



rnl national conference
leading ai innovation
empowering higher education



Recruit a Diverse Student Population with Parent Engagement

Mario Fuentes: Director of Enrollment Access and Inclusion
Mary Beth Marks: Exec. Director for Enrollment Marketing and
Campus Events

Key Take Aways

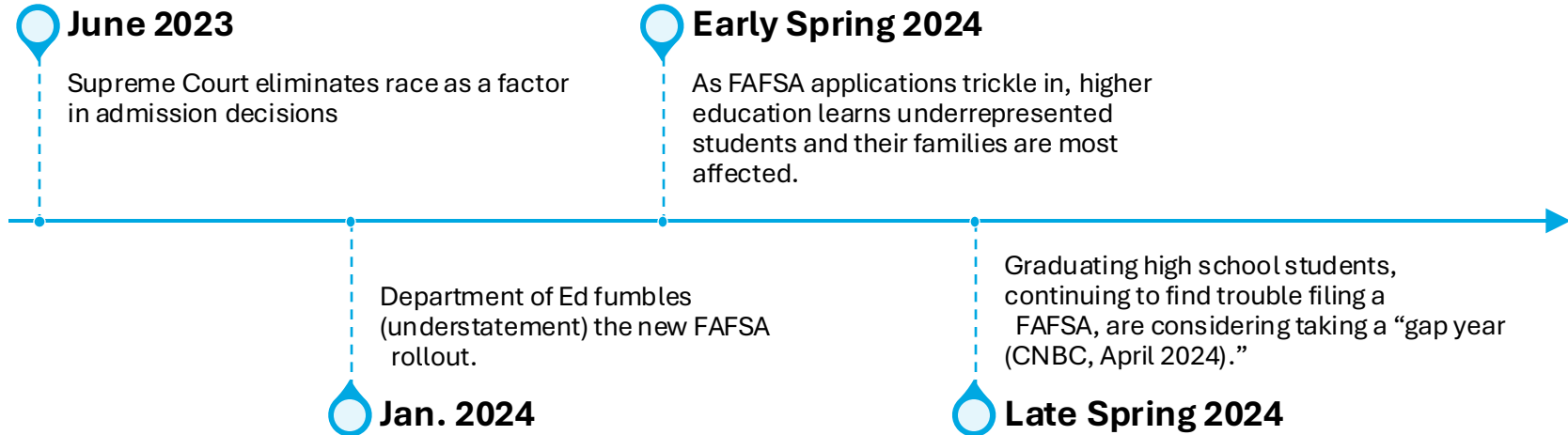
- Enrollment Marketing and Enrollment Access at University of the Pacific
- How Pacific recruits underserved students and the strategic plan to continue to serve this group after the Supreme Court ruling
- How we leverage parents- 10,000 feet view
- How we leverage parents to recruit first generation and underrepresented students: here's the good stuff
- Show me the numbers: yes, it works!
- Looking ahead: Fall 2025 plans – how we plan to expand our work

Our Roles

- Director of Enrollment Access and Inclusion
- Executive Director for Enrollment Marketing and Campus Events

UNIVERSITY OF THE
PACIFIC

Fall 2024 Enrollment Cycle



Recruitment Accessibility and Inclusivity

- Pacific continues outreach and recruitment of students from historically disadvantaged background but with a lot more **intentionality, efforts, and resources.**
- Pacific continues to follow a test optional admission policy and recognizes that standardized test create unjustifiable barriers for historically underrepresented students. The university also provides application fee waivers for students and their families who qualify.



Post Affirmative Action Goals

- **Goal 1:** Increase yield for underrepresented students
- **Goal 2:** Educate and inform parents:
FAFSA, Community Involvement Program
scholarship opportunity, Admitted Student
Next Steps partnered with SUCCESS TRiO
- **Goal 3:** 2025- Increase parent involvement for
underrepresented students.



Why Engage Parents



Alyssa Leader
@alittleleader



Just walked to the grocery store at 10 PM and saw a disgruntled father walking out with his teen daughter, who was holding a tri-fold poster board and looked harried. Pray for this family.



19crimes Shoulda bought him a bottle... We all know he needs it after that

1d 45 likes Reply



nstrates hey dad, i have a project due....tomorrow

1d 1,410 likes Reply



— View all 3 replies



villaonthehilla Hahahaha!!! Don't miss those days at all 🤔

1d 1 like Reply



tableforsixglasgow It's a rite of passage really

1d 1,526 likes Reply



Creating Parent Engagement Strategies

Digital * Email * Platform* Events



70%

Of families expect to hear from their student's institution weekly.

Digital Ads

UNIVERSITY OF THE PACIFIC

4 Year Guarantee

LEARN MORE >

This digital advertisement features a dark blue header with the university's name. Below it, a group of diverse graduates in black caps and gowns are shown. A prominent orange banner at the top right highlights the '4 Year Guarantee'. A 'LEARN MORE >' button is located at the bottom right.

CTR: 0.71%

UNIVERSITY OF THE PACIFIC

Voted One of the Most Beautiful Campuses in the Nation

Visit Pacific

This digital advertisement features a white background with the university's name at the top. Below it, a photograph shows a large, ornate brick building with a central tower, surrounded by green trees. A headline states 'Voted One of the Most Beautiful Campuses in the Nation'. A 'Visit Pacific' button is positioned at the bottom right.

CTR: 0.77%

UNIVERSITY OF THE PACIFIC

Gain Insights into Financial Options

Join Our Parent Portal

This digital advertisement features a white background with the university's name at the top. Below it, a photograph shows a young woman in a pink shirt smiling. A headline reads 'Gain Insights into Financial Options'. A 'Join Our Parent Portal' button is located at the bottom right.

CTR: 0.95%

UNIVERSITY OF THE PACIFIC

An Education That Earns Graduates Average \$80K Annually

Learn More

This digital advertisement features a white background with the university's name at the top. Below it, a photograph shows several graduates in black caps and gowns, some with their arms raised in celebration. A headline states 'An Education That Earns Graduates Average \$80K Annually'. A 'Learn More' button is positioned at the bottom right.

CTR: 0.96%

Digital Ads for Yield

UNIVERSITY OF THE PACIFIC

**Find Your Fit
At Pacific!**

Finish Your App Today

[Complete Your App](#)

This digital advertisement features the University of the Pacific logo in the top left. The main headline is 'Find Your Fit At Pacific!' in white text on a dark blue background. Below this is a photograph of five students walking through a modern university atrium. At the bottom, there is a dark blue banner with the text 'Finish Your App Today' and a white button with the text 'Complete Your App'.

CTR: 2.00%

UNIVERSITY OF THE PACIFIC

**You Are
Almost There!**

Submit your final documents today

[Complete Your Application](#)

This digital advertisement features the University of the Pacific logo in the top left. The main headline is 'You Are Almost There!' in white text on a dark blue background. Below this is a photograph of five students walking through a modern university atrium. At the bottom, there is a dark blue banner with the text 'Submit your final documents today' and a white button with the text 'Complete Your Application'.

CTR: 2.02%

Parent Email

Drip Campaigns

SUBJECT	OPEN RATE	CLICK-THROUGH RATE
California's private university of choice	48%	2.4%
Affordability	37%	0.5%
Outcomes: Rankings	38%	0.03%
Outcomes: Alumni	38%	1.4%

48%

Goals :

Increase brand awareness (drive visits)

Dispel misgivings about affordability

Promote Pacific's Outcomes

Parent Email

Drip Campaigns

SUBJECT	OPEN RATE	CLICK-THROUGH RATE
Join the Parent Portal	53%	2%
Test-Optional Explainer	54%	6.7%
Scholarships	58%	4.3%
Rankings	59%	2%
Alumni Outcomes	54%	2%
Safety	57%	1.7%

Over 50%

Goals :

Increase engagement (visits, join parent portal)

Educate about application process

Educate about financial aid

Promote Pacific's Outcomes

Reassure Regarding Safety

Promote Pacific's Outcomes

Parent Portal- A Spot for Parents

UNIVERSITY OF THE PACIFIC

Search Posts...

Congratulations — Welcome to Pacific
Congratulations on your student's acceptance to University of the Pacific At Pacific, your student will find dedicated and invested faculty and a supportive community dedicated to their success. Your student's time at Pacific isn't just a journey; it's the personal journey of a lifetime.
[View Next Steps](#)

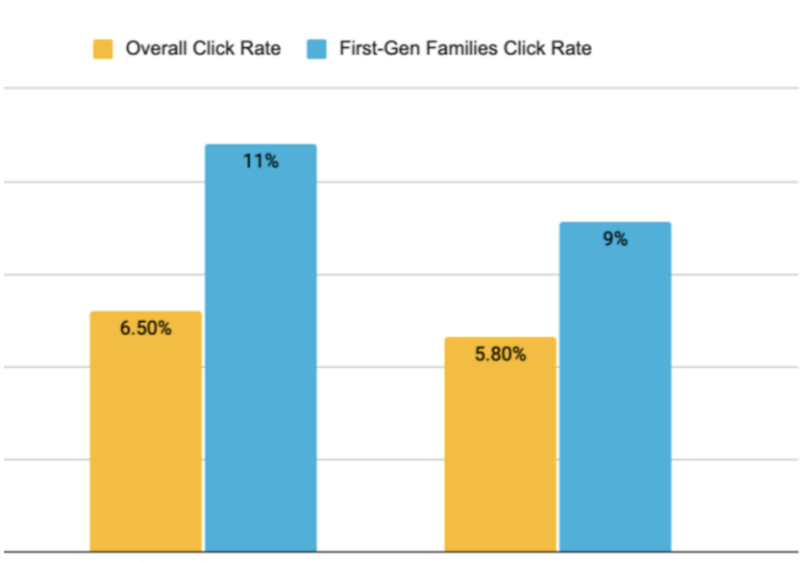
You're almost there!
Complete your account to create a username and password, customize your newsletter, and receive personalized weekly newsletters.
[Complete Registration](#)

University of the Pacific- Committed to First Generation Student Success
Posted about 1 month ago.

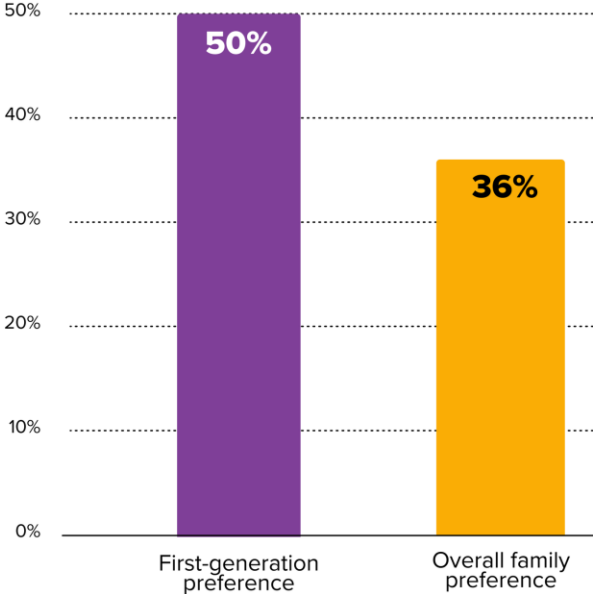
Calendar

- APR 16 Campus Visit
- MAY 31
- MAY 02 Final Examination Period
- MAY 08
- MAY 11 Commencement
- MAY 13 Summer Session 1 Begins
- MAY Memorial Day (Holiday)

First Gen Families Engage

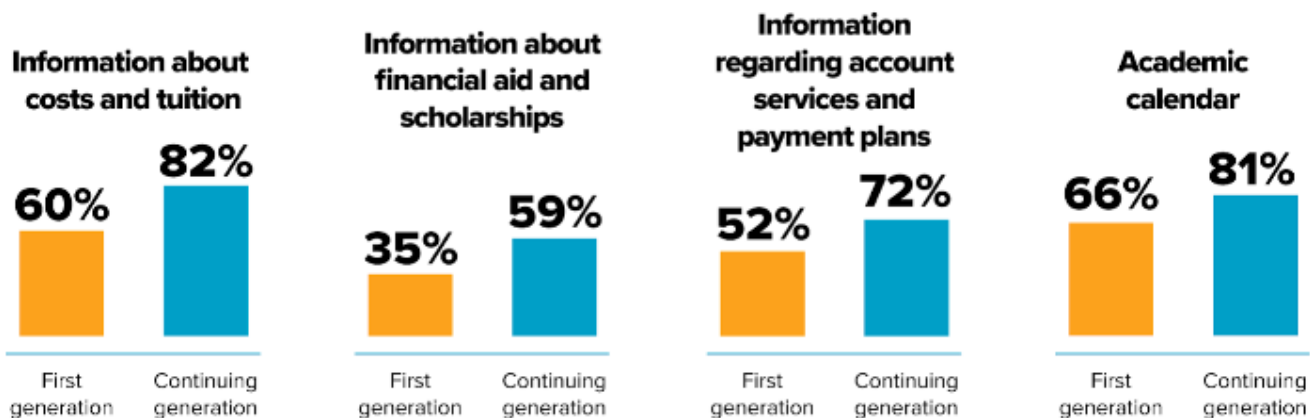


SMS Text Preferences



First Gen Parents Communication Needs

I consider this information important and I know where to find it.



Creating Community Groups

Selecting groups within the state to target

Pacific is unique in that it's the highest-ranking private HSI university in the nation

Over 30% of our freshmen class is composed of Pell eligible students

NY Times : ranked 23 nationally for economic diversity

Wall Street Journal: ranked 28 nationally for social mobility



**First Gen Hispanic
in California**

University
of the
Pacific



**First Generation
Non-Hispanic in
California**

University
of the
Pacific

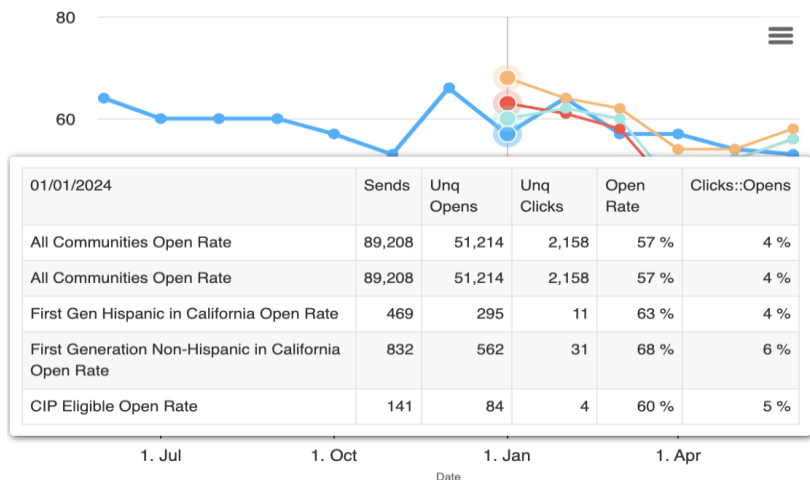


CIP Eligible

University
of the
Pacific

Pacific Engagement

Engagement rates of new groups compared to overall community



- All Communities Open Rate
- All Communities Open Rate
- First Gen Hispanic in California Open Rate
- First Generation Non-Hispanic in California Open Rate
- CIP Eligible Open Rate

68%

Open Rate First Gen
Non-Hispanic
Families

First Gen and Hispanic Parent Community Messages

Information Parents are looking for

Title	Community	Sends	Opens	Clicks	Open Rate	Clicks: Opens
FAFSA in Spanish	First Gen Spanish Speaking in CA	1.16k	690	21	60%	3.5%
Success Trio Workshop	First Gen in CA	6.14	3.1k	49	50%	1.6%
Admitted Student Next Steps in Spanish	First Gen Spanish Speaking in CA	2.73K	651	23	24%	3.5%

60%

Open Rate for
FAFSA in Spanish

Results

2023 to 2024 Year over Year Comparison

2023 First Gen No Spanish Total Apps	First Gen No Spanish Admits	First Gen No Spanish Confirmed	First Gen Yield
1627	1447	305	21%
2023 First Gen + Spanish Total Apps	First Gen + Spanish Admits	First Gen + Spanish Confirmed	First Gen + Spanish Yield
51	47	3	6%
2024 First Gen No Spanish Total Apps	First Gen no Spanish Admits	First Gen No Spanish Confirmed	First Gen Yield
3294	2238	372	17%
2024 First Gen + Spanish Total Apps	First Gen + Spanish Admits	First Gen + Spanish Confirmed	First Gen + Spanish Yield
309	242	24	10%

**505% Increase in
Spanish Speaking
Applicants**

3% increase in
Spanish Speaking
deposits

Events for Parents Of First Gen Students



First Gen Students and Family Events

Noche de Bienvenido

Year	Registered	Attended	1 st to 2 nd Year Retention
2022	22	17	100%
2023	24	18	TBD

100%

1st to 2nd year
retention

Summer Melt

- Family Orientation Hub- Information in Spanish
- First Gen Next Steps Virtual Sessions
- First Gen Tuesdays: Summer Melt Webinar Series
- Noche de Bienvenido- Year Three

Looking Ahead: Fall 2025

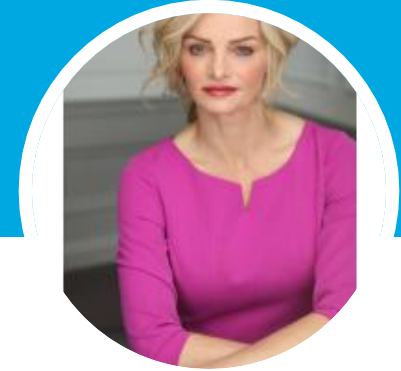
1. Collect more parent contact info early in the process (direct admission process)
2. Create email campaigns in Spanish
3. Review the application for admission
4. Establish a handoff from admission to student life
5. Create a timeline of engagement from inquiry to confirm and through the summer

Thank You



Mario Fuentes

Email: mfuentes@pacific.edu



Mary Beth Marks

LinkedIn:
[@mbaminhighered](#)
mmarks@pacific.edu



All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.

