

How to Leverage Student Mindsets to Improve the Quality & Volume of Your Funnel

Thursday, September 15, 2022



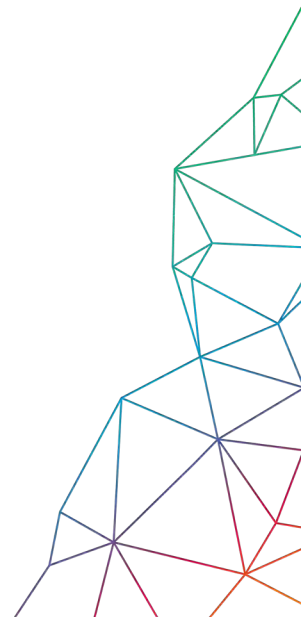
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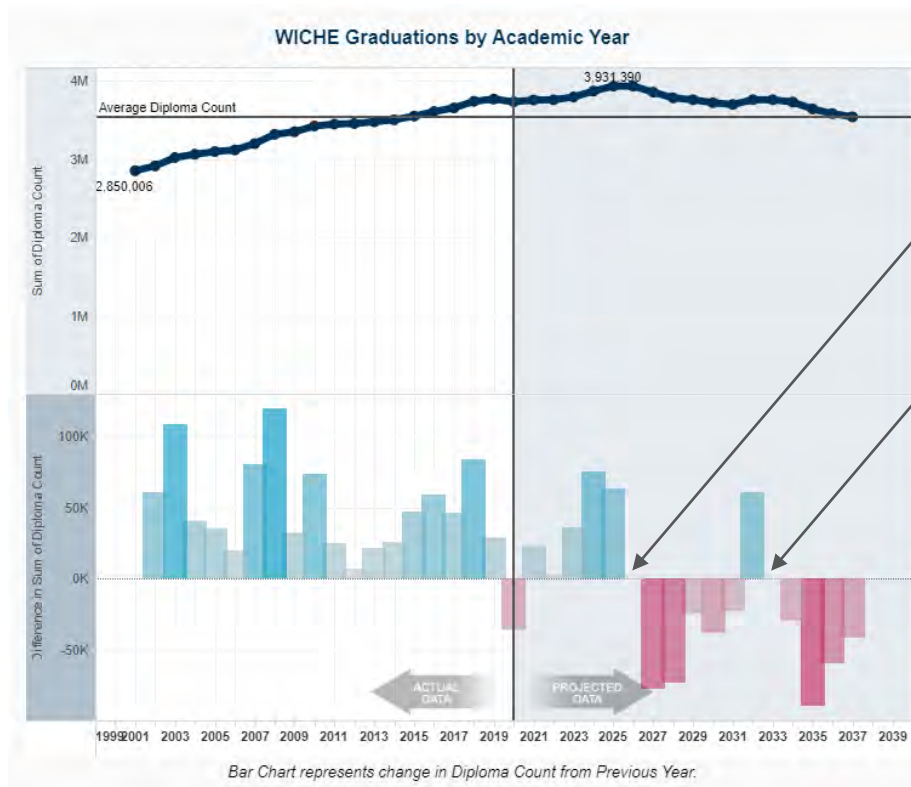


Why Am I Here?

Enrollment Landscape



Enrollment Landscape



2022: 3,756,610

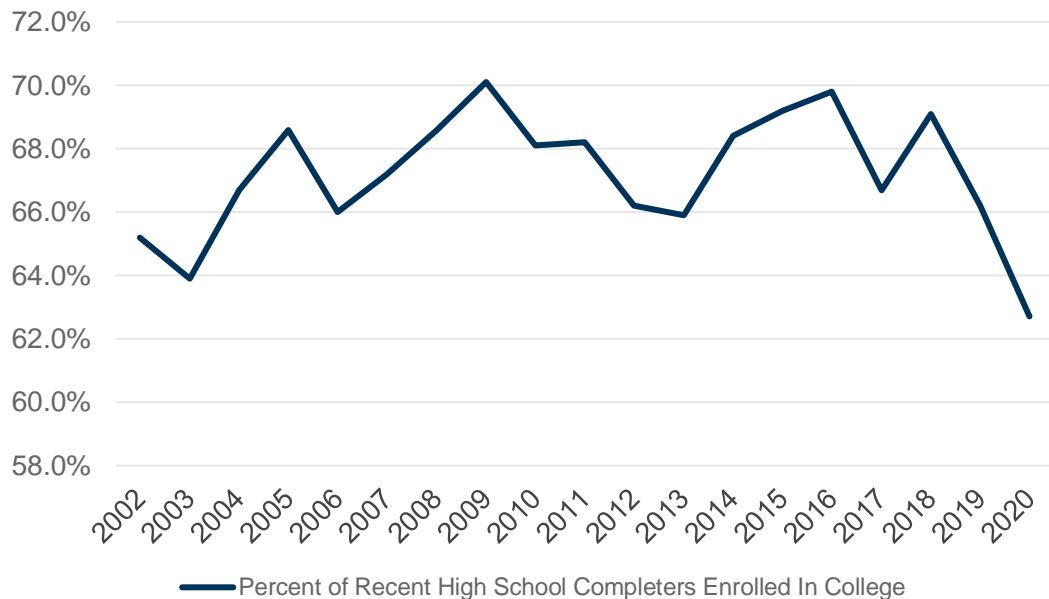
2033: 3,757,090

By Region

- Midwest: -33,050 (2027)
- Northeast: -32,450 (2027)
- West: -22,300 (2027)
- South: +88,280

Enrollment Landscape

Percent of Recent High School Completers
Enrolled In College



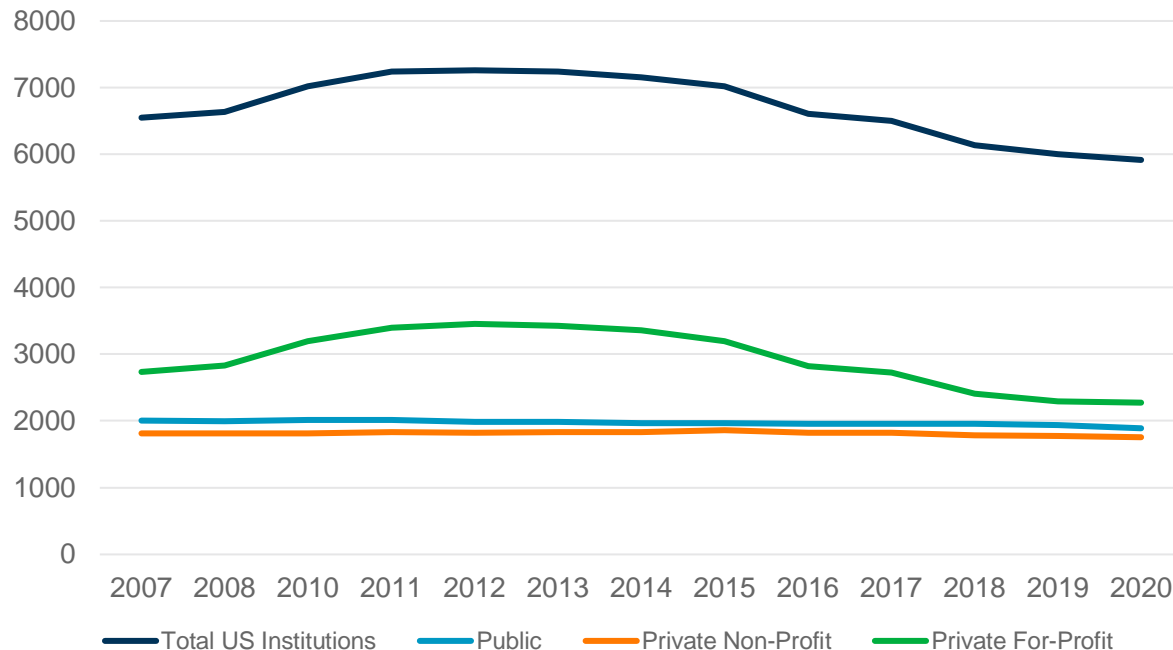
Average Rate from 2004-2019
67.8%

2020 Rate
62.7%

What's the difference in students?
~200,000

Enrollment Landscape

Number of Title IV Institutions



“Applicants are applying to more members, on average, in 2021-22 than in 2019-20 (+6% from 5.30 to 5.62 applications per applicant).”

Source: Common App - March Deadline Update: first-year application trends through March 15

How Do We Stand Out?

Recruitment Strategies

Recruitment Strategies

- Know your markets in detail
 - Non-Athlete v Athlete
 - Transfer v Freshmen
 - Major Interests
 - In-State v Out of State
 - Competition and much more
- Student perspective admissions processes
- Be first to the inbox
- **Understand the student's mindset**



"They knew what career I was interested in and sent me a couple emails about their art programs and courses."

— Student

Recruitment Strategies

Student's comments about what made a school's communication so memorable:

"I received a letter first and then an email, and it seemed like a more personal email and not an email template with my name in the blanks."

"They were super personal in the email and didn't seem like a random automated email they send to everyone."

"It felt personalized. Not just a generic email that everyone gets."

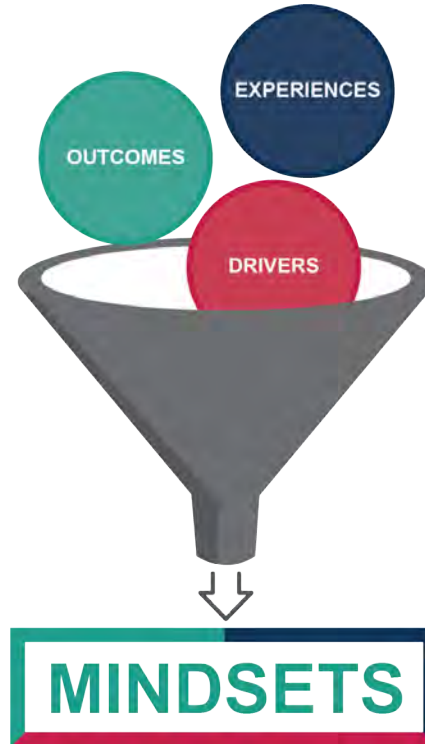
"Very personal and made me interested why they knew so much about me already."

"It was easy to understand, professional, geared towards me and my interests, and was bright and looked interesting."

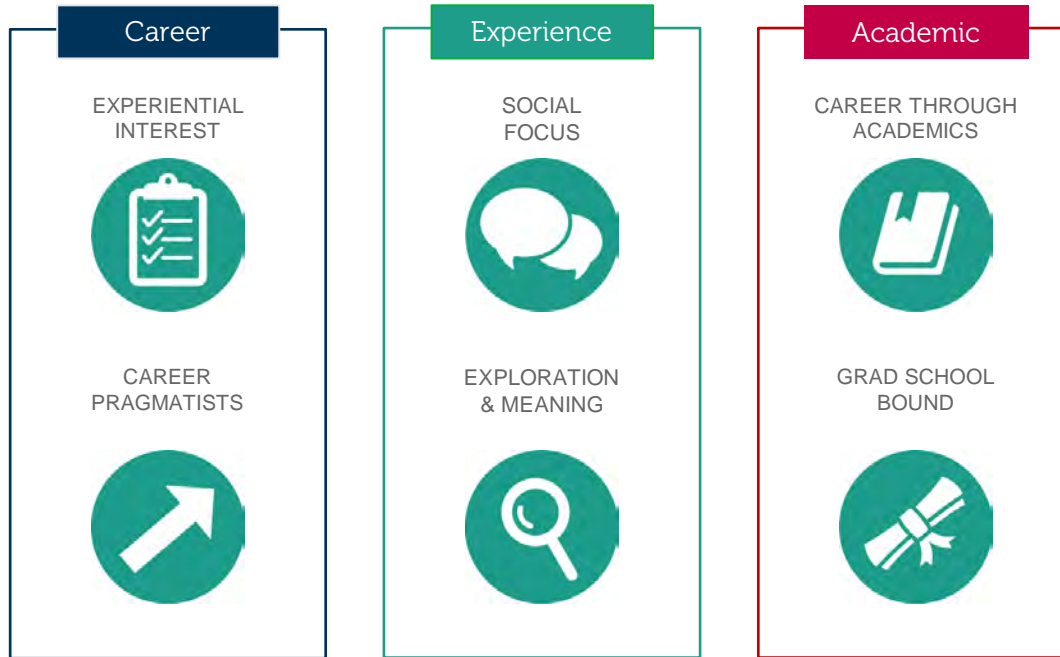
Let's Get Personal

Eduventures Prospective Student Mindsets

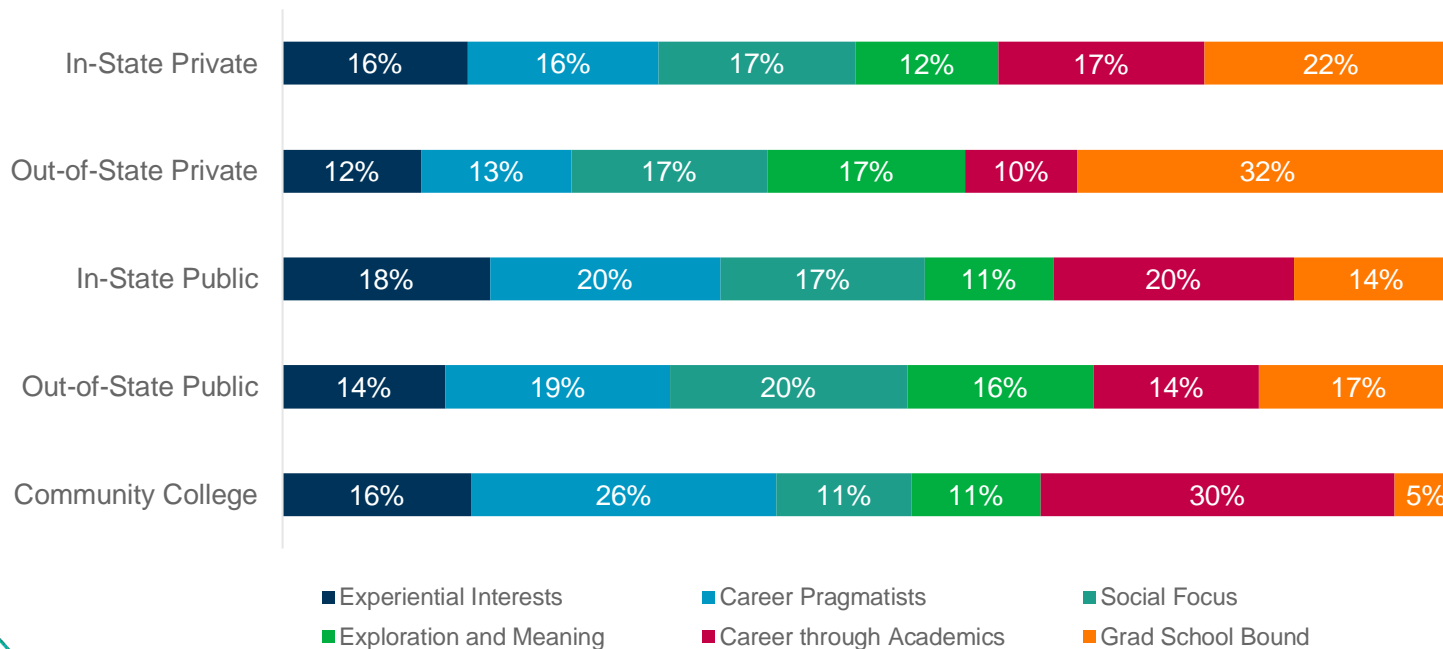
Eduventures Mindsets



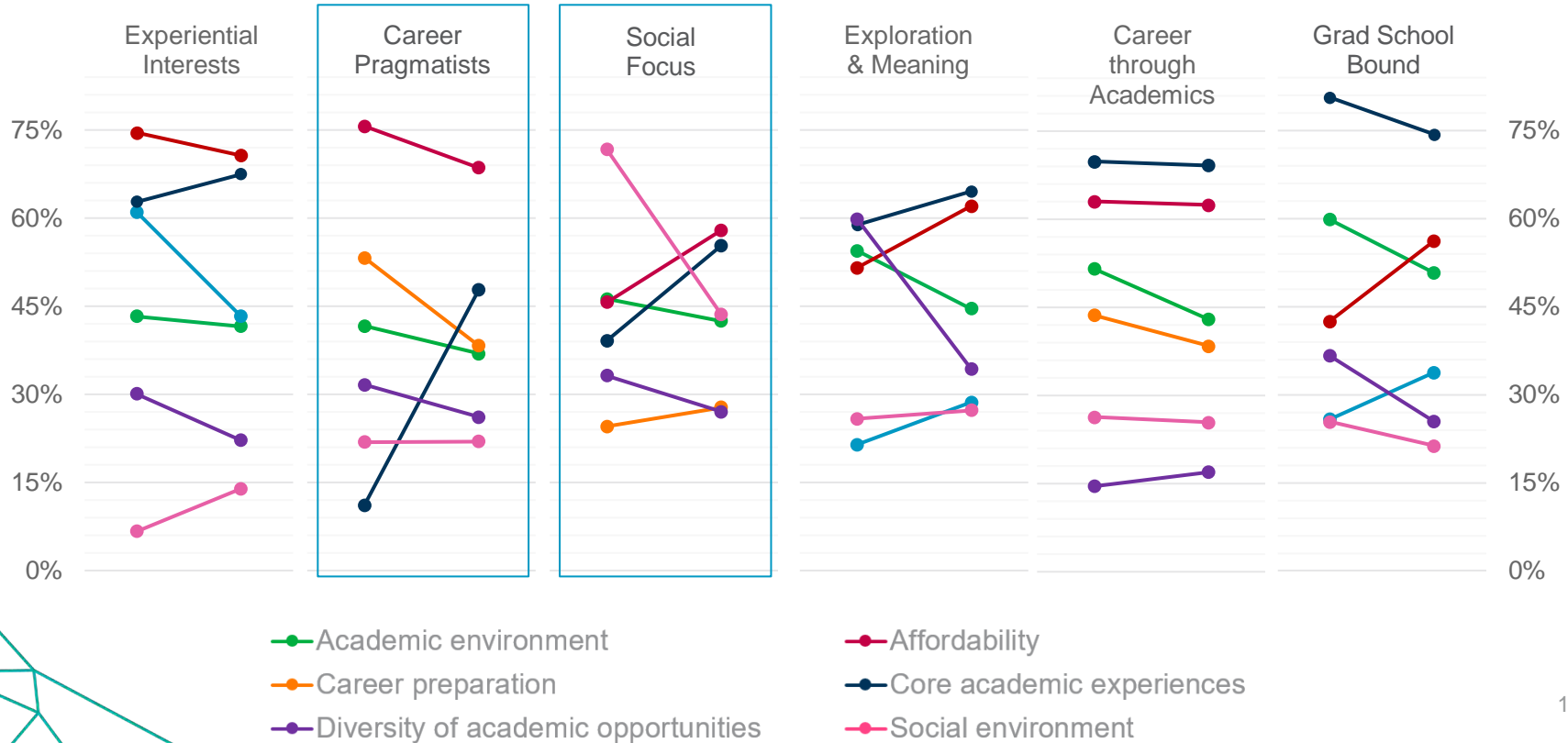
Eduventures Mindsets



Prospective Student Mindsets by Type of School Most Likely to Attend



Every Student is on a Journey



That's a Lot of Work

Implementation



Implementation

Where are you today?

- Review all your material to see which student mindsets you are already speaking to
 - Viewbooks/Print Material
 - Campus Visit Documents
 - Presentations
 - Emails
 - Digital
 - Website
- What are the main student mindsets in your funnel?
- Can you qualify students into a mindset?

Implementation

Institutional Focus

Prioritize the student mindsets within the context of your institution.

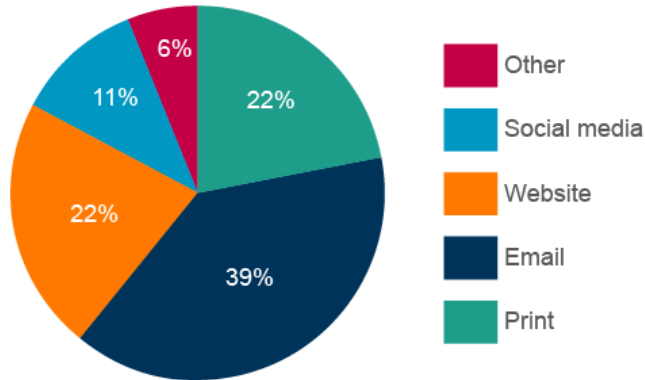
Where to Begin?

1. Printed Materials, Presentations, and Website: Incorporate all mindsets
2. Email Content: Sustainability is key when implementing
 - **Bandwidth:** Only take on what you can measure and update
 - Utilize the student mindset groups to focus on three versus six segments
 - **Content Creation:** Much of what you need to create is likely already there
 - Focus on specific funnel stage (e.g., prospects, inquiries, etc.)
3. Social Media: Are you speaking to a specific student?

Implementation

Top Communication Channels that Grabbed Student Attention

Which of these (communication channels) grabbed your attention?



Source: Eduventures 2022 Student Sentiment Research



In 2019, 61% of prospective students in our Student Sentiment Research™ told us they remembered a particular college or university whose communications really grabbed their attention. In 2022, this number had increased to 71%

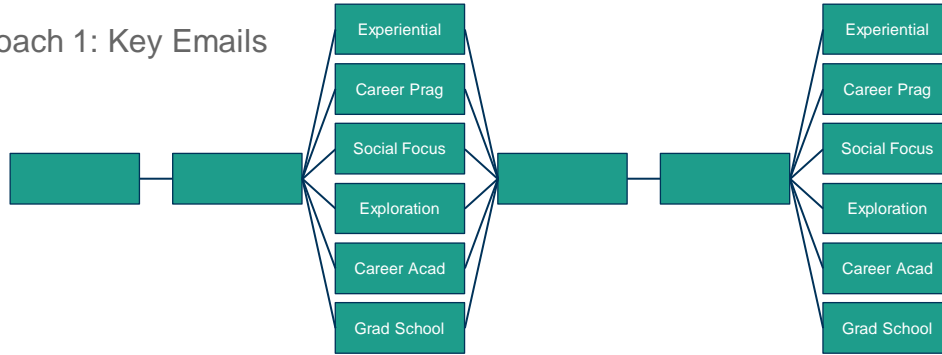
Implementation

Step by Step

1. Review current email content and how it relates to each mindset
2. Create additional content that may be important for specific mindsets (e.g., social life, affordability, career outcomes, etc.)
3. Decide on a general comm flow that you plan to stick to (may already be built)
4. Two Implementation Approaches

Implementation

Approach 1: Key Emails



Identify a couple of key emails that make sense to create multiple segmentation

- Location, Major, Career Prep, etc.

Approach 2: Each Mindset



Reorder/prioritize the general comm flow to best fit each mindset

- Order email topics based on student mindset interests
- Create engagement-based emails to go more in depth for specific email categories

Is It Worth It?

Key Takeaways

Communicating with Mindsets



Communicating with Mindsets

Student variables

- Campus/Program
- Demographics/Profile

Driving interest

- Subject line segmentation
- Subheader segmentation

Engaging content

- Visual segmentation
- Body text segmentation

Student Variables



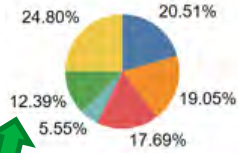
Student Variables

Location

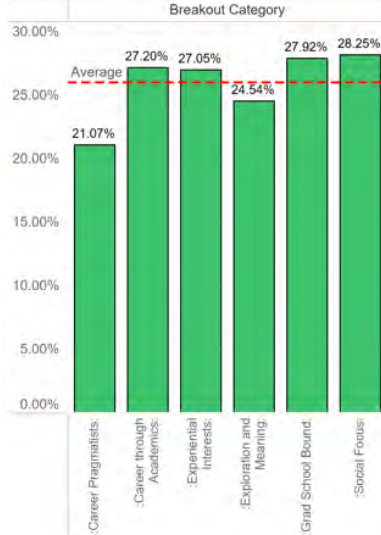
Primary Campus

Breakout Category

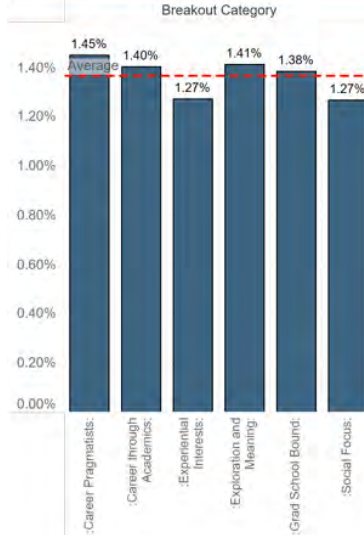
- :Career Pragmatists:
- :Career through Academics:
- :Experiential Interests:
- :Exploration and Meaning:
- :Grad School Bound:
- :Social Focus:



Mindset, Open Rate



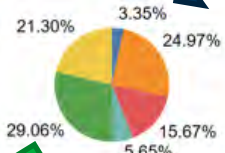
Mindset, CTO Rate



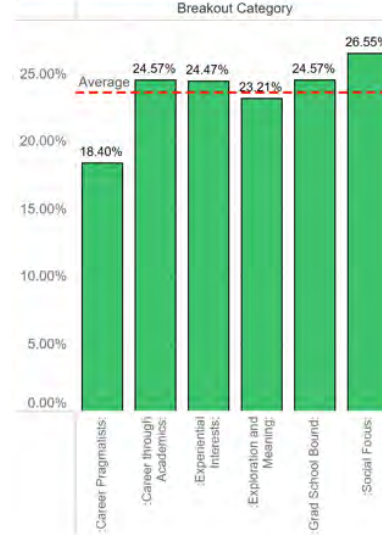
Honors Campus

Breakout Category

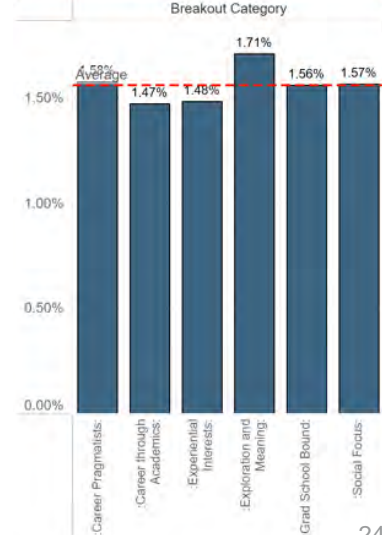
- :Career Pragmatists:
- :Career through Academics:
- :Experiential Interests:
- :Exploration and Meaning:
- :Grad School Bound:
- :Social Focus:



Mindset, Open Rate



Mindset, CTO Rate



Student Variables

Demographics

Primary Campus

Breakout Category	% of Total Delivered ..	% Opened
A+	1.11%	31.61%
A	36.65%	25.68%
A-	21.59%	25.05%
B+	20.47%	23.16%
B	17.88%	20.96%
B-	2.30%	19.98%

Breakout Category (group)	% of Total Delivered ..	Avg. % Opened
Female	55.52%	27.95%
Male	44.43%	25.08%
Another Gender	0.05%	18.52%

Breakout Category (group)	% of Total Delivered ..	Avg. % Opened
High/Highest Income	36.68%	28.43%
Upper Middle Income	39.18%	26.47%
Lower Middle Income	17.46%	23.87%
Low Income	6.68%	22.55%

Breakout Category	% of Total Delivered..	% Opened
Asian/Asian-American/Pacific I..	5.41%	27.16%
Black/African-American	11.06%	24.27%
Default	0.20%	17.64%
Latino/Hispanic/Chicano	13.12%	23.94%
Middle Eastern	0.07%	19.95%
Multi	14.44%	21.79%
Native American/Alaskan Nati..	0.74%	21.36%
Other	1.07%	18.85%
Prefer not to Respond	6.00%	19.88%
White/Caucasian	47.89%	22.22%

Honors Campus

Breakout Category	% of Total Delivered ..	% Opened
A+	74.24%	20.83%
A	19.43%	26.76%
A-	6.33%	27.86%

Breakout Category (group)	% of Total Delivered ..	Avg. % Opened
Female	60.09%	26.22%
Male	39.86%	24.03%
Another Gender	0.05%	9.74%

Breakout Category (group)	% of Total Delivered ..	Avg. % Opened
High/Highest Income	48.59%	26.06%
Upper Middle Income	36.04%	24.68%
Lower Middle Income	11.11%	21.97%
Low Income	4.26%	20.37%

Breakout Category	% of Total Delivered..	% Opened
Asian/Asian-American/Pacific I..	10.84%	22.95%
Black/African-American	7.69%	18.79%
Default	0.12%	23.96%
Latino/Hispanic/Chicano	7.38%	19.80%
Middle Eastern	0.09%	12.50%
Multi	12.25%	20.90%
Native American/Alaskan Nati..	0.45%	23.98%
Other	1.16%	18.16%
Prefer not to Respond	4.88%	17.63%
White/Caucasian	55.15%	21.81%

Adjustments

Primary
Campus

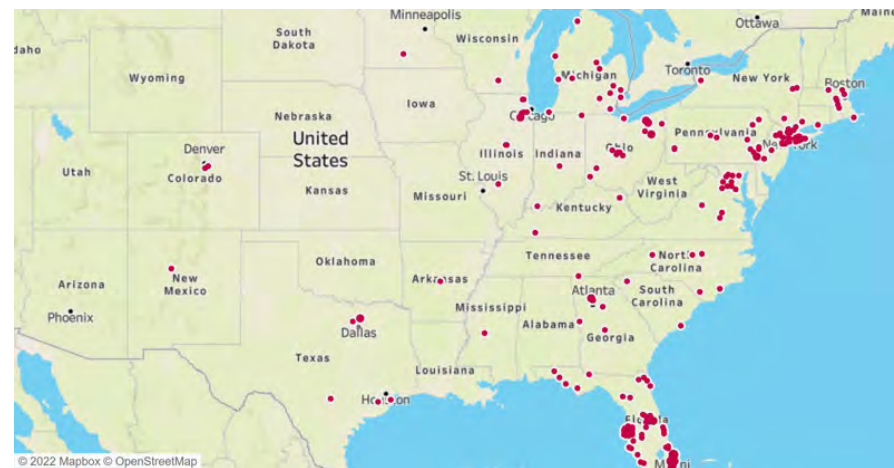
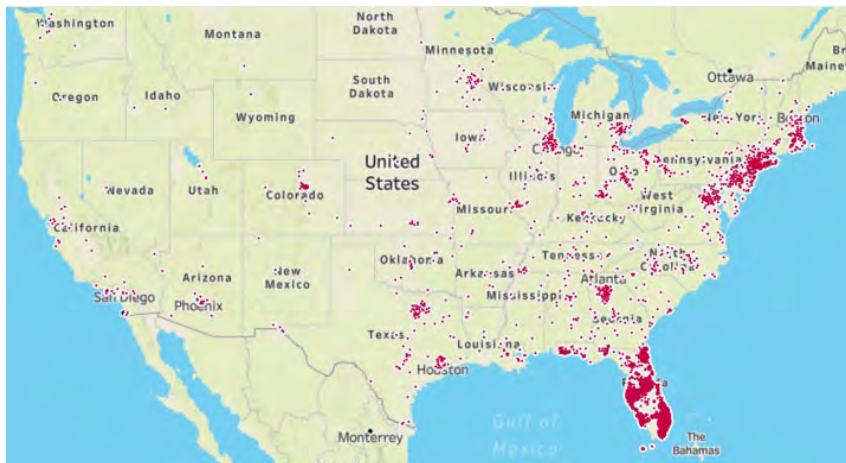
Prospect + Mindset Categories

Mindset	
:Career Pragmatists:	33.11%
:Social Focus:	19.91%
:Experiential Interests:	18.48%
:Career through Academics:	15.18%
:Grad School Bound:	7.26%
:Exploration and Meaning:	6.05%

Honors
Campus

Prospect + Mindset Categories

Mindset	
:Career through Academics:	35.29%
:Grad School Bound:	23.53%
:Social Focus:	16.47%
:Exploration and Meaning:	9.41%
:Experiential Interests:	9.41%
:Career Pragmatists:	5.88%

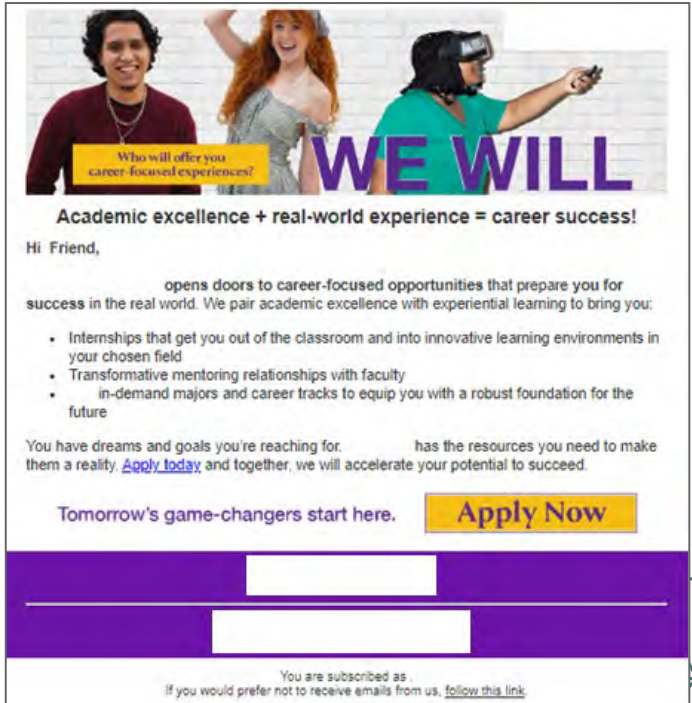


Driving Interest



Subject Line Segmentation by Mindset

Segment	Subject Line	Open Rate
General	Who will offer you career-focused experiences, FRIEND? We will.	23.1%
Social Focus	Academic excellence + social connections = lifelong success!	29.3%
Academics/ Grad	Academic excellence + faculty mentoring = career success!	29.1%
Experiential Interests	Academic excellence + hands-on experience = career success!	28.6%



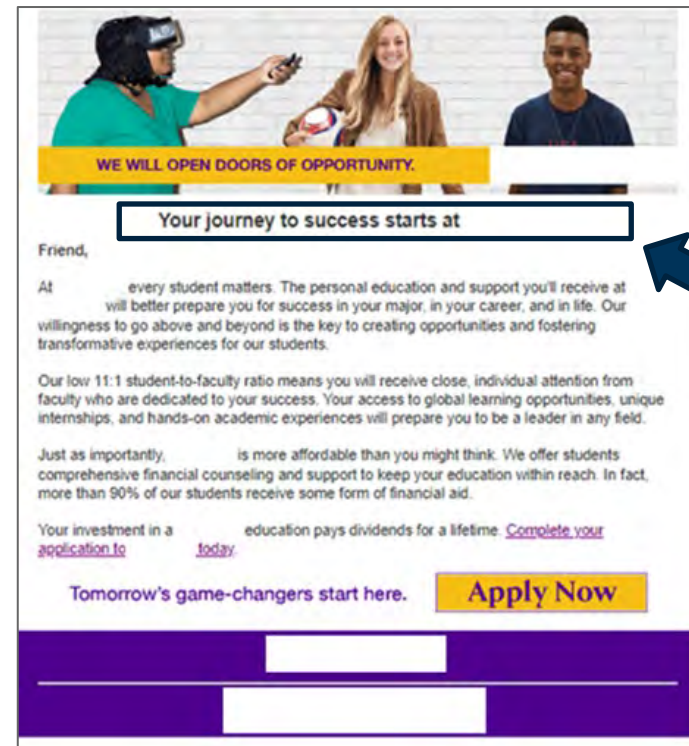
Note: this campaign included 3 emails with subject line variations of 15 total emails

Driving Interest

Subhead Segmentation by Mindset

Segment	Subhead	Open Rate
General	Your journey to success starts at COLLEGE	29.0%
Social Focus	Our focus is YOU	36.1%
Academics/ Grad	We will prepare you for success	34.5%
Experiential Interests	The experience of a lifetime, for a lifetime	34.9%

Note: this campaign included 3 emails with subhead variations of 15 total emails



Engaging Content



COMMUNICATING WITH STUDENT MINDSETS

The Office for Enrollment Strategy and Insights uses Encoura's Prospective Student Mindsets as a segmentation tool to deliver intentional and personalized communications to our incoming students. Below are traits of students with each of these mindsets, followed by sample messaging for each.

Mindset data can be found on a student's record

Additional information about Encoura's can be found at <https://encoura.org/prospective-student-mindsets/>

	Experiential Interest	Social Focus	Career Through Academics	Career Pragmatists	Exploration and Meaning	Grad School Bound
TRAITS	These students desire a career and want to get hands on with internships and employment. They are also highly sensitive to affordability.	These students want to gain meaningful friendships. They want to engage in every connecting activity possible and the social environment is most critical to choice.	These students are looking for a long-term career and see strong academics integrated with career preparation as the path. They are level-headed decision-makers.	These students are looking for immediate ROI. They are highly sensitive to affordability, and are looking for the job right away. They are not necessarily focused on career.	These students want to make an impact on the world and are wide open to liberal arts outcomes. They are global butterflies and could make an impassioned choice.	For these students, graduate or professional school is the goal. Scientific and technical skills and undergraduate research are key experiences, and academic quality and academic environment drive choice.
CHOICE	helps you prepare to make your mark after graduation. With our network of alumni and businesses, you'll have the tools you need to find an internship where you can put what you learn in the classroom to work in the real world.	You've got potential friends waiting for you at university. When you're an you'll have the opportunity to make friendships that will last while exploring of our student organizations.	Where you start makes a big difference in where you go. you'll have access to our academic programs, learning from industry leaders. The result? A transformative foundation, leading to post-college success.	Health sciences. STEM. Business. Liberal arts. These are just a sample of the more than areas you can study at and earn a high quality degree from that will start earning dividends when you graduate.	As a you'll have access to academic programs student organizations, and other tools that drive success. Your experience lets you take your passion and transform it into a purpose that can impact the real world.	Your experience doesn't just prepare you for the here and now. It gets you ready for what's next. Kickstarting a career? Leveling up your education with one of our graduate degrees? What comes next is up to you.
LOCATION	These are just a few of the industry leaders located within blocks of Your success is our success, which is why you'll often hear that is home to the year-long internship.	Campus traditions. Shopping. Dining. There's so much for you to do on campus, and just a few blocks away in downtown that you'll never be bored at when you've got some free time outside of the classroom.	What you do outside the classroom is just as important as what you do in the classroom. With our location in the heart of experience will give you access to the skills needed in a competitive future.	With a network of connections in the heart of your experience can give you the know how you need in and outside the classroom to hit the ground running as soon as your diploma is your hands.	is more than where we're located, it's a key to the identity. People can achieve amazing things when they work together, which is why volunteer thousands of hours each year building a stronger community.	Opportunities are endless in and at . Your experience doesn't have to end when you earn your bachelor's. Take it to the next level with one of graduate programs, located in a city that has so much to offer.
AFFORDABILITY	Great academics shouldn't come with great debt. At you'll have an amazing hands-on experience from one of the nation's top — and you'll do it while paying some of the lowest tuition in	A big college experience shouldn't also come with a big tuition bill. Less debt isn't just an option at It's a reality. Create memories that will last a lifetime as a while also thinking about your future.	Starting your dream career shouldn't mean massive debt. With some of the lowest tuition among four-year schools in can help make your dreams an affordable reality while earning an degree	At you'll get the experience you need to put yourself on a path for a success. You'll earn a high-quality, and affordable, degree from — an investment that starts paying for itself almost right after graduation.	Making your impact shouldn't cost a fortune. At you'll have a transformative — yet affordable — experience that will result in an degree. In fact, pay some of the lowest 4-year tuition in	Your education is one of the most transformative investments you'll make towards your future. Your degree from won't just be affordable, but it will be backed by — proven leaders in quality education.

Experiential Interests & Career Through Academics

CHOICE

_____ helps you prepare to make your mark after graduation. With our network of alumni and businesses, you'll have the tools you need to find an internship where you can put what you learn in the classroom to work in the real world.

Where you start makes a big difference in where you go. _____ you'll have access to our _____ academic programs, learning from industry leaders. The result? A transformative foundation, leading to post-college success.

LOCATION

These are just a few of the industry leaders located within blocks of _____. Your success is our success, which is why you'll often hear that _____ is home to the year-long internship.

What you do outside the classroom is just as important as what you do in the classroom. With our location in the heart of _____, experience will give you access to the skills needed in a competitive future.

AFFORDABILITY

Great academics shouldn't come with great debt. At _____ you'll have an amazing hands-on experience from _____ one of the nation's top _____ — and you'll do it while paying some of the lowest tuition in _____.

Starting your dream career shouldn't mean massive debt. With some of the lowest tuition among four-year schools in _____, can help make your dreams an affordable reality while earning an _____ degree!

Segment	Open Rate
General	18.60%
Experiential/Career	23.37%



TOP 3 REASONS to choose

[Learn More](#)

There's a huge list of reasons why students like you choose _____, Kristi. Here are a few that we think will stand out to you:

1. No matter what degree you choose, you're setting yourself up for success in your field. Experience your area of study in the classroom and beyond — your education here will prepare you to make waves.
2. Those skills mean that you'll be prepped when it's time to enter your career after graduation — plus you'll have contacts to help you find a job in your field! Career planning is incorporated into your studies here from day one!
3. You won't break the bank for your education. In fact, 88% of undergraduates received financial aid last year. Estimate your cost with our tuition and fees estimator.

THE BEST PART OF IT IS WHAT YOU MAKE IT.

TAKE THE NEXT STEP! [CLICK HERE](#)

Sound good? [Let us know you're interested](#) and we'll send you more info about all the things that make _____ great.






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If you would prefer not to receive emails from us, [follow this link](#).

Engaging Content

Career Pragmatist

CHOICE

Health sciences. STEM. Business. Liberal arts. These are just a sample of the more than areas you can study at and earn a high quality degree from that will start earning dividends when you graduate.


LOCATION

With a network of connections in the heart of your experience can give you the know how you need in and outside the classroom to hit the ground running as soon as your diploma is your hands.

AFFORDABILITY

At you'll get the experience you need to put yourself on a path for a success. You'll earn a high-quality, and affordable, degree from — an investment that starts paying for itself almost right after graduation.

Segment	Open Rate
General	18.60%
Career Pragmatist	21.74%



TOP 3 REASONS to choose

[Learn More](#)





There's a huge list of reasons why students like you choose , Kristi. Here are a few that we think will stand out to you:

1. You won't break the bank for your education. In fact, 86% of undergraduates received financial aid last year. Estimate your cost with our [tuition and fees estimator](#).
2. No matter what degree you choose, you're setting yourself up for success in your field. Experience your area of study in the classroom and beyond — your education here will prepare you to make waves.
3. Those skills mean that you'll be prepped when it's time to enter your career after graduation — plus you'll have contacts to help you find a job in your field! [Career planning](#) is incorporated into your studies here from day one!

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If you would prefer not to receive emails from us, [follow this link](#).

Engaging Content

Social Focus

CHOICE

You've got potential friends waiting for you at university. When you're an you'll have the opportunity to make friendships that will last while exploring of our student organizations.

LOCATION

Campus traditions. Shopping. Dining. There's so much for you to do on campus, and just a few blocks away in downtown that you'll never be bored at when you've got some free time outside of the classroom.

AFFORDABILITY

A big college experience shouldn't also come with a big tuition bill. Less debt isn't just an option at It's a reality. Create memories that will last a lifetime as a while also thinking about your future.

Segment	Open Rate
General	18.60%
Social Focus	31.38%



TOP 3 REASONS to choose

[Learn More](#)

There's a huge list of reasons why students like you choose , Kristi. Here are a few that we think will stand out to you:

1. No matter what degree you choose, you're setting yourself up for success in your field. Experience your area of study in the classroom and beyond — plus the connections and friendships you make here will help you to make waves.
2. There's also plenty to do on our campus, between student organizations, athletics, two dozen fraternity and sorority chapters, and campus events, you're sure to make memories and friendships that last a lifetime!
3. You get to study in the city! There's always something happening in Our campus is within a 20-minute walk to restaurants, the zoo, shopping and River state park. You and your friends will find ways to make your time at all your own...

THE BEST PART OF IT IS WHAT YOU MAKE IT.

[TAKE THE NEXT STEP! CLICK HERE >>](#)

Sound good? [Let us know you're interested](#) and we'll send you more info about all the things that make great.



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If you would prefer not to receive emails from us, [follow this link](#).

Engaging Content

Exploration & Meaning

CHOICE

As a _____ you'll have access to _____ academic programs _____ student organizations, and other tools that drive success. Your experience lets you take your passion and transform it into a purpose that can impact the real world.

LOCATION

_____ is more than where we're located. It's a key to the _____ identity. People can achieve amazing things when they work together, which is why _____ volunteer thousands of hours each year _____ building a stronger community.

AFFORDABILITY

Making your impact shouldn't cost a fortune. At _____ you'll have a transformative — yet affordable — experience that will result in an _____ degree. In fact, _____ pay some of the lowest 4-year tuition in _____.

Segment	Open Rate
General	18.60%
Exploration & Meaning	21.51%



TOP 3 REASONS to choose

[Learn More](#)

There's a huge list of reasons why students like you choose _____, Kristi. Here are a few that we think will stand out to you:

1. No matter what degree you choose, you're setting yourself up for success in your field. Experience your area of study in the classroom and beyond — your education here will prepare you to make waves.
2. The experiences you have here will be one-of-a-kind — between the opportunities _____ offers and the combined academic experiences of _____ you will have all kinds of options for internships, research and a variety of other academic opportunities.
3. All those options mean you chart your own course here. From what you study to the extra opportunities you participate in, what you do here is only limited by your imagination. Where will your studies take you, Kristi?

THE BEST PART OF IT IS WHAT YOU MAKE IT.

[TAKE THE NEXT STEP! CLICK HERE >>](#)

Sound good? [Let us know you're interested](#) and we'll send you more info about all the things that makes _____ great.



You are subscribed as [kristi@encoura.org](#)
If you would prefer not to receive emails from us, [follow this link](#).

Grad School Bound

CHOICE

Your experience doesn't just prepare you for the here and now. It gets you ready for what's next. Kickstarting a career? Leveling up your education with one of our graduate degrees? What comes next is up to you.

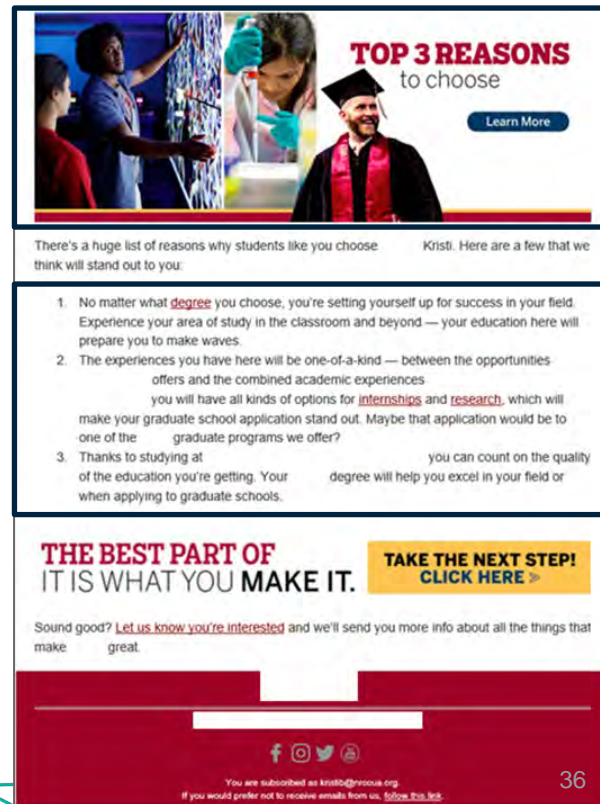
LOCATION

Opportunities are endless in
and at . Your experience
doesn't have to end when you earn your
bachelor's. Take it to the next level with
one of graduate programs, located
in a city that has so much to offer.

AFFORDABILITY

Your education is one of the most transformative investments you'll make towards your future. Your degree from **Western Michigan University** won't just be affordable, but it will be backed by **Western Michigan University** — proven leaders in quality education.

Segment	Open Rate
General	18.60%
Grad School Bound	26.80%



Summary



Summary

- Understand your student population
- Assess your communications
- Look for small improvements
 - Subject line segmentation
 - Subheader segmentation
- Work towards engaging content
 - Visual segmentation
 - Body text segmentation

Additional Resources



encoura Eduventures® Research
Prospective Student Research

Sign Up Today

encoura.org/psr

Find Out What Students Think of Your Institution

- The exact words – including frequency and sentiment – that students use when thinking of your institution
- Essential focus for your team's resources and messaging
- Insight into Student Mindsets™ of your prospective students: behaviorally and attitudinally-based market segmentation of college-bound high school students

Deadline to Participate: September 16, 2022



Meet With Us at NACAC

Discover What's on the Encoura Horizon at Booth #1201



Discover how data science, research, and education technology combine to give you better insights into your students, institution, and market.

encoura.org/nacac22

[Schedule a Meeting](#)

Powered by Calendly

Encoura Solutions Showcase Presentations at NACAC

Digital Enrollment Predictions for 2023 and Beyond

Booth #1711 | Thursday, Sep 22 from 9:30am - 10:15am

In this session, we'll forecast our predictions for the digital enrollment landscape for 2023:

- The importance of personalization in digital marketing and how to effectively scale your approach using Student Mindsets
- The continued rise of short video as the new cornerstone for strategic engagement
- Expectations for the most popular platforms in 2023
- How evergreen campaigns can build your brand at any time of the year or admissions cycle.



Jason Stevens
VP of Digital Solutions



Reva Levin
Director of Digital Solutions



Encoura Solutions Showcase Presentations at NACAC

How to Better Understand Your Students, Your Institution, and Your Market

Booth #1711 | Thursday, Sep 22 from 2pm - 2:45pm

Learn how to gain actionable insights with our latest technology solution, Market Insights. This technology enables you to:

- Better understand your prospective students
- Analyze market opportunities
- View detailed competitor analysis
- Strategically plan territory travel for your entire enrollment team



Clint Chapman
Chief Experience Officer



Matt Ellis
Chief Product Officer

