



Targeted **Yield-Performance** Turnarounds

Lessons from EAB's Enroll360 Product Suite on How to
Rapidly Improve Admitted-Student Engagement

Enroll360

Today's Presenters



Lex Ruby Howe

Managing Director, Partner Development

lrubyhowe@eab.com



Madeleine Rhyneer

Vice President of Consulting Services and Dean of Enrollment Management

mrhyneer@eab.com

We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

8,000+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

2,100+ Institutions served

9.5 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future

Enroll360

EAB's Recruitment Ecosystem—Tailored Solutions to Meet Your Goals

1,100+ Enrollment Partners

No Two Partnerships Alike

Yield-Season Help from EAB



Two Additional Resources for Enrollment Leaders



A Yield-Management Resource Center on eab.com

This resource center brings together in one place the best of EAB's past work on yield management, including white papers, toolkits, webinars, blog posts, and podcasts. You can access the resource center at eab.com/yield-resources.



A white-paper version of today's content

This is an expanded standalone version of the content to be covered today. You'll have an opportunity to [request a copy](#) at the end of this webinar.

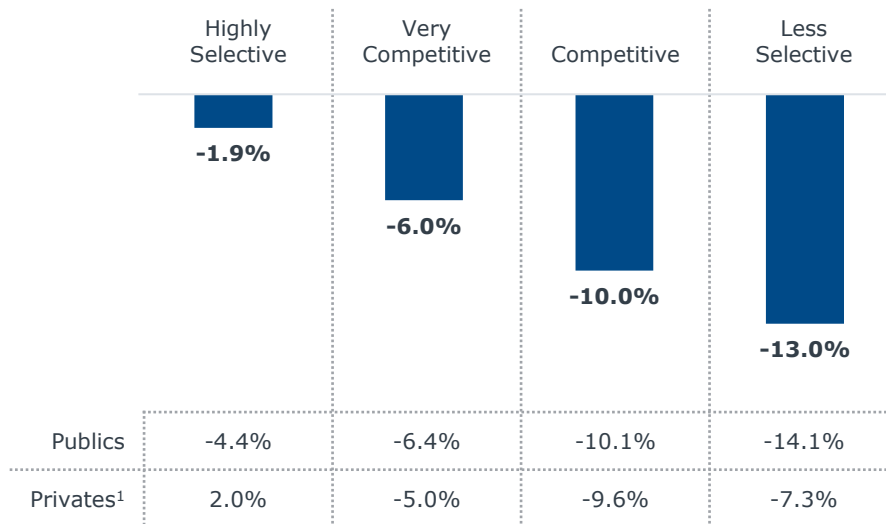
Bad and Worse



An Urgent Mandate for Improved Yield Performance

Change in Freshman Enrollment, by School Segment

Four-Year US Colleges and Universities, Fall 2019 to Fall 2021

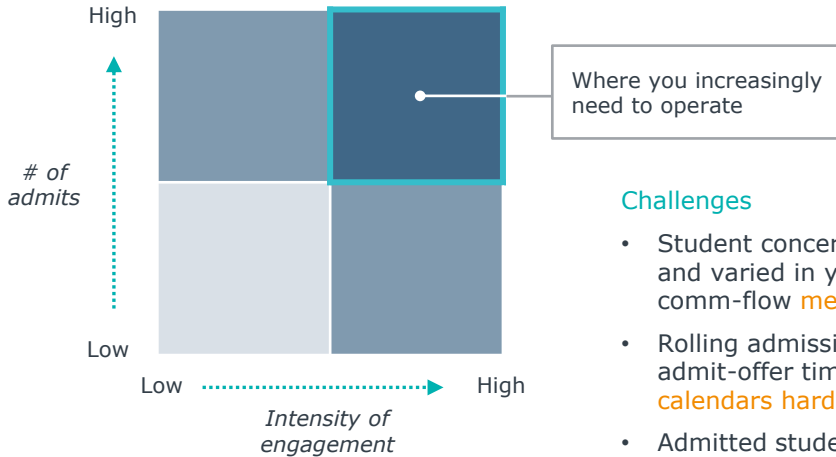


1) Excludes for-profit institutions.

Your Seemingly Impossible Marching Orders



How to Scale Intensive Admitted-Student Engagement?



Challenges

- Student concerns become more specific and varied in yield phase—this makes comm-flow **messaging hard to standardize**
- Rolling admissions results in highly varied admit-offer timing—this makes comm-flow **calendars hard to standardize**
- Admitted students are scattered across a growing variety of online channels—it is hard to know **where to reach them**
- Traditional interventions with the clearest impact—especially customized interpersonal interactions—have built-in **limits to scalability**

Evaluating Your Options



Today's Focus: Fast, High-Impact Yield Fixes

Your Main Yield Levers

	<i>Yield impact</i>	<i>Yield Specificity</i>	<i>Speed to improved performance</i>	
Your school's website	🕒	🕒	🕒	As achievable with outside help
Search & application marketing	🕒	🕒	🕒	
Counselor "sales" activity	🕒	🕒	🕒	
Chatbot	🕒	🕒	🕒	Related EAB offerings
Social media	🕒	🕒	🕒	
Predictive analytics	🕒	🕒	🕒	Wisr
Campus visits/events	🕒	🕒	🕒	
Financial aid impact monitoring	🕒	🕒	🕒	Yield
				YouVisit
				Aid

- ✓ Improve yield performance
- ✓ Primarily relevant for the yield phase of the funnel
- ✓ May be expedited via partnership with EAB

Six Steps to Maximum Yield



Generalizable Lessons from EAB's Yield Suite

Focus your efforts where they will have the greatest impact

		Related EAB offerings
1	Ask students about their intentions	Yield
2	Use a robust predictive model	Yield
3	Hardwire your response	Yield
4	Treat aid-granting as a continuous, dynamic process	Aid

Eliminate barriers to admitted-student engagement

5	Mobilize your campus community at scale	Wisr
6	Offer students an immersive virtual experience of your school	YouVisit

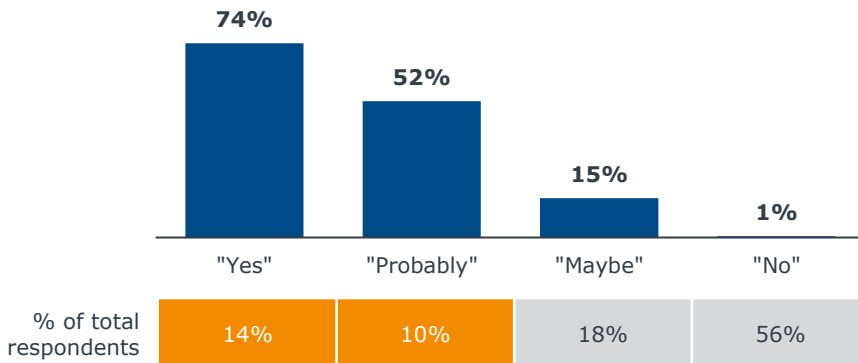
Opportunity 1



Ask Students About Their Intentions

Students' Survey Responses Accurately Predict Their Yield Behavior

Deposit Rate by Admitted-Student Response to Question "Do you intend to deposit?"



40%

of surveyed students respond

Intensive follow-up focused on this group—around a quarter of respondents



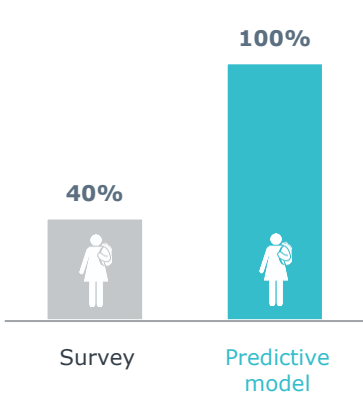
Associated EAB offering: Yield

Opportunity 2

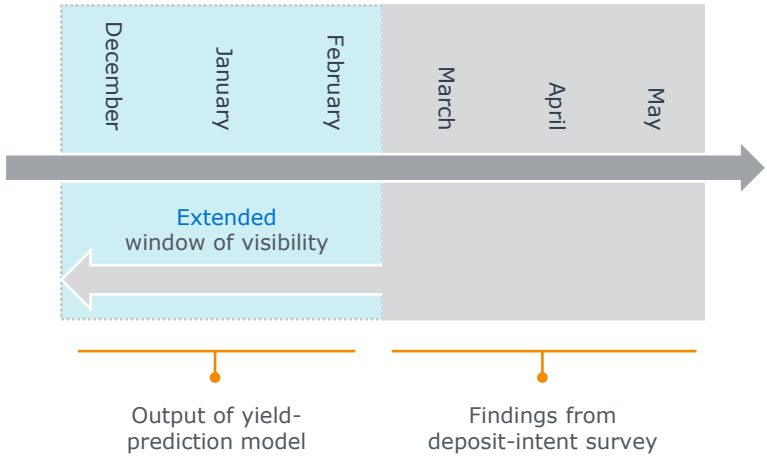
Use a Robust Predictive Model

Delivering Earlier Insight on More Admitted Students

% of Admitted Students Covered



Timing



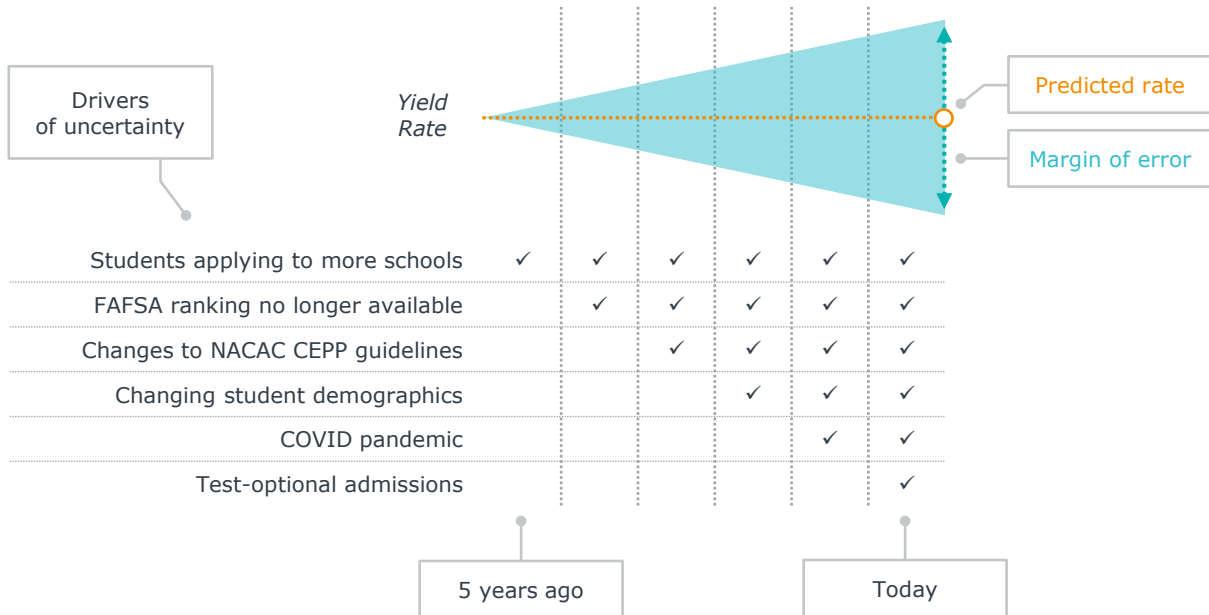
Associated EAB offering: Yield

Increasing Unpredictability

An Unstable Market Raises the Stakes for Yield Modeling

Factors Making Yield Rate Harder to Anticipate

Predicted Versus Actual Yield Rate



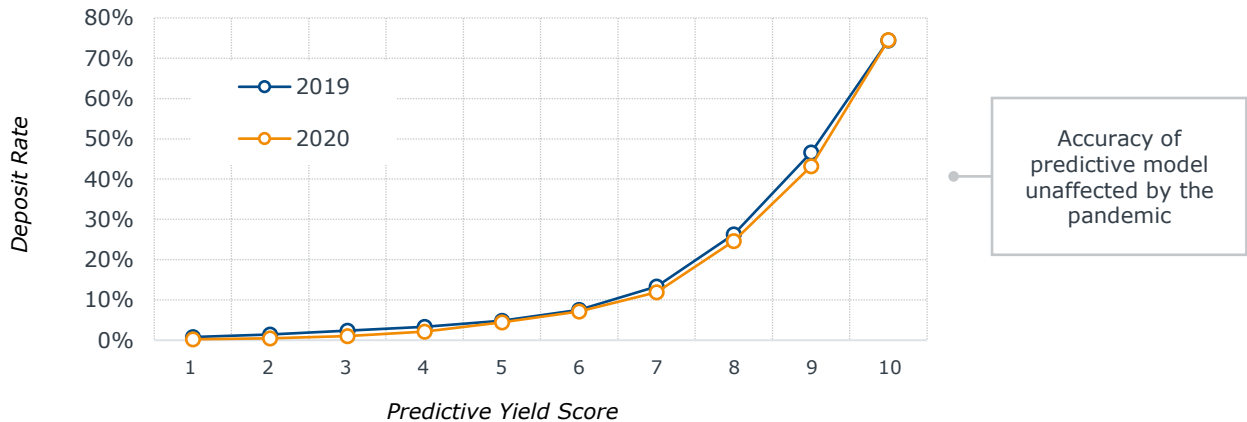
Seeking a Solid Foundation



Effective Models Stand up to Market Turmoil

Deposit Rate by Yield Score

EAB Yield Predictive Model, Aggregate Data Across Partners, Pre- and Post-Pandemic



Associated EAB offering: Yield

What Makes a Yield Model Robust?

Four Key Characteristics



Specific to your school

Your model should be designed specifically for your institution, using your data. (Some third-party models are generic, based on data from other institutions.)



Dynamically updated

Your model should be calibrated throughout yield season to adapt it to changes in market context (e.g., the pandemic).



Diversified

Your model should use a diverse array of variables, so that if the predictive power of one input is diminished others can compensate.



Methodologically advanced

Your model should take advantage of ongoing advances in data science, which can greatly increase the accuracy and timeliness of yield prediction.



Associated EAB offering: Yield

Opportunity 3

Hardwire Your Response

Creating a Short Path from Descriptive Information to Action



This population, identifiable via predictive modeling, constitutes approximately **20%** of a typical school's total admit pool







Associated EAB offering: Yield

Opportunity 3

Hardwire Your Response

Creating a Short Path from Descriptive Information to Action

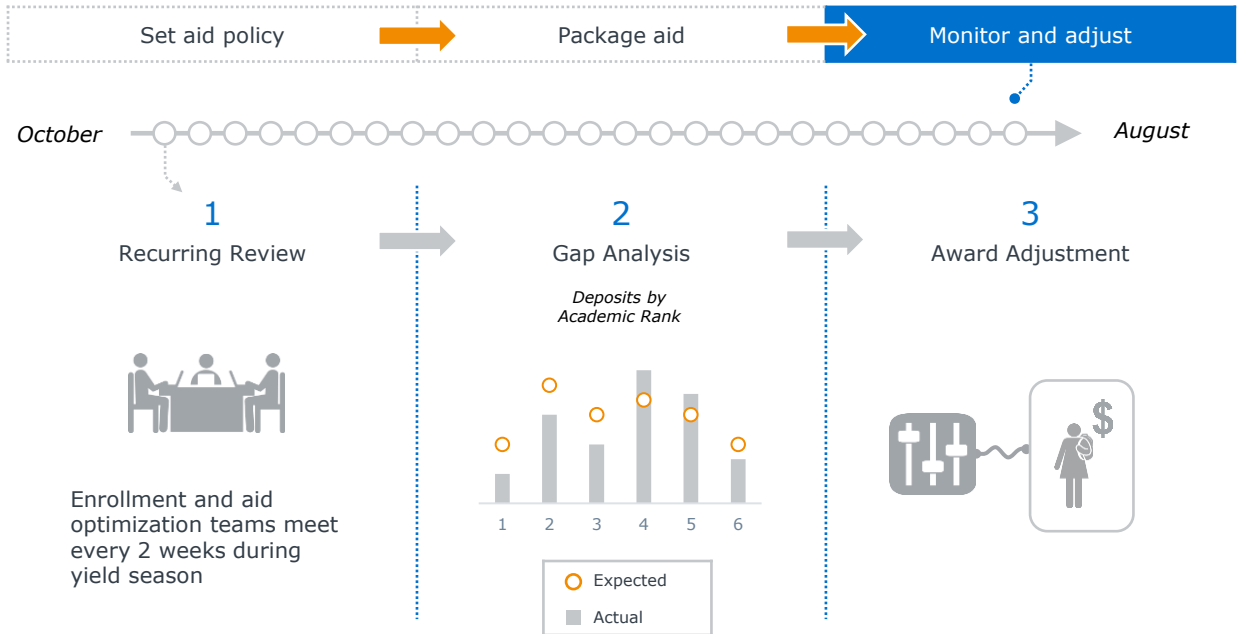
	<i>Communication preferences and interests</i>	<i>Customized communication plan</i>	
Student A	<ul style="list-style-type: none">• Email, phone (7-9 pm)• Has questions about academics• Interest in accounting	Email and call in the evening emphasizing accounting internship opportunities	 Deploy within the day 
Student B	<ul style="list-style-type: none">• Email, mail• Has questions about housing• Interest in biology	Email with alumni success story about a biology major, special mailer on housing	
Student C	<ul style="list-style-type: none">• Email, phone• Has questions about financial aid• Interest in education	Phone call and follow-up email explaining student's financial aid package	



Associated EAB offering: Yield

Opportunity 4

Treat Aid Granting as a Continuous, Dynamic Process

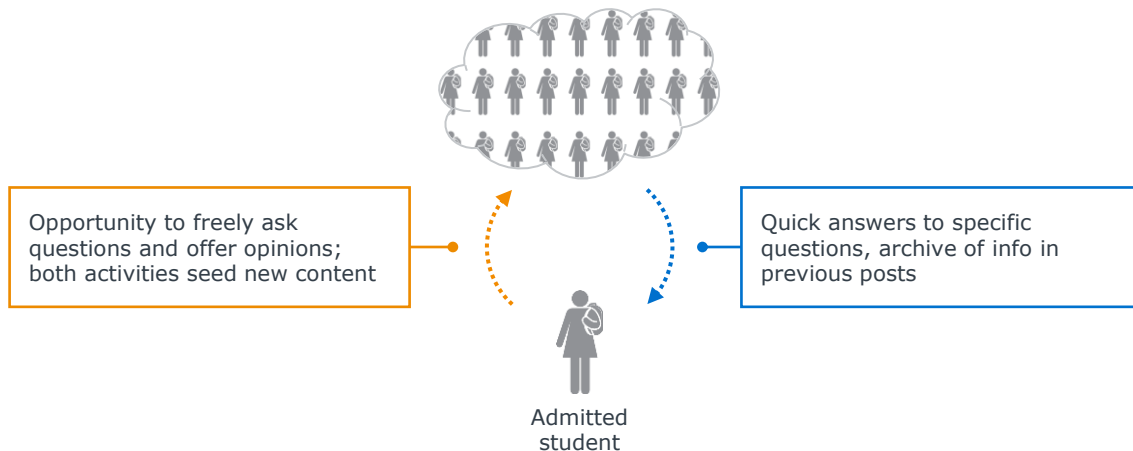


Associated EAB offering: Aid

Opportunity 5

Mobilize Your Campus Community at Scale

Social Media Scales Intensive Engagement Across Your Admit Pool



Key needs of admitted students addressed

- ✓ Quick answers to specific questions
- ✓ Getting to know people from your institution
- ✓ Meeting other admitted students
- ✓ Unbiased peer opinions
- ✓ A feeling of acceptance and community

Don't Leave Social Engagement to Chance

"Staff" Your Social Network with an Active Team of Ambassadors



Student ambassadors



Faculty/staff ambassadors



Alumni ambassadors

Representative responsibilities:

- ✓ Respond to inbound student questions
- ✓ Post in communities to drive momentum
- ✓ Reach out to students with low engagement

A cast of dozens



Associated EAB offering: Wisr

A Structured Effort

Things You Can Do to Boost the Effectiveness of Your Social Ambassadors

A Comprehensive Support Infrastructure for Your Social Staff



Set clear goals and expectations

Your ambassadors won't know what, specifically, to do on your network and how often if you don't spell it out for them. Give them concrete guidance, including numerical targets.



Offer hands-on assistance

Where feasible, pitch in directly on key components of your ambassadors' online presence—e.g., use your knowledge about best practices for social-media video to help them create compelling videos to include in their profiles.



Benchmark ambassador performance

Share data with your ambassadors, showing how their activity and results on your network compare with that of their ambassador peers—information that can be a highly effective motivator.



Associated EAB offering: Wisr

Opportunity 6

Offer Students an Immersive Virtual Experience of Your School

Three Characteristics of Highly Effective Virtual Tours

The screenshot shows a web browser window displaying a virtual tour for 'The New School'. The browser address bar shows 'youvisit.com/tour/newschool'. The website header includes the title 'The New School' and three buttons: 'Register Now' (pink), 'Schedule Visit' (orange), and 'Apply Online' (blue). A blue box on the left contains a list of three characteristics:

- 1 Built around a painstakingly constructed **narrative**
- 2 **Immersive**, navigable 360-degree photo and video panoramas
- 3 Different media types **layered** into a seamless whole

The main content area shows a 360-degree panoramic view of a city street with yellow taxis and modern buildings. A woman in a black t-shirt stands in the foreground, labeled as a 'Video overlay'. A white circle labeled 'Navigation handle' points to a white arrow icon on the ground. A dashed white box labeled 'Center' is positioned around the woman. A small inset video player is visible in the bottom right corner.



Associated EAB offering: YouVisit

Three Takeaways from Today's Session

1

Be prepared to commit yourself

More effectively engaging admitted students is both crucial and difficult; recognize that, and prepare your team to step up.

2

One step at a time

Transforming your yield performance is a big and complicated undertaking that can easily become overwhelming; break it into manageable pieces that, in aggregate, deliver outsize impact.

3

Pursue high-impact partnerships

Converting admitted students increasingly requires specialized, high-tech capabilities that few schools can develop themselves; partnering with expert third parties makes acquiring these capabilities doable.

Further Resources Available to You



Request a copy of our
Targeted Yield Turnarounds white paper



Request a copy
of the webinar recording and slides



Arrange to talk
to Lex or Madeleine



Request a demo of
Wisr, Enroll360 Yield, YouVisit, or Aid

*Submit your
request in the
survey at the
end of the
webinar*

I'd Like to Speak Further About...

1 Best practices for improved yield management


2 Predictive yield analytics (Enroll360 Yield)

3 Using aid optimization to boost yield (Enroll360 Aid)

4 Using social media to boost yield (Wisr)

5 Using virtual tours to boost yield (YouVisit)

6 Enter your own topic in the Q&A



*Choose
all that
apply*



Lex Ruby Howe

Managing Director

lex.rubyhowe@eab.com



Madeleine Rhyneer

Vice President of Consulting Services and Dean of Enrollment Management

mrhyneer@eab.com



Tell us what you thought of today's session via our post-webinar [survey](#)



Listen to our [podcast](#) "Office Hours with EAB," available via most podcast apps



Visit [EAB.com](#) for other [yield-season resources](#)



Washington DC | Richmond | Birmingham | Minneapolis | New York | Chicago

202-747-1000 | eab.com