

# Pfeiffer University increases campus visits by 198% and achieves largest incoming class in 30 years



How Liaison's Enrollment Marketing Platform (EMP™) helped drive a university's record-setting year

## ➔ PFEIFFER'S CHALLENGE

### Communicating More Effectively with Prospects while Streamlining Admissions Processes

When Brian Lockett arrived at Pfeiffer University as Senior Director of Marketing and Communications, he was presented with a system in need of an update. "Previously everything was manual," explained Lockett. For example, he described how internal staff handled information about student visits: "They would write people's names down on a physical sheet of paper," he said. "It was very archaic."

Pfeiffer University had implemented Liaison's Enrollment Marketing Platform (EMP™) right before Lockett joined the team. As he became more familiar with the capabilities and potential offered by EMP, he began to see how it could be used more effectively as part of a larger, strategic overhaul of Pfeiffer's admissions process.

**198%**  
increase in campus visits from 2016

From 2016 to 2017, Pfeiffer experienced a:  
**26%** increase in accepted students  
**28%** increase in deposits  
**30%** increase in enrolled students

## 📁 RESULTS

By integrating Liaison's EMP into a revamped, comprehensive communications and admissions strategy, Pfeiffer:

- **STREAMLINED AND AUTOMATED** its admissions process
- **INCREASED DEPOSITS** by 28% over 2016
- **ACHIEVED THE HIGHEST NUMBER** of incoming students in 30 years



## ⚡ LIAISON'S SOLUTION

### A Customized Multi-Channel Marketing Platform+CRM to Support Pfeiffer's Revised Processes

With EMP already in place, the question for Pfeiffer became: How can we use the tool to our greatest advantage? For Lockett, the answer was obvious. "If you're a 17- or 18-year-old student looking to go to college, you want the process to be as easy as possible — that starts with an email that shares what you need to do and speaks to what interests you," he said. "I want to make it as streamlined as possible, not just for our students but for staff as well, because that's the way we're going to be able to get things done quickest and most effectively."

EMP's intuitive interface made it simple to create and manage automated email campaigns, which included a short congratulatory acceptance email with a push to deposit, strategically placed "personal" emails from the director of admissions and the president and emails about affordable education. Lockett used EMP's field rules and triggers to drive campus visits and online deposits. He also elevated messaging about campus visits to primary or secondary focus in emails, and made it easier for students to register through EMP.

"[With EMP], you're able to set up all visit dates and events for the whole year so prospective students can sign up whenever is most convenient for their schedules," said Lockett. "I think that made a world of difference." EMP not only benefitted the admissions office by streamlining coordination of visits and on-campus events, but it simplified the process for prospective students as well. "Students could register to visit through a pre-filled form on their personalized URL [PURL], which took out a lot of the hassle of figuring out who to contact and what availability the university had for visits."

## ✓ PFEIFFER'S OUTCOME

The results of the changes implemented by Lockett and the admissions team in partnership with Liaison were beyond anyone's expectations. Pfeiffer not only saw an astounding increase in campus visits and onsite deposits, it also had a larger number of applicants, accepted students and online deposits.

More than half of all 2017 applications were submitted via EMP, and those who applied through the platform were also 32% more likely to enroll than those who did not. Ultimately the school welcomed its largest incoming class in 30 years.

"When used efficiently, EMP is a revolutionary asset that can transform the enrollment process, admissions workflow and overall experience for prospective students," said Lockett. "By putting ourselves in the shoes of the prospective student and tapping into EMP's abilities, we created a new day for Pfeiffer University."



### About Pfeiffer

A private liberal arts university affiliated with the United Methodist Church, Pfeiffer's mission is to prepare servant leaders for lifelong learning. Its regional network of campuses includes a traditional undergraduate campus in Misenheimer, North Carolina, approximately 40 miles northeast of Charlotte, a Charlotte campus and a Raleigh-Durham campus.

**Looking for a way to engage more students and increase enrollment? Learn more about how EMP can make a difference at [liaisonedu.com](http://liaisonedu.com)**

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