



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023



Be a Hinge in a Tinder World

The Secret to KU's Graduate Enrollment Success

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Introductions



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AVP, Enrollment Solutions



Agenda



- Expectations of graduate students
- The challenge(s) you're facing
- KU Business: How we got here
- KU Business: A successful match
- Best practices



What Graduate Students Are Expecting



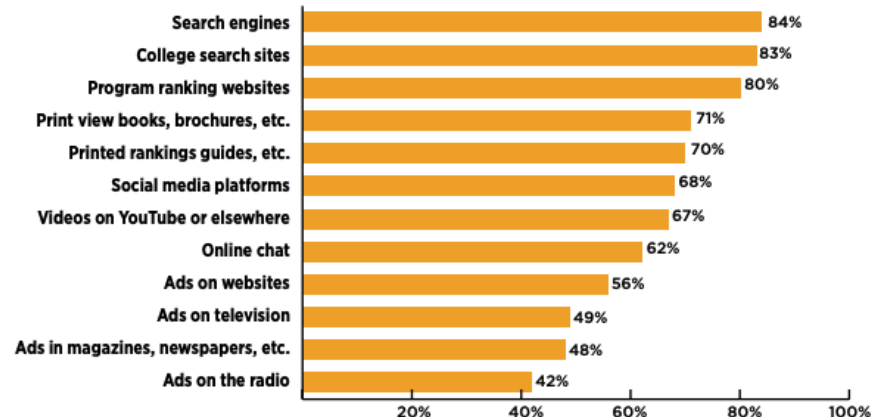
- Inquiry forms should be mobile friendly
- Nearly 50% of prospective students expect a response within 24 hours
- Day-to-day customer service (Amazon)
- Ongoing, multi-channel communication

[2021 Graduate Student Recruitment Report \(ed.gov\)](#)

Prospective Graduate Student Inquiry Response Expectations

	WITHIN MINUTES	AN HOUR	A DAY	MORE THAN A DAY
Personal email	19%	23%	30%	26%
Text message	26%	29%	21%	11%
Phone call	24%	22%	22%	18%

Prospective Graduate Students: Program Search Resources



The Challenge for Graduate Schools



- Small teams with significant workloads
- Small marketing budgets
- Undergraduate initiatives often prioritized
- Large-scale technology projects overshadow needs

92%
PRIVATE

79%
PUBLIC

The same team is responsible for cultivating from inquiry to application and acceptance to enrollment.





KU THE UNIVERSITY OF
KANSAS

- University of Kansas
School of Business;
Lawrence, KS
- 700+ Grad. Students
- 2 MBA options
(1 full-time, 1 online)
- 4 specialized
master programs

The Challenge for KU School of Business



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- Budgeted \$0 compared to similar institutions spending on human resources and marketing campaigns
- Decreasing international enrollment
- Adding new programs
- Ending long-term contracts
- Distraction of human resources on campus-wide CRM implementation

Where KU Business Was



- People had already made a decision to come
- Had only one way to communicate (central inbox)
- Little to no initiative at top of funnel
- Surviving on name recognition and staff approach
- One-and-done communications with no tracking
- Changing technologies on campus





The Results We Had



- Enrollment was steady
- Starting over every term – “no savings”
- Scrambling to get people to the program
- Reactive vs. proactive approach

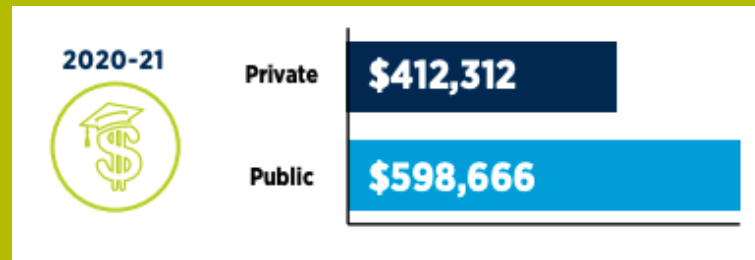
How We Made Our Case











- Made competitive comparisons
- Highlighted the specific impact on student enrollment
- Outlined potential ROI
- *Data, Data, Data*
- Education about tools and services

[2021 Graduate Marketing and Recruitment Practices Report \(ed.gov\)](#)

Average Marketing Budget for Graduate Programs



ALLOCATION OF MARKETING DOLLARS		
	PRIVATE	PUBLIC
 Digital advertising	40%	43%
 SEO/organic lead generation	16%	13%
 Traditional media	12%	13%
 Events (face-to-face)	6%	9%
 Events (virtual)	6%	8%
 Corporate partnerships	2%	1%
 Other	1%	2%
 Don't Know	17%	13%

The Results



Phase 1: Requalify and Re-engage Old Leads

- 5% (25 students) said they were still interested in KUSB

Phase 2: Nurture, Nurture, Nurture

- 55.54% open rate on nurture emails
- 84 students converted to applications

Phase 3: Drive Applications

- 70.16% open rate on drive to complete campaign
- 16 conversions to admitted students

Phase 4: Yield Campaign

Thank You



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