

encoura® Webinar

Latest Transfer Trends & How to Reach a Shrinking Market

Thursday, October 19, 2023



PRESENTERS



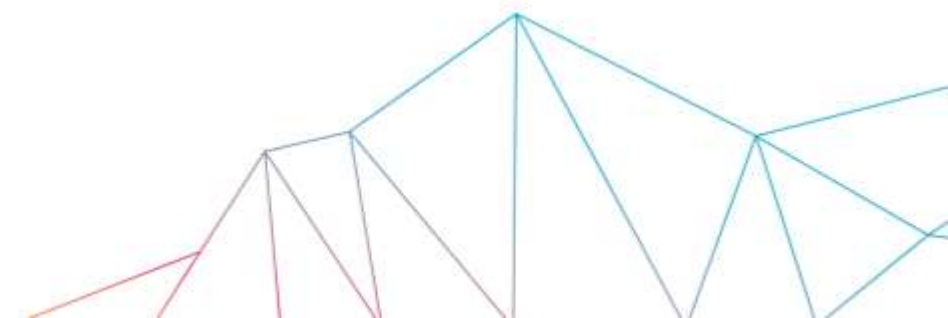
Johanna Trovato

Eduventures Principal Analyst



Reva Levin Woodham

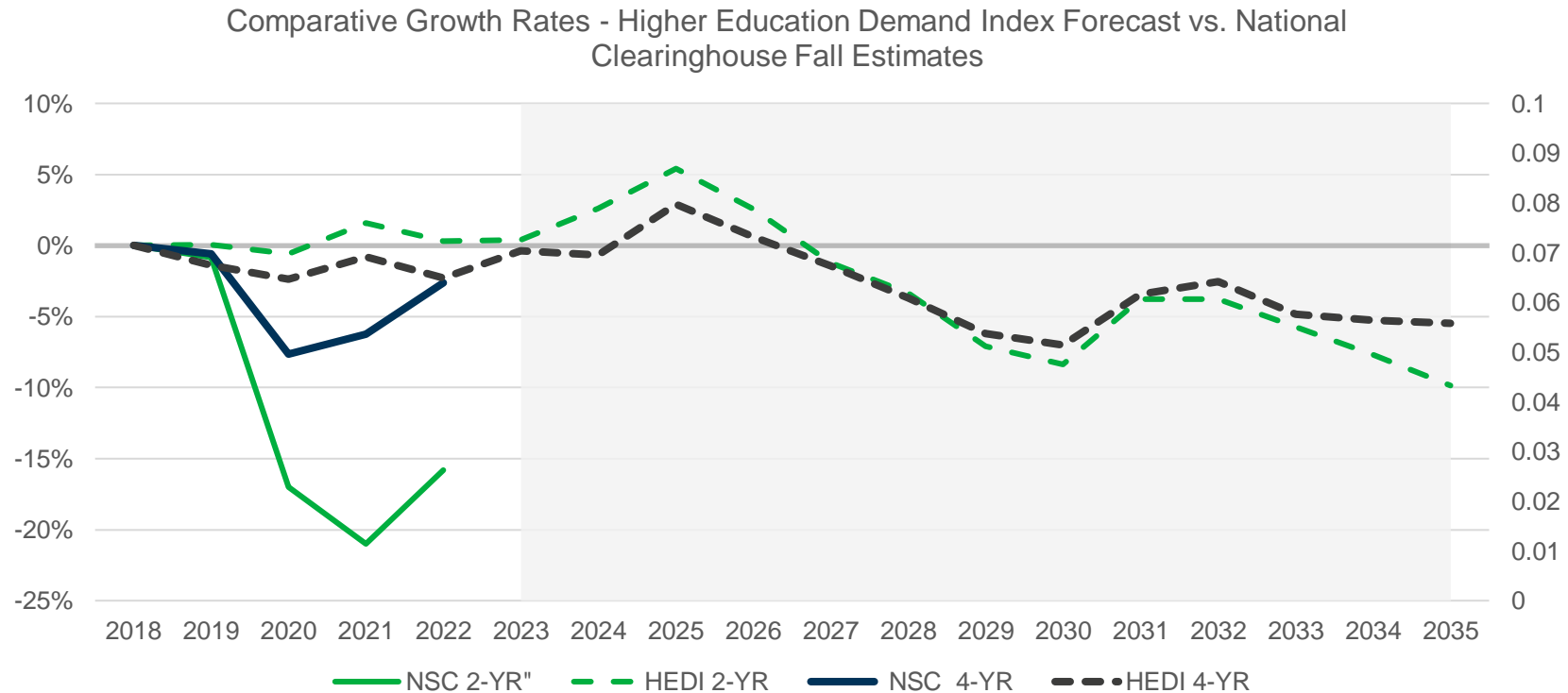
Director of Digital Strategy



The Transfer Pipeline is Shrinking

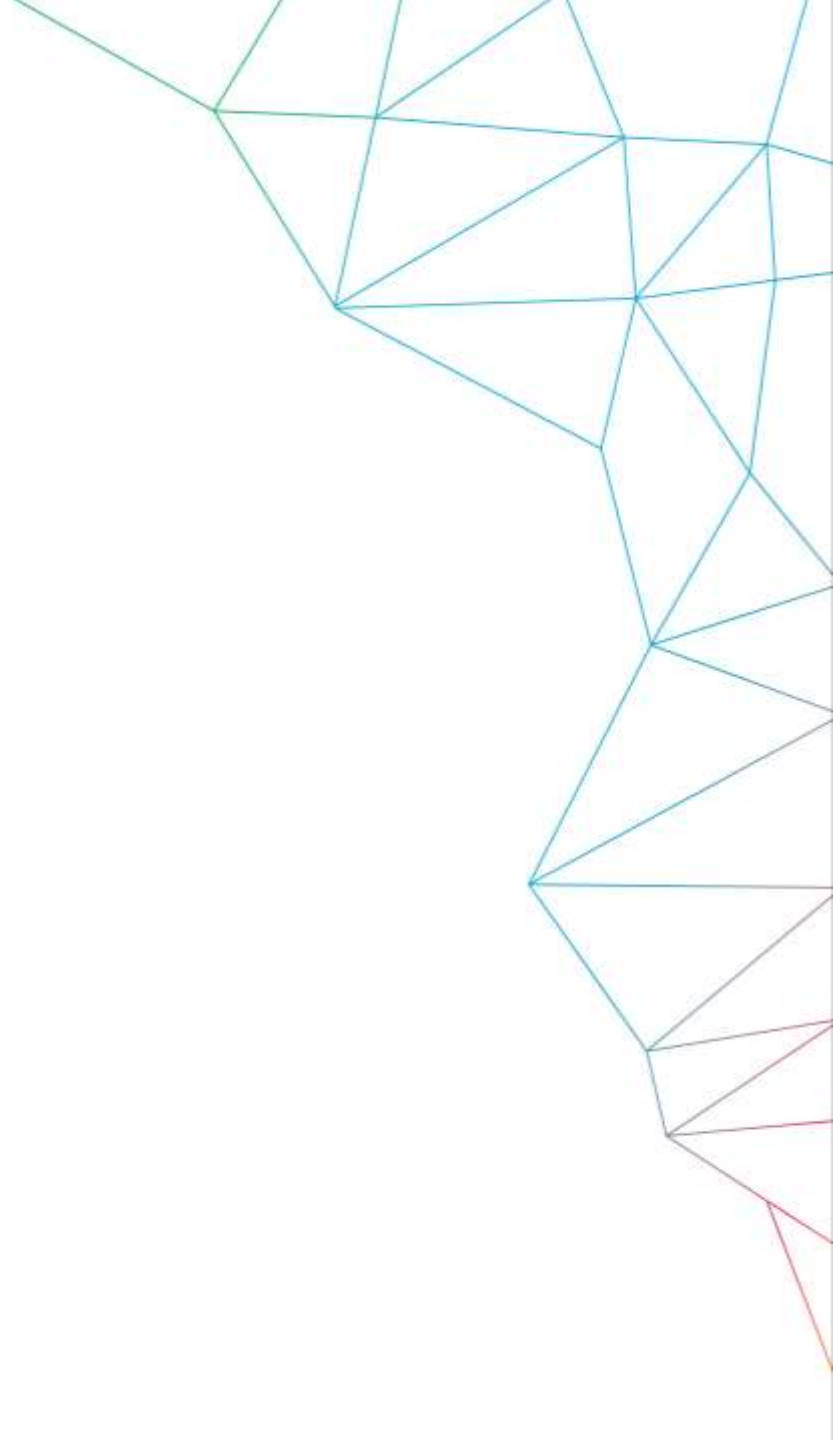


Enrollment Predictions and a Sobering Reality

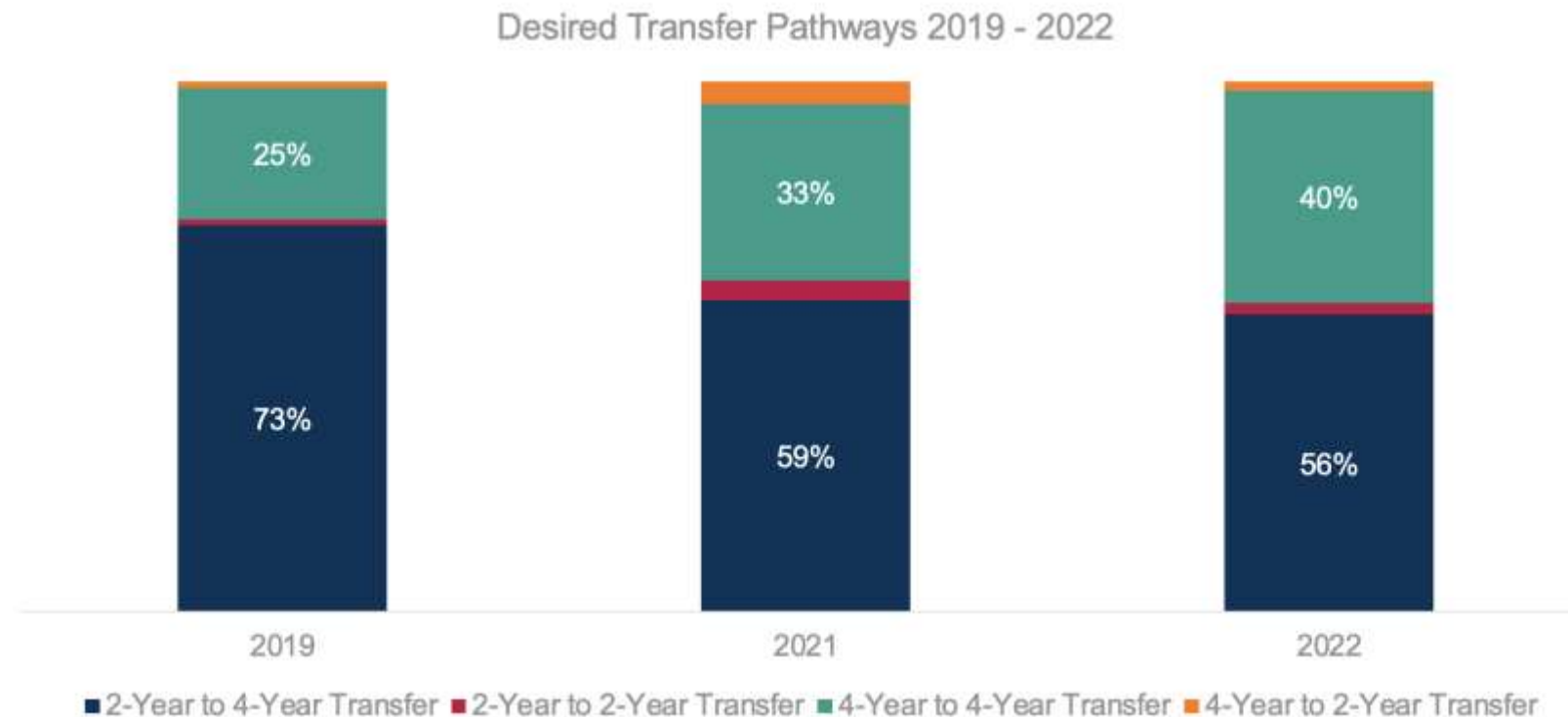


Sources: The Agile College, Nathan Grawe
National Student Clearinghouse, Fall Freshman Term Estimates

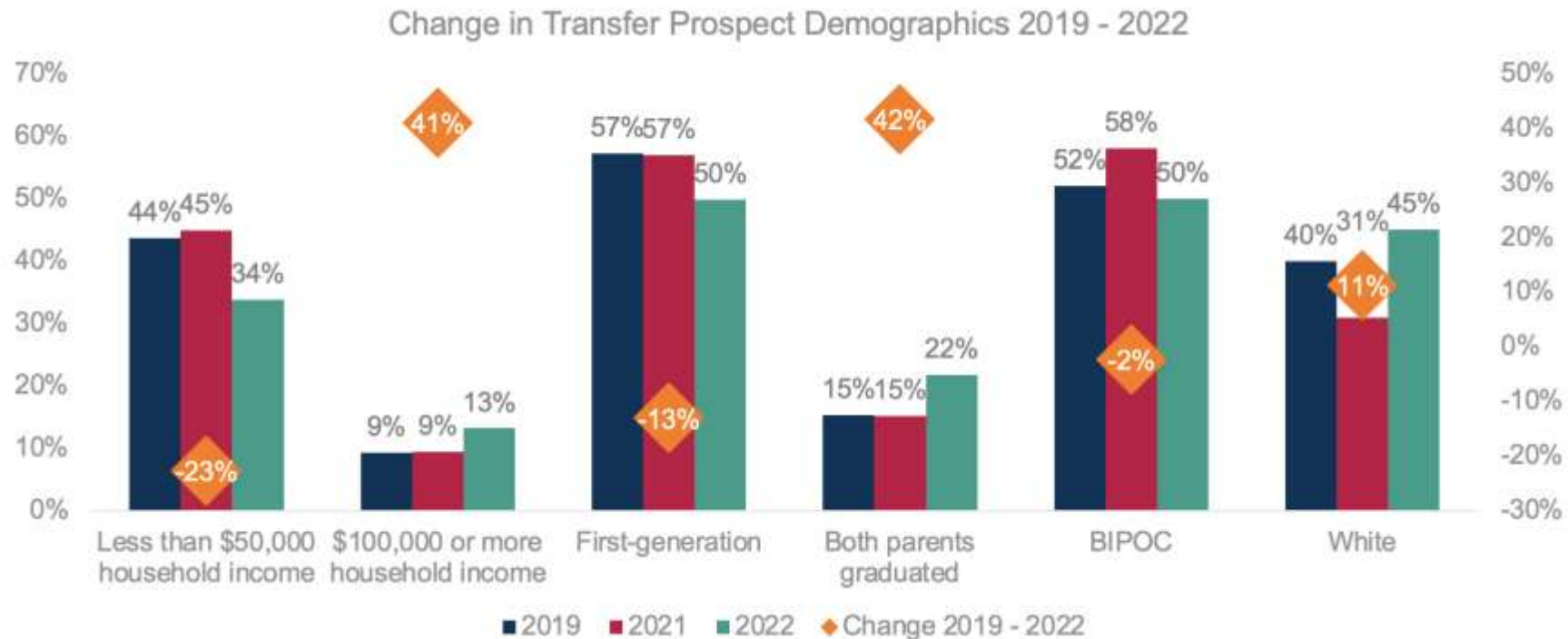
Changing Transfer Pathways and Demographics



Fewer Students Plan to Transfer from Community College



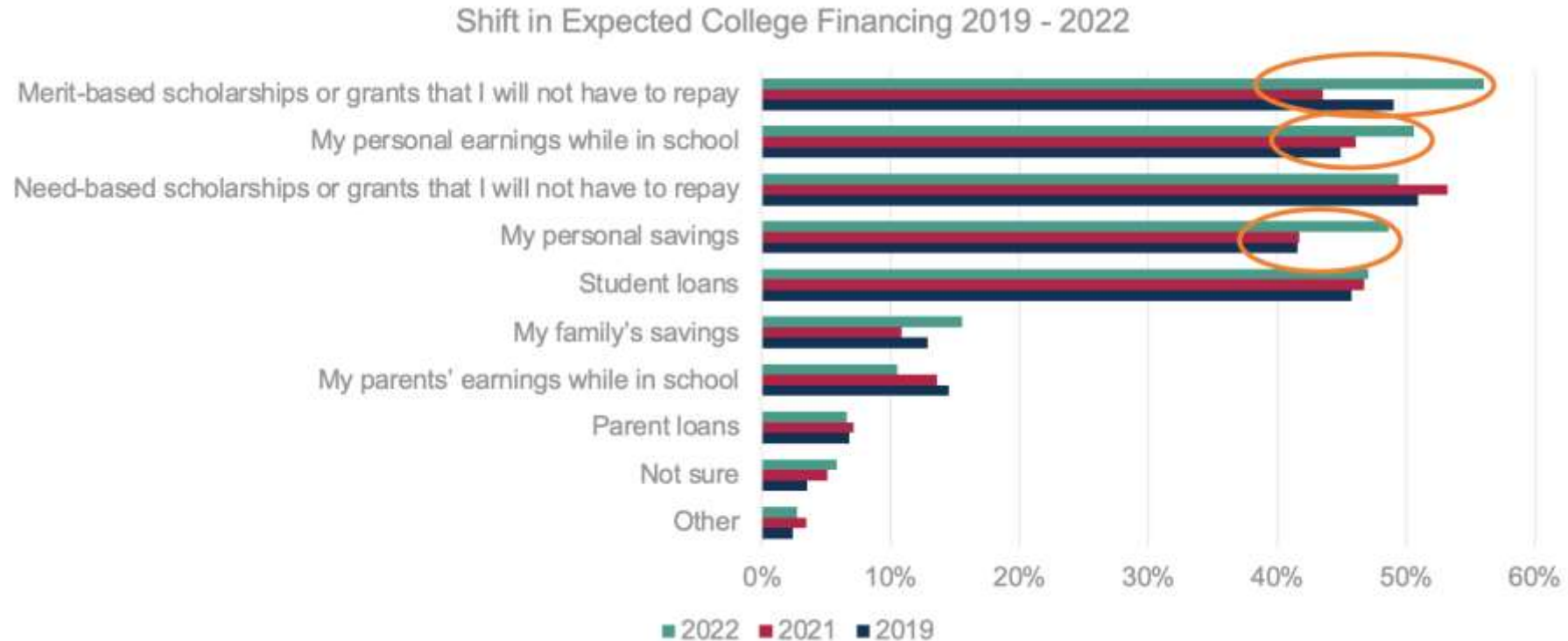
Students from Underserved Backgrounds Are Leaving the Pipeline



Different Financing Expectations



Prospects Have Greater Merit Aid Expectations



Shifting Transfer Types

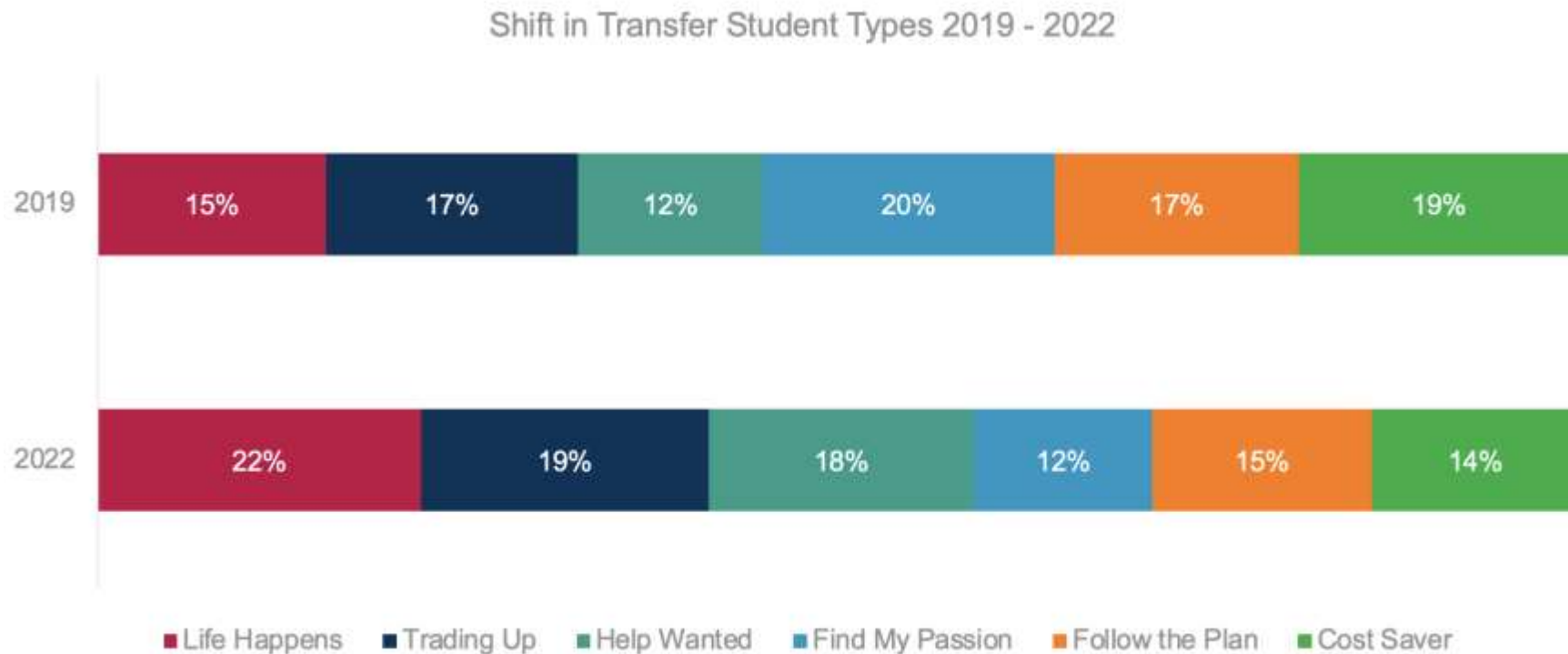


Six Distinct Transfer Types



Life Happens	Trading Up	Help Wanted	Find My Passion	Follow the Plan	Cost Saver
<p>Personal circumstances have changed for these students, and now they are looking for a more flexible or affordable education option, often in a new location.</p>	<p>These students seek more prestige and rigor. Some also want to spread their wings and move farther from home.</p>	<p>Looking for a change, these students are often driven by academic struggles. They seek better support services and, sometimes, more flexibility.</p>	<p>These students want a school that offers a specific program or location, which they perceive to be a better choice than their current school.</p>	<p>Transferring to a more rigorous school was always part of the plan. Aside from rigor, these students seek a specific location, but also a school that will likely accept them.</p>	<p>These students always wanted to transfer to save money. Cost is the single most important factor in selecting a transfer school.</p>

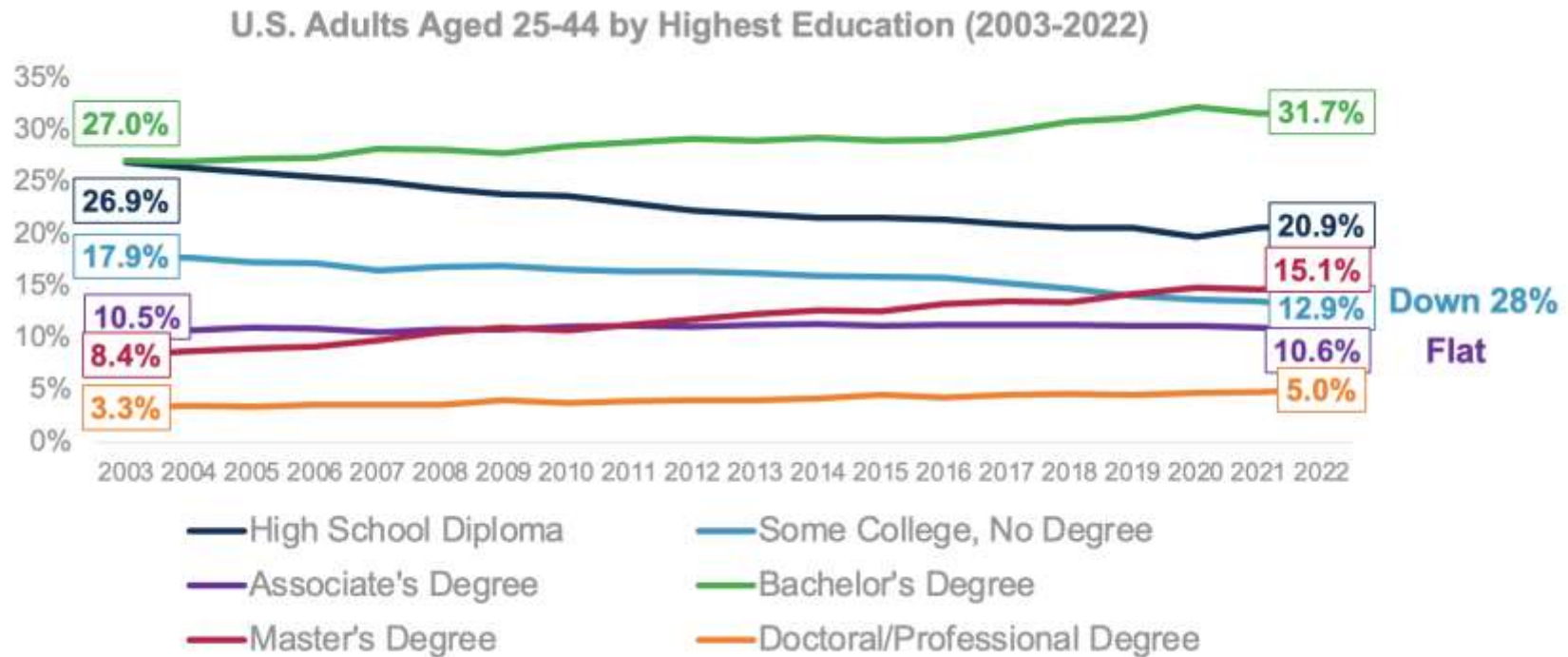
Fewer Prospects Have a Plan



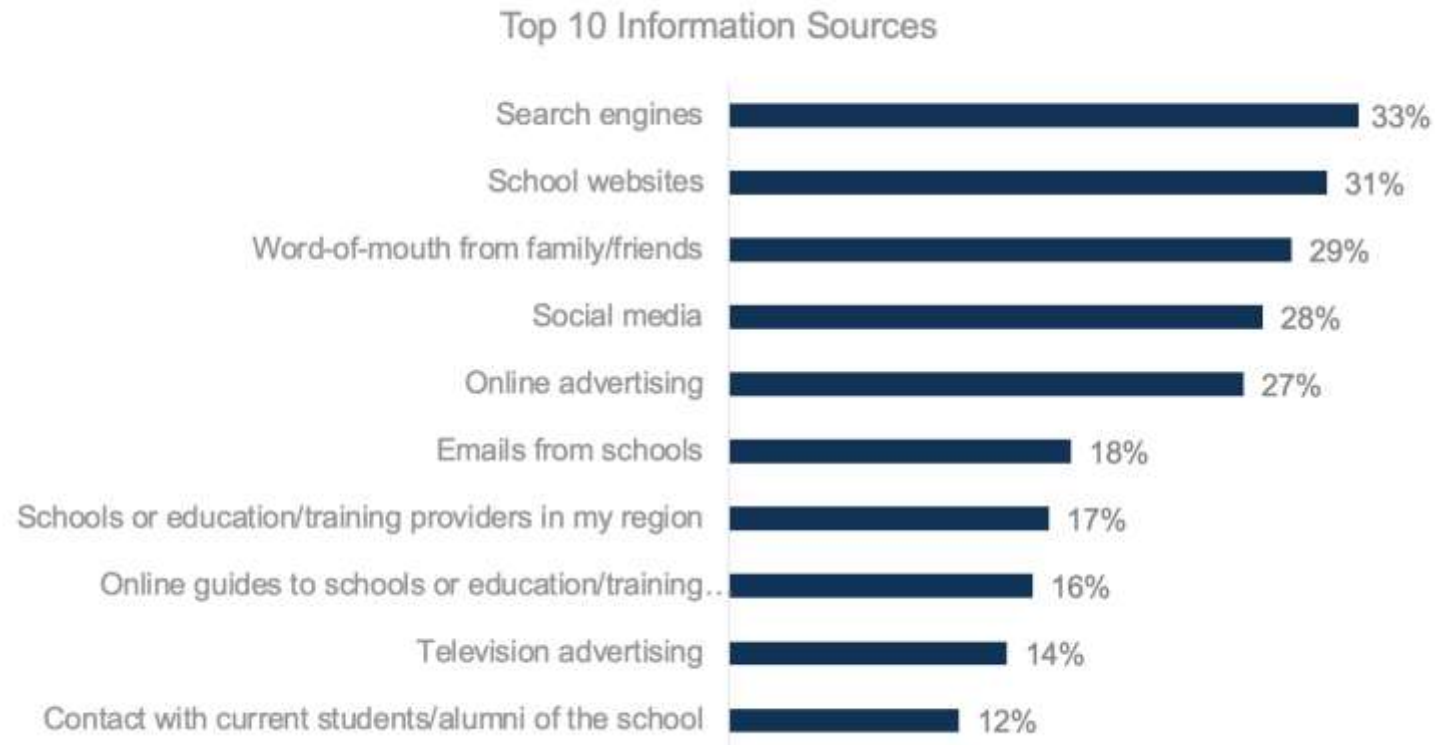
What About Other
Transfer Prospects?



The Adult Transfer Pipeline is Shrinking, Too



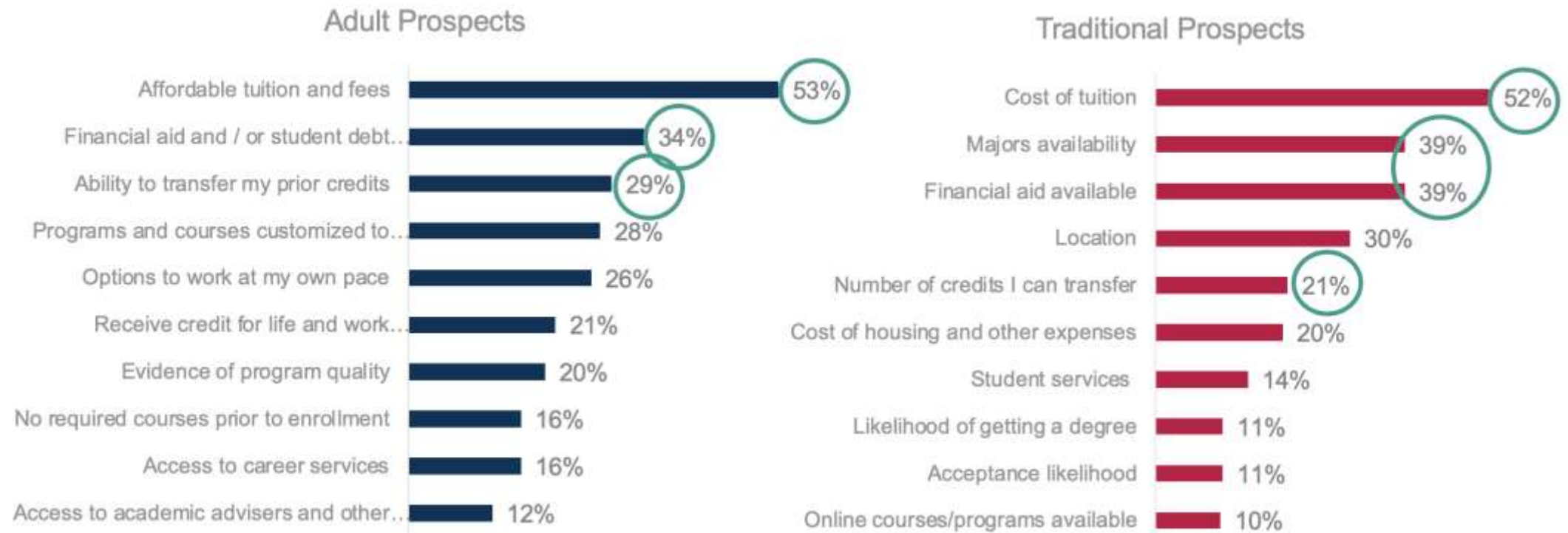
How Do Adult Transfer Prospects Find Out About Colleges?



Source: Eduventures Adult Prospect Research 2022
Includes students with "some college" or an associates degree who are interested in pursuing a bachelor's degree

Cost and Financial Aid Top List of Priorities

Top Desired Features in Transfer School



Reaching and Engaging Transfer Students



What is the term for students that transfer colleges several times, and sometimes from one 4-year institution to another?

-
- Swirlers
 - Curlers
 - Transporters
 - Shifters
 - Swifties

What is the term for students that transfer colleges several times, and sometimes from one 4-year institution to another?

- Swirlers: 34%**
- Curlers: 0%
- Transporters: 16%
- Shifters: 49%
- Swifties: 1%

A Core Digital Strategy: Geofencing Community Colleges

- Draw a virtual fence around your top feeder community colleges.
- Reach this year's transfer student and builds pipeline for next year.
- Extremely efficient.
- Data shows you which schools are most engaged – helpful with travel plans & testing new markets.
- October/November are the new February/March.
- Tracks everything.

Regional Mid-Sized University

8 community colleges targeted 1/17/23 – 4/28/23
\$7,800 in digital media investment
24 transfer applications received

Ancillary Benefit: 34 graduate applications received

Make Your Geofencing Evergreen: Transfer Blueprinting Expands Your Reach

- Target devices that have been on community college campuses at some point in the previous 3 months.
- Engage the traditional transfer audience efficiently all year long.
- Increase engagement with your ads.

Technical School

Transfer Blueprinting 7/28/23 – 9/1/23

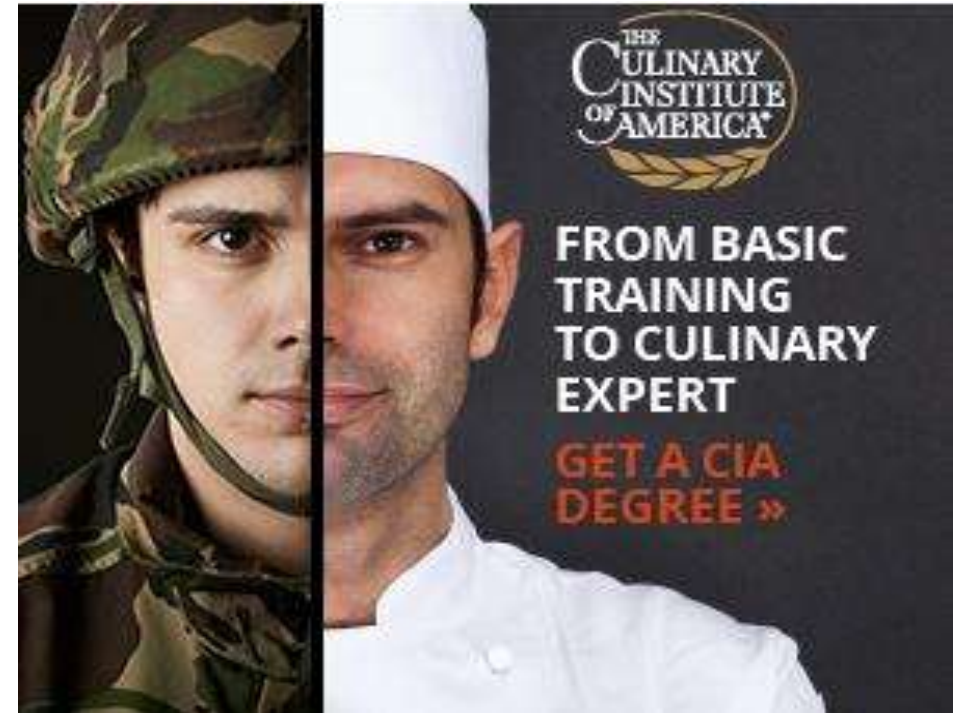
\$7,500 in digital media investment

6,294 non-unique actions driven back to EDU site

Client most excited about remaining competitive and on the radar of transfer students during the summer.

Military Families = Great Transfer Prospects: Many Seek Education & Socialization

- Draw a 15-mile radius around military bases in your area to reach families on base and close to base.
- Geofencing reaches active-duty military, plus their partners and college bound children.
- Many military families crave education and social engagement.
- Extremely efficient.



Remarket to the Students You Know: Use to Custom Audience to Find & Re-Engage

- Gather all your data for the past 1-3 years:
 - Applied but not accepted
 - Accepted but not enrolled
 - Enrolled but transferred/stopped out
- Use Clearinghouse data to fine tune your list.
- Deploy a custom audience campaign
- Make sure your custom audience leverages mobile, digital and social for best reach.
- You'd be surprised how many students you couldn't accept have matured and how many left, can come back now!

Large Private University

Transfer Custom Audience Oct. – Apr. Every Year
\$29.250 in digital media investment
6,450 non-unique actions driven to their Transfer page.
1,200 non-unique application actions.



Who is Your Biggest Competition for Non-Trad Transfer Students Today?

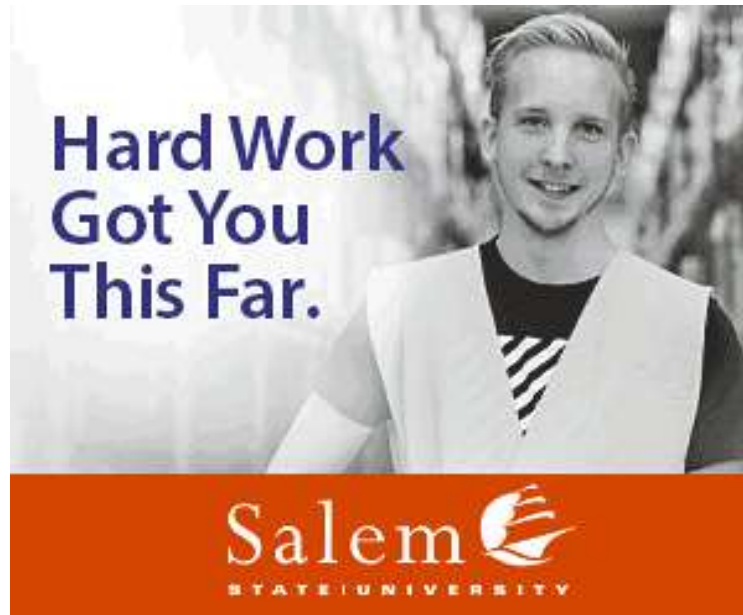


Bring Hourly Workers Back to School: Big Box Store Geofencing

- Geofence the Amazon warehouses, grocery stores, health & beauty aid stores, electronic and department stores near you.
- Educate young hourly workers about the long-term benefits of an education. (Hourly workers have to work 3X as long to make as much in one year than many degreed salaried professionals!).
- Consider the Transfer Type you are speaking to. This cohort is price sensitive and may be in the Cost Saver, Life Happens or Help Wanted category.



Big Box Store Geofencing Ad Concepts



How to Reach More Adult Learners: This New Data Source is a Game Changer

Encoura has the unique capability to market to new leads on your behalf using fresh, credible data gleaned from many sources including Credit Bureau statistics. We did a custom audience targeting campaigns to lists like the one below:

- Adults 18 to 34
- Living within 20-mile radius of campus
- With no college or some college but no Bachelors
- Working part-time or full-time

Regional Mid-Sized University

\$35,000 in digital media investment
166 new applicants
139 requests for information
118 new students accepted

Cost Per Accepted Student: \$296

Average cost per Enrolled Student is \$3,000

Key Takeaways

1. The demographics of transfer students have changed—your recruitment strategy must adapt to meet their specific challenges and priorities.
2. Given shifting demographics, consider transfer populations behind the traditional pipeline.
3. Geofencing (drawing a radius around a community college, military campus, or company) is one of the most successful ways to recruit prospective students.
4. Large companies like Amazon, Target, or Walmart may be your largest competition for transfer students—consider engaging these prospective students through your digital marketing efforts.

Additional Resources



Boosting Your Transfer Enrollment: The Power of Blueprinting

A well-defined transfer marketing strategy means helping students transition from their community college to your campus, and digital marketing tactics—like blueprinting—can help make that smooth transition happen.

[Read More](#)



Proven Solutions to Meet Your Enrollment Application Generation Goals

Give your prospects and inquiries the confidence to apply to your institution with marketing that meets them where they are to boost their engagement and reach them at the right time in their decision-making.

[Learn More](#)



Maximizing Your ROI on Search Part I: Starting the Funnel Earlier

Thursday, November 2, 2023 at 2pm ET/1pm CT

See how Baylor University and Encoura partnered to develop and implement a strategy focused on early high schoolers and middle schoolers.

[Register](#)

PRESENTERS



Aaron Schroeder
Regional Director



Jason Stevens
Vice President, Digital
Strategy



Martin Perrine
Associate Director of
Enrollment Management at
Baylor University



Contact

Johanna Trovato

Eduventures Principal Analyst

(e) johanna.trovato@encoura.org

Reva Levin Woodham

Director, Digital Sales

(e) reva.levin@encoura.org

encoura[®]