

5 Ways

to Maximize
Your Enrollment
Marketing Budget

Presented by
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Senior Consultant



@PSL_HigherEd
#Enrollmentbudget

For audio for this webinar, call:
(914) 614-3221
Access Code: 888-842-226

TIP 1: Create a Plan

- Know the difference between your plans:
 - Strategic Enrollment Plan
 - Strategic Marketing Plan
 - Enrollment Marketing Plan
 - Recruiting Plan
- Elements of an enrollment marketing plan:
 - Goals
 - Audiences
 - Key Messages
 - Tracking – KPI
 - Budget
- Is it a good plan?
 - Simple is OK
 - Can you manage, monitor and execute it?



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TIP 2: Don't Forget Internal Marketing

- What is your story?
- Consistent messages
- Create a buzz - generate word-of-mouth marketing



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Brand Attribute Messages

1. Foster a transformative educational experience for the students and communities we serve
2. Demonstrate a path to success for each student
3. Educate in and beyond the classroom through Internships, Social Engagement and Community Service, and Problem Based Learning
4. Provide a world-class experience for students and their families
5. Foster a culture of innovation and entrepreneurship

Foster a transformative educational experience

California State University provides a transformative educational experience that will not only change a student's life but also the lives of their family and community. California State University, Dominguez Hills, provides the student a high quality education by also embracing history and recognizing the impact that this education can have on higher education.

TIP 3:

Base your media and advertising on your enrollment goals and enrollment marketing plan

- Create a comprehensive media calendar
- Measure your media against enrollment goals

A good digital plan is even better when linked with the overall plan, and results are measured against the goals and not other media.



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TIP 4: **Incorporate a mix of channels in your marketing**

- Email, website, texting - don't forget direct mail
- Be savvier about segmenting
- Tie together digital online and offline efforts
- Utilize microsites and/or landing pages



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> Tuition-Free
> Unrivaled College Experience
> Guaranteed Career

Leaders Are Shaped Here.

UNITED STATES COAST GUARD ACADEMY



Leaders Are Shaped Here.

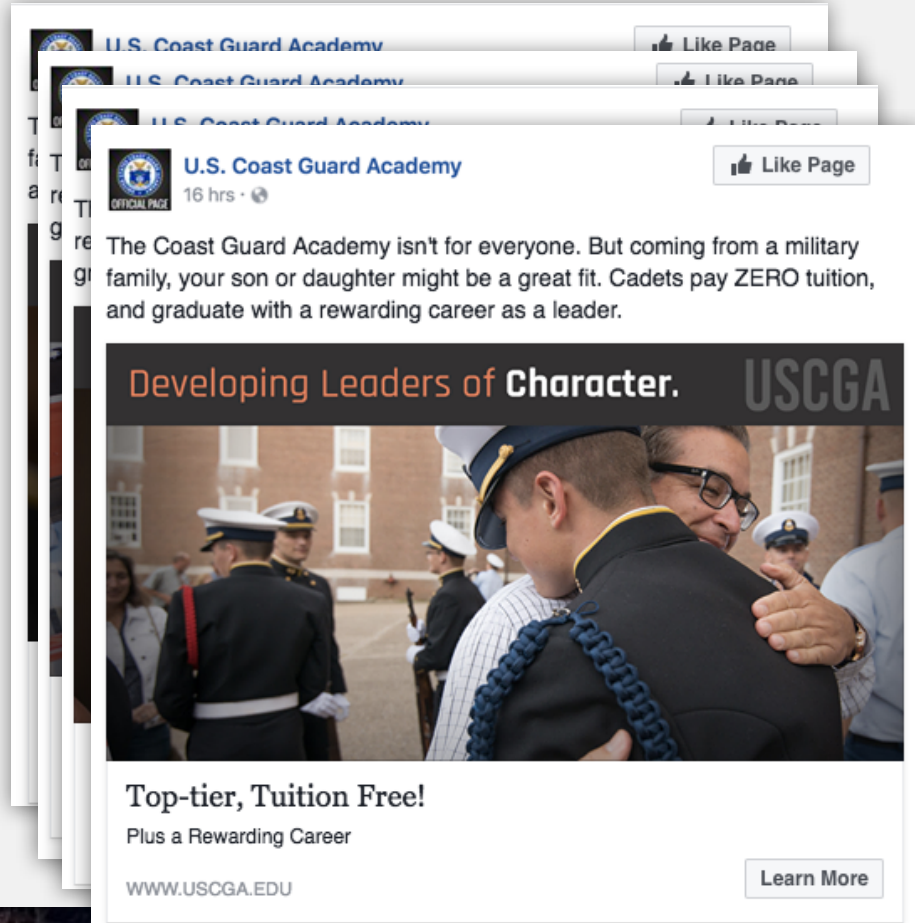
UNITED STATES COAST GUARD ACADEMY



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> Guaranteed Career

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U.S. Coast Guard Academy

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16 hrs · 🌐

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The screenshot displays the United States Coast Guard Academy website. The header features the academy's logo and a collage of images showing students and faculty. A navigation menu on the left includes links to 'Home', 'AIM: HS Junior Program', 'Visit Us', 'Electrical Engineering', 'Sailing (W)', 'Music', and 'Why Coast Guard Academy?'. Below the menu is a profile for Aaron Corn, LTJG, Admission Officer for Amanda Porraspita, with contact information: 860-625-2205 and Aaron.C.Corn@uscga.edu. A 'Tweets by @USCGAcademy' section shows a tweet from CGA Bears (@CoastGuardBears) mentioning Freshman Riley McNulty. The main content area features a large image of two students working on a project, followed by a 'Cadet Blogs' section. The blog post, titled 'Amanda, Welcome Back!', is by William Glick, posted on 3/29/17. The blog text discusses the challenges and rewards of attending the academy, including rigorous academic and physical training, and the importance of teamwork and discipline. The footer includes a Twitter hashtag #Enro and a Paskill Stapleton & Lord logo.

Home : United States Coast Guard Academy

wschmidt@psand...

amandaporraspita.cgaadmission.com/landing

UNITED STATES COAST GUARD ACADEMY

Home

AIM: HS Junior Program

Visit Us

Electrical Engineering

Sailing (W)

Music

Why Coast Guard Academy?

Aaron Corn, LTJG
Admission Officer for Amanda Porraspita
860-625-2205
Aaron.C.Corn@uscga.edu

f t y

Tweets by @USCGAcademy

Coast Guard Academy Retweeted

CGA Bears @CoastGuardBears

Freshman Riley McNulty of @CGA_MLAX named CGASPORTS.COM Athlete of the Week. #gocgabears

bit.ly/2nV9d1C

Coast Guard Academy @USCGAcademy

#gocgabears

Coast Guard Academy @USCGAcademy

amandaporraspita.cgaadmission.com/student_organizations

Amanda, Welcome Back!

We're pleased that you want to learn more about the U.S. Coast Guard Academy and how it transforms people just like you. You may already know a little about us but here is what you need to know about the U.S. Coast Guard Academy:

It's challenging.

The Academy is a highly-selective academically rigorous, professional college.

We offer an unrivaled four-year experience that integrates a renowned technical education, professional training for our service, competitive athletics and exciting extra-curriculars. All cadets study mathematics, science, nautical science, engineering and liberal arts. There are no "easy" majors, and all cadets are expected to finish in four years.

Graduate and you receive both a Bachelor of Science degree and a commission as an officer in the U.S. Coast Guard.

It's physical.

Rigorous physical training is crucial to the Coast Guard mission of service above self. It's part of daily life at the Academy.

One of the more time-intensive activities for cadets is the pursuit of sports. The Academy has an active campus culture with an emphasis on academics, professional training, character development and physical health and wellness.

It's military.

We are a military community united by a humanitarian mission. That sets us apart from America's other military Academies. Understanding and embracing the "Guardian Ethos" is an integral part of your professional development at the Coast Guard Academy.

Coast Guard cadets have a very different experience than students at a civilian college. The week allowed me to grow in faith as well as physical and endurance. The engineering project required a great deal

Cadet Blogs

Blog by William Glick, posted on 3/29/17

High school teachers helping students through the college admissions process often tell students to take campus, food, living arrangements, and amenities into consideration before they apply. Now, this shouldn't be the deciding factor for you if you are trying to decide to come to the CGA, but sure, it plays a part. Having done a year of college before coming to CGA, I can definitely give you a good comparison of the differences.

In terms of living arrangements, most cadet rooms are doubles. The rooms are relatively small and must be kept in good order at all times. You can only room with the same gender and the same class (i.e., freshmen must room with freshmen). Also, you will be living "on campus" the whole time you are here. Things need to be stowed, folded, and clean just about at all time. We will have Formal Room and Wing inspections roughly once per month. You can only have two personal shelves with your effects on it, and one picture can be hung (24"x24" max). When I did ROTC and lived in a dorm back in 2012, I could leave my room however I wanted—room inspections and constant order was not part of that military experience. We typically have a quick room inspection at least once daily.

The food here is actually much better compared to the colleges that I attended and visited long ago. At state college, most students will purchase a meal plan, which allows them to eat for a certain set number of meals per week. The food here at the CGA is made available in the cadet wardroom, or cafeteria. All cadets receive pay, and the expense for food is automatically deducted

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U.S. Coast Guard

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USCGA Search

February 6 to April 1

	New Junior Inquiries			New Sophomore Inquiries		
	2016	2017	% Change	2016	2017	% Change
All	1,501	2,591	73.0%	286	596	108.0%
Under-represented Minorities	345	440	28.0%	111	179	61.0%

USCGA Search

February 6 to April 1

	AIM Applications			AIM App Complete Rate		
	2016	2017	% Change	2016	2017	% Change
All	854	1,776	108.0%	59.0%	73.0%	24.0%
Under-represented Minorities	165	215	30.0%	62.0%	78.0%	25.0%

Microsite



- Small Scale
- Single Audience
- Focused Message
- Direct Action
- Only The Information They Want
- Cost Efficient
- SEO + Analytics Benefits

Landing Page

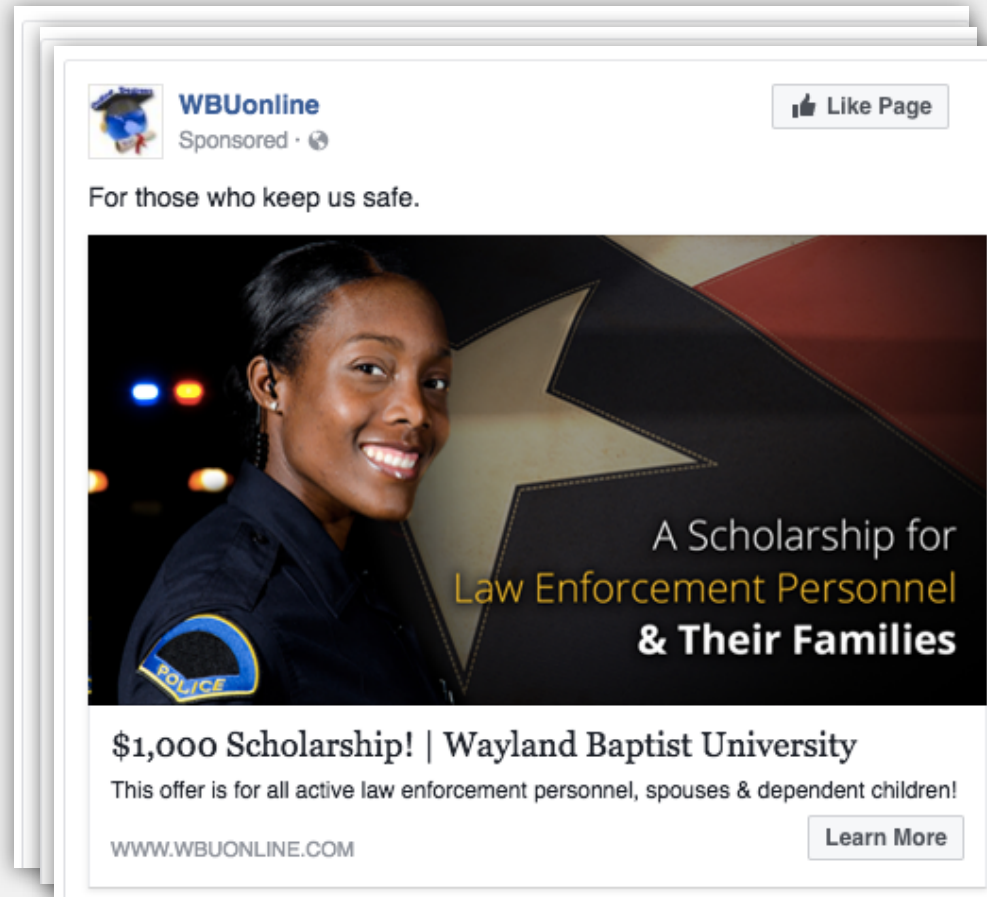


- Single Scrolling Page
- Single Audience
- Focused Message
- Over Call-to-Action
- Program Specific Detail
- Cost Efficient
- SEO + Analytics Benefits



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The screenshot shows an email interface with a dark sidebar on the left. The sidebar includes a 'COMPOSE' button, an 'Inbox (2)' section with links to 'Starred', 'Sent Mail', 'Drafts', and 'More', a quote icon, and a 'Sign in' button. Below the sign-in button, it says 'Signing in will sign you into Hangouts across Google' with a 'Learn more' link. The main email area displays an email from 'Wayland Baptist University' with the subject '\$1,000 Law Enforcement Scholarship'. The email content features a large graphic with the university's logo and the text: 'A Scholarship for All Active Law Enforcement Personnel & Their Families', '\$1,000 Guaranteed Scholarship Every Term - Register Now for Summer Term!', and a 'LEARN MORE' button. Below the graphic, the text reads: 'Wayland Baptist University's Law Enforcement Scholarship And Academic Program', 'An Exceptional Opportunity To Earn Your Degree', and a paragraph about the scholarship program. At the bottom of the email, it says 'The scholarship program provides full-time students in any of WBU's undergraduate or'.

Mail ▾

23 of 2,696

COMPOSE

Inbox (2)
Starred
Sent Mail
Drafts
More ▾


Sign in

Signing in will sign you into Hangouts across Google
[Learn more](#)

\$1,000 Law Enforcement Scholarship Inbox x

Wayland Baptist University <Postmaster@broadcastsavings.com> Apr 18 (1 day ago) ☆

to me ▾

 **WAYLAND**
BAPTIST UNIVERSITY

A Scholarship for All Active Law Enforcement Personnel & Their Families

\$1,000 Guaranteed Scholarship Every Term - Register Now for Summer Term!

[LEARN MORE](#)

Wayland Baptist University's Law Enforcement Scholarship And Academic Program

An Exceptional Opportunity To Earn Your Degree

This special scholarship program is for all law enforcement personnel and their families pursuing an Associate's, Bachelor's or Master's degree. Degree programs are available fully online, at our 14 extension campuses, or at our main campus in Planview, TX.

The scholarship program provides full-time students in any of WBU's undergraduate or



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& LORD

Law Enforcement Campaign Results:

- New campaign that started 4.10.17
- 7,100 click throughs to microsite
- 80 goals completed
- 23 applications



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TIP 5: Create Content

- Content feeds the beast!
- Content that speaks to prospective students
- Share the content via the channels they use
- Measure the results
- Students for content creation

Takeaways:

- Build a plan - is your plan properly segmented and using proper analytics
- Invest time in internal marketing, create a buzz
- Better manage your advertising and media - checks and balances to support enrollment marketing
- Utilize a variety of channels
- Make time to create and analyze effectiveness, don't just establish KPIs, but measure against KPIs
- Create content, content and more content



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Q&A



Enrollment Marketing
for Higher Education

Thank you

Paskill Stapleton & Lord

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