Technology and Tools in Graduate Enrollment Management

SPONSORED BY

Missouri State University | LIAISON

Speakers

Stephen Taylor

Research Director

BusinessCAS by LIAISON

Julie Masterson, Ph.D.

Associate Provost and Dean of the Graduate College

Missouri State University

©2022 Proprietary and Confidential

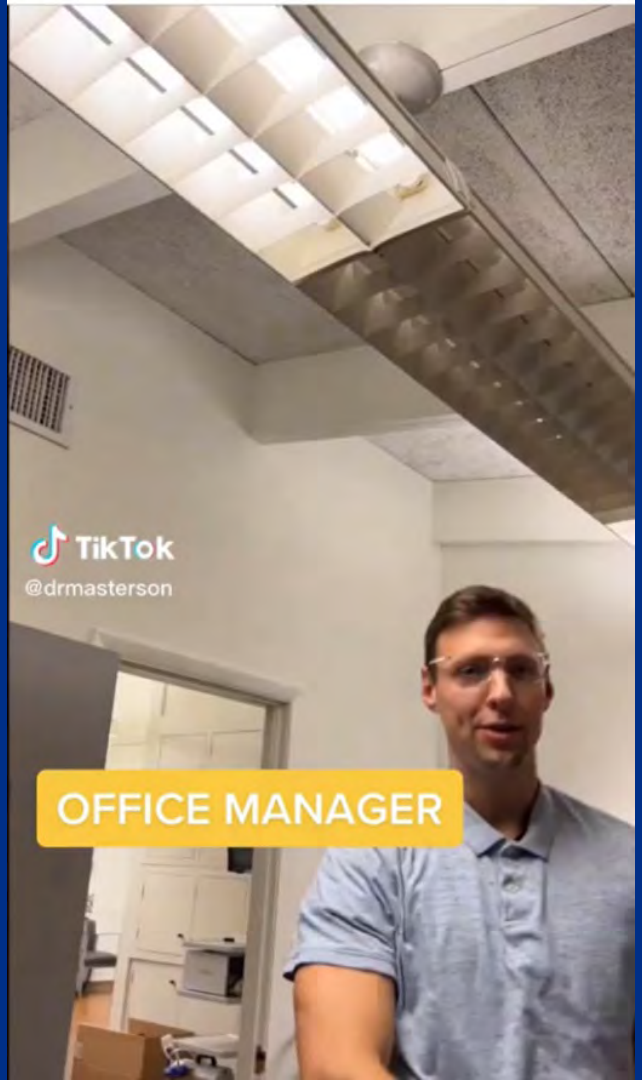
Overview

- Foundations of Grad Enrollment Management
  - Definitions & Baseline Operations
  - Managing through the Funnel
- Aligning Best Practices and Enrollment Tech: The Grad EM Journey
  - Top-of-the-funnel: Best Practices in Reaching Prospects
  - Lead/Inquiry Management: Aligning Best Practices and Enrollment Tech
  - Qualification & Yield: Reflections on the Admit-to-Student Journey
- Q&A / Discussion

©2022 Proprietary and Confidential

Doesn’t Everyone Just Want to Come to Us?

©2022 Proprietary and Confidential

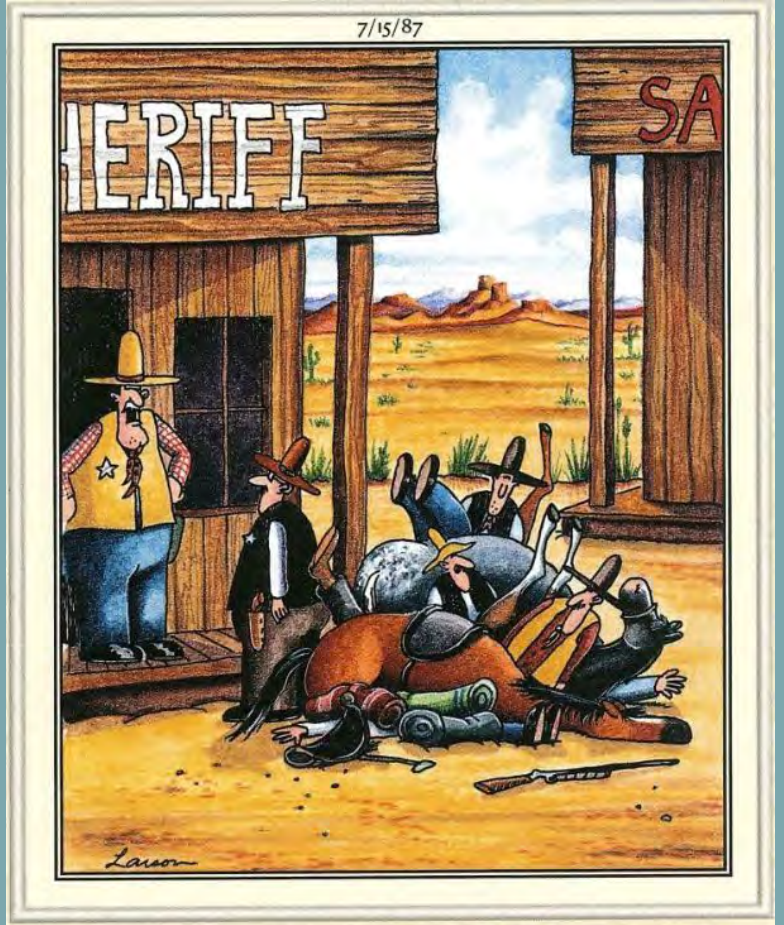


©2022 Proprietary and Confidential

Missouri State University | LIAISON

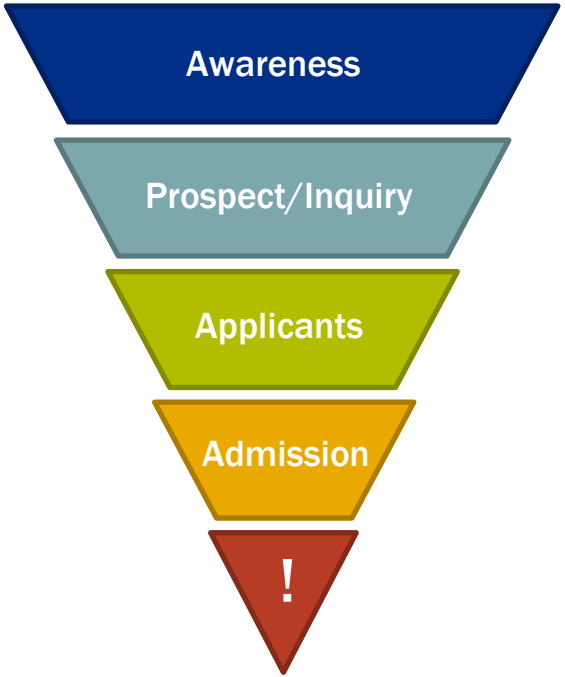
What is enrollment management?

- Marketing/Recruitment, Admissions, Enrollment, Persistence, Completion
- What can Graduate Deans (and their units) do to maximally support all of these?
- Unique challenge is that you are selling hundreds of different “products,” each with its own target market, pricing issues, and customer satisfaction issues!
- Like a research project… so it should be familiar!



©2022 Proprietary and Confidential

Grad Enrollment Management: The Funnel



Word of mouth, alum engagement, social media, traditional media, class visits President's favorite	Pandemic trends, ROI concerns, Fairs & Tours
Curated lists, direct referrals, SEO, agents, info sessions, call campaigns	On-demand flexibility preferences, international pipeline, staffing
RCR coaching, test prep support, application advising, comms	Test optional policies, reducing (perceived) barriers to entry
Process communications with applicants, speed of process, info on policy, redirects	"Soft landings," program redirects, cross-campus program options
Ambassador calls, I20 delivery, dean outreach, admit weekend, competitor program comparison	Tech infusion, customized communications, personal relationships, program vs profession

©2022 Proprietary and Confidential

Reaching Prospects

- Be like the surgeon… *We are so awesome; everybody wants to come to us.*
- Always have a **CALL TO ACTION – CTA**
- Driving Interest to Your Programs:
  - **Ads**
  - **Tailored digital marketing**
  - **CTA** - Submit a Request for Information (RFI) (or contact us in a different way)
- Initiate Contact with Prospects:
  - **Own alum or undergrads** - CRM
  - **External names** - identify individuals with a propensity for grad work and hopefully your program(s) in particular. Example: Intelligent Names and Othot
  - **CTA** - Submit a Request for Information (RFI) (or contact us in a different way)

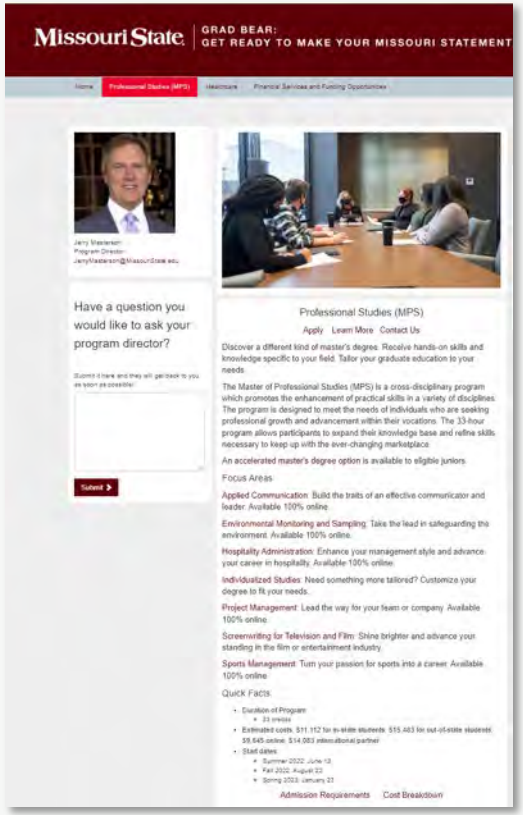
©2022 Proprietary and Confidential

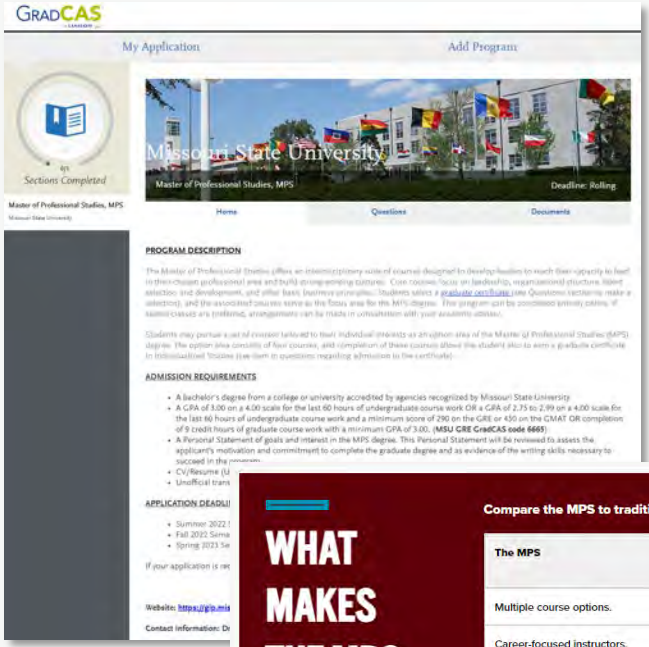
Reaching Prospects

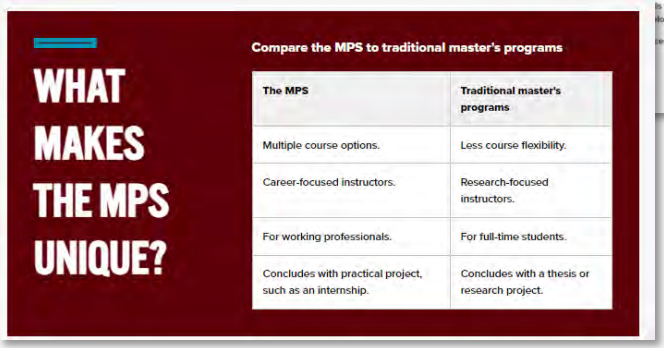
- Nice to have a CRM system (Slate, EMP, others)
- Set automatized messaging that is individualized for each program, tailored to student interests, highlight special features of campus or area, etc.
- Respond to RFIs
  - **Phone calls and Emails** - attitudes/customer service matters
  - **CRM** (Customer Relation Management) - We use EMP
    - Series of emails and/or texts. Can add tailored print.
  - **CTA** - Start and Complete an Application
    - CRM campaign on In Progress
    - Studies of Abandoned Applications
  - **EMP** creates a personalized URL that changes across application stages

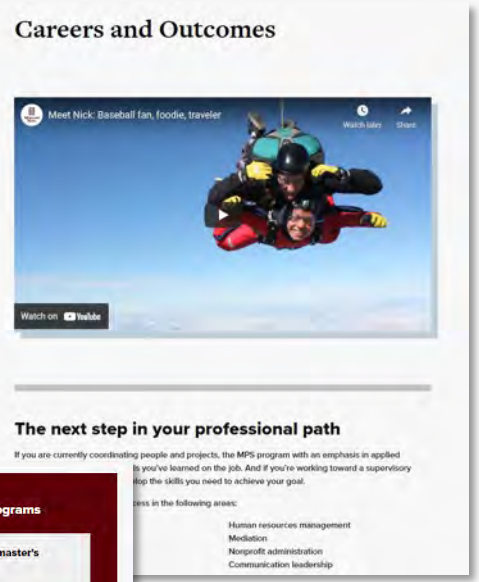
©2022 Proprietary and Confidential

Example: Master of Professional Studies









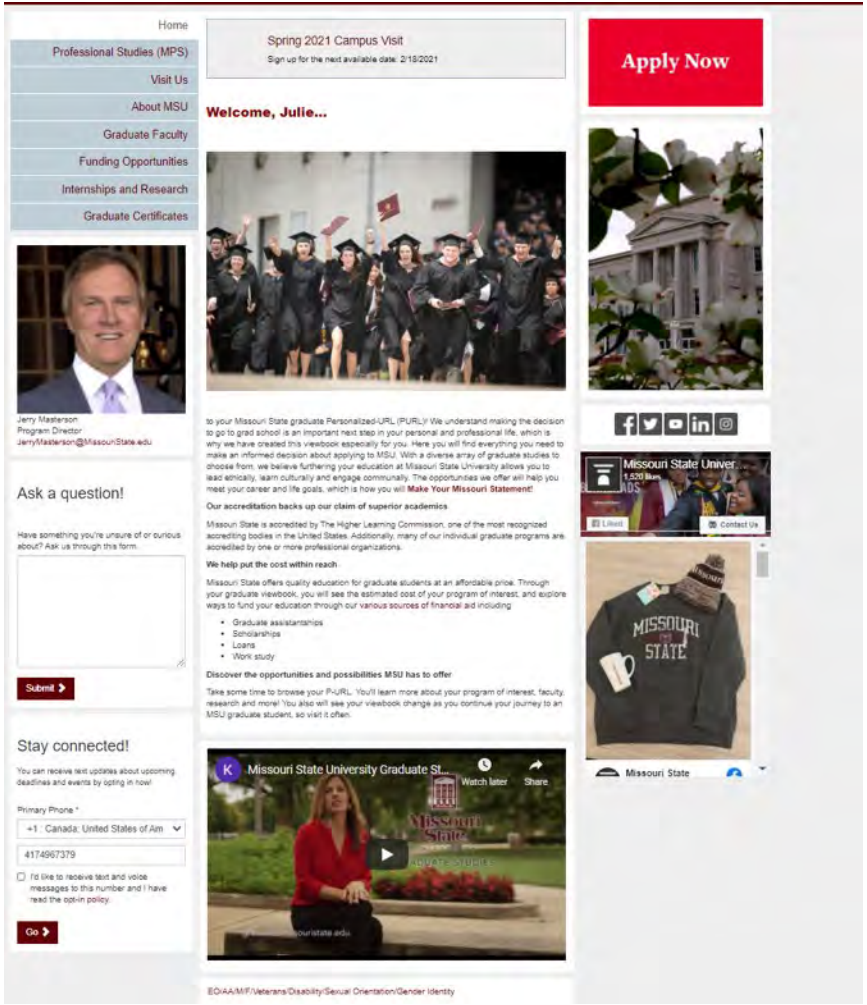
©2022 Proprietary and Confidential

Request for information

- Individual completes form
- Immediate message from Dean
- Next day an email “from” the GPD
- 3 days later, an email from Assoc. Dean
- All have **START YOUR APPLICATION NOW!** as CTA
- Student enters our system as “Inquiry” and stays until s/he starts an application.
- Complete one yourself and pick your program to see what happens.

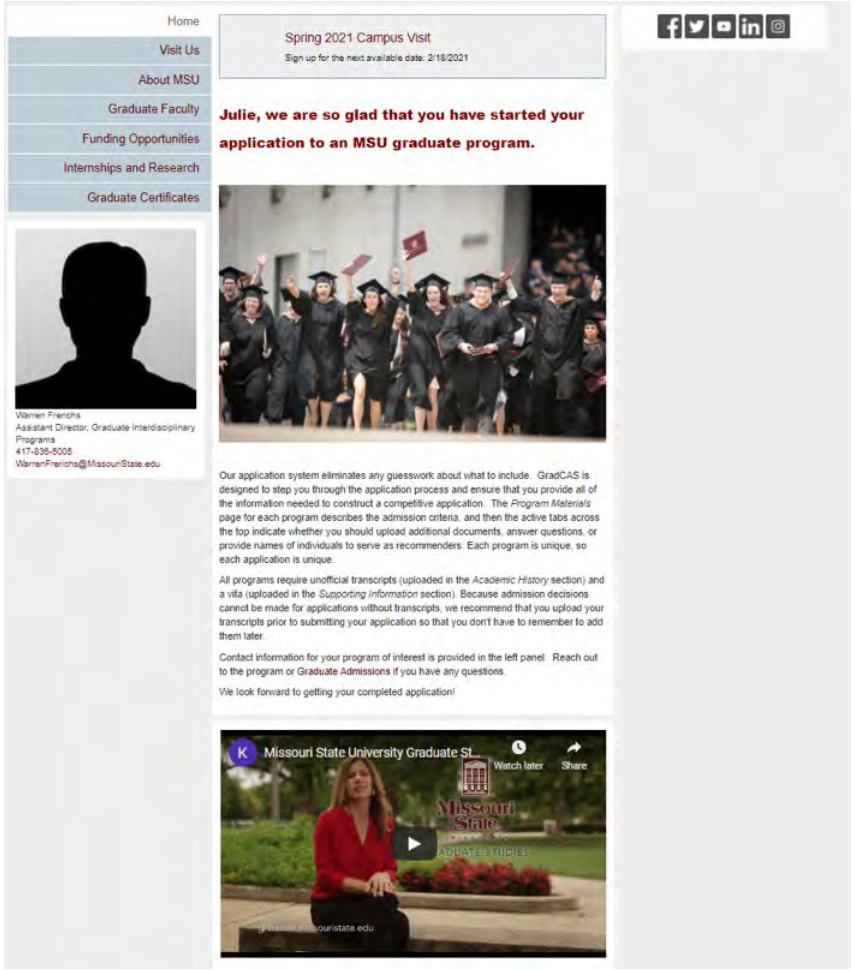
©2022 Proprietary and Confidential

P-URL Inquiry



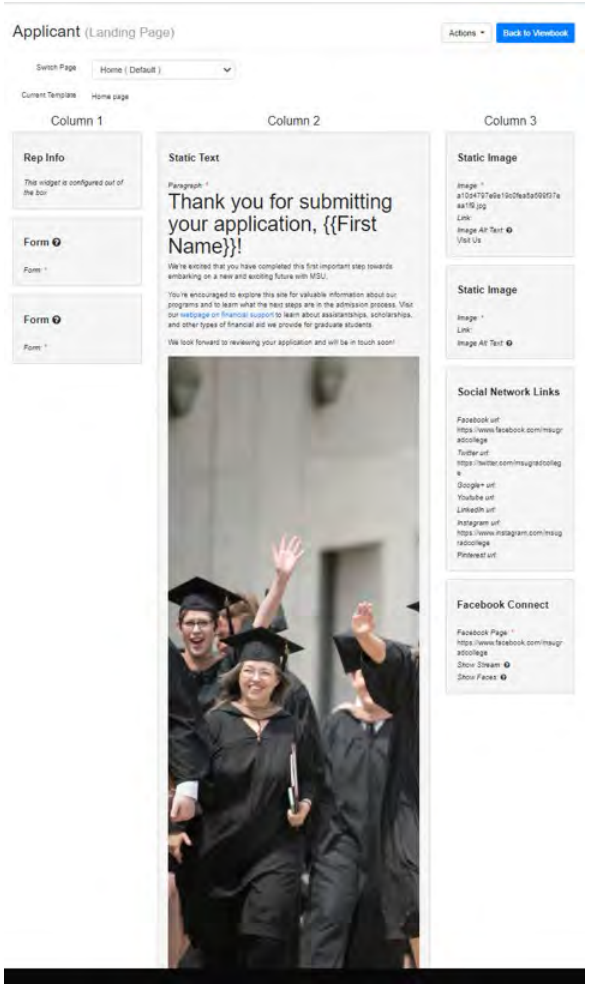
©2022 Proprietary and Confidential

P-URL
In Progress



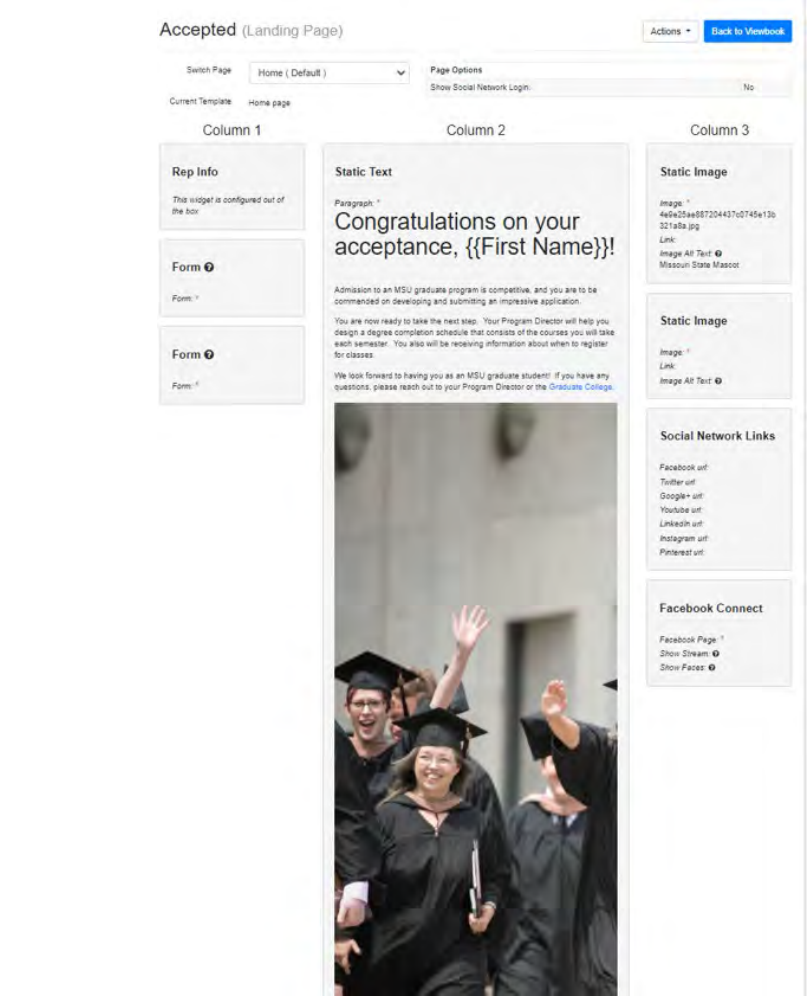
©2022 Proprietary and Confidential

P-URL Applicant



©2022 Proprietary and Confidential

P-URL Accepted



©2022 Proprietary and Confidential

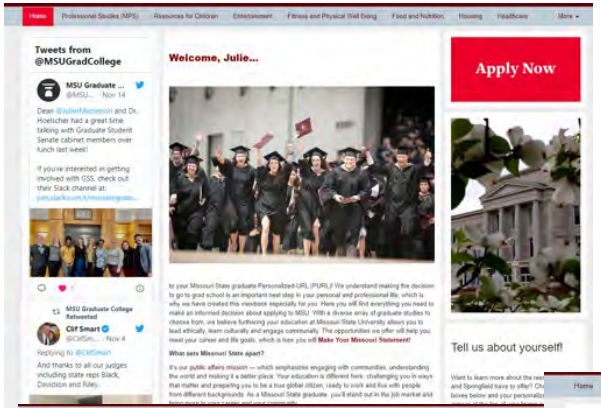
Making Good Admissions Decisions

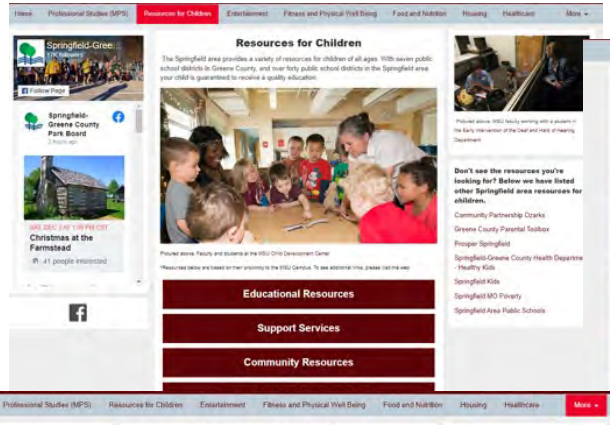
- Inclusive Practices
  - Welcoming, inclusive marketing/recruitment materials
  - Metrics (pros/cons of each)
  - Evaluation and decision Processes
- Time to Decision
  - Sometimes, students accept the first offer they get
  - Biweekly nudges to GPDs re potentially complete applications
    - Started copying deans
    - Track *Time to Decision* and consider incentive

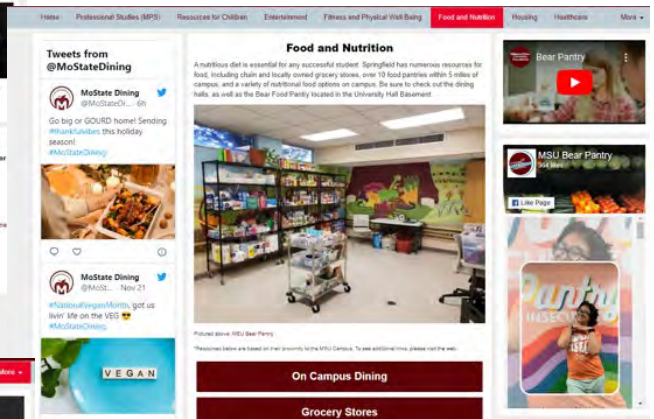
Turning Admits into Matriculants: Pick Us!!

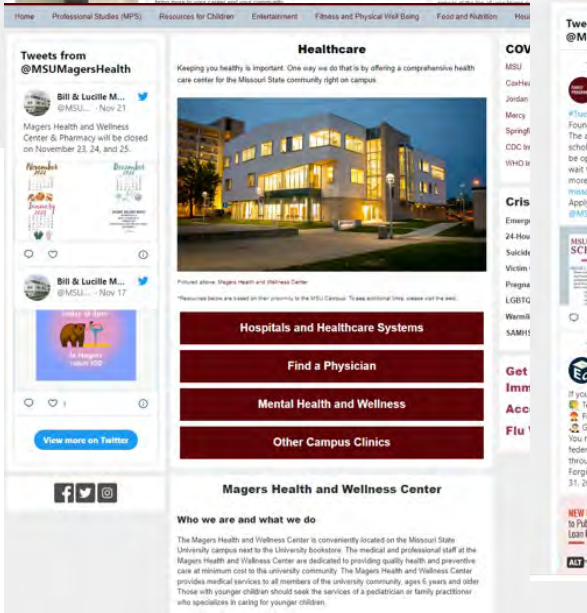
- CRM messaging campaign to stay in touch, encourage engagement as soon as student is admitted
  - Provide support re local resources, answer logistics questions
  - Social media groups
- Encourage deposit (for relevant programs)
- Ensure advisor meetings are scheduled
- CRM messaging to formally accept funding offer (of course adhering to April 15 agreement….)
- CRM messaging to encourage registration when it opens

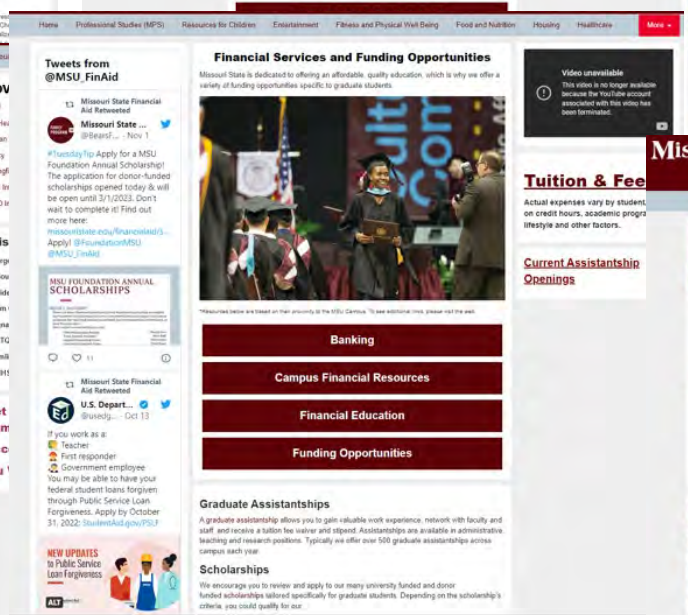
©2022 Proprietary and Confidential

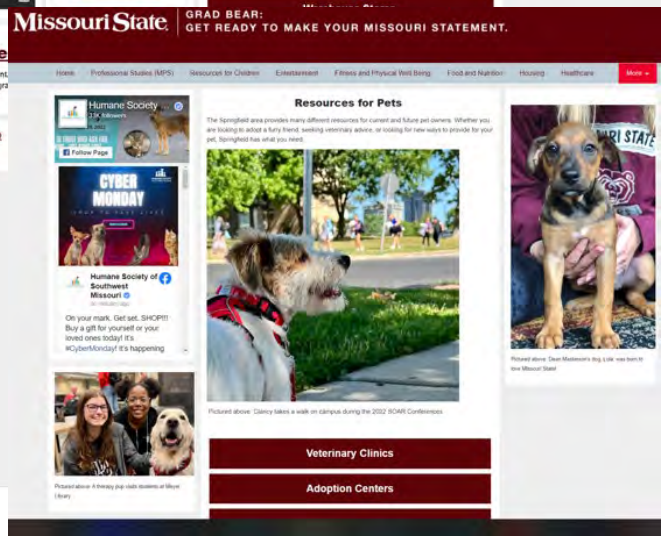

Tweets from @MSUGradCollege
Welcome, Julie...
Apply Now
Tell us about yourself!


Resources for Children
Springfield-Gree...
Springfield-Greene County Park Board
Christmas at the Farmstead
Educational Resources
Support Services
Community Resources


Tweets from @MoStateDining
Food and Nutrition
Bear Pantry
MSU Bear Pantry
On Campus Dining
Grocery Stores
Food Pantries


Tweets from @MSUMagersHealth
Healthcare
Hospitals and Healthcare Systems
Find a Physician
Mental Health and Wellness
Other Campus Clinics
Magers Health and Wellness Center
Who we are and what we do


Tweets from @MSU_FinAid
Financial Services and Funding Opportunities
Video unavailable
Tuition & Fee
Current Assistantship Openings
Banking
Campus Financial Resources
Financial Education
Funding Opportunities
Graduate Assistantships
Scholarships


Missouri State
GRAD BEAR:
GET READY TO MAKE YOUR MISSOURI STATEMENT.
Resources for Pets
CYBER MONDAY
Veterinary Clinics
Adoption Centers

Turning Matriculants into Completers

- Success = Persistence, Completion
- Text Campaigns, “nudges”
  - Signal Vine at MSU- Registration, Apply to Graduate, Thesis Submission
  - Special groups (athletes)
- *Degree Completion Plan* filed before end of second semester
- Professional development, support services for mental health, financial needs (food pantry, emergency clothing, etc.)
- Oversight of research experiences, advisor-advisee relationships

Q&A
Missouri State
UNIVERSITY
LIAISON

Thank You

Stephen Taylor
Research Director

BUSINESSCAS by LIAISON

staylor@liaisonedu.com

Julie Masterson
Associate Provost and Dean of the Graduate College

Missouri State UNIVERSITY

JulieMasterson@MissouriState.edu