

WINNING ENROLLMENT MARKETING STRATEGIES

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Manhattanville College
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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?

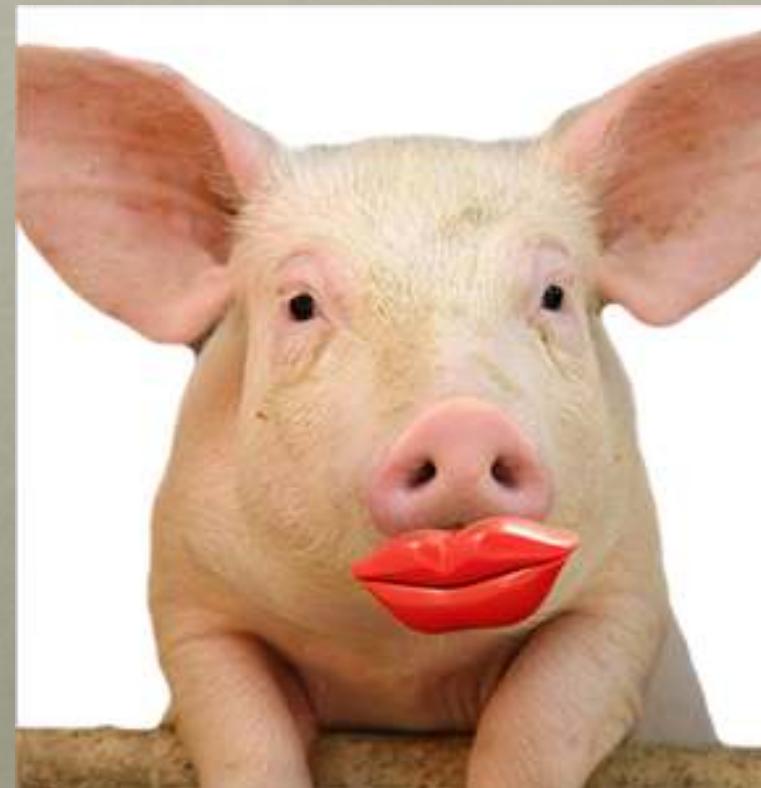


MARKETING HAS POWER

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



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% ←	55.1%	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%	64.1%	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	
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



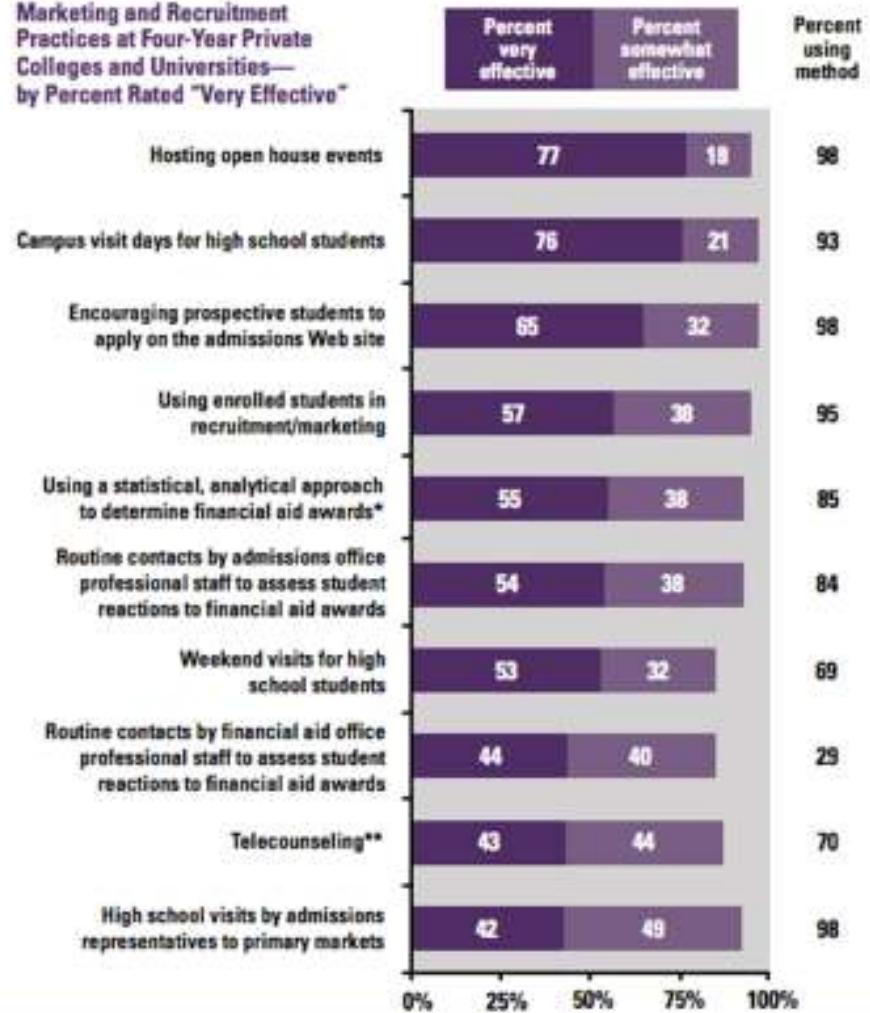
ARE YOU BUYING ENOUGH NAMES?

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?

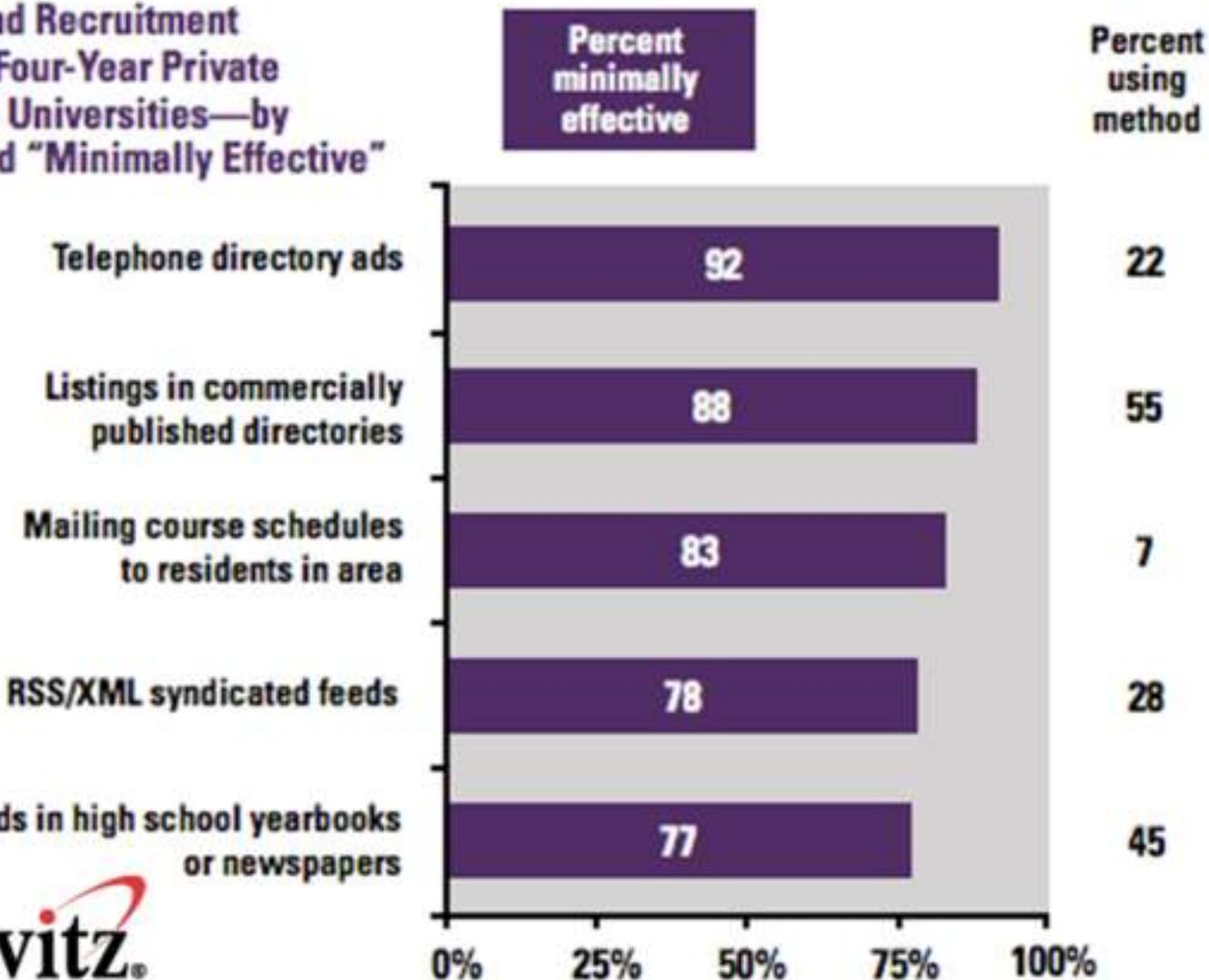
- Open house
- Campus visit days
- Encouraging applications online
- Utilizing student workers/telecounseling
- Financial aid leveraging/w follow up
- High school visits

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						■	1600	nc
2	New York U	1639						■	1600	-10
3	Northeastern U	1618						■	1580	-25
4	Ithaca Coll	1585						■	1530	-49
5	Fordham U	1584						■	1530	+3
6	Syracuse U	1583						■	1550	+31
7	Drexel U	1582						■	1540	-36
8	Marist Coll	1559						■	1530	+22
9	SUNY-Binghamton	1557						■	1530	-26
10	Quinnipiac U	1545						■	1520	-14
11	Hofstra U	1533						■	1520	-4
12	SUNY-Stony Brook	1532						■	1520	-38
13	SUNY-New Paltz	1521						■	1520	-27
14	SUNY-Purchase	1518						■	1520	-37
15	*** Manhattanville Coll ***	1518						■	1520	-17
16	Marymount Manhattan Coll	1516						■	1520	-12
17	SUNY-Oneonta	1511						■	1520	-22
18	Adelphi U	1510						■	1530	+35
19	Sacred Heart U	1509						■	1520	-13
20	U Rhode Island	1506						■	1520	+13
21	SUNY-Cortland	1505						■	1520	+12
22	Saint John's U	1498						■	1520	+14
23	SUNY-Albany	1493						■	1520	-31
24	CUNY-Hunter Coll	1491						■	1520	-30
25	Pace U-NYC	1486						■	1520	-20
26	Manhattan Coll	1469						■	1520	-33
27	Long Island U-C W Post	1456						■	1520	+19
28	Iona Coll	1454						■	1520	-7
29	Pace U-Pleasantville	1450						■	1520	-9
30	Coll Mt Saint Vincent	1427						■	1520	+24
31	City U New York	1414						■	1520	-4

COMPLETE COMPETITIVE ANALYSIS

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Name of School
Type name of school here

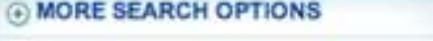
States (use map for more than 1 state)
No Preference
Alabama
Alaska
Arizona


ZIP Code Miles from

Programs/Majors 0 items Selected 

Level of Award 
 Certificate
 Bachelor's
 Associate's
 Advanced

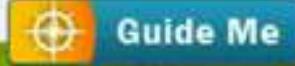
Institution Type 
 Public
 Private non-profit
 Private for-profit
 4-year
 2-year
 < 2-year

 MORE SEARCH OPTIONS

 Show Results

 Guide Me | Clear Search

Find the right college for you

- » 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](#)

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

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

The Competition



4 P'S OF MARKETING

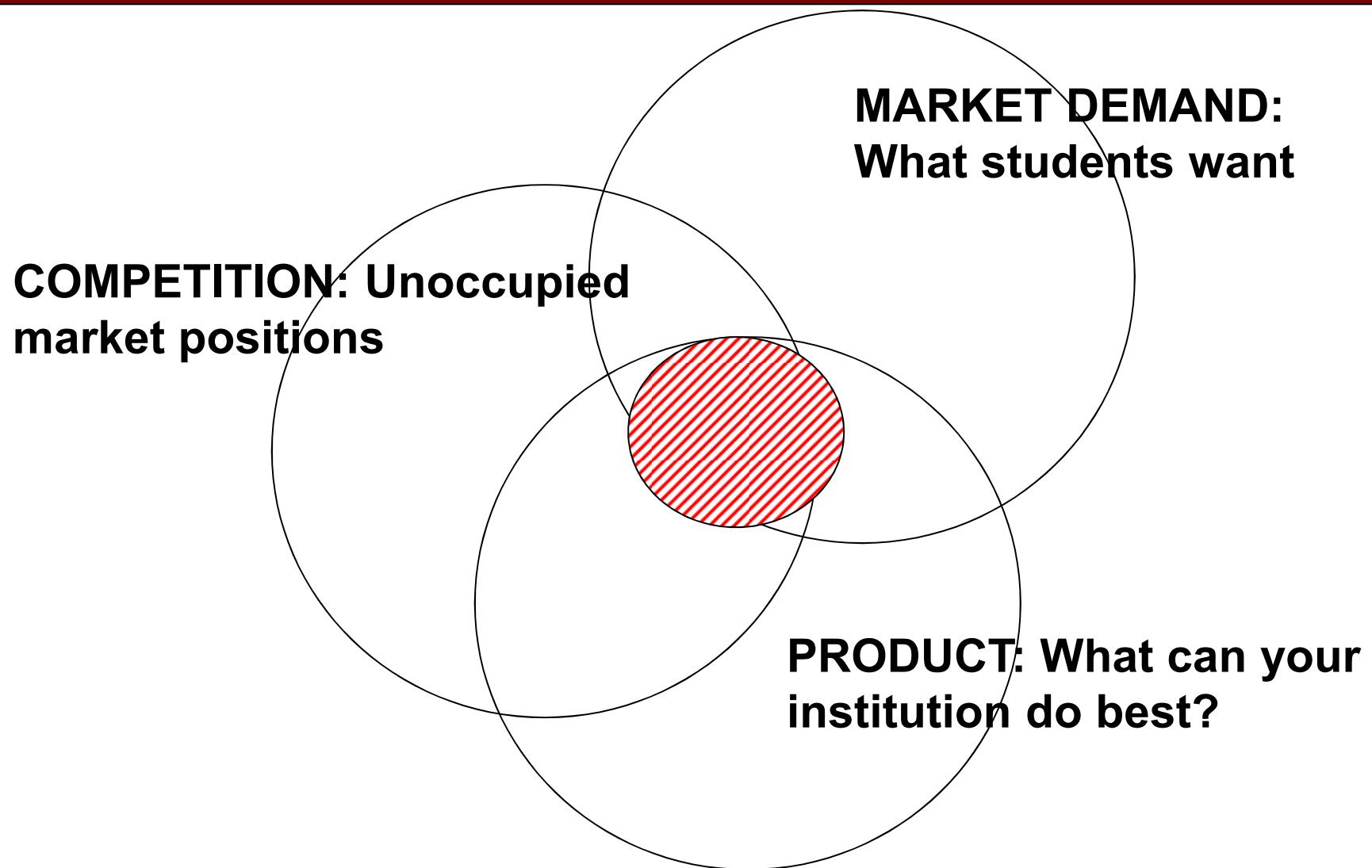
Product
Price
Place
Promotion



PRODUCT



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



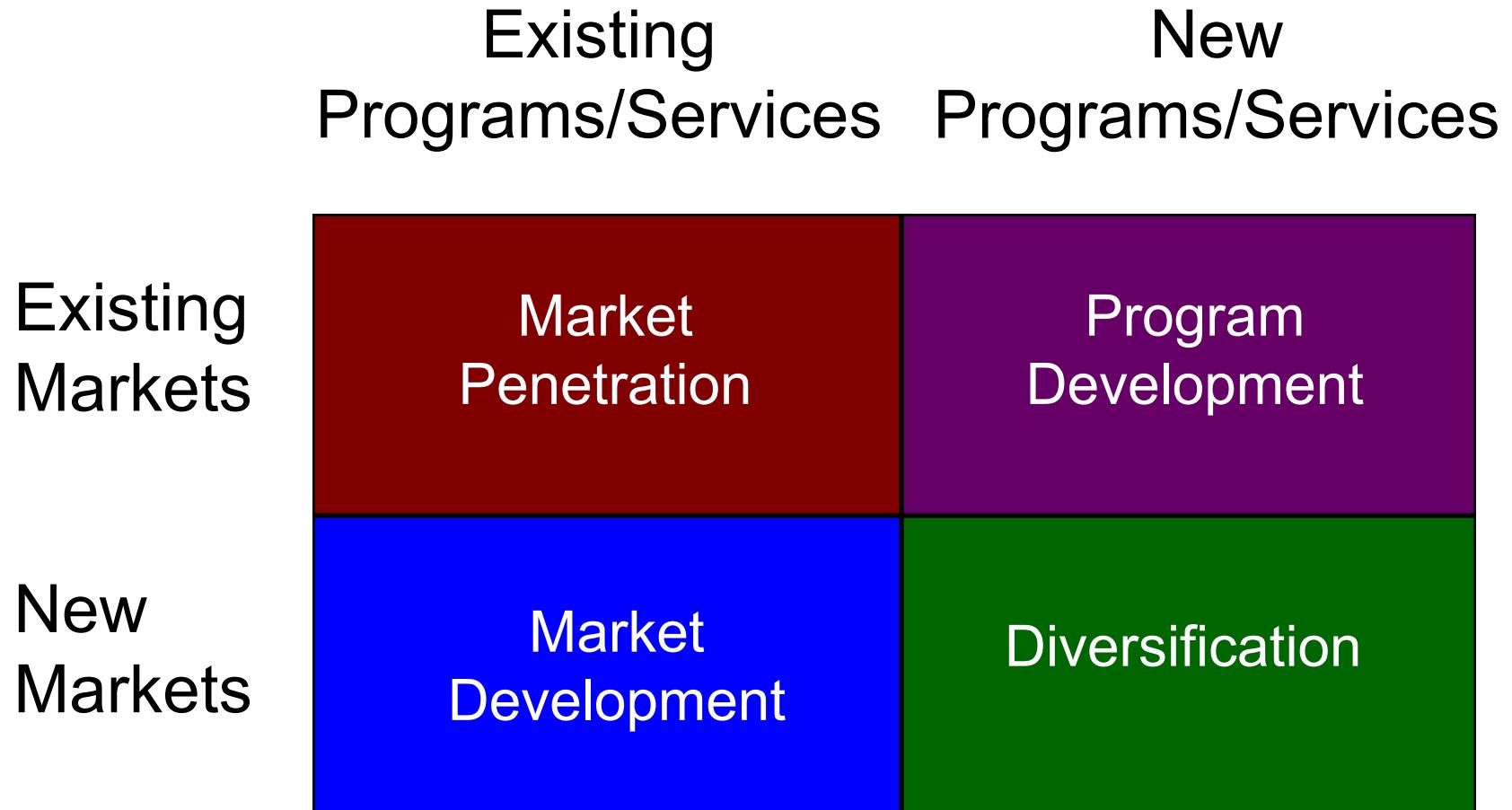
NEW PRODUCT DEVELOPMENT

**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

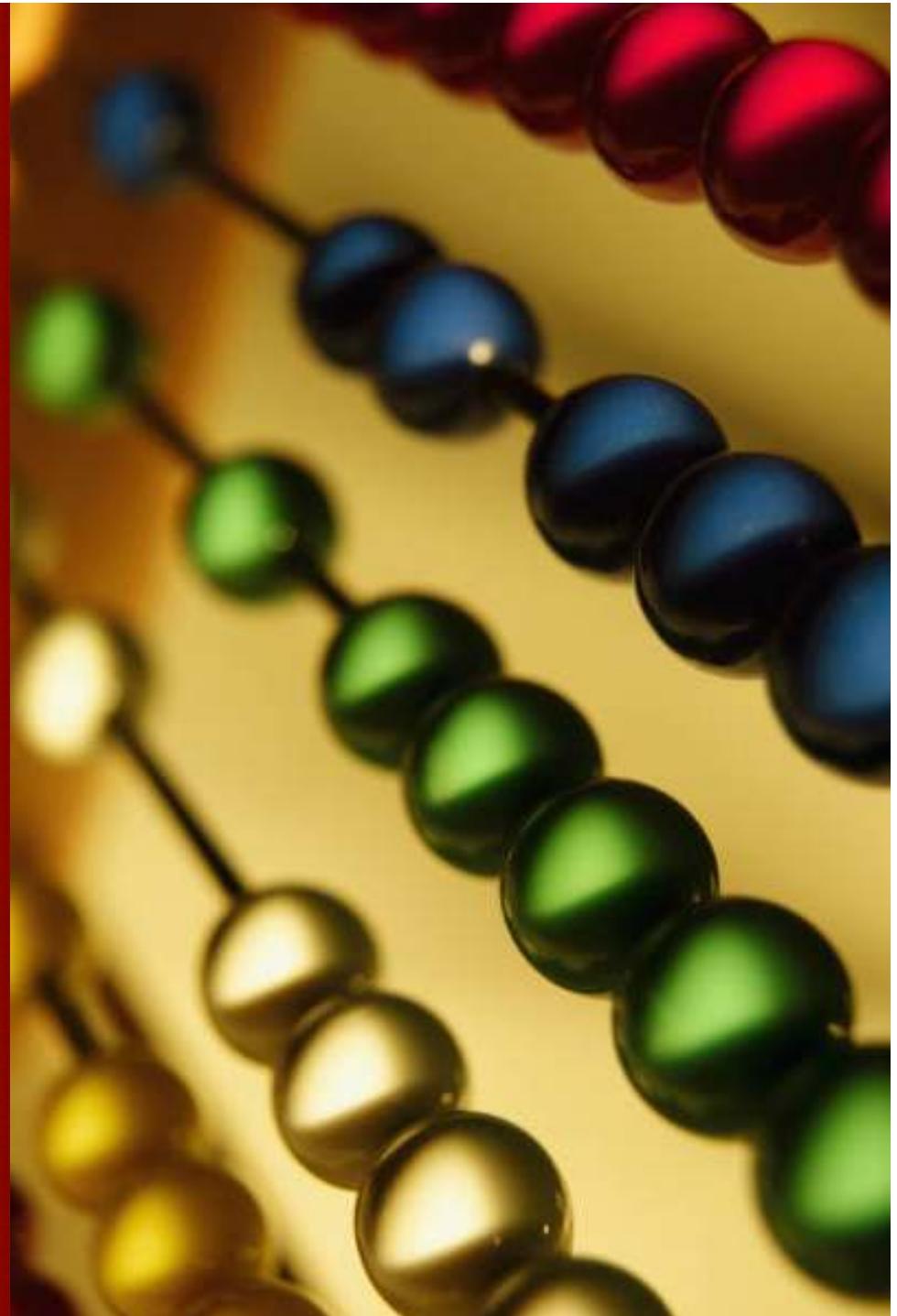


PRICE

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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Emergency News and Information

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“IT’S ALL ABOUT THE
EXPERIENCE”







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PSC Hospitality Students 

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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 Petkovsek	Alexa Reichel	Karlie Zumuhlen



Write something...    

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 it's 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

Write a comment...



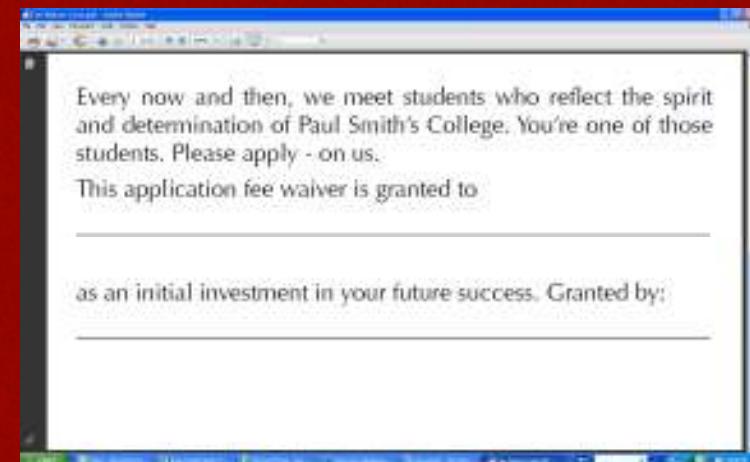
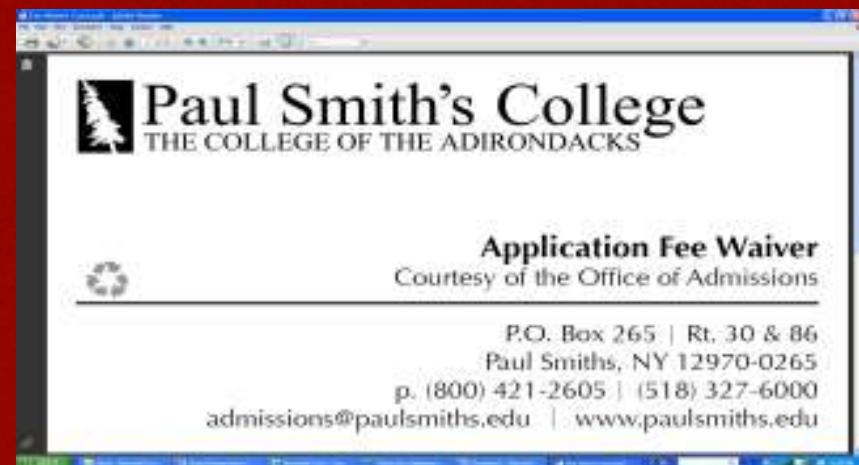
Kae Lerch Hey ya'll! Just a little note from Italy! [: We have had a really great first week. We can't believe we've only been here 1 week! It blows our minds! Make sure y'all take this offer up! You'll be so glad you have!! I have attached a picture of a church. [: Enjoy!



PSC Hospitality Students Photos

APPLICATION FEE WAIVER

- Referral program
 - Alumni
 - Trustees





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at Paul Smith's College

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See you in the Adirondacks...



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Media partners

Graphic designers

In-house talent

Photographers

Videographers

Vendors

Making it all work together...







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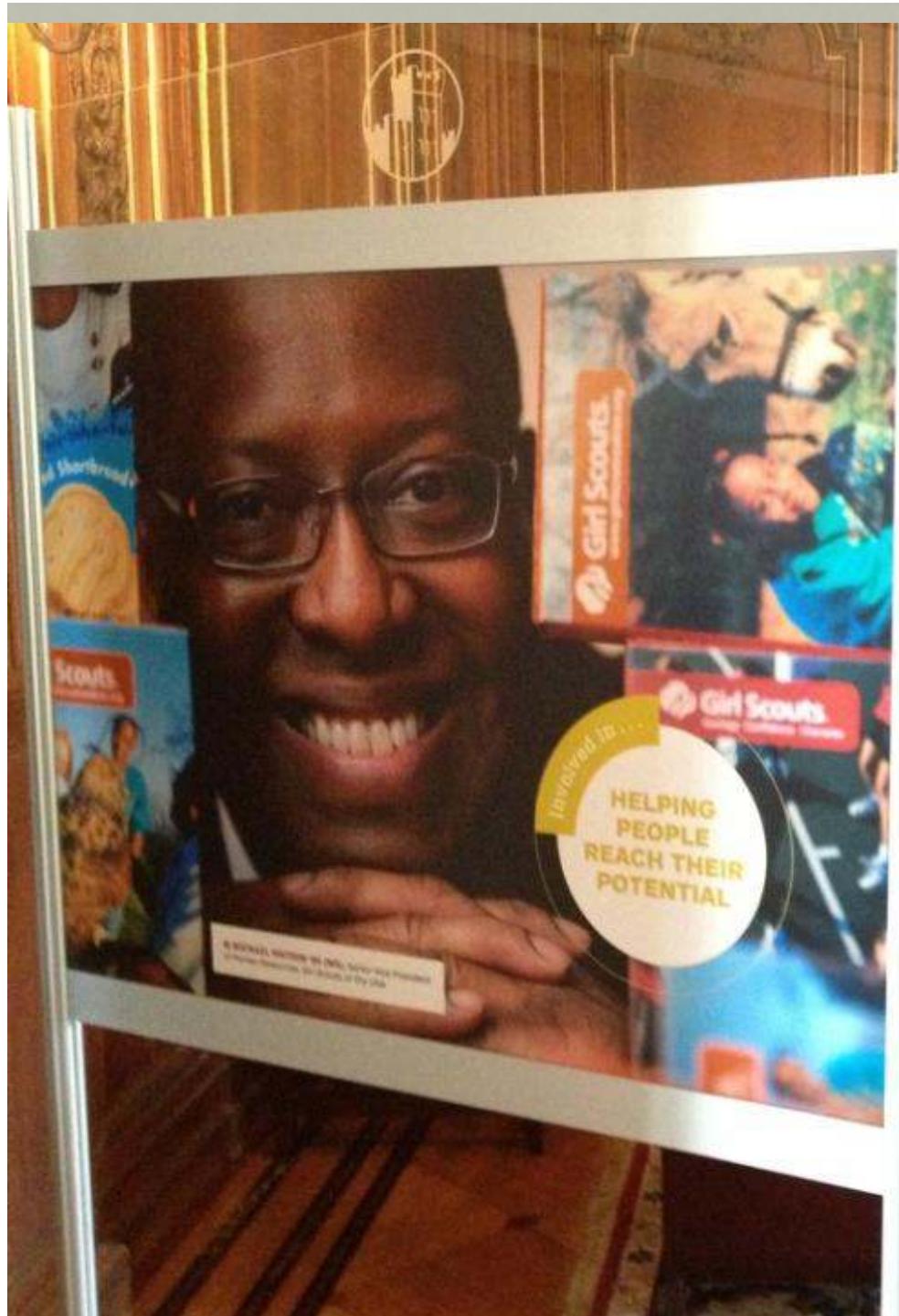
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Here is your key to the castle!



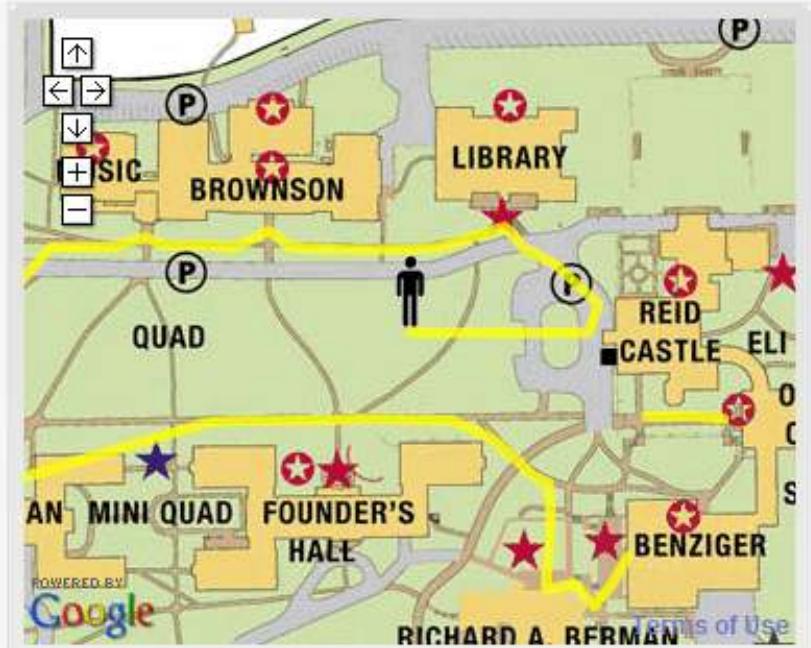
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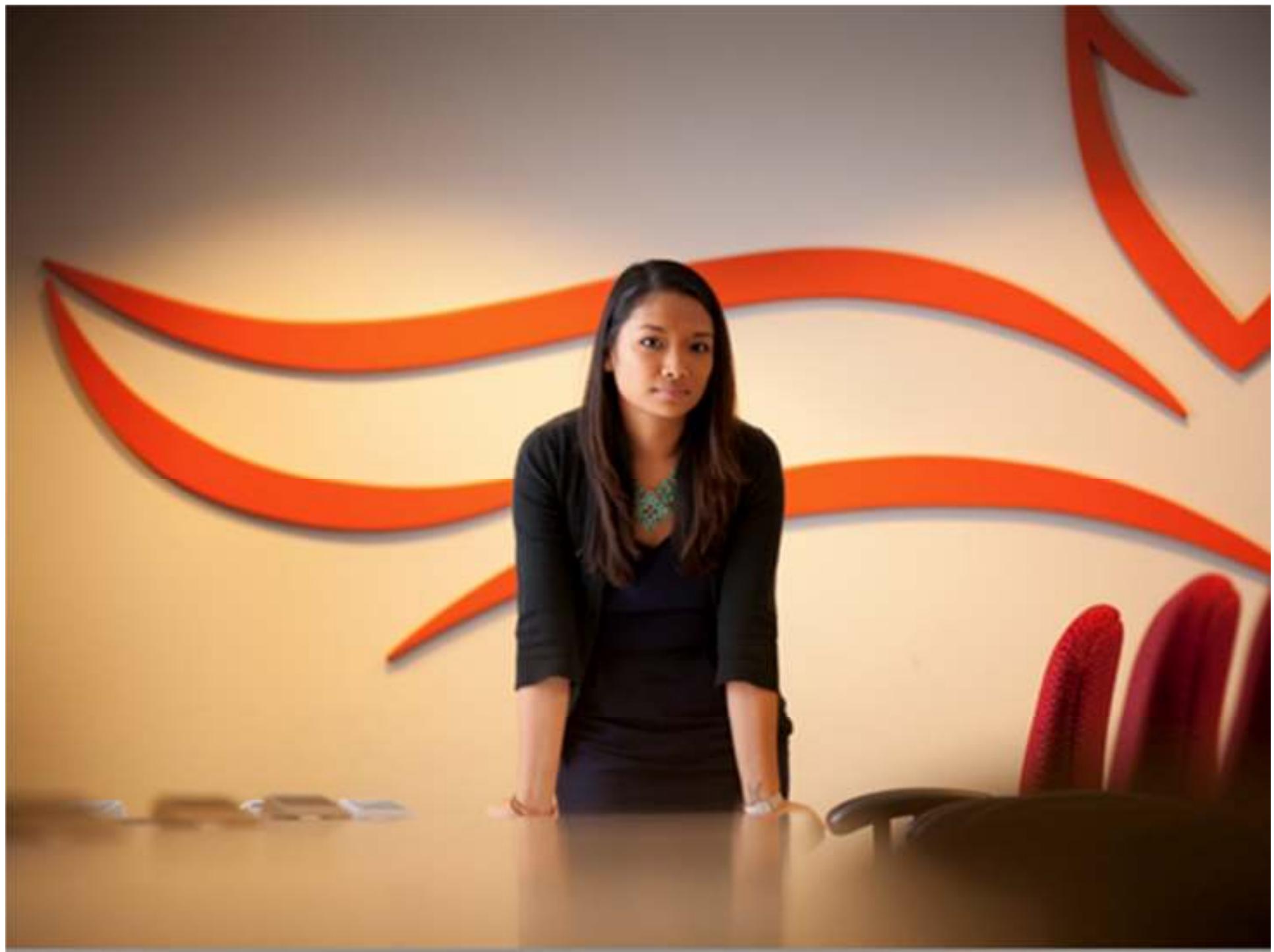
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HAVE TRIED
LATELY...





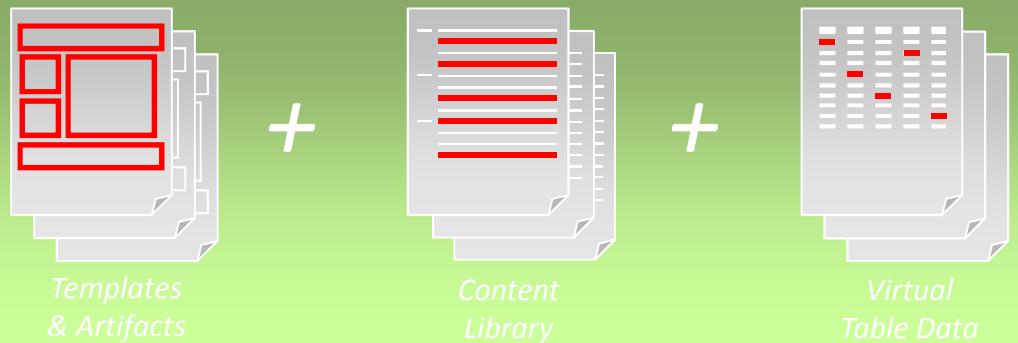
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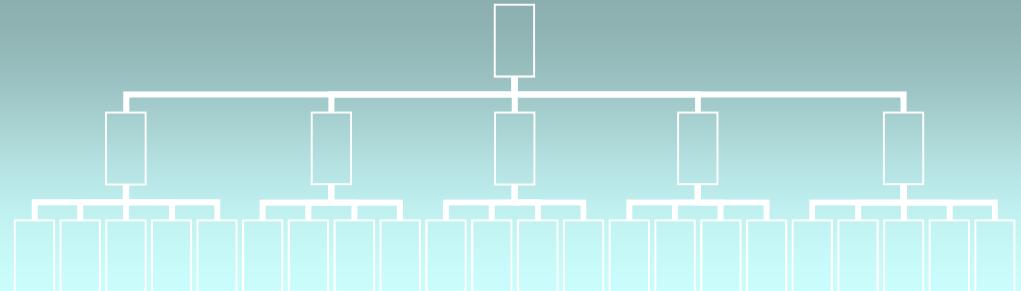
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About Manhattanville College

Founded in 1841, Manhattanville College is a private, coeducational liberal arts college offering undergraduate and graduate degrees.

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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

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Reprints & Permissions

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?