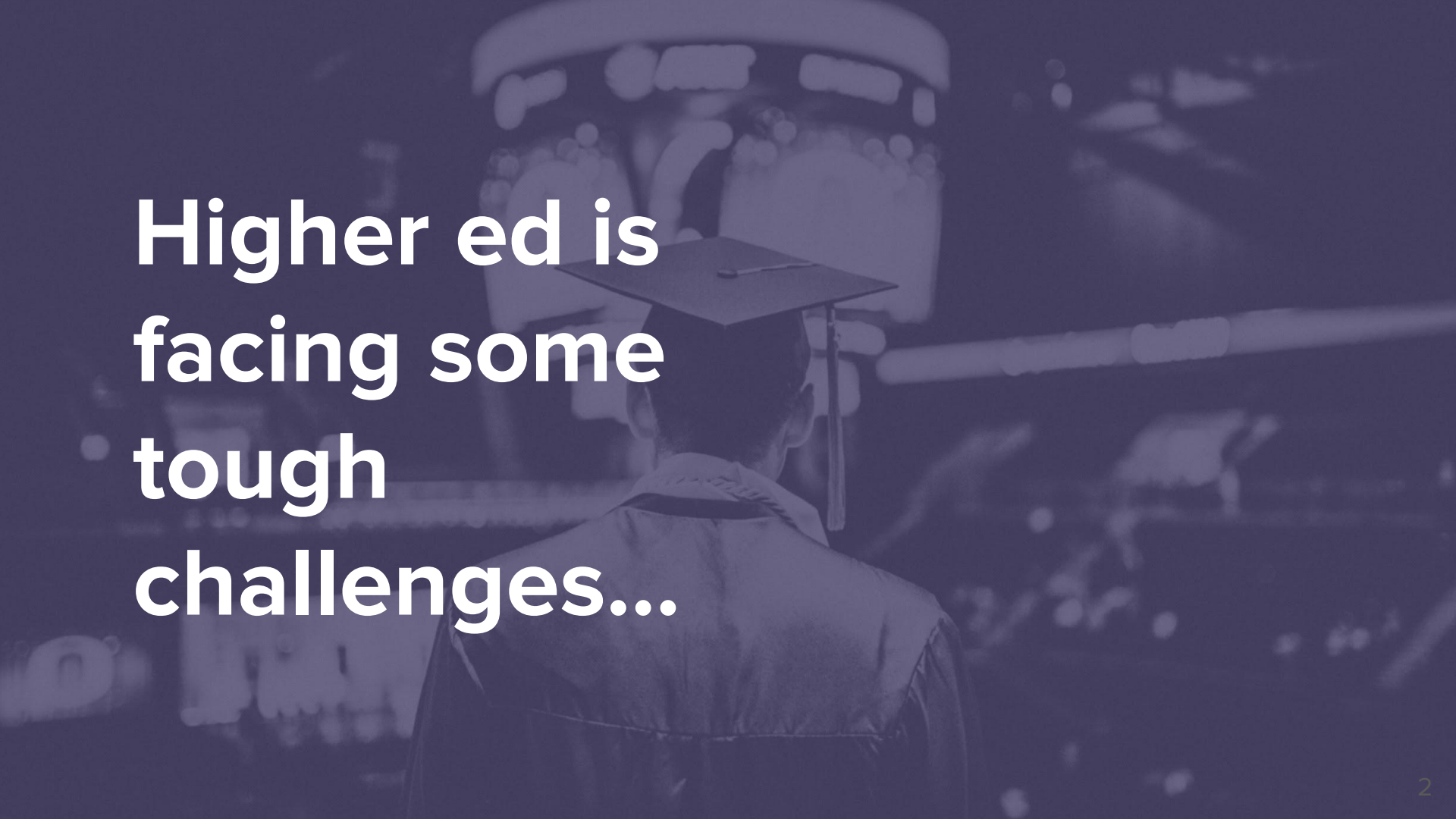




The Future of Higher Education Marketing

A graduate in a cap and gown is seen from behind, looking at a large screen that displays a graduation ceremony. The scene is dimly lit, with the screen being the primary light source. The text "Higher ed is facing some tough challenges..." is overlaid on the left side of the image in a large, white, sans-serif font.

Higher ed is
facing some
tough
challenges...

—
Last 20 years, tuition rose:
157% for private
237% for public (in state)

—
**Most students who don't
graduate chose a college
for the wrong reasons.**

—
**Most students who drop
out work too much and are
too stressed to continue.**

—
**Surging demographic
groups aren't “traditional”
college-goers**

—
**1 Graduating Student = 4
Students Who Leave After
1 Year**

—
**Alumni giving is down
8.5%. *Non-alumni* giving is
down 6%.**

—
**Young alumni are giving
more locally and less to
higher ed.**

—
[1% of Alumni Give]

Not true...leaving this in for historical reasons

— **#1 Most Effective Higher-Ed Marketing is Word of Mouth**

This needs to go somewhere else

—

**Its bad and getting worse.
And it is your fault.**

Pat's Journey: "How did I end up here?"



Discovery

Pat's a great student with lots of friends. She has settled into high school well. She's excited to hear about schools and beginning to think about and look forward to going to college.

Interest

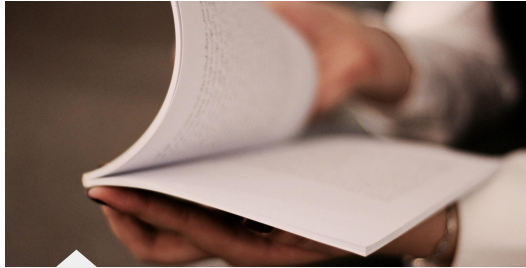
The amount of information coming in is stifling-- emails, social media, postcards, and open house invitations. Pat is having a hard time determining what school feels right for her-- but she remains hopeful! She's talking with her family and friends and figuring out which schools feel like the best fit to her. She's concerned about whether to choose a college based on fit, cost, or if they have her intended major.



Consideration

Anxiety is mounting a bit as Pat needs to narrow her consideration set. She's also taking SATs and finishing up AP classes. Life is going a little too fast at this point. She's attended a few info sessions and open houses to get a sense of the potential student life and better understand programs.

Pat's Journey



Apply

Putting pen to paper and actually applying is nerve wracking. Have I made the right choices? Does it even matter? Will they accept me? Can my family afford this?

Enroll

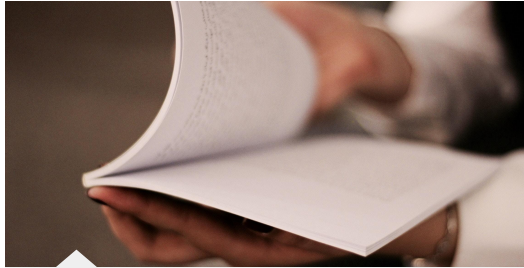
I got in. The anxiety now is excitement! I am at the beginning of my path. I get to pick and choose my next steps and direction.



Attend

I'm struggling to keep up in class and my grades show it. I see people having fun but have found no social scene for me. I thought I would have that "college moment" but I can't find it and am starting to think it is not here.

Pat's Journey



Enroll

I am pretty ok with my life after college and my work. I don't particularly miss school nor I do see how it helped me with what I am doing now.



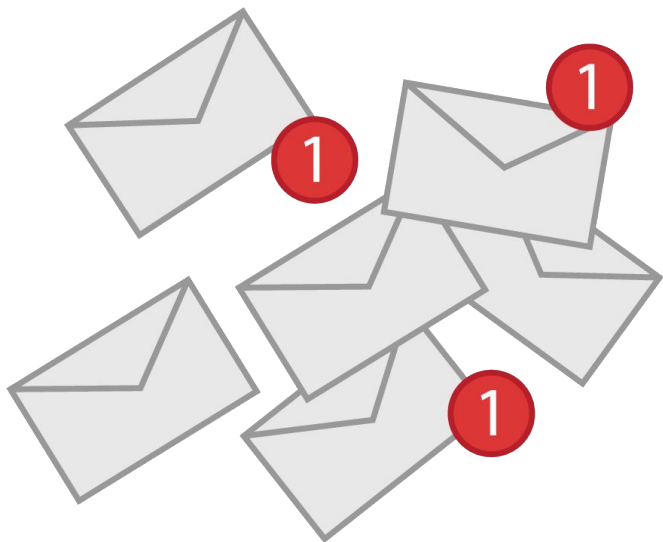
Graduate

I am graduating, but I don't feel like I am leaving with what I came here to get. It is hard to explain. I know I will be ok, but I thought I would have more memories and connections. I am ready to move on.

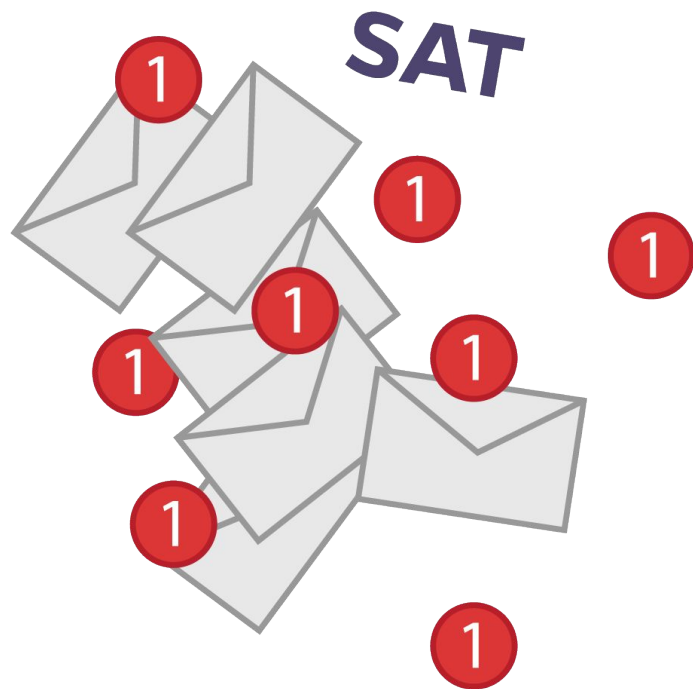
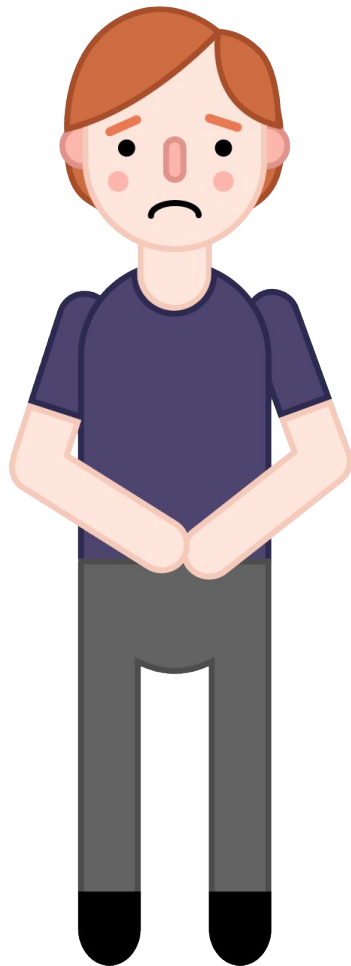


Advocate?

I go back to school for events. I could take it or leave it really. I do know college helped me get where I am, but I don't feel particularly inclined to give money to the school. I guess students should attend the college, it is a good place to learn.



AP Tests



SAT

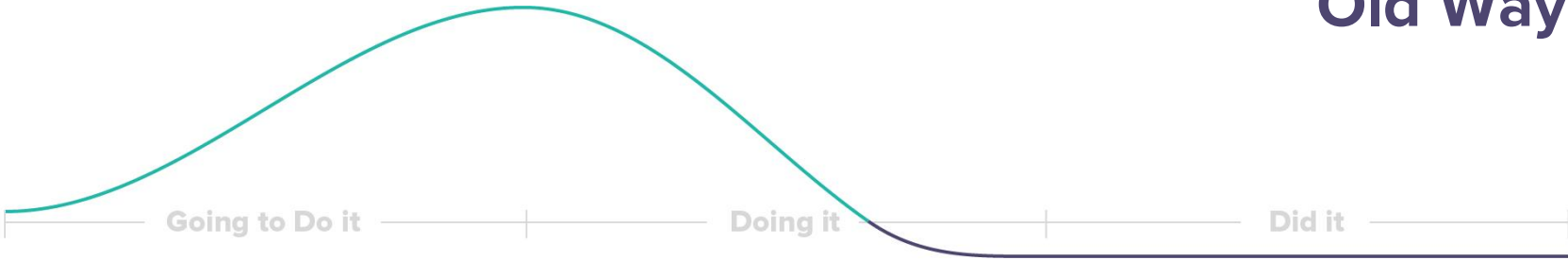
Open Houses



**Art Classes
Unavailable**



Old Way



Marketing is working hard to generate lots of leads

Open house events wowing everyone

Prospects captivated

Admissions work hard to meet acceptance,

discount, enrollment rations

Admissions works hard to reduce melt.

Registering for classes is hard

Parking Fees

Can't connect with other students

I'm just a number

School is too hard or not hard enough

It's lonely

It's not what I thought it would be

Graduation is hard

Little to no help finding a job

Alumni network is hard to tap into

I'm not as prepared as I needed to be

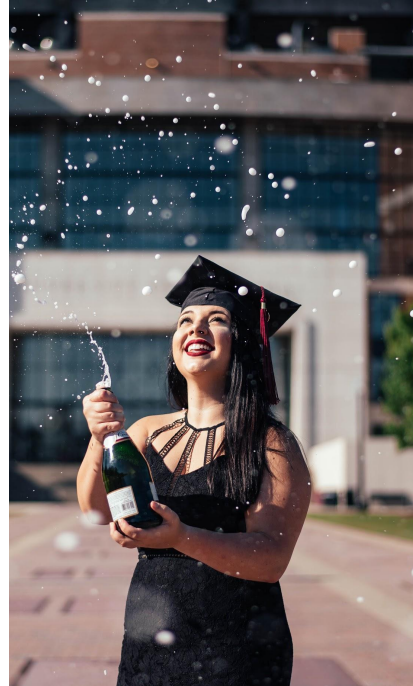
New Way



Marketing, Admissions, Student Services, Faculty, Alumni Relations and Advancement work together to create, foster and celebrate ideal students to capitalize lifetime student success and value

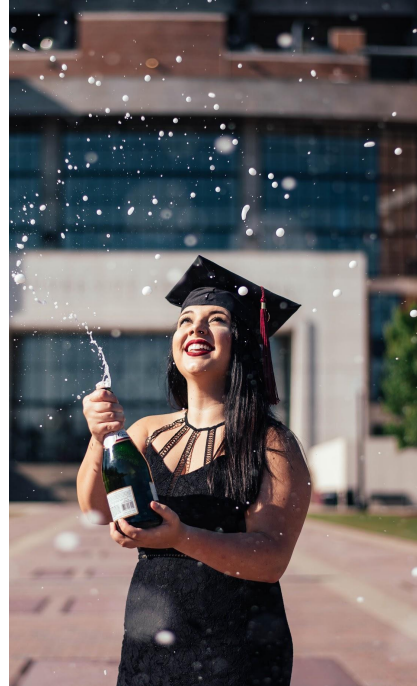
Dissecting the Problem

Admissions, Enrollment, Marketing, Student Services, Alumni Relations, and Advancement have different priorities, reporting to different people on different numbers and subject to different budgets.



Imagine a world where...

Where lifetime success and value of a student is everyone's priority -- it's everyone's expressed goal.



What if...

We take a hard look at our institutions in order to figure out what we really are? What if we're relentless in our pursuit to understand where we're different? Where do we excel? Where do we fall down? What's it really like to go here? Where's our value? Why choose us?



What if...

We look at the composition of that 1% of graduates who give and try to figure out what's special about them and how they align with the school.

And then, we create a profile or model.

We find out which current students fit that model. And we get aggressive about making sure they have the best possible experience.



What if...

We can also take that perfect student model and create a marketing campaign to find those people.

And we work with Admissions look for those type of hopefuls and give them priority....

And we work with Enrollment Management to develop a pricing structure that works for those prospects...

And we work with Student Services to make sure we're attracting people who will thrive...

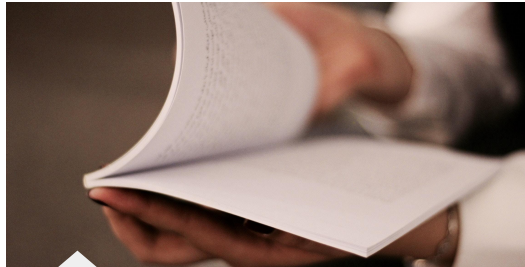
And we work with Advancement/Alumni Relations to develop a culture of advocacy before graduation and experiences that connect students to the institution...



Pat's Journey: Reinvisioned

Student Service: We need to diagnose the potential problem before it happens. Student service specializes in "extra" curricular. We could use their eyes and ears here to help discern 'best fit' students before students get admitted..

Alumni Engagement: Why graduated alumni talk about and success after graduation about student life and career recent job.



Discovery

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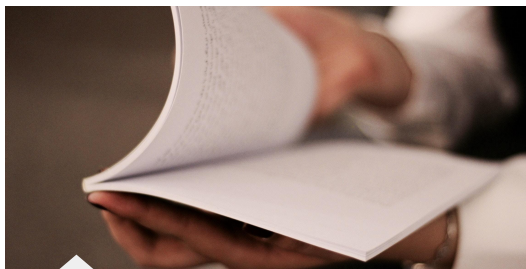


Consideration

Anxiety is mounting a bit as Pat needs to narrow her consideration set. She's also taking SATs and finishing up AP classes. Life is going a little to fast at this point.

Pat's Journey

Advancement?: How about a non-advancement focused intervention from advancement. Be there for students when they enroll -- no sales job, just presence. Get to know them on Day 1!



Apply

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Enroll

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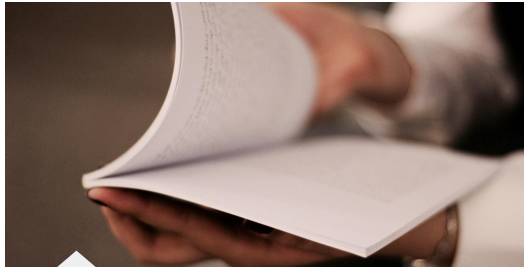
Attend

I can't keep up in class and my grades show it. I see people having fun but have found no social scene for me. I thought I would have that "college moment" but I can't find it and am starting to think it is not here.

Pat's Journey

Alumni Relations?: Students in the dumps could use a boost from a past student. How about a dinner and a show or game on campus?

Admissions/Enrollment?: Admissions are the people who sold the school to the students. Maybe it would be a good idea to go out and re-connect with your customers and help them get an accurate assessment what they "bought?" Also it would help with thinking about how to approach your current prospects.



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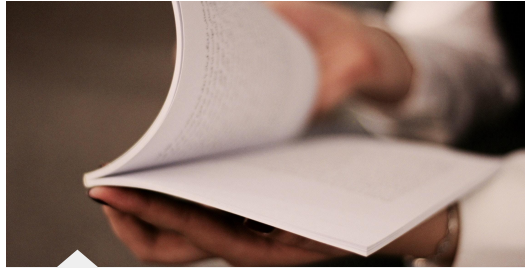
Admissions! These are your customers who are leaving the "store." You should be there to assess their experience and help them frame it as they leave.

Alumni Relations [BUT very very recent alumni]: Now is the time the students could use voice from some friendly faces they remember just a year or two back. Let me know it is going to be ok. It also helps the recent alums too.

Pat's Journey

Enrollment?: Who would think and admissions counselor from college would call you 3-5 years out from school? Why not? We wanted to know how the college experience went and how it touched their lives and if there is anything we can do for you. AND NO ASK!

Student Services: The memories from college that stick are often the extra curricular ones. Student services needs to call and check in like an old college friend. Help them to continue to frame their experience.



Real Life

I am pretty ok with my life after college and my work. I don't particularly miss school nor I do see how it helped me with what I am doing now.



Graduate

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EMO CHART Happy and better





So how do we do it?

Develop a 2030 Strategy

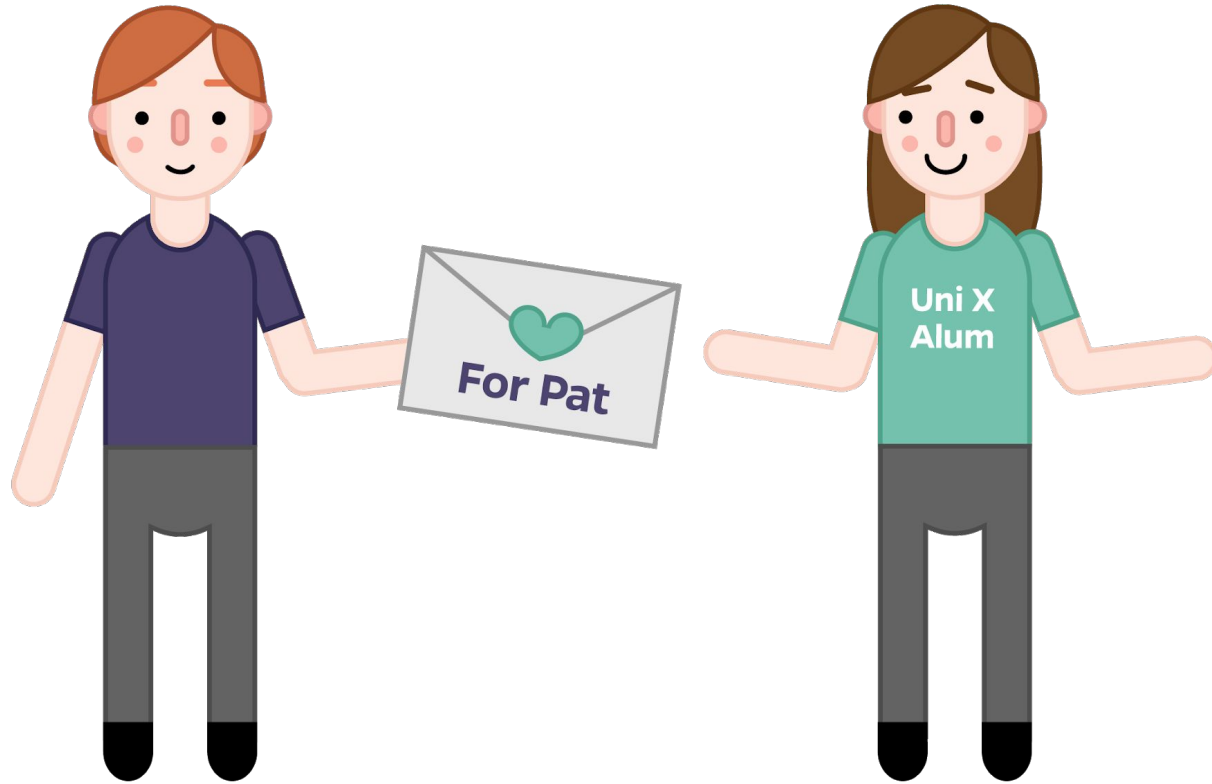
**Collaborate, make it
lifetime value of a
student everyone's
mission**

—

**Start with data, you've
already go it.**



Be honest.







Thank you.