



rni national conference
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Understanding and Engaging the Post-Pandemic Prospective Student

Dallin Palmer & Raquel Bermejo

Your Presenters



Dr. Raquel Bermejo

Associate Vice President, Market
Research and Planning
RNL



Dallin Palmer

Co-Founder, President, & COO
Halda

Agenda

- Our Research
- College Planning Experience Perceptions & Preferences
- Information and Communication
- Takeaways & Technology



Our Research

Our Study

2,242 students completed our survey

US Region

Far West	18%
Great Lakes	17%
Mideast	4%
New England	5%
Plains	19%
Rocky Mountains	2%
Southeast	23%
Southwest	11%

First-generation status

First generation	26%
Continuing generation	74%

High school grade

10 th grade	20%
11 th grade	25%
12 th grade	55%

Gender

Female	59%
Male	36%
Other	4%

Ethnicity

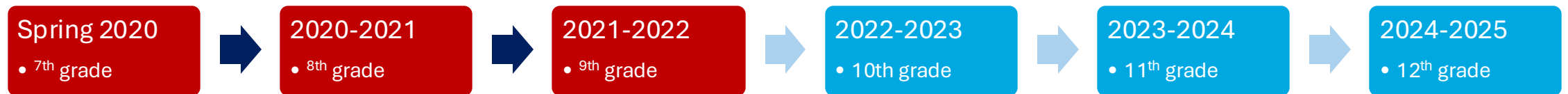
Asian	8%
Black	26%
Hispanic	17%
White	38%

Impact of COVID-19 on Learning

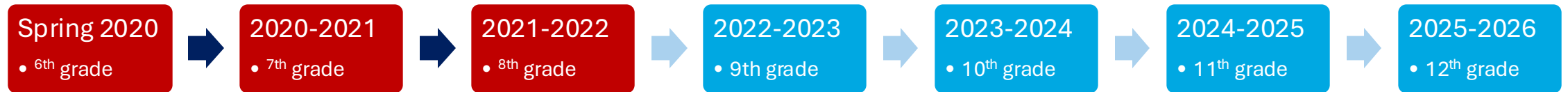
Class of 2024



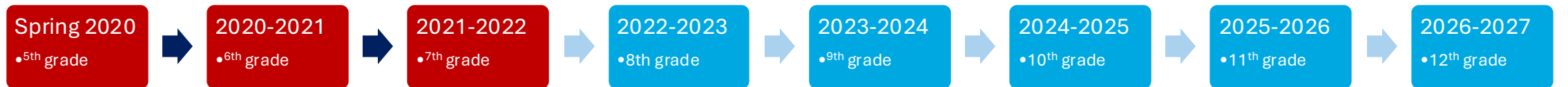
Class of 2025



Class of 2026



Class of 2027



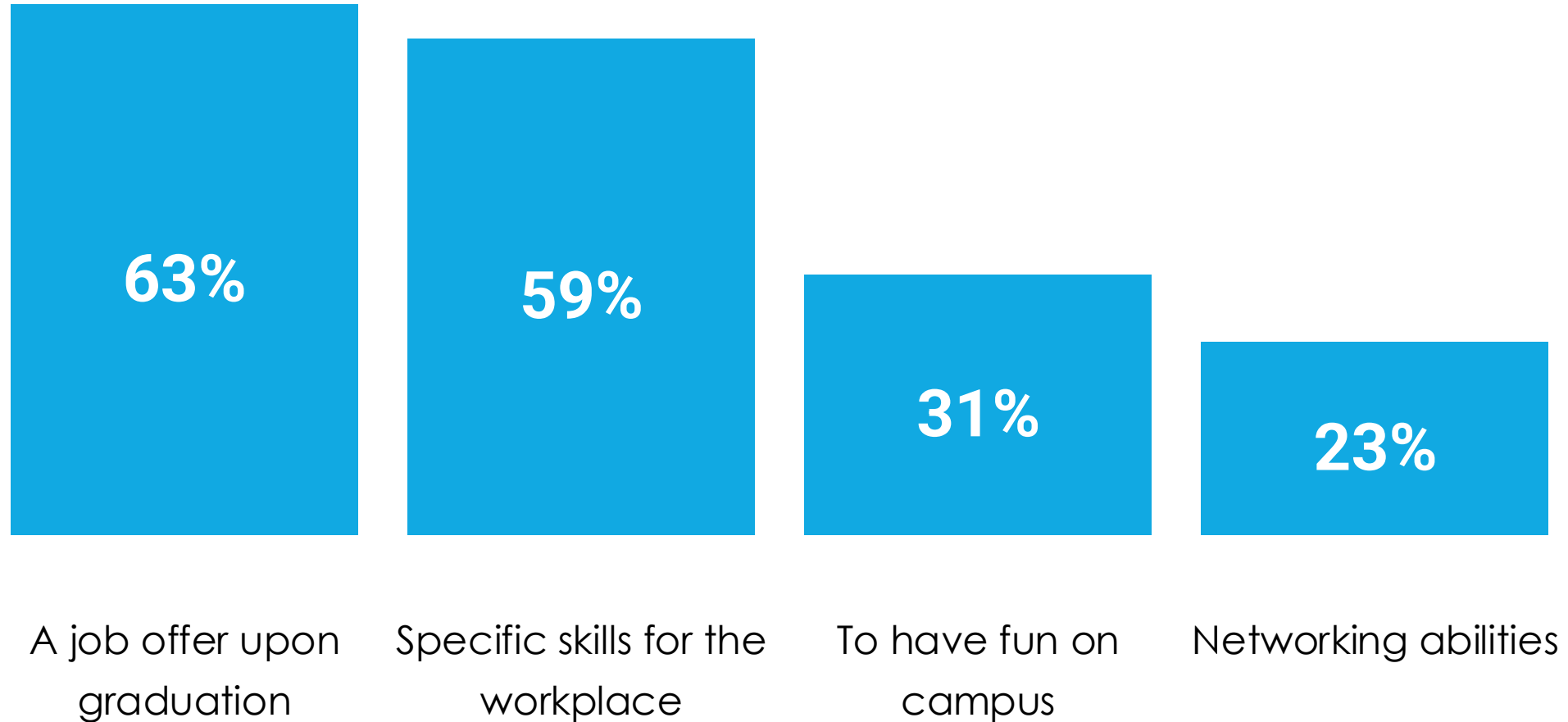
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

The background features a light blue color with a semi-transparent blue overlay. Faint, large-scale patterns of interlocking gears and musical notes are visible in the background, creating a technical and creative atmosphere.

College Planning Experience Perceptions & Preferences

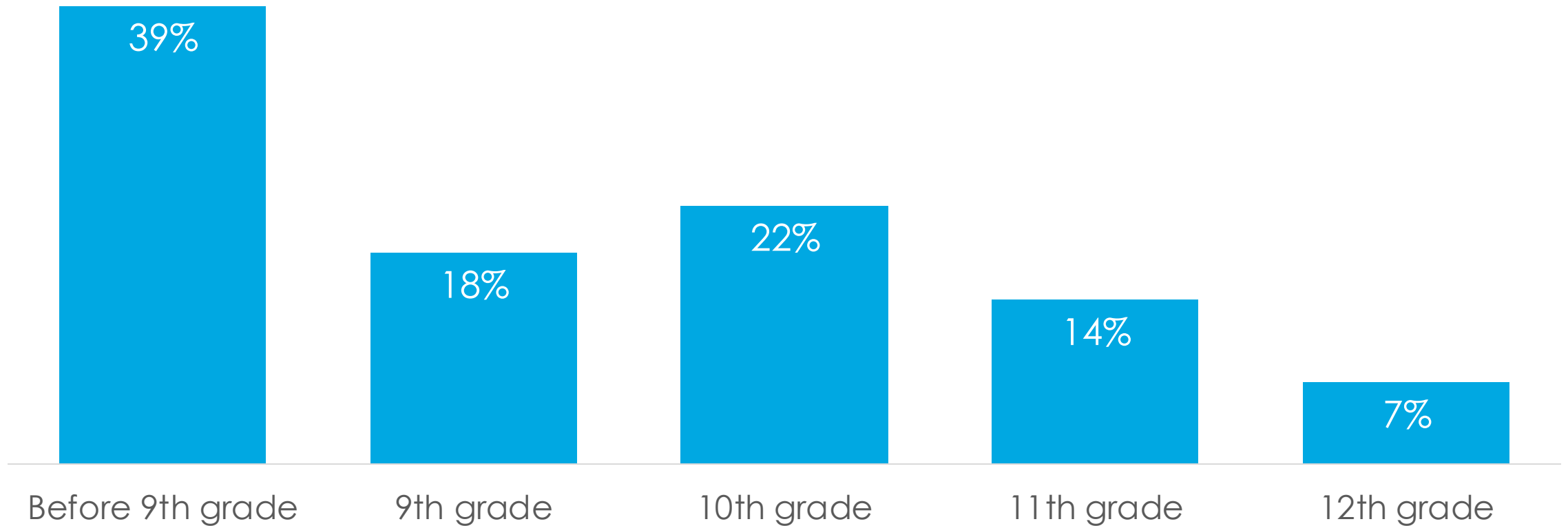
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What Do Students Want From Their College Experience?



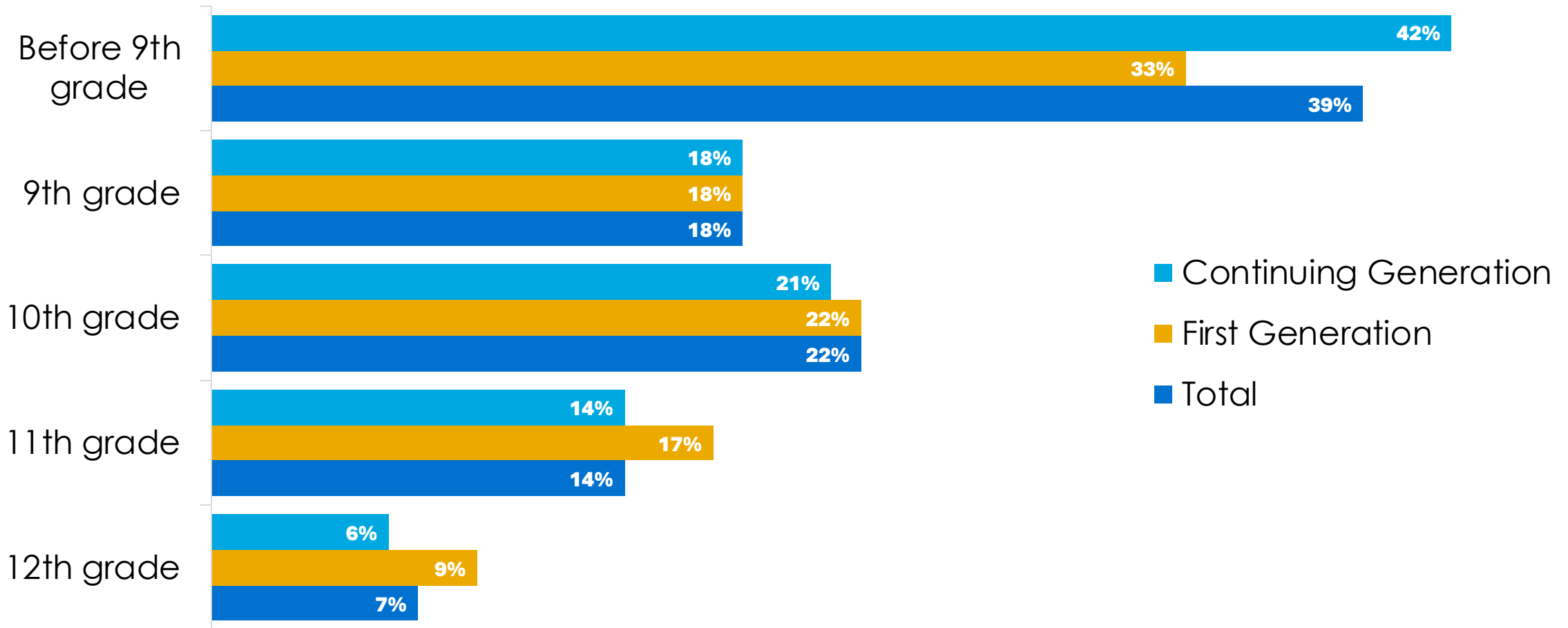
Start of College Planning

Most college planning occurs before 10th grade



Start of College Planning

First-Generation Status



Perceptions of College Planning

72%



Applying to college
is difficult

63%



I don't know how to
choose the right
college

53%



I don't know where
to find help for my
college planning

29%



I don't think I can
find a college that
fits my needs



Perceptions of Cost

93%



I'm concerned about the cost of college

73%



I don't know if I can (or my family can) afford college





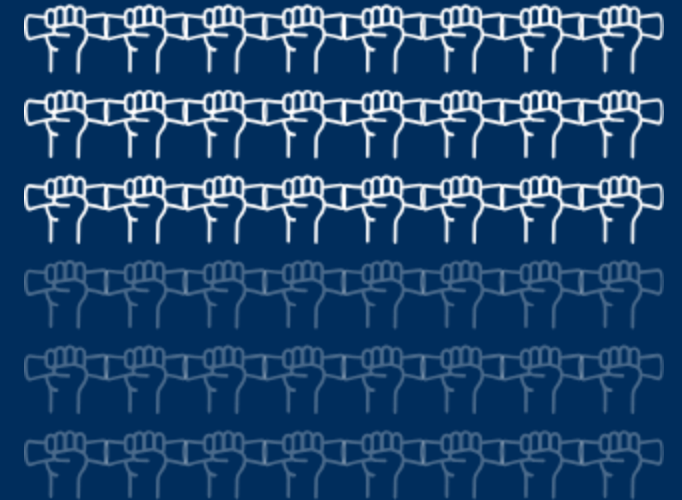
Is College Worth the Investment?

60%



I wonder if college is worth the time, money, and effort

50%

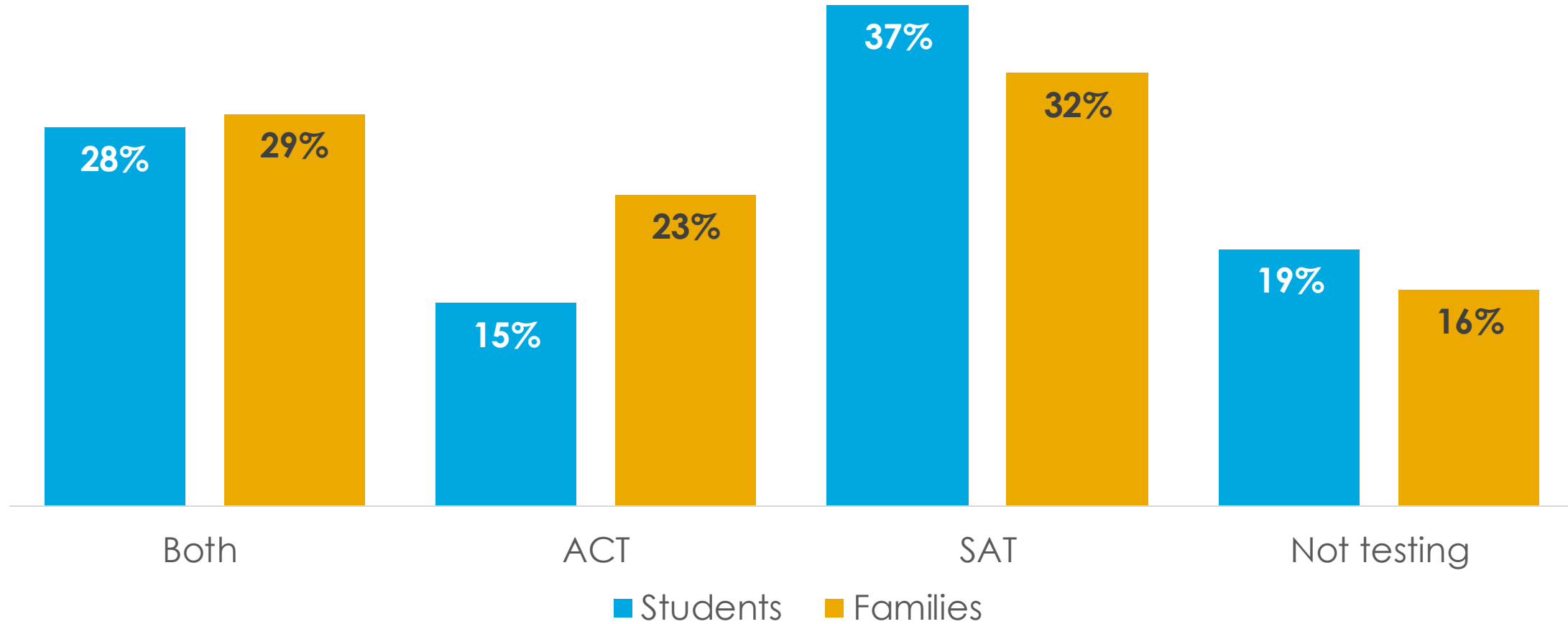


I think I can make a good living without a college degree



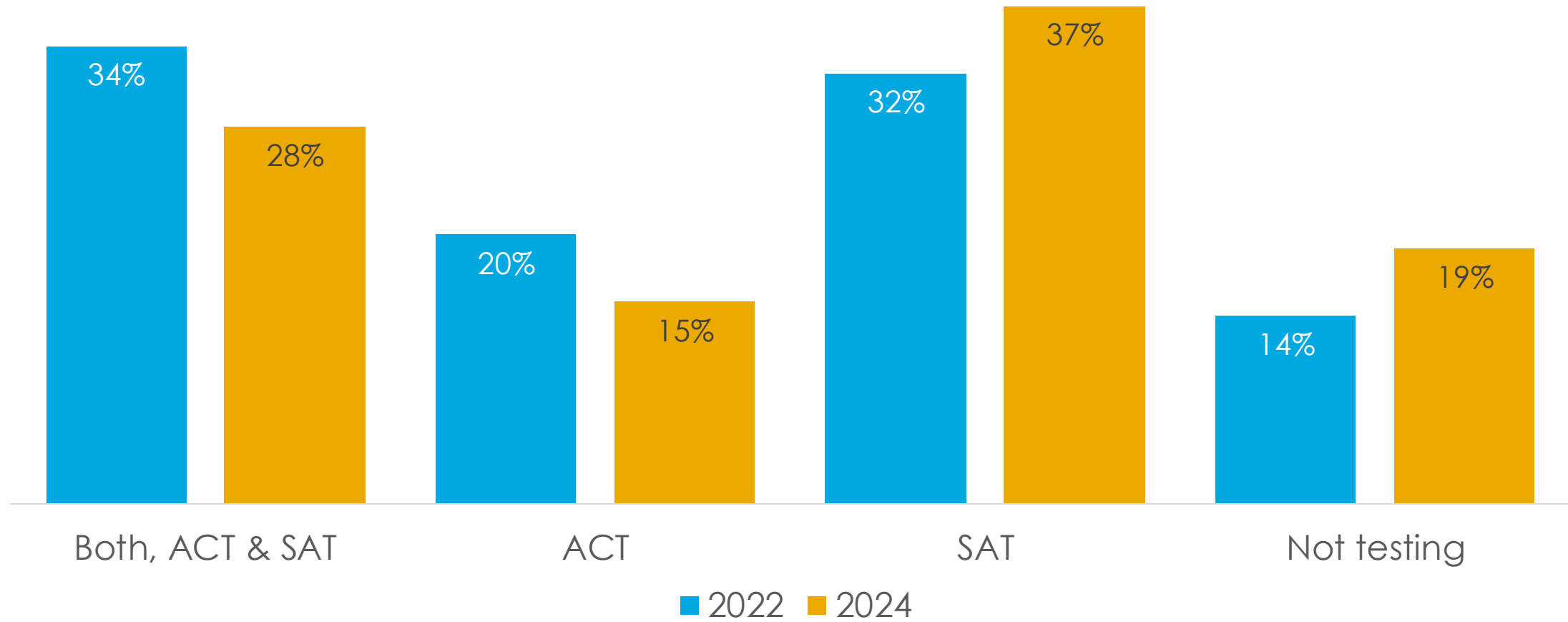
Plans to Take College Entrance Exams

Students' vs. families' perceptions



Plans to Take College Entrance Exams

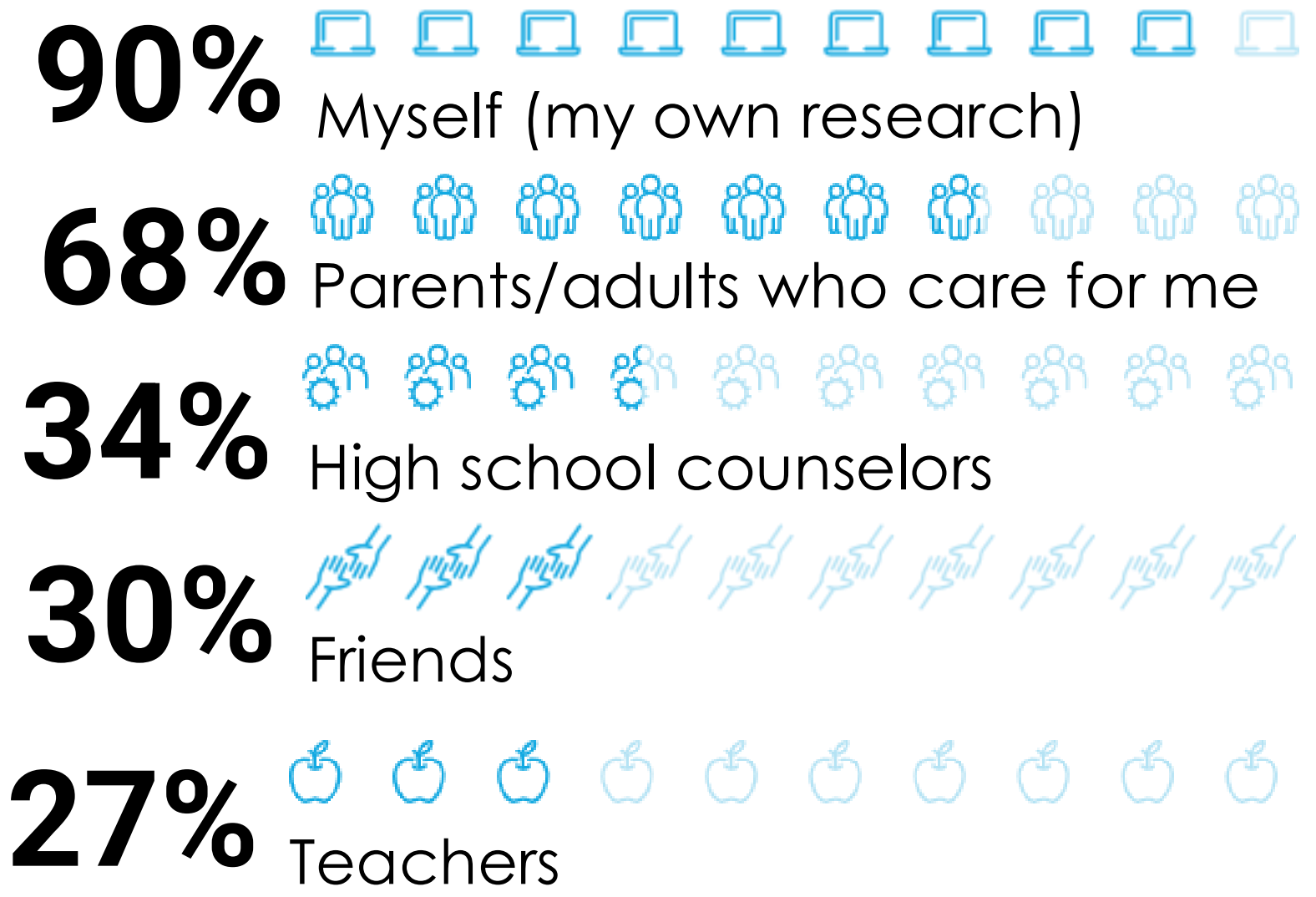
2022 vs. 2024



RNL & Halda. (2024). *2024 College Planning Study*.

RNL & ModernCampus. (2022). *2022 College Planning Study*.

Who Influences College Planning?



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Summary and “So What?”

Students:

- Want improved careers
- Worry about costs
- Start planning younger than you think
- Largely feel like it will be hard with few avenues for help
- Most will do much of their research and talk deeply with parents/guardians.

Summary and “So What?”

Enrollment and Marketing Professionals can use this to:

- Want improved careers -> **Update Messaging and Programming**
- Worry about costs -> **Build awareness that the sticker price is not the actual price.**
- Start planning younger than you think -> **Improve engagement and personalization on their websites.**
- Largely feel like it will be hard with few avenues for help -> **Design “Marketing” campaigns that are aimed at being helpful at key junctures of the student journey.**
- Most will do a lot of their own research and talk deeply with parents / guardians. -> **Improve engagement and personalization on their websites. Be more helpful.**



Information and Communication

What Do They Want to Know?



Availability of academic programs and/or majors
95%



Admission requirements
89%



The location
87%



Financial aid and scholarships
95%



Safety information
89%



Community life and activities
86%



Cost (tuition, fees, room, and board, etc.)
94%



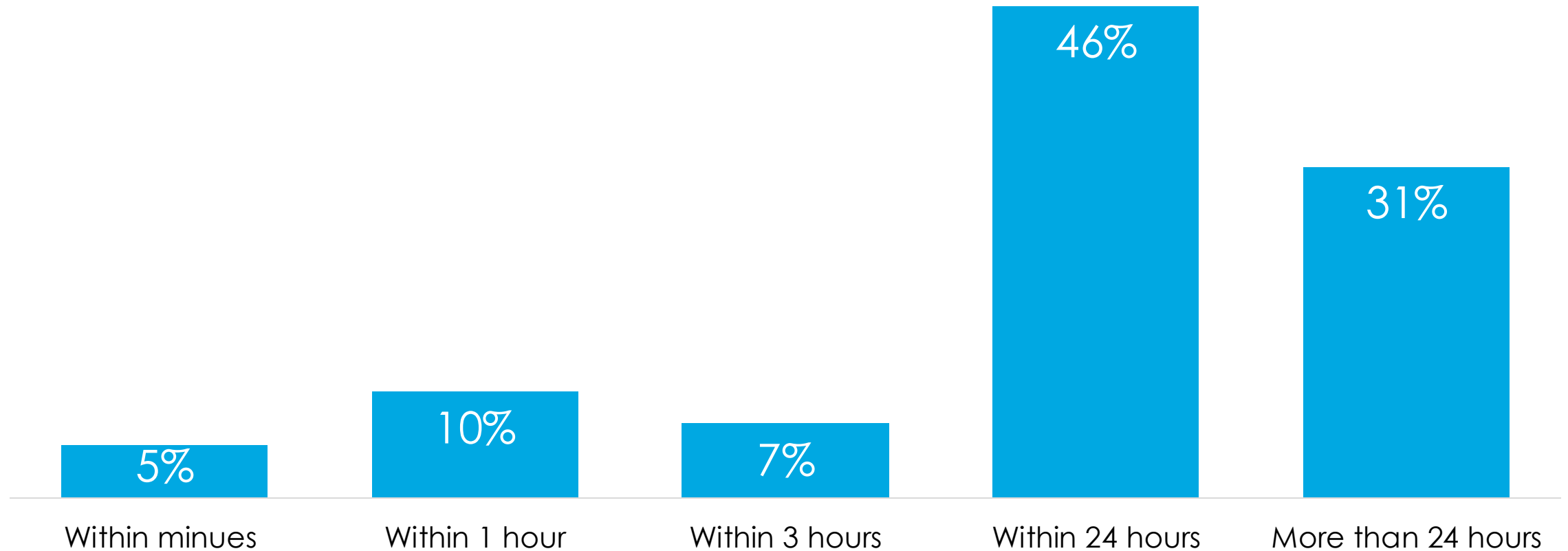
Housing
89%



Application process and timeline
86%

How Soon Do They Expect to Hear from Colleges?

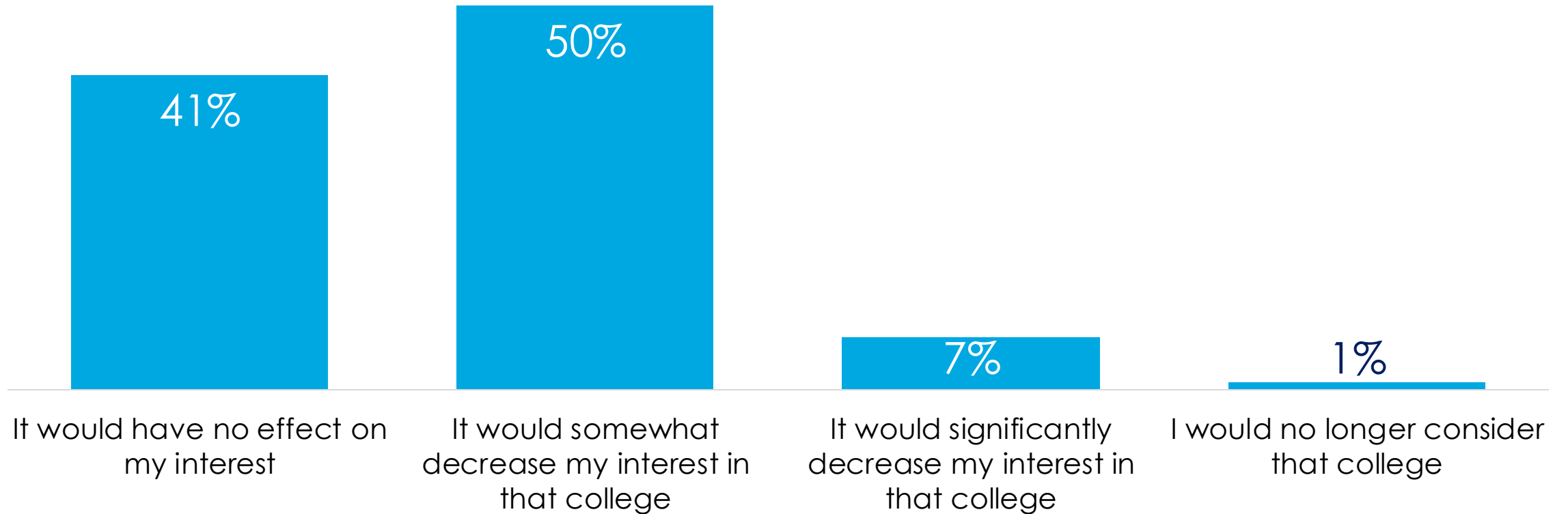
Most students expect a response within 24 hours.



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Effect of a Slow Response

A slow response will affect students' interest moderately.



Personalization Expectations

36% of all students said lack of personalization will decrease their interest in an institution.

96%

Information specific to my program of interest

83%

Use my first language in emails and other communications

96%

Answer my specific questions

77%

Share information related to my demographic (age, background)

84%

Appear to know me and my situation when I make contact

60%

Call me regularly to check into my needs and questions

83%

Use my first name in emails and other communications

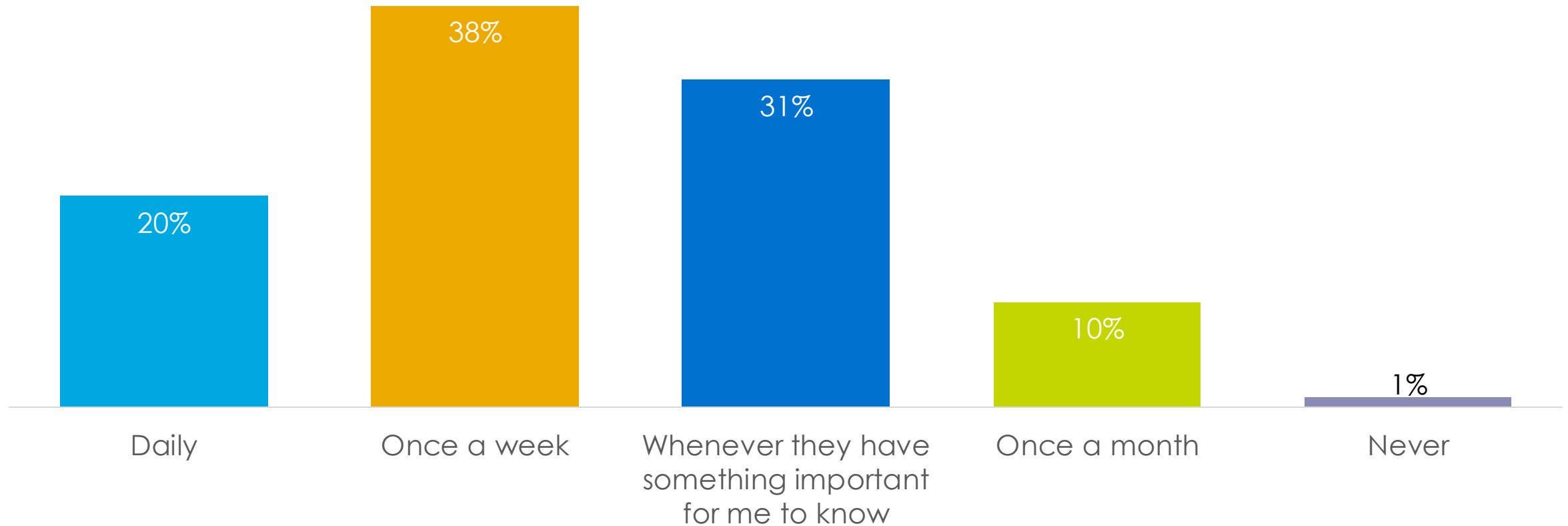
54%

Use my name in videos



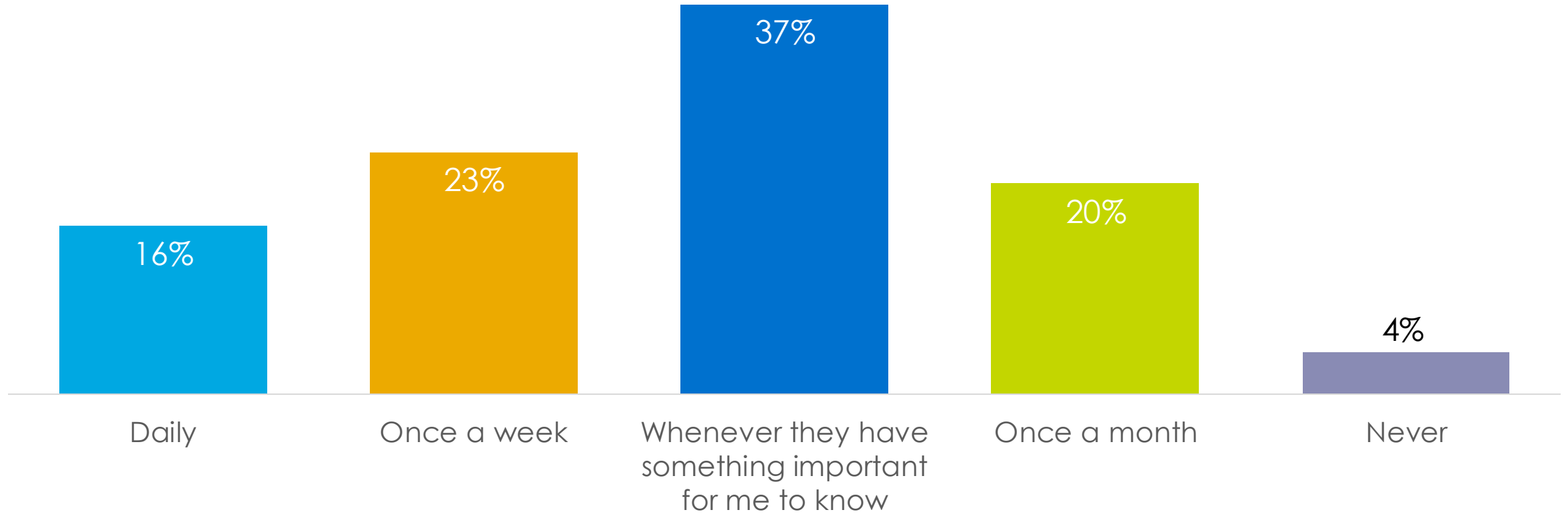
Frequency of Email

58% of students expect weekly communication via email.



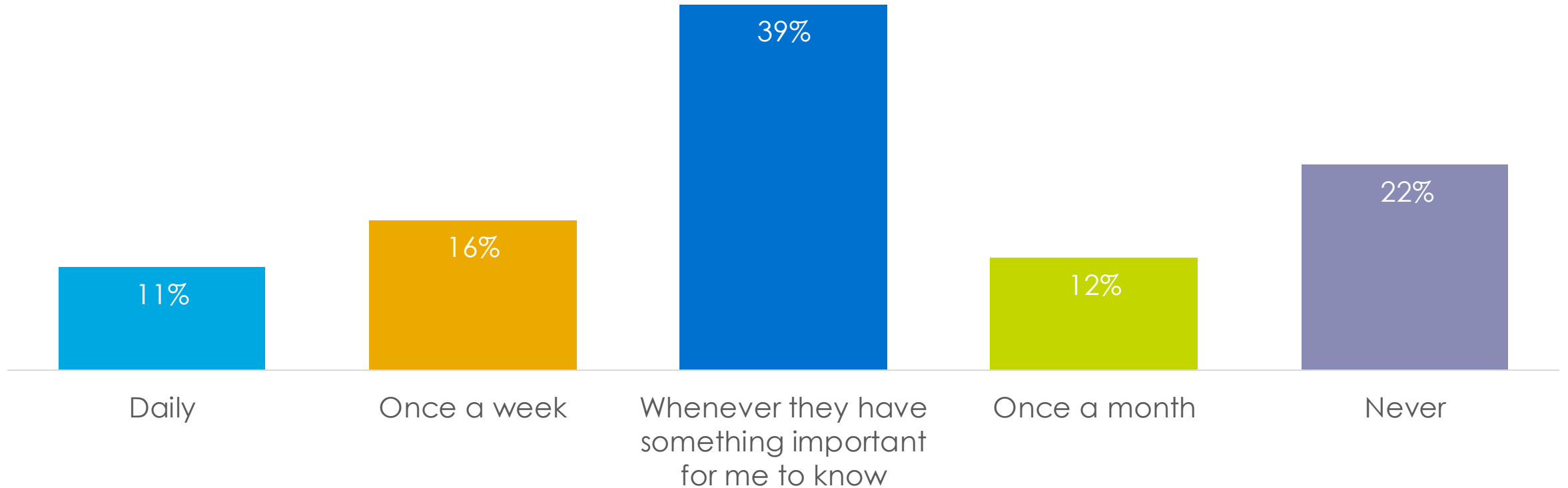
Frequency of Direct Mail

37% of students expect communication via direct mail for "important" information.



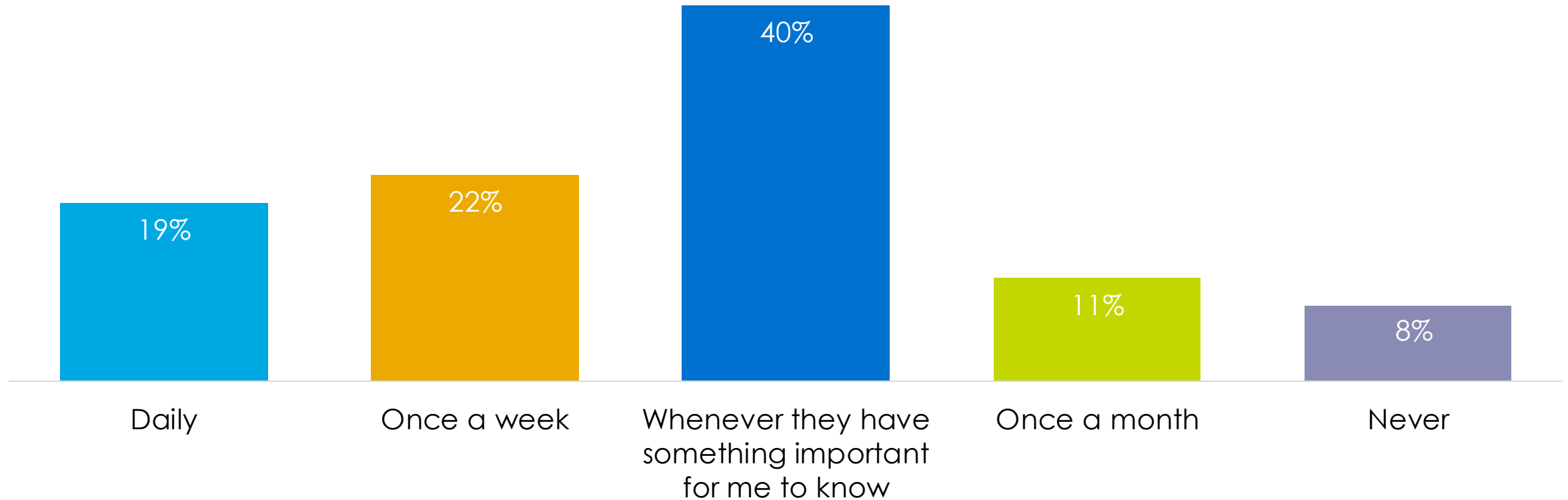
Frequency of Telephone Calls

39% of students expect a phone call for "important" information.



Frequency of SMS

40% of students expect an SMS for "important" information.



Most Important Factors to Enroll at an Institution



Final cost



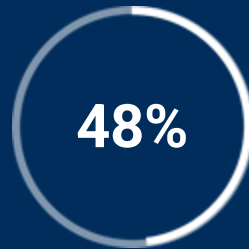
Financial aid opportunities



Availability of my intended academic major or area of study



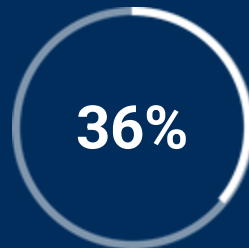
Campus facilities



Academic scholarships



Feeling that I "fit in" the college



Academic reputation



Location (town, city, area)



Summary and “So What?”

Students:

- Want information about every element of the decision, but most importantly, about the financial elements (costs and financial aid) Most (68%)
- Expect a personal response within 24 hours
- They prefer email communication but expect phone calls or SMS when there is something important that they need to know or do.

Summary and “So What?”

Students:

- Want information about every element of the decision, but most importantly about the financial elements (costs and financial aid) -> **Make it easier for students to forecast their financial needs and obligations.**
- Most (68%) Expect a personal response within 24 hours -> **Leverage technology where possible for scale. Canned responses and automated generic emails won't be enough.**
- They prefer email communication but expect phone calls or SMS when there is something important that they need to know or do. -> **Everything is not a nail, so don't always use a hammer.**



Takeaways & Technology

More Inclusive and Personalized Enrollment Strategies

- **Emphasis on Career Outcomes**

Highlight the institution's support for career goals through alumni success stories, industry partnerships, and career services.

- **Showcasing Unique Offerings**

Highlight unique programs and opportunities to attract students who align with the institution's values.

- **Networking Opportunities**

Promote networking resources like alumni networks, mentorship programs, and career fairs to enhance students' professional prospects.

- **Peer Engagement**

Engage prospective students with relevant content, live Q&A sessions, and virtual campus tours to foster rapport and address concerns.

- **Diversity and Inclusion**

Communicate the commitment to diversity and inclusion, providing initiatives and support services for all students.

- **Early Outreach and Support for Late Bloomers**

Implement outreach programs for middle school students and support late bloomers with guidance on alternative pathways.

- **Streamlining Application Processes**

Simplify application processes with user-friendly platforms and clear instructions to reduce stress.

- **Comprehensive Information**

Ensure transparent details about academic programs, campus culture, and financial aid options.

- **Personalized Communication at Each Grade Level**

- **Tailored Program-Specific Information Delivery**

Sharing information and resources that resonate with students' backgrounds, experiences, and identities can promote inclusivity and belonging, thus fostering a welcoming and supportive environment for all prospective students.

- **Long-Term Affordability Planning**

Address rising costs through innovative tuition models and expanded financial aid resources.

- **Early Engagement with Financial Aid**

Initiate early engagement with students regarding financial aid options and resources to alleviate financial concerns.

- **Virtual Campus Tours and Information Sessions**

- **Personalized Video Content**

- **Customize Communication and Outreach Efforts**

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Example:

University of Evansville - Scholarship Calculator

Do I Qualify For Scholarships?
Calculate your scholarship estimate in 20 seconds!

Are you a high school student? *

Yes

No

Next

powered by HALDA ©

University of Evansville

Entering fall 2024

AI Powered Outreach

The screenshot displays the Salesforce CRM interface for a contact named Geoff Minor. The contact's details are as follows:

- Title:** President
- Account Name:** Omega
- Phone (2):** (415) 555-1212
- Email:** geoff@example.com
- Contact Owner:** Michael Hamada

The contact's profile includes a photo and the following information:

- Customer ID:** 0760
- Email Address:** geoff@example.com
- Phone Number:** (415) 555-1212
- Address:** 150 Chestnut Street, Denver, Colorado 80216
- Lifetime Value:** \$15,348
- Propensity to Purchase:** 93 (indicated by a green progress bar)
- Engagement Score:** 79%

The **Related** tab shows **Contact information** and an **Einstein Contact Summary** generated by AI:

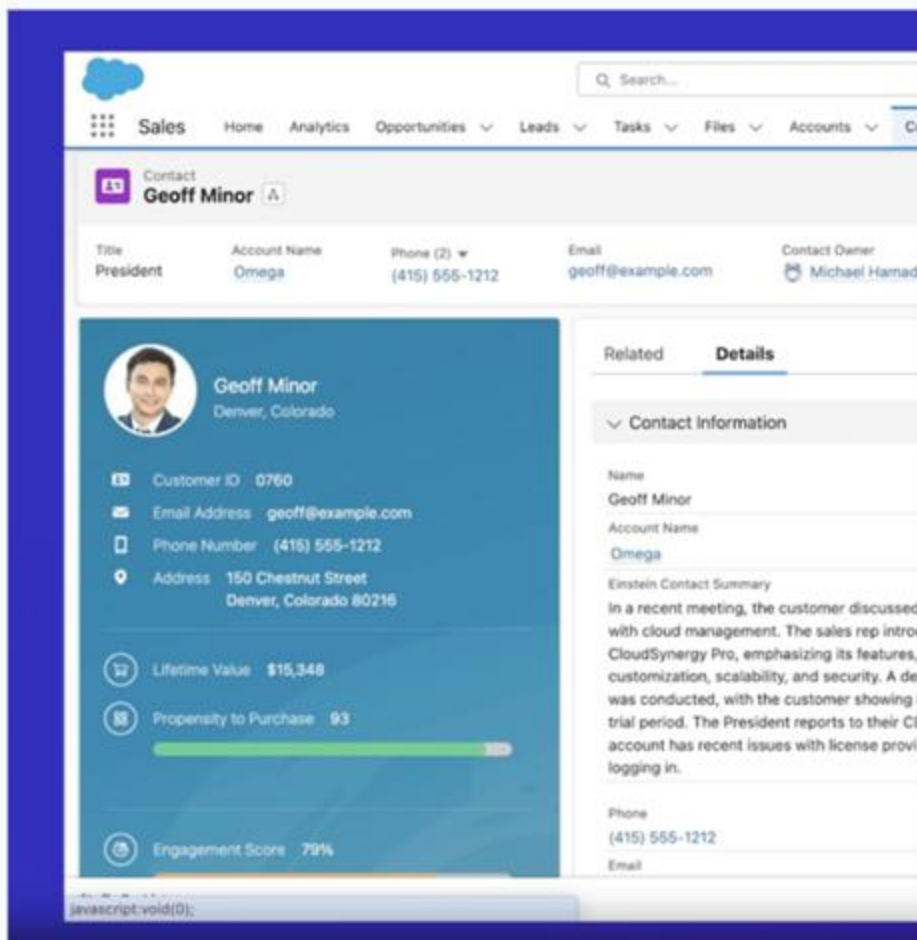
Einstein Contact Summary: In a recent meeting, the customer discussed challenges with cloud management. The sales rep introduced CloudSynergy Pro, emphasizing its features, customization, scalability, and security. A demonstration was conducted, with the customer showing interest in a trial period. The President reports to their CEO. The account has recent issues with license provisioning and logging in.

An **Einstein Actions** panel is open, showing a draft email:

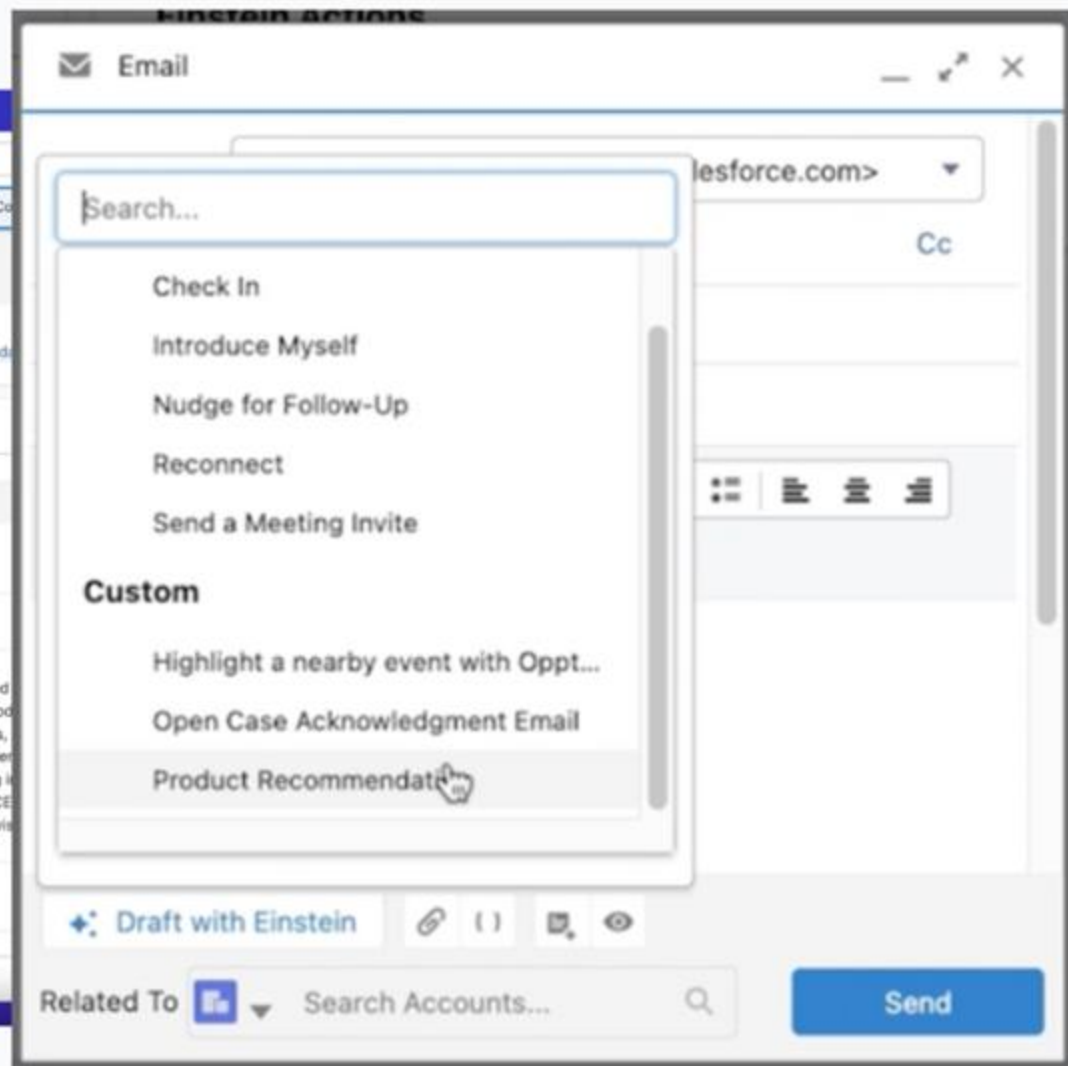
- From:** Michael Hamada <mhamada@salesforce.com>
- To:** Geoff Minor
- Bcc:** mhamada@salesforce.com
- Subject:** Enter Subject...

The email draft includes a rich text editor with formatting options (Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Undo, Redo) and a **Send** button.

AI Powered Outreach



The image shows a Salesforce CRM contact profile for Geoff Minor. The profile includes a search bar at the top, navigation tabs (Sales, Home, Analytics, Opportunities, Leads, Tasks, Files, Accounts), and a contact card for Geoff Minor, President at Omega. The card displays contact information (Title, Account Name, Phone, Email, Contact Owner) and a detailed Einstein Contact Summary. The summary text reads: "In a recent meeting, the customer discussed with cloud management. The sales rep introduced CloudSynergy Pro, emphasizing its features, customization, scalability, and security. A demo was conducted, with the customer showing interest in a trial period. The President reports to their CEO that the account has recent issues with license provisioning and logging in." Below the summary are fields for Name, Account Name, and Phone. The card also shows key metrics: Customer ID (0760), Email Address (geoff@example.com), Phone Number ((415) 555-1212), Address (150 Chestnut Street, Denver, Colorado 80216), Lifetime Value (\$15,348), Propensity to Purchase (93), and Engagement Score (79%).



The image shows an email composition window in Salesforce. The window title is "Email" and it includes a search bar, a dropdown menu for "salesforce.com", and a "Cc" field. A list of Einstein actions is displayed, including "Check In", "Introduce Myself", "Nudge for Follow-Up", "Reconnect", "Send a Meeting Invite", and a "Custom" section with "Highlight a nearby event with Oppt...", "Open Case Acknowledgment Email", and "Product Recommendation". A mouse cursor is hovering over the "Product Recommendation" option. At the bottom of the window, there is a "Draft with Einstein" button, a "Send" button, and a "Related To" dropdown menu with a search bar for "Search Accounts...".

AI Powered Outreach

The screenshot displays the HALDA Leads management interface. On the left is a dark sidebar with the HALDA logo and navigation options: MY ACCOUNT, Home, Dynamic Landing Pages, Hubs, Conversational Search, Leads (highlighted), Analytics, and Campaign Tracking. The main content area is titled 'Leads' and features a 'Lead Profiles' section. This section includes filters for 'Timeframe' (set to 'All Time') and 'Date Range' (set to 'Jan 1, 2021 - Apr 26, 2024'). Below the filters is a table of lead profiles with columns for 'CREATED', 'FIRST', 'LAST', and 'EMAIL'. The table shows 8 leads, with the first one selected. A 'Message Lead' button is visible next to the selected lead. To the right of the table is a 'LEAD PROFILE' panel showing the lead's location as 'Columbia, Maryland, United States' and a 'LEAD RECOMMENDATION' section. The recommendation section includes 'Pages Visited' (University Nursing Program Website) and 'Action Items' such as discussing target schools, addressing concerns about balancing work and school, exploring motivations for education, confirming program start term and year, reviewing the Accelerated BSN program, and following up via email or phone.

HALDA

MY ACCOUNT

- Home
- Dynamic Landing Pages
- Hubs
- Conversational Search
- Leads**
- Analytics
- Campaign Tracking

Leads

Lead Profiles

Timeframe: All Time | Date Range: Jan 1, 2021 - Apr 26, 2024

<input type="checkbox"/>	CREATED	FIRST	LAST	EMAIL
<input checked="" type="checkbox"/>	04/26/2024	Eden	[REDACTED]	[REDACTED]
<input type="checkbox"/>	04/25/2024	Noor	[REDACTED]	[REDACTED]
<input type="checkbox"/>	04/25/2024	Lisbeth	[REDACTED]	[REDACTED]
<input type="checkbox"/>	04/25/2024	Akirah	[REDACTED]	[REDACTED]
<input type="checkbox"/>	04/25/2024	Amanda	[REDACTED]	[REDACTED]
<input type="checkbox"/>	04/24/2024	Christopher	[REDACTED]	[REDACTED]
<input type="checkbox"/>	04/24/2024	Lisa	[REDACTED]	[REDACTED]

Showing 1 to 50 of 3,554

LEAD PROFILE

Columbia, Maryland, United States

Message Lead

LEAD RECOMMENDATION

Pages Visited:

- University Nursing Program Website

Action Items:

- Discuss target schools and programs
- Address concerns about balancing work and school
- Explore motivations for pursuing education
- Confirm program start term and year
- Review area of interest in Accelerated BSN program
- Follow up via email or phone for further discussion

AI Powered Outreach

The screenshot displays a web application interface for managing email drafts. On the left, a dark sidebar contains the 'HIAL' logo and a 'MY ACCOUNT' menu with items: Home, Dynamic La, Hubs, Conversatio, Leads (highlighted), Analytics, and Campaig. The main content area is titled 'Email Drafts:' and shows a recipient 'To: Eden Firew'. A search bar contains 'Introduce yourself'. Below it is a scrollable list of draft titles: 'Introduce yourself', 'Identify stage', 'Finish application', 'Program of interest', 'Visit our campus', 'Attend an event', 'Complete your FAFSA' (highlighted), and 'Other'. At the bottom, there are three buttons: 'Regenerate', 'Copy Draft', and 'Create Email Draft' (in blue).

HIAL

MY ACCOUNT

- Home
- Dynamic La
- Hubs
- Conversatio
- Leads**
- Analytics
- Campaig

Email Drafts: To: Eden Firew

Select a Draft

Introduce yourself

- Introduce yourself
- Identify stage
- Finish application
- Program of interest
- Visit our campus
- Attend an event
- Complete your FAFSA**
- Other

Regenerate Copy Draft **Create Email Draft**

AI Powered Outreach

Email Drafts:

To: Eden

✉ Select a Draft

Complete your FAFSA

Hi Eden,

I hope you're doing well! I see that you're **fine-tuning your list of target schools** and programs for your **Accelerated BSN program** starting in the **spring of 2025**. **Balancing work and school** can be challenging, but I believe you have the determination to succeed. Completing your FAFSA can help alleviate some financial stress and make your educational journey smoother. **Your motivation to get** into education is admirable, and I encourage you to take the next step by completing your FAFSA. Let me know if you need any assistance or have any questions.

Best,
Dallin Palmer

Regenerate

Copy Draft

Create Email Draft

Thank You!



Dr. Raquel Bermejo

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Dallin Palmer

Co-Founder, President, & COO
Halda

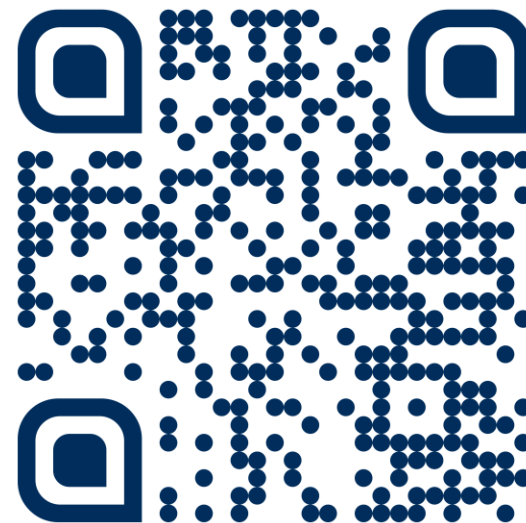
dallin@halda.ai



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ready to lead the way with RNL?

**schedule a quick
consultation**



scan here



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