



EAB

Coordinating, Tracking &
Scaling Community College
Recruitment and
Onboarding
Communications

Today's Presenters



Mike Saxvik
*Senior Director,
Technology*



Dr. Tara Zirkel
*Director,
Strategic Research*



Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

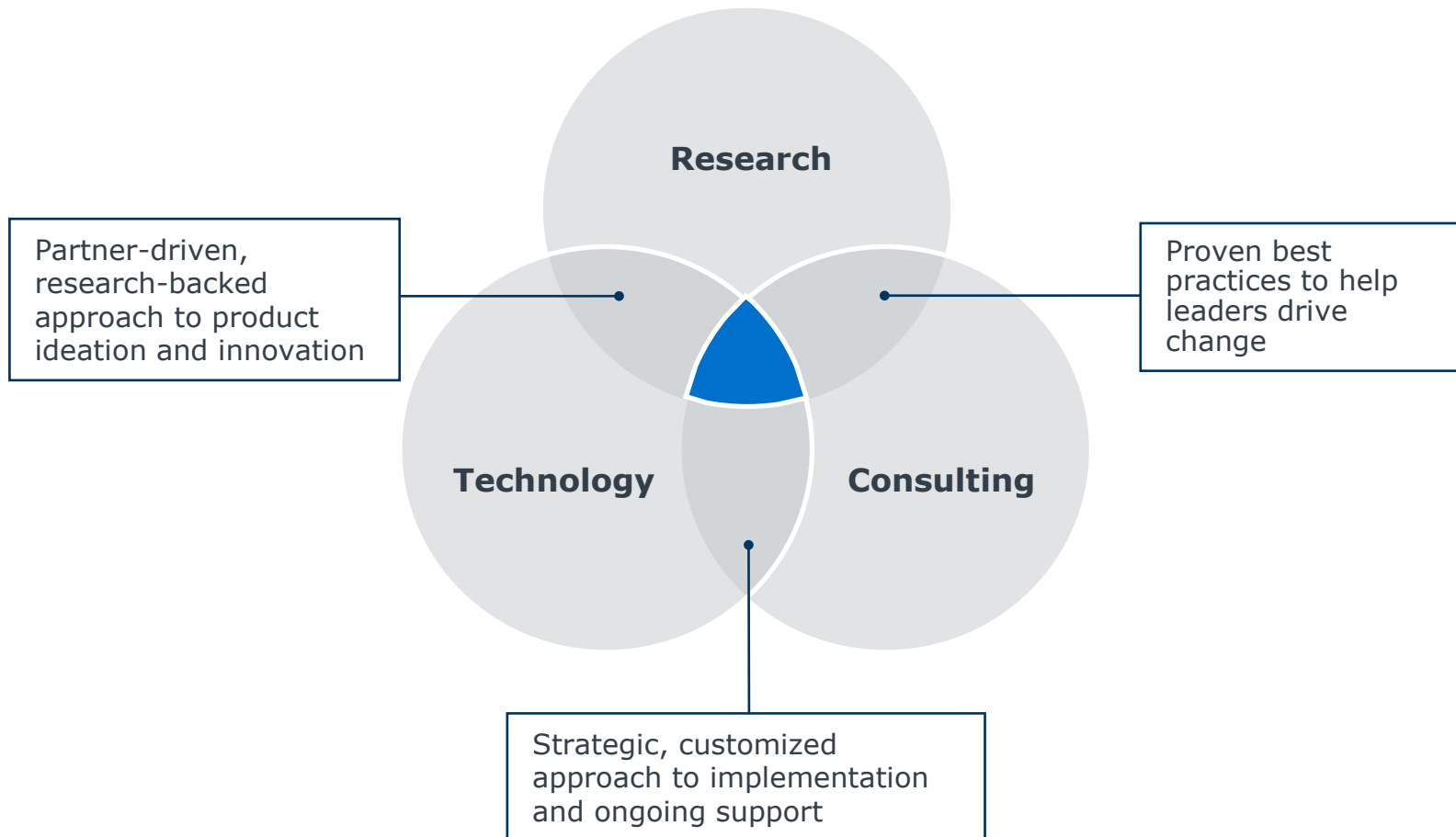
95%+ of our partners return to us year after year because of results we achieve, together.

Student Enrollment & Retention Partnership



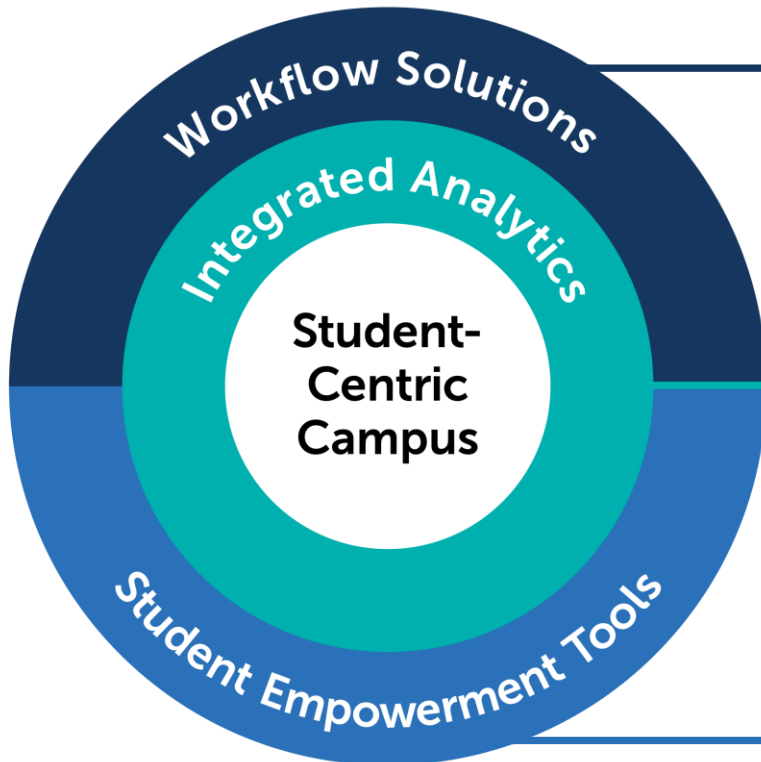
900+ Colleges & Universities Going Beyond Technology to Drive Impact

Three-Part “Collaborative” Approach to Enrollment and Retention



Inside Navigate

Navigate is EAB's Student Success Management System, the first enterprise-level technology for student success in higher education. Navigate brings together students, administrators, advisors, faculty, and other staff in a collaborative network to holistically support students across the college journey.



Workflow Solutions

Focus and scale interventions, support advisors and other staff in their day-to-day work, and create a truly **coordinated network** for student success

Integrated Analytics

Understand which interventions are working and how to best **adjust your strategy** to support your school's needs

Student Empowerment Tools

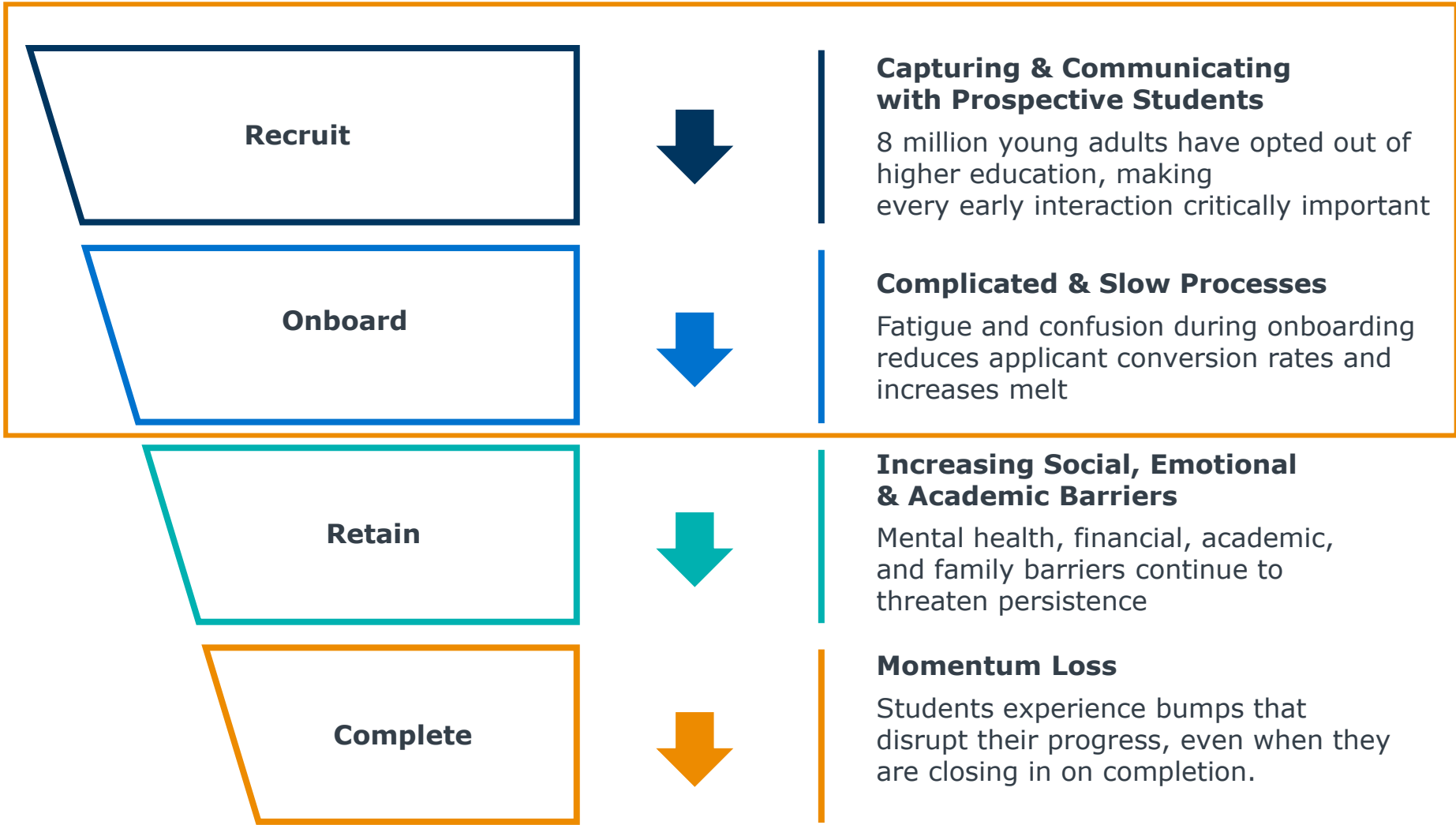
Build **belonging** and a deeper sense of purpose at school with Navigate's mobile app and other digital tools

1

Modernizing your recruitment communications strategy

- ▶ "Leaks" in the prospect and applicant pipeline
- ▶ The rise of higher education "non-consumers"
- ▶ Best practices for stronger recruitment communication

The Leaking Enrollment Bucket



Thousands of Prospects Falling Between the Cracks

During our College Preview day, we bring over **1,000 students to campus**. We used to have them each fill out a little piece of paper with their interests.

Then, we would put those papers in a box and store the box away. **We actually never followed up with those prospects**. We had no idea if they applied, let alone enrolled.

*Vice President of Instruction
Community College, West Coast*

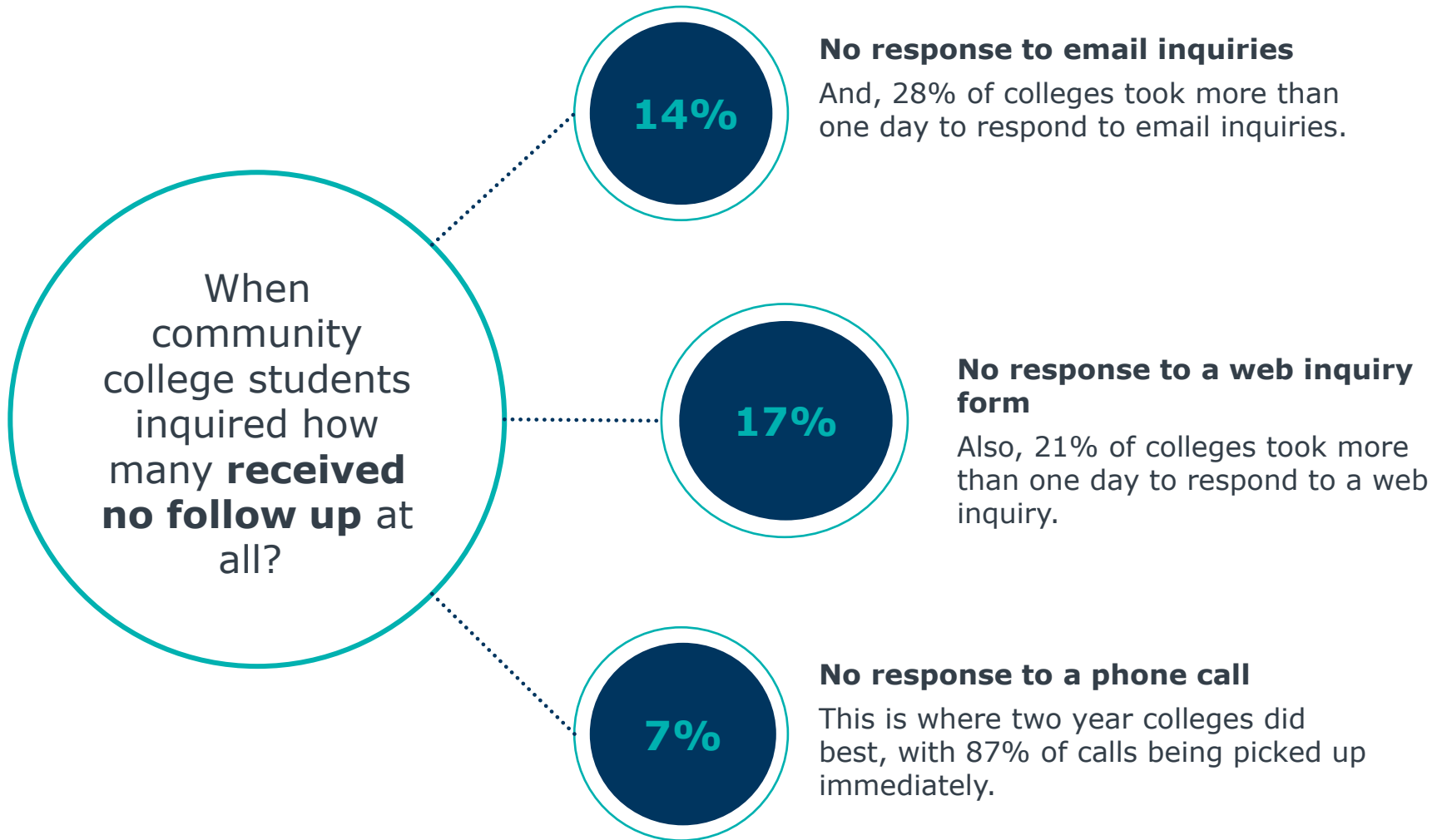


Poll Question

How many prospects are falling between the cracks?

What percentage of your prospective students do you believe **are not** receiving an email or text follow up **within 24 hours** of reaching out?

Missed Opportunities to Build Connection



Source: Inquiry Handling Analysis Report, 2020, Inside Track [\(link\)](#)

What Happens Between Inquiry and Application?



Inquiry



Application

Delayed Responses

Long delay between inquiry and initial communication

"I filled out an inquiry card 2 weeks ago. Did the college not receive it?"

Poorly Targeted Content

Message contains info tailored toward wrong audience segment

"This postcard is about career and technical programs, but I want a transfer degree."

Infrequent Follow-Up

Too much time elapses before prospect hears about next steps

"In the 3 months since I last heard from this college, one university has emailed me weekly."

Poll Question

What tools do you use to follow up with inquiries and prospective students?



Lost Opportunities With Prospects



Nearly six million warm leads are waiting for support

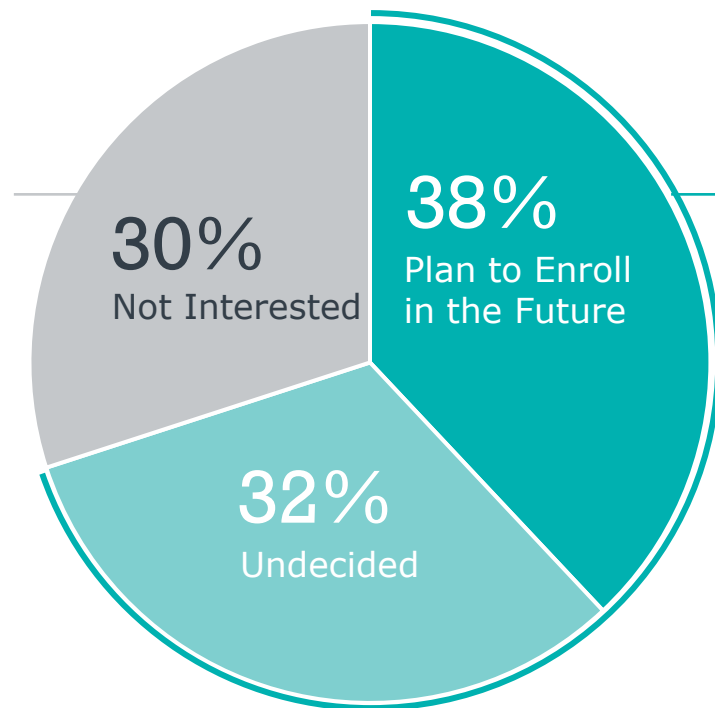
"Do You Plan to Enroll in College In the Future?" (18-24-Year-Olds Not in College), 2021

A 'Hard No' from a Few

2.5M

Not attending because:

- ▶ "College is a waste of money"
- ▶ "I don't need a degree to get a good job"



But Most are Open to College

5.8M

Not attending because:

- ▶ "Working full-time"
- ▶ "Disruption/uncertainty from the pandemic"
- ▶ "Couldn't afford it"
- ▶ "Don't know what to study"



1) Online survey conducted by Intelligent.com of 1,250 Americans 18-24 not currently enrolled in higher education, Jan. 2022.

Source: EAB Analysis of American Community Survey Data; Intelligent.com, "1 in 3 Recent HS Grads Skipping College Because It's a 'Waste of Money'", Feb. 1, 2022, [\(link\)](#); EAB Interviews and Analysis.

Students May Leave for Alternate Opportunities



Choosing online universities

A national survey conducted in 2022 suggests that the number of high school juniors and seniors planning to attend fully online colleges has more than doubled since before the pandemic.



Rising wages for young adults

Atlanta Federal Reserve's [Wage Growth Tracker](#), shows that the 12-month moving average of median hourly wage growth stands at 3.8% overall. In 2022, this number jumps up to 10.5% for 16–24-year-olds.



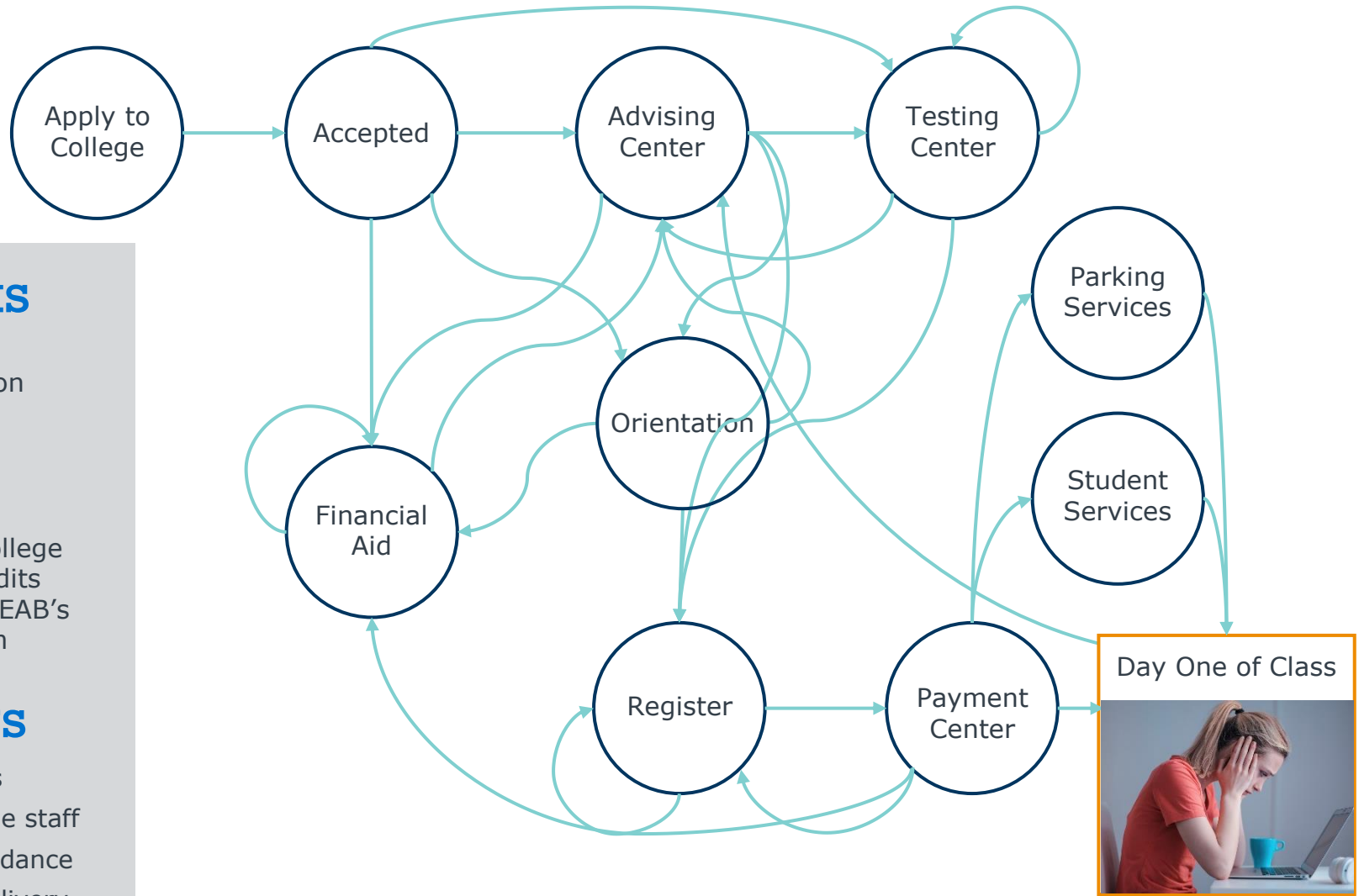
Non-consumers following new paths

Almost half (47%) indicate they have taken or are currently taking classes via YouTube, and approximately one-quarter have taken or are currently enrolled in courses to receive a license (25%) or to receive a verified certificate (22%).

Source: A Surge in Young Undergraduates Online, 2022, ([link](#)); Trends in wage growth and college enrollment, 2022, ([link](#)); Where are the students?, 2022, ([link](#))

Streamlining Onboarding

Students Don't Know Where to Turn



3 weeks

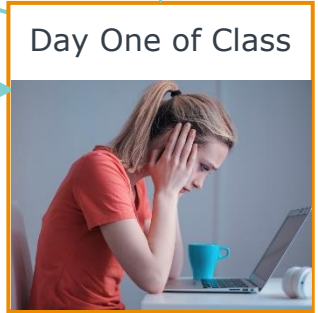
Average time from application to registration

190+

Community college enrollment audits performed by EAB's Research team

Barriers

- Transcripts
- Inaccessible staff
- Lack of guidance
- Slow ID delivery





Strategies For Coordinating Communication



Creating a More Intentional Recruitment & Onboarding Strategy



Organize your interested students

- Central repository
- Capturing all leads, from all entry points



Leveraging tech to scale communications

- Allows for rapid, timely responses
- Reduces time spent manually responding to prospective students



Streamlining onboarding

- Nudge prospective students with clear and concise next steps
- Personalized outreach based on their needs



Track your outcomes

- Which activities, strategies, and communications are most impactful?
- What can you do less of?

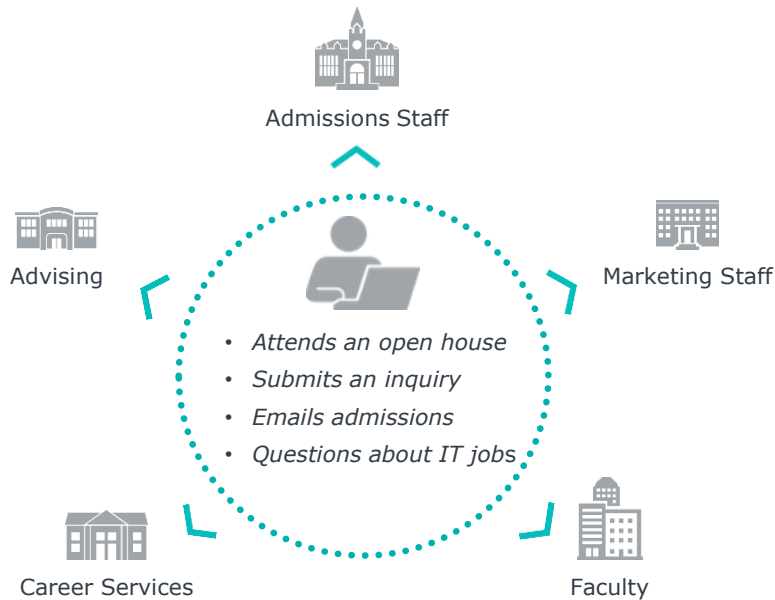


Standardizing Recruitment Management

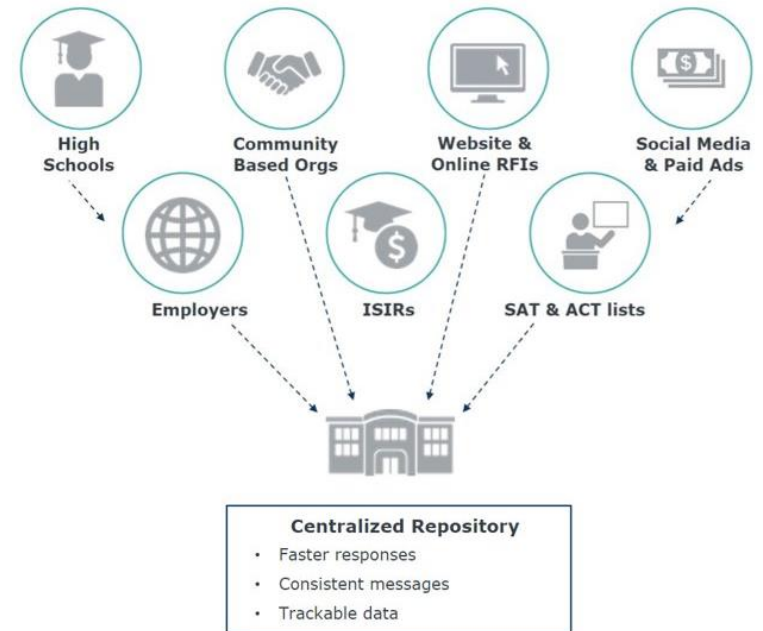


Capturing every lead, from every direction

Ad Hoc Recruitment Management






Standardized Recruitment Management



Right Sizing Admissions Workloads

Offshoring high volume, repetitive asks with self-guided options

	Examples	Managed By
 <p>High Support</p>	<p>Complex financial aid scenarios; decisions about readmission; academic petitions</p>	<ul style="list-style-type: none"> • Department leads • Deans • Vice Presidents
 <p>Moderate Support</p>	<p>Questions about prior credit; unique financial circumstances; personalized career and program guidance; confidential basic needs supports</p>	<ul style="list-style-type: none"> • Admissions support team • Success coaches & navigators • Financial aid support team • Specialized offices (Veterans, TRIO)
 <p>Self Guidance</p>	<p>General enrollment questions that are high volume; basic program information; appointment scheduling</p>	<ul style="list-style-type: none"> • Tech enabled guidance • Online resources

Self-guidance supports allows staff more time to focus on complex onboarding barriers

Audit & Integrate Recruitment Communications



Audit Workshop

Review of existing communications for value add, gaps, and duplication of effort

Communication Plan Implementation

Exploring tech as an efficiency tool, building awareness, and continuous data review



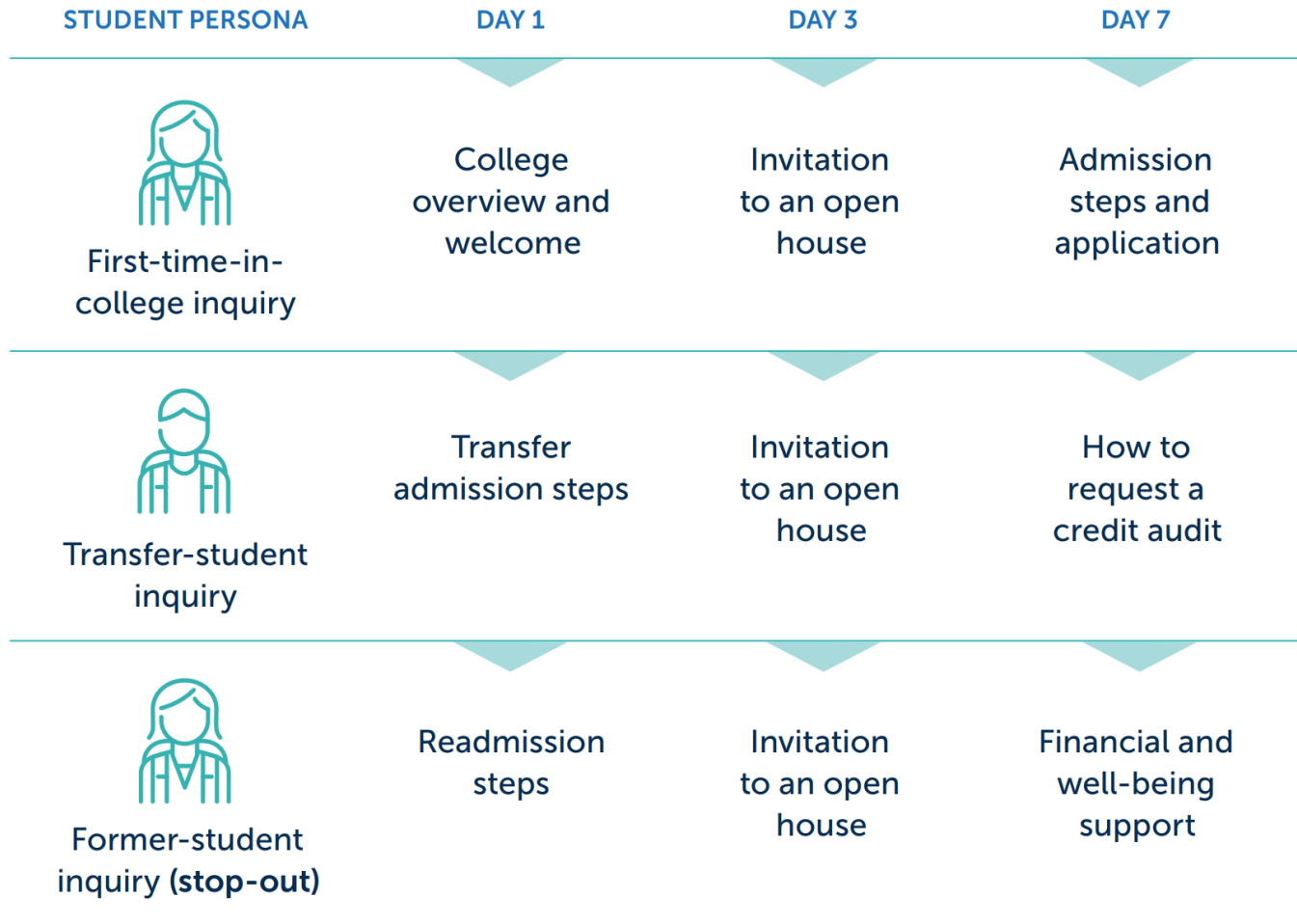
Integrated Communications Committee

Comprised of steering, cross functional, and content enhancement subcommittees

Writing Clearer Recruitment Coms

Conveying a clear call to action that is jargon free, short, and easy to follow

Differentiated Communications



Spend more time on high impact practices



Highest Yield Practices

Which events, outreach campaigns, prospect lists, and on ramps have been most successful?



Conversion Rates

How many inquiries are converting to applicants, and how much time is it taking?



Cohort & Population Differences

Are their trends in where specific student groups are gaining or losing engagement?



Examples

- Do on campus open houses yield better results than college fairs?
- What email cadences have higher engagement rates?
- What percentage of inquiries never apply? Do they have anything in common?
- Are recruitment events for targeted demographics effective?

Poll Question

What difficulties do you face when trying to communicate with prospective students?



Quick Poll: Opportunities for Further Dialogue



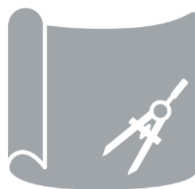
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2

Navigate Overview and Demonstration



Navigate overview

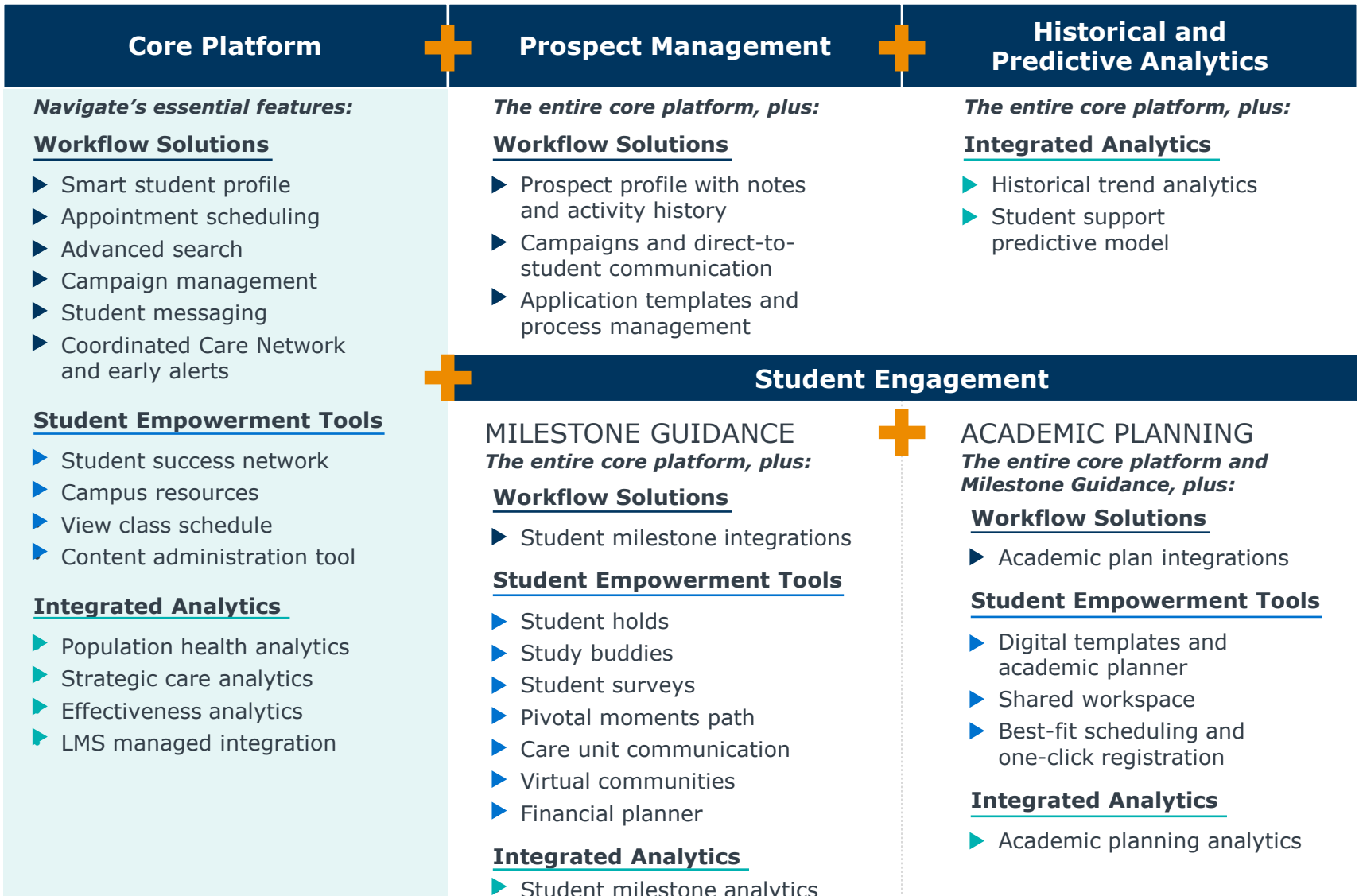


Focus Tool: Prospect
Management Module



Focus Tool: Milestone
Guidance

Build Your Navigate Platform



Core Platform

All the Tools You Need to Support Student Success on Campus

WORKFLOW SOLUTIONS

Smart Student Profile and Advanced Search

Scalable tools allow for elevated advising conversations and targeted interventions

Campaigns, Appointments, and Multi-Modal Messaging

Robust tools help advisors and staff proactively plan, execute, and track ongoing advising efforts

Coordinated Care Network and Early Alerts

Case management tools and shared documentation help stakeholders coordinate to deliver better support

STUDENT EMPOWERMENT TOOLS

Student Success Network, Schedule, and Resources

Essential tools and actionable information, right at students' fingertips

The content administration tool allows approved staff to edit the content students see

INTEGRATED ANALYTICS

Population Health, Workflow and Effectiveness Analytics

Dashboards let administrators aggregate data on student touchpoints and staff activity, and allow them to assess the impact of and identify further opportunities for outreach and interventions

14.5%

Increased **applicant-to-enrollee conversion** after using Navigate to improve onboarding
GERMANNA COMMUNITY COLLEGE

New Prospect Management (PM) Module for Community Colleges

Engage Prospective Students with Navigate Before They Apply

TRACK

Student Profile

Capture and manage prospects' history through inquiry or bulk list imports, and track activity and funnel progress.

TYPE	DATE
Added to list: Bridgeport High Dual-Enrollment	Thu May 26 2022 10:06:52
Attended Navigator Info Session at Bridgeport High School	Mon Jun 13 2022 06:13:49

Reporting Capabilities

Use purpose-built reports to easily uncover insights about your prospect-to-applicant funnel and answer questions about application statuses.

NAME	CREATOR	# OF PROSP
Harrison College Fair	Kerrie Thompson	114
Braxton College Fair	Hallie Burton	175
Dual-Enrollment in Science Program	Jai Suyam	53
Bridgeport High Dual-Enrollment	Kerrie Thompson	213
State Testing Applicants	Jake Farnsone	4,271
Fall 2022 Inquiries without Application	Hallie Burton	1,231
Spring 2022 Enrollees Not Enrolled in Fall 2022	Michael Mayhem	2,932

ENGAGE

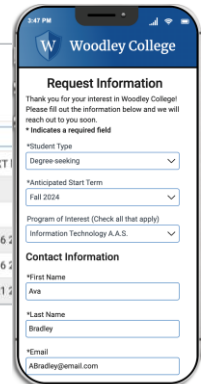
Communication

Engage prospect lists at scale, create targeted outreach campaigns with automated nudging and results tracking, and create student profiles with custom web-to-lead forms.

NAME	CREATED	STATUS	LAST NUDGE	NEXT
Harrison College Fair Follow Up	May 31 2022	Complete	Jun 15 2022	N/A
Braxton College Fair Follow Up	May 11 2022	Complete	May 31 2022	N/A
Website Inquiries - Appointment	May 29 2022	Active	Jul 11 2022	Jul 16 2022
Pending Application Nudge	Jun 04 2022	Active	Jul 12 2022	Jul 16 2022
FAFSA Reminder to Applicants	Jun 07 2022	Active	Jul 09 2022	Jul 21 2022

Appointment and Event Management

Connect prospects to events with sophisticated scheduling workflow, bulk outreach requests, and personal availability links.



COORDINATE

Application Manager

Move prospects through the application process with custom templates, direct integrations from other applications, and to-do workflows.

TO DO ITEM	REQUIRED?	STATUS?	DUE	UPD
Application Form	Yes	Complete	Sep 26 2022	Sep 0
Submit Transcripts	Yes	Incomplete	Sep 26 2022	Sep 0

Recruit Smarter.

Taking best-in-class tools and practices used in student success, Navigate PM delivers a broader lifecycle approach to engaging, enrolling, and onboarding prospective students.

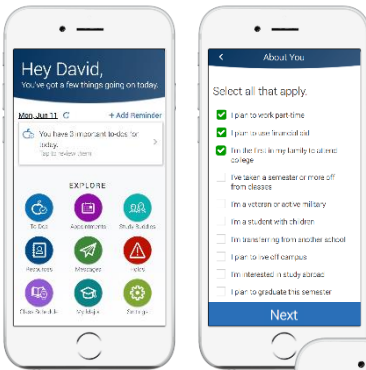
Student Engagement: Milestone Guidance

Dynamic Mobile and Desktop Platform Provides Tailored Support to Help Students Succeed

STUDENT EMPOWERMENT TOOLS

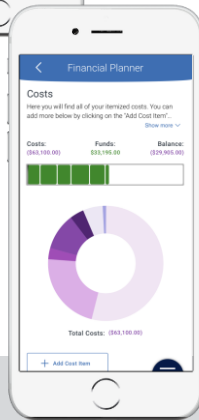
Pivotal Moments Path

Help students navigate key college milestones with timely, customized support



Financial Planner

Help students plan and budget for their college expenses

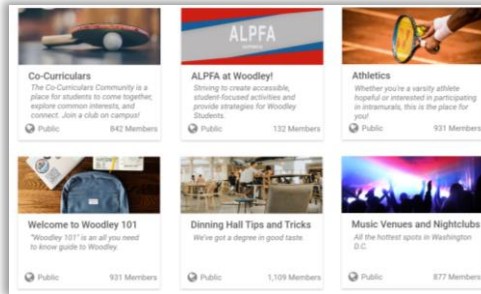


92%

Advising appointment attendance following Navigate nudging campaigns
ARAPAHOE COMMUNITY COLLEGE

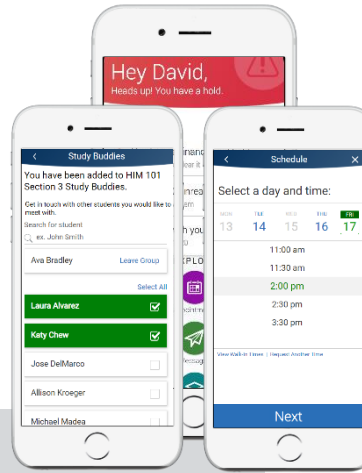
Virtual Communities

Foster engagement and allow students to connect with peers through robust virtual communities



Term-to-Term Tools

Self-service tools equip students to take proactive action and resolve issues independently: hold resolution, study buddies, appointment scheduling, and more

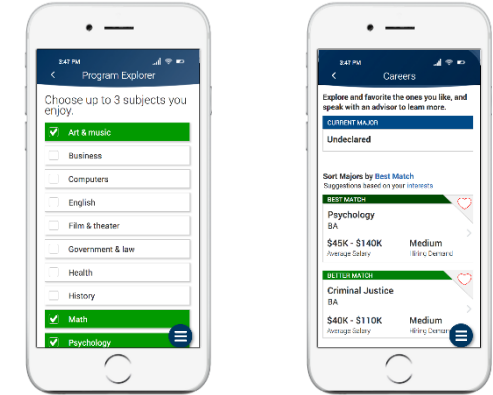


97%

Percentage of students satisfied with Navigate and plan to use it again
TRIDENT TECHNICAL COLLEGE

Student Surveys

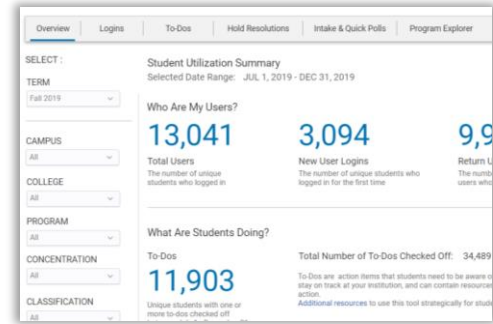
Interactive surveys and polls for new student intake, exploring majors, sharing needs and interests, and more



INTEGRATED ANALYTICS

Student Milestone Analytics

Track student behavior to measure engagement and inform interventions



Quick Poll: Opportunities for Further Dialogue



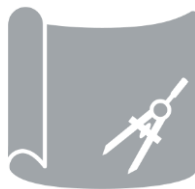
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