STAMATS
Higher Education Marketing

2013 KCTCS Recruitment Summit

presented by

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Promises kept.

The Summit

About Stamats

Stamats is recognized and respected as the nation's higher education integrated-marketing thought leader. Our comprehensive array of innovative services has set the standard for pairing insightful, research-based strategic counsel with compelling creative solutions. We promise our clients the highest level of professional service and attention to detail in the industry because, in the end, we know our success is measured entirely by theirs.
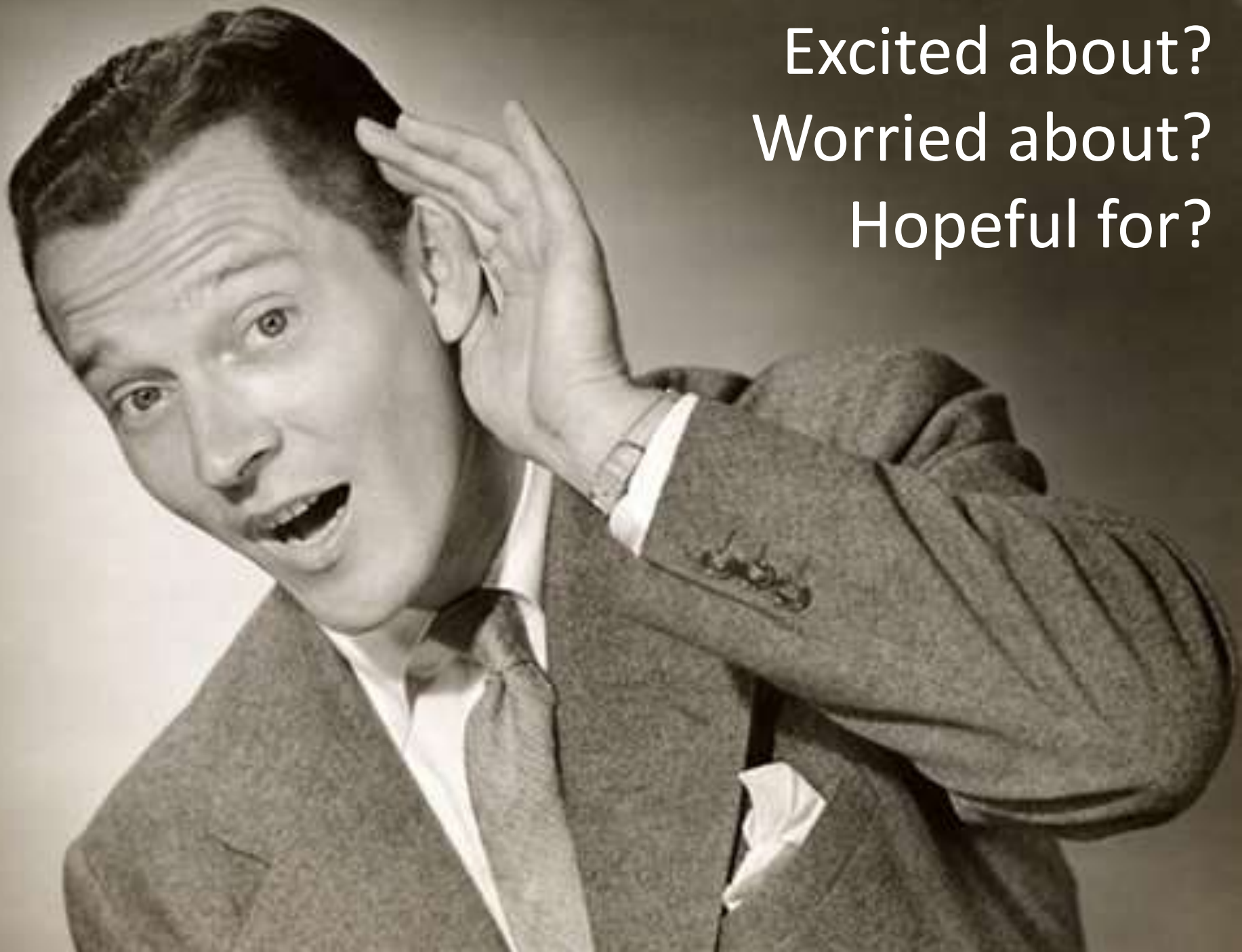
Research, Planning, and Consulting

- Brand clarification and development
- Image and perception studies
- Recruiting and marketing assessments, plans, and counsel
- Tuition pricing elasticity and brand value studies

Strategic Creative

- Institutional, admission, and advancement websites
- Mobile and social media solutions
- Recruiting and advancement campaigns and publications
- Virtual and experiential tours
- Full-media advertising campaigns

Excited about?
Worried about?
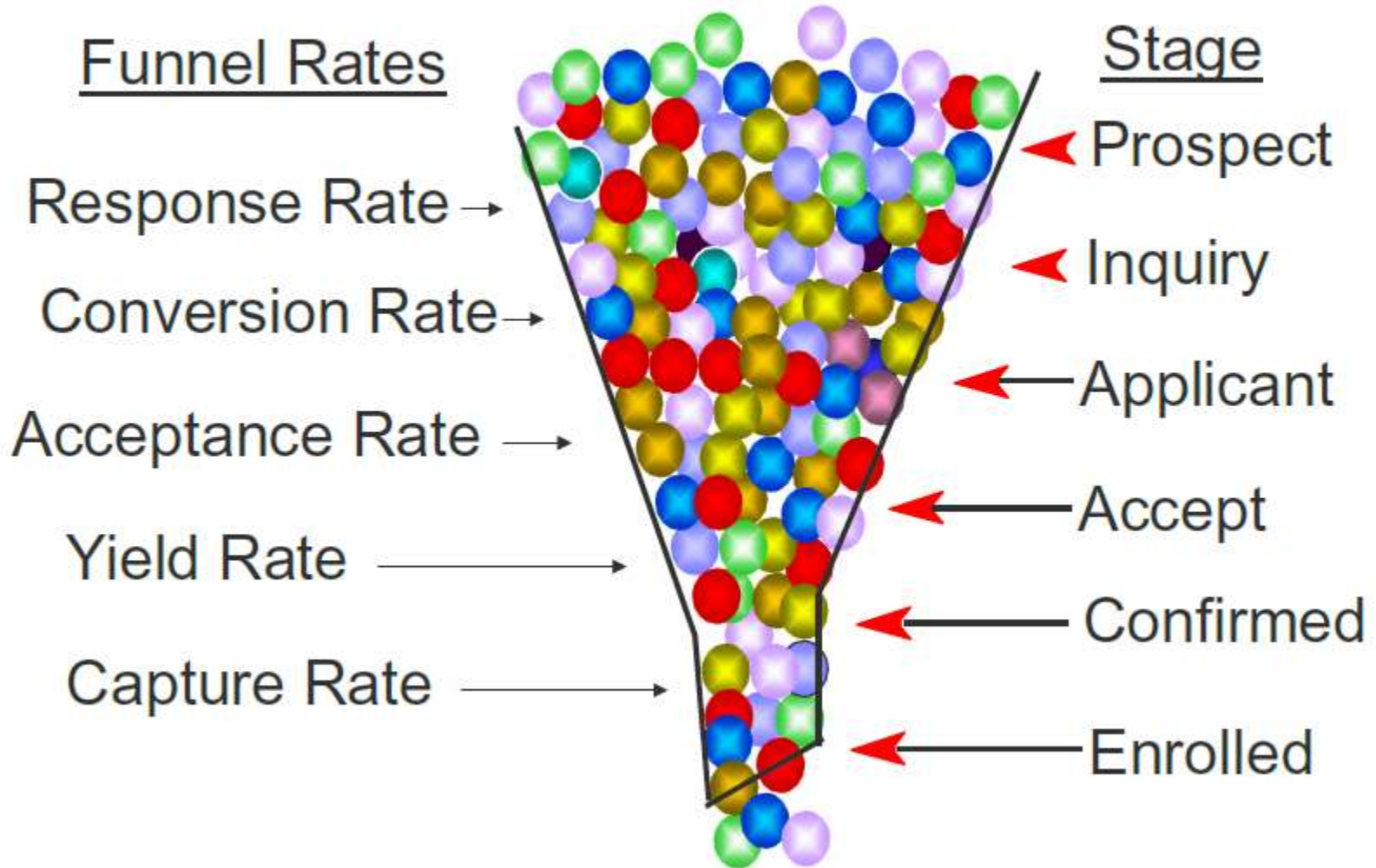Hopeful for?

Source: aaftl.com

Rights of Successful Recruiting

Get the right **messages** <u>to</u> the right **people**, <u>from</u> the right **people**, using the right **channels**, about the right **stuff**, at the right **time**.

Recruitment 201A

"Without data, it's only an opinion"

Traditional Recruitment Funnel

Funnel Rates

Response Rate →

Conversion Rate →

Acceptance Rate →

Yield Rate →

Capture Rate →

Stage

◄ Prospect

◄ Inquiry

◄ Applicant

◄ Accept

◄ Confirmed

◄ Enrolled

Market research must inform your daily decisions

Market research will increase your efficiency

About adult students…

About teen students...

2013 Stamats TeensTALK™ Report
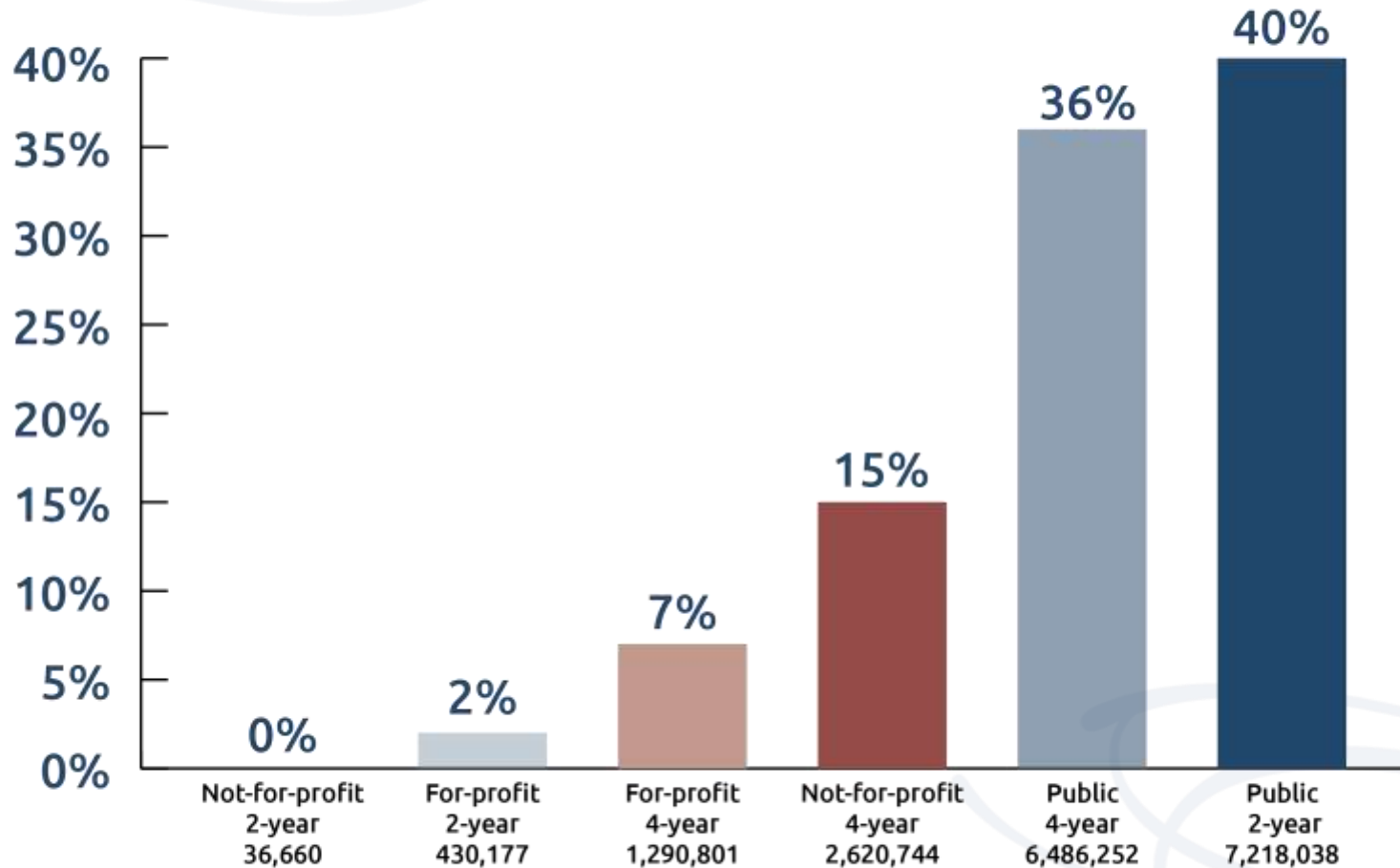

- Millennials: who are these people? **17-23**

- Why, and why not, college? **24-35**

- Return-on-college-investment (cROI) **36-52**

- **College search and selection 53-69**

- Distance from home **70-75**

- Influences and influencers **76-87**

- Money matters **88-99**

- Financial aid and loan debt **100-109**

- **Communication 110-144**

College Search & Selection

Enrollment In Degree-Granting Institutions

Enrollment in the U.S. Degree-Granting Postsecondary Institutions by Sector, Undergraduate Students Only: Fall 2010

Sector	Percentage	Enrollment
Not-for-profit 2-year	0%	36,660
For-profit 2-year	2%	430,177
For-profit 4-year	7%	1,290,801
Not-for-profit 4-year	15%	2,620,744
Public 4-year	36%	6,486,252
Public 2-year	40%	7,218,038

Selection Criteria

Rank order of the most important characteristics when thinking about "good fit" by institution type

1	Offers good scholarships and financial aid packages to students
2	Major I am interested in has a strong academic reputation
3	Tuition and fees are affordable
4	Strong academic reputation
5	Helps graduates get good jobs
6	The campus is safe
7	Offers wide variety of majors and academic programs
8	The faculty are committed to excellence in teaching undergraduate students
9	Offers many social activities, intramural athletics, student organizations, and other opportunities to get involved on campus
10	Offers significant experiential learning opportunities such as internships

> "Students on Cappex.com are searching for colleges and scholarships that would be a good fit, and they want to know about net costs, financial aid, their chances of getting in, and what makes different campuses unique."
> — Chris Long, President, Cappex.com

Why Not Finish College?

Biggest Reason for Not Completing College

% of Millennials who are not college graduates or currently enrolled

Reason	%
Can't afford school	36
Don't have the time	35
Don't need more education	14
Other/DK	14
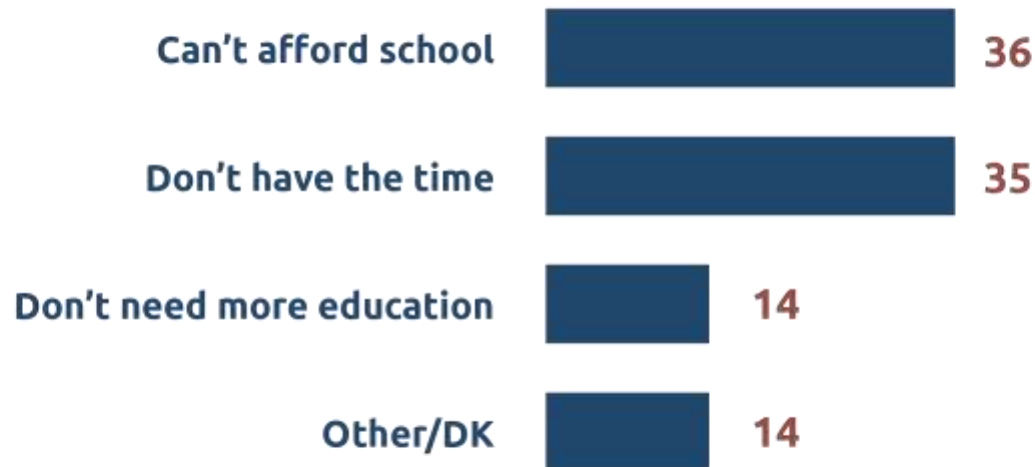
Note: Percentages may not add to 100% because of rounding

PewResearchCenter

How Many Applications?

The 2012 survey asked seniors how many institutions they applied to:
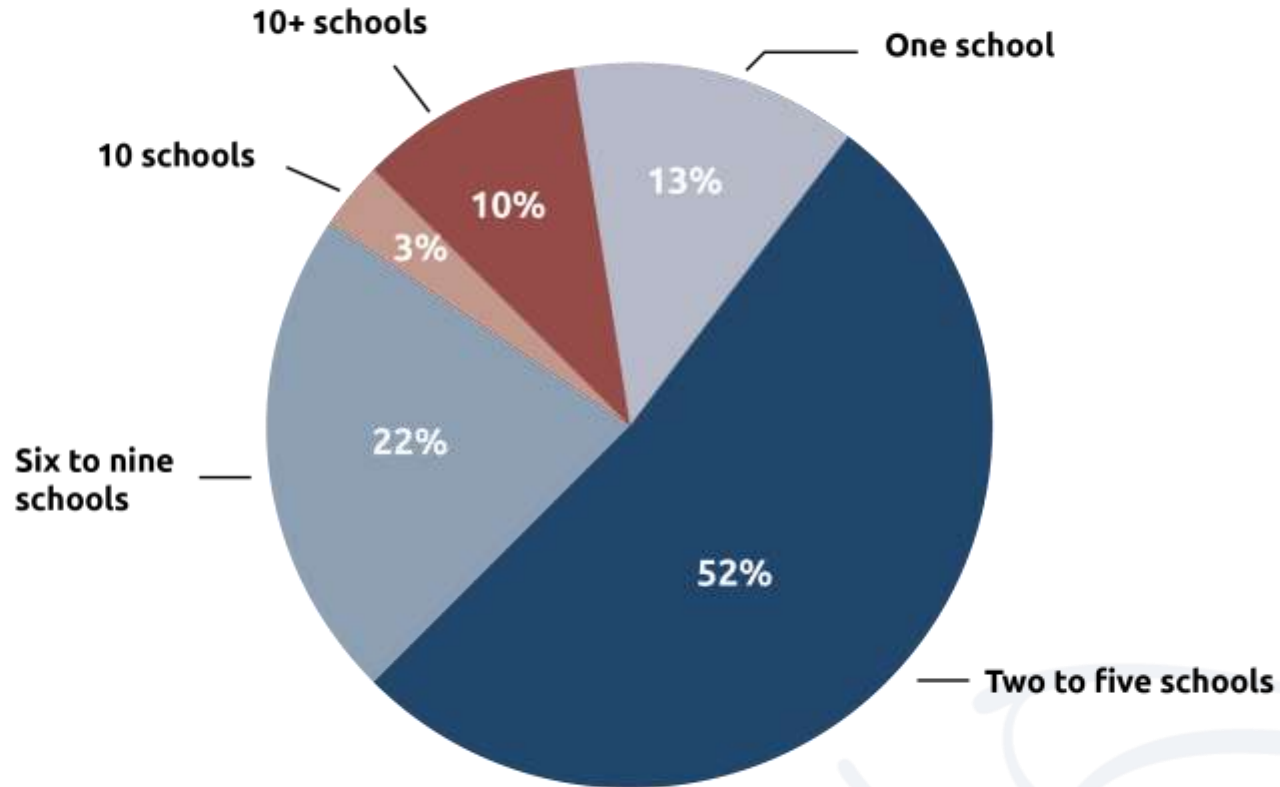
10+ schools — 10%

10 schools — 3%

One school — 13%

Six to nine schools — 22%

Two to five schools — 52%

Base: Nationally representative sample of 1,811 teens aged 15 to 17 and 610 parents

Source: Ruffalo Cody; 2012 High School Students' & Parents' Perceptions & Preferences for Communication with Colleges

What Prompted Your Application?

TOP-20 REASONS FOR APPLYING[c] (%)
BASE: APPLIED BEEN ACCEPTED, OR DECIDED WHERE TO ATTEND
COLLEGE-BOUND TEENS BY GENDER

	Total	Male	Female
My intended major offered	55	48	**62**
Price of tuition	51	43	**58**
Available scholarships or financial aid	50	38	**60**
Just felt like the right fit for me academically	49	44	**54**
In-state	48	44	51
Dorms	46	42	48
Beautiful campus	46	36	**53**
Academic reputation of the college	44	39	**48**
Likelihood of landing a job after graduating	41	36	**45**
Just felt like the right fit for me socially	40	38	42
Good balance of academics and fun	39	36	42
Overall reputation of the college	38	32	**42**
Within driving distance of home	36	31	**40**
Lots of majors offered	35	30	**40**
Opportunity for job-training in my major	35	27	**42**
Internships or work-study programs	35	31	**38**
Academic ranking of the college	35	32	36
Personal recommendation	34	29	**37**
Cafeteria or campus food	33	29	**36**
Just knew from the campus visit that it was the right place for me	31	25	**37**

SHOW ME THE MONEY
College-bound teens apply to an average of four schools and get accepted to three. Girls apply to 4.5 schools, on average, compared to guys' average of 3.8. Girls also boast a higher acceptance rate: 3.6 schools vs. 2.8 for guys.

EARLY BIRD GETS THE WORM…MAYBE
While 46% of college-bound teens apply during the regular application period, 39% apply early (early action admission, nonbinding). While 58% of 11th graders plan to apply early, procrastination appears to set in, as only 37% of 12th graders plan to apply earlier than standard admissions. While 40% of teens with a higher GPA of 3.0 intend to apply early, only 23% of teens with a lower GPA (0–2.9) do so.

Bolding denotes significant difference.

C. Question: Which of the following would you say are very influential factors in deciding which colleges to apply to?

Base: n=5,658 online interviews: 2,825 10th–12th grade high school students; 2,833 current undergraduate college students

Source: TRU Enrollment Insights Report, 2012

How Many Campus Visits?

NUMBER OF COLLEGES VISITED[B] (%) BASE: PUT TOGETHER LIST, APPLIED, BEEN ACCEPTED, OR DECIDED WHERE TO ATTEND COLLEGE-BOUND TEENS BY GENDER	Total	Male	Female
0	9	10	8
1–5	76	79	73
6–10	12	9	**15**
11–15	2	2	2
16–20	1	-	2
21+	0	1	0
Mean	3.4	3.0	**3.9**

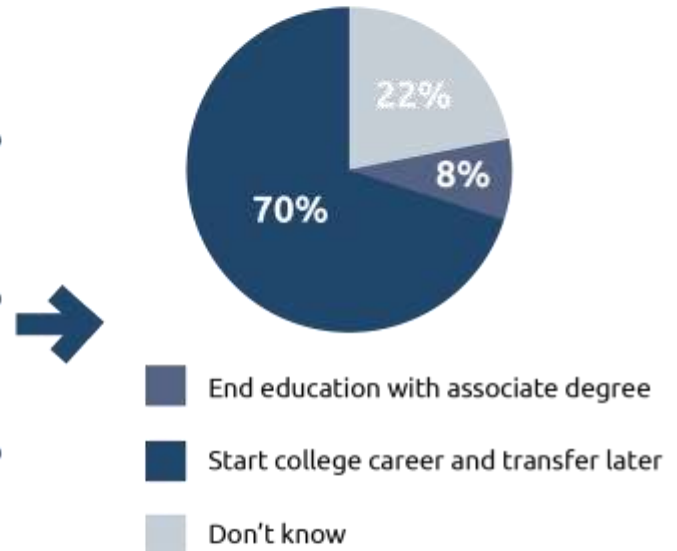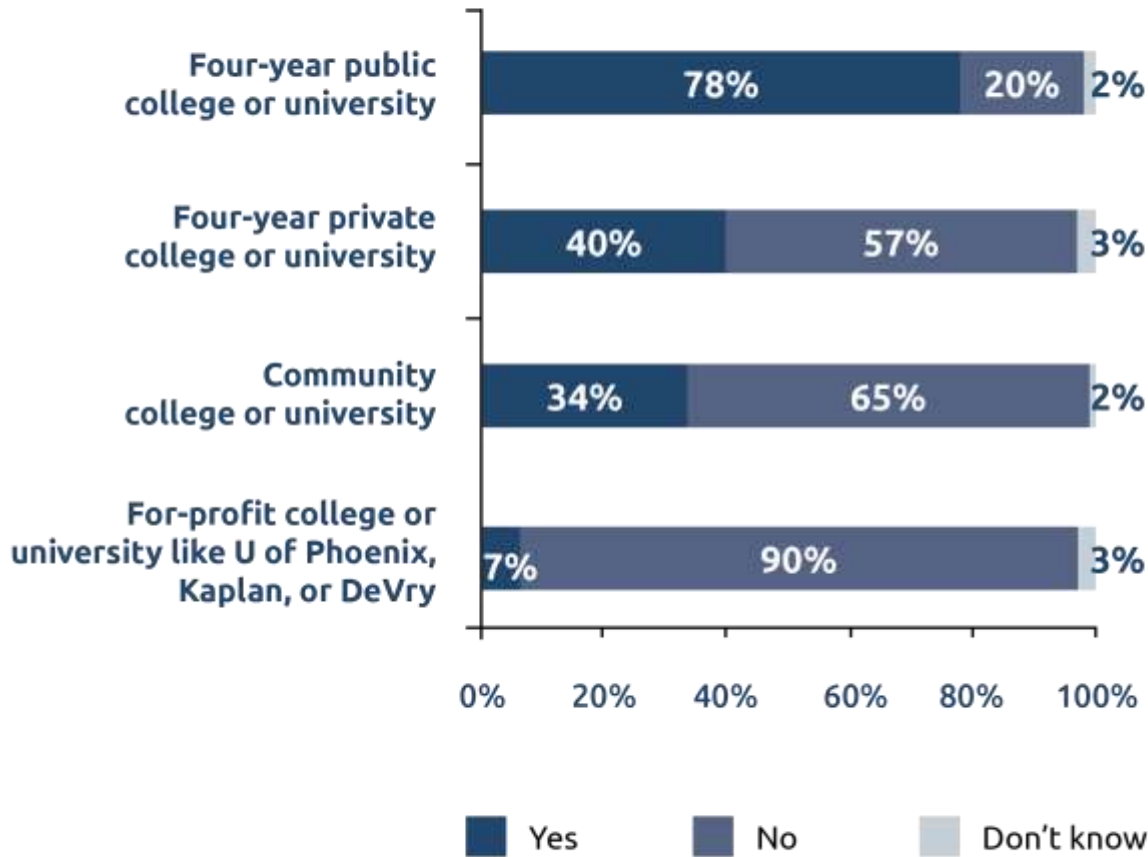*Bolding* denotes significant difference.
B. Question: *How many colleges or university campuses have you visited so far (either official or unofficial visits)?*

Base: *n=5,658 online interviews: 2,825 10th–12th grade high school students; 2,833 current undergraduate college students*
Source: *TRU Enrollment Insights Report, 2012*

Types of Colleges Being Considered

Are you considering...?

Four-year public college or university: 78% Yes, 20% No, 2% Don't know

Four-year private college or university: 40% Yes, 57% No, 3% Don't know

Community college or university: 34% Yes, 65% No, 2% Don't know

For-profit college or university like U of Phoenix, Kaplan, or DeVry: 7% Yes, 90% No, 3% Don't know

Legend: Yes, No, Don't know

Pie chart: 22% Don't know, 8% End education with associate degree, 70% Start college career and transfer later

- End education with associate degree
- Start college career and transfer later
- Don't know

Majority of respondents considers a four-year public college or university

More than two-thirds of those who consider community college or university (n=166) plan on starting their college education there and then transferring to a four-year school to earn a bachelor's degree
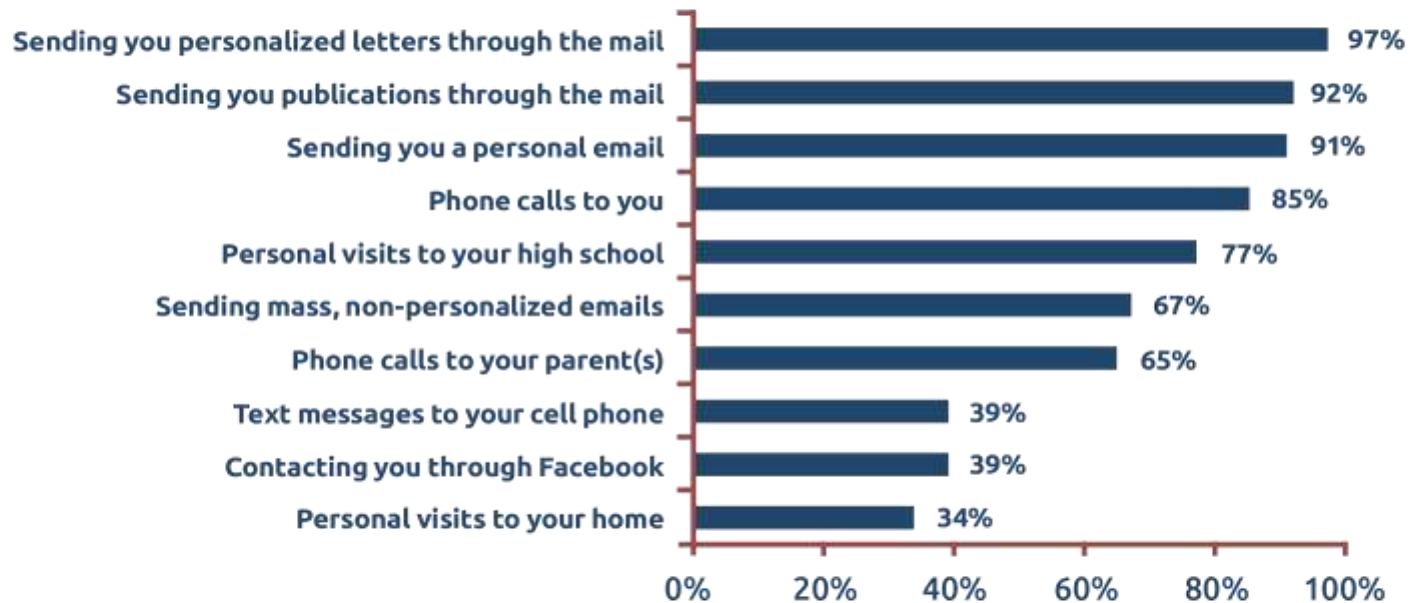
Base: All 2012 TeensTALK® respondents (n=496)

Communication

Acceptable Communication Channels/Tactics

For colleges to which you've applied for admission, do you feel it is acceptable for the college to contact you by...?

(N=496). Multiple responses allowed.

Channel/Tactic	Percentage
Sending you personalized letters through the mail	97%
Sending you publications through the mail	92%
Sending you a personal email	91%
Phone calls to you	85%
Personal visits to your high school	77%
Sending mass, non-personalized emails	67%
Phone calls to your parent(s)	65%
Text messages to your cell phone	39%
Contacting you through Facebook	39%
Personal visits to your home	34%

- Personalized mail, email, and phone communication are most often mentioned by the vast majority of respondents

- Facebook, texts to cell phones, phone calls to parents, and personal visits to students' homes are less welcome

Base: All 2012 TeensTALK® respondents (n=496)

Preferred Communication Channels/Tactics

Of these items, which would you *most prefer* a college or university uses to contact you after you apply for admission?

(N=495). Aided.

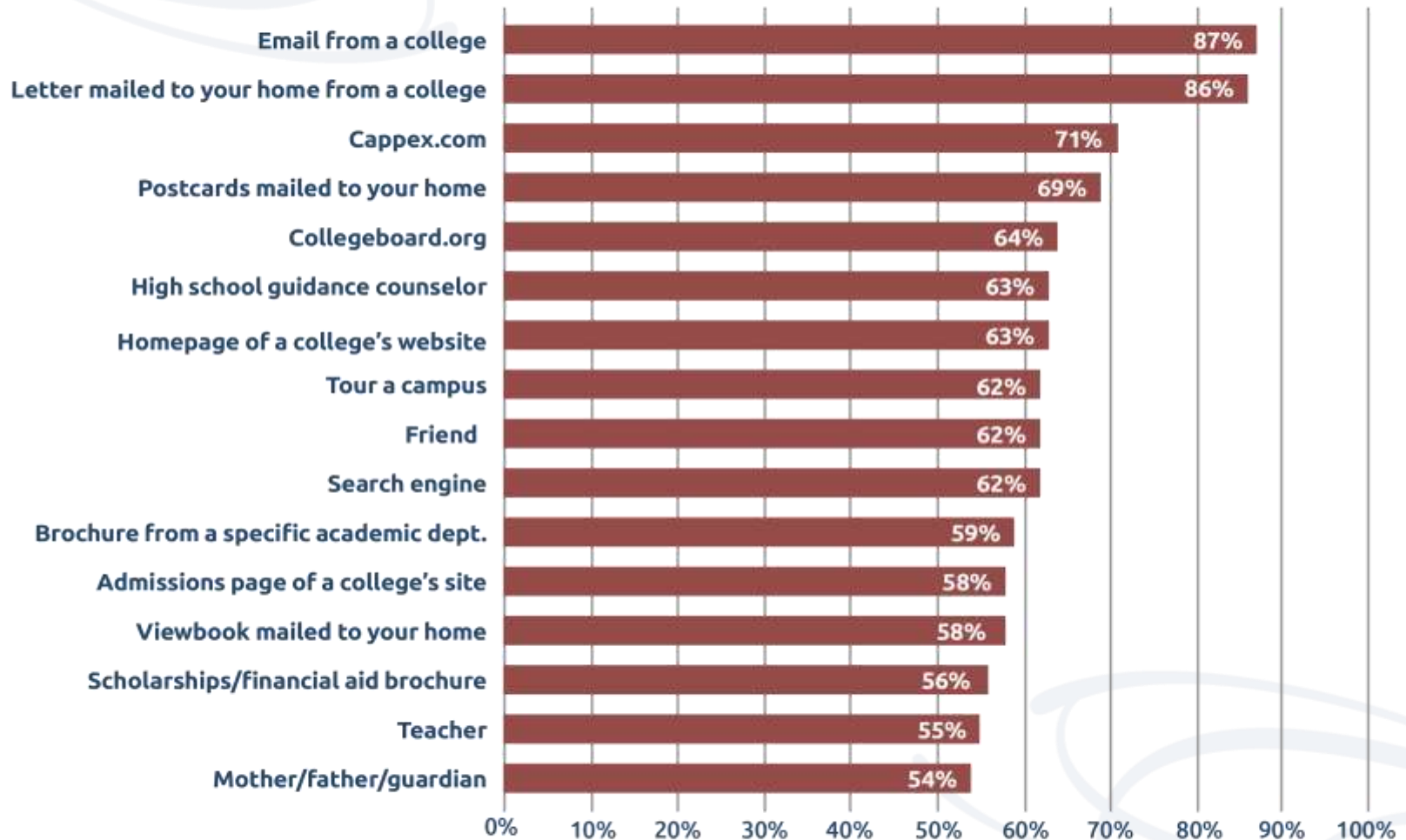| Item	Percentage
Sending you personalized letters through the mail	39%
Sending you a personal email	29%
Phone calls to you	14%
Sending you publications through the mail	5%
Personal visits to your high school	4%
Text messages to your cell phone	3%
Sending mass, non-personalized emails	2%
Phone calls to your parent(s)	2%
Contacting you through Facebook	1%
Personal visits to your home	1%

- Personalized mail, email, and phone communication are most often mentioned by the vast majority of respondents

- Facebook, texts to cell phones, phone calls to parents, and personal visits to students' homes are less welcome

Base: All 2012 TeensTALK® respondents (n=496)

Tactics/Channels to Exchange Information

The 16 specific information sources used by the majority of respondents

Source: Please indicate which of the following information sources you have used to learn about colleges and universities.

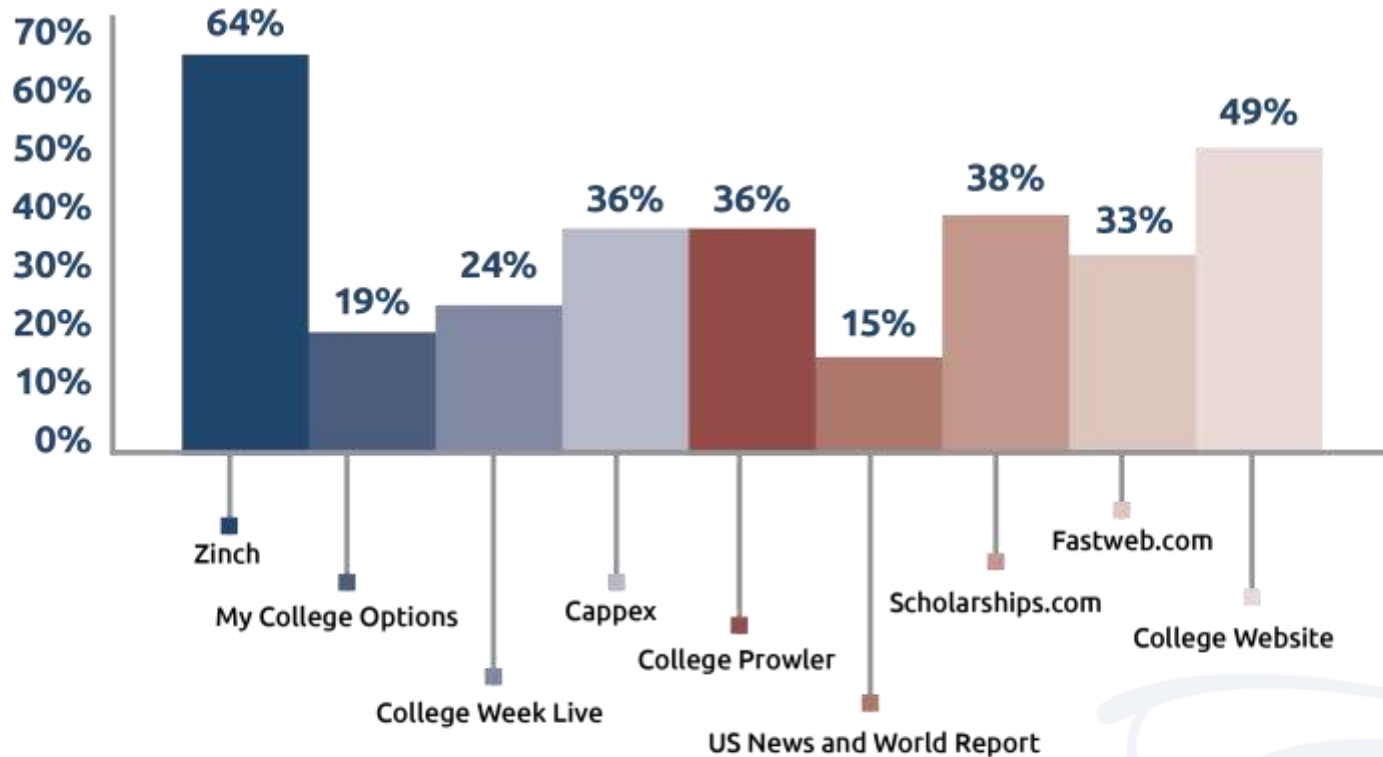| Source	Percentage
Email from a college	87%
Letter mailed to your home from a college	86%
Cappex.com	71%
Postcards mailed to your home	69%
Collegeboard.org	64%
High school guidance counselor	63%
Homepage of a college's website	63%
Tour a campus	62%
Friend	62%
Search engine	62%
Brochure from a specific academic dept.	59%
Admissions page of a college's site	58%
Viewbook mailed to your home	58%
Scholarships/financial aid brochure	56%
Teacher	55%
Mother/father/guardian	54%

Base: Online panel of registered Cappex.com users – college-bound sophomores, juniors, seniors, graduate and international students, and college students considering transferring from their current school. n=11,196
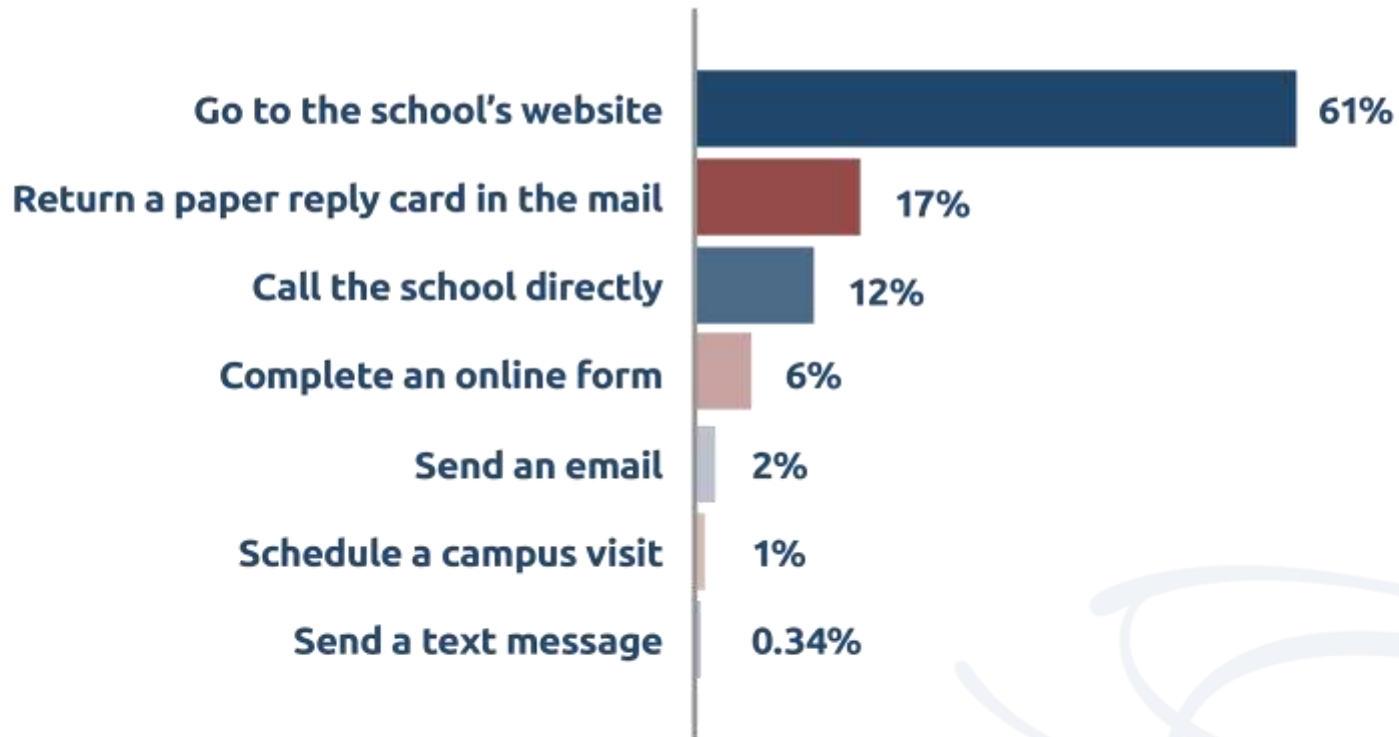
Source: Lipman Hearne The Super Investigator: Understanding Today's "Always On" Prospective Student, 2012

Tactics/Channels to Exchange Information

What online resources are students using to review college information?

Bar chart:
- Zinch: 64%
- My College Options: 19%
- College Week Live: 24%
- Cappex: 36%
- College Prowler: 36%
- US News and World Report: 15%
- Scholarships.com: 38%
- Fastweb.com: 33%
- College Website: 49%

#SocAdm12   zinch. a Chegg service

Base: College-bound high school sophomores, juniors, and seniors n=7,000

Source: Inigral; Social Admissions Report 2012

Frequency

Frequency of information channel usage

Source: How frequently do you typically use each of the following in your college search?

Note: The graph aggregates 41 channels in seven types.
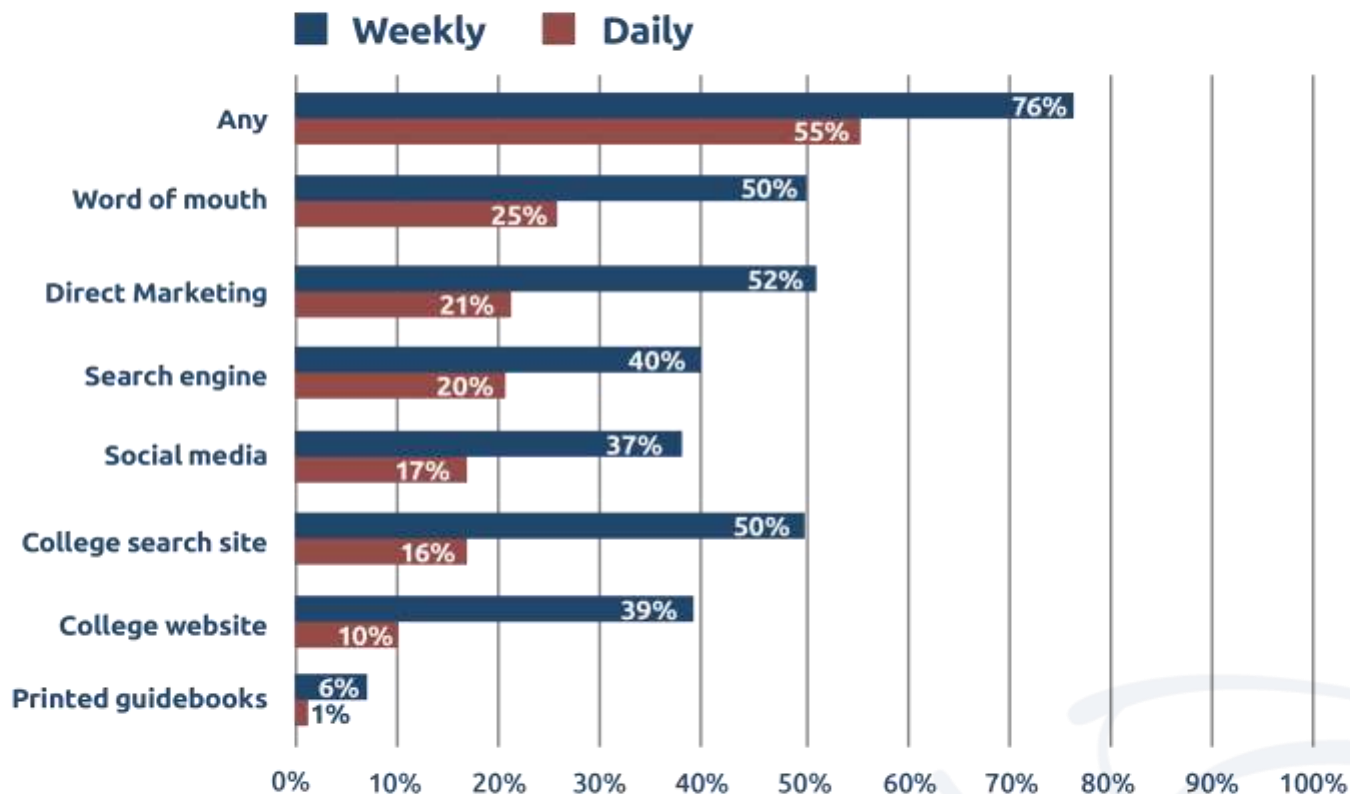
Legend: ■ Weekly ■ Daily

Channel	Weekly	Daily
Any	76%	55%
Word of mouth	50%	25%
Direct Marketing	52%	21%
Search engine	40%	20%
Social media	37%	17%
College search site	50%	16%
College website	39%	10%
Printed guidebooks	6%	1%

Direct Mail

Students were asked in the survey about what they would do after becoming interested in a school based on a direct mail piece. The outcome of the 2012 survey showed little change over previous years' results:
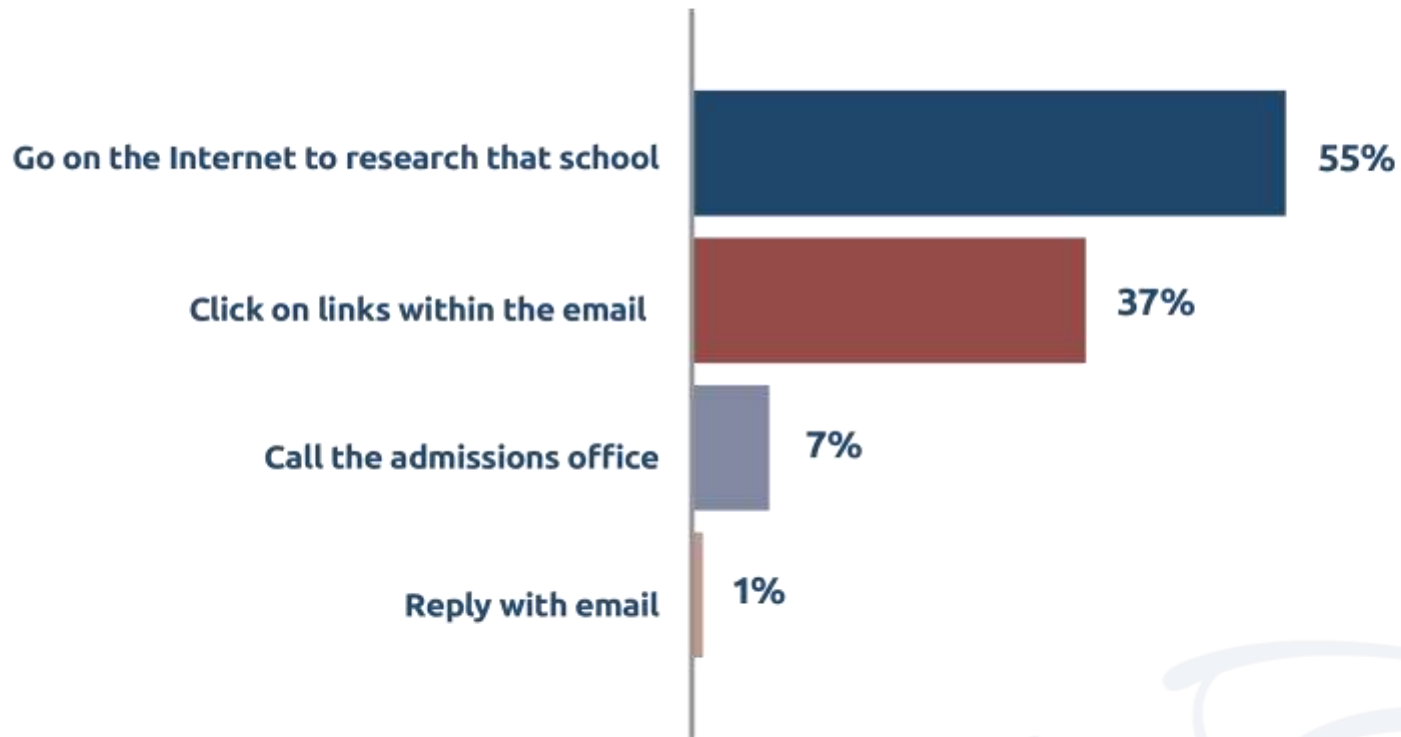
Go to the school's website	61%
Return a paper reply card in the mail	17%
Call the school directly	12%
Complete an online form	6%
Send an email	2%
Schedule a campus visit	1%
Send a text message	0.34%

Base: Nationally representative sample of 1,811 teens aged 15 to 17 and 610 parents

Source: Ruffalo Cody; 2012 High School Students' & Parents' Perceptions & Preferences for Communication with Colleges

Email

Email Response

- Go on the Internet to research that school — 55%
- Click on links within the email — 37%
- Call the admissions office — 7%
- Reply with email — 1%

Base: Nationally representative sample of 1,811 teens aged 15 to 17 and 610 parents

Source: Ruffalo Cody; 2012 High School Students' & Parents' Perceptions & Preferences for Communication with Colleges

Advertising

| RECOMMENDED COLLEGE ADVERTISING CHANNELS[c] (%) COLLEGE-BOUND TEENS BY GENDER	Total	Male	Female
Social media	40	39	40
Television	39	40	37
Internet	36	**39**	34
College representatives visiting my high school	33	32	35
Through the mail	26	22	**29**
College fairs	23	22	24
Email	19	20	18
Posters in my high school	19	18	20
Magazines	10	7	**12**
Radio	10	9	10
College guide books	9	9	10
Billboards	4	5	4
Newspapers	4	4	4
None of these	3	**3**	2

Base: n=5,658 online interviews: 2,825 10th–12th grade high school students; 2,833 current undergraduate college students
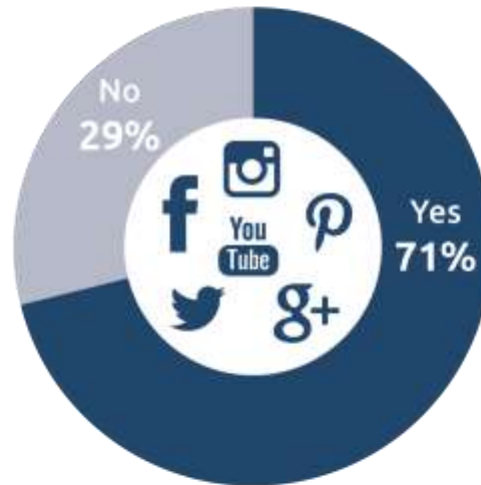
Source: TRU Enrollment Insights Report, 2012

Mobile

Do you currently own a mobile device?

No 12%

Yes 87%
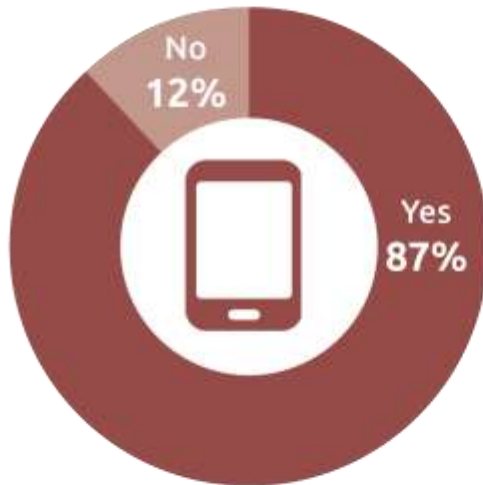
Do you access social media on your mobile device?

No 29%

Yes 71%

Have you used a mobile phone to visit your school's website?

No 29%

Yes 71%

Base: Inigral; Social Admissions Report 2012 n=7,000

Source: College-bound high school sophomores, juniors, and seniors n=7,000

#SocAdm12

zinch.
a Chegg service

INIGRAL

Mobile

When students were asked what type of communications they would like to receive on their cell phones, these were their answers:
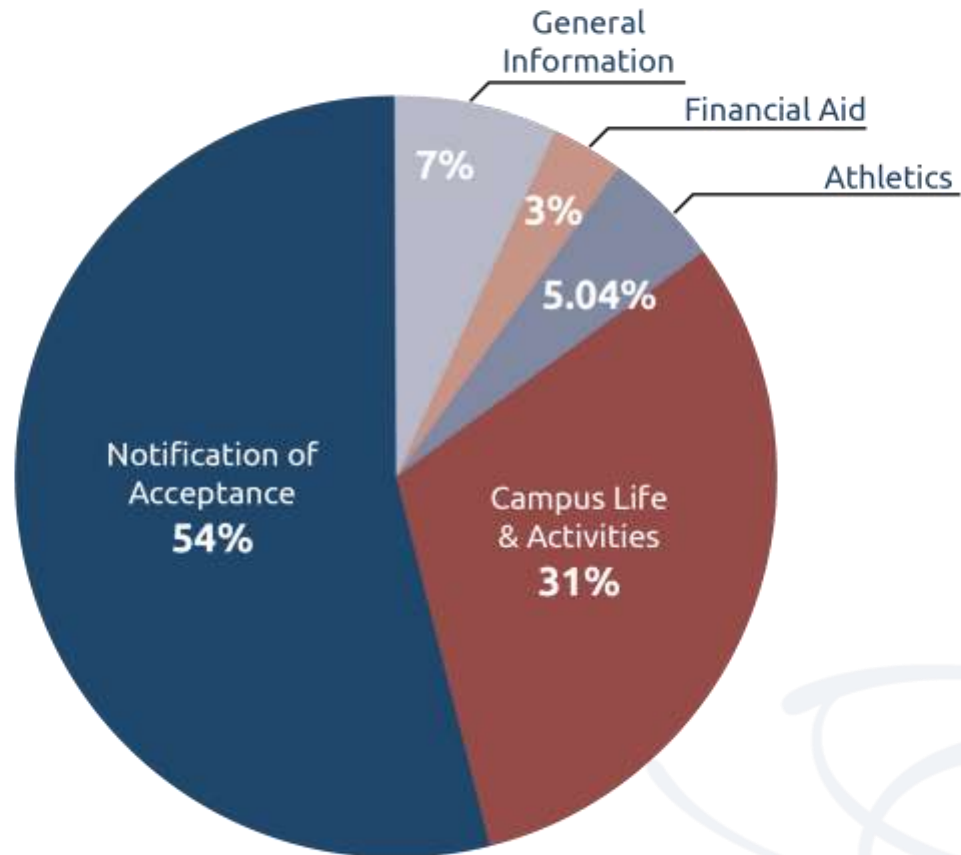
General Information 7%
Financial Aid 3%
Athletics 5.04%
Notification of Acceptance 54%
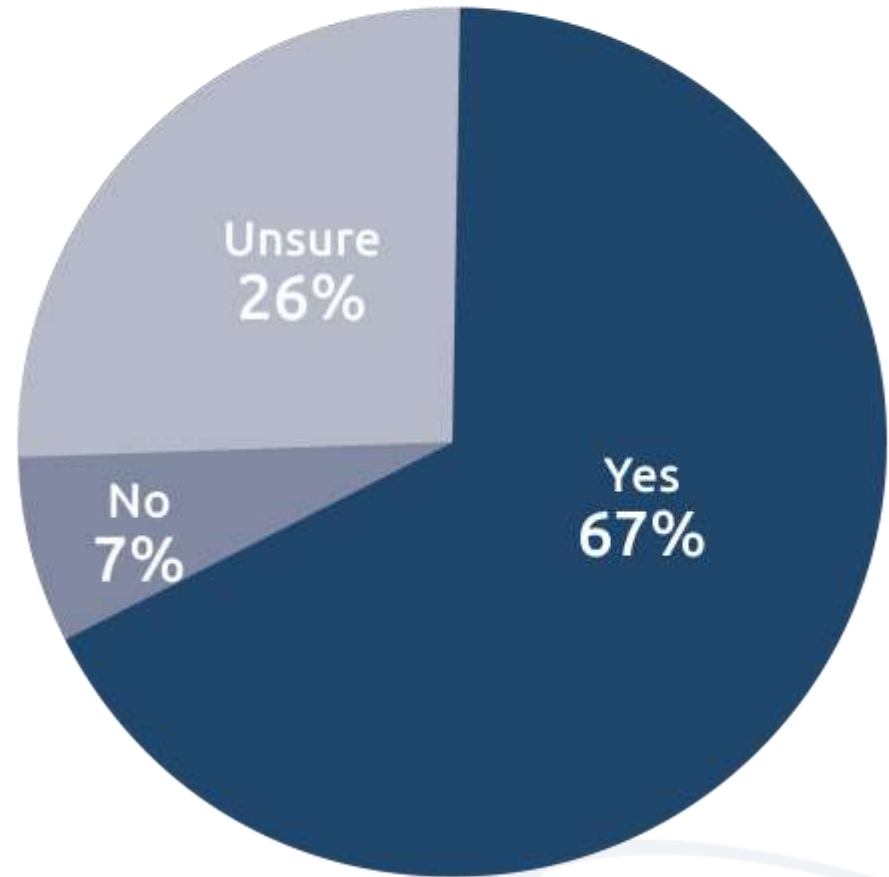Campus Life & Activities 31%

Base: Nationally representative sample of 1,811 teens aged 15 to 17 and 610 parents

Source: Ruffalo Cody; 2012 High School Students' & Parents' Perceptions & Preferences for Communication with Colleges

Social Media

Do students think colleges and universities should have a social media presence?

Unsure 26%

No 7%

Yes 67%

Base: 7,000 college-bound high school sophomores, juniors, and seniors using Zinch.com for their college search and selection

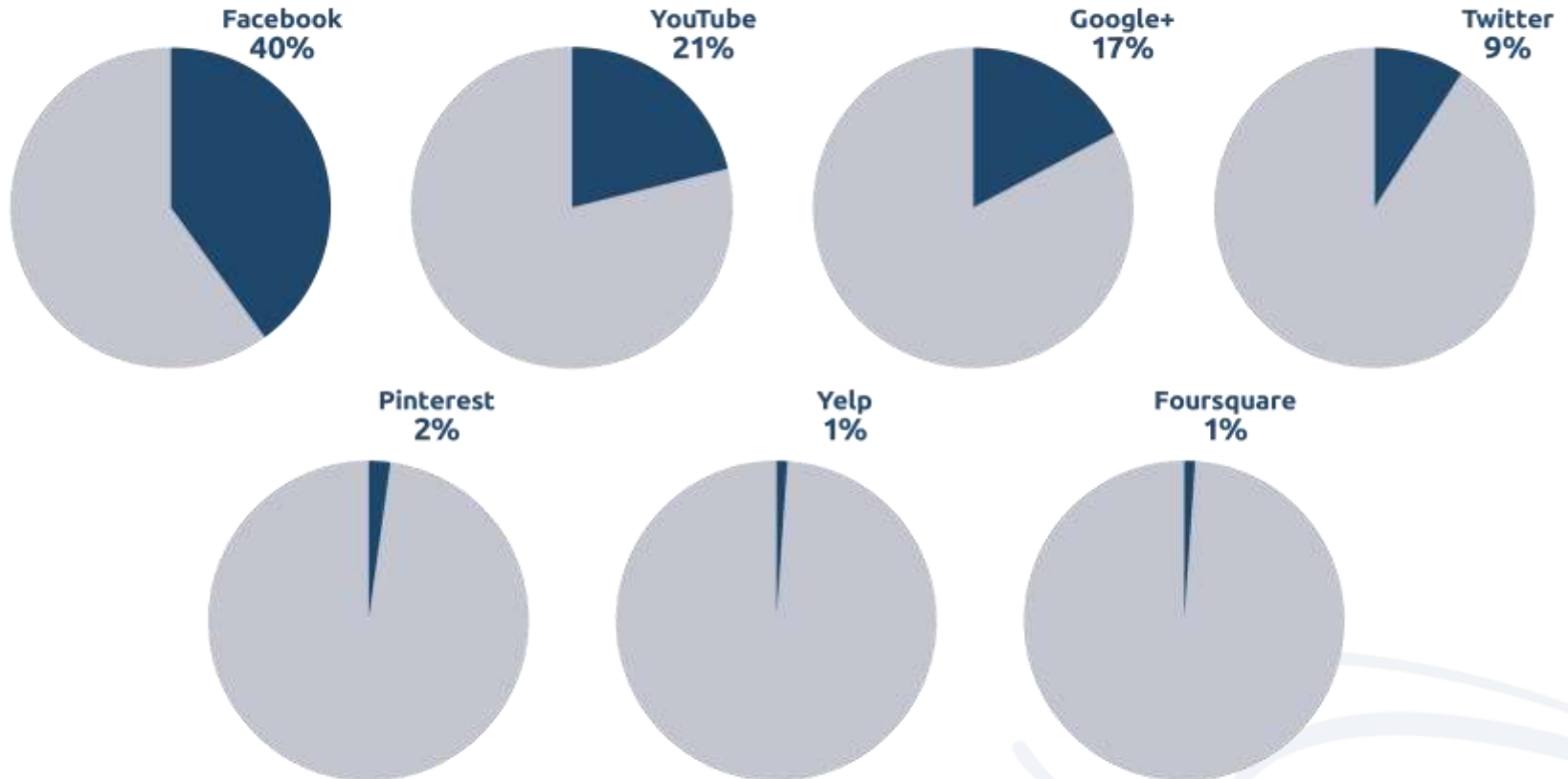*Source: Zinch, a Chegg service & Inigral; Social Admissions Report 2012*

#SocAdm12

zinch.
a Chegg service

INIGRAL

Social Media

Used social media to learn about college
Source: Please indicate which of the following information sources you have used to learn about colleges and universities.

| Facebook 40% | YouTube 21% | Google+ 17% | Twitter 9% |
| Pinterest 2% | Yelp 1% | Foursquare 1% | |

Base: Online panel of registered Cappex.com users – college-bound sophomores, juniors, seniors, graduate and international students, and college students considering transferring from their current school. n=11,196

Source: Lipman Hearne The Super Investigator: Understanding Today's "Always On" Prospective Student, 2012

Social Media

How valuable or relevant do you find the information posted on an institution's social media site?
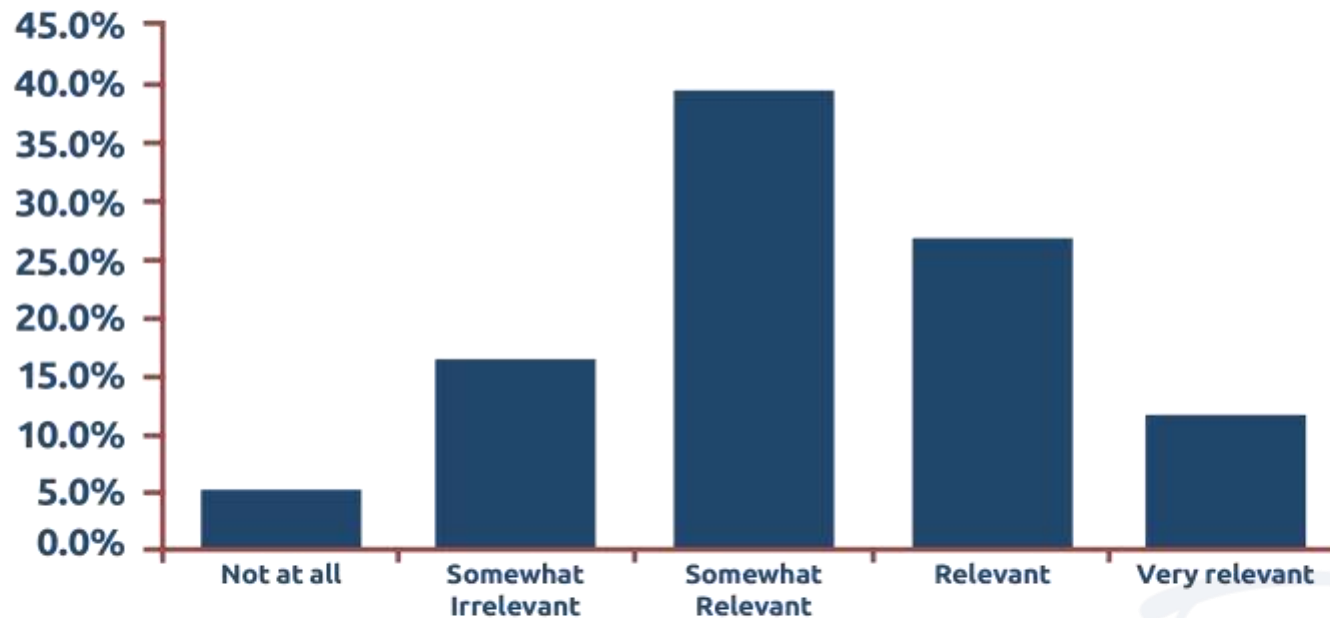
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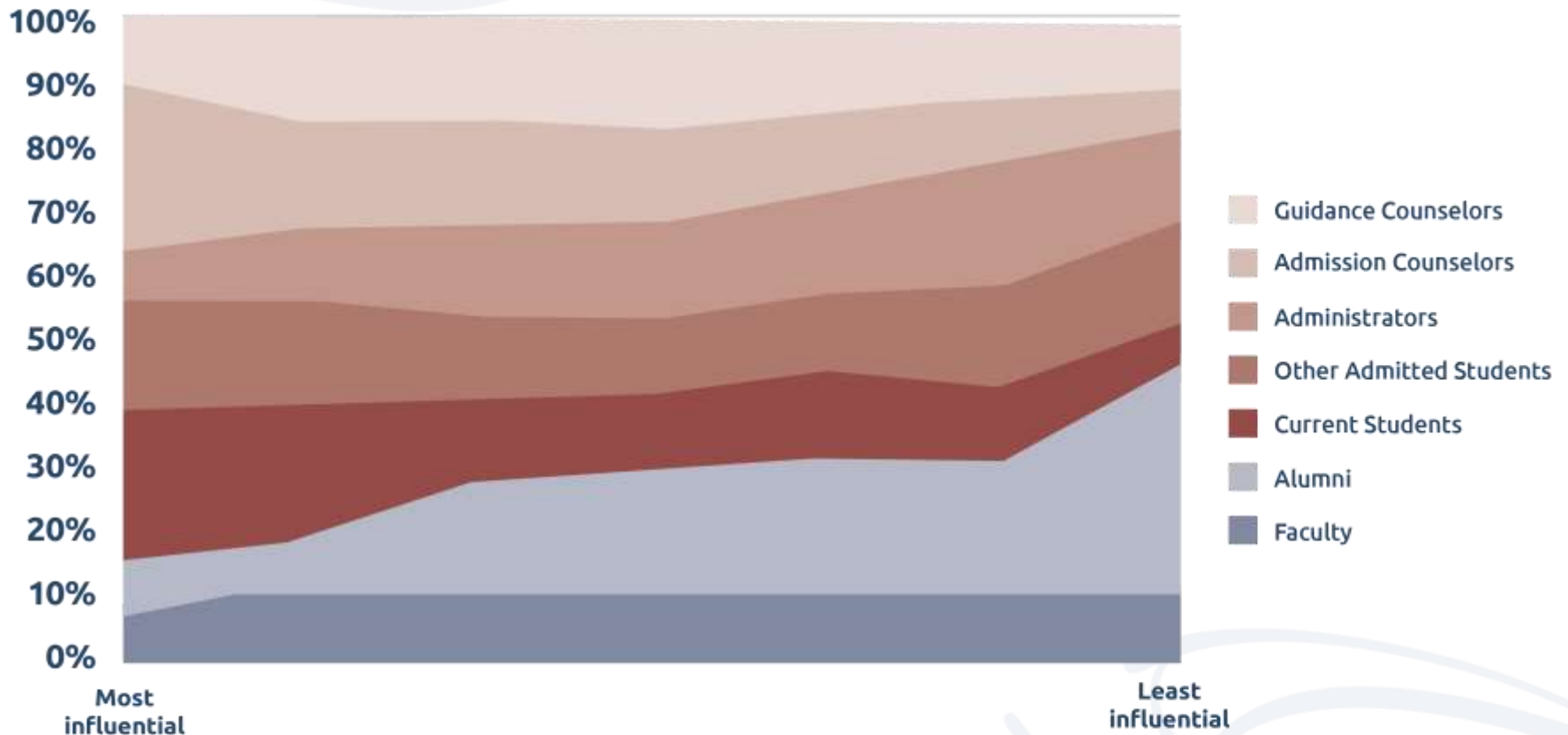
Source: Zinch, a Chegg service & Inigral; Social Admissions Report 2012

#SocAdm12

Social Media

Who do students want to connect with on social media?

Legend:
- Guidance Counselors
- Admission Counselors
- Administrators
- Other Admitted Students
- Current Students
- Alumni
- Faculty

X-axis: Most influential → Least influential

Base: 7,000 college-bound high school sophomores, juniors, and seniors using Zinch.com for their college search and selection

Source: Zinch, a Chegg service & Inigral; Social Admissions Report 2012

#SocAdm12

zinch.
a Chegg service

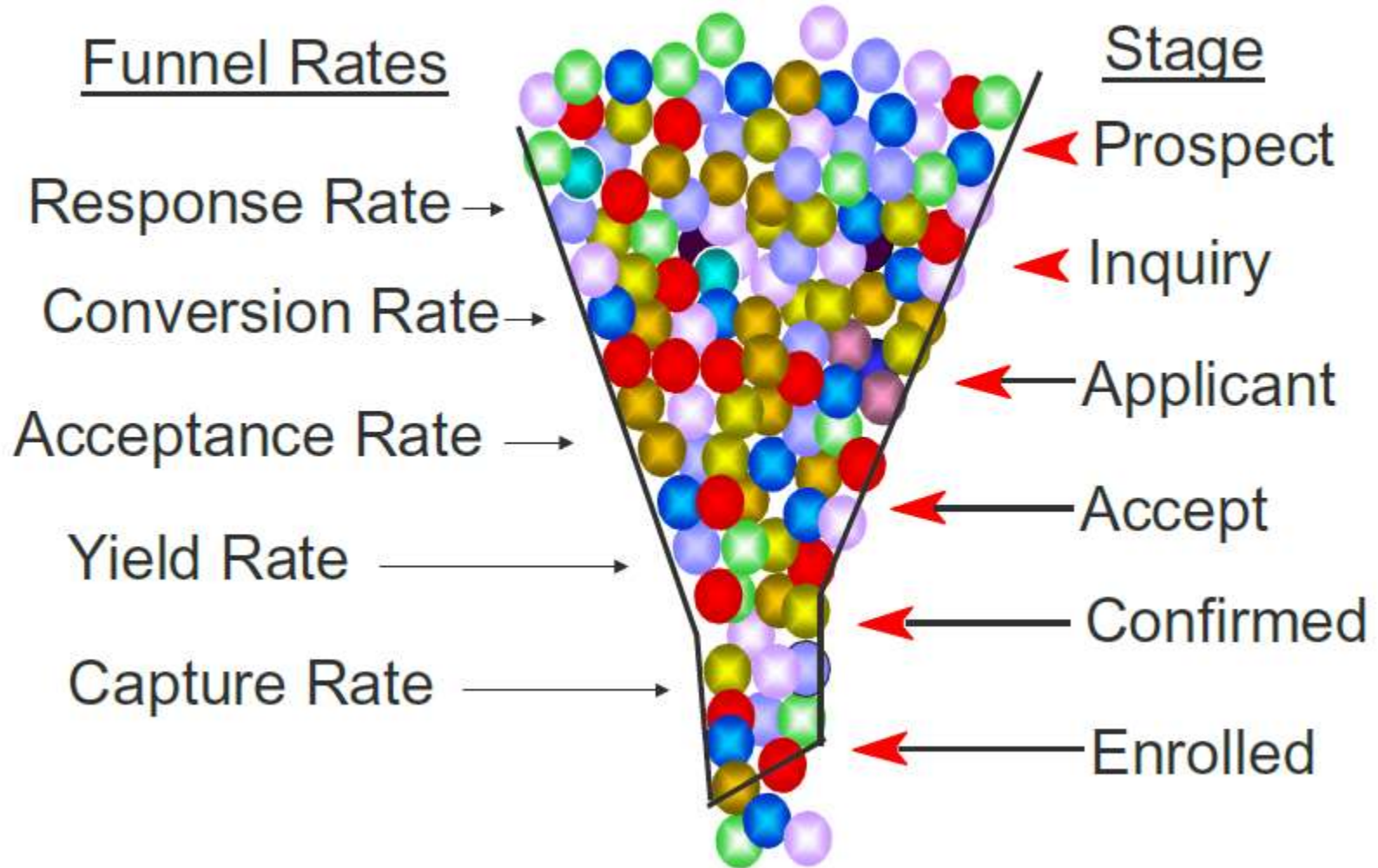Anyone need a break?

Recruitment 201B

"Relationships Recruit"

Rights of Successful Recruiting

Get the right **messages** <u>to</u> the right **people**, <u>from</u> the right **people**, using the right **channels**, about the right **stuff**, at the right **time**.

Traditional Recruitment Funnel

Customer Relationship Lifecycle

Source: www.touchpointguru.com

Considered Purchase Process

Assimilation Stages

1. Build awareness **(hearing it)**
   - Earlier is better
2. Build relationships **(believing it)**
   - Search/inquiry
   - Campus visit
3. Build commitment **(living it)**
   - Application
   - Admission
   - Deposit
   - Enrollment
   - Persistence to completion

Communicating With Prospective Students

- Authenticity wins every time
  - Be your professional self
- Dialogue with purpose
  - You set the tone and pace
- Communicate where he is
  - Honor channel preferences
- Know her before you call her
  - Relevance and resonance
- Surprise leaves a lasting impression
  - Memorable and remarkable
- Mind the gap, steady the flow

Customizing Your Recruiting Plan

1. Agree on geographic focus
2. Define student segments
3. Establish enrollment goals for each segment
4. Choose outreach strategies and tactics
5. Craft segment-relevant, benefits-focused messaging
6. Define needs and services for each segment
7. Assign recruiting responsibilities across the campus
8. Write the plan
9. Work the plan
10. Refine the plan

Enrollment goals?
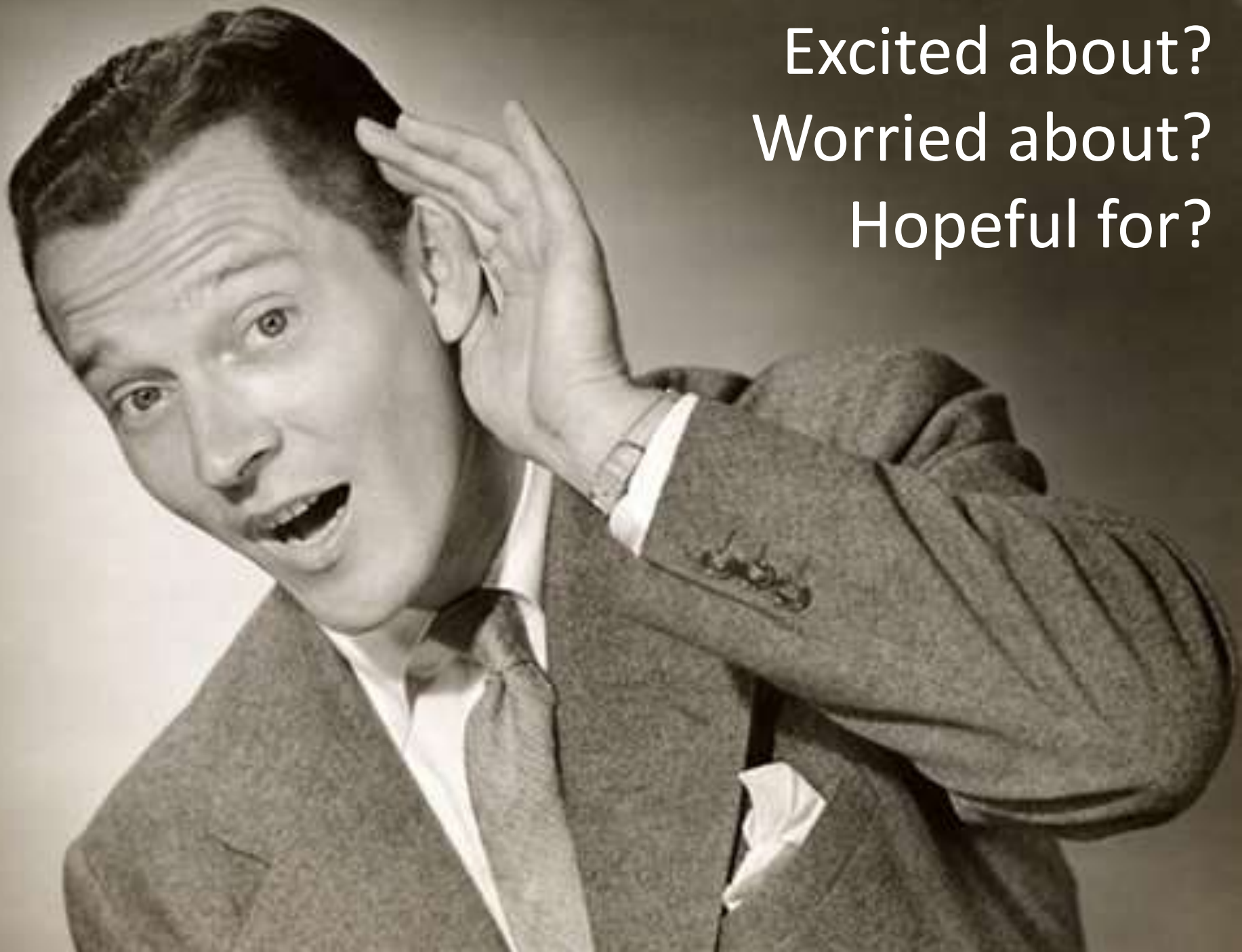Features/benefits?
Campus involvement?

What a Recruiting Plan Looks Like

1. Table of contents
2. Introduction – why the plan is important
3. Executive summary
4. College mission, strategic goals and priorities
5. Situation analysis
6. Planning assumptions
7. Recruiting organization structure
8. Recruiting goals
9. Foundational recruiting strategies
10. Recruiting action plans

Excited about?
Worried about?
Hopeful for?

Recruitment (a.k.a. Sales) Skills

- Be confident, and never arrogant
- Be approachable, and never sappy
- Be informed, and never robotic
- Be a listener, and always in control
- Bring a vision, and never wing it
- Be responsive, and always authentic
- Be efficient, and next-step-focused
- Be organized, and use all the tools
- Be a teammate, and pitch in
- Be a learner, and make time for it
- Be a trusted advisor, and a closer

Success.