LEADS360 CCA Career College Association SAINT LEO UNIVERSITY Greenwood & Hall Relationship Management Solutions

A "New School" Approach to Successful Enrollment:

Secrets for Winning in the Online World

Presenters:

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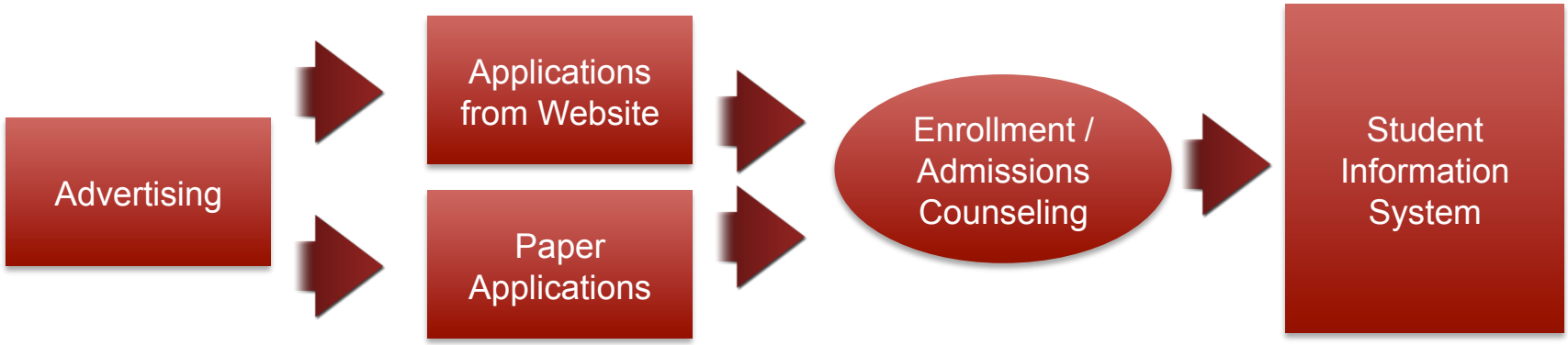
- Brad Johnson, EVP Strategic Relationships, Greenwood & Hall, enrollment management support for Saint Leo University

Current Landscape:

- Rapid growth of non-traditional student programs the last 20 years
  - 15-20% online enrollment increase over the past several years: 1.2% overall student population growth during same period
  - 1:4 students take at least one online course today: 1:10 in 2002
- Obama's Goal: World's largest share of college graduates by 2020
  - Many more adults will need to be served
  - Not enough capacity in traditional college system
- Successful outcomes will become even more important
  - Completion/Graduation, Gainful Employment
  - Efficient Enrollment Management Process including Retention

What does an “old school” enrollment process look like?



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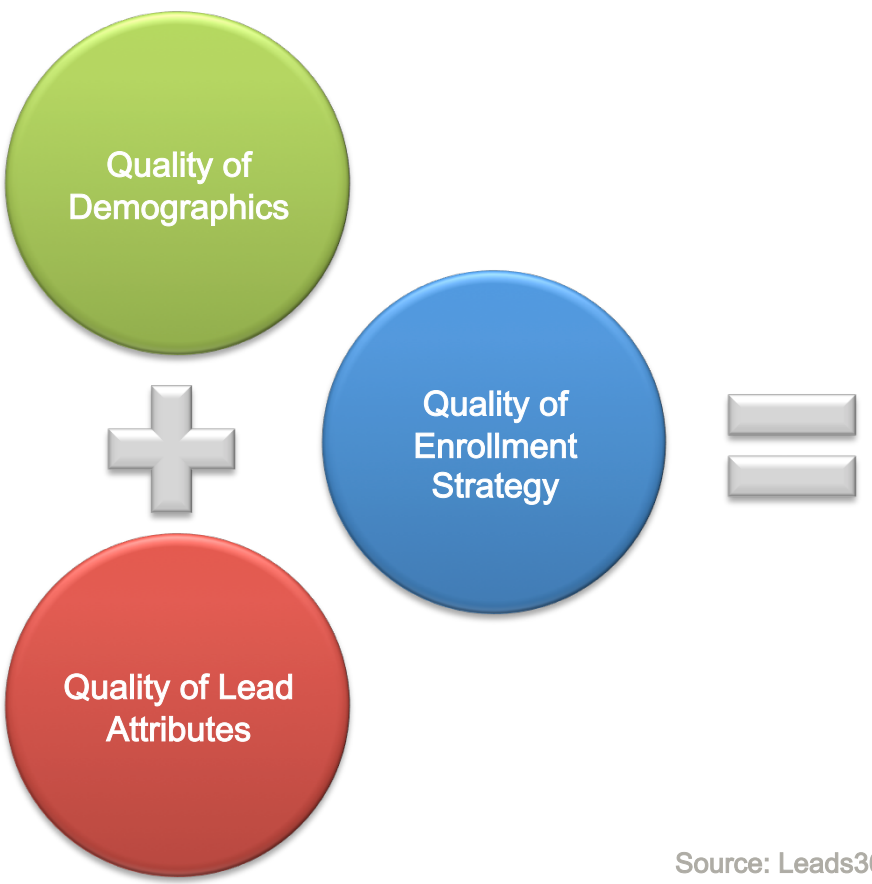
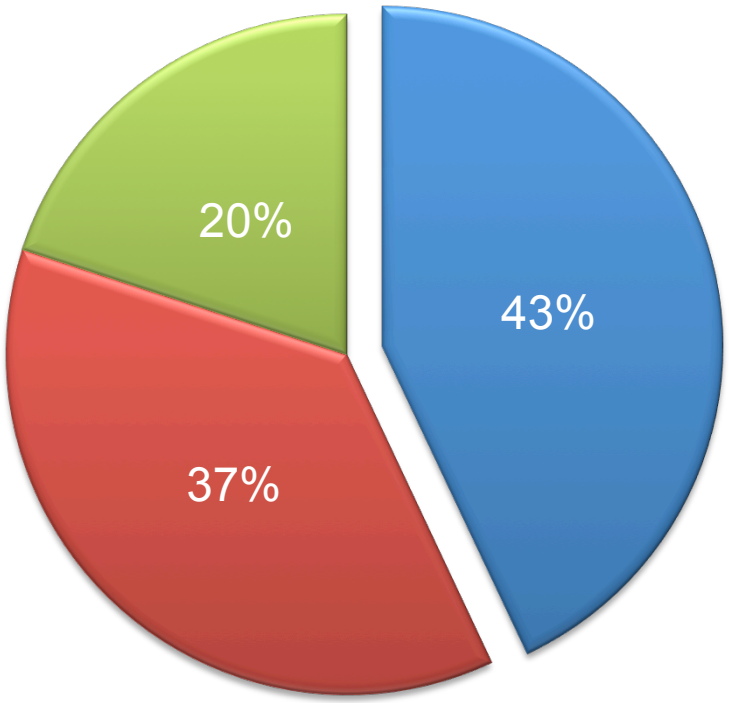
What does a "new school" enrollment process look like?

Q: Why is your enrollment strategy a crucial component for success?

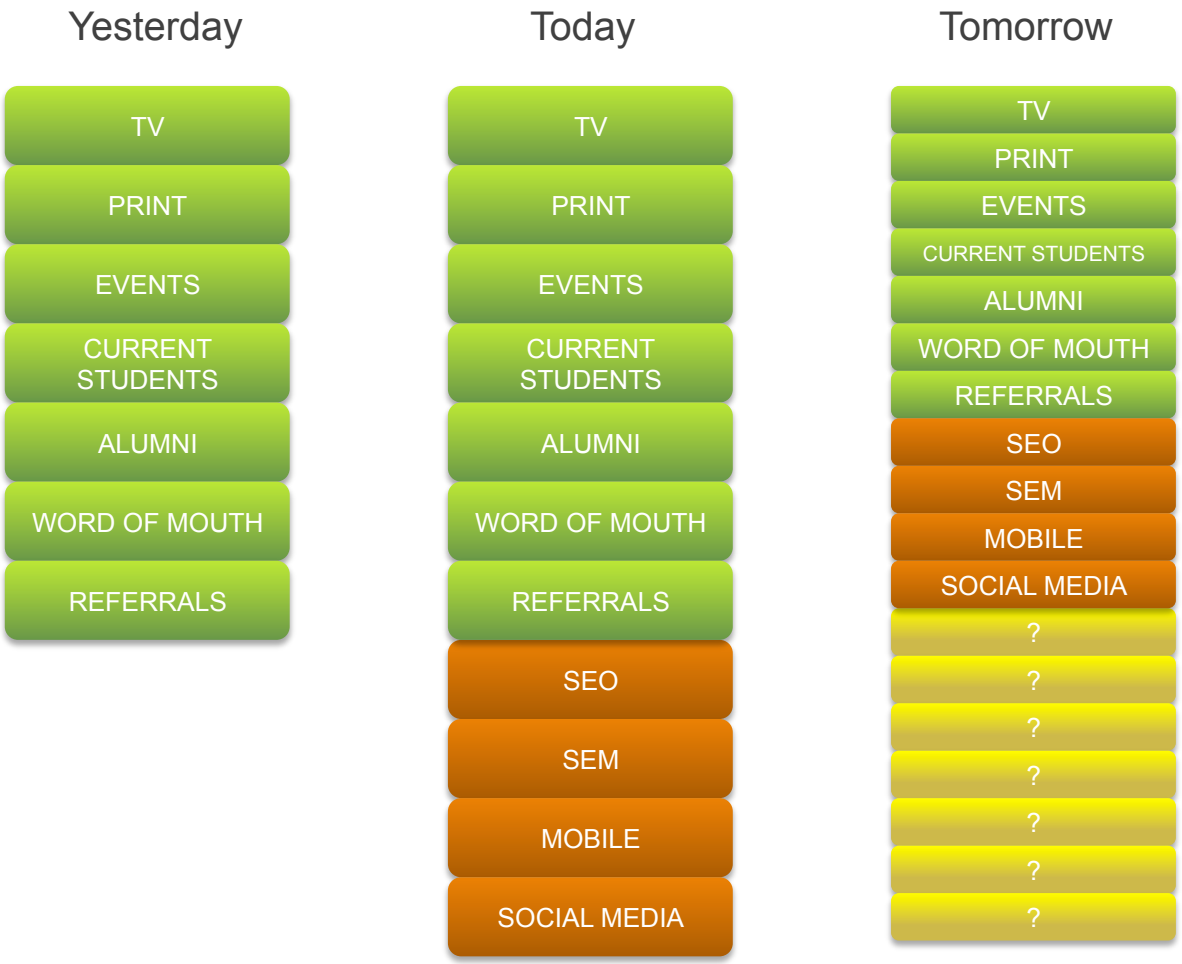
A: A best practices enrollment strategy ensures that schools are able to enroll more prospective students by focusing on the **three drives of successful lead conversion.**





Source: Leads360 Data

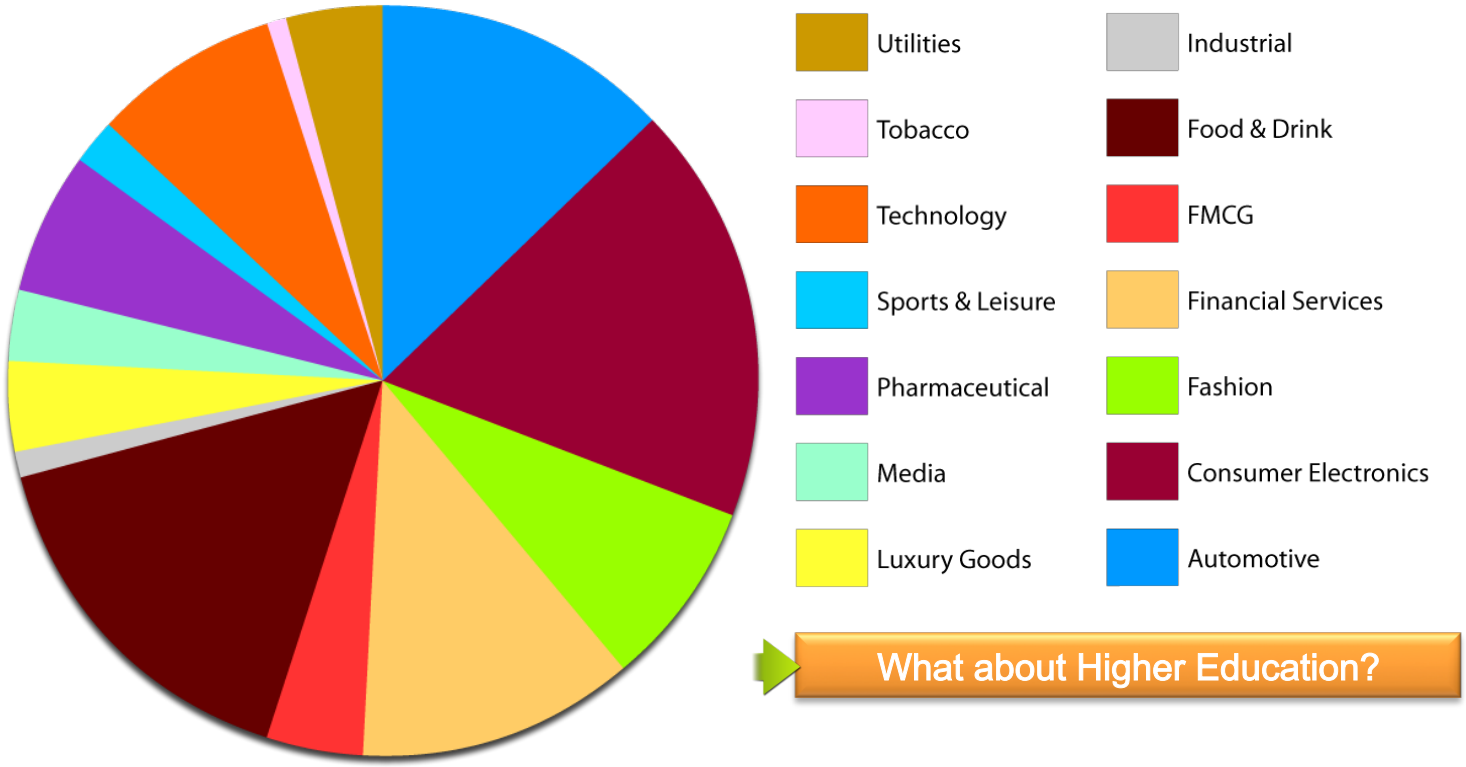
1. Combine new and traditional ways of generating leads



2. Include social media in the recruitment mix

School brands have not yet mastered social media

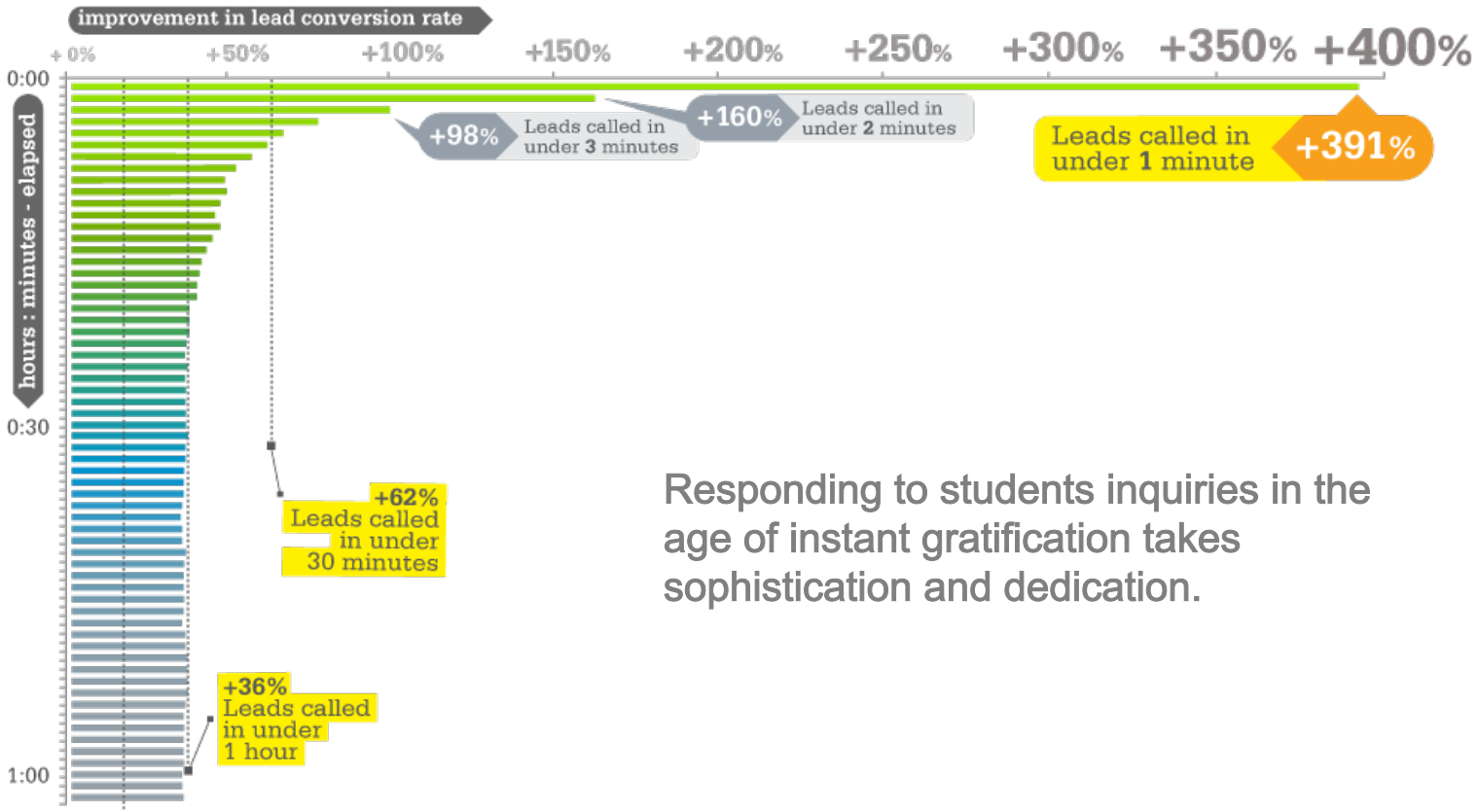
Breakdown of brand share of voice by industry sector



What about Higher Education?

Source: Social Whisperer / Immediate Future "Top Brands In Social Media Report"

3. Contact leads faster and more consistently



Responding to students inquiries in the age of instant gratification takes sophistication and dedication.

Source: Leads360 Data

Best Practice	Advantage	Industry Practice
Speed-to-call	✓Calling a lead within **60** seconds increases chances of conversion by **391%** ✓Calling a lead within **120** seconds increases your chances of conversion by over **2.8x**	✓Only **1%** of leads get called in the first **60 seconds** ✓Only **4%** of leads get called in the first **120** seconds
Number of calls	✓Calling a lead **5-6** times gets you close to theoretical maximum possible Contact & Conversion Rates	✓**48%** of leads **never** get a 2nd call
Time between call attempts	✓There are **certain specific time periods** where the chances of Contacting and Converting the lead are highest	✓Only **7%** of all leads are called during those times
Lead creation time& day	✓Calling a lead between 4 – 10 pm has a **41%**better chance of converting (for leads called within 30 mins) ✓Calling a Sat lead the same day has a **58%**better chance of converting	✓Only **11%** of all leads get called between 4 – 10 pm (for leads called within 30 mins) ✓Only **32%** of all Sat leads get called on the same day
Nurturing campaign	✓A lead that goes into Nurture status has a **54%**better chance of converting if it is sent at least **2-4** nurture emails ✓The effectiveness of nurture emails decreases after the **4th**email	✓**75%**of all leads that went into Nurture never received a single nurture email

Source: Leads360 Data

4. To recruit successfully, you must stress quality and process

A lead contacted within 5 minutes converts 22x more often than one contacted after 30 minutes.

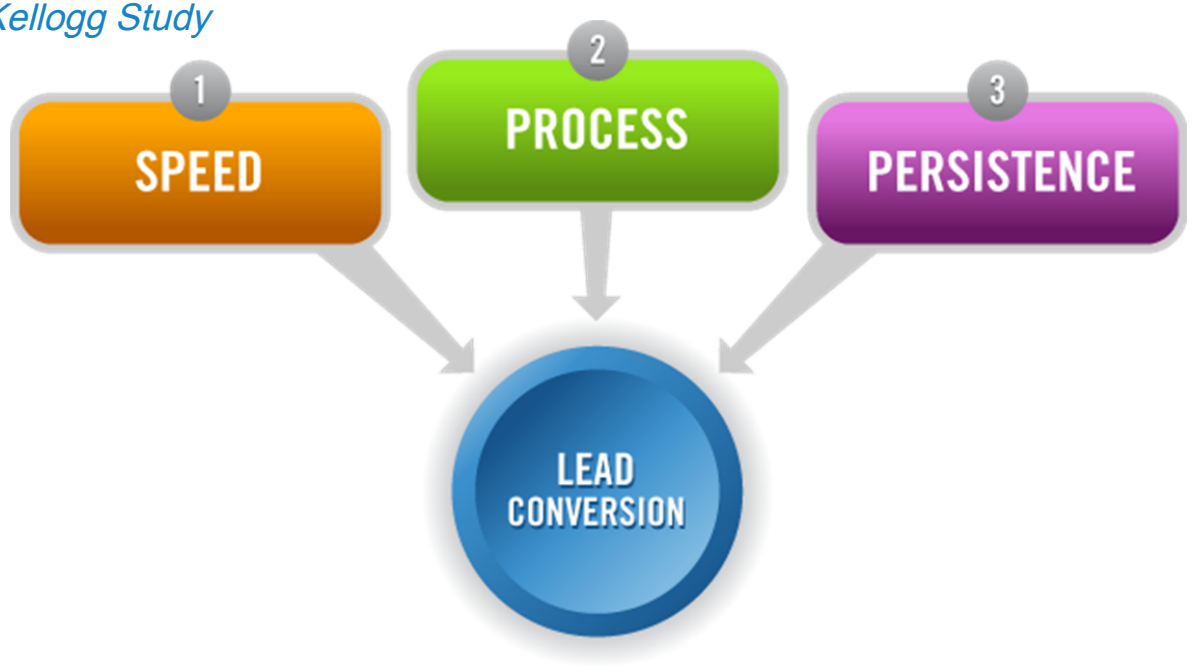
- MIT/Kellogg Study

Lead conversion is determined 57% by lead quality and 43% by sales process.

- Leads360 Research

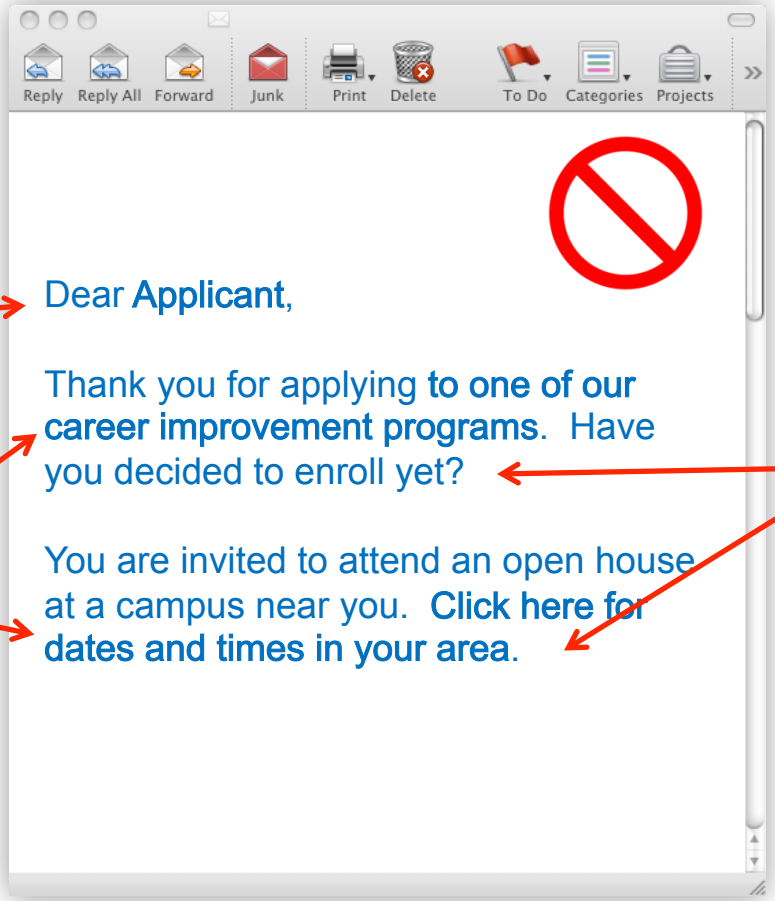
For contactable leads, there is a 93% chance of making contact after 6 attempts versus only 39% on the first attempt.

- Leads360 Research



5. Nurture every lead with relevant, personalized information at the right time

Leads are prospective students not just data points with email addresses.



(not personal)

(not relevant)

(not timely)

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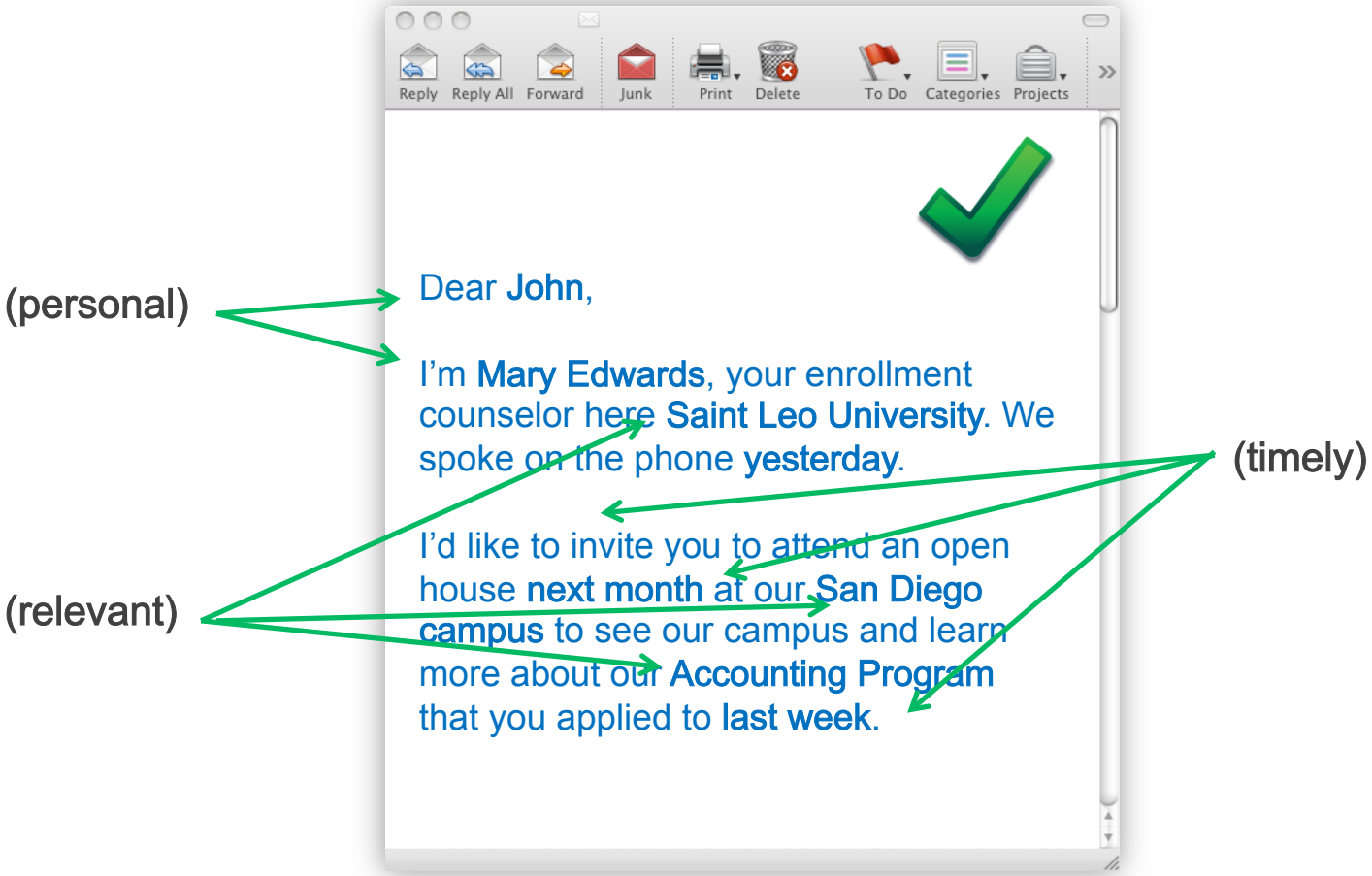

Checklist for re-inventing the recruiting & enrollment management process

- ✓ Evaluate current sales and marketing strengths and weaknesses
- ✓ Decide on a co-sourced vs. in-house marketing approach, or a blend of both
- ✓ Determine the blend of traditional and new marketing approaches that works best for your institution *and* your marketplace
- ✓ Consider ways to work new lead sources effectively into your marketing mix
- ✓ Incorporate competitive response plan that focuses on consumer experience

(continued)

- ✓ Establish enrollment processes that motivate prospective students to graduate and beyond
- ✓ Implement an automated solution for nurturing leads during the enrollment process to help increase conversion rate
- ✓ Examine whether your lead management process is sufficiently transparent to provide insight into the quality of leads and their likelihood to convert
- ✓ Implement a system that allows you to monitor the performance of all marketing sources and enrollment personnel

Questions?

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