



5 Recruitment Strategies for Small Schools That Guarantee BIG Results



November 2, 2017

●●●● Liaison by the Numbers

2,200,000+ applications/yr

7,000+ programs

800+ campuses

99% retention

30+ associations

2+ decades experience



Founded 1990

300+ employees

Headquartered in Watertown, MA

Locations: NY, DC

Admissions and
enrollment specialists

●●●● Today's Agenda



- Introductions
- The landscape of small schools
- What about Pfeiffer?
- **Five Recruitment Strategies for BIG Results**
 - Your School; Your Market
 - Foster a United Effort
 - Implement a Comprehensive Platform
 - Reach Students Effectively
 - Use Multiple Channels
- Q&A / Discussion / Next Steps

*Please submit questions via the GoToWebinar panel.
This session will be recorded.*

●●●● Today's Presenters



Brian Lockett

Senior Director of Marketing



Suzanne Sharp

Executive Director

Enrollment Management Consulting



The Washington Post

Grade Point

College enrollment: Trouble signs

A [print icon]

By Nick Anderson

THE DAILY CALLER
NEWS FOUNDATION

College Enrollment Dropped Over 2 Percent Last Year

By **KATE GIBSON** / MONEYWATCH / May 15, 2015, 5:10 AM

 **BLAKE NEFF**
Reporter

Why is college enrollment declining?

●●●● A Glimpse at Pfeiffer's Success



Pfeiffer
UNIVERSITY

- Deposits increased by **36% YOY**
- Exceeded over-deposit goal by **10.5%**
- Accepted students increased by **24% YOY**
- Largest Honors College incoming class in history
- Largest freshman incoming class in 30 years
- Most online paid deposits in history



ONE: Know Your School & Market



●●●● Know Who You Are!

- Be sure your programs align with your mission and market.
- Watch market trends and needs – remember, education prepares people for careers.





TWO: Unify Efforts Across Campus



●●●● Get Support for Change

- On smaller campuses, **enrollment is a team effort.**
- Who are your key stakeholders and how do you involve them?
- How are decisions made that will directly impact enrollment?





THREE: Utilize a Comprehensive System

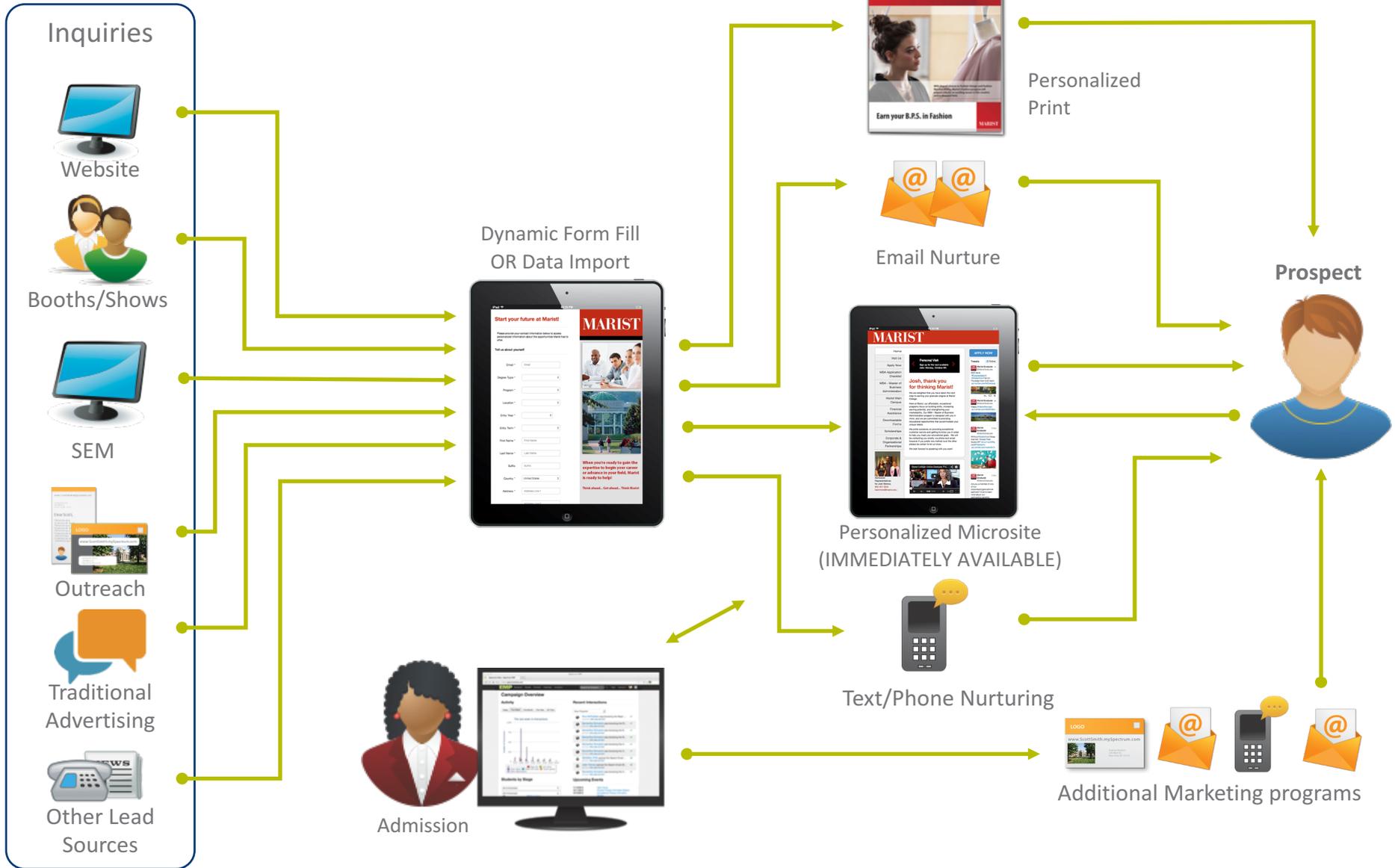


Introducing the Enrollment Marketing Platform (EMP™)



EMP 
POWERED BY LIAISON

Automated response program





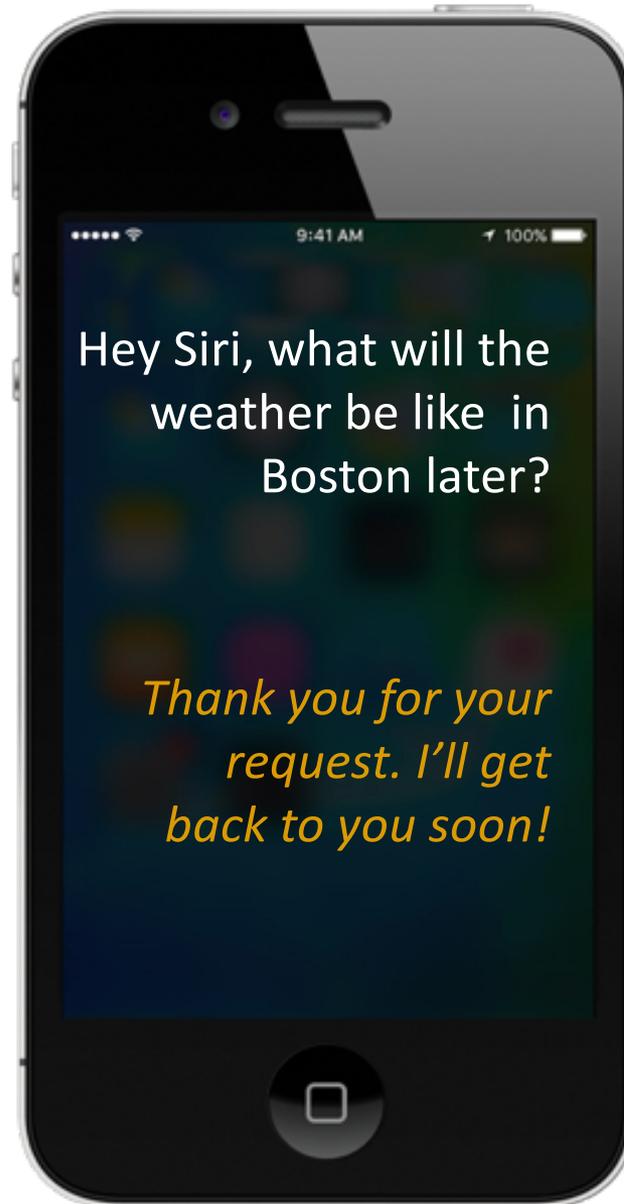
FOUR: Reaching Students Effectively



●●●● Immediate Responses

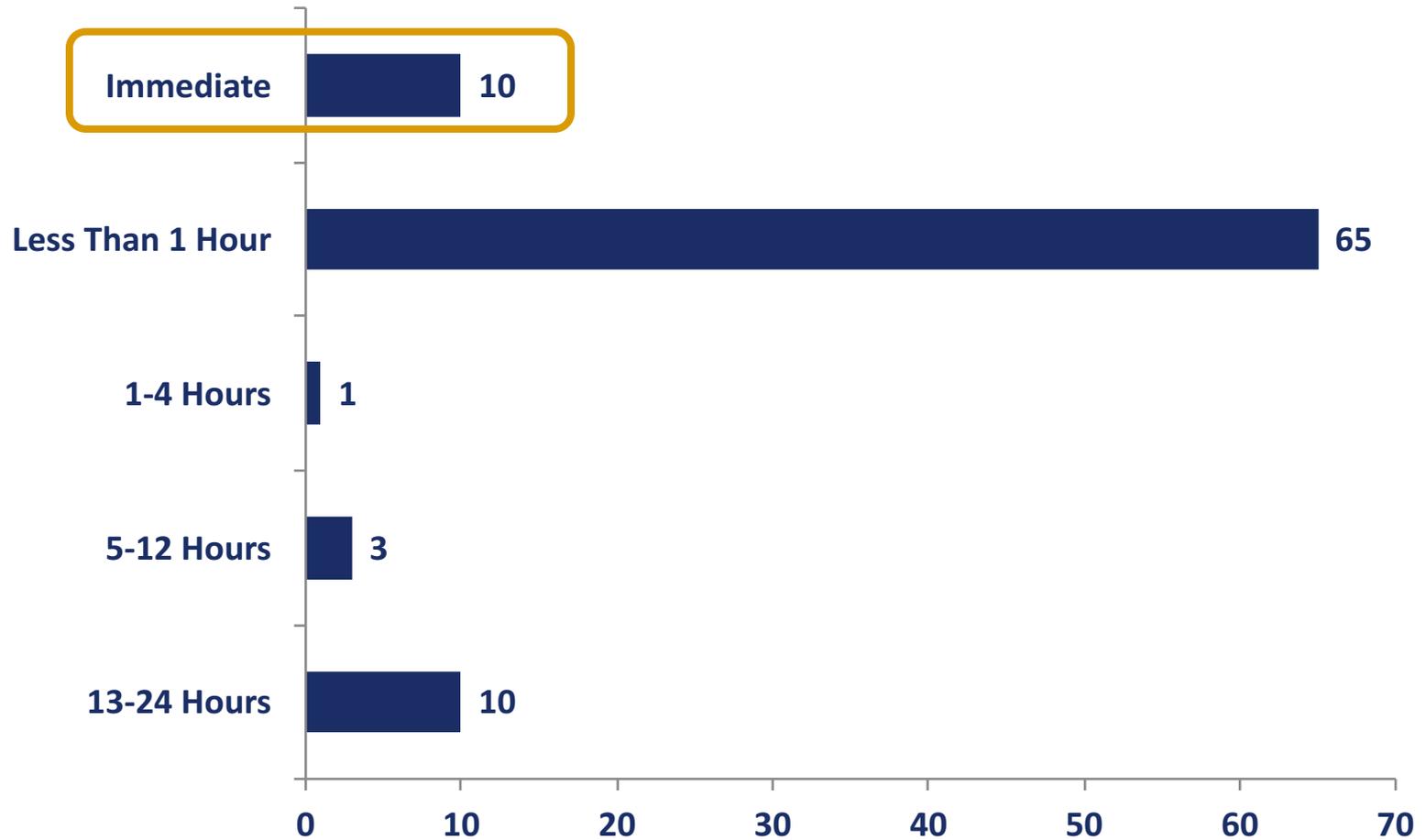
Google

●●●● Expectations Today



●●●● Immediate Response

How fast do small schools respond?



●●●● Immediate Response

Pfeiffer's
inquiry
response
and student
PURL

The screenshot shows the Pfeiffer University website interface. At the top, the logo reads "Pfeiffer UNIVERSITY | Beyond Boundaries" next to a photo of three students. A navigation menu on the left includes: Home, Visit Us, Apply Now, Undecided, Women's Soccer, "I'm not sure what club I'm interested in", Getting to Campus, Pfeiffer Journey, Campus Life, Affordability, and Pfeiffer Resources. The main content area features a yellow banner for "Accepted Student Day" with a sign-up date of 4/21/2018. Below this is a "Thank you for your interest in Pfeiffer University, Hope!" message, followed by a paragraph about the university's commitment to student success and a paragraph about the personal page's resources. A photo of Zachary Chilton, Admissions Counselor for Hope Weimer, is shown with his contact information. At the bottom of this section are social media icons for Facebook, Twitter, and YouTube. To the right, a blue "APPLY NOW" button is positioned above a "COLLEGES OF DISTINCTION 2017-2018" badge. Below the badge is a paragraph explaining the distinction and a section titled "Application Checklist" with a progress bar showing 0% completion. The checklist items are: Complete the application form, Official high school transcripts (GED acceptable), and Send SAT (code 5536) or ACT (code 3140) scores to the office of admissions.

Personalized & Data-Driven Communication

Pfeiffer is

Opportunity

MEDICINE, FORENSICS, VETERINARY SCIENCE, INDUSTRY-LEADING CAREERS, RIPE WITH OPPORTUNITY.

Pfeiffer's **biology** program prepares graduates for a wide range of career and graduate school options. Interested in medicine, dentistry, veterinarian

medicine or optometry? Our curriculum is designed to prepare you for such paths. The degree provides the foundation for a successful career in technologies related to healthcare, including medical technology or cytotechnology.

"At Pfeiffer I discovered that at a small school, big things. Pfeiffer granted me opportunity, service and athletics — that have prepared me for hard work, challenges, compassion and necessary for medical school and work."

— KYLE FEATHERSTONE '14 (biology)

14
AVERAGE CLASS SIZE

Complete your FREE application: go.pfeiffer.edu/ChristopherHalifax

Pfeiffer is

Home

Pfeiffer University, founded in 1885, is a private, liberal arts institution with a focus on preparing students for a lifetime of achievement, scholarship, spirituality and service. Students graduate equipped with the tools needed to be successful leaders in their communities and careers.

At Pfeiffer, your success is our goal:

- **Career-focused** curriculum with hands-on internships for all students
- **Emphasis on critical thinking**
- A **campus community** you can call home
- **Opportunities** to get involved
- Strong **scholarship and financial assistance**

Pfeiffer is

Community

YOUR PATH. YOUR JOURNEY. YOUR SUCCESS.

At Pfeiffer University, all students participate in Pfeiffer Journey, a four-year mentoring program that integrates all aspects of college life—academic, student life, service and career preparation. With the support of professors, advisors and other students, you will follow a path — created by you — that leads to a rewarding Pfeiffer experience and points you toward a lifetime of personal and professional success. Pfeiffer's one-of-a-kind, mentored-learning approach to undergraduate development offers a truly transformative college experience.

12:1
STUDENT-FACULTY

The Pfeiffer Journey:
A 4-year program that guides the overall student experience at Pfeiffer University

YEAR ONE
Charting the course

- First-year seminar
- Individualized learning plan
- Peer-to-peer mentoring
- Digital portfolio design

YEAR TWO
Exploring options

- Second-year seminar
- Sophomore retreat
- Leadership skill assessment
- Focused career exploration

YEAR THREE
Integrating experiences

- Third-year seminar
- Major-specific mentoring
- Leadership roles
- Career development

YEAR FOUR
Pursuing career and purpose

- Capstone experience
- Digital portfolio completion
- Real World 101 (resume, interview, grad school workshop)
- Job and post-graduate education search

BASKETBALL

Jeremy Currier
Men's Basketball Head Coach
jcurrier@pfeiffer.edu

Pfeiffer is

Family

Be a part of Pfeiffer University's longstanding athletics tradition — as a member of one of the 19 men's and women's programs or as a Falcons fan. The Falcons are proud members of the USA South Conference and NCAA Division III. Each student-athlete is challenged to go "beyond boundaries" in and out of the classroom and serves as an ambassador for their team and the university.

MEN'S SPORTS	WOMEN'S SPORTS
Basketball	Basketball
Baseball	Cheer/Dance Team
Cheer/Dance Team	Cross Country
Cross Country	Golf
Golf	Indoor Track & Field
Indoor Track & Field	Lacrosse
Lacrosse	Soccer
Soccer	Softball
Tennis	Swimming
Track & Field	Tennis
Volleyball	Track & Field
	Volleyball

19
NCAA DIV III TEAMS

CHRISTOPHER, ARE YOU READY TO BE A FALCON?

BEYOND BOUNDARIES

SEEKING CAREER SUCCESS?

Pfeiffer supports not only students' academic and personal growth but also promotes professional growth. Understanding the importance of obtaining real-world experience, we assist students in securing internships, externships and service opportunities, ensuring practical experience in a chosen field prior to graduation.

Get more today: go.pfeiffer.edu/ChristopherHalifax

Personalized & Data-Driven Communication

Pfeiffer is

Opportunity

The field of criminal justice is growing rapidly, increasing market demand for qualified professionals trained in the latest criminology and law enforcement practices.

The **criminal justice** program offers a holistic, in-depth examination of law enforcement, corrections and the courts as well as the interrelationship

among all three segments of the industry. Building on Pfeiffer's strong liberal arts foundation, the curriculum emphasizes the development of leadership, communication and critical thinking skills. This foundation is strengthened through experiential learning and networking, completing your professional preparation.

"I can proudly say Pfeiffer University has played a tremendous role in the person I have become. The relationships you build with faculty, staff and peers all last a lifetime. Building these will undoubtedly benefit your skill set and create opportunities in the ever-changing environment."

- KARLA TORRES '19



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CROSS COUNTRY



Andrew Howard
Men's Cross Country Head Coach
@_andrewhoward@pfeiffer.edu



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NCAA DIV III
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Cross Country

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Lacrosse

Soccer
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Lacrosse

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Swimming

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Track & Field

Volleyball

CHRISTOPHER, ARE YOU READY TO BE A FALCON?



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●●●● Personalized & Data-Driven Communication

Pfeiffer's Strategy:

- Expand nurture emails with a distinct call to action
 - Intentional and strategic messaging always include a call to action

RESULTS?



●●●● Personalized & Data-Driven Communication

Call to Action: Visit Campus

- Primary and secondary focus in emails with registration integrated right into Liaison’s EMP
- Event emails strategically spread out and customized to students across all stages of the cycle

RESULTS?



●●●● Personalized & Data Driven Communication

Call to Action: Increase applications (utilizing integrated EMP application)

Tactic: Two emails and rep to-dos spaced a little more than one week apart (Email 1 to all, email 2 to only those who did not follow-through with CTA from email 1).

Email 1 plus an assigned to-do from a representative

66% open rate

37% click through rate

**74 completed apps
within 9 days!**

Email 2 plus an assigned to-do from a representative

41% open rate

29% click through rate

**63 additional,
previously abandoned
apps were completed!**

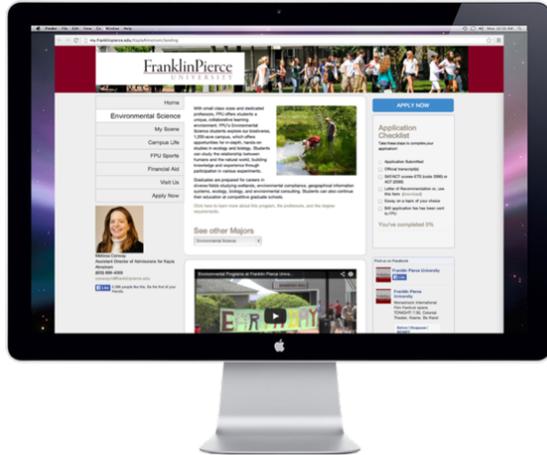


FIVE: Strategically Use Multiple Channels

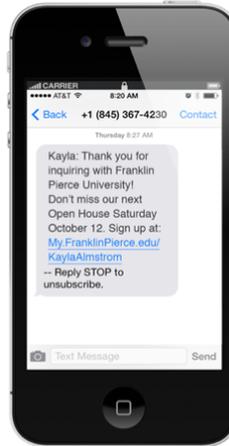


Multiple Channels

Personal Microsite



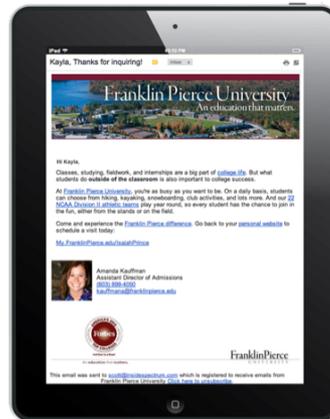
Text



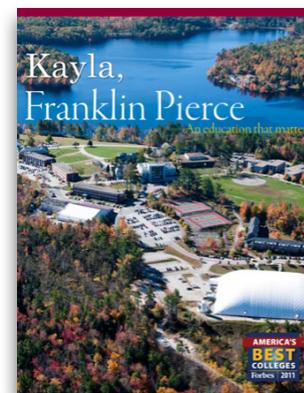
Phone



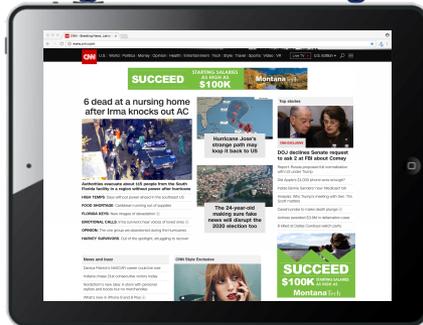
Email



Personalized Variable Print



Digital Advertising



●●●● Multiple Channels Increase Response

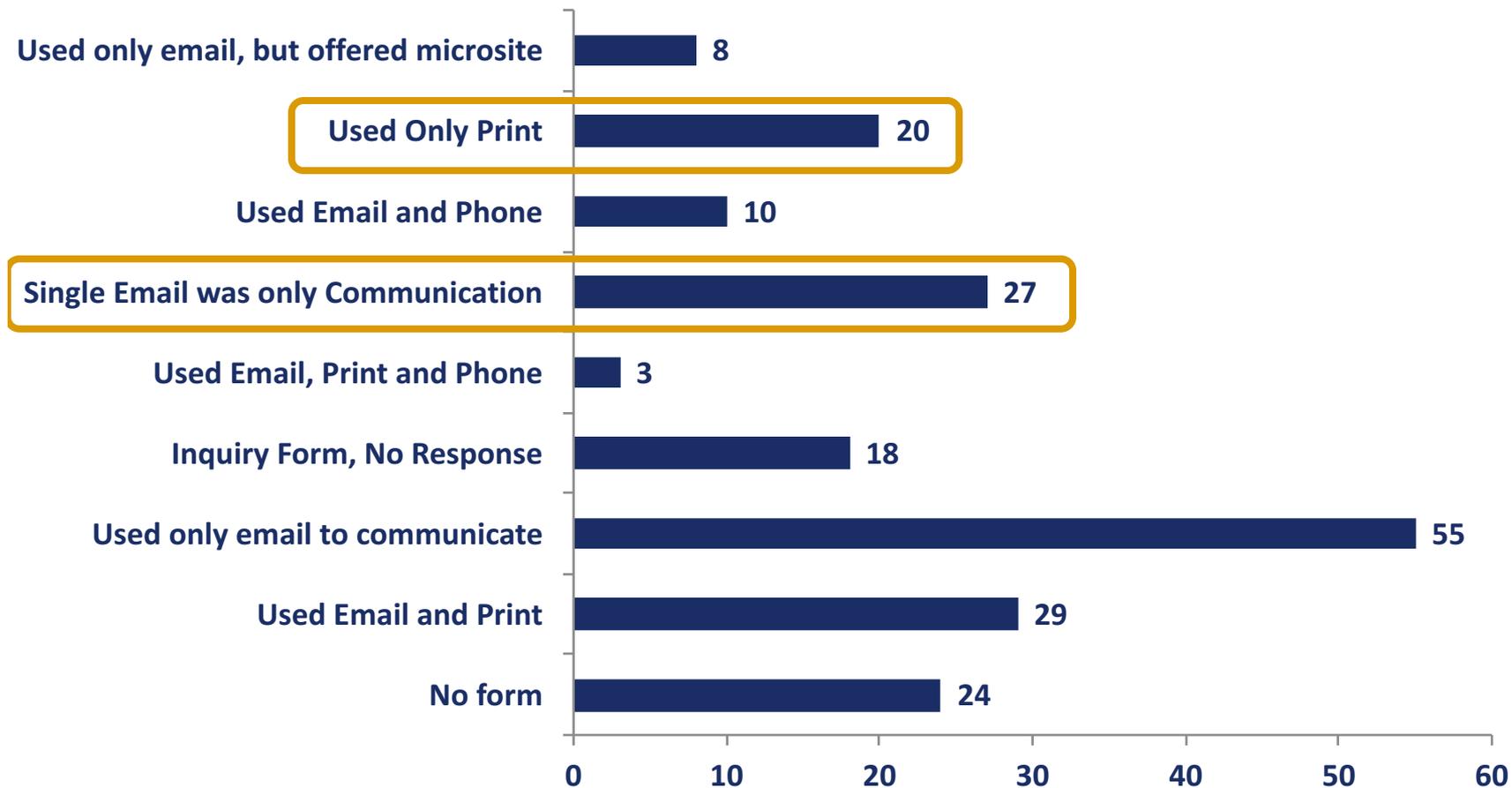
Some sample data on using multiple channels:

- Combining print and email **increased open rates by 37%** for students at the “prospect” stage.
- Combining a scheduled action (to-do) with an email produced a **66% open rate** for applicants.
- Targeted digital marketing combined with email and print can produce up to a **178% increase in response rate**

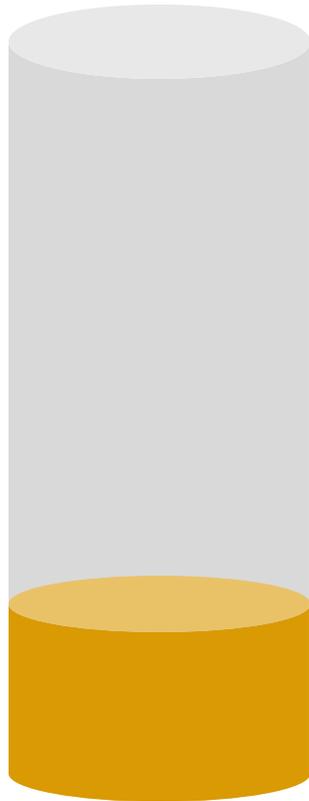


Use Multiple Channels

Common combinations from a project with 170 schools.

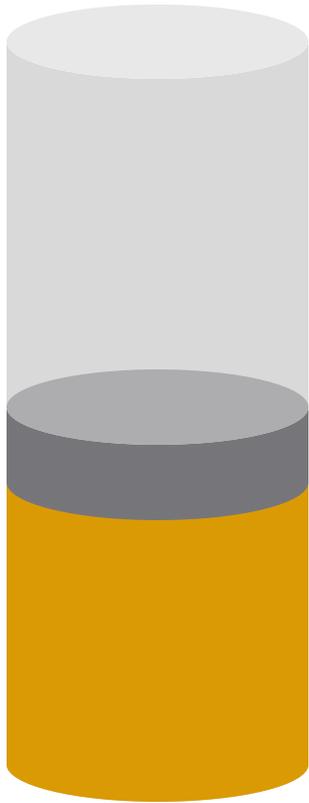


●●●● Are Small Schools Using Print?



Just 29% of small schools included print within four weeks of an initial inquiry.

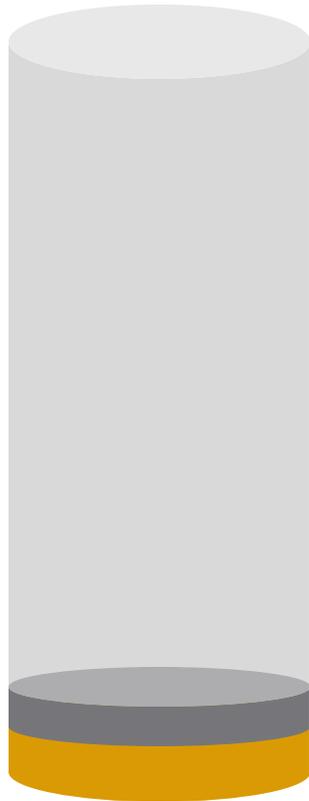
●●●● Print Increases Response



Those who received print opened emails at a **37% higher** rate

(45% v. 33%)

●●●● Print Increases Response



Those who received print
clicked through emails at
at **14% higher** rate

(2.12% v. 1.86%)

●●●● Reach the Parents!



More than **two-thirds** of parents are highly involved with their child's college search process.

—Eduventures

●●●● Summary

- Small schools are looking for strategies that produce BIG results
- Pfeiffer has realized big results
- Strategies:
 - Aligning missions and market
 - Secure campus-wide support
 - Invest in a comprehensive platform
 - Reach students effectively
 - Use multiple channels
- Not sure where to start? **Just start somewhere!**



Thank You!

Discussion & Questions



Try it yourself: www.myviewbookdemo.com