

#Branding and #StudentRetention

November 2018

SEMM Forum

Who is this guy?

- #HigherEd Marketing Advisor
 - Work institutions in Canada & US
 - 'Director of Marketing and Communications' role at StFX University
 - Consultant w/ Ruffalo Noel Levitz, SEM
 Works and now Academica Group
- My marketing company works in many sectors
- Spent years agency and client side

















My Goal:

Make you look at your situation differently

Initiate discussions, ideas, and planning

Offer some suggestions/recommendations

Make my daughter's proud ©



Discussing Some New (and Old) Ideas...

- 1. **Branding** Not just for 'business' > is a promise to be kept
- 2. Student Personas More than 'types'
- 3. Student Lifecycle Looking beyond recruitment
- 4. Customer Centricity "Student First"
- 5. Customer Success "People-to-people" two-way dialogue
- 6. **SEM** Plan for new growth > academics and facilities
- 7. **Retention** Keeping students > Advocates

Why this topic...Attrition Hurts

Australian HE sector estimated that the total cost of 1st yr attrition was...

...over **\$1 billion** per year

It cost each public university \$20-\$36 million



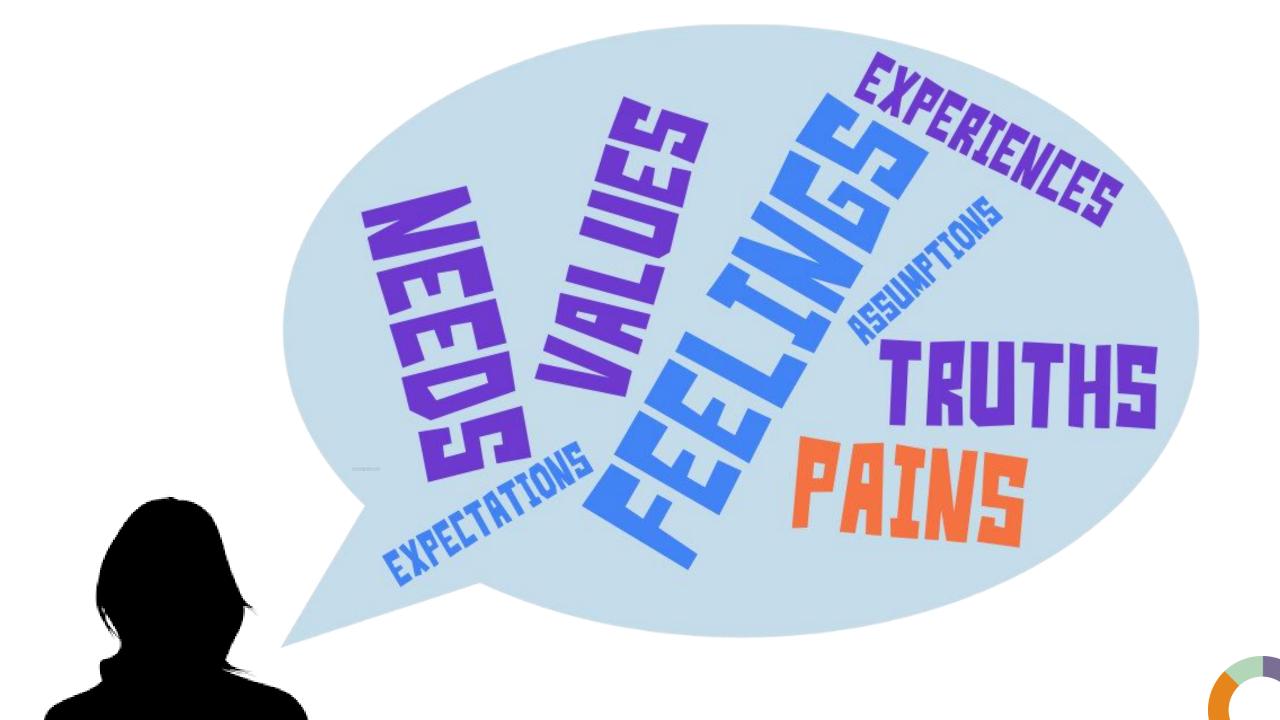
The 1,669 colleges and universities studied here collectively lost revenue due to attrition in an amount close to \$16.5 billion (\$16,451,945,426) with the largest single school losing \$102,533,338, the smallest single loss being \$10,584, and the average school losing \$9,910,811. The publicly assisted colleges and universities averaged a \$13,267,214 loss from attrition; the average private college or university lost revenue of \$8,331,593; and for-profit schools lost an average of \$7,921,228.

Has any one calculated costs linked to attritions?

#BRAND REFRESHER

Abrand embodies an 'idea'





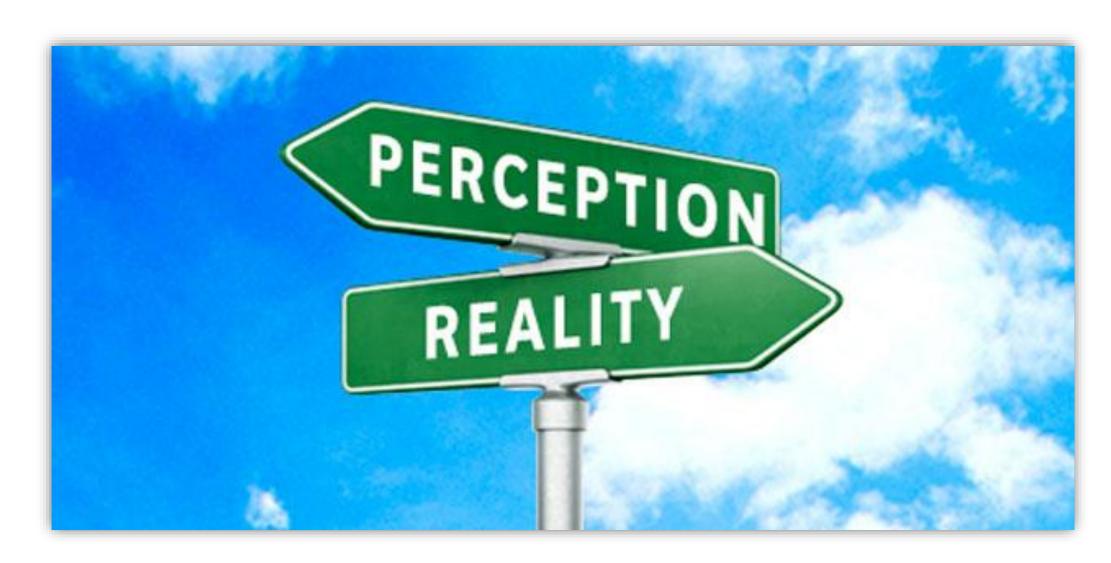






Compelling point of difference

Relevant and Real

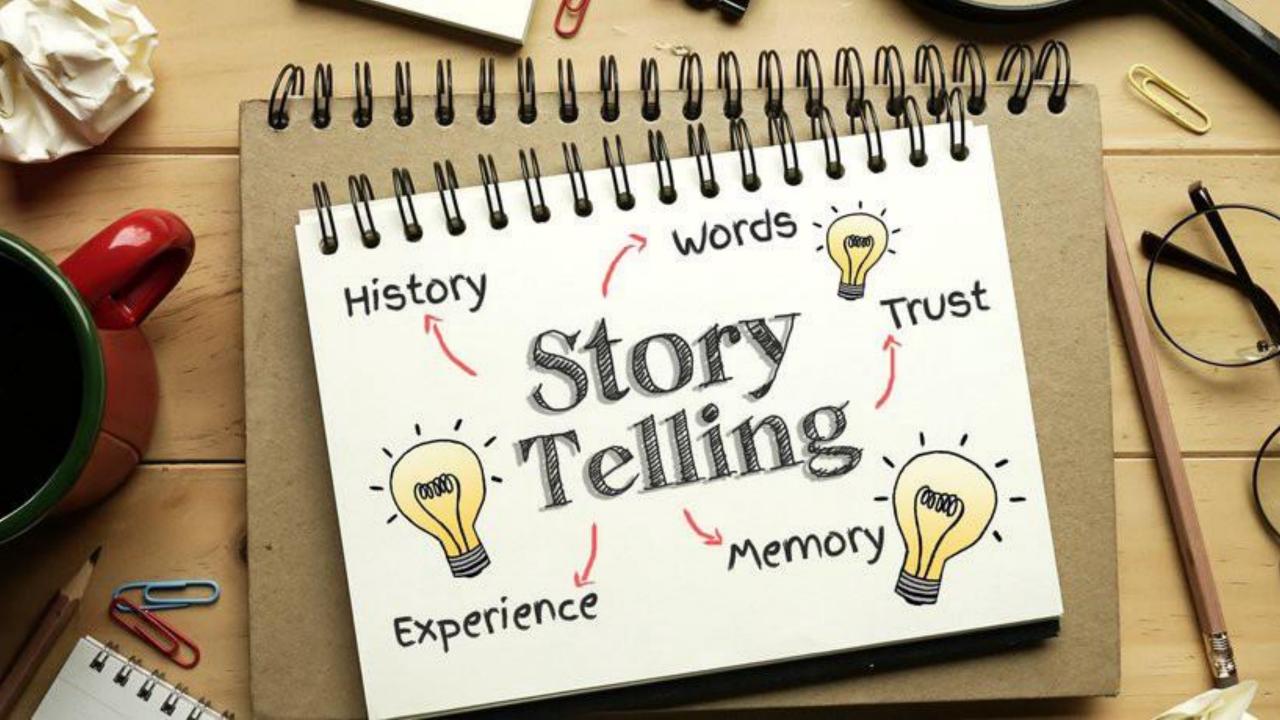


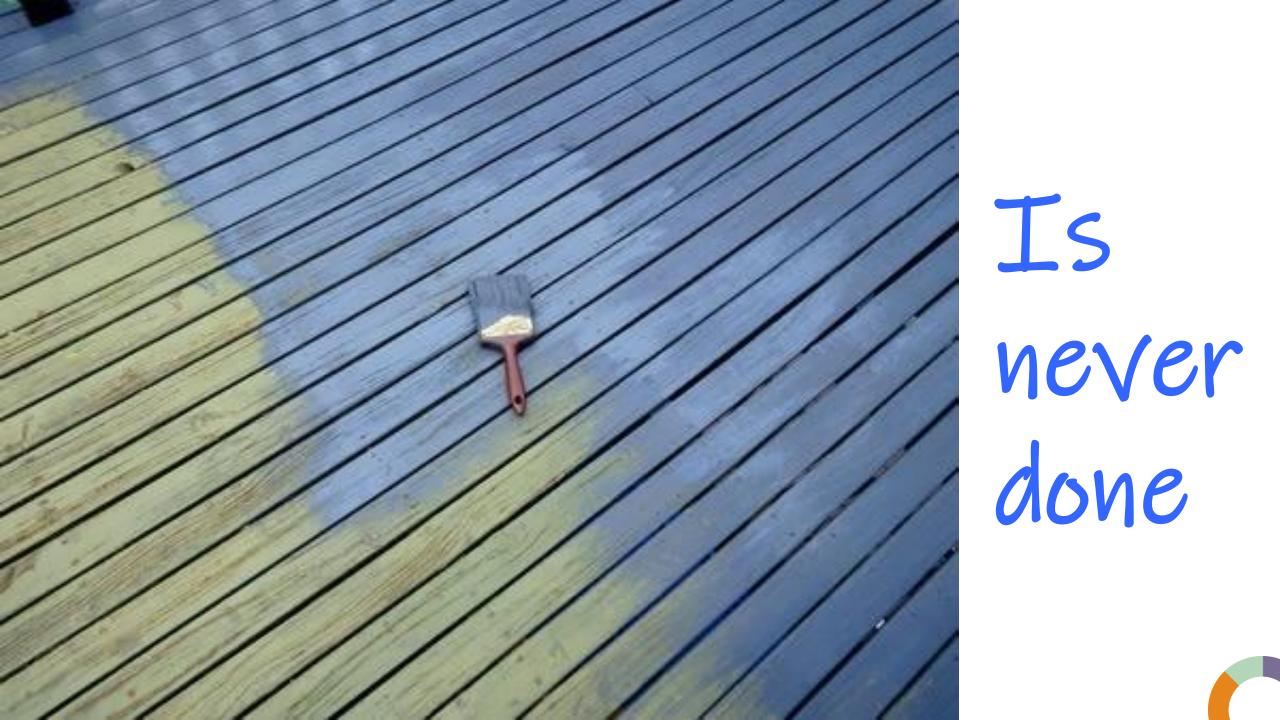
YOUR CULTURE IS YOUR BRAND

-Tony Hsieh, Zappos

Culture & Community

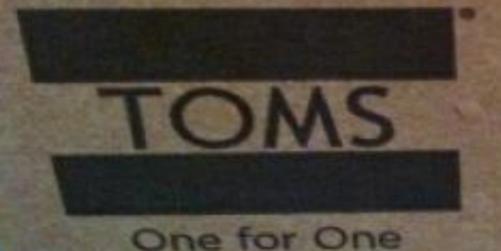
VERSE BRAND STRATEGY.COM





MAKES A PROMISE & KEEPS IT

SEANGE



With every pair you purchase, TOMS will help give sight to a person in need. One for One."

Experience has only just started at Orientation



OUR AUDIENCE

Attitude	Millennials	Gen Z
PERSONAL VALUES	Focused on the here and now	Future focused
	Optimists	Realists
	Waiting to be discovered	Ready to work for success
MEDIA CONSUMPTION	Scan text. Focus on headlines and bullet points	Think, communicate, and consume information through images
TECHNOLOGY ADOPTION	Tech Savvy: Happy with two screens open at once	Tech Innate: Love five screens at once
	Communicate with text	Communicate with images
	Curators and Sharers	Creators and Collaborators

THE BAD NEWS - THEY HAVE AN 8-SECOND ATTENTION SPAN



The Most Common Student Personas



Box Checkers

Just need a degree to check a box for a job or promotion.

Academic Wanderers

They love school, but don't know what they want to do with it.

2nd Chancers

College for them is another shot at success. This time, they're determined to do it right.

Good Soldiers

Are living someone else's dream or just doing what's expected of them.

Golden Ticket Chasers

College is success and success is college. The degree is the end.

The ROI Set

Return on investment is the most important thing.



Socializers

They party all the time, party all the time, party all the ... you get it.

The Great Escapers

School is a way out of something, not yet a way to something.

Passionistas

Following their passion is the most important thing to them.

Scholastic Tourists

They're from elsewhere, will go back elsewhere.
They think of college like many think of a gap year.

Prestige Hounds

They want the best. Period. Elite school, elite job.

Savvy Operators

They know how the world works, make good decisions, balance their efforts.

Aspiring Academics

They want to be a professor, researcher or academic.

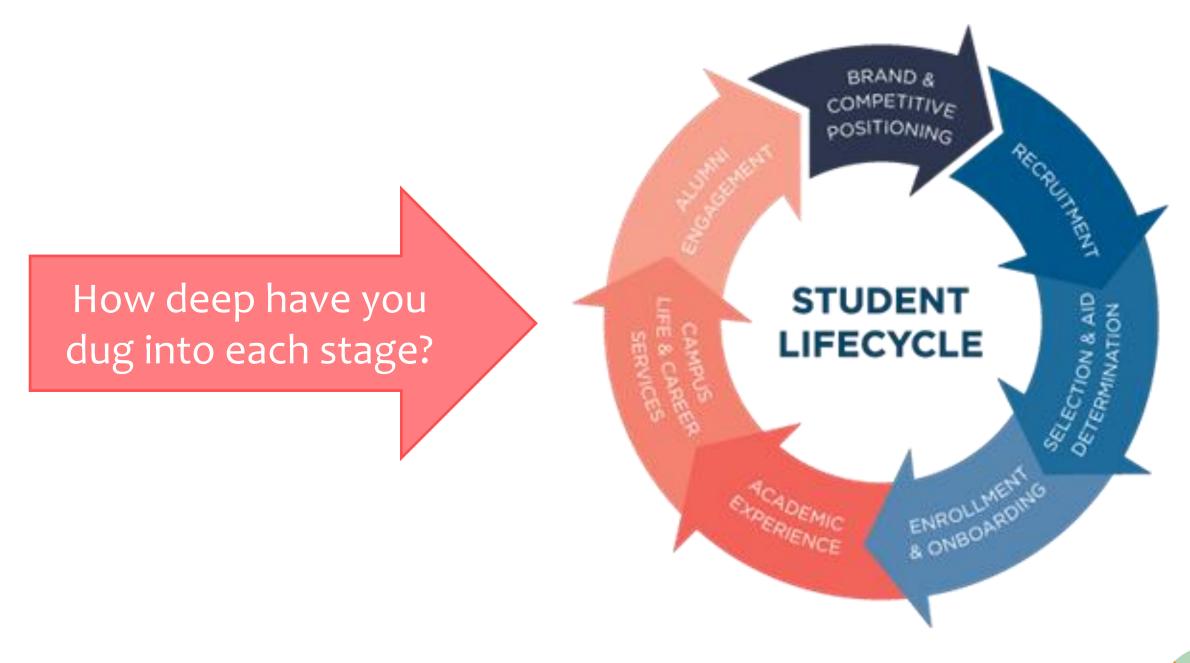
The Chairman

They're headed for the top. Hardworking, talented and ambitious.



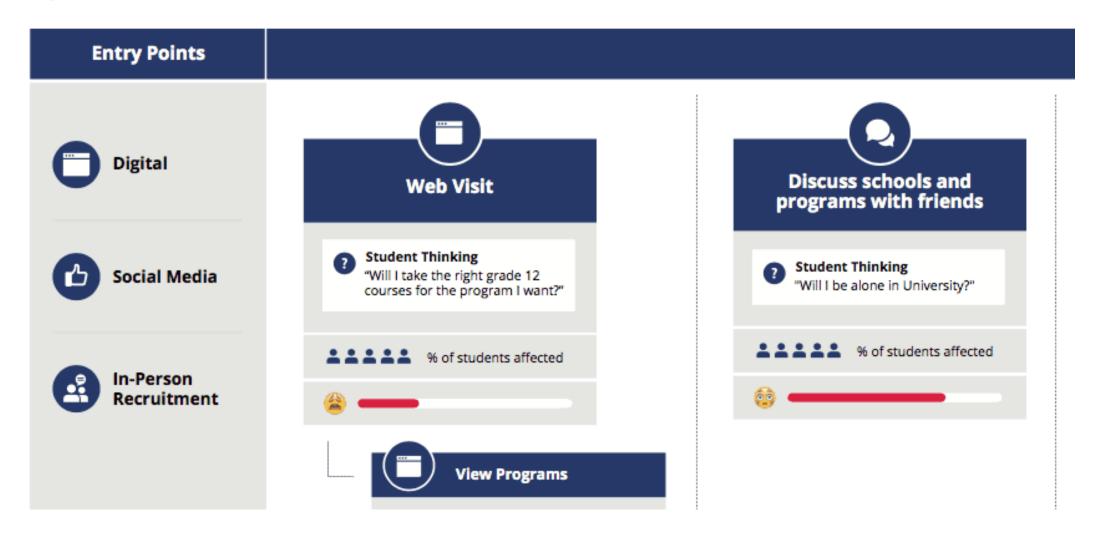
Brought to you by Fidelis Education.

STUDENT LIFECYCLE





Undergraduate Prospective Student



What does the 'Current Student' Maps look like?

What does your 1st Year Experience Look Like?

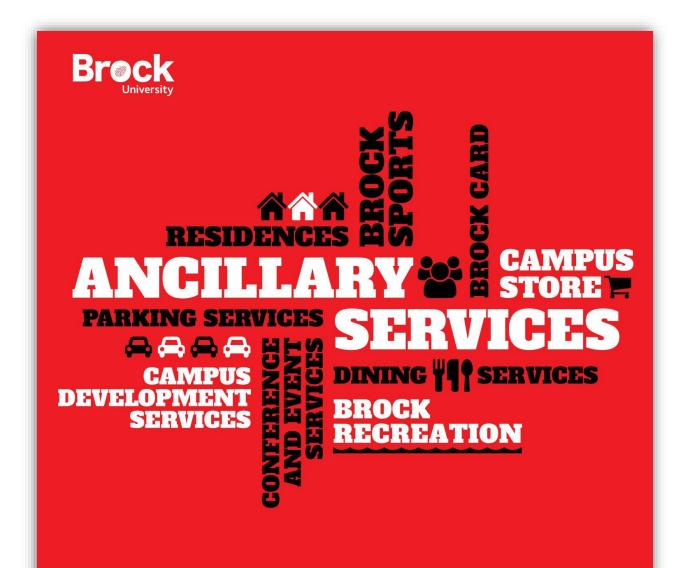
- As many as 1/3 of students think about leaving after the 1st year
 - Social engagement and anxioty, financial planning, time management, academic expectations and new environment attribute to less than ideal experience
- If year goes well, students are set up for successful study and future careers
- If they struggle or become disengaged they can under-perform or just drop out completely
- A good 1st year carries on across the rest of the lifecycle
- What is the "Brand" doing to support a comprehensive, integrated and co-ordinated effort?



Percentage of students who feel "X" once a week or more

- Sad: 35%
- Hopeless: 21%
- Overwhelmed: 49%
- Anxious: 54%





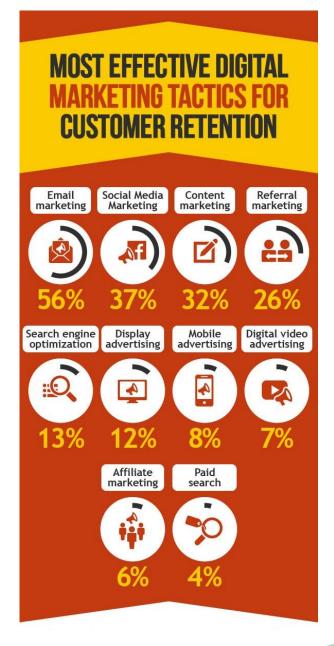
Ancillary Services

STRATEGIC PLAN 2018-23

How integrated and aligned are **Ancillary and other Student Focused** Services?

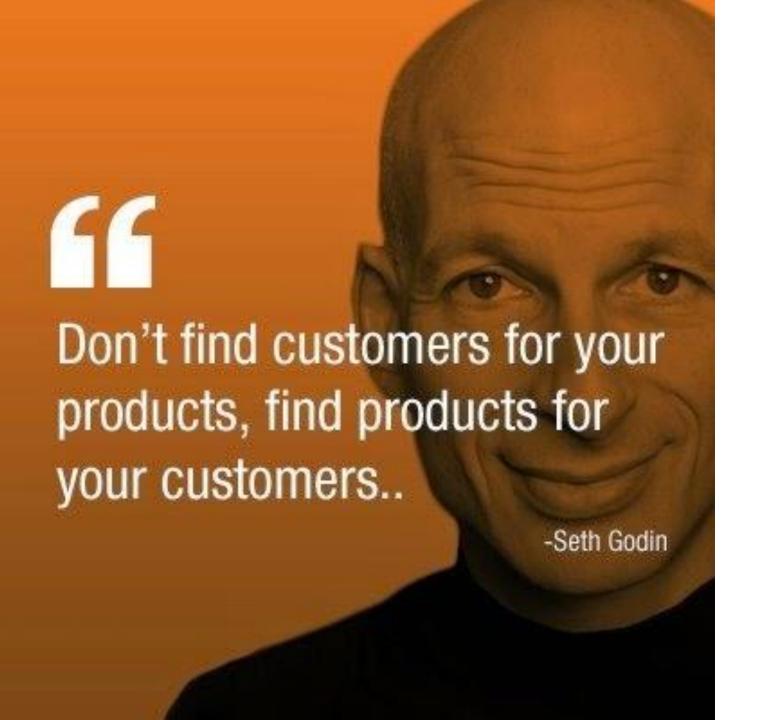
Have you found the right tools?

- UoW found that email & social media are preferred
 - Equally likely to read their emails on a mobile device or a personal computer
 - Email subject and sender lines are motivating factors for reading
 - Reading style is 'skim and scan'
 - They prefer to have links to further information
 - Social platform preferences and activity levels vary amongst different groups
- Use of multiple channels ensures they listen and retain

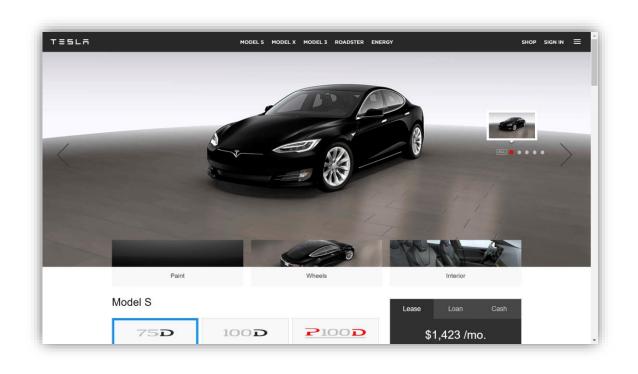




CUSTOMER CENTRICITY



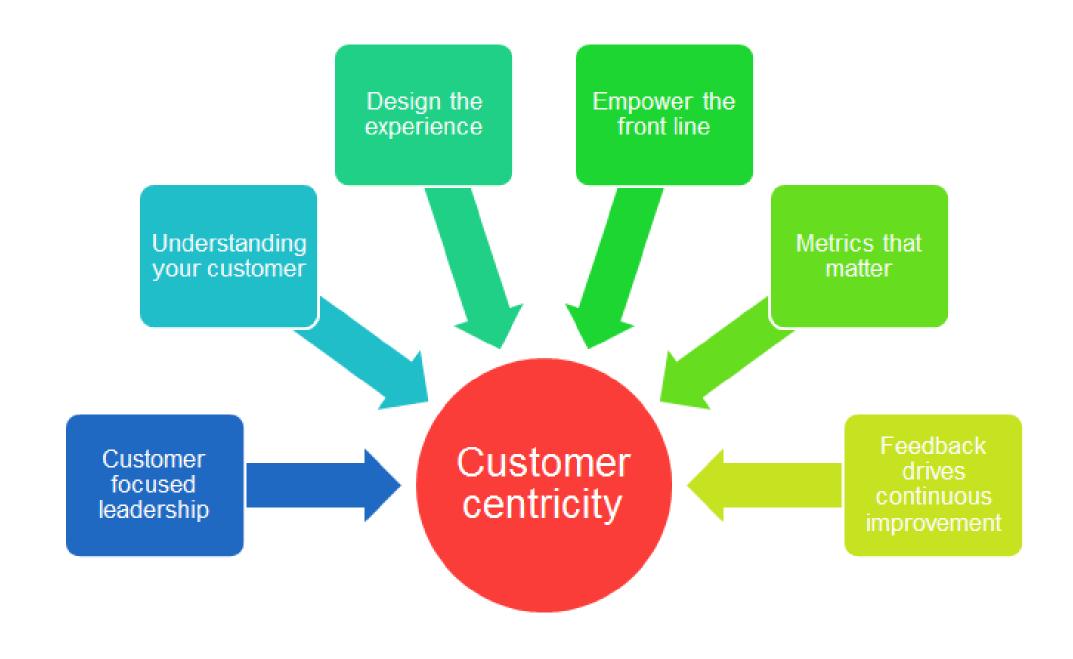
Go beyond your "program quality"

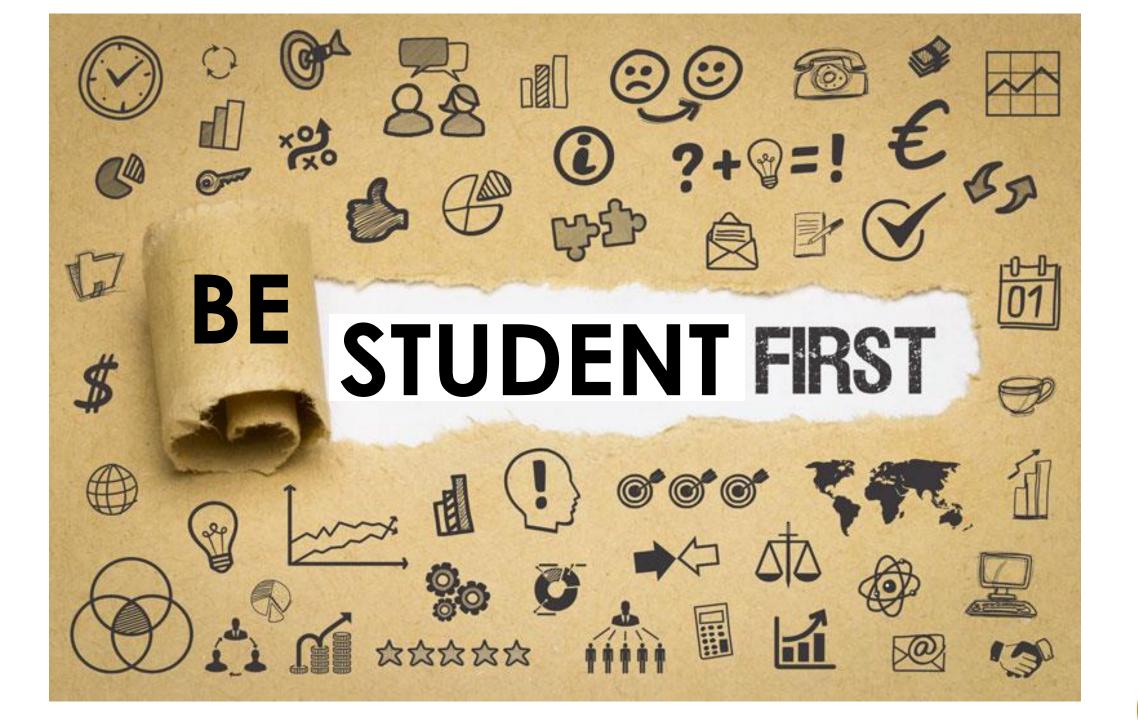










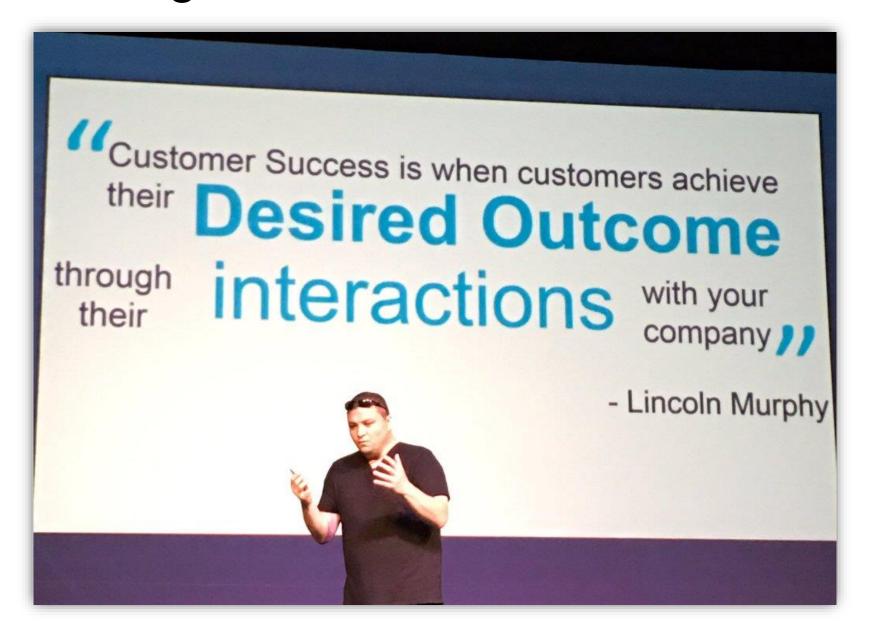


Care to share any examples of 'student centricity'?

CUSTOMER SUCCESS



Introducing.... The "Customer Success" Model







CUSTOMER SUCCESS

VS.

CUSTOMER SUPPORT

Proactively monitors customer health and behavior.

Reacts to ad-hoc issues, often in firefighting mode.

Actively manages customer lifecycle and adds ongoing value.

Primarily focused on resolving individual product issues.

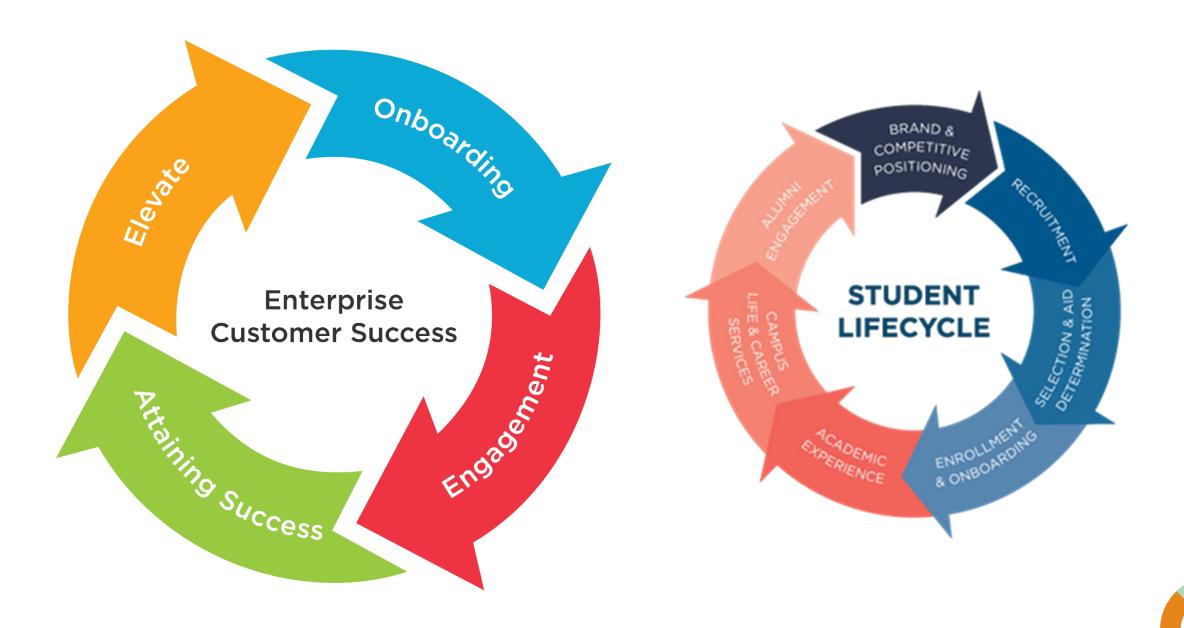
Drives strategic initiatives to maximize product adoption and advocacy.

Drives short-term tasks to address immediate requests and concerns.

Growth driver.

Cost center.

Post-Sales Customer Success Model



How do you engage, attain and elevate?





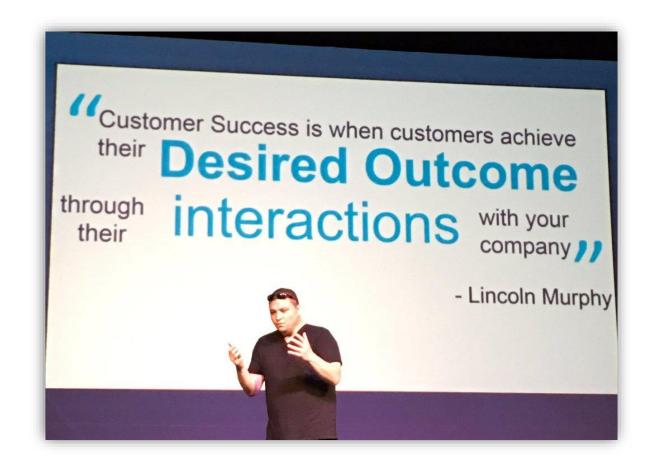






STRATEGIC ENROLMENT MANAGEMENT

Aligning Outreach with Process



SEM Definition

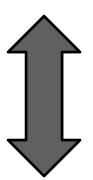
Strategic Enrollment Management is a comprehensive process designed to achieve and maintain the optimum recruitment, retention, and attainment of students where "optimum" is defined within the academic context of the institution.

Dolence

www.semworks.net

Brand

(promise)

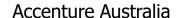


Strategic Enrolment Management



Instilling a 'success' mindset or model amplifies your SEM Plan and delivers on your brand promise





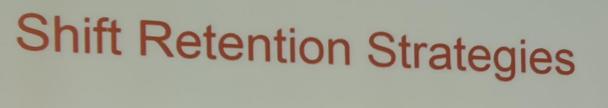
RETENTION

HOME



BY: Isabel Sagenmüller

"Once you have sold the customer, don't just walk away from the deal. The support you give to customers post-sale shows your true character as a company."



Creating the conditions for student success

Connections Commitment Integration Engagement Success



Prevention

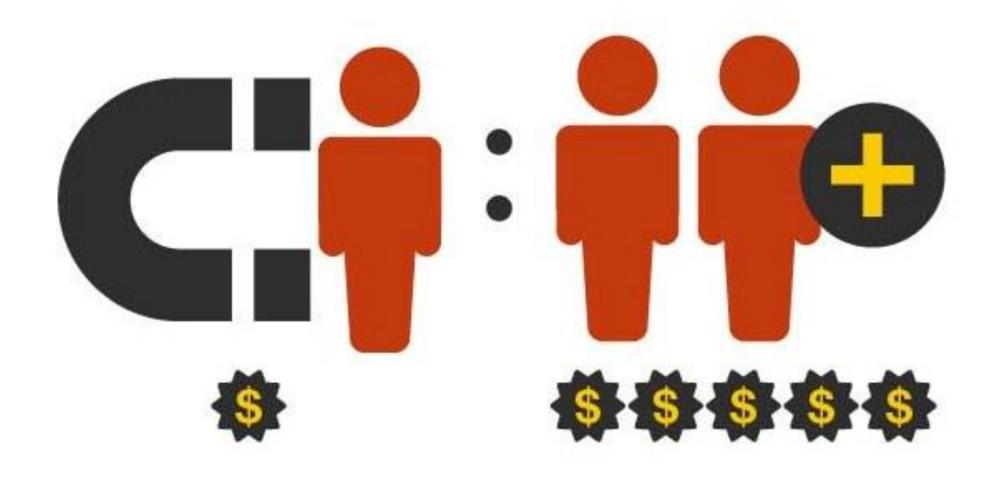


Intervention



Recovery

It costs five times as much to attract a new customer, than to keep an existing one





Branding > Customer Retention

- 1. Trust is everything
- 2. Credibility matters
- 3. First impressions are key
- 4. Social good has a positive affect
- 5. Do what you say you will do
- 6. Customer Success is critical



LOOKING AROUND



TOGETHER UNDAUNTED FOR A WORLD OF GOOD

AMBITION
COURAGE
COMPASSION

Brand Promise that supports success...

ENVIRONMENT OF OPPORTUNITY

ABILITY TO BE NIMBLE

PASSION FOR DISCOVERY

EXPANSIVE THINKING

LEADING-EDGE STUDENT EXPERIENCE

BOUNDLESS OPPORTUNITY
EXTENSIVE NETWORK
ACADEMIC EXCELLENCE
SOCIAL EMPOWERMENT &
LEADERSHIP DEVELOPMENT

OUR PUBLIC PROMISE

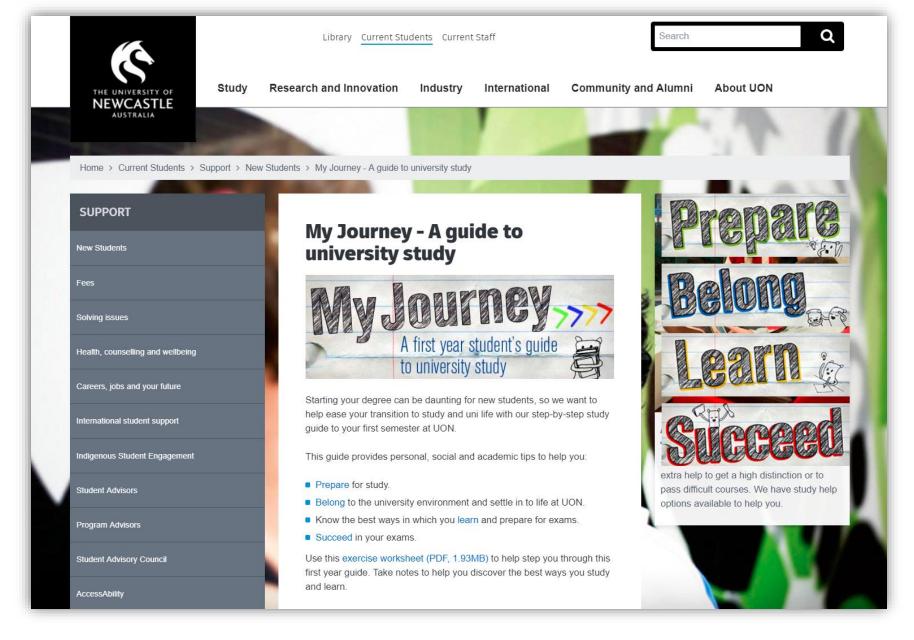
COMMUNITY ENGAGEMENT AND COLLABORATION BELIEF IN HUMAN POTENTIAL INCLUSION/SOCIAL EQUITY

PROVEN IMPACT

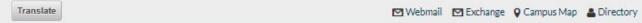
RESEARCH LEADERSHIP
GLOBAL REACH AND
INFLUENCE
IDEA TO IMPACT

INNOVATION MINDSET

SHARED ETHOS
ENTREPRENEURSHIP
INTERNATIONAL EPICENTER



It's about helping them





Search

FUTURE STUDENTS

PROGRAMS

CURRENT STUDENTS

ATHLETICS

ALUMNI

SERVICES

YOUR FIRST YEAR

> Home

CONTACT US

Brandon University 270 - 18th Street Brandon, Manitoba R7A 6A9

Voice: (204) 728-9520 Fax: (204) 726-4573 Brandon University » Your First Year

Your First Year



Participating in all the programs and services mentioned on this page will help you build a foundation of success that will support you during your first year at BU and beyond!

- 1. Attend Orientation & Welcome Week
- 2. Get Organized
- 3. Places to Know
- 4. Learning Resources
- 5. Online Resources
- 6. Have Fun
- 7. Student Opportunities
- 8. Keep the Conversation Going

Making it Relevant



ADN

ABOUT WATERLO

FAGULTIES & AGADEMIC

FFICES & SERVICES

SUPPORT WATERIO

SEARG

STUDENT SUCCESS OFFICE



Student Success home	
About Student Success	>
Students	>
Staff and faculty	>
Parents and families	>

We're here to help you succeed

We believe success looks different to everyone and there isn't one right answer. We're here to help you find your way.

The Student Success Offices provides <u>academic and personal</u> <u>development</u> services, resources for <u>international students</u>, as well as <u>study abroad and exchange</u> support. We work closely with campus partners to create a vibrant experience for students from their first days at Waterloo, right to convocation.

NOT SURE WHERE TO START?

EXPLORE OUR STUDENT SERVICES



Tweets by @UWaterlooLife

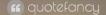


Need a hand? We've got your back Peer Success Coaches are in the Library and ready to help you make your studying more effective: ow.ly/Xmab30m6yhD

LAST WORD

Your brand is what people say about you when you're not in the room.

Jeff Bezos



There's a reason "Brand" should be ingrained in EVERYTHING

The WHOLE Institution is Responsible

- Brand is part of everything
- Supporting a Student First isn't easy > necessary
- Academic & non-academic staff need to work together quite intentionally
- Success opportunities exist across all institutional areas
 - Residence living and food services
 - Student support, campus life and personalized outreach
 - Alumni and community outreach
- Allocate resources to customer retention strategy

A GOAL WITHOUT A PLAN

- 1. Is your brand relevant?
 - Promise, people, personas & phases

- 2. Do you have a plan?
 - SEM, Journey Mapping, Customer Success, Retention Strategy, etc.
 - Are they tied to student personas

- 3. Are your plans working?
 - KPIs, tracking, quarterly reviews, etc.

BRAND + SUCCESS + SEM

STUDENT RETENTION

(and Brand Advocacy)



QUESTIONS?

sean@dashboardmarketing.ca www.dashboardmarketing.ca