Marketing, Advertising and Digital Communication in Today’s Recruitment Landscape

Sol Jensen • Dr. Jennifer Stoner • Dr. Timothy Pasch
Institutional Initiatives in Branding, Digital Marketing & Advertising

- Institutional branding
- Responsive website
- Digital advertising and landing pages
- Q&A
It’s Not Business as Usual

• **63%** of all college and universities did not meet their enrollment goals by May 1, 2016

• **84%** reported being moderately or very concerned about meeting their enrollment goals

Source: The 2016 Inside Higher Ed Survey of College & University Admission Directors
“The Northwestern umbrella brand, or master brand, was not really well-defined and not as strong as it could be. It had become fractured, too decentralized. That caused everybody to interpret the brand however they wanted...groups just went off in different directions.”

(American Marketing Association Higher Education Symposium, 10/31/2016. https://goo.gl/1dlLR1)
Institutional Branding— Examples

“You have more savvy students than ever because they know how to use digital media, they know how to search, they know how to get the most out of a visit or a tour. They can look at a lot of schools and go, “Wow, this is sort of all over the map.” But we see the schools that students feel better about are the ones that have a more coordinated story, image and message.

After the rebranding initiative, Northwestern received a record number of Early Decision applications by the Nov. 1 2016 deadline, with an increase of about 23 percent from 2015 (numbers increased by more than 2000 compared to 2016.) Northwestern’s acceptance rate is also projected to fall below 10% for the first time.

https://dailynorthwestern.com/tag/early-decision/
UND Branding Project –
Scope of Work

• Execute a comprehensive mixed methodological research plan to identify unique, differentiating and brand-building attributes

• Establish a differentiated market positioning/promise that will distinguish the UND brand and unite all stakeholders

• Develop a comprehensive messaging program to connect with each individual stakeholder group

• Create a visual identity package that supports the University’s brand promise
UND Branding Project – Outcomes

- One UND brand
- Clearly define who we are and what our brand is
- True buy-in from all stakeholders
- Branding is something that everyone thinks about
- Clear selling points and value proposition
- Each department knows how to market their program
- Increase enrollment. Elevate caliber of student.
- Expand reach.
UND Branding Project – Outcomes

“Our institution has no brand; people just associate us with our hockey programs, which is sad, because we have a lot of dynamic programs, programs that nobody else in the state has.”

UND Faculty Member

“I was in a car with 3 students and, at one point, I turned to them and asked what the University of North Dakota stands for and what it means to attend the school. None of them could answer those questions and that's a huge problem.”

UND Leadership

“Too many academic institutions are still doing the same old, same old and not defining what they are and aren’t. Universities who don’t re-define themselves for what they are going to be in 20 years are only going to lose students.”

UND Alumnus
UND Branding Project – Outcomes

SERVICES/

Assessment
Research
Strategy
Positioning
Identity
Messaging
Social Media
Web
Media Planning
Advertising
Video Production

CAMPAIGN MARK

UNIVERSITY OF LOUISVILLE
It's Happening Here.

SCHOOL SUB-BRANDS

UNIVERSITY OF LOUISVILLE
SCHOOL OF LAW

THE COLLEGE OF EDUCATION & HUMAN DEVELOPMENT

ALTERNATE SCHOOL SUB-BRANDS
UND Branding Project – Outcomes

CAMPAIGN RESULTS /

- 38% Increase in Donor Giving
- 16% Increase in Grants
- 8% Increase in Overall Revenue
- 22% Increase in Out-of-State Enrollment
Mobile Use by Student Demographic & Importance of Responsive Websites

- 92% of teens online daily
- 24% of teens online “almost constantly”
- 43% of teens use **only mobile** for all browsing
- 68% research College campuses via mobile

### Frequency of Internet Use by Teens

<table>
<thead>
<tr>
<th>% of teens ages 13 to 17 who use the internet with the following frequencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
</tr>
<tr>
<td>Almost constantly</td>
</tr>
<tr>
<td>Many times a day</td>
</tr>
<tr>
<td>About once a day</td>
</tr>
<tr>
<td>Several times a week</td>
</tr>
<tr>
<td>1x a week</td>
</tr>
</tbody>
</table>

---

91% of Teens Use the Internet on a Mobile Device

<table>
<thead>
<tr>
<th>% of teens who access the internet on a mobile device, at least occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>All teens</td>
</tr>
<tr>
<td>Sex</td>
</tr>
<tr>
<td>Boys</td>
</tr>
<tr>
<td>Girls</td>
</tr>
<tr>
<td>Race/ethnicity</td>
</tr>
<tr>
<td>White, non-Hispanic</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
</tr>
<tr>
<td>Hispanic</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>13-14</td>
</tr>
<tr>
<td>15-17</td>
</tr>
<tr>
<td>Sex by age</td>
</tr>
<tr>
<td>Boys 13-14</td>
</tr>
<tr>
<td>Boys 15-17</td>
</tr>
<tr>
<td>Girls 13-14</td>
</tr>
<tr>
<td>Girls 15-17</td>
</tr>
<tr>
<td>Household income</td>
</tr>
<tr>
<td>&lt;$30K</td>
</tr>
<tr>
<td>$30K-$49,999</td>
</tr>
<tr>
<td>$50K-$74,999</td>
</tr>
<tr>
<td>$75K+</td>
</tr>
<tr>
<td>Parent educational attainment</td>
</tr>
<tr>
<td>Less than high school</td>
</tr>
<tr>
<td>High school</td>
</tr>
<tr>
<td>Some college</td>
</tr>
<tr>
<td>College+</td>
</tr>
<tr>
<td>Urbanity</td>
</tr>
<tr>
<td>Urban</td>
</tr>
<tr>
<td>Suburban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

---


PEW RESEARCH CENTER
# Website – #1 Recruitment Tool

<table>
<thead>
<tr>
<th>Noel Levitz Findings</th>
<th>UND’s Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% – Campus website is the most influential resource when researching colleges</td>
<td>Provide a quality website experience by improving design and showcasing our stories</td>
</tr>
<tr>
<td>70% – Viewed a college site on a mobile device</td>
<td>Shift to a responsive design framework</td>
</tr>
<tr>
<td>90% – Use search to find information about an institution</td>
<td>Improve search rank, especially for programs of study</td>
</tr>
<tr>
<td>Prospective students do not use a standard navigation path to find information</td>
<td>Simplify navigation, reduce duplicate content, and provide multiple pathways to the same content</td>
</tr>
</tbody>
</table>

Source: 2015 Noel Levitz E-Expectations Report
UND Responsive Website – Scope of Work

1. Discover
   Develop a comprehensive site strategy with measurable results

2. Design
   Create a responsive design optimized for action and engagement

3. Implement
   Buildout technical specifications, test and migrate content

4. Deploy
   Launch new site

5. Improve
   Address issues, user testing and training

Follow the project blog at: blogs.UND.edu/web-redesign
UND Responsive Website – Top Wishes From Onsite Discovery

- Fix Internal Search
- Improve Navigation
- Make Programs Easier to Find
- Showcase Our Pride
- Promote Events
UND Responsive Website – Outcomes

↑ 964% referrals from social media
↑ 518% inquiries from new embedded forms
↑ 48% increase in online giving
UND Responsive Website – Outcomes

↑ 21% in students who accepted offer of admission
Digital Marketing Strategy

• Advanced Targeting
  – Geographic areas
  – Education level
  – Age, gender, interests

• Campaign Objectives
  – Increase awareness
  – Enhance internal database
  – Increase applications

• Review and Refine
  – Constant monitoring of performance
Digital Marketing Tactics

- Retargeting
- Pay Per Click
- Display Ads
- Social Ads
Pay-Per-Click/Keyword Ads

• Highly targeted
• Learn about your users
• Flexible
• Measurable

Not UND!
Social Ads

- Audience Specific
- Affordable
- Flexible
Display Ads

- Customizable
- Wide-Reaching
- Less Competitive
Retargeting

Visitor → Your Website → Visitor Leaves → Your Ad On Other Sites

Visitor Returns To Your Site
Reporting and Analytics

- Weekly performance updates
- On-demand improvements
- Long-term trend analysis
Landing Pages

Sites are Responsive/Mobile friendly

ACCOUNTANCY

Our graduates score 10% higher on the national CPA exam

Earn your Bachelor of Accountancy (B.Acc.) at the University of North Dakota

Whether you plan to run a Fortune 500 company or a local non-profit, successful organizations require experienced financial leadership. Learn the skills you'll need including auditing, tax returns, fiscal budgets and internal control structures.

Real World Experience
UND students intern at:
- “Big 4” accounting firms including PricewaterhouseCoopers, Deloitte and Ernst & Young
- Corporate companies such as Amazon, Cargill and Microsoft
- Government agencies like the Federal Deposit Insurance Corporation (FDIC)

Learn Today, Network for Tomorrow
- Live with fellow accounting majors in our Accounting Living & Learning Community
- Participate in regional and national case competitions
- Join Beta Alpha Psi, a popular honor society linked to many financial professionals

REQUEST INFORMATION
Join our list to receive emails and important updates.
All fields are required.

First Name:

Last Name:

Email:

Start Term
(Select 1)

Submit »
CRM Enhancements: from initial contact through enrollment

Having a robust CRM (customer (ie, potential student) relationship management) workflow process at UND is critical for ensuring that we do not miss potential opportunities for recruitment. Aligning undergraduate and graduate workflows is an important step for the future.


<table>
<thead>
<tr>
<th>Undergraduate Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy</td>
</tr>
<tr>
<td>Air Traffic Management</td>
</tr>
<tr>
<td>Atmospheric Sciences</td>
</tr>
<tr>
<td>Chemical Engineering</td>
</tr>
<tr>
<td>Commercial Aviation</td>
</tr>
<tr>
<td>Communication</td>
</tr>
<tr>
<td>Communication Sciences &amp; Disorders</td>
</tr>
<tr>
<td>Computer Science</td>
</tr>
<tr>
<td>Elementary Education</td>
</tr>
<tr>
<td>Early Childhood Education</td>
</tr>
<tr>
<td>English</td>
</tr>
<tr>
<td>Entrepreneurship</td>
</tr>
</tbody>
</table>
# UND Program Specific Landing Pages

## Graduate Programs

<table>
<thead>
<tr>
<th>Biomedical Sciences</th>
<th>Energy System Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>English</td>
</tr>
<tr>
<td>Communication Sciences &amp; Disorders</td>
<td>Law</td>
</tr>
<tr>
<td>Counseling</td>
<td>Nursing</td>
</tr>
<tr>
<td>Counseling Psychology</td>
<td>Nutrition</td>
</tr>
<tr>
<td>Educational Foundations &amp; Research</td>
<td>Public Health</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>Space Studies</td>
</tr>
<tr>
<td>Energy Engineering</td>
<td></td>
</tr>
</tbody>
</table>
Examples for Accountancy:

- CoBPA page
- Office of Admission page
- New landing page
### ROI for Strategic Marketing Investment

<table>
<thead>
<tr>
<th>Avg Tuition</th>
<th>$ 4,200.00</th>
<th>$ 4,200.00</th>
<th>$ 4,305.00</th>
<th>$ 4,305.00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>% is an estimate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Term</strong></td>
<td><strong>Term 1</strong></td>
<td><strong>Term 2</strong></td>
<td><strong>Year 1</strong></td>
<td><strong>Term 3</strong></td>
</tr>
<tr>
<td><strong># FYR Enroll</strong></td>
<td>100%</td>
<td>92%</td>
<td>80%</td>
<td>72%</td>
</tr>
<tr>
<td>50</td>
<td>$210,000</td>
<td>$193,200</td>
<td>$403,200</td>
<td>$172,200</td>
</tr>
<tr>
<td>100</td>
<td>$420,000</td>
<td>$386,400</td>
<td>$806,400</td>
<td>$344,400</td>
</tr>
<tr>
<td>117</td>
<td>$491,400</td>
<td>$452,088</td>
<td>$943,488</td>
<td>$402,948</td>
</tr>
<tr>
<td>150</td>
<td>$630,000</td>
<td>$579,600</td>
<td>$1,209,600</td>
<td>$516,600</td>
</tr>
<tr>
<td>200</td>
<td>$840,000</td>
<td>$772,800</td>
<td>$1,612,800</td>
<td>$688,800</td>
</tr>
<tr>
<td>250</td>
<td>$1,050,000</td>
<td>$966,000</td>
<td>$2,016,000</td>
<td>$861,000</td>
</tr>
<tr>
<td>350</td>
<td>$1,470,000</td>
<td>$1,352,400</td>
<td>$2,822,400</td>
<td>$1,205,400</td>
</tr>
<tr>
<td>400</td>
<td>$1,680,000</td>
<td>$1,545,600</td>
<td>$3,225,600</td>
<td>$1,377,600</td>
</tr>
</tbody>
</table>

| Term 5 | $4,412.63 | $4,412.63 | | | |
| Term 6 | $4,522.94 | $4,522.94 | | | |
Questions
As one of two programs, the Bachelor of Accountancy is designed for students interested in becoming Certified Public Accountants (CPA). The CPA is a national designation that requires passage of a qualifying examination.

According to North Dakota law and rules of the North Dakota State Board of Accountancy, individuals are currently eligible to sit for the Uniform Certified Public Accountant Examination with a bachelor's degree that includes at least 24 hours of accounting beyond Elements and 30 hours of business courses and at least 150 semester hours of college courses.

The B.Acc. program meets the current requirements for accounting and business courses. However, the B.Acc. program does not meet the 150 hour requirement. Students interested in becoming CPAs should be prepared to either extend their undergraduate program by an additional 24 credit hours or to continue their study at the graduate level. The most likely graduate alternative would be the Master of Business Administration (MBA).
UND Landing Pages

Accountancy

With CPA scores almost 10% higher than the national average, the success of UND accounting majors speaks through numbers. You'll be prepared for success through professional experiences with companies like Cargill and Amazon and absorbing academic knowledge from faculty with outstanding real-world credentials.

What You'll Learn

The Department of Accountancy prides itself on preparing students for successful professional careers in many sectors. Among strong foundation business skills, you'll also learn about:

- Preparing tax returns
- Filing payroll taxes
- Auditing
- Preparing fiscal year budgets
- Developing an internal control structure

Visit UND

Schedule your campus visit

Apply Now

Apply in 4 easy steps

Request More Info
UND Academic Landing Pages

ACCOUNTANCY

Our graduates score 10% higher on the national CPA exam

Earn your Bachelor of Accountancy (B.Acc.) at the University of North Dakota

Whether you plan to run a Fortune 500 company or a local non-profit, successful organizations require experienced financial leadership. Learn the skills you’ll need including auditing, tax returns, fiscal budgets and internal control structures.

Real World Experience

UND students intern at:

- “Big 4” accounting firms including PricewaterhouseCoopers, Deloitte and Ernst & Young
- Corporate companies such as Amazon, Cargill and Microsoft
- Government agencies like the Federal Deposit Insurance Corporation (FDIC)

Learn Today, Network for Tomorrow

- Live with fellow accounting majors in our Accounting Living & Learning Community
- Participate in regional and national case competitions
- Join Beta Alpha Psi, a popular honor society linked to many financial professionals

REQUEST INFORMATION

Sign up for our email list to receive important updates.

All fields are required.

First Name
Last Name
Email
Start Term

Submit »