

# Multi-Channel Recruitment:

The Right Message, Right Time, and Right Channel

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# Agenda

- The student experience
- Research on student preferences
- Research on college outreach strategies
- University of Notre Dame case study
- Key takeaways

# Multi-Channel Q&A

Ask questions and share ideas throughout the presentation

Type in questions any time or submit questions via Twitter

**#eRecruitForum**



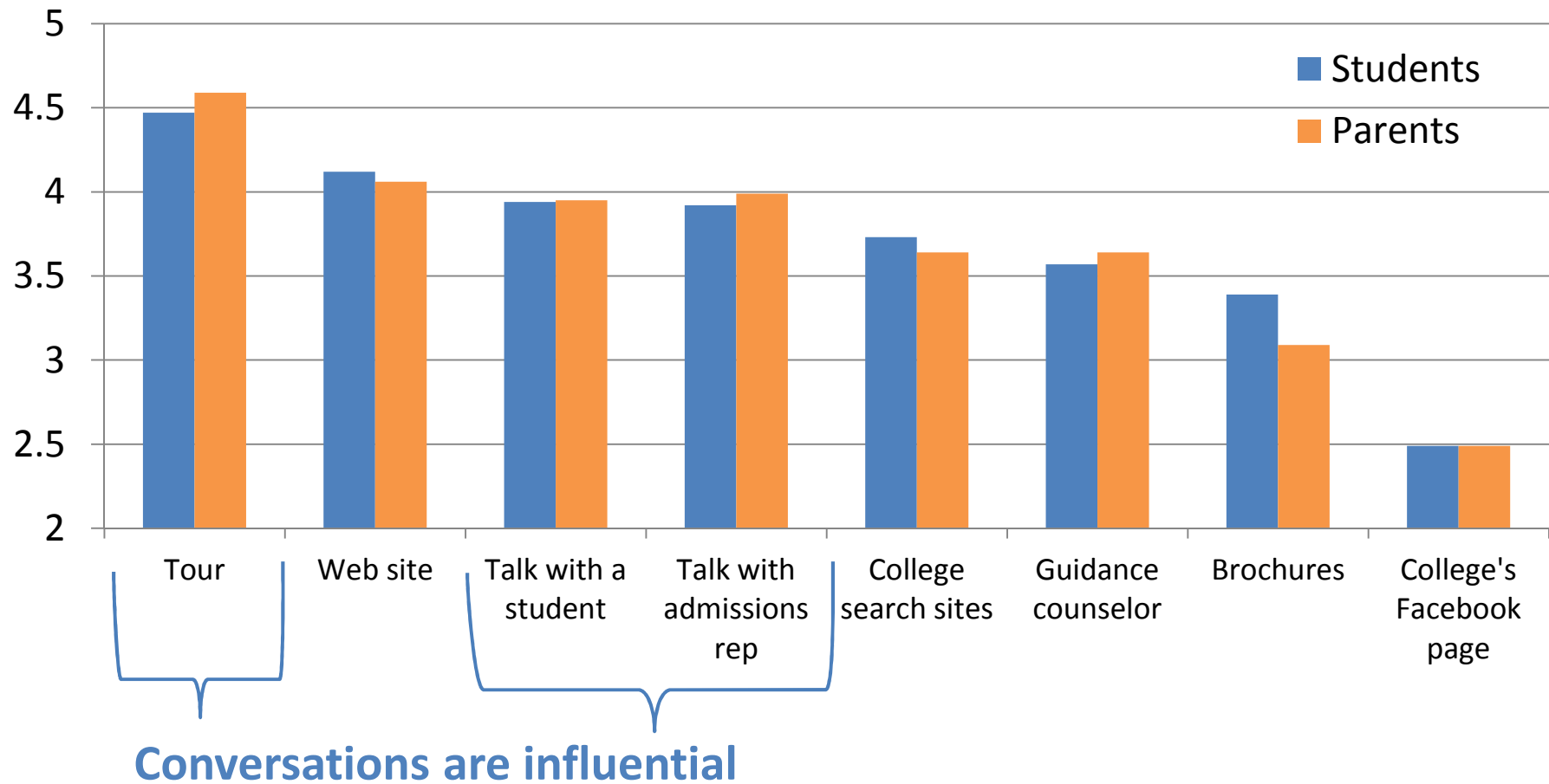
# The Common Student Experience

- Colleges visit their high school... not yet engaged in the search process... or is too busy to attend
- The student visits a college's website, but doesn't see anything compelling to do other than apply
- The dean of admissions sends the student a nice letter and invites them to visit campus... but the college is 1000 miles away

# Student Research: E-Expectations

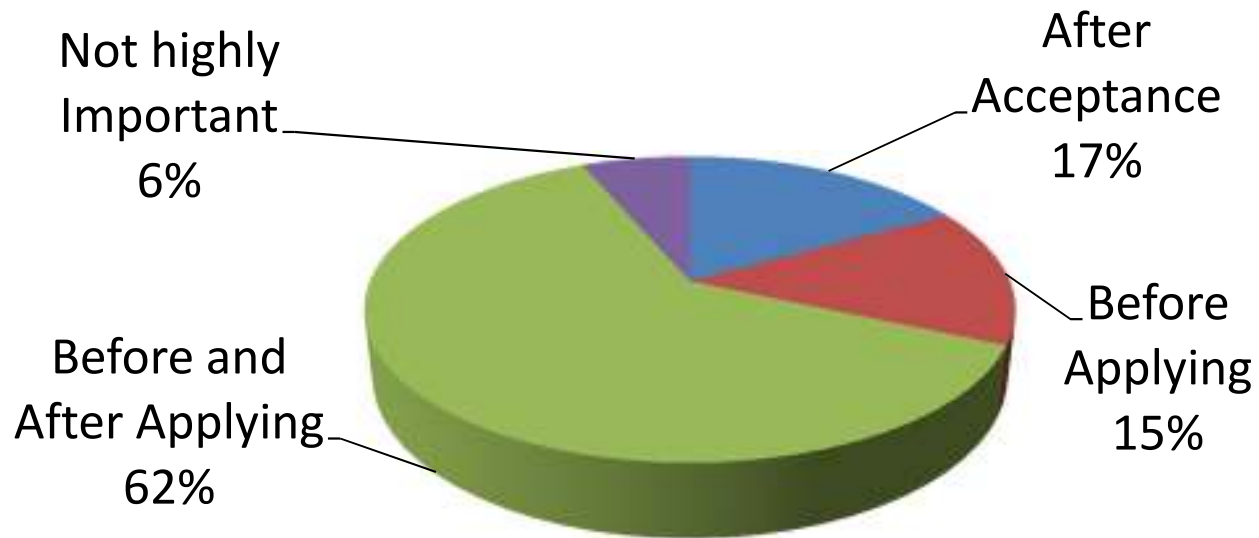
- Series of reports on student preferences
  - Feb 2012: Mobile Preferences Trend Report
  - April 2012: Online Conversations Trend Report
  - July 2012: E-Expectations Annual Report
- Conducted by CollegeWeekLive & Noel-Levitz
  - Produced in partnership with OmniUpdate & NRCCUA
- Online Conversations Trend Report
  - 1,307 students and parents

# The Most Influential Experiences

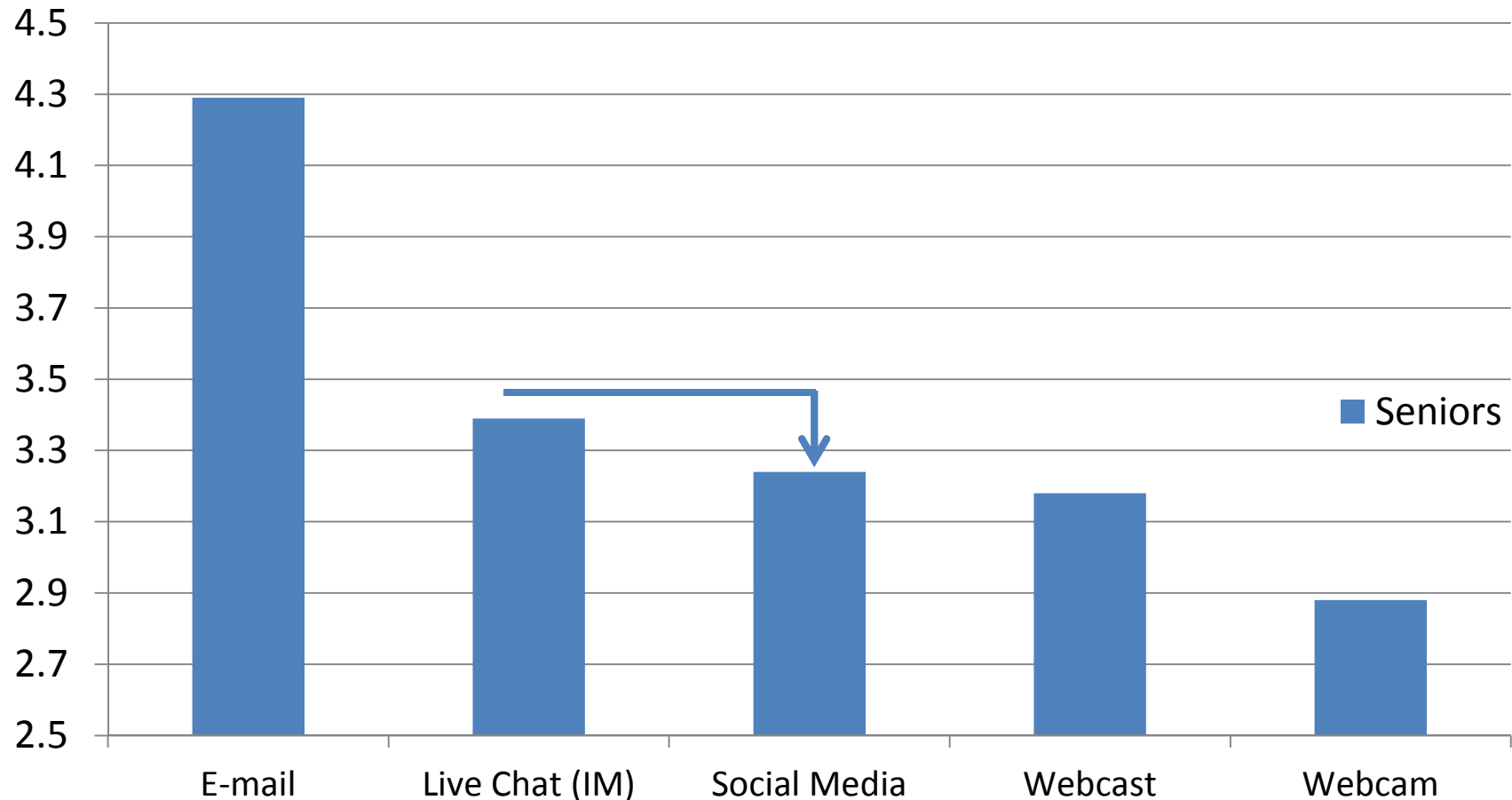


# When Do They Want to Chat?

When is it important to have live conversations with college reps  
(rated 4-5 on a 5 point scale)

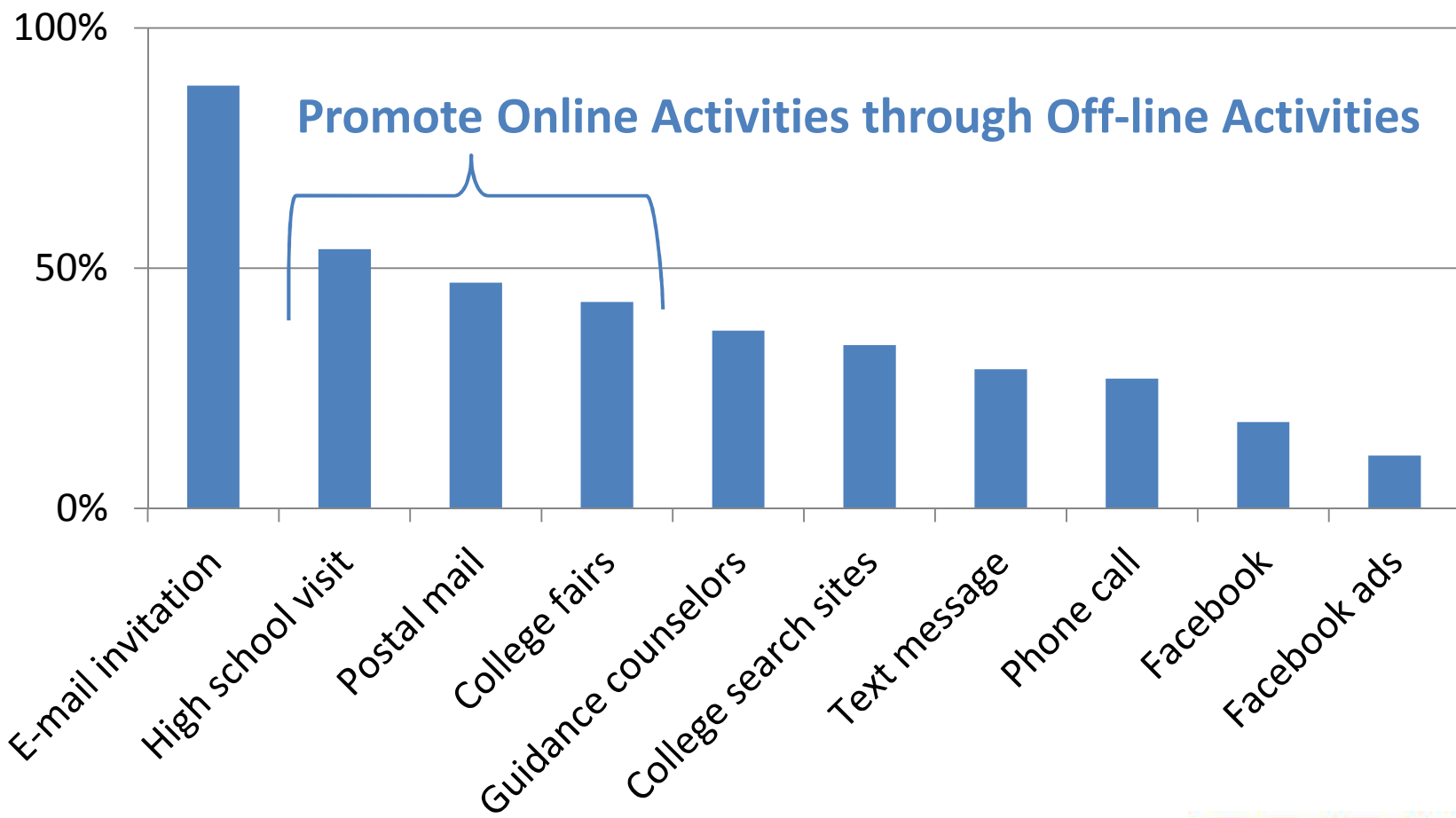


# Where Do They Want to Chat?





# How to Invite Students to Chat Online

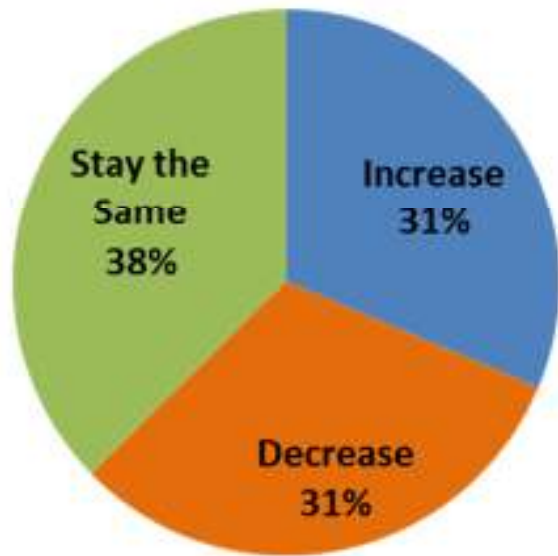


# College Research: eRecruitment Survey

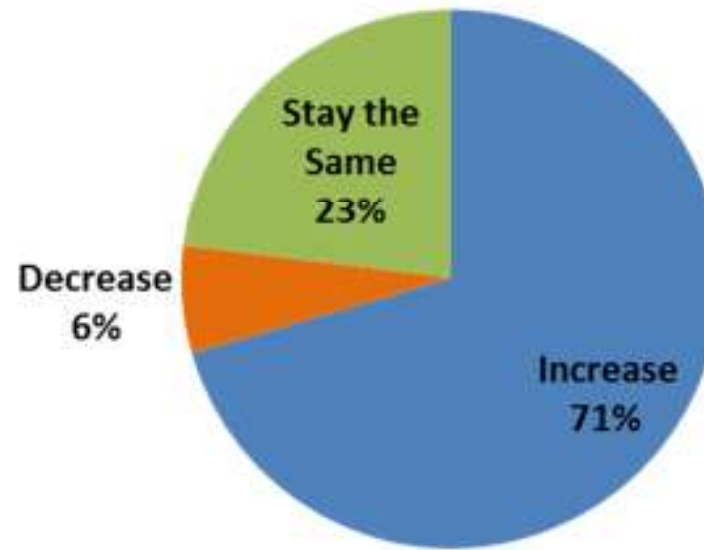
- Research on outreach strategies at different stages of the enrollment process
  - Organization
  - Channels
  - Messaging and segmentation
- Conducted by CollegeWeekLive
- 115 admissions and marketing professionals

# Budget

How has your **overall budget** changed?



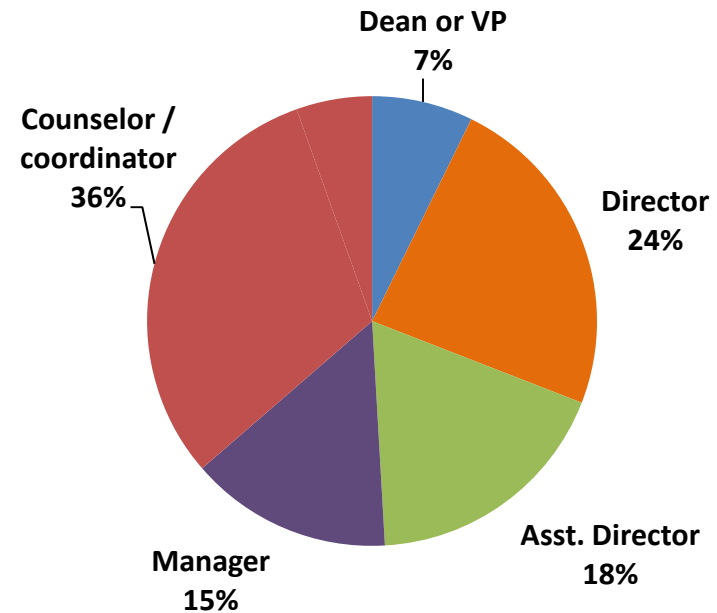
How will your investment in **online recruitment** change in the next academic year?



# Online Recruitment Staff

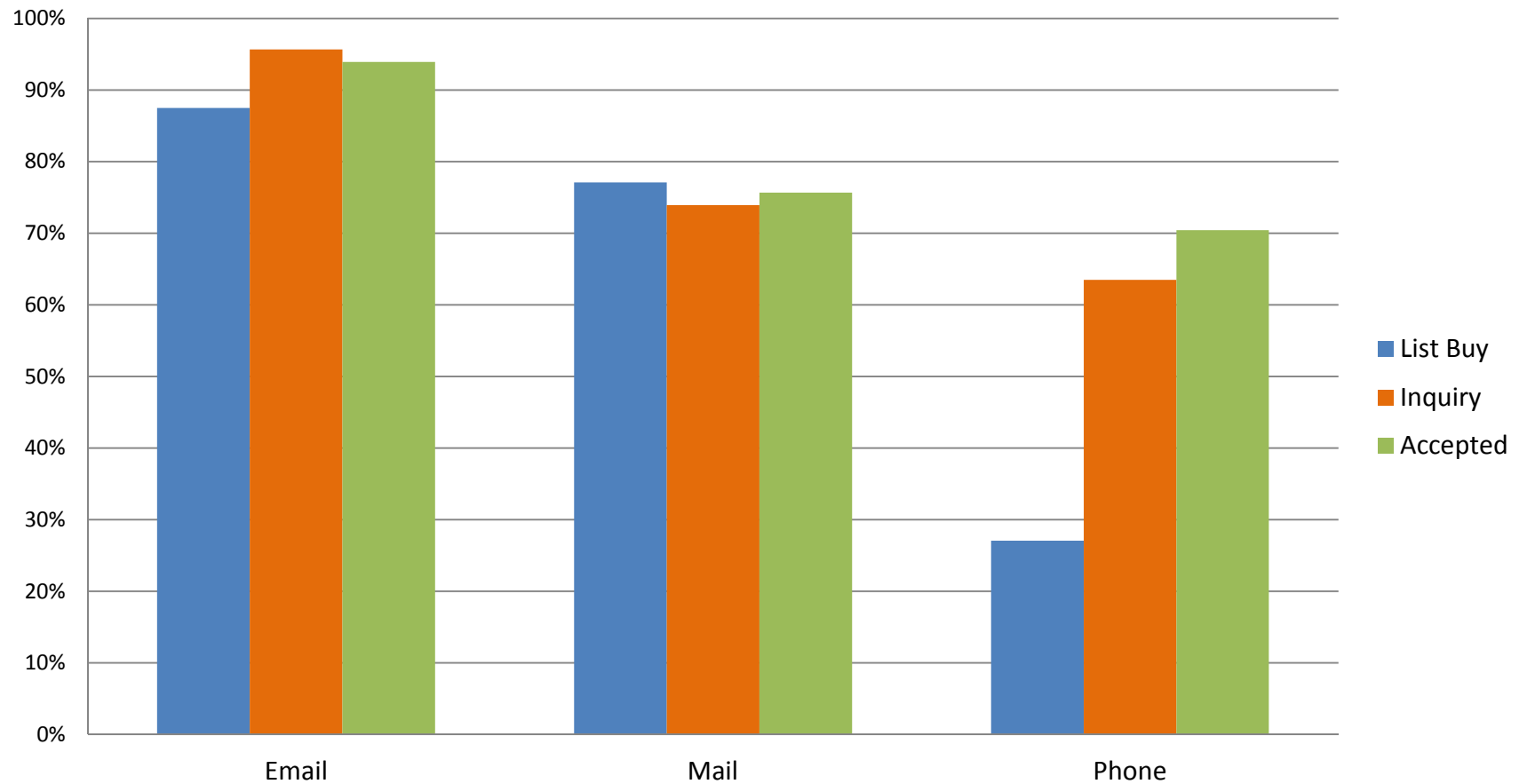
- 64% of colleges have someone responsible for online recruitment
- The most common level of the organization is counselor or coordinator

What is the persons job title?



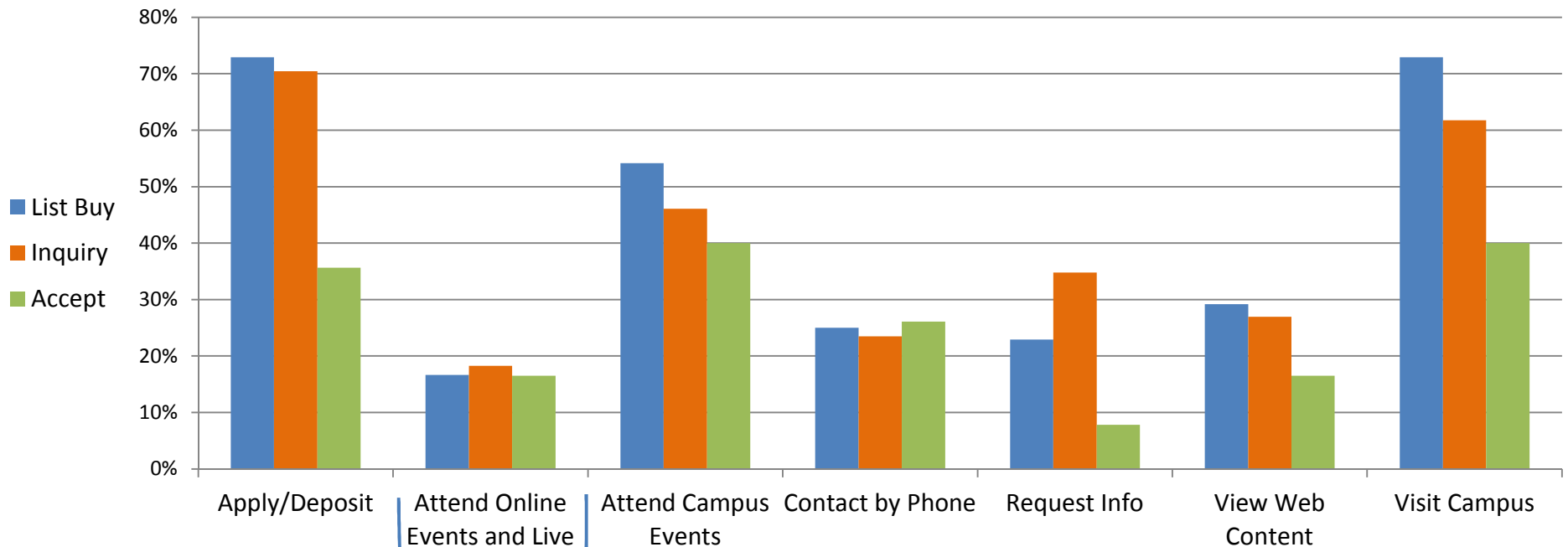
# Channels

What channels do you use to contact the following student types?



# Primary Call to Action

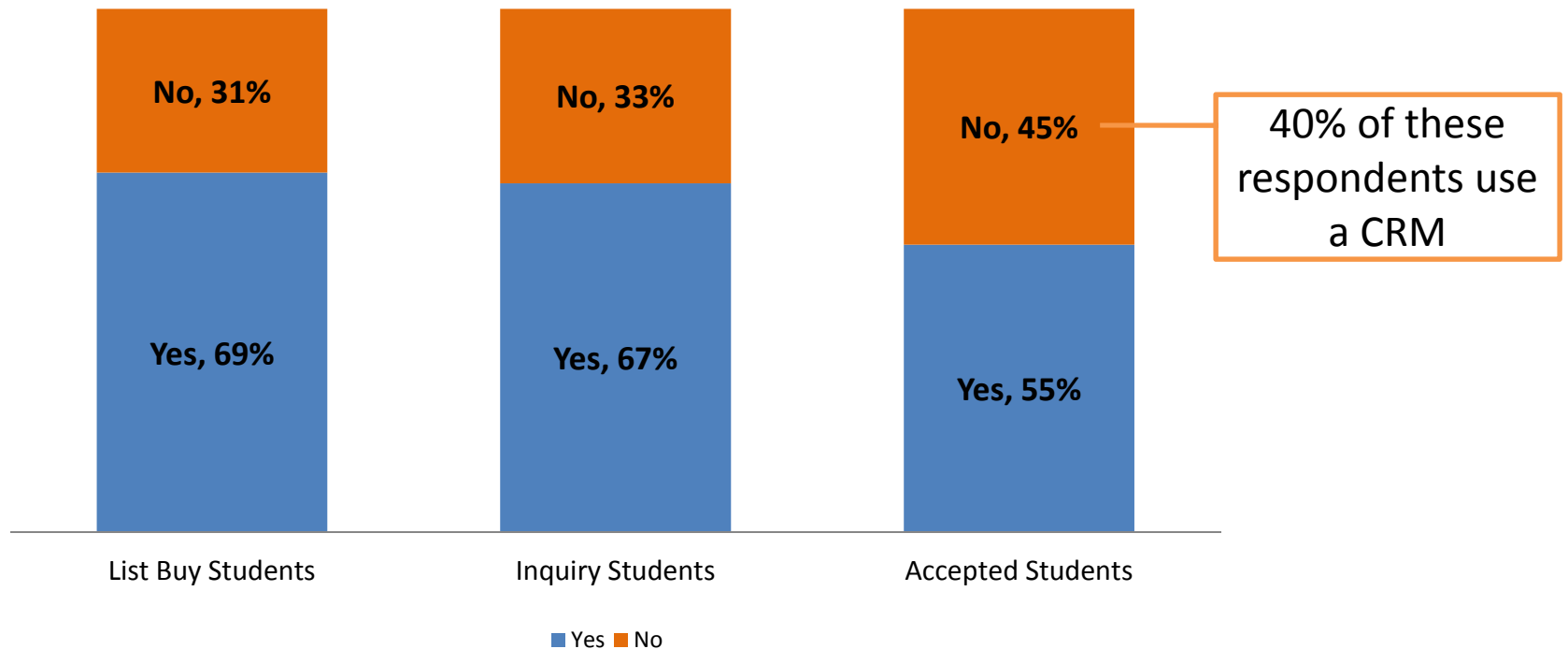
What is the primary call to action for outreach?



Highly rated with students

# Segmentation

For the following student groups, do you segment and send different messages to in-state, out of state, and international?



Case Study

# University of Notre Dame



# Case Study Intro

- Opportunities
  - More sources and channels (traditional, online, social networking, video)
  - More opportunity for rolling communications
- Goals
  - Authentic messaging
  - Targeted and timely communication flow
  - Multiple strategies
  - Multi-channel outreach

# Campaign Overview - ND Admissions LIVE

## BEFORE...

### Online Chats

- Scheduled events
- Promoted by email/postcard invitations
- Interactive

### But...

- Dated technology
- Difficult to archive and share later
- Duplicate questions and answers
- One-to-one communication

## NOW...

### ND Admissions LIVE

- Scheduled private events
- Targeted messaging
- Promoted by email, Facebook, Twitter
- More interactive
- Multiple participants/panelists
- Diverse audience
- Video
- LIVE!

### But...

It took us some time to find the best setting.

From: University of Notre Dame Undergraduate Admissions <admissions@nd.edu>  
Subject: ND Admissions LIVE for Admitted Students  
Date: January 13, 2012 3:49:10 PM EST  
To: Joyce Lantz

Hide



If you're having trouble viewing this email, you may see it online.



**Congratulations on your admission to the University of Notre Dame!**

**We'd like to invite you to participate in a  
live web event exclusively for admitted students.**

Members of the Admissions Staff, Financial Aid Staff and current students will be available via a live video broadcast to answer your questions.

Please join us on Thursday, January 19, 2012 from 7:30 pm to 9:30 pm EST (New York time).

**Schedule of Events**

7:30 - 8:15 pm EST - Admissions and Financial Aid Panel (Ask admissions and financial aid professionals your questions.)

[Register for this panel.](#)

8:15 - 8:30 pm EST - BREAK

8:30 - 9:30 pm EST - Student Life Panel (Hear from current students about student life at Notre Dame.)

[Register for this panel.](#)

We look forward to hearing from you!

Office of Undergraduate Admissions 320 Main Building | Notre Dame, IN 46556 US

This email was sent to [joyce.lantz@nd.edu](mailto:joyce.lantz@nd.edu). To ensure that you continue receiving our emails, please add us to your address book or safe list.






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# ND Admissions LIVE – Video Clip



UNIVERSITY OF  
**NOTRE DAME**  
OFFICE OF UNDERGRADUATE ADMISSIONS  
ND ADMISSIONS LIVE

Panel Speakers:

 <p><b>Bob Mundy</b> Admissions</p>	 <p><b>Mary Nucciarone</b> Financial Aid</p>
 <p><b>Jordan Schank</b> Admissions</p>	 <p><b>Joyce Lantz</b> Host and Moderator</p>
 <p><b>Erin Camilleri</b> Admissions</p>	

# Ideas for LIVE events...

- Audience
  - Prospective Students
  - Admitted Students
  - Parents
  - Guidance Counselors
  - International Students
- Topics
  - Academics (Five Colleges)
  - Research
  - Student Life
  - Social Concerns
  - Financial Aid 101
  - Many more

# ND Admissions LIVE Experience

- Financial Aid 101
  - Over 800 participants
  - Over 600 questions
- Duration
  - Could monitor amount of time students/parents were participating
- Unexpected Efficiencies
  - Were able to be proactive in our communications; decreasing the number of phone calls to our Office of Financial Aid

# Key Takeaways



## Conversations Influence Decisions

Leverage new channels to have more live conversations with students during the enrollment process, more efficiently.





## Integrate Online and Offline Activities

Students want to chat before and after applying. Follow-up in-person meetings with invitations to speak online.



A screenshot of a live chat and video player interface. The chat window shows a conversation between Maggie and Jack. Maggie says: "Thanks for the question about options, Jeff. I can point you to some resources on our Web site or we can talk about your concerns now..." Jack replies: "Cool. I was playing around with your calculator. How does work-study fit in?". Below the chat is a text input field with a "SEND" button. To the right, a video player shows two women in blue t-shirts sitting in front of a "UCLA" banner. The video player has a progress bar showing 0:00:07 / 0:00:12. Other video thumbnails are visible in the background.

# Take a Multi-Channel Approach

Keep social media in perspective. Adding live chat and webcasts will get additional students to engage.

# Thanks, Questions, & Keep in Touch

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