



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023



# Intelligent Names: The Smartest Way to Find Adult Learners to Fill Your Funnel

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## Intelligent Names: How to Engage Parents

February 16, 2023

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**experience: LIAISON** 

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SEATTLE | FEBRUARY 15-16, 2023

# Speaker



## Andy Hannah

President, Othot  
Adjunct Professor, Katz School of Business,  
University of Pittsburgh  
Faculty, International Institute for Analytics

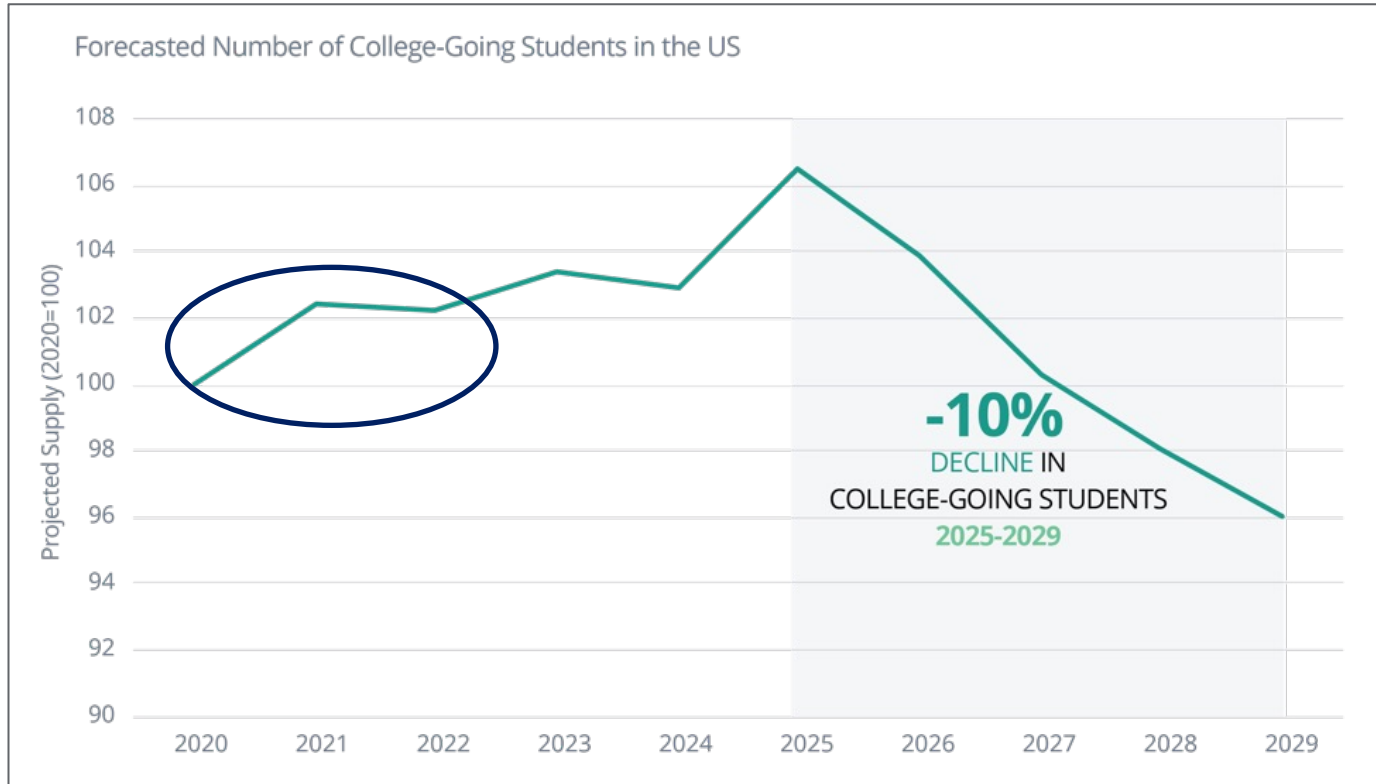


# Agenda

- Let's take a historical look at the demographic cliff
- Can we disrupt the inevitable (again)?
- Intelligent Names
- What's next?
- We'll end with food for thought



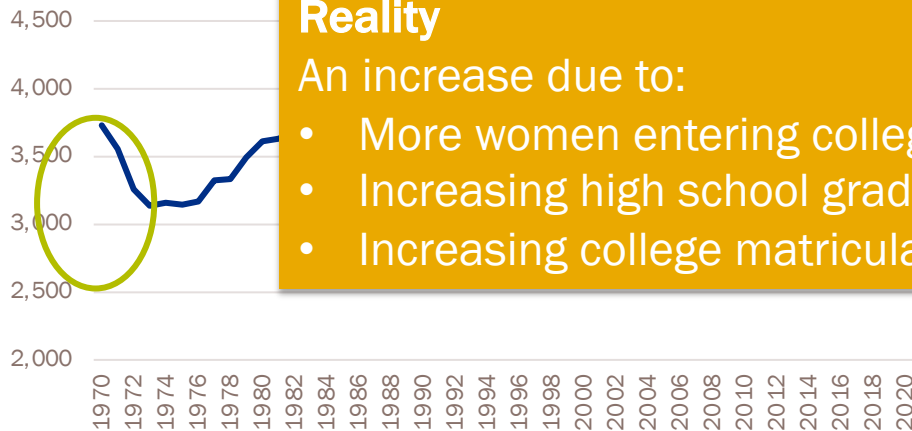
# 2025: The Demographic Cliff is Coming...



# We've Seen this Movie Before

....

Live Births: United States 1970-2000



## Reality

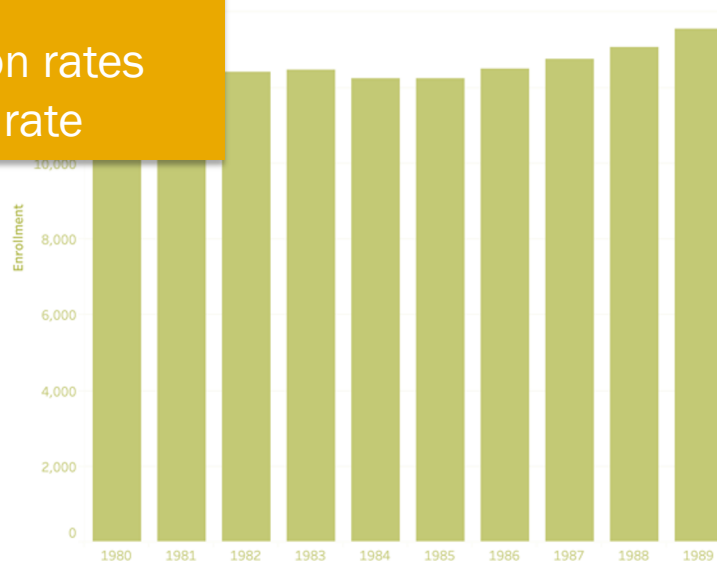
An increase due to:

- More women entering college
- Increasing high school graduation rates
- Increasing college matriculation rate

“The consensus view among educators is that enrollment will decline about 15 percent by the mid-1990s”

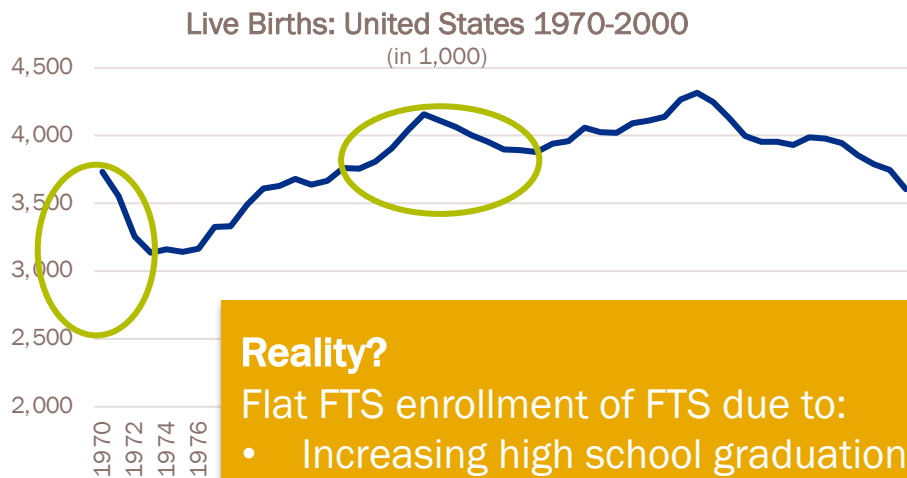
## 1970's Birth Dearth

National Population Enrollment



# We've Seen this Movie Before

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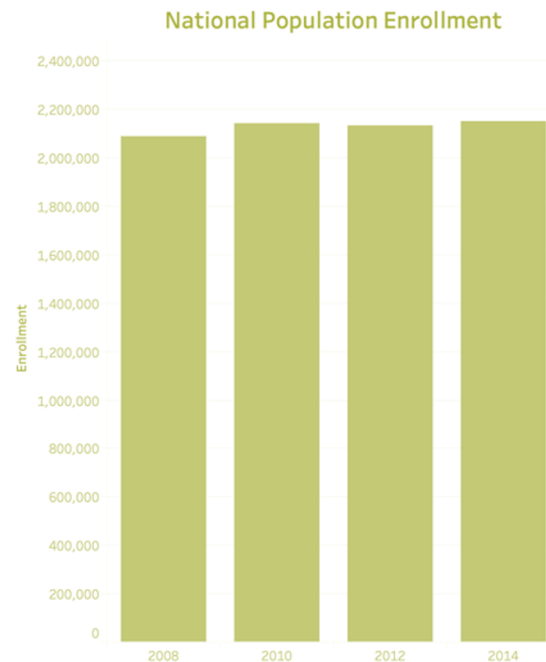
## Reality?

Flat FTS enrollment of FTS due to:

- Increasing high school graduation rates in certain states
- Increasing college matriculation rate

However, this flat enrollment was not the case for every region...

## 1990's Birth Dearth

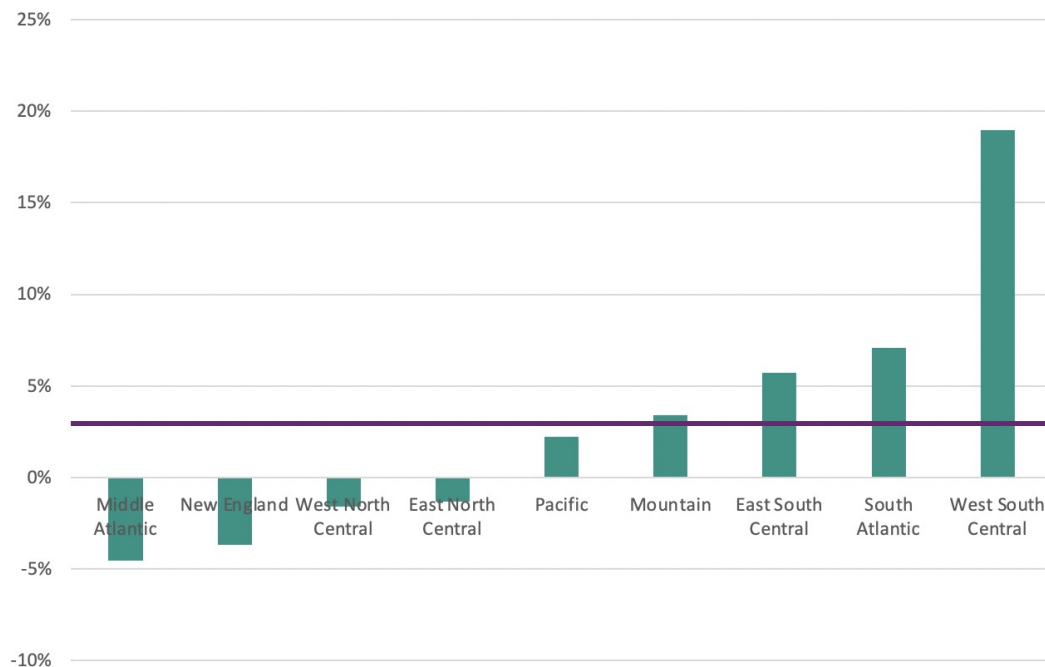


# 1990's Birth Dearth: 2008 – 2014 High School Grads

## Impact depended on region

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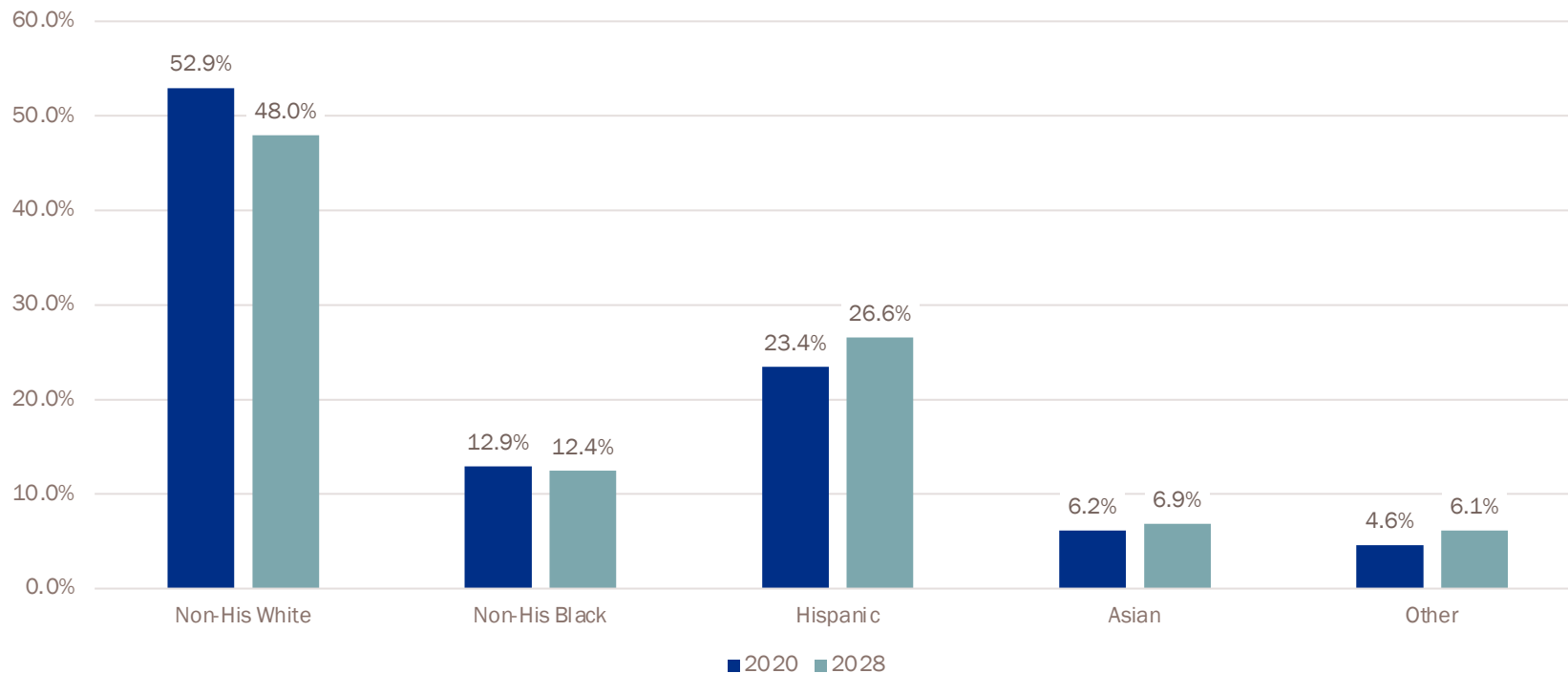
Change in Graduating High School Seniors 2008-2014



# Projections: Diverse Student Population Shift



## United States Blended Racial Identity Trends 2020-28

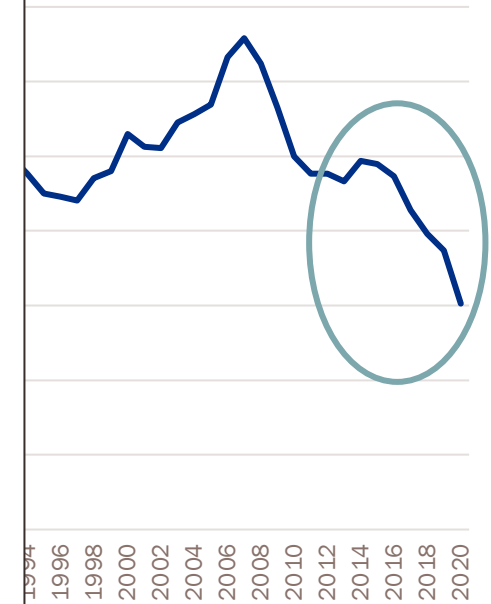
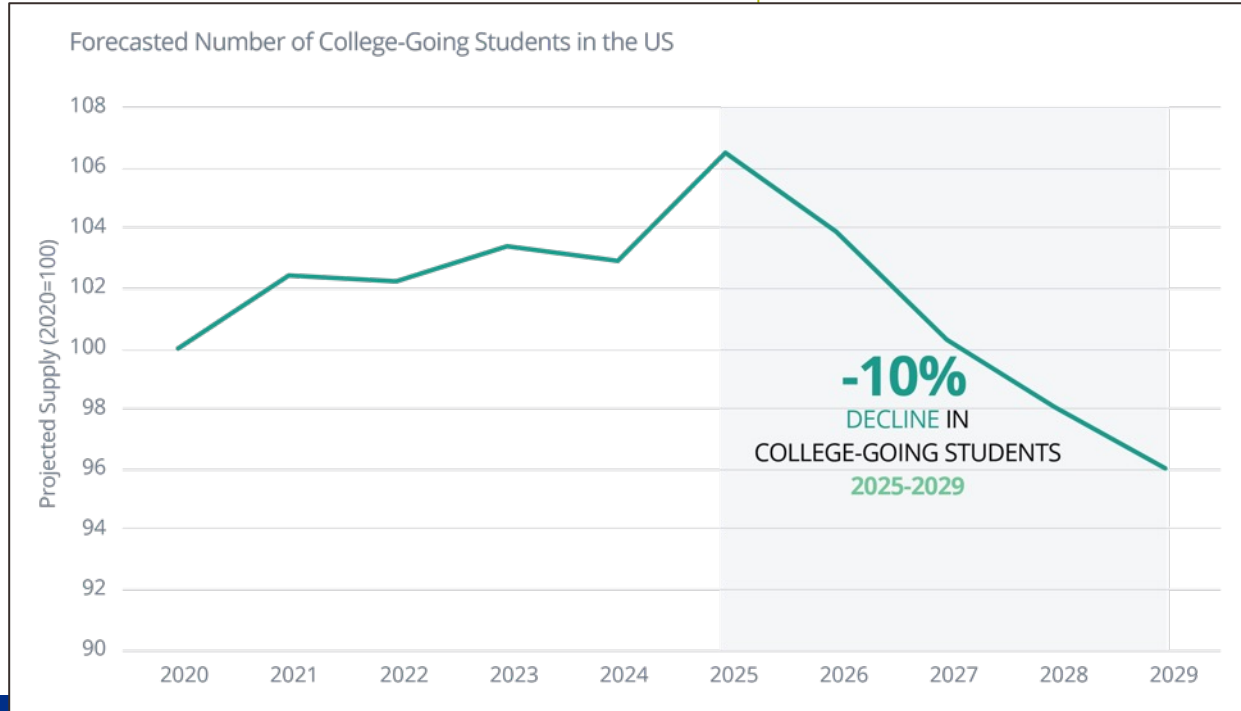


# The 2025 First-Time Student Cliff is Coming (Here)...



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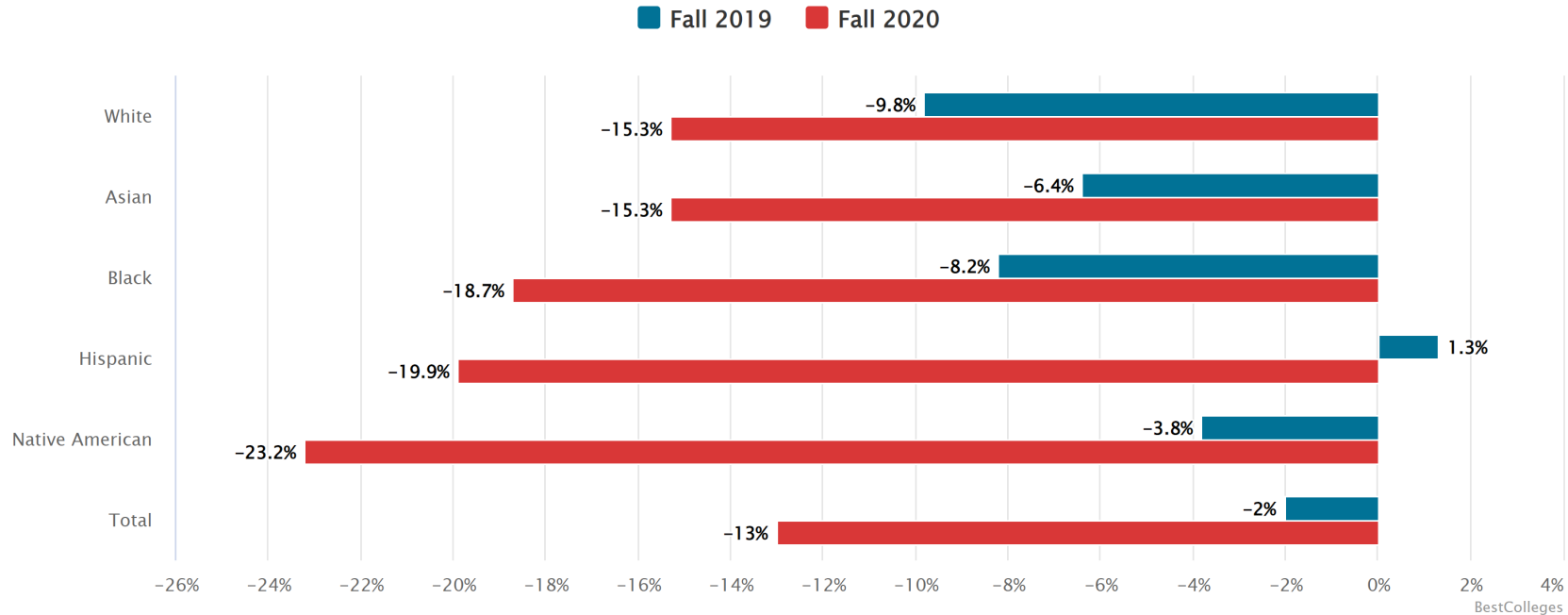
Live Births: United States 1970-2020  
(in 1,000)



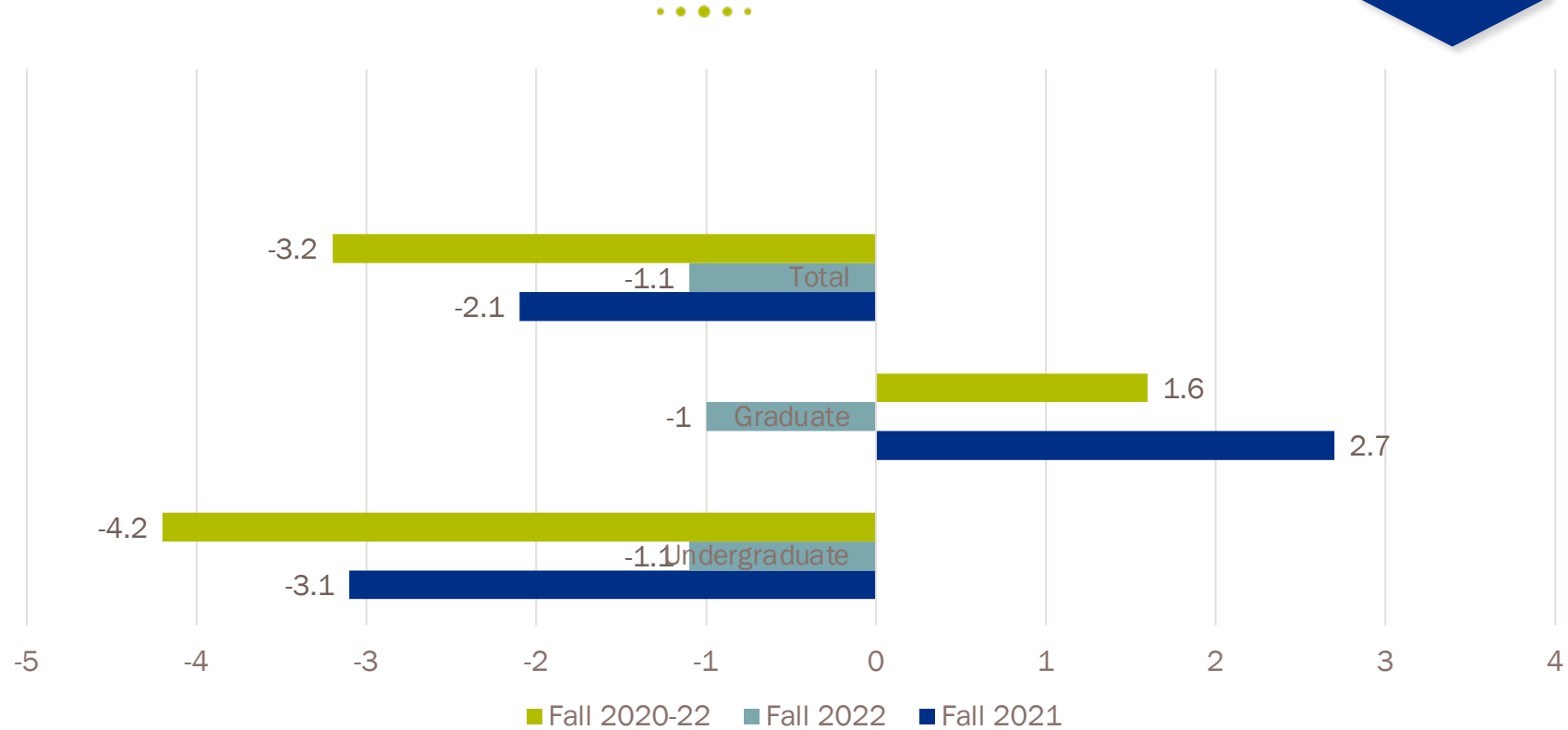
# Enrollment Changes by Award Level, Sector, and Gender



## First-Year Enrollment Change by Race/Ethnicity



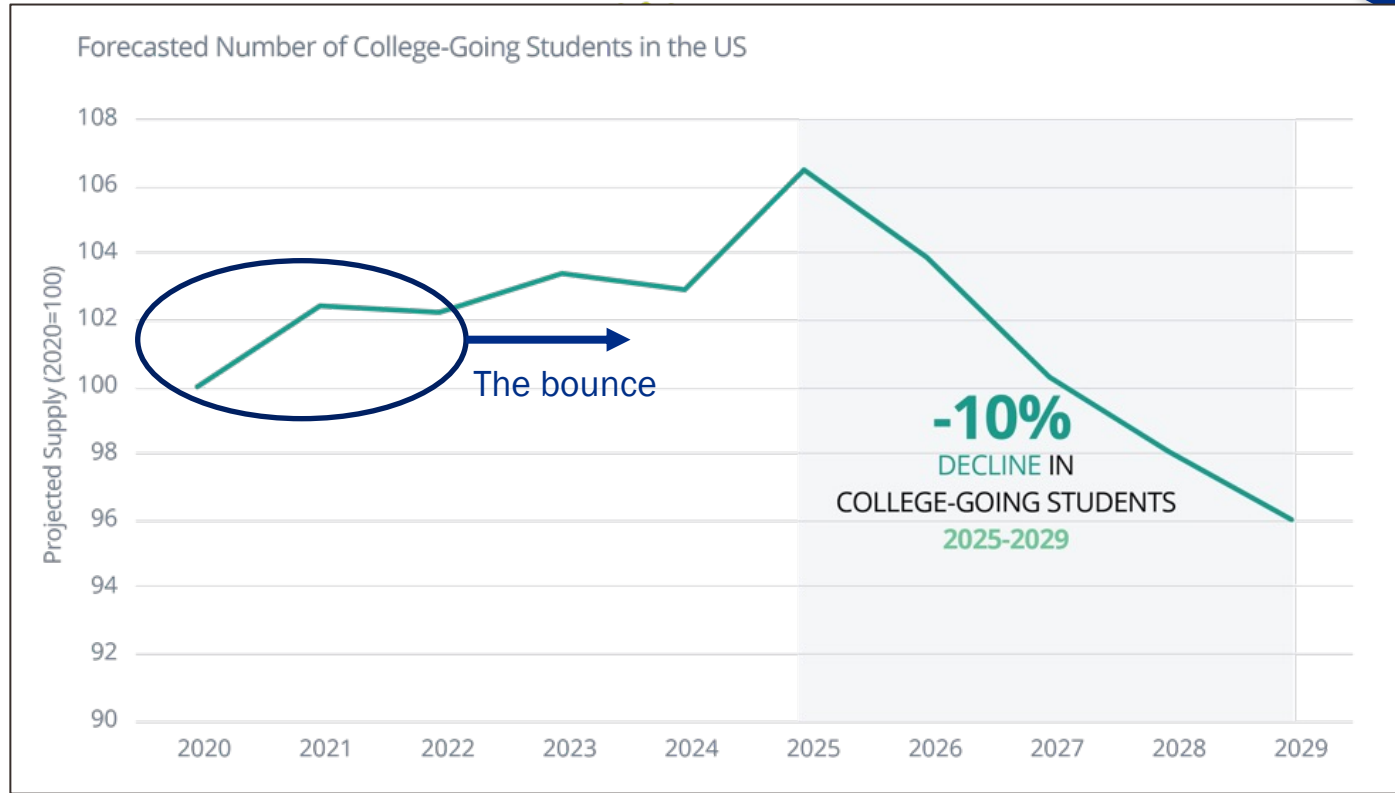
# Enrollment Changes by Award Level, Sector, and Gender



Nearly **1 million fewer students** have enrolled in college since the beginning of the pandemic (including graduate students), and nearly **3 million fewer students** have enrolled in higher education in the last 10 years.



# Be Ready for the Bounce



# 2023 Trends: US-Based Employer Layoffs and Job Cuts



1 in 3 companies anticipate laying off  
30% or more of workforce

**70%**

anticipate hiring freezes

**61%**

anticipate some layoffs

- **Why is this important?**
  - We need to disrupt again
  - Gender count is tapped out
  - High school graduation is peaking
  - College matriculation percentage of high school graduates is peaking
- **What will smooth and reduce the decline AND improve lives?**
  - Adult learners (in all modalities)
  - Upskilling
  - Credentials
  - Graduate education
  - Recession and salary declines

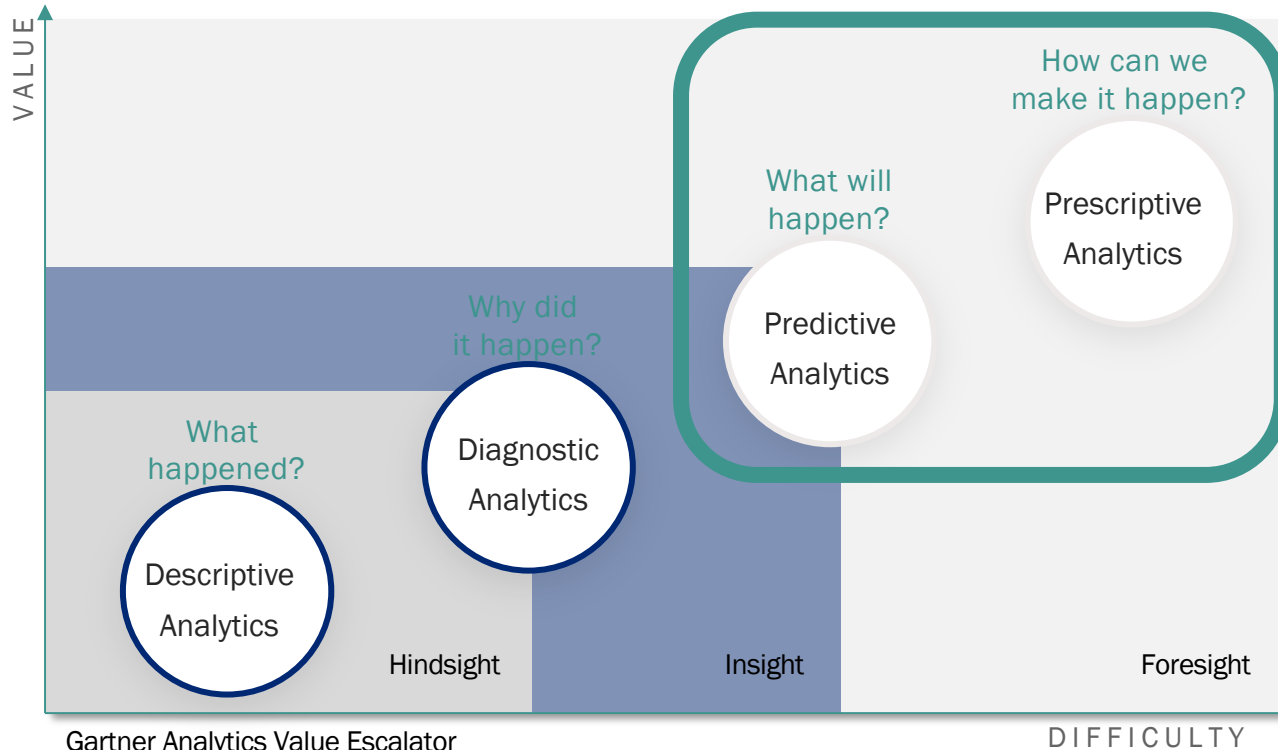




Reframing Your Approach: “Insights”  
is the language of decision makers

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# The Emergence of AI and ML as Decision Drivers

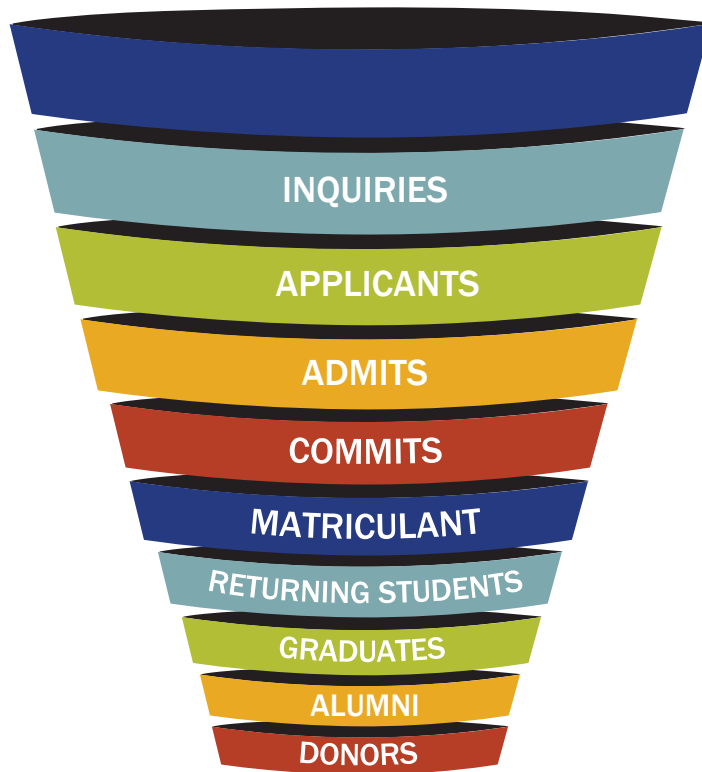


Gartner Analytics Value Escalator  
[www.gartner.com](http://www.gartner.com)

# The Intelligent Funnel



# The Intelligent Funnel



# Top of the Funnel Disruption



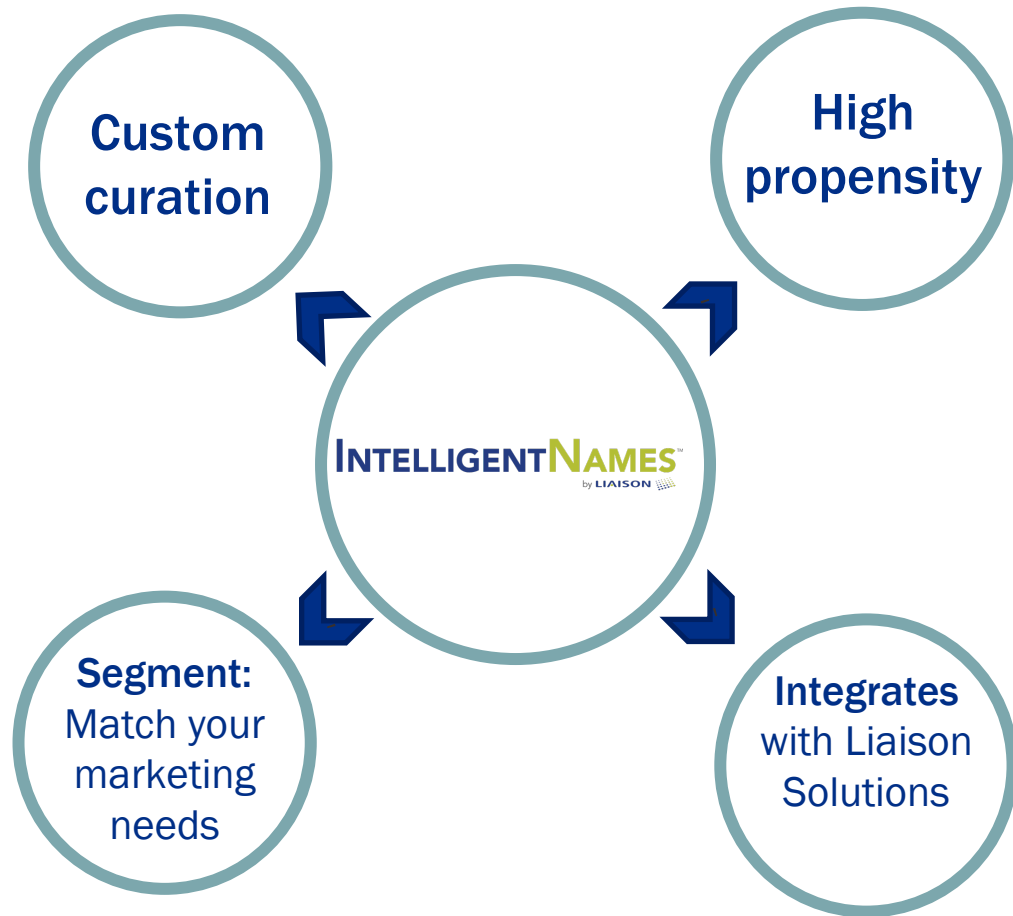
## Propensity for Behavior



- Adult learners
- Graduate students
- Degree completers
- Transfer students
- Up-skillers (certificates)
- Parents

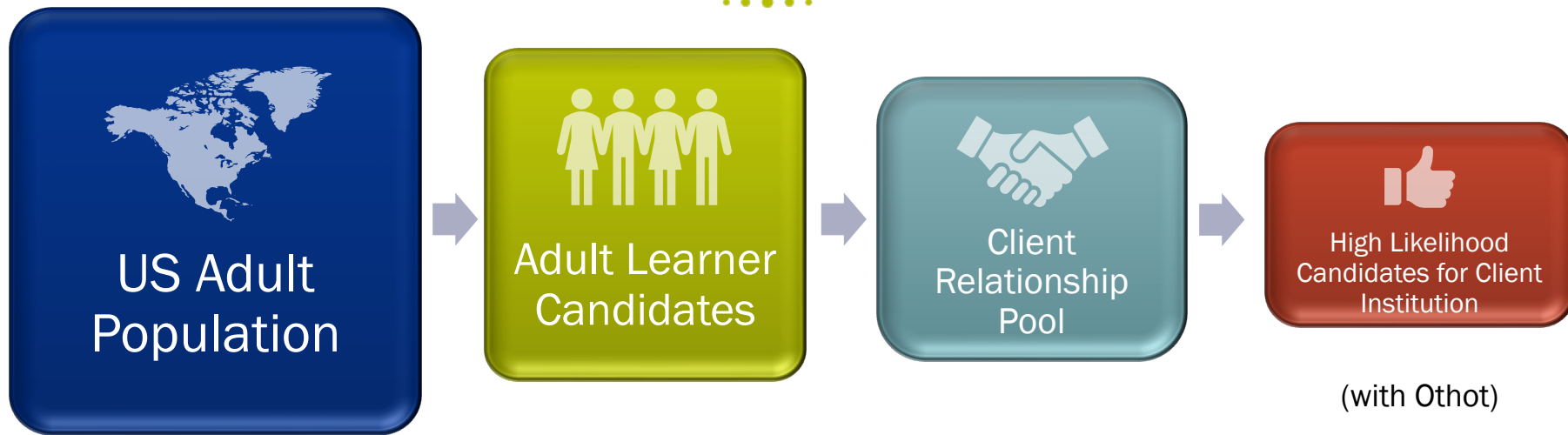
A customizable, cost-effective **advanced analytics solution...**

...to start **building relationships** with the best adults for your institution



## Intelligent Names: Targeting the Segments and Individual

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- ✓ Focused on Individualism
- ✓ Driven by “living analytics”

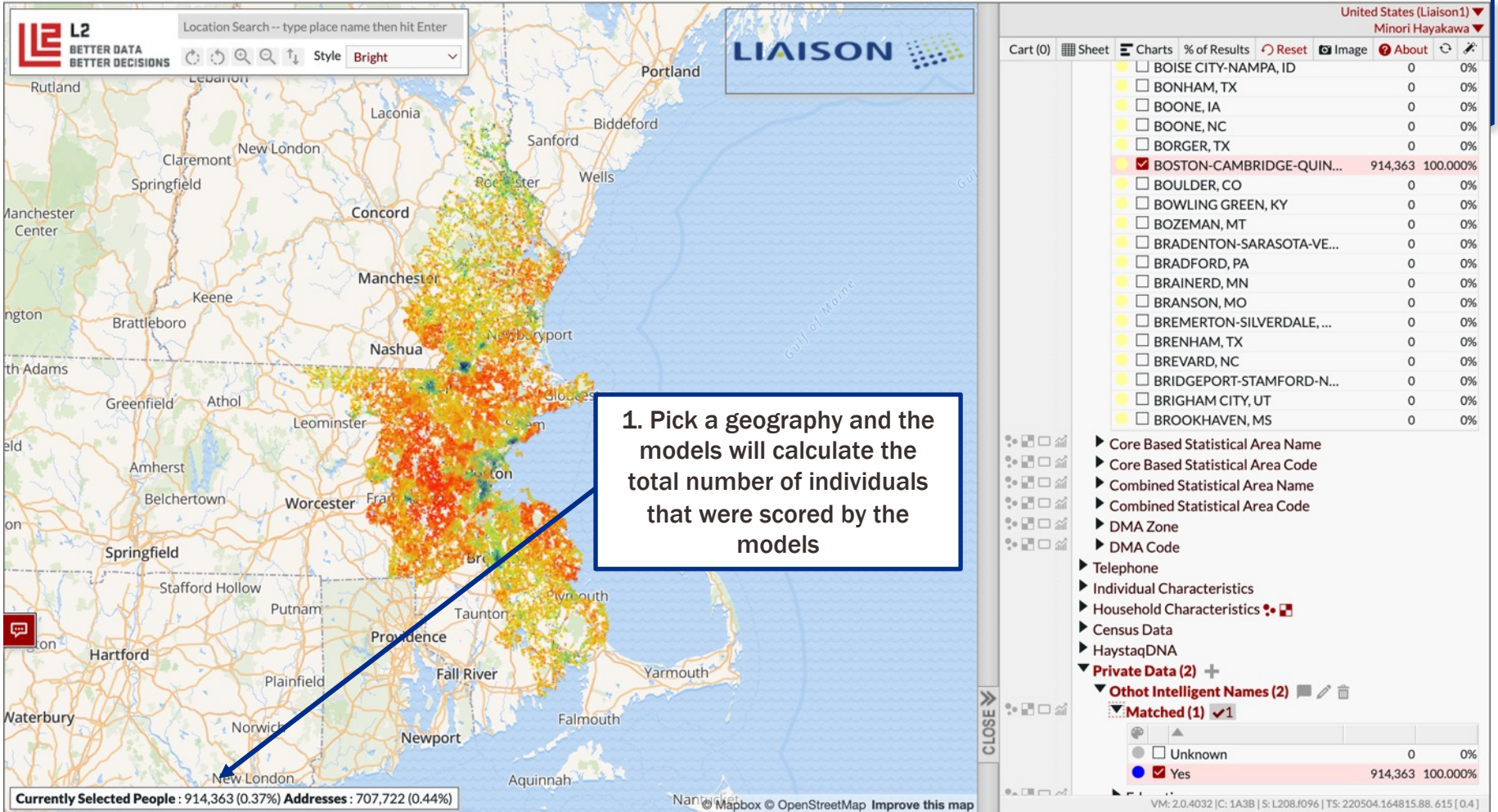
# Intelligent Names: Targeting the Segments and Individual

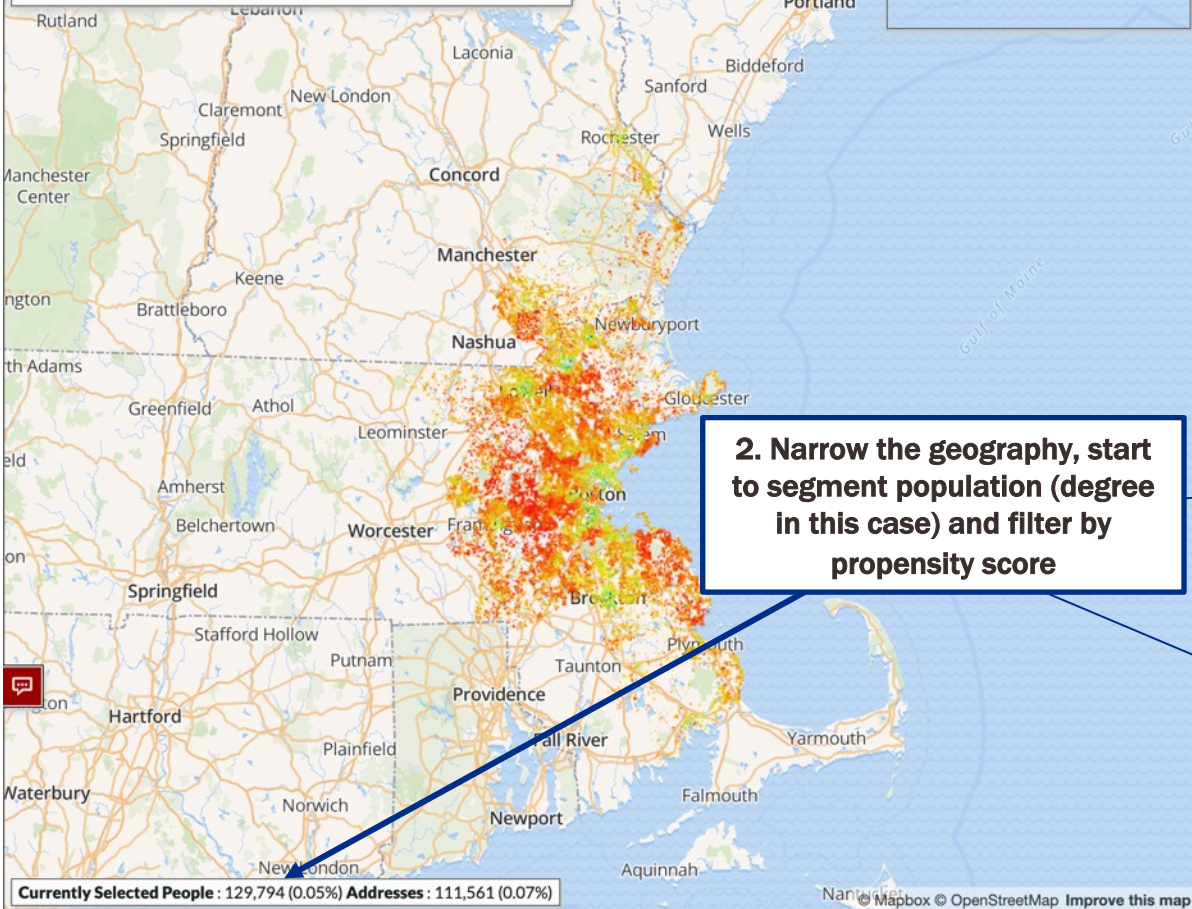


- The entire population
  - In place
- Sophisticated survey techniques (drives propensity scores)
  - In place
- Ability to understand factors that can narrow interest to specific programs
  - Available to customize

# Conceptual Construct







**2. Narrow the geography, start to segment population (degree in this case) and filter by propensity score**

United States (Liaison1) Minor Hayakawa

Cart (0) Sheet Charts % of Results Reset Image About

- Metropolitan Statistical Area (1) ✓1
  - Core Based Statistical Area Name
  - Core Based Statistical Area Code
  - Combined Statistical Area Name
  - Combined Statistical Area Code
  - DMA Zone
  - DMA Code
  - Telephone
  - Individual Characteristics
  - Household Characteristics
  - Census Data
  - HaystaqDNA
- Private Data (3) +
  - Othot Intelligent Names (3)
    - Matched (1) ✓1
 

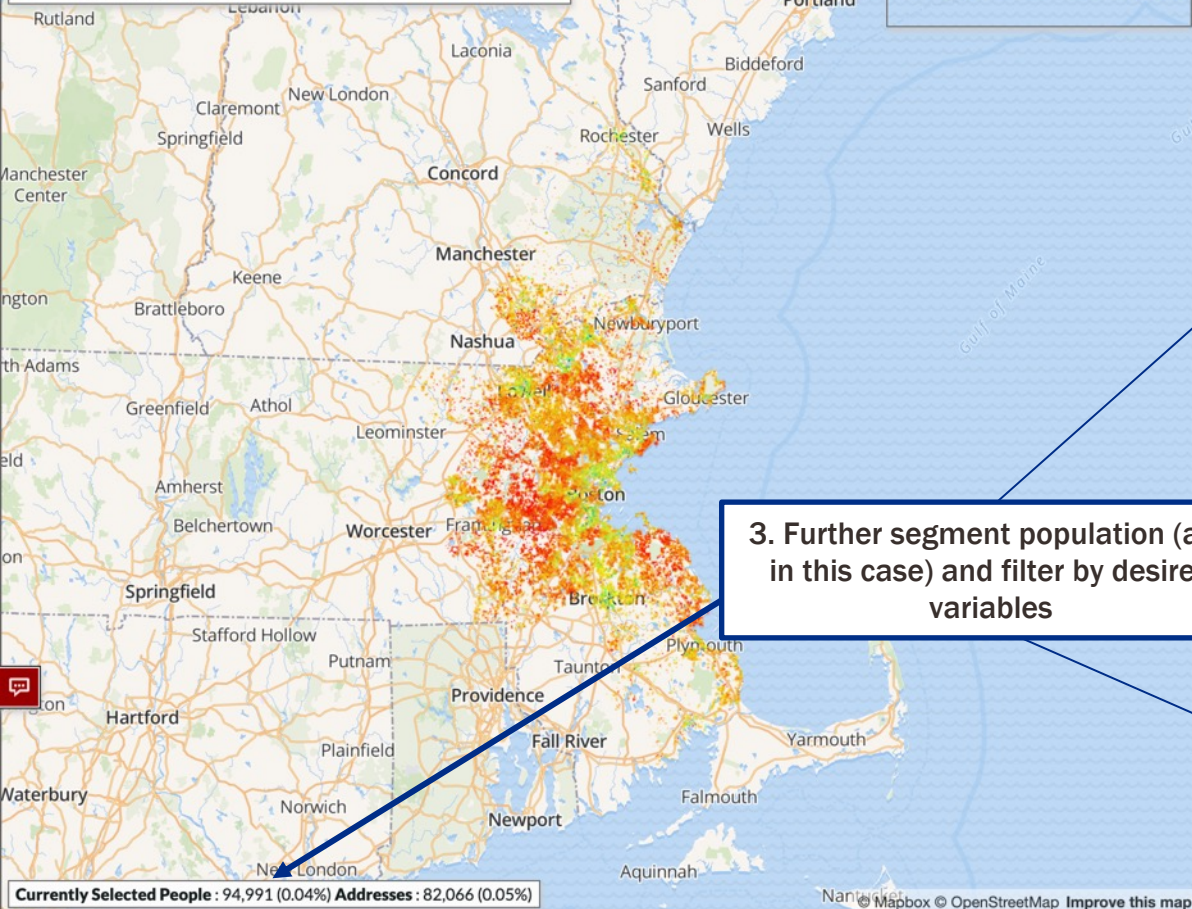
Unknown	0	0%
Yes	129,794	100.000%
    - Education (1) ✓2
 

Completed College	96,891	74.650%
Graduate School	32,903	25.350%
High School	0	0%
Some College	0	0%
Some High School	0	0%
Unknown	0	0%
Vocational School	0	0%
    - GradIntenScore (1)
 Filter by range (5 - 92)
 

From: 65 x
 To: 87 x

Include Unkno... ☐
  - Quintile Rank by State

VM: 2.0.4032 | C: 1A3B | S: L208.f096 | TS: 220504.164815.88.701 | 396.4



### Individual Characteristics (1)

#### Gender

#### Age (1)

##### Inferred Age

##### Age (By Birth Date)

##### Birth Date Confidence

#### Age Range (1) 5

<input checked="" type="checkbox"/>	Between 18 and 24	0	0%
<input checked="" type="checkbox"/>	Between 25 and 29	15,588	16.410%
<input checked="" type="checkbox"/>	Between 30 and 34	23,909	25.170%
<input checked="" type="checkbox"/>	Between 35 and 39	31,167	32.810%
<input checked="" type="checkbox"/>	Between 40 and 44	24,327	25.610%
<input type="checkbox"/>	Between 45 and 49	0	0%
<input type="checkbox"/>	Between 50 and 54	0	0%
<input type="checkbox"/>	Between 55 and 59	0	0%
<input type="checkbox"/>	Between 60 and 64	0	0%
<input type="checkbox"/>	Between 65 and 69	0	0%
<input type="checkbox"/>	Between 70 and 74	0	0%
<input type="checkbox"/>	Between 75 and 79	0	0%
<input type="checkbox"/>	Between 80 and 89	0	0%
<input type="checkbox"/>	90+	0	0%
<input type="checkbox"/>	Unknown	0	0%

#### Marital Status

#### Occupation Group

#### Occupation of Person

#### Ethnic Code

#### Ethnic Group

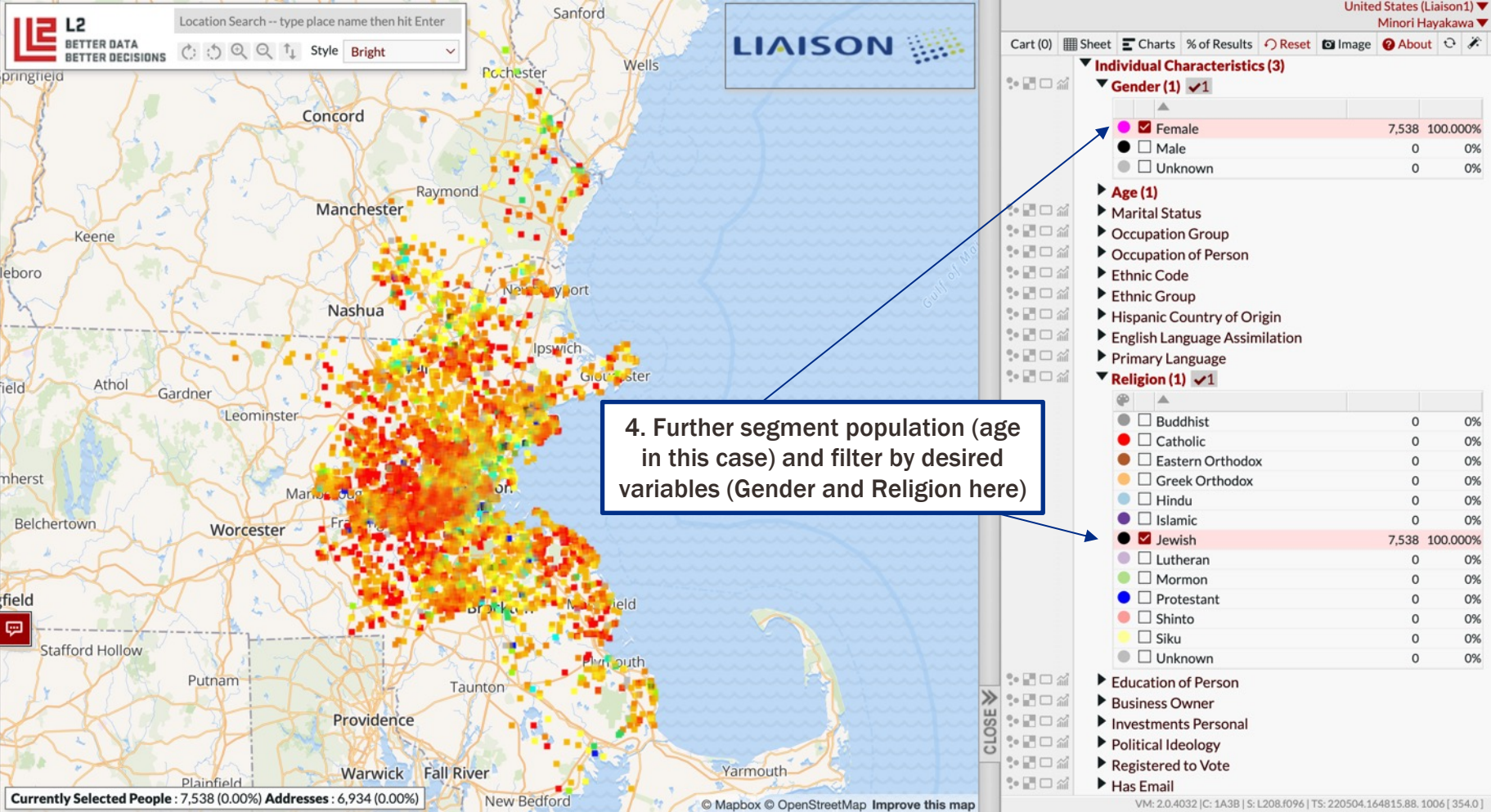
#### Hispanic Country of Origin

#### English Language Assimilation

#### Primary Language

#### Religion

<input type="checkbox"/>	Buddhist	7,517	7.913%
<input type="checkbox"/>	Catholic	44,107	46.433%
<input type="checkbox"/>	Eastern Orthodox	2,634	2.773%



# What Happens Next: Market Where They Are



## INTELLIGENT NAMES™

by LIAISON 



Email



SMS



Digital Media



Personalized Direct

The Intelligent database provides you with access to contact information

# What's Next? Parental Engagement: Reach the Influencers



Application volume can be 10X higher with parental influence

- Matching students in your funnel to their parents contact information
- Using Liaison engine to have first connection to college-bound household be the parent



# Food for thought



- Outcomes matter: we need to help individuals
- 36 million+ Americans left college without receiving a degree
- Get ready for the bounce
- Adult learners will fill a portion of the void
- Recognize and leverage non-linear models
- Use AI and ML to find “behave-a-likes”
- Target marketing, recruitment and financial leveraging efforts with strategic AI and ML



# Q & A



experience: **LIAISON** 

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# Thank You



**Andy Hannah**

President, Othot by Liaison

[ahannah@liaisonedu.com](mailto:ahannah@liaisonedu.com)

# Find. Engage. Enroll.

INTELLIGENT NAMES<sup>™</sup>  
by LIAISON



ENROLLMENT  
MARKETING | EM  
by LIAISON

Introducing ...

## INroll by Liaison

### Identify Best-Fit Adult Learners

Tapping our proprietary Intelligent Names<sup>™</sup> solution, we gather key insights about an individual's geographical location, degree level, demographics, and more to target the best-matched adult learners for your institution's unique programs.



### Develop a Nimble Strategy

Search strategists, digital advertising specialists, enrollment consultants, and award-winning creatives collaborate to put a nimble plan in place — one that can be modified quickly based on incoming marketing data.



### Drive Response with Tailored Outreach

Using powerful pre-launch surveys, our team immediately begins to segment your prospect list for tailored messaging and high response rates. Then, we unleash hyper-personalized outreach with on-brand email, print, and digital campaigns—engaging at every stage of the admission cycle.



### Maintain a Sound, Full-Cycle Solution

Liaison partners with you throughout the entire admission process to target the right names... to respond in the right way... to communicate the right message... and to engage at the right time. Then we use the data gathered to do it again, improving on results through every cycle.

# Differentiation



Liaison-Othot has more proprietary insights about graduate and professional students than any other organization in the world.

As a result, our models are more powerful than other solutions in the market.

## *Personalization*

- Targeted, custom segmentation
- Increased yields
- Increased ROI
- Shape of class

## *Engagement*

- Expected 2-5x improvement in other domains
- Direct and indirect engagement options

## *Value Enhancement*

- CAS, TargetX, CRM, Othot Prescriptive Analytics
- EMP to develop marketing portfolio

## Percentage of U.S. adults who have considered enrolling in a college degree or certificate program in the past two years, by education experience



*Which of the following, if any, have you considered pursuing in the past two years?*

% Reporting they have considered pursuing any of the following: bachelor's degree, associate degree, certification program

