



RESEARCH | DIGITAL | DEMAND  
THE SECRET COMBINATION

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Dr. James Vineburgh  
AVP, Chief Revenue Officer  
Stamats



# STAMATS

Comprehensive digital, brand, market research and creative company



**BUILDINGS**

**THORBURN**

**meetings**  
PEOPLE + PLACES  
TODAY



- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media
- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

# ABOUT THE PRESENTER

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**Dr. James Vineburgh**  
AVP, Chief Revenue Officer

[James.vineburgh@stamats.com](mailto:James.vineburgh@stamats.com)

## **Experience**

20+ years in higher education marketing and in the private sector  
Market research, data science, digital marketing, lead generation

## **Responsibilities**

Product development  
Partnership development  
Needing to update this ridiculously outdated headshot

## **Interests & Hobbies**

All things digital  
Performing music professionally  
Family (including pets)

# WEBINAR OVERVIEW

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A single, affordable solution to provide value across Admissions, Advancement, and Marketing, simultaneously.

This effort also improves your institution's website traffic and enrollment-related conversions in addition to alumni engagement strategy.



# The Question

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Who can best market an  
institution and its programs?



The Answer

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# It All Starts with Advancement


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- Alumni survey


- Data for advancement
- Data for admissions
- Data for marketing



 Please rate the quality of the academic advising that you received IN YOUR PROGRAM.

 Please rate the extent to which you feel that YOUR DEGREE PROGRAM prepared you for employment.

1 = Not to any extent   2   3   4   5 = To a great extent

Please select one of the options above 

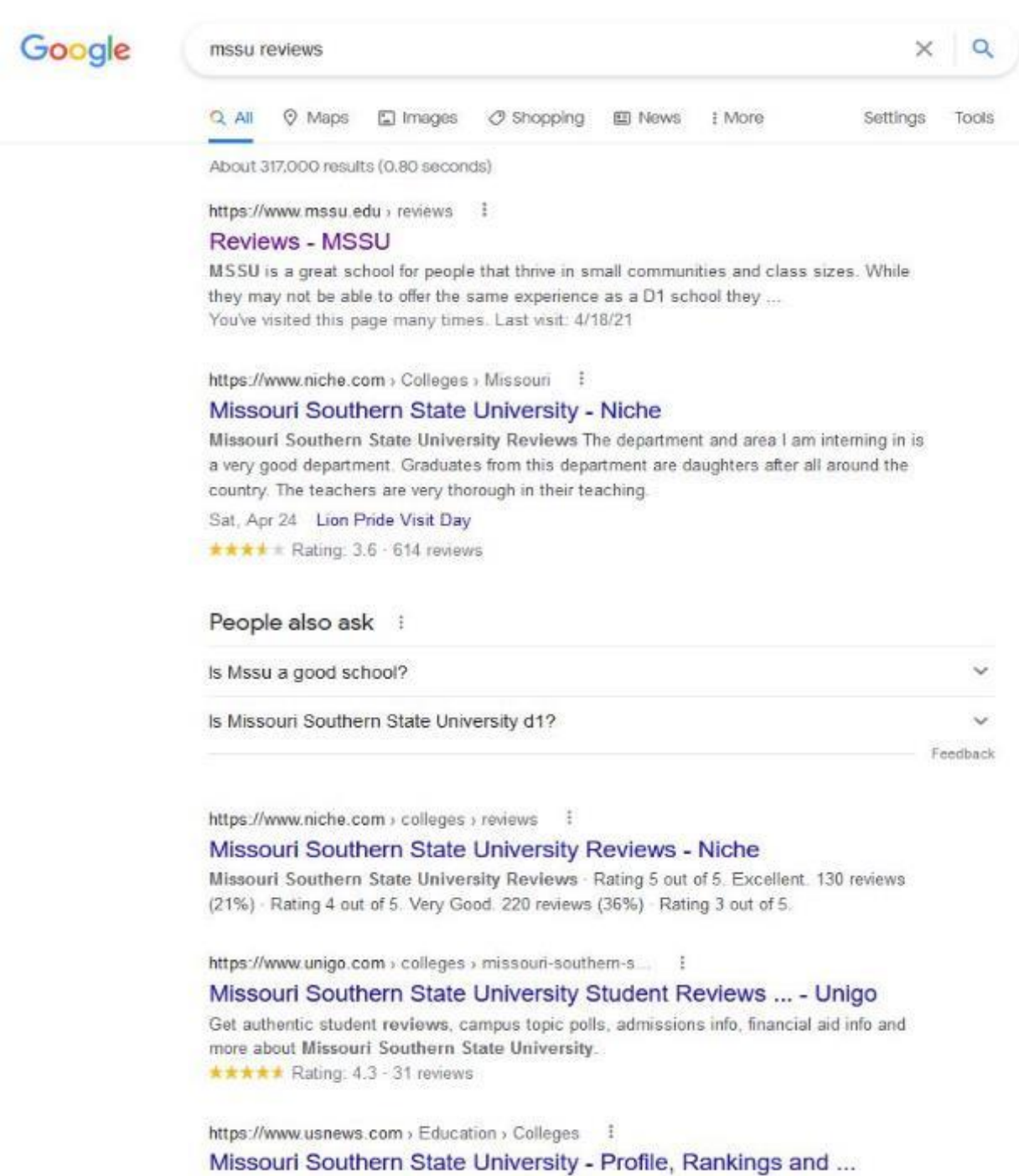
4

# Value for Alumni Engagement Strategy

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Attending a local alumni social event	42%	428
Free webinars featuring expert knowledge in areas such as cyber security, budgeting for young alums, healthy living trends, etc.	25%	253
Discussing a current or planned gift to MSSU	4%	43
Discussing how you can continue your education	13%	134
Exploring free alumni services, such as researching career changes, updating your resume, hiring student employees to work at your business, etc.	33%	336
Serving in a volunteer capacity, assisting with student recruitment, serving on a volunteer board, assisting in identifying out-of-town event ideas, etc.	22%	227
Other	6%	66





# Transforming the Data into a Digital Marketing Asset

- #1 organic search result for “mssu reviews”
- Ahead of Niche, Unigo, USNWR, Cappex, and other aggregator sites
- Rich content collected and published in an ongoing manner

# Embedded Ratings and Reviews

## Reviews

Apply Now - Become a Lion

Admissions

Request Information

### Programs and Schools

Non-Academic Offices

College of Arts and Sciences

Plaster College of Business

College of Education

College of Health Sciences

Law Enforcement Academy

Show-Me Gold Officer Training

Program

Graduate Programs

Honors Program

International Studies

Distance Learning

Class Schedules

Organization

Admissions Office



4.3 stars from 1283 reviews

## Student Comments



2020 Graduate

MSSU is a great school for people that thrive in small communities and class sizes. While they may not be able to offer the same experience as a D1 school they do a great job of providing ways to get connected on campus and holding many different events to help keep students entertained and all at a much lower cost than a D1 school. I spent a lot of time in the Criminal Justice department because that was my major and I can honestly say it was one of the best decisions I made. The staff in the department were all amazing and really had a students first approach. Anyone that is looked to get into the CJ field should definitely go to Southern. I also was involved in intramurals both as a player and a worker and that was a great way to meet new people and make friends. There is always a international team made up of the kids in the exchange program which made it easy to interact with people from other countries. That is another one of the strengths of MSSU, they are focused on getting people to travel to other countries and this is invaluable. It helps broaden the minds of students to new possibilities and gives them the opportunity to really strike out on their own. It's easy to get caught up in our own world, we can sometimes forget how good we have it or forget to appreciate what we do have. The exchange program at southern is a great opportunity for students to see what life is like beyond their town, state, and country. All in all I enjoyed my experience at MSSU very much and cannot emphasize how much that had to do with Dr. Wilson and his staff. My only regret is that COVID cancelled the New Zealand trip. That would have been a blast. Nonetheless, I am thankful for the time and experiences I got at Southern and I will carry that with me into the next stage of life and beyond.



2017 Graduate

I took my time going to MSSU, because of my circumstances. As a non-traditional, it took me a few years to complete my degree. The opportunities that I had, working for the school, applying what I was learning in the classroom, gave me the building blocks for success in my career in Information Technology. Today, I'm a Senior System Engineer at the Cerner Corporation in Kansas City, managing a team of engineers, providing internal support services to the company as well as designing solutions that meet the company's growing associate population, so we can meet our client's needs more efficiently and effectively. My suggestions to those who are prospective students at MSSU: don't be afraid to step out there and grab opportunities that come across your path. Make friends, and get to know your classmates. Go into school with the mindset of where you generally want to be when you earn that diploma, and what degree will enable you to do what you enjoy most. Dedicate your time, energy, and heart not just to the classes and work, but also to the community around you. You'll be surprised how much of an impact you are to people, even if you don't think you are.

# Program Page: Key Drivers of the Enrollment Decision Process

## Alumni Reviews

Academic Prestige of the Raikes School

★★★★☆ 4.4

Access to Internships

★★★★★ 4.7

Networking Opportunities

★★★★☆ 4.4

Value

★★★★★ 4.7

★★★★★  
2020 Graduate

I made amazing, supportive friends in the Raikes School, I loved living in Kauffman, and I got valuable experience from Design Studio. More importantly, I had 3 internships in my field during college, the first two due at least partially to the good reputation of the Raikes School with Lincoln area companies. (The third probably due to, you know, having had two internships worth of relevant experience). I now have my dream job in my dream city with no debt, and I have video calls with cohort mates who I consider my friends for life (not to mention a very, very good network professionally) at least once a week.

★★★★★  
2020 Graduate

The Raikes School is a gem in the Midwest. Taking notes from experiential curriculum and famous business schools, the Raikes School is a program that teaches not only leading computer science, data analysis, and business topics, but also communication, leadership, teamwork, and networking. It prepares students to not only work for a job, but to navigate a career, trailblaze in industry, shape their future, and support those around them.

★★★★★  
2020 Graduate

The Raikes School impacted my life in such a positive way. I never expected to have so many opportunities or lifelong friends coming out of college. The faculty and staff care greatly about their students, and the career connections I made were invaluable.

★★★★★  
2019 Graduate

Being in the Raikes School was great. I learned a ton and got a ton of industry experience which is in my mind the most valuable part about the Raikes School. Its nearly impossible to end up with nothing to do for a summer if you are trying to get a job. The experience of living in Kauffman was also great. I loved being able to have all my friends live nearby and having classes downstairs was an extra little cherry on top. The experience I had in the Raikes School was all I could have asked for and more.

Academic Support within the Raikes School

★★★★☆ 4.3

Design Studio

★★★★☆ 4.5

Resident Experience in Kauffman Residential Center

★★★★★ 4.8



# No Unfettered Website Access

## Summary

Reviews				
17	236	17	0	0
Published	Pending	Approved	Flagged	Hidden

Publish

There are no unpublished changes.

### State College - Overall ⚙️

Aggregate of 467 Ratings ★★★★☆ 4.5

Questions	Aggregate of 467 Ratings	Questions	Aggregate of 467 Ratings	Comments
Internships and Co-op Progra..	★★★★☆ 220	Internships and Co-op Progra..	★★★★☆ 3.7	There are 236 Pending comments.
New student orientation	★★★★☆ 245	New student orientation	★★★★☆ 4.5	Download Improvement comments here.
Overall sense of community a..	★★★★☆ 2	Overall sense of community a..	★★★★☆ 4.6	
Quality of academic advising	★★★★☆ 0	Quality of academic advising	★★★★☆ 3.8	
Quality of instruction	★★★★☆ 0	Quality of instruction	★★★★☆ 4.4	
Sales coaching lab	★★★★☆ 0	Sales coaching lab	★★★★☆ 4.6	
Student leadership opportuniti..	★★★★☆ 0	Student leadership opportuniti..	★★★★☆ 4.3	
Technology and Equipment	★★★★☆ 0	Technology and Equipment	★★★★☆ 4.4	
Technology training	★★★★☆ 0	Technology training	★★★★☆ 4.6	

[Edit Questions](#)

# Review, Approve, Publish

For me, Evergreen fit my interests and availability. I was able to tailor my education track to fit my schedule. It wasn't always perfect, and I had to make adjustments, but that's going to be true with any college or endeavor. Evergreen was also affordable when compared with other Washington State universities. And the vast majority of my instructors truly cared. I felt. I think seminars were some of the most valuable aspects of the Evergreen experience. It was about dialogue and conversation. Sharing thoughts, ideas and opinions rooted in facts. The evergreen experience instills a higher level of emotional intelligence. Something just as, if not more important, than pure technical skills.

3/17/2019

Business

Pending

Approved

Flagged

Hidden

Evergreen is a great place to get a interdisciplinary education in a classroom setting more set up to help you learn and grow. A ideal place to find your passion and help guide your professional and personal direction.

3/17/2019

Business

Pending

Approved

Flagged

Hidden

I obtained my Bachelors Degree by attending night classes at Evergreen State College. This degree helped me promote in my law enforcement career to the rank of Commander. I now am the Director of Transportation for North Thurston Public Schools. I would not have been selected for either of these positions without this degree. So my income increased because of this degree. I very much enjoyed the classes at Evergreen as well as the Professors and fellow students. I grew as a person, and the education increased my knowledge and professionalism. I will say, this school is not easy, you do have to read, work, collaborate, and present. Writing is also important. I am a very conservative individual. Evergreen is a very safe place, and I was accepted and welcome there. I highly recommend this college and can attest that it made me a better person, increased my pay and status. I will

3/18/2019

Business

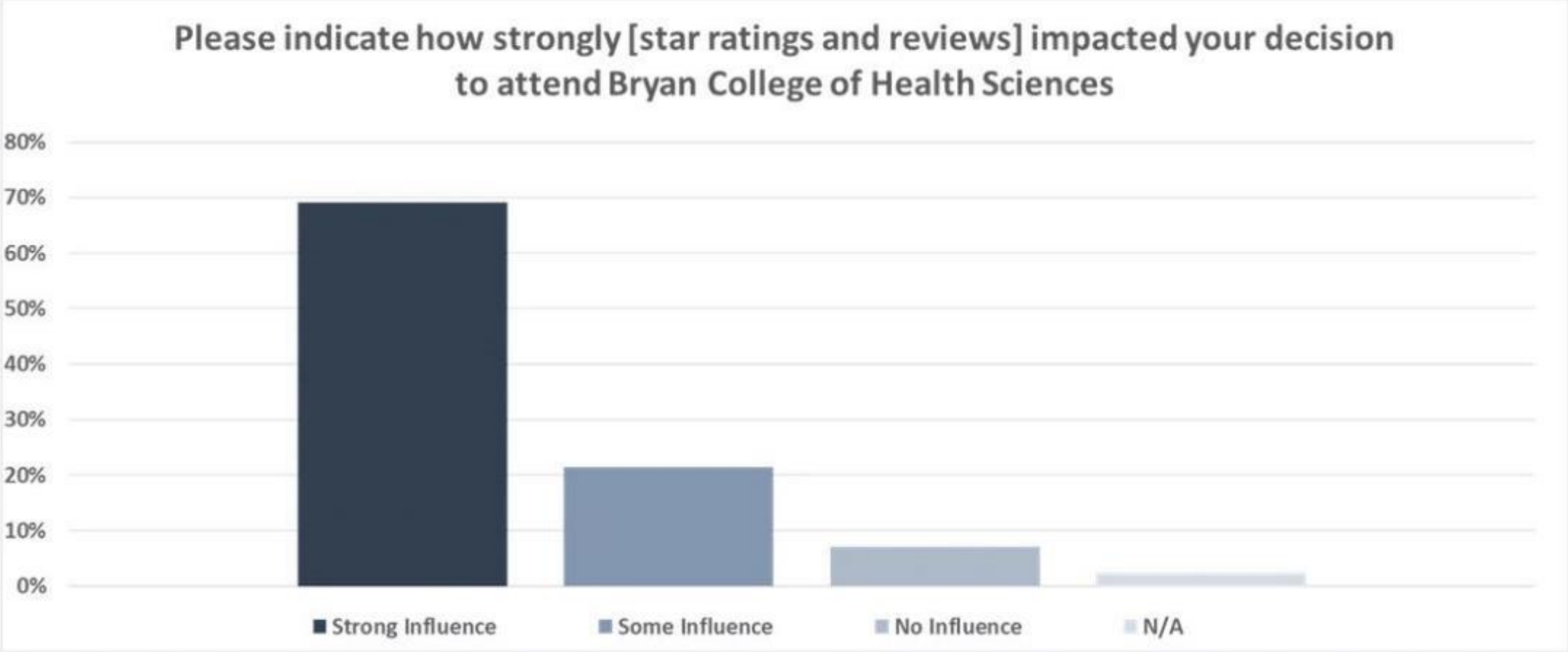
Pending

Approved

Flagged

Hidden

# Case Study





# Case Study

## Situation

Concordia Nebraska is a fully accredited, coeducational university located in Seward, Nebraska, that currently serves more than 2,700 students. Concordia offers more than 100 undergraduate, graduate and professional programs in an excellent academic and Christ-centered community that equips men and women for lives of learning, service and leadership in the church and world.

Concordia, like most smaller private universities, is competing in a complex recruitment landscape. Undergraduate students are applying to dozens of colleges and universities and comparing costs, scholarships, athletics and academics at a whole new level. At the graduate level, program flexibility, costs and career outcomes are playing an increasing role in decisions.

## Opportunity

- 1) **Improve search engine optimization strategies** as more and more students turn to Google to find their next academic home.
- 2) Primary and secondary research identified the need to explore new opportunities for **differentiation of undergraduate and graduate programs**.



## RESULTS

*Traffic to academic program pages from search results increased 81% compared to the same recruitment period in the previous year.*

# What To Do With More Website Visitors...? Convert 'Em!

- Same technology as online survey
- Fully automated
- Enhances the website's lead generation capabilities, no redesign required
- Communication flow based upon admissions expertise
- Works around the clock
- Integrates with CRM and notifies admissions team immediately via email

The screenshot displays the Mississippi Valley State University (MVSU) website with a chatbot overlay. The website header includes the MVSU logo and navigation links: REGISTRAR, CURRENT STUDENTS, PARENTS, ALUMNI & FRIENDS, FACULTY & STAFF, and TITLE IX. A yellow banner in the top right corner says "TO MVSU". A red banner below the navigation contains a "MORE INFO" link. The chatbot, titled "Connect with MVSU", is overlaid on a background image of a football field with a "TOUCHDOWN 4 TURE" sign. The chatbot messages are:

- Hi and thanks for visiting MVSU's website! Which of the following degree levels are you interested in pursuing?
- Excellent! What's the best next step for you?
- What's your first name?

The chatbot interface includes a text input field with the placeholder "[Type your answer here ...]" and a blue arrow button. Below the chatbot, a news snippet is visible: "MVSU N... MVSU to serve as Host site for COVID-19 Vaccinations April 6, 2021 - News (read more)". A green close button is located in the bottom right corner of the chatbot window.



Questions?



**THANK YOU FOR ATTENDING!**