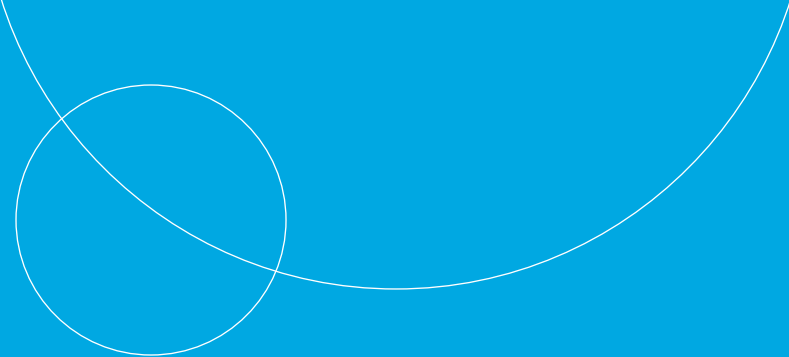




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KPI-Driven Success: Enhancing Graduate Program Marketing and Recruitment with the Right Insights

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Today's Topics

1. Strategically using KPIs for adaptive planning
2. Analyzing current practices against requisites for enrollment success
3. Applying dynamic budgeting to maximize resource allocation
4. Synchronizing marketing and recruitment to evolve new student enrollment strategies

The Use of Key Performance Indicators (KPIs)



Assessing Return on Investment of Marketing Tactics

HOW DO YOU ASSESS THE EFFECTIVENESS OF YOUR MARKETING SPEND?

	SMALL	MID-SIZE	LARGE
Meeting enrollment targets	87%	85%	74%
Number of leads	55%	69%	71%
Quality of leads	55%	65%	56%
Cost per lead	35%	44%	53%
Net revenue targets	32%	29%	21%
Happy stakeholders (faculty, administrators, etc.)	29%	29%	41%

DO YOU HAVE VISIBILITY INTO THE PERFORMANCE OF YOUR LEADS WITHIN THE FUNNEL?

	YES	NO
All Marketer respondents	58%	42%

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

ROI Should Drive Decision-Making



Understand *Cost per Lead* and *Net Revenue Target*

Assessing Return on Investment of Marketing Tactics

WHAT TOOLS OR METHODS ARE MOST EFFECTIVE IN ENHANCING THE SUCCESS OF RECRUITMENT STRATEGIES?

ALL

Conversion Rate Analysis: Tracking conversion rates at various stages of the recruitment funnel	45%
Retention and Success Metrics: Evaluating how well recruited students are retained and succeed in their academic journey	21%
Student Feedback: Gathering feedback from students to understand their experiences and perceptions of the recruitment process	11%
Event Effectiveness Assessment: Evaluating the success of recruitment events through attendance, engagement, and follow-up metrics	9%
Social Media Analytics: Analyzing engagement, reach, and effectiveness of social media campaigns used in recruitment	7%
ROI Measurement: Calculating return on investment for different recruitment channels and campaigns to determine cost-effectiveness	4%
Time-to-Decision Analysis: Measuring the time taken from application to admission decision, identifying any delays or inefficiencies in the process	3%

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

ROI Should Drive Decision-Making



Understand the Cost-Effectiveness of Recruitment Efforts



Q.

Which KPIs are used most when assessing your new student enrollment efforts?

Analyzing Marketing and Recruitment Practices



Marketing Most Effectively

WHICH CHANNELS ARE MOST EFFECTIVE (%) FOR GENERATING LEADS?	SMALL	MID-SIZE	LARGE
Ads on consumer social media (Facebook, etc.)	30%	23%	19%
Organic SEO	19%	23%	22%
Paid search ads (Google, etc.)	15%	31%	41%
Retargeting ads	22%	13%	13%
Ads on professional social media (LinkedIn, etc.)	7%	0%	0%
Direct mail campaigns	4%	8%	3%
Ads on billboards, buses, or other outdoor signs	0%	2%	0%
Ads on broadcast radio	4%	0%	0%

Note: Ads on “newspapers/magazines,” “streaming TV,” “radio,” “television,” and “podcasts” are considered 0% effective for all institution types

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

Best Tactics for Marketing



Institution Size Matters

Recruiting Most Effectively

HAVE YOU SEEN CHANGES IN THE SUCCESS (PARTICIPATION %) OF YOUR RECRUITMENT EVENTS OVER THE LAST TWO YEARS?

	INCREASED (ALL)	NO CHANGE (ALL)	DECREASED (ALL)	NOT OFFERED (ALL)
In-person open houses	29%	17%	34%	20%
Virtual open houses	44%	29%	15%	12%
In-person interviews/meetings	17%	44%	23%	16%
Virtual interviews/meetings	47%	40%	6%	7%
Corporate events	14%	31%	14%	41%

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

Best Tactics for Recruitment



Going Virtual Matters



Q.

Which of your marketing and recruitment tactics are most effective at achieving new student enrollment growth?

The Resources Needed to Effectively Compete



Required Marketing Expenditures

Average marketing spend for current year (by size of institution)

\$142,041

Small

6

Median
number of
programs

\$437,788

Mid-Size

10

Median
number of
programs

\$551,978

Large

14

Median
number of
programs

RNL's Estimated Cost to Enroll a Grad Student



Between \$3,500 –
\$5,000 / Person

Distributing Marketing Funds

Do all programs get equal share of the marketing budget?
(among 55% of institutions at which all programs get marketing dollars)

YES



14%
Small

3%
Mid-size

35%
Large

15%
All

NO



86%
Small

97%
Mid-size

65%
Large

85%
All

Different Programs Have Unique Marketing Needs



Budget Should be
Guided by Market
Opportunity

Leveraging All Available Data

WHAT TYPES OF DASHBOARDS DO YOU USE TO MONITOR THE EFFECTIVENESS OF RECRUITMENT PROCESSES?

RECRUITER RESPONDENTS (ALL)

Key Performance Indicator Dashboards (application numbers, acceptance rates, yield rates)	72%
Marketing Dashboards (website traffic, social media engagement, advertising ROI)	30%
Operational Dashboards (time-to-decision, recruitment channel effectiveness)	25%
Forecasting/Projection Dashboards	13%
Strategic Dashboards (benchmarking against peers, tracking multi-year enrollment goals)	13%
Financial Dashboards (spending, cost-per-lead, budget allocation)	9%
Do not have dashboards	22%

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

Low Data Visibility



Negative Impact on Strategy



Q.

How dynamic is your budgeting approach throughout the new student enrollment cycle?

The Connection Between Marketing and Recruitment



4

Centralizing Recruitment and Marketing

CENTRALIZED OR DECENTRALIZED	MARKETING OPERATION (ALL)	RECRUITMENT OPERATION (ALL)
ALL graduate programs (in an institutional marketing office)	33%	18%
ALL graduate programs (in a graduate marketing office)	20%	30%
ALL graduate programs within a specific school/college	30%	36%
One of more specific graduate programs (within schools or colleges)	16%	17%

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

Decentralized Structures



Increased
Challenges and
Risks

Complementing Enrollment Efforts

AT WHICH STAGE(S) IN THE ENROLLMENT PROCESS DO YOU ENCOUNTER GREATEST CHALLENGES IN MOVING STUDENTS FORWARD?

RECRUITER RESPONDENTS (ALL)

Prospects: Generating initial interest and engagement with potential students	51%
Inquiries: Building on inquiries to create a strong desire to apply	49%
Applicants: Encouraging applicants to pursue admission actively	38%
Admits: Inspiring admitted students to choose you over others	36%
Commits: Ensuring committed students follow through and enroll	35%

Source: 2023 Graduate Marketing and Recruitment Practices Report, RNL

Top-of-Funnel Challenges



Gaps Between Marketing and Recruitment Operations



Q.

How collaborative is the relationship between marketers and recruiters for your program(s)?

Working Towards a Better Future State



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Full-Funnel Dashboard: View Overall Performance



DLG Full Funnel Reporting Dashboard Report

Start Date: End Date:
 Select Channel: Select Program: Select Academic Period:

MM/DD/YYYY MM/DD/YYYY *When filtering by Academic Period, cost is not associated.

MARKETING KPIs

FUNNEL PROGRESSION KPIs

Clicks 190,428	Raw Inquiry 15,785	Contacted Inquiry 9,452	Qualified Inquiry 8,491	Submitted Applicant 1,959	Completed Applicant 1,748	Admitted Student 1,342	Registered Student 409	Start New Student 0
Impressions 22,487,694	--	Raw Inq to Cont Inq Rate 60%	Cont Inq to Qual Inq Rate 90%	Qual Inq to Sub App Rate 23%	Sub App to Comp App Rate 89%	Comp App to Admit Rate 77%	Admit to Registered Rate 30%	Registered to Start Rate 0%
Cost \$677,963	Cost / Raw Inquiry \$43	Cost / Contacted Inquiry \$72	Cost / Qualified Inquiry \$80	Cost / Submitted App \$346	Cost / Completed App \$388	Cost / Admit \$505	Cost / Registered \$1,658	Cost / Start \$0

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Assess Performance by Channel

PERFORMANCE BY CHANNEL: VOLUME + RATES

Channel Name	Raw Inquiry	Prospective Inquiry	Raw Inquiry to Prosp Inquiry Rate	Contacted Inquiry	Prosp Inquiry to Contacted Inquiry Rate	Qualified Inquiry	Contacted Inquiry to Qualified Inquiry Rate	Submitted Applicant	Qualified Inquiry to Submitted Applicant Rate	Completed Applicant	Submitted Applicant to Completed Applicant Rate
Facebook/Instagra...	2,492	2,443	98.03%	1,101	45.07%	834	75.75%	20	2.40%	20	100%
Google - Display	1,017	1,005	98.82%	170	16.92%	14	8.24%	1	0%	1	0%
Google - Paid Sear...	5,958	5,887	98.81%	3,725	63.28%	3,305	88.72%	352	10.65%	329	93.47%
Google - Retargeti...	92	92	100%	55	59.78%	50	90.91%	3	6%	3	100%
LinkedIn	106	106	100%	52	49.06%	45	86.54%	2	4.44%	2	100%
Organic	5,865	5,692	97.05%	4,196	73.72%	4,108	97.90%	1,563	38.05%	1,376	88.04%
Unknown	255	249	97.65%	153	61.45%	135	88.24%	18	13.33%	17	94.44%
	Σ 15,785	Σ 15,474	{ } 98.03%	Σ 9,452	{ } 61.08%	Σ 8,491	{ } 89.83%	Σ 1,959	{ } 23.07%	Σ 1,748	{ } 89.23%

RNL Envision

Assess Return on Investment by Channel

PERFORMANCE BY CHANNEL: VOLUME + COST PERS

Channel Name	Cost	Raw Inquiry	Cost / Raw Inquiry	Prospective Inquiry	Cost / Prospective Inquiry	Contacted Inquiry	Cost / Contacted Inquiry	Qualified Inquiry	Cost / Qualified Inquiry	Submitted Applicant	Cost / Submitted Applicant	Completed Applicant	Cost / Completed Applicant
Facebook/Instagra...	\$129,375.37	2,492	\$51.92	2,443	\$52.96	1,101	\$117.51	834	\$155.13	20	\$6,468.77	20	\$6,468.77
Google - Display	\$20,789.77	1,017	\$20.44	1,005	\$20.69	170	\$122.29	14	\$1,484.98	1	\$20,789.77	1	\$20,789.77
Google - Paid Sear...	\$422,718.04	5,958	\$70.95	5,887	\$71.81	3,725	\$113.48	3,305	\$127.90	352	\$1,200.90	329	\$1,284.86
Google - Retargeti...	\$4,819	92	\$52.38	92	\$52.38	55	\$87.62	50	\$96.38	3	\$1,606.33	3	\$1,606.33
Google - YouTube	\$917.29				\$0		\$0		\$0		\$0		\$0
LinkedIn	\$38,395.14	106	\$362.22	106	\$362.22	52	\$738.37	45	\$853.23	2	\$19,197.57	2	\$19,197.57
Organic		5,865	\$0	5,692	\$0	4,196	\$0	4,108	\$0	1,563	\$0	1,376	\$0
StackAdapt	\$60,948.16				\$0		\$0		\$0		\$0		\$0
Unknown		255	\$0	249	\$0	153	\$0	135	\$0	18	\$0	17	\$0
	Σ \$677,962.77	Σ 15,785	{ } \$42.95	Σ 15,474	{ } \$43.81	Σ 9,452	{ } \$71.73	Σ 8,491	{ } \$79.84	Σ 1,959	{ } \$346.08	Σ 1,748	{ } \$387.85

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Evaluate Market Demand by Program

PERFORMANCE BY PROGRAM: VOLUME + RATES

Program Name	Raw Inquiry	Prospective Inquiry	Raw Inquiry to Prosp Inquiry Rate	Contacted Inquiry	Prosp Inquiry to Contacted Inquiry Rate	Qualified Inquiry	Contacted Inquiry to Qualified Inquiry Rate	Submitted Applicant	Qualified Inquiry to Submitted Applicant Rate	Completed Applicant	Submitted Applicant to Completed Applicant Rate
Applied Communications	689	665	96.52%	390	58.65%	354	90.77%	49	13.84%	46	93.88%
Engineering Management	765	745	97.39%	447	60%	395	88.37%	38	9.62%	35	92.11%
Public Relations	505	488	96.63%	283	57.99%	247	87.28%	37	14.98%	33	89.19%
Business Administration	1,463	1,431	97.81%	675	47.17%	573	84.89%	66	11.52%	60	90.91%
Computer Science	1,063	1,040	97.84%	632	60.77%	568	89.87%	107	18.84%	98	91.59%
Data Analytics	928	907	97.74%	451	49.72%	366	81.15%	40	10.93%	31	77.50%
Accounting	996	966	96.99%	497	51.45%	432	86.92%	61	14.12%	56	91.80%
Social Work	1,328	1,294	97.44%	641	49.54%	527	82.22%	90	17.08%	86	95.56%
Human Resources Management	524	512	97.71%	306	59.77%	276	90.20%	47	17.03%	47	100%
	Σ 8,261	Σ 8,048	{ } 97.42%	Σ 4,322	{ } 53.70%	Σ 3,738	{ } 86.49%	Σ 535	{ } 14.31%	Σ 492	{ } 91.96%

RNL Envision

Understand Market Investment by Program

PERFORMANCE BY PROGRAM: VOLUME + COST PERS

Program Name	Cost	Raw Inquiry	Cost / Raw Inquiry	Prospective Inquiry	Cost / Prospective Inquiry	Contacted Inquiry	Cost / Contacted Inquiry	Qualified Inquiry	Cost / Qualified Inquiry	Submitted Applicant	Cost / Submitted Applicant	Completed Applicant	Cost / Completed Applicant
Applied Communications	\$32,160.64	689	\$46.68	665	\$48.36	390	\$82.46	354	\$90.85	49	\$656.34	46	\$699.14
Engineering Management	\$34,187.83	765	\$44.69	745	\$45.89	447	\$76.48	395	\$86.55	38	\$899.68	35	\$976.80
Public Relations	\$34,167.01	505	\$67.66	488	\$70.01	283	\$120.73	247	\$138.33	37	\$923.43	33	\$1,035.36
Business Administration	\$58,151.33	1,463	\$39.75	1,431	\$40.64	675	\$86.15	573	\$101.49	66	\$881.08	60	\$969.19
Computer Science	\$59,163.86	928	\$63.75	907	\$65.23	451	\$131.18	366	\$161.65	40	\$1,479.10	31	\$1,908.51
Data Analytics	\$33,302.08	732	\$45.49	714	\$46.64	368	\$90.49	312	\$106.74	50	\$666.04	49	\$679.63
Accounting	\$32,731.98	586	\$55.86	574	\$57.02	285	\$114.85	247	\$132.52	44	\$743.91	42	\$779.33
Social Work	\$34,641.86	1,328	\$26.09	1,294	\$26.77	641	\$54.04	527	\$65.73	90	\$384.91	86	\$402.81
Human Resources Management	\$31,103.11	524	\$59.36	512	\$60.75	306	\$101.64	276	\$112.69	47	\$661.77	47	\$661.77

Strategy Solutions

Get Faster by Optimizing the Student Journey

- **How long can an institution or program wait to respond to new student inquiries?** At the graduate level, 86% expect a response within 24 hours of inquiring.
- **Waiting until it is too late to respond carries consequences.** For graduate students, a total of 68% report that delayed responses would negatively affect their interest, and 13% note a significant impact.
- *Student Journey Optimization first asks students about their relationship with you. These perspectives are then used to map and refine ways to improve the business functions used by your admissions and marketing teams. This approach helps ensure timely and effective responses to student inquiries, enhancing the overall student experience and increasing the likelihood of enrollment.*

Strategy Solutions

Get Personal with an Organizational & Operational Assessment

- **How should communication be customized toward each prospect?** The following is a list of personalization factors in order of overall importance:
 1. Use My Name in Emails/Texts.
 2. Send Me Information Specific to My Program of Interest.
 3. Appear to Know Me and My Situation When I Make Contact.
- **Identifying gaps and inefficiencies that may hinder personalized communication is vital.** Prospects need to feel recognized and valued to maintain their interest and engagement throughout the enrollment process.
- *An Organizational & Operational Assessment can offer recommendations for integrating data management systems to consolidate student information across different touchpoints. This integration enables the crafting of personalized messages based on accurate and comprehensive student data. By understanding the capabilities and limitations of existing systems, institutions can close gaps and address inefficiencies, ensuring that communication is customized to meet needs of students.*

Strategy Solutions

Get Multi-Channeled through Annual Marketing & Recruitment Planning

- **In what ways do prospective students want to receive communication during the recruitment/admissions process?** The following channels are most preferred by graduate prospects:
 - Email: Dominates preferences with 71% favoring it for responses.
 - Phone Calls and Text Messages: Next preferred methods, with 14% and 9% respectively.
 - Social Media and Direct Mail: Least preferred, each at 3%.
- **By using email, direct mail, text messaging, telephone calls, and social media messaging, institutions can maximize engagement with diverse student audiences.** However, multi-channel marketing can get expensive, especially if the return on investment (ROI) is not known.
- *An Annual Marketing & Recruitment Plan (AMRP) can help plan and optimize investments across various communication channels. This plan includes considerations to optimize spending and maximize ROI, making it clear where to invest more heavily in channels that yield the best engagement and conversion rates for each segment of your prospective student audience.*

Thank You



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