Recruitment is Personal. Your Communications Should Be, Too!

Friday, May 3, 2019 3:15 PM
<table>
<thead>
<tr>
<th>Presenters</th>
<th>Contact us at</th>
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<tbody>
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<td>Spark451, VA</td>
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LEARNING OBJECTIVES

1. Understanding the need for personalization in marketing to Gen Z
2. Understanding the effectiveness of data-enriched, personalized campaigns
3. Operationalizing a scalable, personalized communication strategy
Struggled for years with managing a productive communication stream
  • Little to no digital media presence
  • Minimal print collateral

Messaging was limited to recycling previous years’ content with updated stats and dates

Comm plan focused heavily on alumni letters, but limited faculty & student voice

Recent years showed continual enrollment declines
• Full-service enrollment strategy, marketing, and technology firm

• Founded in 2011 with 3 employees

• Current staff of 80+ strategists, account services, creative development, data management, and interactive design specialists

• Offices in New York, Virginia, North Carolina, and abroad

• 70+ partner institutions in 15 states

• Core Services:
  --Enrollment Strategy & Marketing
  --Creative Services
  --Element451: Admissions Technology Platform & CRM
What we’ve been up to

- Partnered together in Fall 2017
- Student search and enrollment marketing strategy collaboration
- Expanded communication stream with more varied touch points
- Communication to students, parents, high school counselors
  - Multi-tactical approach
  - E-comm, Print, Digital Media
- Survey work to key student segments
- Admitted Yield messaging and strategy consultation
WHO is your target audience?
Gen Z Traits

They expect technology to work
That’s why they like Apple

They socialize while consuming
And socialize when deciding to consume

They choose speed over everything
Fast-food sales are at an all-time high

They’re looking for adventure
And willing to encounter danger

They’re passionate about values
And care about the values of institutions

They care about being genuine
And expect others to be genuine too
By 2020, more than 50% of American children will be part of a minority race or ethnic group.[6]

They multitask across 5 screens,[8] and almost half use technology for over 10 hours each day.[9]

72% of high school students want to start their own businesses someday.[2] 60% want their jobs to impact the world.[2]

58% are either somewhat or very worried about the future,[7] and 76% are concerned about humanity’s impact on the planet.[9]

In 2015, 37% donated to or volunteered their time to a cause, 36% educated family and friends about a cause, and 23% boycotted an activity or company.[4]

They were born from the mid-1990s to the present.[9] While we can begin to understand their early lives, we are still learning about what they are like as adults.

Source: Medium.com
6 HRS
Gen Zers spends 6 hours or more a day on mobile
Your product pitch should be **brief** and to the point.

Generation Z has an attention span of **8 seconds**.

Approximately **11%** have **ADHD**.
Gen Z Messaging Challenges

- Balancing poignant and relevant content with brevity and efficiency
- Representing one institution to a variety of students (while staying true to your brand)
- Achieving mass appeal while maintaining authenticity
- Being present in the right spaces (platforms) at the right times without being intrusive
- Don’t want to be tracked, but want to be “known”
- Mass communication balanced with a personal touch (without being “Big Brother”)
  1. Show me that you know who I am --- but don’t be creepy
  2. Speak to my perspective
Student Journey

<table>
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<tr>
<th>Phase</th>
<th>Lead Generation</th>
<th>Prospect Nurture</th>
<th>Application Generation</th>
<th>Deposit Generation</th>
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<tr>
<td>Soph/Jr. Search</td>
<td>Email</td>
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<td>Direct Mail</td>
<td>Surveys</td>
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<td>BRANDING</td>
<td>Direct Mail</td>
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<td>Publications</td>
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Brand study results on recall:
- # of inquiries vs. prior year
- # of engaged students
- # of applications vs. prior years
- # of deposits vs. prior year
- # of applications vs. prior years
- # of applications vs. prior years
- # of applications vs. prior years
- # of applications vs. prior years
- # of applications vs. prior years
Communications Driven by a Shared Strategy
Electronic Example of Cookie Cutter

First, be sure to mark December 1 on your calendar. This is your deadline to apply to University with your Application, and I want to be sure that I hear from you by then. Click here to apply now!

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

Second, I'd like to give you an accelerated admission decision within four weeks of your application submission. And as long as I have your application by December 1, I can make sure that you receive automatic scholarship consideration too.

Third, accepts the Common Application, and you are welcome to apply through it instead. Just add us to your list of schools and you'll take advantage of the benefits I mentioned above.

It's great to be in touch with you. I look forward to receiving your application by December 1.

All the best,

P.S. Not only is a great academic choice, but it's also an affordable one! Last year, 98.8% of full-time freshmen received some sort of financial assistance, and last year's average award package was $27,500. We want to make sure education is accessible to everyone! (And we also want to consider you for admission! Submit your Common Application or the Common Application today.)

We received your contact information from a previous contact. Don't want to receive information from Adelphi? You can opt out of our emails here.
When Does it end?

2 reasons to apply by January 15

To: Steve Kerge,
Reply-To: 

December 31, 2017 at 7:15 AM

As you probably already know, the application deadline is January 15. I'm looking forward to receiving your Application or the Common Application, and I want to give you two reasons to apply by the deadline:

1. You'll receive automatic scholarship consideration
2. You'll get an accelerated four-week admission decision

Of course, there are far more than two reasons to apply by January 15. Every student gets hands-on learning experiences, nearby provides unparalleled opportunities for internships, Panther pride exists on campus every day—not just game day, students are at the center of every decision we make ... and so much more.

You can click here to access your Application.

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

Or click here to go to the Common Application.

You could be a great addition to the community, Bridget. I'm looking forward to hearing from you soon!

All the best,

Notification: 2 days until the March 1 deadline

To: Steve Kerge,
Reply-To: 

February 27, 2018 at 7:35 AM

Bridget,

March 1 deadline will be here in just two days. This means that you have only a little more time to apply with your Application or the Common Application and receive:

- Automatic scholarship consideration
- An accelerated four-week admission decision

I know that the deadline is approaching soon (and that you're very busy!), so we've worked hard to help you finish quickly, no matter which application you choose.

Your Application has been streamlined for your convenience, and I've even created your account for you. Just click the name of the application to get started.

You'll need your User Name and Password to return to your application.

User Name: bkerge
Password: 20472513

I'm also happy to accept the Common Application profile application in no time! (Just be sure to save your work)

If you've already applied, thank you next two days!

All the best,
Search Activity Sequence

E-search

E1: Major Based
   Email Based On Academic Major. We Customize The Content And Images To Each Student Based On Their Major Or Major Groups

E2: Income
   We Utilize Income Thresholds To Target Need Or Merit Based Topics Including Ppy, And The New Financial Aid Process.

E3: Location
   Based On Student’s Proximity To Campus. We Highlight The Campus, City Or Surrounding Area.

E4: Academic Quality
   We Connect High Achieving Students With High Touch Opportunities Like Faculty Contacts.

E(n): Predictive
   We Recommend Higher Value Offers To Students With Higher Predictive Scores.
Examples of Segmented Messaging
[user: first_name], lead an accounting department, work for a Fortune 500 company, or launch your own company someday.

No matter your career goal, Ferrum College is an investment with unlimited returns.

In our business program, you can choose from a variety of emphasis areas, including business analytics, financial management, management, marketing, and sports management. You’ll work alongside faculty on projects relevant to your goals and apply what you learn at numerous internship opportunities. In addition, our Ferrum Business Advisory Board and Executives in Residence programs are ideal forums for making professional connections. Plus, our curriculum is designed to boost your communication and critical thinking skills — traits desired across all industries.

**APPLY NOW**

Apply by September 1 and receive the following benefits:
- Waived application fee
- Expedited admissions decision
- $1,000 scholarship ($2,000 if you visit campus, too!)

[‘user: first_name’], start something big at Ferrum College. **Apply now!**

Sincerely,

[Signature]

---

[‘user: first_name’], chase the big story as a journalist, express yourself in the visual or performing arts, or further your education in graduate school.

No matter your career goal, Ferrum College can help you launch a future that brings change, understanding, and beauty to the world.

Choose from a wide range of arts and humanities programs, including art, English, history, journalism, media and communications, religion, and many more. You’ll work alongside faculty on projects relevant to your goals and apply what you learn during internships and community service projects. Hands-on learning is also available through Ferrum Radio, play-by-play at sporting events, student publications, and various music ensembles. During E-Term, theater students produce a play in just three weeks! Plus, our curriculum is designed to boost your communication and critical thinking skills — traits desired across all industries.

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[‘user: first_name’], start something big at Ferrum College. **Apply now!**

Sincerely,

[Signature]

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[‘user: first_name’], teach calculus in high school, shape young minds in elementary school, or lead your own school as principal someday.

No matter your career goal, Ferrum College can help you launch a successful future teaching others.

In our teacher education program, you can choose from three options: Elementary (PK–Grade 6 licensure), Secondary (Grade 6–12 licensure), and All-Level (PK–Grade 12 licensure). You’ll focus your studies by majoring in subjects like agriculture, business, or liberal arts. And since hands-on experience is a cornerstone of our teacher education program, you’ll build experience by spending 20 to 40 hours in a classroom setting under the guidance of professional teachers. Plus, our curriculum is designed to boost your communication and critical thinking skills — traits required wherever you decide to start your teaching career.

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[‘user: first_name’], start something big at Ferrum College. **Apply now!**

Sincerely,

[Signature]
[user:first_name], who knew so much was close to Ferrum College?!?

Outdoor adventures in the Blue Ridge Mountains are right at your doorstep. The Harvester Performing Arts Center, where the likes of Willie Nelson and the Infamous Stringdusters perform, is 10 miles away. Plus, Roanoke and its growing number of restaurants, museums, and career opportunities are just 35 miles from campus — and you can take a campus shuttle there!

That’s only the beginning. **Apply now** to Ferrum to benefit from a location that’s the perfect kickoff point for countless activities and hands-on learning opportunities. Here are just a few ideas:

- Hike, bike, climb, and fly fish with Ferrum Outdoors. You can even try spelunking (after you look it up).
- Gain valuable research experience in the environmental sciences at Smith Mountain Lake — just 30 miles away.
- Grow your agriculture know-how in the gardens and greenhouses at Ferrum’s Titmus Agricultural Center, one of the top college farms in the nation.
- Hop the express to Roanoke for festivals, dining, museums, and internships. You can also take the shuttle to nearby Rocky Mount for food, music, and small-town charm.
- Build your résumé at numerous internship and career opportunities just across the border in Greensboro and the Research Triangle in North Carolina!

**APPLY NOW**

Submit your application by November 1, and we’ll waive your application fee, give you a speedy admissions decision, and award you a $1,000 scholarship. (Earn an additional $1,000 scholarship when you visit campus!)

[/user first name], looking for a different college experience in Virginia?

At Ferrum College, outdoor adventure is right at your doorstep in the beautiful Blue Ridge Mountains. Plus, the city of Roanoke and its growing number of restaurants, museums, and career opportunities are just a short shuttle ride away.

That’s only the beginning. **Apply now** to Ferrum to benefit from a location that’s the perfect kickoff point for countless activities and hands-on learning opportunities in Southwest Virginia and beyond. Here are just a few ideas:

- Hike, bike, climb, and fly fish with Ferrum Outdoors. You can even try spelunking (after you look it up).
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[User first_name], want to break free from the typical college experience?

At Ferrum College in beautiful Southwest Virginia, outdoor adventure is right at your doorstep in the Blue Ridge Mountains. Plus, the City of Roanoke and its growing number of restaurants, museums, and career opportunities are just a short shuttle ride away.

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Cookie cutter
Personal communication means being true to YOUR BRAND
Personal communication means being true to YOUR BRAND
You can't reach Gen Z without going **Digital**

**Instagram**

- **ferrum_college**
  - Sponsored

  **$1,000 CAMPUS VISIT SCHOLARSHIP**

  **Sign Up**

  ferrum_college Schedule your visit to SW Virginia’s Ferrum College. Rising seniors can earn $1,000 Visit Scholarship!

**Ferrum College**

- Sponsored

  **Visit Ferrum College in Southwest Virginia and earn a $1,000 scholarship.**

  **Make this Year Count**

  Discover our 70+ programs, career-launching internship opportunities, and incredible campus experience. Rising seniors are eligible for a $1,000 Campus Visit Scholarship!

  ADMISSIONS.FERRUM.EDU

  **Sign Up**

  **Like**  **Comment**  **Share**

**Digital Advertising Platforms**

- **AMO**
- **Social Media Advertising Platforms**
- **Facebook**
- **Instagram**
- **LinkedIn**
- **Twitter**
- **Snapchat**
- **YouTube**

**Google Partner**
Results speak for themselves

- Email engagement well exceeds national averages
  - Open rates: ~ 12% - 15% (National avg.: 7%)
  - Click through rates: ~ 8% - 10% (National avg.: 1.5%)

- Campus visitors are up over previous years

- Two years in a row of ~4,000 applications

- New student enrollment is up and stabilizing
  - Earlier deposits than in previous years
  - More gender and geographic diversity
  - Stronger engagement bodes well for retention
QUESTIONS?
THANK YOU for attending this session!

We’d love to hear from you!

Please submit a session evaluation via the conference mobile app or from www.pcacacac.org.