

Minnesota State University, Mankato boosts yield of domestic freshmen by nearly 10%



How Liaison's Enrollment Marketing Platform (EMP™) facilitated behavioral scoring that helped the University target communications

➔ MSU, MANKATO'S CHALLENGE

Targeting Students Most Likely to Enroll

Minnesota State University (MSU), Mankato needed to increase enrollment without growing its admissions budget. To stretch limited resources, Director of Admissions Brian Jones decided to evolve the University's communication strategy, using data to determine which students were most likely to enroll so his team could focus their outreach efforts.

Since MSU was able to ensure that purchased

student contact information included predictive modeling (PM) scoring, Jones decided to start with that data, but he quickly found that on its own, it wasn't enough. "We can't afford to buy hundreds of thousands of names," Jones said, "so we use multiple channels to drive inquiries from prospective students. For approximately 60% of the names in our database, our team needed a way to identify which were most likely to enroll without a PM score to fall back on."

"EMP gives us the ability to be more strategic with our budget."

- Brian Jones, Director of Admissions, Minnesota State University, Mankato



📁 RESULTS

Using Liaison's EMP, Minnesota State University, Mankato:

- **Increased enrollment for domestic freshmen by 9.8%** over the previous year; The University welcomed 200 more first-year students, resulting in over \$1.1 million in additional tuition revenue
- **Established an engagement score threshold** for students more than twice as likely to enroll than those with lower scores
- **Identified behaviors that predict** the likelihood accepted students will enroll, allowing for more focused outreach and targeted communication

⚡ LIAISON'S SOLUTION

Behavioral Scoring That Drives Strategic Decisions

With Liaison's EMP, MSU staff were able to track student behavior and assign scores based on interactions with the University, then follow up with targeted multichannel marketing campaigns. According to Associate Director of Admissions John Engquist, certain activities were clearly predictive of a student's likelihood to enroll. "Students who register for an event, campus tour or open house tend to enroll at a higher rate," he said. "After examining data from our first year using EMP, we were able to refine scoring to reflect these findings, and from there, we personalized text messages and email campaigns, as well as our calling strategies." In addition to using EMP to capture data, the team leveraged the tool to deliver and analyze integrated marketing campaigns as well.

The team learned that 61% of accepted students with an engagement score of 300 or more enrolled — a much higher rate than the University's 32.5% yield overall.

Considering engagement numbers in lieu of — or, where possible, in addition to — PM scores allowed MSU staff to target students most likely to attend with incentives such as application fee waivers or scholarships. "We're looking at students with high PM scores and also a good level of engagement — both indicators saying students should be interested in MSU — and asking what we can do to encourage them to take the next step," said Engquist.

✓ MSU, MANKATO'S OUTCOME

Refining engagement scores and updating its communication strategy allowed the University to realize a 9.8% year-over-year increase in the number of students enrolled for fall. In addition to identifying an engagement score threshold where students were more likely to enroll, MSU also determined that those with scores below 150 had a significantly lower yield percentage. Using that information, MSU admissions staff can send out direct mail pieces when students reach a certain engagement threshold. "EMP has helped us amend our communication strategy to ensure greater return on investment. We're now able to save costlier admissions tactics for those prospects most likely to enroll," Jones said. Those tactics include variable print campaigns, which are developed in partnership with the EMP team and managed on the marketing platform.

Going forward, the admissions team plans to continue refining, scoring and testing the results of focused communications efforts. "Next year, we're looking at doing microtargeting for students with high model scores but low engagement numbers to see if there's something we can do to move them through the funnel," said Jones.



About Minnesota State University, Mankato

Minnesota State University, Mankato offers more than 130 undergraduate degree programs and 85 graduate programs through six colleges. Approximately 85 miles southwest of the Twin Cities of Minneapolis and St. Paul, the University enrolls more than 15,000 students.

Looking for a way to engage more students and increase enrollment? Learn more about how EMP can make a difference at liaisonedu.com.

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