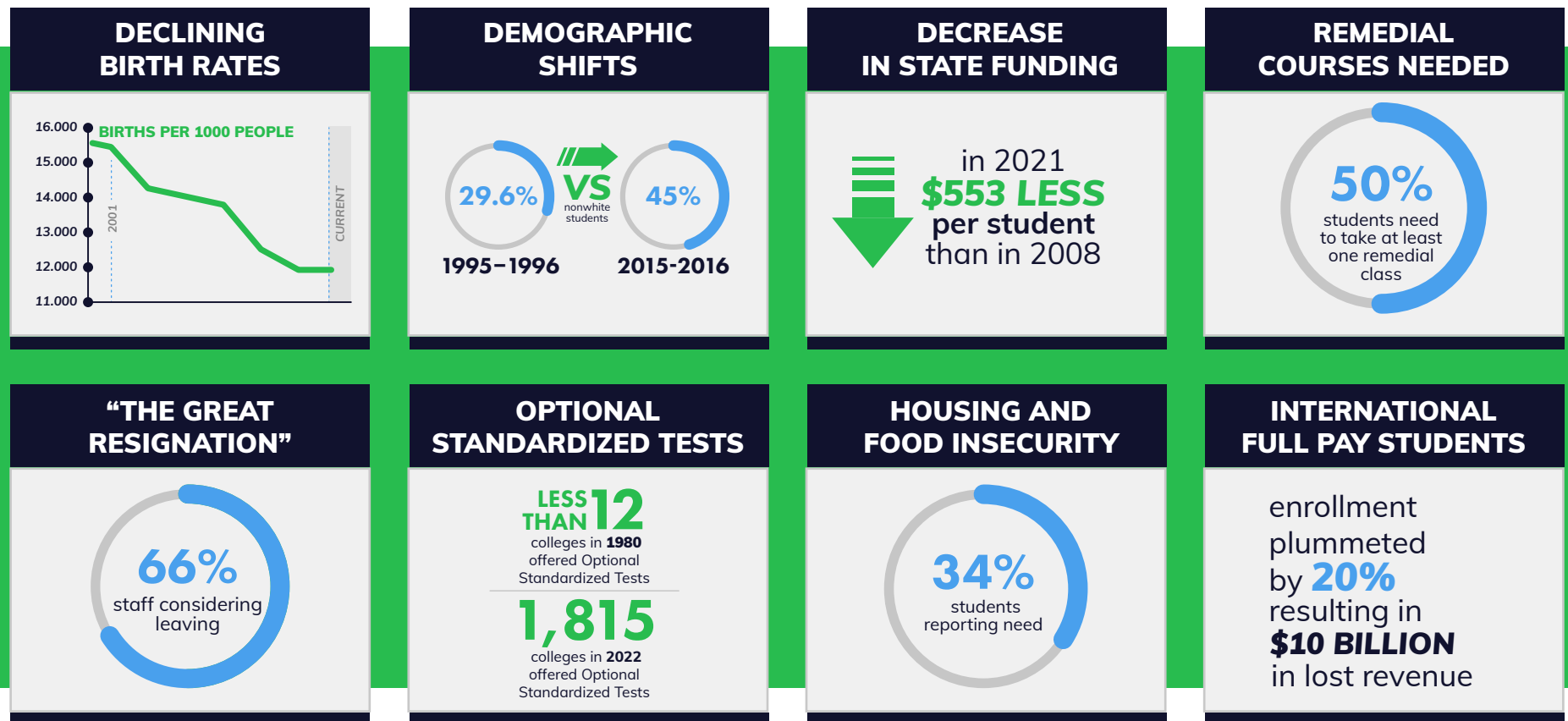


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# Setting the Stage

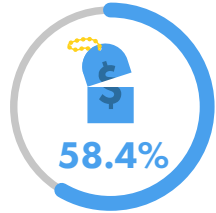
Enrollment is critical to organizations for many reasons. Over 2/3 of **institutions are tuition dependent** - meaning they rely on more than 60% of total revenue. In the two years of COVID, enrollments have fallen anywhere from 8-15% **according to The National Student Clearinghouse** and at rates not seen in the last 50 years. In particular, **fewer high school graduates are transitioning** into higher education from 4-10% depending on the sector. The latest statistics show that almost 70% of students attended college after they graduate, with 2/3 going to four-year programs and 1/3 attending two-year institutions. The environment has been primed for these enrollment slumps:



# What's Not Working

We are finding that continuing to email and robo-dial students gives us metrics but not meaningful improvement in student outcomes. Tuition discounting, more flexible testing and deposit requirements, or encouragement of the gap year hasn't stemmed the tide of falling enrollments:

## TUITION DISCOUNTING



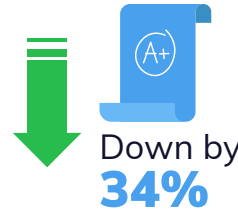
average discount rate for first time UG

## GAP YEAR



only **2%** of students who took a gap year during **2020** enrolled in fall **2021**

## SUBMITTING SCORES



# What's Working

There are parts of the recruitment funnel that are seeing upswings in student engagement. Using digital opportunities to connect with students to explore campus through virtual visits or learn about niche programs with online events has provided students an opportunity to explore education options without a huge time or financial investment. This is reflected in the 22% increase in applications despite the 2.5% decrease in enrollment. They are exploring the educational opportunity - without committing to the learning journey.

## ONLINE EVENTS



**97%** of schools hosting virtual events

## VIRTUAL VISITS



**↑ 258%** increase by high school seniors

## NACAC'S CODE OF ETHICS CHANGES

In the fall of 2019, in response to pressure from the U.S. Department of Justice, the National Association for College Admission Counseling (NACAC) changed its mandatory code of ethics. Three rule changes include:

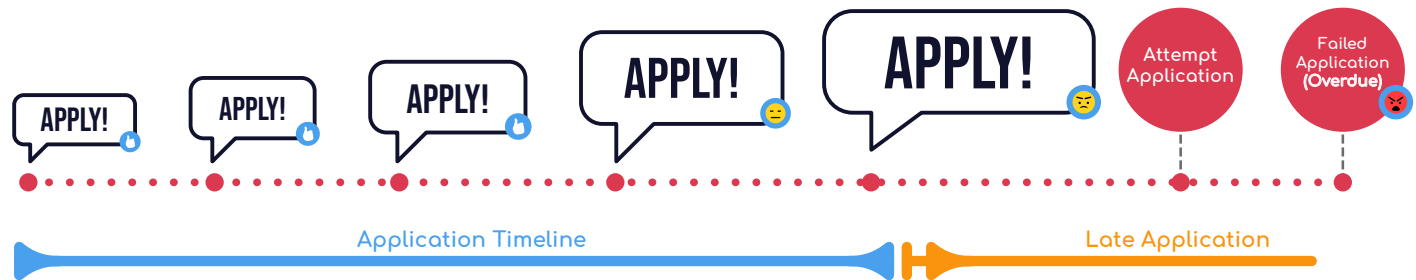
1. Recruiting students who have already made a deposit and committed to attending another institution.
2. Offering incentives to early admissions applicants.
3. Recruiting transfer students away from other institutions regardless of who makes the first contact.

While many college leaders initially stated they wouldn't engage in these practices regardless of the code, COVID has made these recruiting changes a strategy.

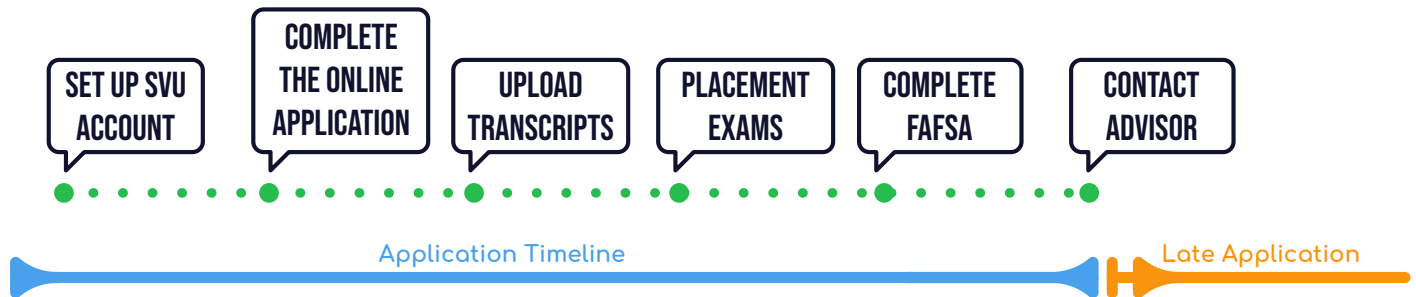
# Setting Your Goal and how to get students there



Telling a student to apply repeatedly will not result in any meaningful engagement with the student.

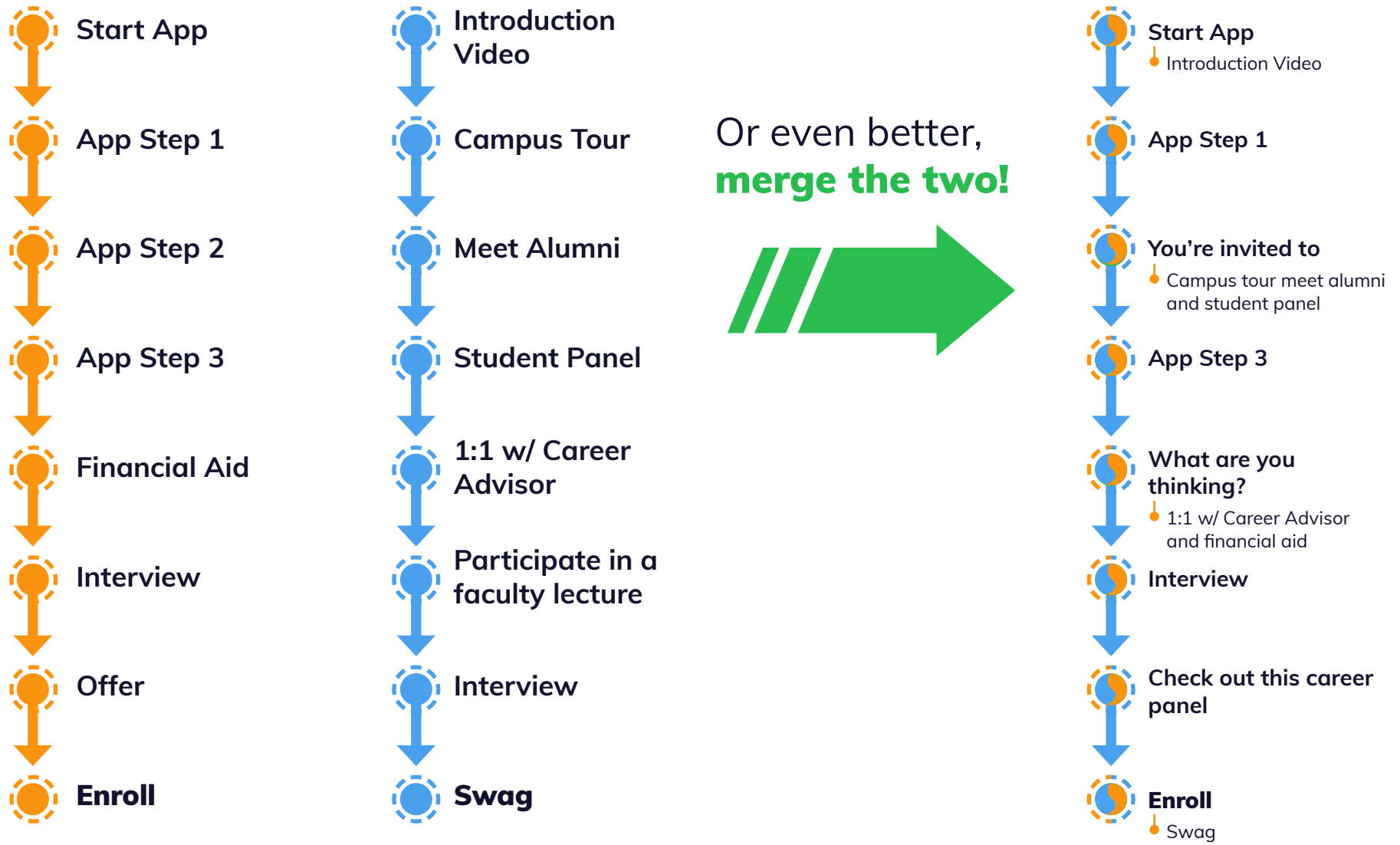


Break down the process and message to each step of the process.



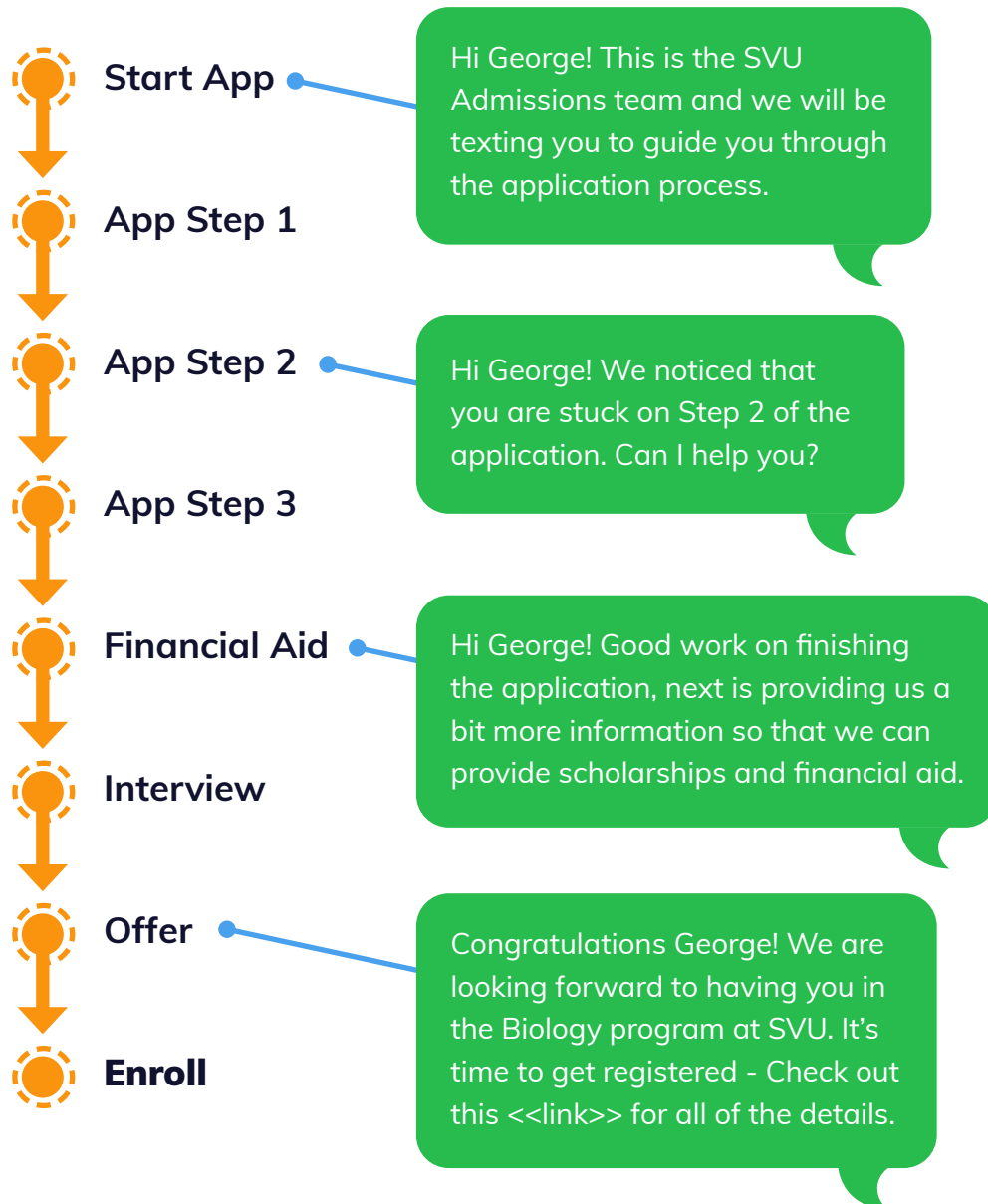
# Building the Enrollment Funnel

There are many ways to build the enrollment funnel.



# Building a Communication Campaign

Build a communication campaign that maps to the attributes of the student at each stage. Only students who don't have the attribute completed should be receiving a message to better understand if they are planning on moving forward.



Based on their attributes, do they **need to do something** or do you **want to engage with them** to keep them interested?

Great work on getting your application completed! I noticed you're interested in biology. We are hosting a panel next week on biology careers -- will you be able to attend?

# Texting Is Entirely Versatile

Congratulations on being admitted to SVU! We are waiving all deposits for students who commit by December 1. How are you feeling about your decision? 1 - I'm in! 2- I'm still exploring. 3- I've decided to take another path.

## Communicate to Drive Commitment Earlier

Higher education deadlines can be confusing to students. Help them navigate those deadlines you want hit with benefits or information to help them make the decision.

I get it! Can you tell me a little bit more about what you're thinking?

## Enabling your staff to focus on the students who need them most

Use automation to capture insights from students and push them into nurture campaigns while the students who need help receive faster 1:1 support.

## Use the length of the recruiting season to your advantage

The adoption of rolling admissions, early admissions, late enroll, and other tactics to bring in students can feel like the recruiting season will never end. Use it to your advantage. In addition to protecting your committed and enrolled students from other institutions' outreach, pull the students into your community and stave off the fear and cold feet that comes with starting at a new institution. You will also have more opportunities to identify new objections.

I really enjoyed the panel --- I didn't know that there were so many options with biology!

To be honest, I'm getting a little nervous that I'm not smart enough for this program and that I am going to have to spend more money to get enough degrees to do what I want to do.

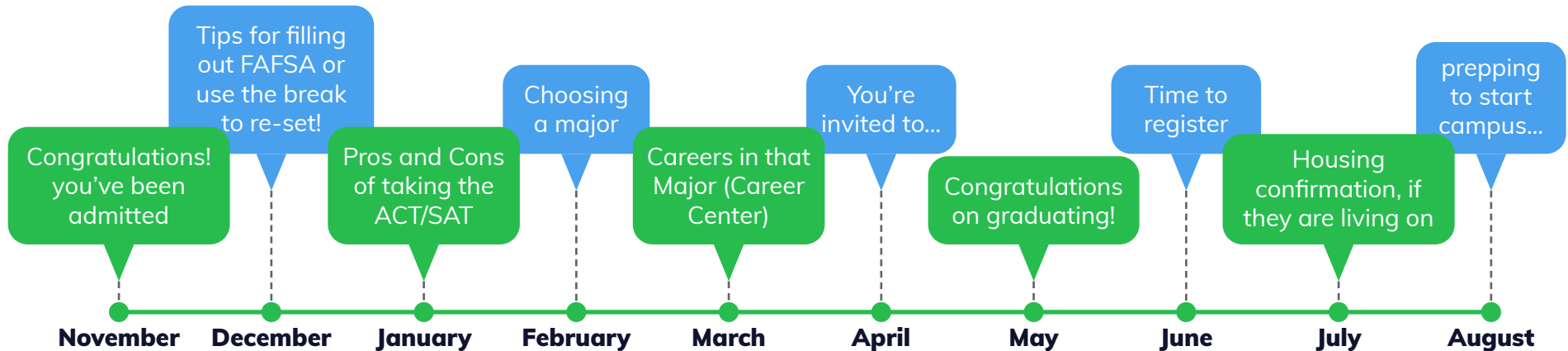
Wow, that would be great, but I know you are busy.

You are not alone - do you have a few minutes to hop on a call and talk through your options?



# Consistency Is Key!

Build a plan and work the plan. The only time you will send too many texts is if it isn't relevant to the student.



## Partner with all of the Value-Add Opportunities Across Campus

Students may want a degree, but they choose your campus for all of the things that you provide in addition to your degrees. Share the opportunity of engaging with students across the pre-start period with the Career Center, Student Clubs and Activities, Athletics.

### Iterate

Use the data you have and the data you collect to determine new ways to reframe your language and rethink your processes! As you better understand your students, add in automation to guide the conversations to help you understand student decision making processes. If you start simple and grow into the complexity, you will remove the anxiety that comes with having a fully baked plan [that probably won't work] and allows you to keep mistakes from impacting big groups of your students.

Texting is incredibly versatile and timely!

# Recognize That Students Are Busy

Prior to sending a text, consider how timing is a factor. Will the students understand...

- the reason for the text?
- the need for urgency?
- that they have flexibility?



You have an outstanding balance due on Friday. Go to [svu.edu/pay](http://svu.edu/pay) to pay your bill now. You will be removed from classes if the balance is not paid. All questions should be directed to 555.555.5555.



Apply by 5pm today!



Hi Ashley! Classes start next week. I noticed that you have an outstanding balance. Will you be able to have it paid off by Friday?



Hey Ashley, I noticed that you haven't completed your application. Is there anything that I can do to help?

## Thoughtful and Meaningful

Many people are concerned about texting students too much. If your messages are relevant to the student, you are asking questions, and you are responding; you can't text too much.

# Benefits

## Everyone Should Benefit From Using the Data

### Staff:

- Insights into how students are engaging with the institution.
- Quickly identify students that need to have a phone call.
- Understand where processes slow down student progress.
- Recognize student behaviors and appropriate language & guidance to move through the process.

### Leaders:

- Immediate snapshot of both quantitative and qualitative data.
- Quickly ascertain how policy is flowing through the organization and identify gaps in institutional performance from timeliness to collaboration to process gaps.
- Mitigates narrow, anecdotal stories.
- Price sensitive way to position NOVA resources, policies, and processes to reach enrollment and completion goals.

### Students:

- Only getting information that is relevant to who they are and where they are in the student journey.

# TAKEAWAY:



Higher education will continue to change and adapt. Set your students, your staff, and your institutions up for success with strategic texting. By using automation to handle the redundant questions, to collect information, and to build nurturing plans, your staff will be freed up to work with the students who need them most to successfully progress on their learning journey.

To learn more, email [contact@signalvine.com](mailto:contact@signalvine.com)

## About Signal Vine

Signal Vine is the leading higher education AI messaging platform transforming how you reach, support, and engage students throughout their life cycle. With more than 50 million student interactions, Signal Vine's Blended Messaging® personalizes engagement using AI, workflow automation, and one-to-one messaging to keep students on the path to success. Signal Vine has been improving enrollment and retention outcomes with a proactive approach across the entire campus and student life cycle.

## About Modern Campus

The Modern Campus engagement platform powers solutions for non-traditional student management, web content management, catalog and curriculum management, student engagement & development, career pathways, and campus maps & virtual tours. The result: innovative institutions can create a Learner-to-Earner Lifecycle that engages modern learners for life, while providing modern administrators with the tools needed to streamline workflows and drive high efficiency.

For more information, visit

[signalvine.com](https://signalvine.com)

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