



## Yield Strategies in a Time of Crisis

May 20, 2020



# Your Hosts Today

Industry Leaders in #HigherEd, #JourneyMaps, #RecruitStrategy, #DemandGen



**Randy Burge**

Senior Vice President

*Don't treat the shutdown  
as a temporary problem.  
Seize it as a chance to  
pursue innovation.*

- Eric Mazur, Harvard
- Bob Kerrey, The Minerva Institute



**Becky Morehouse**

Senior Vice President

# Housekeeping

- **Use the Q&A button to ask questions at any time during the presentation.**
- **If you have any technical difficulties, send a message in the Q&A area or call 800.553.8878.**
- **The presentation slides and recording will be available after the webinar.**

# Upcoming Webinars

- **Better Email Marketing: How to Stand Out in Cluttered Inboxes**
  - **Wednesday, June 3<sup>rd</sup> at 12:00 PM CDT**
  - **Presented by Cory Cozad**
- **The Great Debate: Website Best Practices for Online Degrees**
  - **Wednesday, June 10<sup>th</sup> at 12:30 PM CDT**
  - **Presented by Joan Benson and Sandra Fancher**

**Register at [www.stamats.com/webinars](http://www.stamats.com/webinars)**

Not Just Any Summer...or Fall

# Fall 2020 Scenarios

- “Fifteen fall scenarios”
- Individual institutions
- Systems



And, Not Just Any Yield Season

# The Knowns and Unknowns

Anecdotal and Quantitative

## Knowns (or at least likely)

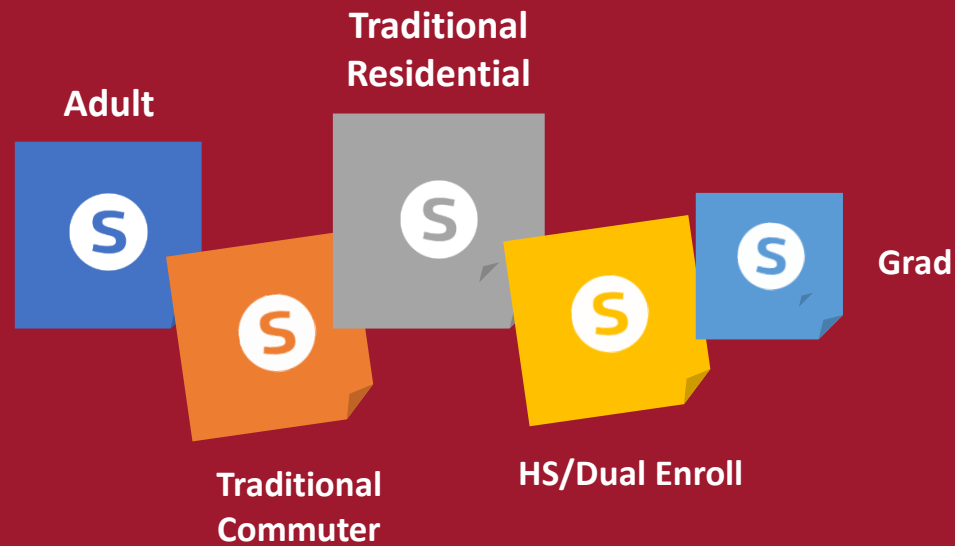
- Low/middle income more affected
- Higher income making multiple deposits
- Community college pipelines are growing
- Deposits (-40%\*)
- Continuing registrations (-44%\*)
- FAFSA apps (-3%)

## Unknowns

- Effects of lingering unemployment
- Effects of travel restrictions
- Graduate enrollment trends
- Test/no test
- Changed NACAC regulations regarding competition



# Who Is Affected and How Much



Melt or Gap?

# Gap Strategies:

## Managing the Deferred Enrollment

**Over 1/3 of students who indicate they won't enroll this fall say they are considering a Gap Year. Why not institutionalize it rather than fight it?**

- **Advisor**
- **Online**
- **In-person modified**
- **Projects**
- **Work/work study component (remote)**
- **Part-time**

# Melt Measures

- Deposits
- Housing deposits
- Orientation participation
- Deferred enrollment requests
- Expanded wait lists
- Financial aid appeals/tuition haggling
- “Poaching” of deposited students



# Modified/Impacted Yield Stages

## Incomplete Applications

- Extended app deadlines
- Indecision
- Financial changes (unemployment)
- Distance concerns

## Accepted, Non-deposited

- Some institutions are waiving—false positive indicator
- Changing deposit deadlines
- Financial ramifications

## Accepted, Deposited

- Level of confidence
- Multi-school deposits
- New NACAC rules
- Housing/dining

# Amplified and Expanded Communication Campaign



# Continue to Build Demand

- Well-branded institutions will drive enrollment
- The journey is still the journey: awareness, interest, nurturing, conversion to application
- Laser focus on program “winners”
- Create micro-targets
- Don’t forget existing students!
- Focus on exceptional experiences

# Campaign Considerations

What Does a Yield Campaign in a Pandemic Look and Feel Like?

- It's frequent...but respectful
- It's touchpoint laden
- It's digital
- It's social
- It's virtual
- It's honest
- It's interactive
- It's specific

# It's Frequent...But Respectful

- How often is appropriate?
- What mediums?
- Over what time frame?
- To whom?



# It's Touchpoint Laden

- Identify “Touchpoint Ambassadors”
- Proactive as well as responsive
- Topics



# ■ It's Digital

- **Retargeting (24 x 7 x 365)**
  - Non-applying inquirers
  - Incomplete applications
  - Accepted students
  - Deposited students
  - Current students



# It's Social

- Institutional
- Individual units
- Affinity groups





# ■ It's Virtual

- **Calendar of virtual events that culminates in Orientation**
  - **Club Night**
  - **Academic Night**
  - **Arts Night**
  - **Athletics Night**
  - **Rec Night**
  - **Accepted Students Event**
- **Virtual Campus Experience**



# It's Honest

- **Honest, transparent, reassuring, empathetic**
- **Talk about Plan A, but also Plans B and C**
- **Build confidence that the “what ifs” are reasonable and not overly onerous**
- **Appreciate the financial ramifications**
- **Grounded in detail**
- **True to you brand**



# It's Interactive

- How are you doing?
- What are your challenges? Fears?
- How can we help?
- How do you want to receive information from us?



# It's Specific

- **Segmentation opportunities abound**
  - **Out-of-state/out-of-region**
  - **Local**
  - **First generation**
  - **Under-represented**
  - **Economically challenged**
  - **Academic/career interests**
  - **Transfer**
  - **Working adult**



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What about the Campus Tour?



# Virtual Campus Tours

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### Contact Us

Full Name:

Email Address:

Phone Number:

Message:

[Schedule a call with an admissions counselor](#)

**Speak with a Student**  
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Self running video. Opens with tour guide in front of green screen with UNM background

Videos recreate opportunities for engagement

Embedded CTA links for immediacy

We give students a sense of place and what it's like to live and study in Albuquerque

Conversions let us move prospects through the funnel

Calendaring tool for immediate appointment setting!

# Ratcheting Up Accepted Student Celebration

# Virtual Accepted Students Day

One of Your Last Chances to “Seal the Deal”

- Brand spirit videos
- Alumni videos
- Current student videos
- Reiteration of key value statements
- Department and program “welcome” videos
- Swag delivered to homes in advance
- COVID-facing messaging (“we’ve got this”)
- Conversion opportunities to confirm enrollment
- Targeted info sessions

# Strategies for Success

- **Brand wins**
- **Nurture like never before, including current students**
- **Retargeting is your friend**
- **Have a plan A, B, C**
- **Be honest and transparent**
- **Create virtual engagement opportunities**
- **Reallocate admissions resources**
- **Plant seeds for long-term growth**



# Questions

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We're happy to address any questions at this time...or please send!

[becky.morehouse@stamats.com](mailto:becky.morehouse@stamats.com)

[randy.burge@stamats.com](mailto:randy.burge@stamats.com)



[stamats.com](http://stamats.com)



[info@stamats.com](mailto:info@stamats.com)



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