



rnl national conference  
**leading ai innovation**  
**empowering higher education**

# Unlocking Success: A Blueprint for Family-Integrated Enrollment Communications



# Meet the team!



**Ashlyn Ellison**

Admissions Marketing Coordinator  
Lamar University  
Fur Mom and Aunt



**Joel Pendergrass**

Senior Account Manager  
CampusESP  
Dad to a college junior, high school senior



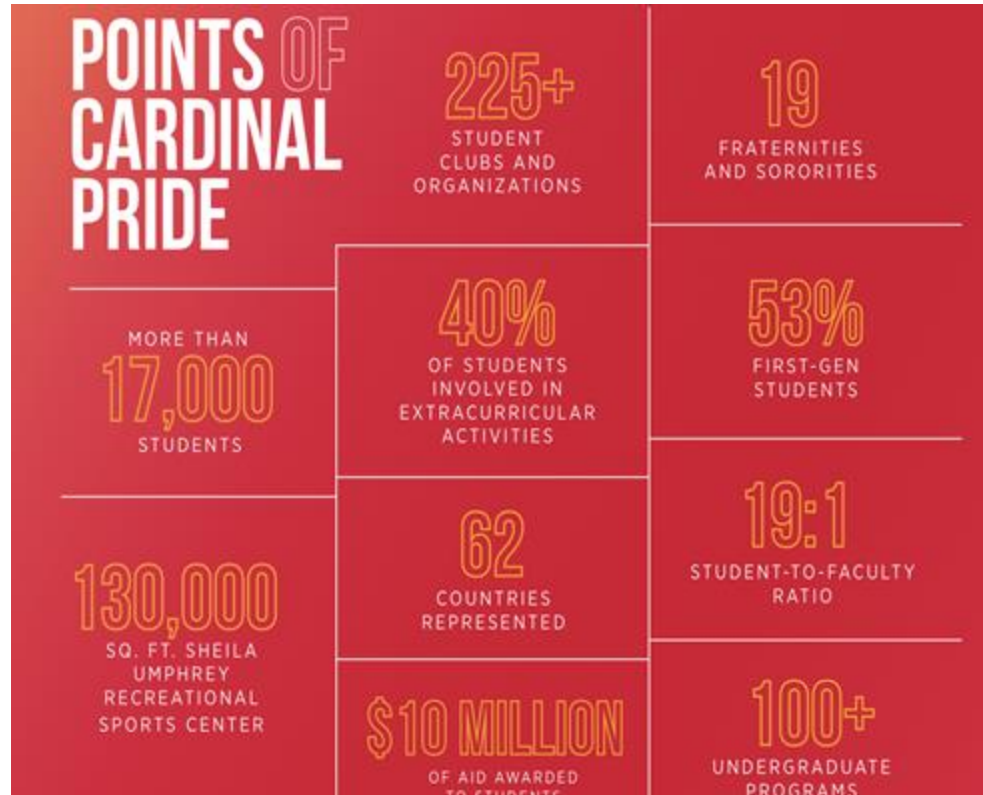
# We would love to meet you!



Or go to [menti.com](https://menti.com) and  
use code **3911 2101**.

# Who is Lamar University?

- 4- year Public institution
- Located in Beaumont, Texas
- NCAA Division: I Southland Conference



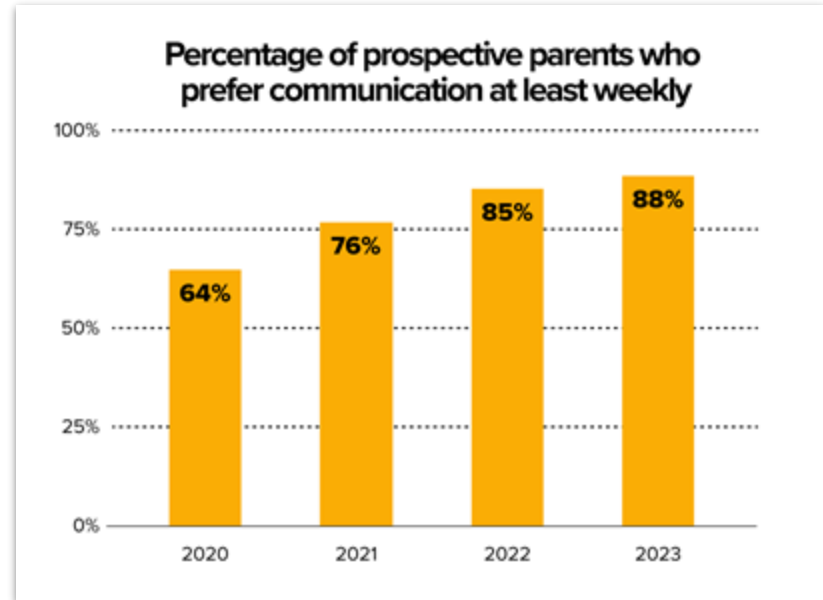
# Communication Strategy

- Mass Communication Team
  - ◆ University Calendar
  - ◆ All Departments Contribute
- Two platforms:
  - ◆ Slate - SMS/Emails to Students & Emails to Parents
  - ◆ CampusESP - Posts and Announcements to Parents
- Social Media Platforms



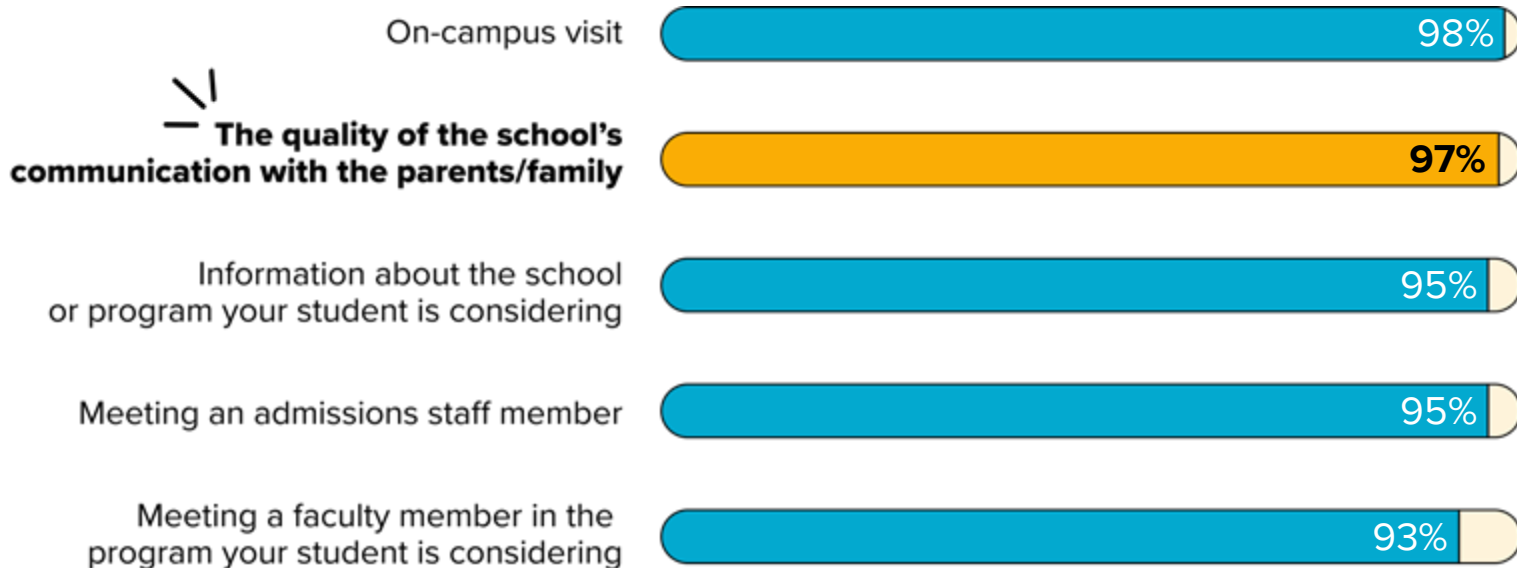
# Parent Communication Expectations Are Higher Than Ever

- 88% of families expect communication at least weekly
- 71% of parents want information from colleges before their student applies



# Parents need to be part of your enrollment strategy

## Importance of experiences



RNL & CampusESP study of 12,088 prospective parents from 40 institutions (2023)

# What do parents want to know?

How do we schedule a campus tour?

I would love to know more about FAFSA.
















**Actual comments from  
the Cardinal Parent  
and Family Portal**

Thank you, these articles will help us make a decision.



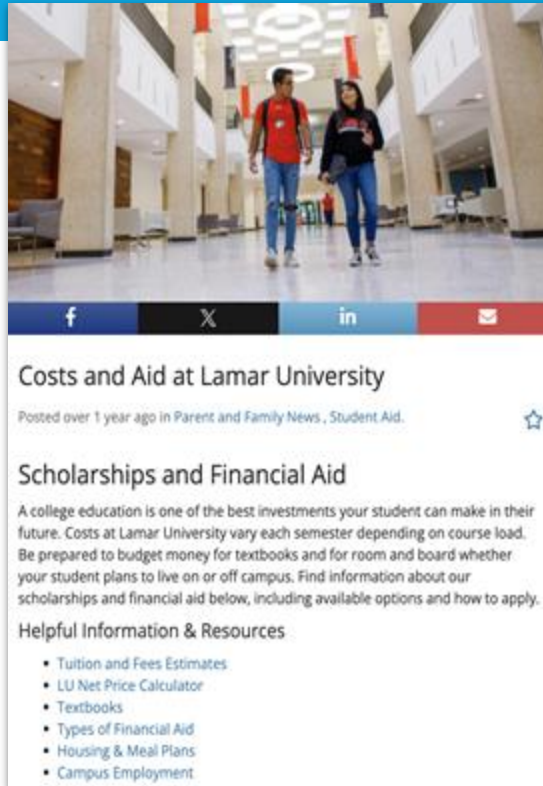


# Different families need different support

	#1 most clicked	#2 most clicked	#3 most clicked
<b>Prospective</b>	 College Readiness	 Financial Aid	 Parent Advice
<b>Current</b>	 Parent Advice	 Mental Health	 Student Involvement
<b>Two-Year</b>	 Parent Advice	 College Readiness	 Student Involvement
<b>HBCU</b>	 College Readiness	 Financial Aid	 Parent Advice
<b>HSI</b>	 Financial Aid	 Parent Advice	 Mental Health

*CampusESP Portal Data from 8,614,917 users (2023)*

# Key topics early and often



A screenshot of a social media post from Lamar University. The top image shows two students walking in a modern university lobby. Below the image is a social media navigation bar with icons for Facebook, Twitter, LinkedIn, and Email. The post title is "Costs and Aid at Lamar University" and it is dated "Posted over 1 year ago in Parent and Family News, Student Aid." The main heading is "Scholarships and Financial Aid" followed by a paragraph explaining that college education is a significant investment and that costs vary by semester and course load. It encourages parents to budget for textbooks, room, and board. A section titled "Helpful Information & Resources" lists several links: Tuition and Fees Estimates, LU Net Price Calculator, Textbooks, Types of Financial Aid, Housing & Meal Plans, and Campus Employment.

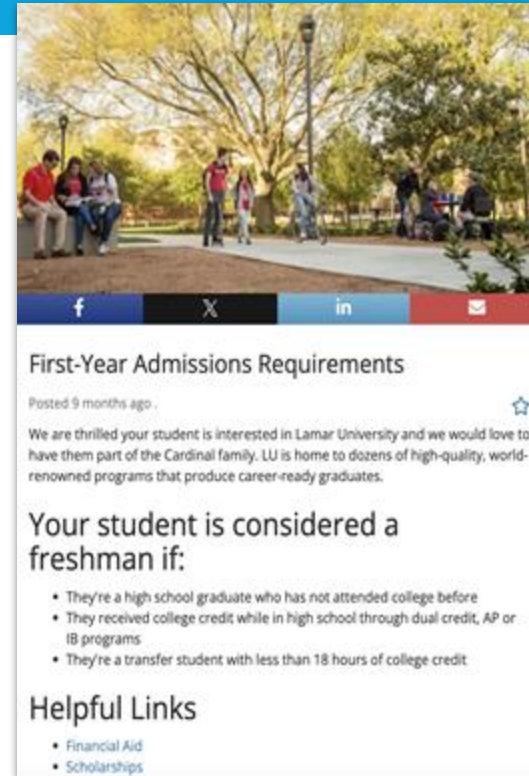
**Costs and Aid at Lamar University**  
Posted over 1 year ago in Parent and Family News, Student Aid.

**Scholarships and Financial Aid**

A college education is one of the best investments your student can make in their future. Costs at Lamar University vary each semester depending on course load. Be prepared to budget money for textbooks and for room and board whether your student plans to live on or off campus. Find information about our scholarships and financial aid below, including available options and how to apply.

**Helpful Information & Resources**

- [Tuition and Fees Estimates](#)
- [LU Net Price Calculator](#)
- [Textbooks](#)
- [Types of Financial Aid](#)
- [Housing & Meal Plans](#)
- [Campus Employment](#)



A screenshot of a social media post from Lamar University. The top image shows a group of students sitting on a bench outdoors on a campus with trees. Below the image is a social media navigation bar with icons for Facebook, Twitter, LinkedIn, and Email. The post title is "First-Year Admissions Requirements" and it is dated "Posted 9 months ago." The main heading is "Your student is considered a freshman if:" followed by a bulleted list of criteria: being a high school graduate who has not attended college before, having received college credit in high school through dual credit, AP, or IB programs, and being a transfer student with less than 18 hours of college credit. A section titled "Helpful Links" lists links for Financial Aid and Scholarships.

**First-Year Admissions Requirements**  
Posted 9 months ago.

We are thrilled your student is interested in Lamar University and we would love to have them part of the Cardinal family. LU is home to dozens of high-quality, world-renowned programs that produce career-ready graduates.

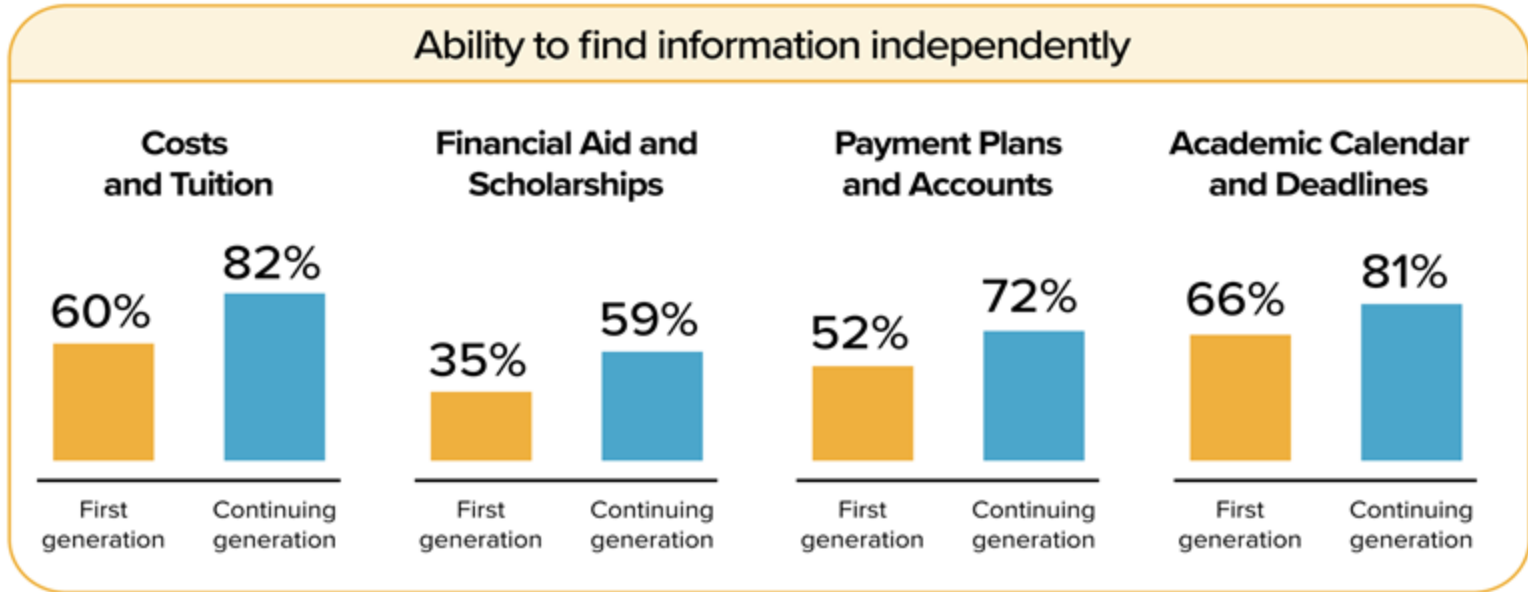
**Your student is considered a freshman if:**

- They're a high school graduate who has not attended college before
- They received college credit while in high school through dual credit, AP or IB programs
- They're a transfer student with less than 18 hours of college credit

**Helpful Links**

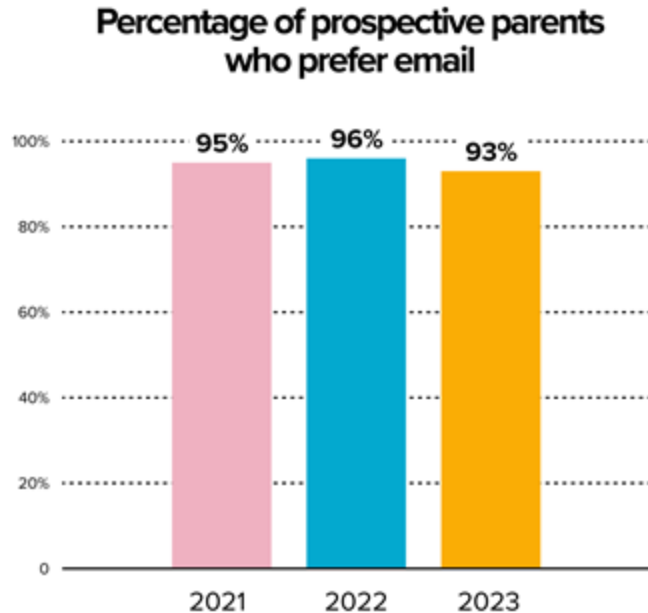
- [Financial Aid](#)
- [Scholarships](#)

# Eliminate communication gaps for Families of First Generation students



CampusESP RNL 2024 Family Engagement Report (20,847 parents of current college students from 46 institutions)

# Email is a Prerequisite with Prospective Families

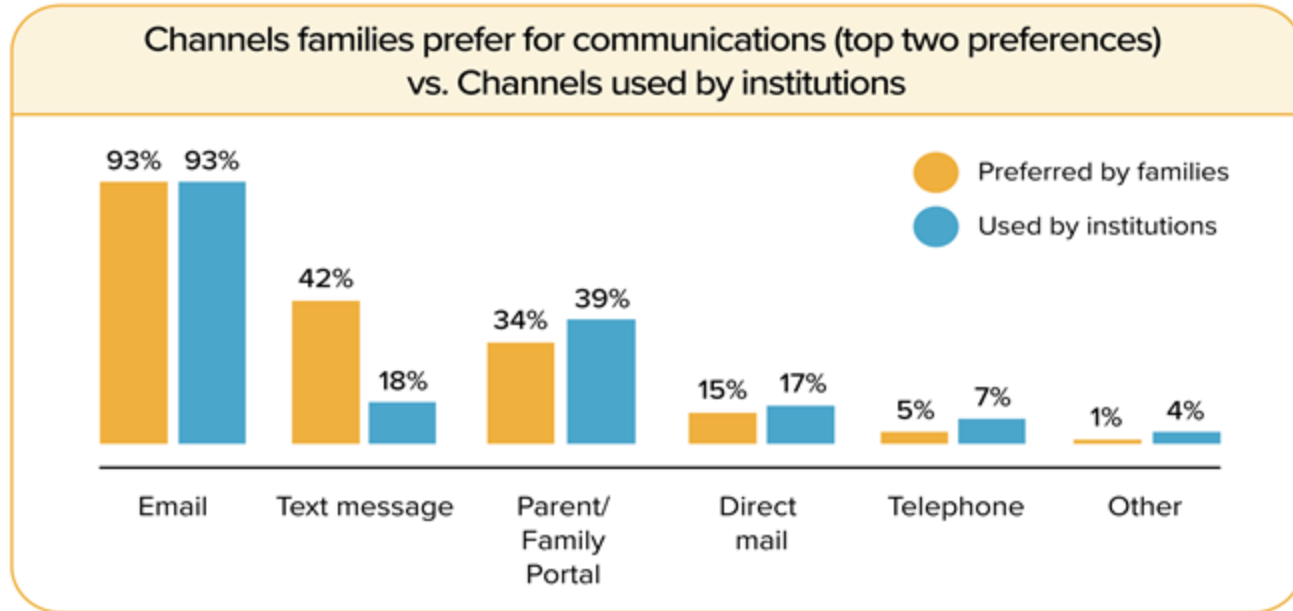


If you're just starting your parent communication strategy, focus on email first.

If you already have an email communication flow:

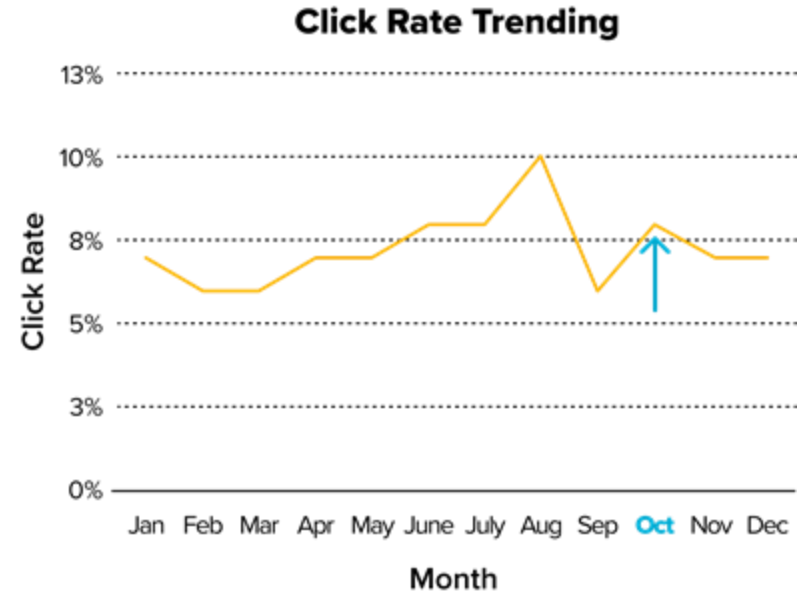
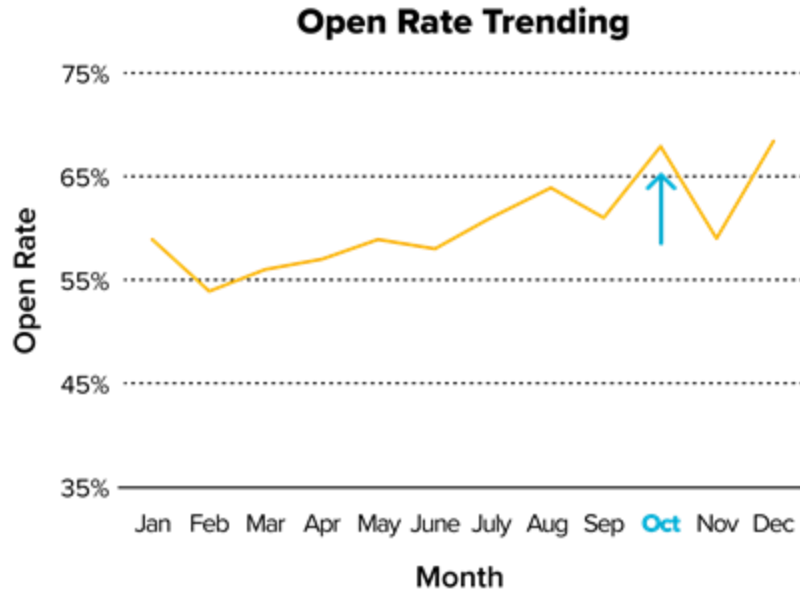
- First generation and low income families are most likely to choose telephone and text messages

# An opportunity - bridge a disconnect!



*CampusESP RNL 2024 Family Engagement Report (20,847 parents of current college students from 46 institutions)*

# Prospective families are most active in the Fall



*CampusESP Portal Data from 8,614,917 users (2023)*

# Summer transition - Fall arrival - New cycle begins



Hello Cardinal Families!

The Fall semester is quickly approaching and we are excited to welcome all of our new Cardinals to the nest! To ensure your student is ready for enrollment, please have them complete their advising form if they have not done so. Your student can complete this form at [admissions.lamar.edu/advising](https://admissions.lamar.edu/advising).

#### Additional Next Steps:

- Register for New Student Orientation
- Submit their bacterial meningitis vaccine
- Complete their TSI
- Apply for housing or submit their exemption

Unsure if your student is missing any steps? Have them visit their [advised student portal](#) and view what steps they need to accomplish!

We cannot wait to have your students join our flock! Use #LUBound #WeAreLU



## All the Stuff You Should NOT Worry About Your Student Goes to College

Posted 11 months ago.

This post is from Grown and Flown.

by Melissa Fenton | Estimated Reading Time: 4-5 minutes

I am a maniacal worrier.

No, wait.

I'm more than maniacal.

I could worry *professionally*.

I'm pretty confident I'd take All The Gold Medals — a la Michael Phelps — were an actual Olympic event.

This is to say that when my firstborn went off to college, I went down



## New Student Orientation

Posted 11 months ago in Lamar University News, Parent and Family News, Student Success.

## Welcome to Lamar University

Whether you start in the summer, fall, or spring, New Student Orientation is specifically designed for new college students. It provides you with the information you need to feel confident when you step on campus for the first time.



## Cardinal View Registration is OPEN!

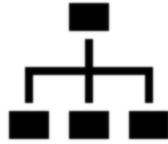
Posted 9 months ago.

I would love to see you and your students at Cardinal View! Come visit us Saturday, November 11, from 9:00am - 12:30pm for a chance to meet me and our amazing faculty and student organizations. By attending, your student has the chance to win multiple scholarships for a total of \$2,500! Make sure they do not miss out on our \$500 Early Bird Scholarship by registering before October 20. We will have our 60+ academic programs, our student organizations, admissions team, financial aid team, and advisors REDy to meet you and help answer your questions.

Find out more and have your student register today at [lamar.edu/cardinalview](https://lamar.edu/cardinalview). I can't wait to meet you!

# How we communicate to parents

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Admissions Counselor  
Territories













Consistency  
Across Platforms



Student Initiatives



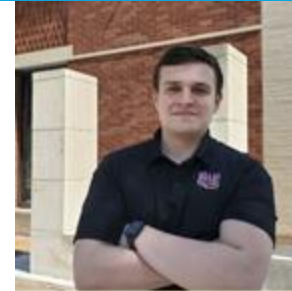
# Territory Communities - 1.0

	Counselor - Angelica Guerrero
	Counselor - Briana Hughes
	Counselor - Chris Dwellingham
	Counselor - Faith Dickey
	Counselor - Frederick Bailey
	Counselor - Grady Smithhart
	Counselor - Karen Sandoval
	Counselor - Melissa Lopez
	Counselor - Rosemary Jimenez
	Counselor - Leidy Davis

Counselor based

Average open rate - 51.7%

Average click rate - 3.8%













## Meet your admissions counselor!

Hi future Cardinal family! My name is Reece Smith and I serve the Southeast Texas North area. I look forward to telling you and your student about all the perks of being a Lamar Cardinal and helping with the next steps to enrollment. I enjoy LU because it is close to home, easy to be involved on campus, and the Panda Express!

Email: [gsmithhart@lamar.edu](mailto:gsmithhart@lamar.edu)  
Mobile: (409) 359-2593

[Schedule an appointment](#)

# Territory Communities - 2.0

	Territory - Austin, San Antonio, West Texas
	Territory - Dallas
	Territory - Fort Worth, Panhandle, East Texas, Oklahoma
	Territory - Houston - Northeast
	Territory - Houston - Northwest
	Territory - Houston - Southeast
	Territory - Houston - Southwest
	Territory - Rio Grande Valley and South Texas
	Territory - SETX Central
	Territory - SETX North

Territory based

Average open rate - 53.6%

Average click rate - 4.6%



Meet your students' admissions counselor at Lamar University!

Posted 3 months ago.

All admissions counselors at LU are able to assist you and your student with the application process, next steps towards enrollment, visiting campus, general LU questions, and various other topics! Your students' admissions counselor is Reece Smithhart!

Contact him today with any questions you may have or schedule an appointment 📞

Reece Smithhart  
P: (409) 730-3371  
Text Only: (409) 245-5636  
gsmithhart@lamar.edu  
Schedule an appointment today!

# Consistency is key!

①

Work smarter, not harder! It is okay to copy and paste.

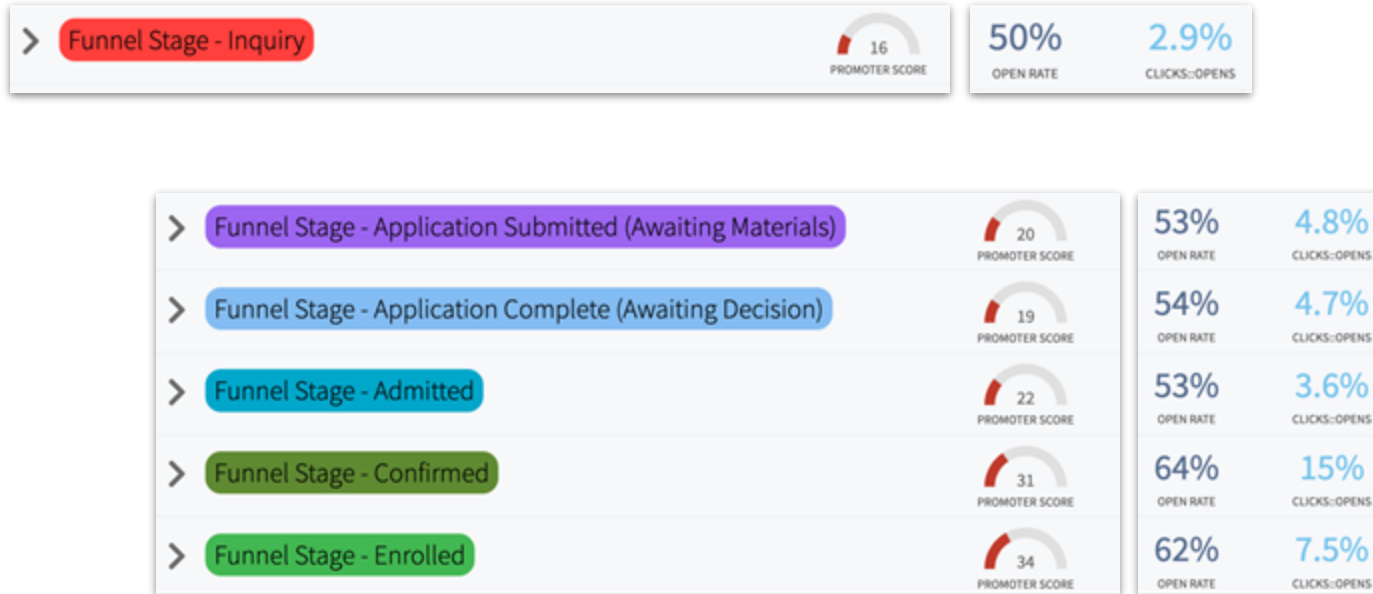
②

Give students time to talk to their parents about messages.

③

Double check the tone of your message.

# Funnel Stage Overview



**Lamar University Student Aid**  
March 27 · 🌐

🗨️ If you're still wondering if you should fill out the FAFSA, don't hesitate to reach out to our office! Give us a call at 409-880-8450, email [financialaid@lamar.edu](mailto:financialaid@lamar.edu), or come visit us in the Wimberly Building, Room 200.

📅 Submit your 24-25 FAFSA by the May 1st priority deadline and use LU School Code: 003581!

🌐 For more information about the FAFSA, visit [studentaid.gov](http://studentaid.gov)

#WeAreLU #LUStudentAid

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## WHY YOU SHOULD FILL OUT THE FAFSA

studentaid.gov

## FAFSA IS USED TO DETERMINE HOW MUCH FINANCIAL AID YOU CAN RECEIVE.

The U.S. Department of Education uses your completed FAFSA data to estimate how much you and your family can afford to pay for school. (\$4)

studentaid.gov

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### THERE ARE NO INCOME RESTRICTIONS.

Regardless of your family's income, you are eligible to apply for federal student aid. There are no income restrictions. All students are eligible to apply for federal student aid, regardless of income.

studentaid.gov

Increasing federal financial aid typically comes with higher interest rates than private student loan providers.

studentaid.gov

We understand that the FAFSA can seem **+6x** overwhelming out...

studentaid.gov

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👍❤️🔥 2      6 shares

👍 Like      💬 Comment      ➦ Share

# WHY YOU SHOULD FILL OUT THE FAFSA

studentaid.gov

f
x
in
📄

### Why You Should Fill Out the FAFSA!

Posted about 2 months ago in Lamar University News - Parent and Family News. ☆

The 2024-25 Free Application for Federal Student Aid (FAFSA) is used to determine how much financial aid your student can receive. The U.S. Department of Education uses your student's completed FAFSA data to estimate how much your student can afford to pay for school. There are no income restrictions! The FAFSA is your ticket to receiving financial aid opportunities, no matter how much money you make. Don't miss out on the opportunity to receive funding assistance for college!

We understand that the FAFSA can seem a bit overwhelming but applying just got easier! The 24-25 FAFSA has undergone revisions making it easier than ever to apply! The 24-25 FAFSA provides a more user-friendly application for online completion and better serves students from non-traditional families. Additionally, it's now more accessible for individuals facing special needs or other challenges.

It's completely FREE to fill out. You will never have to pay to complete the FAFSA. If you come across a service that charges for FAFSA help, stay away - it's a scam. If you need assistance with completing your FAFSA, [the Office of Student Aid at LU is here to help!](#) Submit your FAFSA using **LU school code 003581!**

[Hear from our Director of Student Aid, Megan Bergauft, about how LU Student Aid addresses FAFSA delays in this OBA!](#)

If you're still wondering if your student should fill out the FAFSA, don't hesitate to encourage them to reach out to our office! Student's can give us a call at 409-880-8450, email [financialaid@lamar.edu](mailto:financialaid@lamar.edu), or come visit us in the Wimberly Building, Room 200. For more information about the FAFSA, visit [studentaid.gov](http://studentaid.gov).

# Social Media Post



The 2024-25 FAFSA form is currently available periodically as part of a soft launch. ⚠️ Here are 6 things you will need before filling out your FAFSA:

1. **Your StudentAid.gov Account:** You and your contributors will each need your own StudentAid.gov accounts to access and fill out the 2024-25 FAFSA form.
2. **Your Contributor Information:** If you're unsure of who will be a contributor on your form, visit StudentAid.gov for more information.
3. **Your 2022 Federal Income Tax Return:** You and your contributors MUST provide consent and approval to have your federal tax information transferred directly from the IRS into your FAFSA form.
4. **Records of Your Untaxed Income:** You and your contributors may need to answer FAFSA questions about untaxed income, such as child support and interest income.
5. **Records of Your Assets:** Report the current amounts of your assets as of the date you sign the FAFSA form, rather than reporting the 2022 tax year amounts.
6. **List of Schools You're Interested in Attending:** You can list up to 20 schools on the FAFSA form. Make sure to include LU's School Code: 003581! 📍

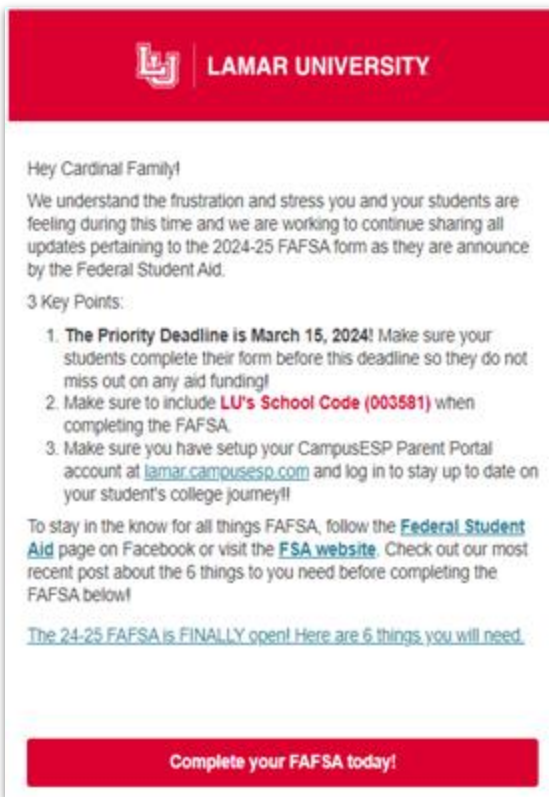
📧 For more information regarding the 2024-25 FAFSA form, visit StudentAid.gov 📍 #WelcomeToLUMStudentAid

## 6 THINGS YOU NEED BEFORE FILLING OUT THE FAFSA



STUDENTAID.GOV

# CampusESP Post



## LAMAR UNIVERSITY

Hey Cardinal Family!

We understand the frustration and stress you and your students are feeling during this time and we are working to continue sharing all updates pertaining to the 2024-25 FAFSA form as they are announced by the Federal Student Aid.

3 Key Points:

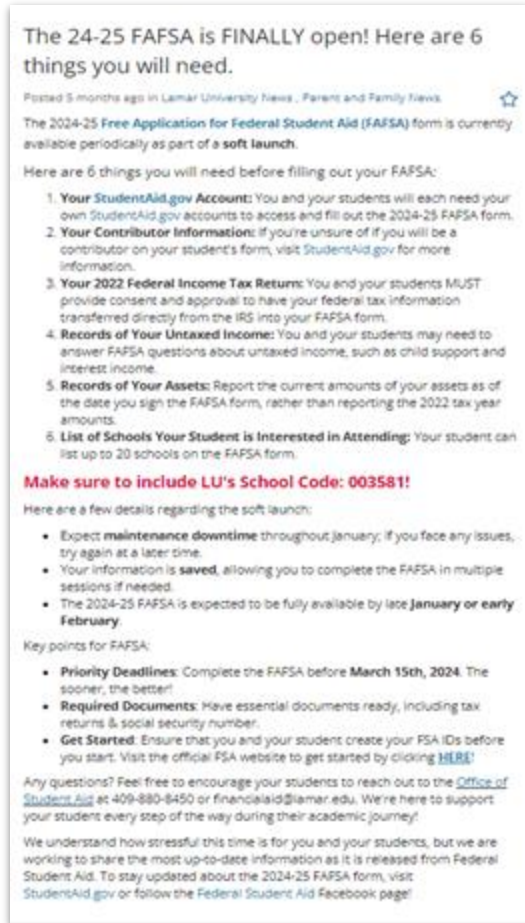
1. **The Priority Deadline is March 15, 2024!** Make sure your students complete their form before this deadline so they do not miss out on any aid funding!
2. Make sure to include **LU's School Code (003581)** when completing the FAFSA.
3. Make sure you have setup your CampusESP Parent Portal account at [lamar.campusesp.com](https://lamar.campusesp.com) and log in to stay up to date on your student's college journey!

To stay in the know for all things FAFSA, follow the [Federal Student Aid](#) page on Facebook or visit the [FSA website](#). Check out our most recent post about the 6 things to you need before completing the FAFSA below!

[The 24-25 FAFSA is FINALLY open! Here are 6 things you will need.](#)

Complete your FAFSA today!

# CampusESP Announcement



## The 24-25 FAFSA is FINALLY open! Here are 6 things you will need.

Posted 5 months ago in Lamar University News · Parent and Family News. ☆

The 2024-25 Free Application for Federal Student Aid (FAFSA) form is currently available periodically as part of a soft launch.

Here are 6 things you will need before filling out your FAFSA:

1. **Your StudentAid.gov Account:** You and your students will each need your own StudentAid.gov accounts to access and fill out the 2024-25 FAFSA form.
2. **Your Contributor Information:** If you're unsure of if you will be a contributor on your student's form, visit StudentAid.gov for more information.
3. **Your 2022 Federal Income Tax Return:** You and your students MUST provide consent and approval to have your federal tax information transferred directly from the IRS into your FAFSA form.
4. **Records of Your Untaxed Income:** You and your students may need to answer FAFSA questions about untaxed income, such as child support and interest income.
5. **Records of Your Assets:** Report the current amounts of your assets as of the date you sign the FAFSA form, rather than reporting the 2022 tax year amounts.
6. **List of Schools Your Student is Interested in Attending:** Your student can list up to 20 schools on the FAFSA form.

**Make sure to include LU's School Code: 003581!**

Here are a few details regarding the soft launch:

- Expect **maintenance downtime** throughout January; if you face any issues, try again at a later time.
- Your information is **saved**, allowing you to complete the FAFSA in multiple sessions if needed.
- The 2024-25 FAFSA is expected to be fully available by **late January or early February**.

Key points for FAFSA:


- **Priority Deadlines:** Complete the FAFSA before **March 15th, 2024**. The sooner, the better!
- **Required Documents:** Have essential documents ready, including tax returns & social security number.
- **Get Started:** Ensure that you and your student create your FSA IDs before you start. Visit the official FSA website to get started by clicking [HERE!](#)

Any questions? Feel free to encourage your students to reach out to the [Office of Student Aid](#) at 409-880-8450 or [financialaid@lamar.edu](mailto:financialaid@lamar.edu). We're here to support your student every step of the way during their academic journey!

We understand how stressful this time is for you and your students, but we are working to share the most up-to-date information as it is released from Federal Student Aid. To stay updated about the 2024-25 FAFSA form, visit StudentAid.gov or follow the [Federal Student Aid Facebook page!](#)



## Slate email to students 09/28/23



**You are invited!**

Hey Lezley,

Ready to learn all you need to know about Lamar University? Sign up for **Cardinal View** today! You'll be able to explore all LU has to offer by touring campus, meeting current students and faculty, and finding out how to take your next steps at becoming a Lamar Cardinal!

During our Academic Showcase, you will have the chance to meet our departments and participate in some of the projects our current students are working on! We will have 60+ academic programs for you to speak with and get your questions answered.

There are many ways for attendees to earn entries to win scholarships! Start early and sign up by **October 20** to be entered to win the Early Bird Scholarship worth \$500!

**Event Details**  
Location: Sheila Umphrey Rec Sports Center  
Date: Saturday, November 11, 2023  
Time: 9:00am - 12:30pm

Want to secure your spot?

**SIGN UP TODAY!**

Increase of 103 registrants  
between 09/28 & 10/03



**Cardinal View**  
NOV. 11  
LAMAR UNIVERSITY




Cardinal View Registration is OPEN!

I would love to see you and your students at Cardinal View! Come visit me Saturday, November 11, from 9:00am - 12:30pm for a chance to meet me and our amazing faculty and student organizations.

We will have our 60+ academic programs, our student organizations, admissions team, financial aid team, and advisors REDy to meet you and help answer your questions. By attending, your student has the chance to win multiple scholarships for a total of \$2,500!

Find out more at [lamar.edu/cardinalview/](http://lamar.edu/cardinalview/) I can't wait to meet you!

**REGISTER TODAY!**

Delivered 

Schedule: Sent on Wednesday, Oct 04, 2023 @ 11:50 AM CDT

Audience: Users who match ALL of the following criteria: users r

## CampusESP Announcement

## CampusESP Post 10/04/23



**Cardinal View Registration is OPEN!**


Posted 9 months ago.

I would love to see you and your students at Cardinal View! Come visit me Saturday, November 11, from 9:00am - 12:30pm for a chance to meet me and our amazing faculty and student organizations. By attending, your student has the chance to win multiple scholarships for a total of \$2,500! Make sure they do not miss out on our \$500 Early Bird Scholarship by registering before October 20. We will have our 60+ academic programs, our student organizations, admissions team, financial aid team, and advisors REDy to meet you and help answer your questions.

Find out more and have your student register today at [lamar.edu/cardinalview/](http://lamar.edu/cardinalview/). I can't wait to meet you!

Increase of 119 registrants  
between 10/04 & 10/09

## Student email sent April 1



**This is no April Fool's joke... you could win a laptop from Lamar!**

Hey Nate,

We are thrilled to announce our [next steps Bingo Game](#), specially designed to make your journey to Lamar University even more rewarding. By participating, you not only get a chance to win a brand-new laptop to bring to class on your first day, but also ensure that you're all set to embark on your academic adventure with us!

Here's how to win:

1. Download the attached [Bingo Card](#) or get one at Admitted Student Day.
2. Complete the steps on the card to maximize your chances to win.
3. Once you've completed a row, column, diagonal, or blocked out your card, bring it to your admissions counselor at [Admitted Student Day](#) or snap a photo of your completed card and submit it to [LBound@lamars.edu](mailto:LBound@lamars.edu) with your L Number in the subject line.
4. Cross your fingers and look for the announcement of our lucky laptop winner on our socials! The winner will be announced on National Decision Day - **May 1, 2024**.


We can't wait to set you up for success and welcome you to our Cardinal family! If you have any questions, send us an email: [LBound@lamars.edu](mailto:LBound@lamars.edu).

**Don't miss out on ASD!**

**REGISTER TODAY**

Increase of 70 registrants  
between 03/31 & 04/03

## Parent CampusESP announcement sent April 4



Hey Cardinal Families!

Join us on April 20th for [Admitted Student Day!](#) This is an event designed for admitted first time in college students that plan to take their classes on campus, starting in Summer or Fall 2024. Students who attend ASD will have a chance to meet with Student Aid and their Advising team, complete their next steps, and be one of the first students to receive their class schedule!

To secure your student's class schedule, they will need to complete these requirements **before 8:00am on April 17th**:

- Submit their [Bacterial Meningitis Immunization Record](#)
- Complete the [Advising Form](#)
- Complete their [TSI requirements](#)

Is your student feeling lucky? For the month of April, we are playing [Next Steps Bingo](#) for a chance to win a brand-new laptop and ensure that your student's Summer/Fall semester starts off on the right foot! Encourage your student to check their email for more information on how to play the game. Our Bingo winner will be announced on **May 1st** on Lamar University Admissions social media pages!

**REGISTER FOR ASD TODAY**

Increase of 65 registrants  
between 04/04 & 04/07



# Next Steps Bingo

## ADMITTED STUDENT BINGO

TSI Math Assessed	Complete Advising Form	Post on Social with #LUBound	Submit Housing Form or Exemption
Connect with an Admissions Counselor	Fulfill Meningitis Requirement	Register for ASD	TSI Writing Assessed
Submit 24-25 FAFSA/TASFA	TSI Reading Assessed	Accept your Offer of Admission	Apply for/ Accept Scholarships
Activate your LEA Account	Go on a Campus Tour	TSI Assessed in All Areas	Register for NSO






Complete all your **NEXT STEPS** at **LUBOUND.COM**

### SO MANY CHANCES TO WIN!

1 entry for each row, column, or diagonal complete = 10 possible entries total  
2 extra entries if you fill in your card

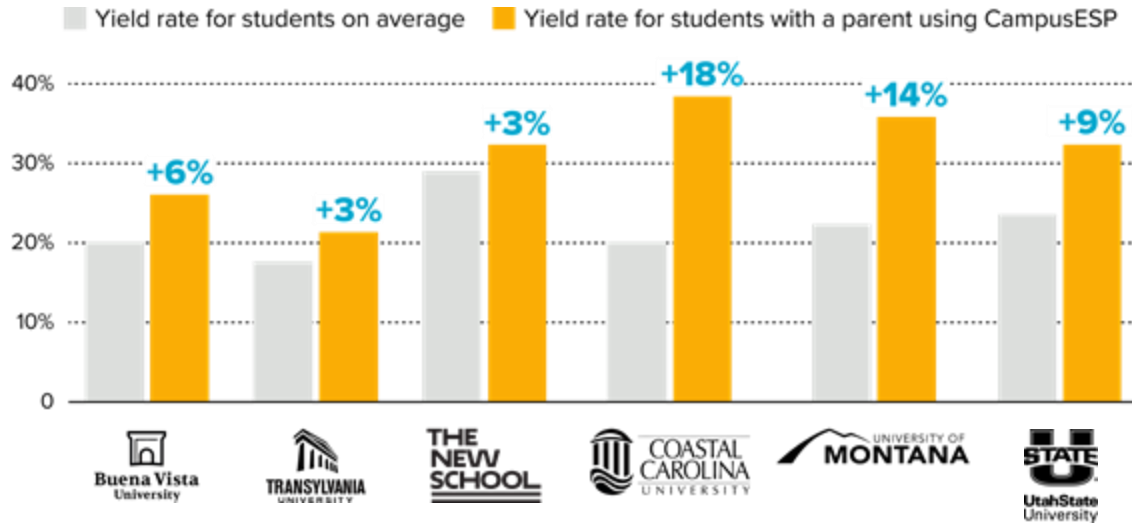
*Bonus: Multiply your entries 5 times for Attending ASD*

# Students with engaged parents are more likely to apply.

	 <b>Buena Vista University</b> Small Private <i>(3,550 prospective parents in CampusESP)</i>	 <b>TRANSYLVANIA UNIVERSITY</b> Small Private <i>(6,990 prospective parents in CampusESP)</i>	<b>THE NEW SCHOOL</b> Mid-Size Private <i>(14,900 prospective parents in CampusESP)</i>	 <b>COASTAL CAROLINA UNIVERSITY</b> Mid-Size Public <i>(31,400 prospective parents in CampusESP)</i>	 <b>UNIVERSITY OF MONTANA</b> Mid-Size Public <i>(6,690 prospective parents in CampusESP)</i>	 <b>Utah State University</b> Large Public <i>(11,330 prospective parents in CampusESP)</i>
Institutional inquiry to applicant conversion rate	12%	5%	20%	32%	22%	48%
Inquiry to applicant conversion rate for students with a parent using CampusESP	69%	50%	74%	76%	65%	85%
<b>Inquiry to applicant conversion increase with CampusESP</b>	<b>5.7x</b>	<b>9.9x</b>	<b>3.7x</b>	<b>2.3x</b>	<b>3x</b>	<b>1.8x</b>

Students with a parent using CampusESP are **4x!** more likely to convert from inquiry to applicant.

# Students with engaged parents are more likely to enroll.



Students with a parent using CampusESP have **yield rates**

**9%**

**higher than average.**

# Thank you!

## QUESTIONS?



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