

WINNING ENROLLMENT MARKETING STRATEGIES

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Manhattanville College
Associate Consultant, Noel-Levitz

AGENDA

Introduction

Benchmarks

Research

4P's of Marketing

Campaigns & Cool Ideas



INTRODUCTION

VP Enrollment Management
OR
VP Sales & Marketing



MARKETING HIGHER EDUCATION



WHAT CAN MARKETING DO?

And what can't it do?

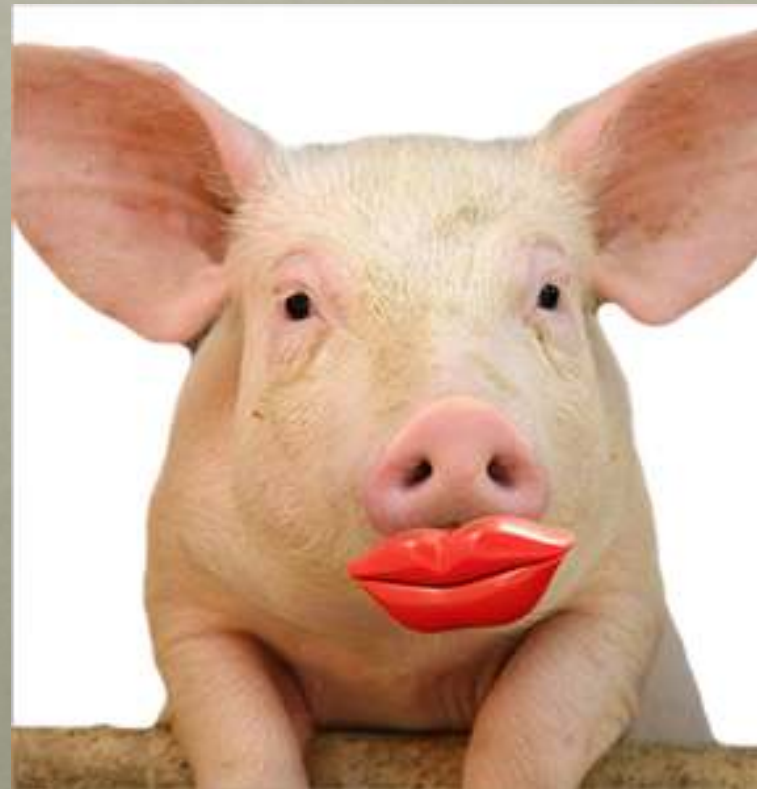


MARKETING HAS POWER

Ice cream, Rainbows
and Unicorns



Lipstick on a Pig



TO SHINE A LIGHT OR GIVE AN ORGANIZATION TIME

Expose Hidden Gem



Buy Time



TOP QUESTIONS

- What do we spend to market our college? Is it enough?
- What do you think of this new program?
- Who are our competitors?
- What are you doing to market my program?
- Why don't we start a summer camp?
- And the infamous: Why can't we increase quality/decrease discount/enroll more students?

BENCHMARKS



FIRST THINGS FIRST

☐ ~~Fast~~

MORE

☐ Cheap

☐ ~~Good~~

BETTER

Pick any two.

MARKETING/RECRUITMENT PLANNING

Survey Items	Percent of respondents in agreement					
	Four-year private		Four-year public		Two-year public	
	Yes	Yes and it's of good or excellent quality*	Yes	Yes and it's of good or excellent quality*	Yes	Yes and it's of good or excellent quality*
My institution has a written, long-range (at least three-year) strategic enrollment plan	69.5%	41.3%	64.6%	52.3%	61.4%	18.2%
My institution has a written annual marketing plan	75.9%	38.0%	64.6%	29.2%	65.1%	23.3%
My institution has a written annual recruitment plan	83.7%	54.2%	81.5%	56.9%	70.5%	34.1%
My institution has a written annual integrated recruitment/marketing plan	64.4%	35.6%	61.5%	26.2%	48.8%	23.3%
My institution regularly evaluates the effectiveness of marketing and recruitment strategies and tactics and makes changes accordingly	93.3%	52.1%	84.1%	46.0%	84.1%	31.8%
My institution has a standing, campuswide committee that addresses coordinated marketing and recruitment planning and implementation across all units	48.8%	21.1%	55.4%	21.5%	59.1%	15.9%

COST OF RECRUITMENT

Table 2: Cost to recruit a single undergraduate student in 2011 by enrollment size for four-year institutions and by percentile for all sectors

Percentile	Four-Year Private Institutions				Four-Year Public Institutions				Two-Year Public Institutions*
	Overall	Smallest third in enrollment size	Middle third in enrollment size	Largest third in enrollment size	Overall	Smallest third in enrollment size	Middle third in enrollment size	Largest third in enrollment size	Overall
25th percentile	\$1,364	\$1,761	\$1,368	\$1,234	\$342	\$406	\$306	\$347	\$37
Median	\$2,185	\$2,351	\$2,304	\$1,781	\$457	\$552	\$521	\$402	\$108
75th percentile	\$3,172	\$3,519	\$2,975	\$2,964	\$642	\$799	\$771	\$542	\$313



ARE YOU BUYING ENOUGH NAMES?

Use of Purchased Names (Yes/No) and Name Volume If Purchased	Four-year private	Four-year public	Two-year public
Yes, we purchase or acquire high school students' names	90.5%	86.2%	29.5%
Median volume of names purchased	70,000	40,000	8,000
25th percentile—volume of names purchased	29,500	15,000	3,900
75th percentile—volume of names purchased	117,750	80,000	19,000

WHAT IS MOST EFFECTIVE?

Open house

Campus visit days

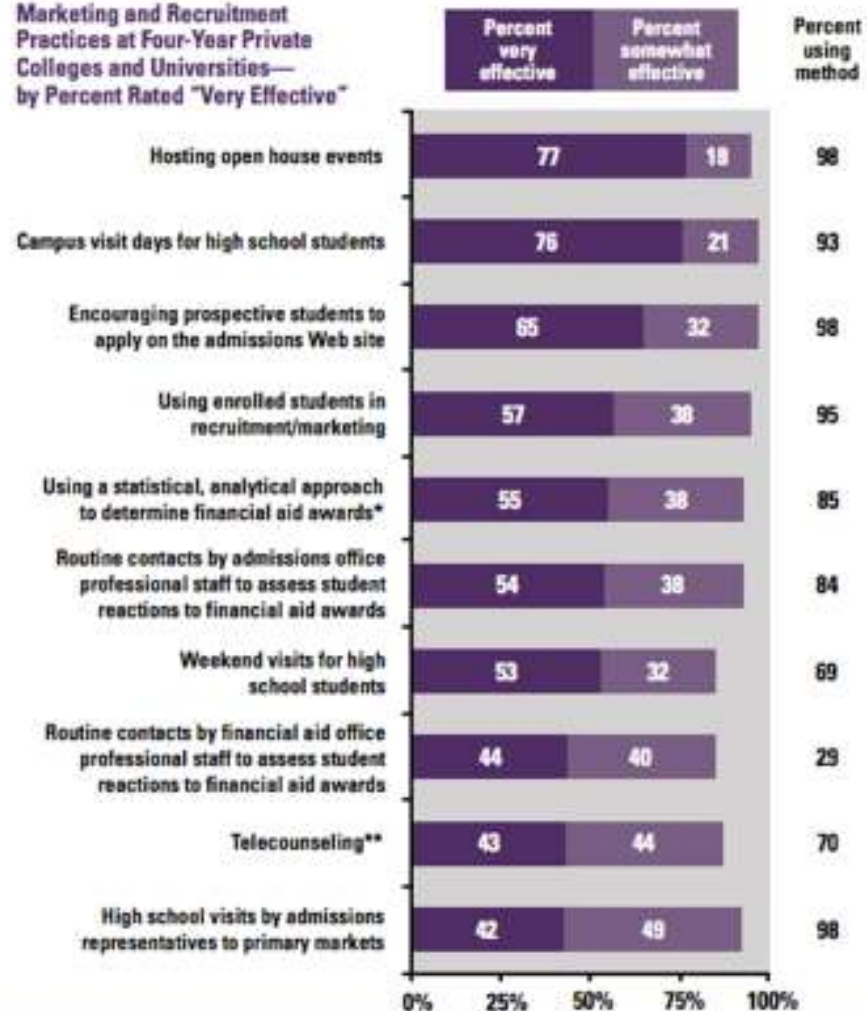
Encouraging applications online

Utilizing student
workers/telecounseling

Financial aid leveraging/w follow up

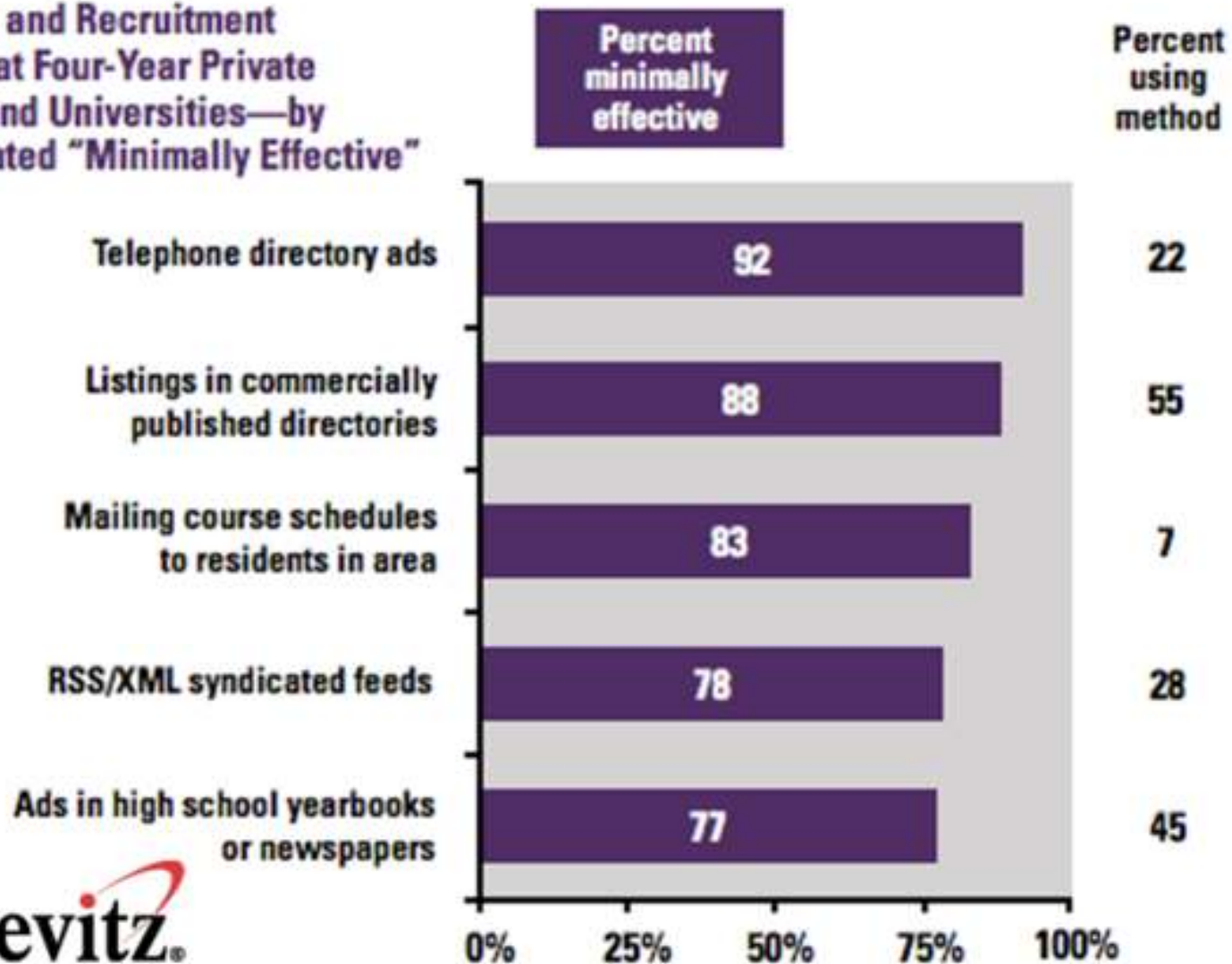
High school visits

Marketing and Recruitment Practices at Four-Year Private Colleges and Universities—by Percent Rated "Very Effective"



STOP DOING THIS!

Marketing and Recruitment Practices at Four-Year Private Colleges and Universities—by Percent Rated “Minimally Effective”



EMERGING OPPORTUNITIES

Five least-used practices at four-year private institutions

Marketing and Recruitment Practices at Four-Year Private Colleges and Universities—by Lowest Percent Using Method	Percent using method
Online career interest survey	7.2%
Mailing course schedules to residents in area	7.4%
Podcasting	12.6%
Mobile apps	16.9%
Recruiting through social service agencies	19.8%

RESEARCH



WHO IS THE COMPETITOR?

NOT A WISH LIST!

- WE KNOW WHO OUR COMPETITORS ARE:
 - FAFSA FILERS (BY RANK)
 - NATIONAL CLEARNINGHOUSE DATA (BY MAJOR)
 - COLLEGEBOARD CROSS-APPS (GEO-MARKETS, ACADEMIC RANKING, ETC)

Competition by Average SAT Combined Scores of Overlap

The colleges with which you have the largest number of SAT score senders in common, listed by average SAT Combined Scores CR+M (AVG) of the overlap students on page 1, and SAT Combined Scores CR+M+W (AVG) of the overlap students on page 2. Boldfaced institutions are your top ten competitors in terms of overlap. In addition, the blue square indicates the national average.

2011

AVERAGE SAT CR+M+W OF OVERLAP

Competitor's Average SAT CR+M+W		200	400	600	800	1000	1200	1400	1600	Change since 2010
1	Boston U	1652								nc
2	New York U	1639								-10
3	Northeastern U	1618								-25
4	Ithaca Coll	1585								-49
5	Fordham U	1584								+3
6	Syracuse U	1583								+31
7	Drexel U	1582								-36
8	Marist Coll	1559								+22
9	SUNY-Binghamton	1557								-26
10	Quinnipiac U	1545								-14
11	Hofstra U	1533								-4
12	SUNY-Stony Brook	1532								-38
13	SUNY-New Paltz	1521								-27
14	SUNY-Purchase	1518								-37
15	*** Manhattanville Coll ***	1518								-17
16	Marymount Manhattan Coll	1516								-12
17	SUNY-Oneonta	1511								-22
18	Adelphi U	1510								+35
19	Sacred Heart U	1509								-13
20	U Rhode Island	1506								+13
21	SUNY-Cortland	1505								+12
22	Saint John's U	1498								+14
23	SUNY-Albany	1493								-31
24	CUNY-Hunter Coll	1491								-30
25	Pace U-NYC	1486								-20
26	Manhattan Coll	1469								-33
27	Long Island U-C W Post	1456								+19
28	Iona Coll	1454								-7
29	Pace U-Pleasantville	1450								-9
30	Coll Mt Saint Vincent	1427								+24
31	City U New York	1414								-4

COMPLETE COMPETITIVE ANALYSIS



COLLEGE Navigator

English [Español](#) [About](#)

Name of School

Type name of school here

States (use map for more than 1 state)

No Preference

Alabama

Alaska

Arizona

Use Map



ZIP Code

Miles from

Programs/Majors

0 Items Selected



Browse for
Programs

Level of Award ?

☐ Certificate

☐ Associate's

☐ Bachelor's

☐ Advanced

Institution Type ?

☐ Public

☐ 4-year

☐ Private non-profit

☐ 2-year

☐ Private for-profit

☐ < 2-year

[MORE SEARCH OPTIONS](#)



Show Results



[Guide Me](#) | [Clear Search](#)

Find the right college for you



Guide Me

- » Refine your search with *More Search Options* to select additional search criteria.
- » Build a list of schools using *My Favorites* for side-by-side comparisons.
- » Pinpoint school locations with an *interactive map*.
- » Export search results into a *spreadsheet*.
- » Save your session including search options and favorites.
- » [Add College Navigator](#) to your browser search bar.

[College Affordability and Transparency Center](#)



Browse lists of institutions with the highest and lowest tuition & fees and net price. [» GO](#)

ADDITIONAL RESOURCES

[Preparing for your Education](#)

Find out what you need to do to prepare for education beyond high school. [» GO](#)

[Financial Aid](#)

Apply for Federal Student Aid on FAFSA. [» GO](#)

[Careers](#)

Deciding on a career? Consult the *bls.gov* Occupational Outlook Handbook. [» GO](#)

The Competition



4 P'S OF MARKETING

Product

Price

Place

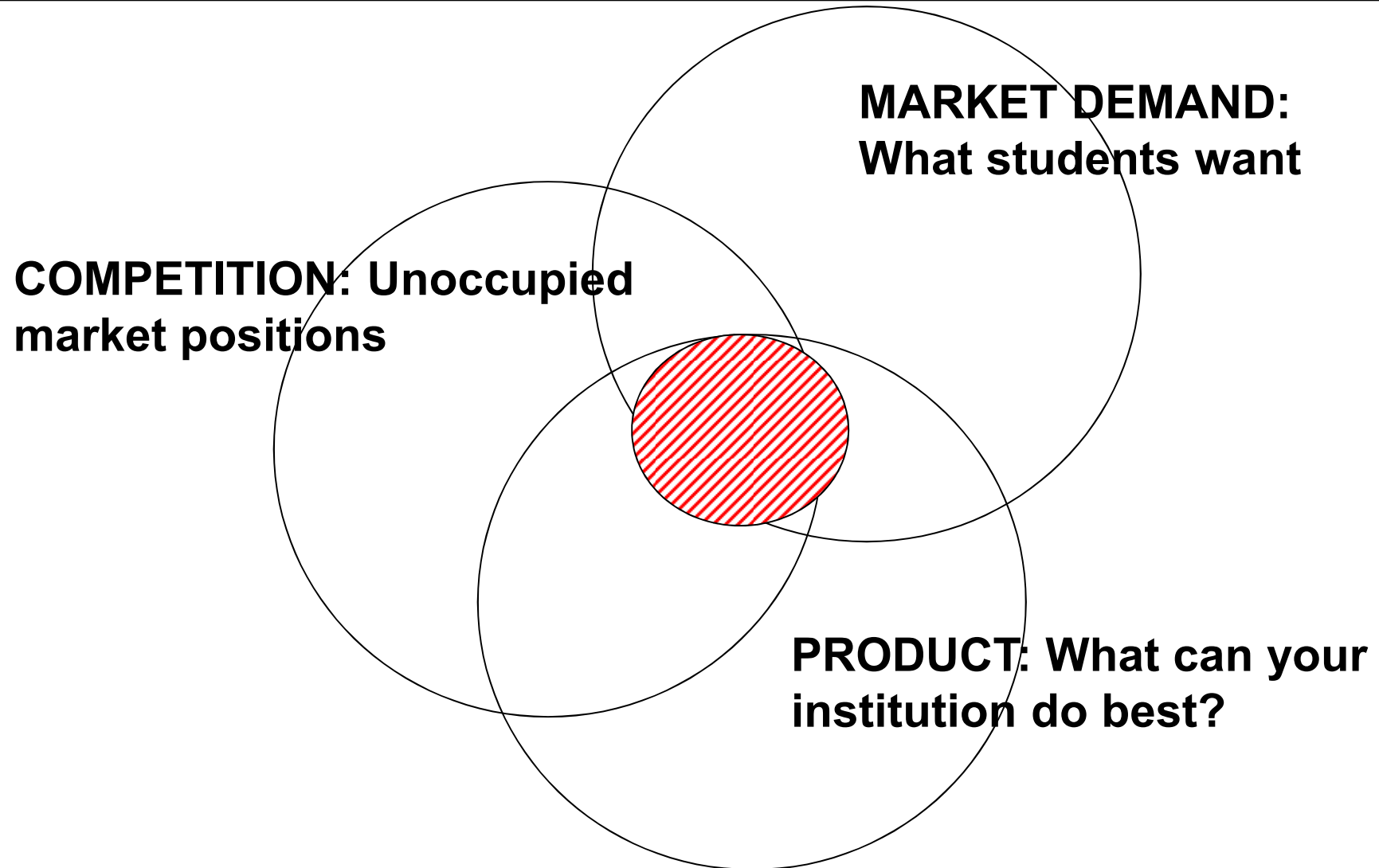
Promotion



PRODUCT



Understand where product, demand, and competition intersect in selecting new programs



NEW PRODUCT DEVELOPMENT

Selection of new programs requires an analysis of institutional and secondary data, market research, and a realistic assessment of institutional capability to deliver a high-quality program

“Greater than the sum of its parts...”



Evaluating New Opportunities

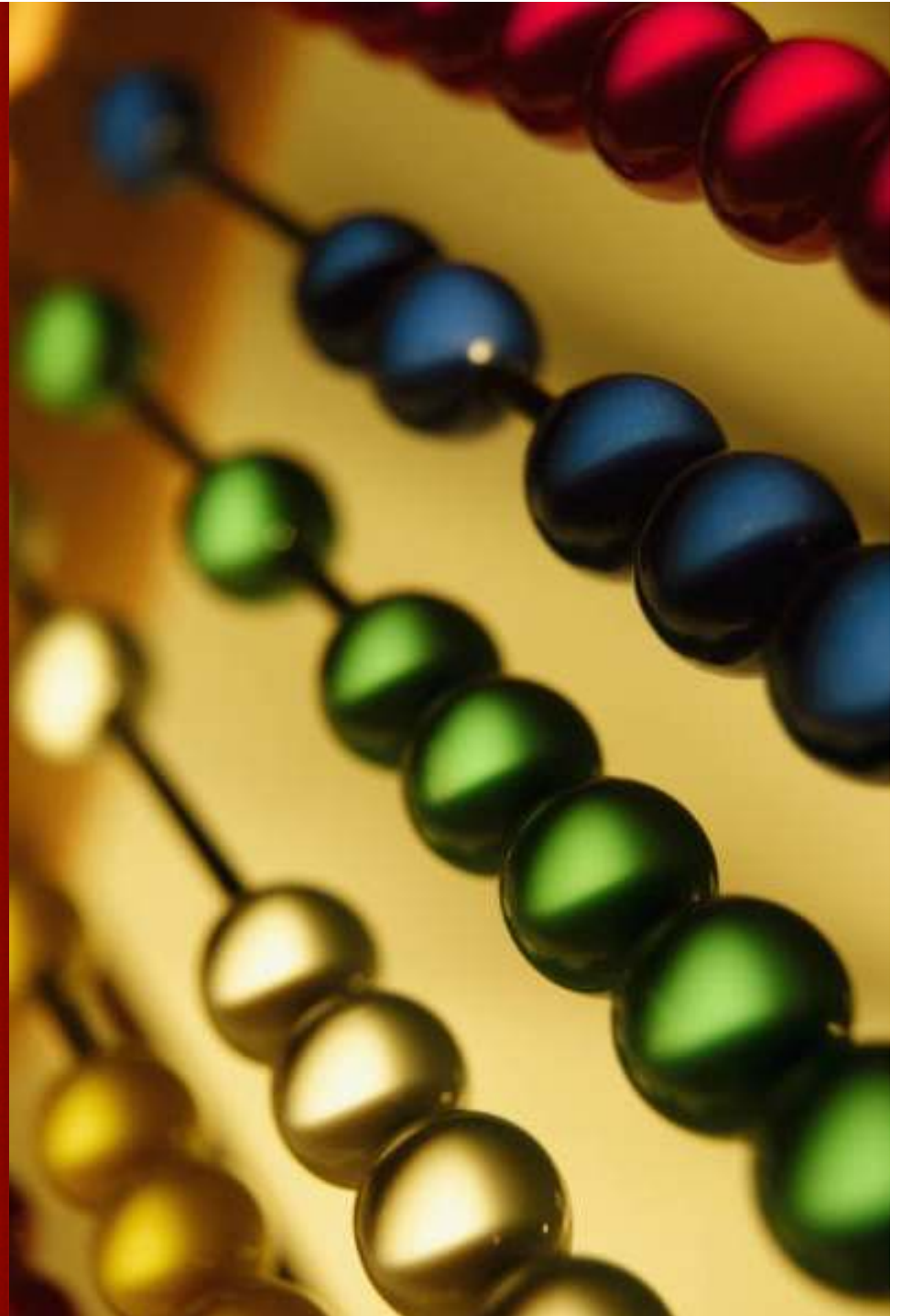
	Existing Programs/Services	New Programs/Services
Existing Markets	Market Penetration	Program Development
New Markets	Market Development	Diversification

PRICE

Discounting/Leveraging

Published Price

- Chivas Regal
- Bare Bones/Saturn



PLACE

Location, Location, Location

Online or Onsite

Big City/Rural Advantage

Study Abroad

Physical Facilities



PROMOTION

Marketing includes:

Communication plans

Agencies/Partners

Media buys

Visit strategies

Articulations

Travel management

Web

PR

Photography

Videos

Optimize every impression!



HELLO, MY NAME IS...



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IT'S ABOUT THE EXPERIENCE

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“IT’S ALL ABOUT THE
EXPERIENCE”







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[Leave Group](#)**Information**

Category:

Student Groups - Academic Groups

Description:

A place where HRTM & HRMT students of PSC can stay connected with Faculty and other Students.

Privacy Type:

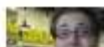
Closed: Limited public content.
Members can see all content.

Admins

- **Joe Conto** (Paul Smith's College) (creator)

Members

6 of 122 members

[See All](#)Courtney
PetkovsekAlexa
ReichelKarlie
Zurmuhlen**PSC Hospitality Students** [Wall](#)[Info](#)[Discussions](#)[Photos](#)[Video](#)[Events](#)

Attach:

[Share](#)

Lauren Beattie This study abroad opportunity is also my first time in Europe. It was also my first time on a plane so I've had a lot to experience so far. Learning Italian is so much fun!! Our teachers so far have been a joy to get to know. The weather has been kind of touch and go but there isn't any snow anymore. I can't wait for the warm weather to come!!!

Yesterday at 10:28am · [Comment](#) · [Like](#) · [Report](#)

Laura James It is officially the first week here in Italy, and we are having so much fun...Everyone here is so nice, and its so unbelievably beautiful. We love the town, and we are planning a trip to Florence, when we have a weekend free. Anyway, don't want to leave, I love it here... Hope all is well in the ADKS... :)

Yesterday at 8:25am · [Comment](#) · [Like](#) · [Report](#)

Laura James Also here is my link to my shutterfly account where I will be posting pictures from our trip...
ljames@shutterfly.com

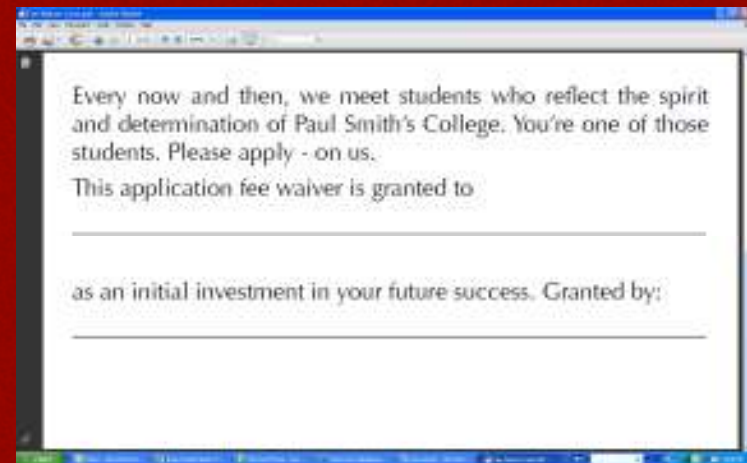
Yesterday at 8:43am · [Report](#)

Kae Lerch Hey ya'll! Just a little note from Italy! [: We have had a really great first week. We cant believe we've only been here 1 week! blows our minds! Make sure yall take this offer up! You'll be so glad you have!! I have attached a picture of a church. [: Enjoy!

**PSC Hospitality Students Photos**

APPLICATION FEE WAIVER

- Referral program
 - Alumni
 - Trustees





Adirondack Woodsmen's Training Camp

at Paul Smith's College

Powered by *STIHL*. Outfitted by *Carhartt*.



So you want to be a woodsman?

The Adirondack Woodsmen's Training Camp at Paul Smith's College offers you the opportunity to discover traditional skills of the north woods. Not only will you learn to build a fire without matches, or make your own canoe, you'll also master the skills of the competitive lumberjack- all while earning college credit!

Receive personalized instruction from professionals who will help you to build proficiency in the discipline of your choice- you may focus on speed chopping, axe-throwing, birling (log rolling in the water), sawing- or any combination that you choose. You'll also learn to secrets to making an axe truly razor sharp and how to keep your Stihl chainsaw in prime running order.



Learn the history of the Adirondack woodsman as you become an active part of the Adirondack landscape. Just what was it like to be an Adirondack woodsman in the late 19th century? You'll learn the answer to this and many other questions through a series of campfire lectures examining the historical roots of these hardy folks. To cap things off, your week of training will conclude with a competition that will crown the "Bull of the Woods" and award a custom-made racing axe!

See you in the Adirondacks...

GO TO MARKET STRATEGY

Marketing partners

Media partners

Graphic designers

In-house talent

Photographers

Videographers

Vendors

Making it all work together...







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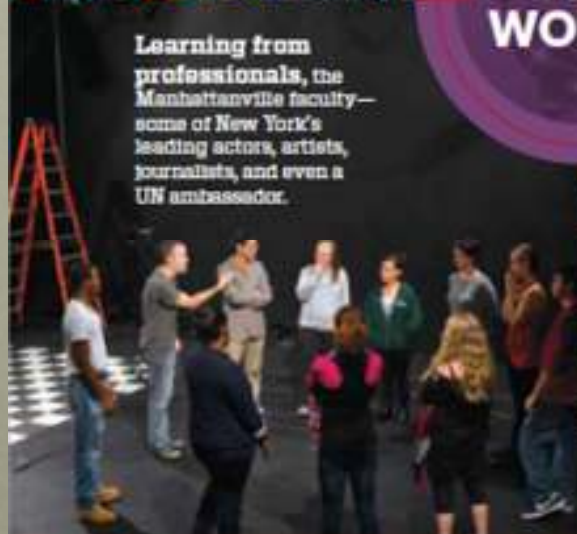


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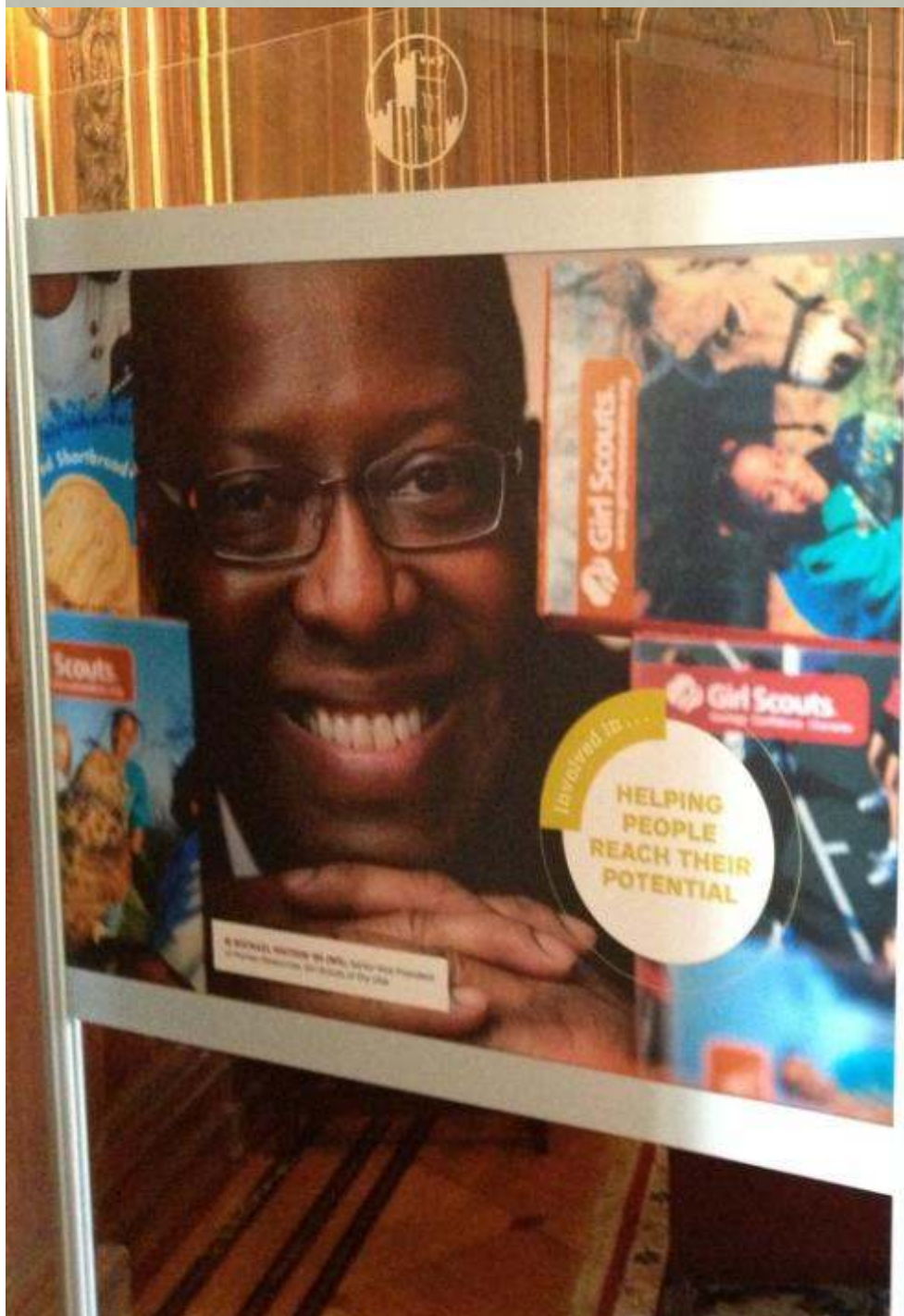
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COLLEGE



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Manhattanville College

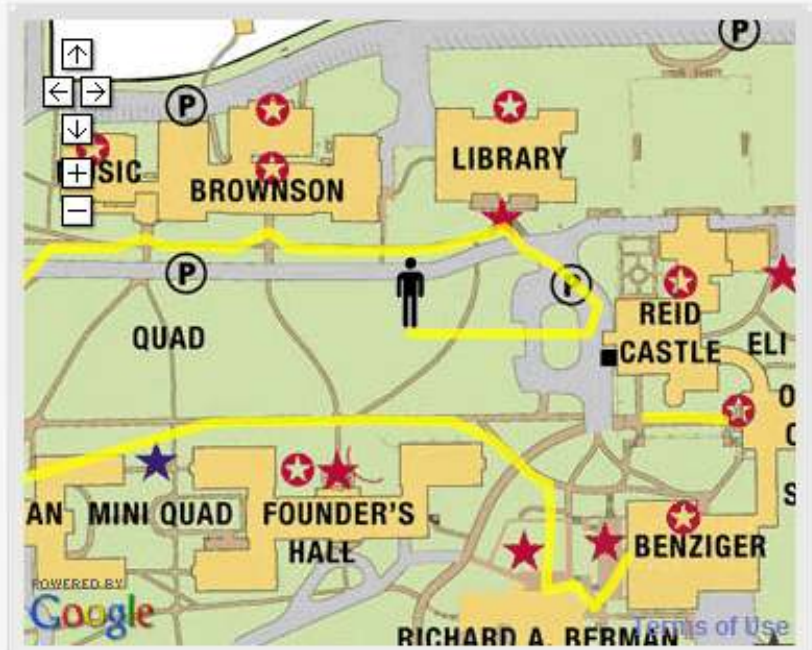
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Prev Stop

Walking to Reid Castle

Next Stop



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COOL STUFF I
HAVE TRIED
LATELY...





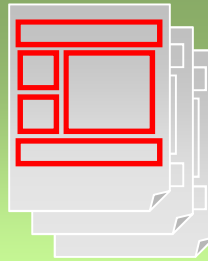
BEEF UP COMM PLAN WITH REPRINTS



How PAGEtorrent™ Works

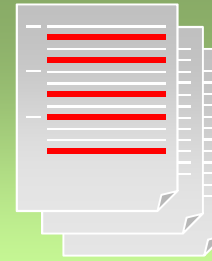
DEVELOP

Design & Code / Look & Feel
Content & Data Population
Configure Usage Rules



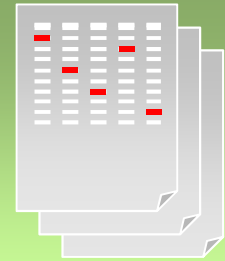
*Templates
& Artifacts*

+



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*Virtual
Table Data*

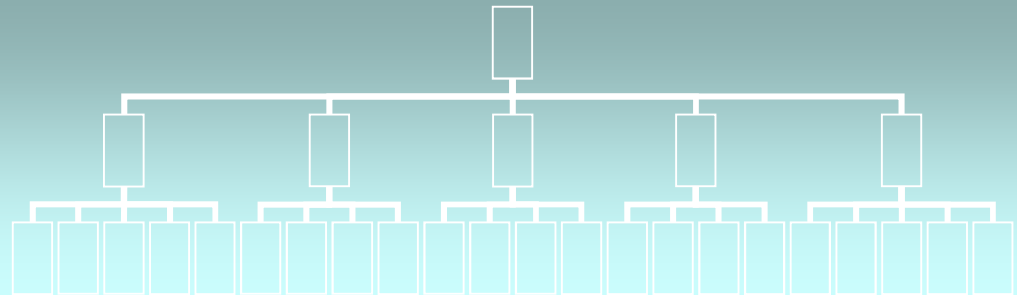
BUILD

Content Sequence Assignments
Markup Generation
Page Assembly



PUBLISH

Static Output
Intelligent Web Cache
Independent Rendering Instance





dual degree program fairfield county



Search

About 66,900 results (0.35 seconds)

Everything

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SKYPE AT NIGHT



YOUTUBE LIBRARY

The screenshot shows the YouTube interface for the Manhattanville College channel. At the top, the YouTube logo is on the left, a search bar in the center, and links for 'Browse', 'Movies', and 'Upload' on the right. The user 'kathyfitz1' is logged in. The channel header for 'Manhattanville College' includes a profile picture, the channel name, a 'Subscribe' button, and statistics: '19 subscribers' and '18,744 video views'. Below the header are tabs for 'Featured', 'Feed', and 'Videos', along with a 'Search Channel' bar. The main video player displays a video of Warda Z. Khan, a woman with dark hair, wearing a pink shirt and a dark blazer, sitting in a red armchair. A large play button is centered over the video. Below the video, the title 'Manhattanville College - Living the Valiant Way' is shown, along with 'by ManhattanvilleVideo 2 weeks ago' and '72 views'. To the right of the video player, the 'About Manhattanville College' section provides background information: 'Founded in 1841, Manhattanville College is a private, coeducational liberal arts college offering undergraduate and graduate degrees.' It also lists the website 'manhattanville.edu' and a dropdown menu for 'by ManhattanvilleVideo'. Below this is a table of channel statistics.

by ManhattanvilleVideo	
Latest Activity	Jul 13, 2012
Date Joined	Jul 18, 2011
Age	41
Country	United States

Featured Playlists

Uploaded videos



Why Manhattanville College?

Students and parents discuss why prospective st...



Academic Excellence at Manhattanvill...



Freshmen Advice

Graduating seniors and upper classmen give advi...



Social and Civic Action and Manhattan...

Students discuss their community service efforts ...



Diversity at Manhattanville College



Location of Manhattanville College



Student Life at Manhattanville

A look at some of the events on and off campus t...



MARKETING CHALLENGE

Lay's goes on Facebook with \$1 million prize for new flavor

By Bruce Horovitz, USA TODAY

Updated 2d 22h ago

Comment

 Recommend

835

 Tweet

333

 +1

9



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Companies are waiting in line to snatch your idea — and maybe make you rich and famous.



By Galayko Sergey., iStockphoto

In social-media marketing lingo, it's called crowd sourcing. For a Facebook-obsessed society, it's all about letting the crowd create — and pick — the **Next Big Thing**. Think of it as an online group-think followed by a social-media vote.

The latest entrant: Lay's. The world's biggest food brand will announce on Friday plans to cook one consumer's recipe into a potato chip and pay \$1 million for it — or 1% of the flavor's net sales in 2013. It's the winner's choice.

USA TODAY HEADLINE:

(Insert Name University) Crowd Sources Incoming Class

(Insert college name here) has announced its incoming class of 2017 has been crowd sourced by the current undergraduates of the college.

“We harnessed the power of social media and asked our best customers, our current students, to friend current high school seniors who would bring the most to the (insert college name here) community,” explains (insert brilliant marketing mind), vp for enrollment management. “Who knows better the brightest, most talented and engaging minds in high schools today than those who have become part of the social vibrancy at our own school?”

In the national arms race to bring in the next incoming class, (insert college name) expects this class will adjust more swiftly with built in upper class mentors and retain better based on fit.

QUESTIONS?