



The Student Recruitment
Solutions Company

Your Digital Platform for Reaching Students

A group of five diverse students sitting on colorful wooden bleachers in a modern library or study area. They are engaged in a discussion, with some looking at laptops and others at documents. The background shows a bright, open-plan space with white railings and large windows.

Student Recruitment Marketing: A Detailed Discussion on Current Challenges, Best Practices and 2018 Trends

SEMM November 2018

About the SchoolFinder Group



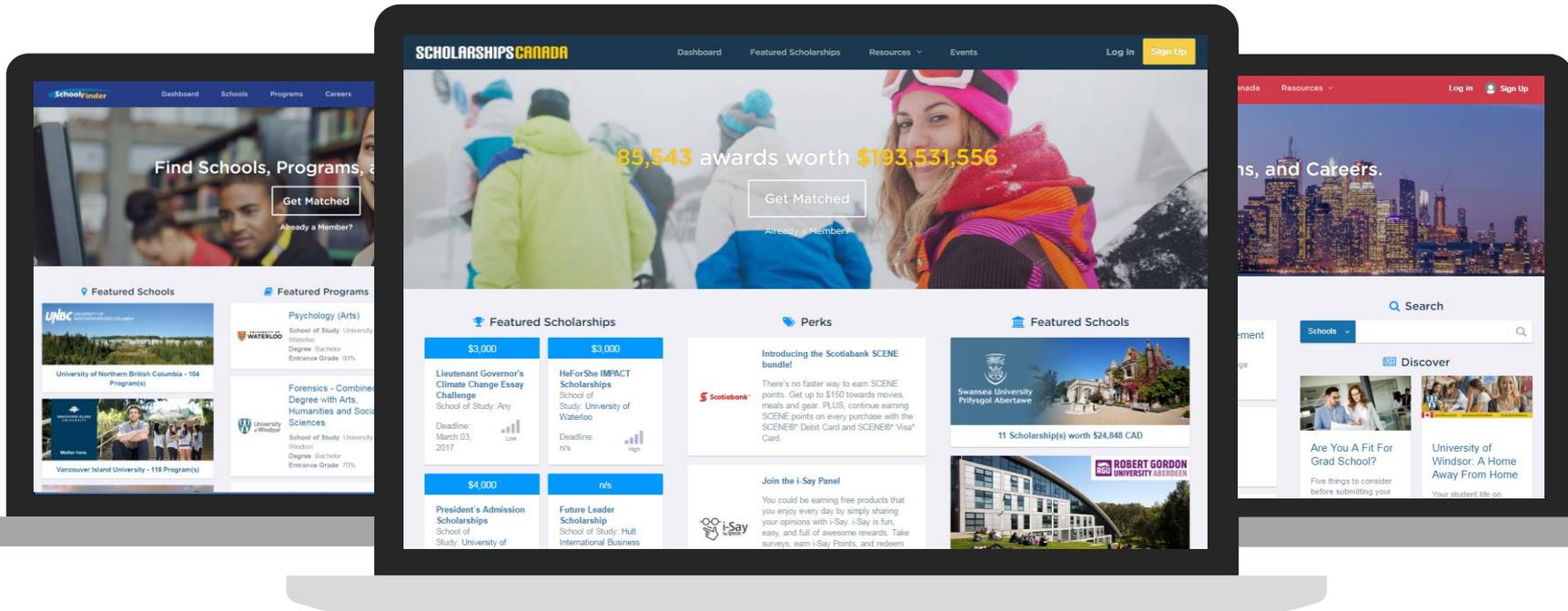
The SchoolFinder Group is **more** than a group of websites; we are your **digital platform** for reaching students. Through opt-in lead generation, email marketing, content marketing and other advertising tools, we make it **easy to market** to the **students** you are looking for.

Our passion for helping students find schools and scholarships has allowed us to develop a community of **over 1.4 million** students, parents and counsellors. With **over 20 years of industry experience** working with hundreds of institutions and organizations worldwide, we are the experts in online marketing and recruitment.

Partnerships with leading education publications, industry associations and the higher education community allow us to spread our message across Canada, and around the world.



SchoolFinder Group Key Platforms



SCHOLARSHIPS CANADA.com



Student Recruitment Marketing

Student Recruitment Marketing: A Detailed Discussion on Current Challenges, Best Practices and 2018 Trends

Get into the mindset of your fellow marketers and recruiters! Based on survey results taken from professionals in the field, this workshop will examine the current challenges marketers and recruiters face in developing effective strategies, working within budget constraints, staying on top of digital trends and reaching students. This workshop will allow you to explore new concepts, develop ulterior strategies and make connections. Through practical exploration, you'll return to your work setting with new ideas to connect, collaborate, and expand your work.

Learning objectives:

- Communicate and collaborate in groups to identify effective student marketing strategies
- Discuss current challenges and develop solutions for how to address obstacles in student marketing and recruitment
- Pinpoint emerging trends and discuss how to best capitalize on them
- Identify where areas of your recruitment/marketing budget could be better spent

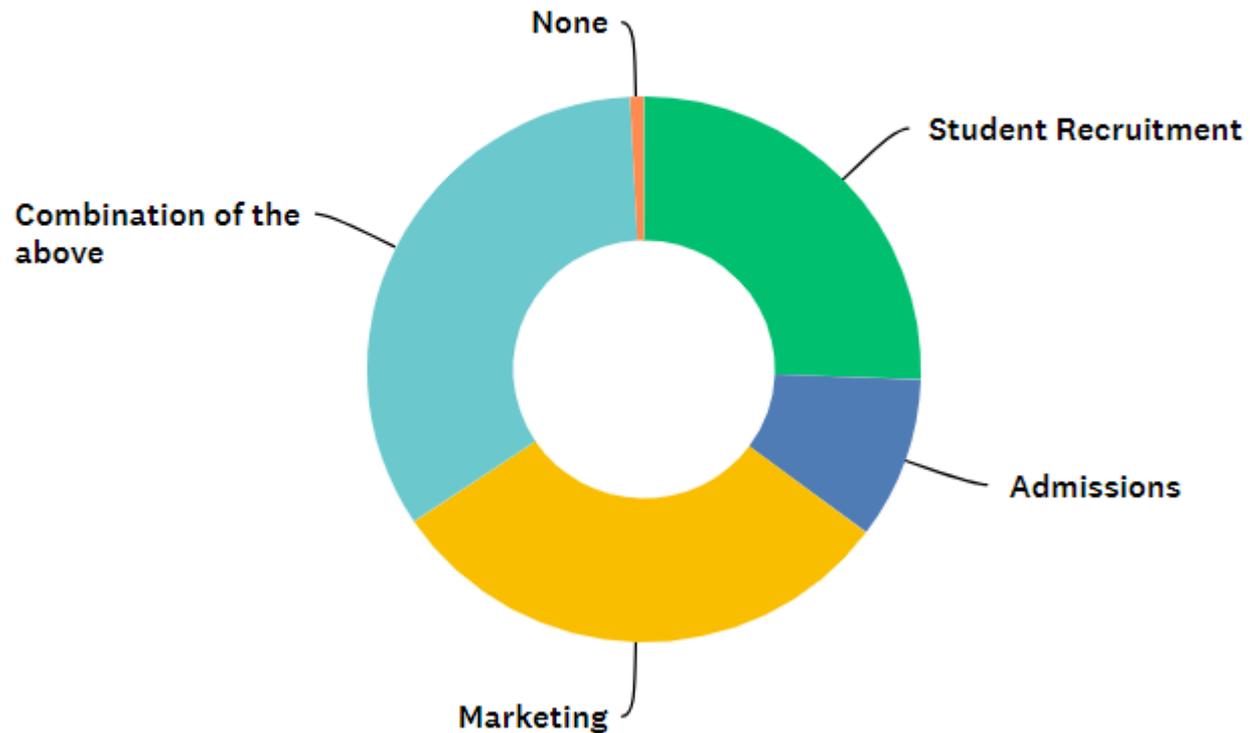
Survey Spring 2018

We surveyed 125 university, college and education recruiters, marketers and admissions professionals.

Recruitment Focus

Which area do you work in at your institution?

Answered: 125 Skipped: 0



Institution Types

What category does your institution fall under?

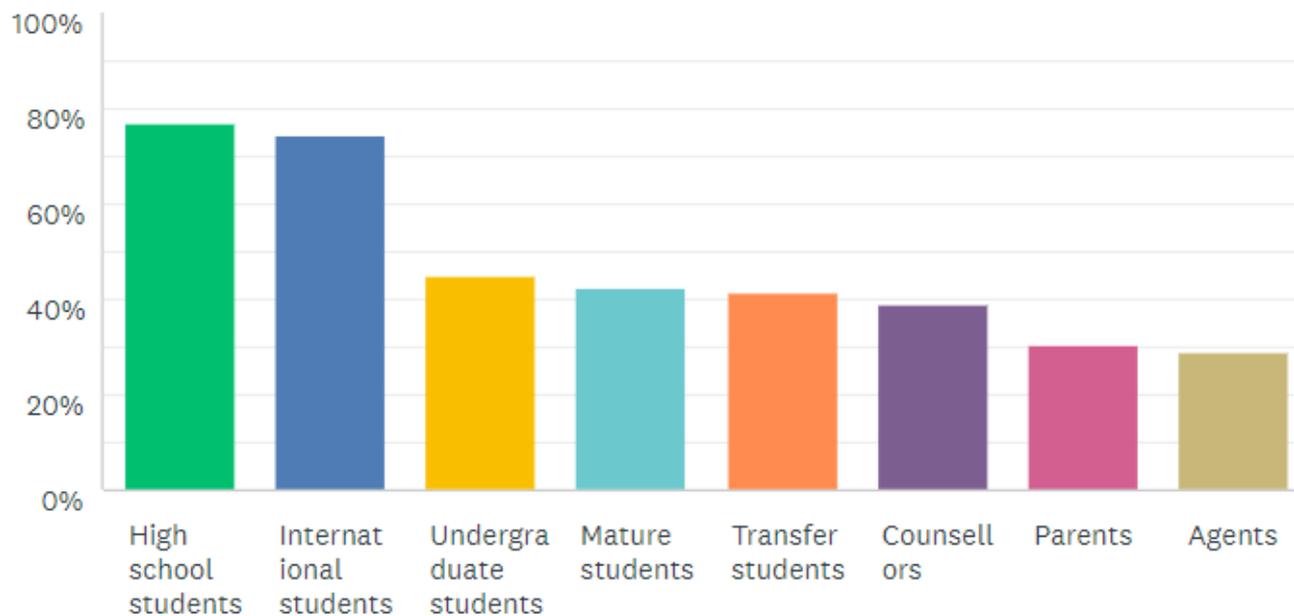
Answered: 125 Skipped: 0

ANSWER CHOICES	RESPONSES
▼ University	47.20% 59
▼ College	28.80% 36
▼ Career College	8.00% 10
▼ Graduate School	4.80% 6
▼ Language School	4.00% 5
▼ Private Secondary School	2.40% 3
▼ Business School	1.60% 2
▼ Medical School	1.60% 2
▼ Public Secondary School / District or Board	1.60% 2
▼ Education School	0.00% 0
▼ Law School	0.00% 0
▼ Dental School	0.00% 0
TOTAL	125

Target Segments

Which of these groups do you have a specific recruitment marketing strategy for? Please select all that apply:

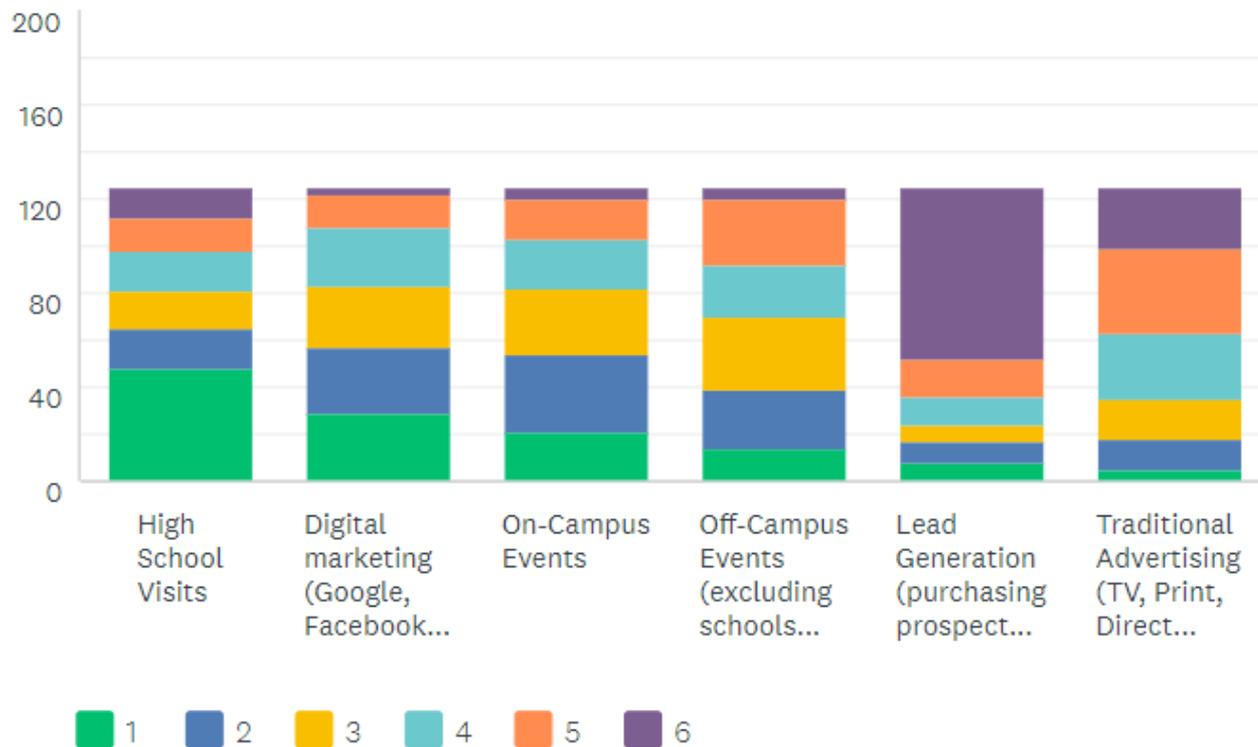
Answered: 125 Skipped: 0



Recruitment Activities

Please rank the following recruitment activities in order of institutional importance, with 1 being most important and 6 being least important:

Answered: 125 Skipped: 0



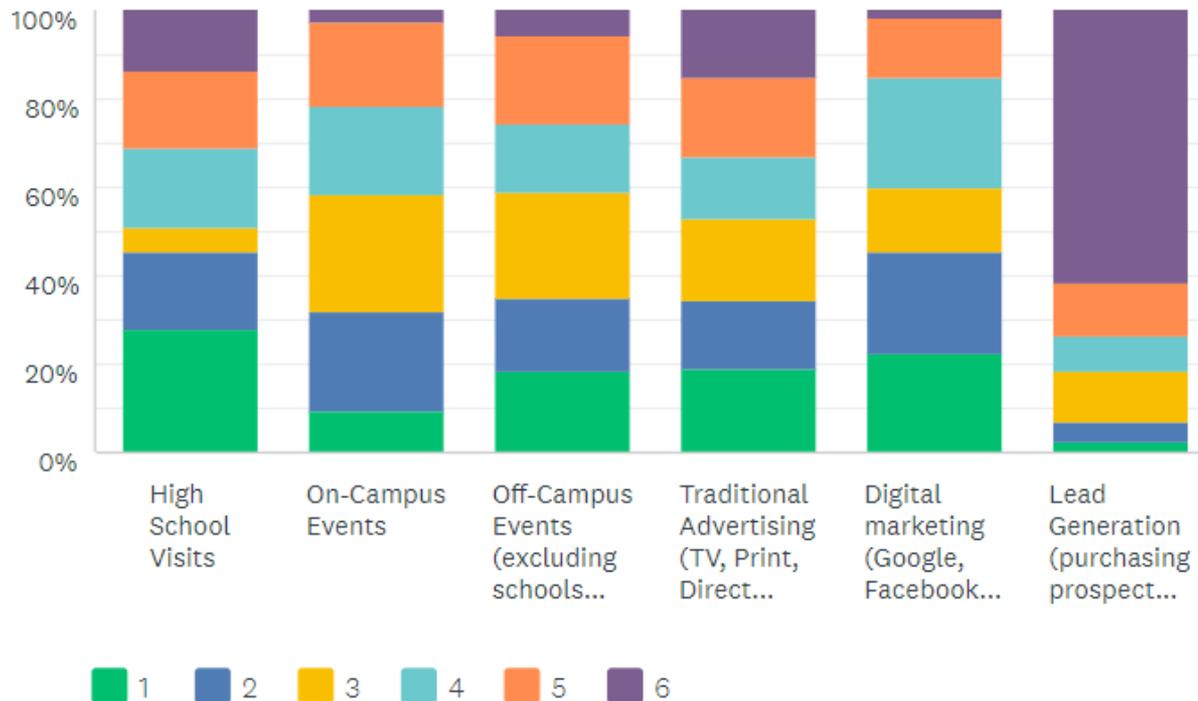
Recruitment Activities

	1	2	3	4	5	6	TOTAL
High School Visits	38.40% 48	13.60% 17	12.80% 16	13.60% 17	11.20% 14	10.40% 13	125
Digital marketing (Google, Facebook, Social, Websites, etc.)	23.20% 29	22.40% 28	20.80% 26	20.00% 25	11.20% 14	2.40% 3	125
On-Campus Events	16.80% 21	26.40% 33	22.40% 28	16.80% 21	13.60% 17	4.00% 5	125
Off-Campus Events (excluding schools visits)	11.20% 14	20.00% 25	24.80% 31	17.60% 22	22.40% 28	4.00% 5	125
Lead Generation (purchasing prospective student names)	6.40% 8	7.20% 9	5.60% 7	9.60% 12	12.80% 16	58.40% 73	125
Traditional Advertising (TV, Print, Direct Mail, Radio, Billboards, etc.)	4.00% 5	10.40% 13	13.60% 17	22.40% 28	28.80% 36	20.80% 26	125

Recruitment Activities - \$

Please rank the following recruitment activities by the amount spent annually, with 1 being the largest amount spent and 6 being the least amount spent:

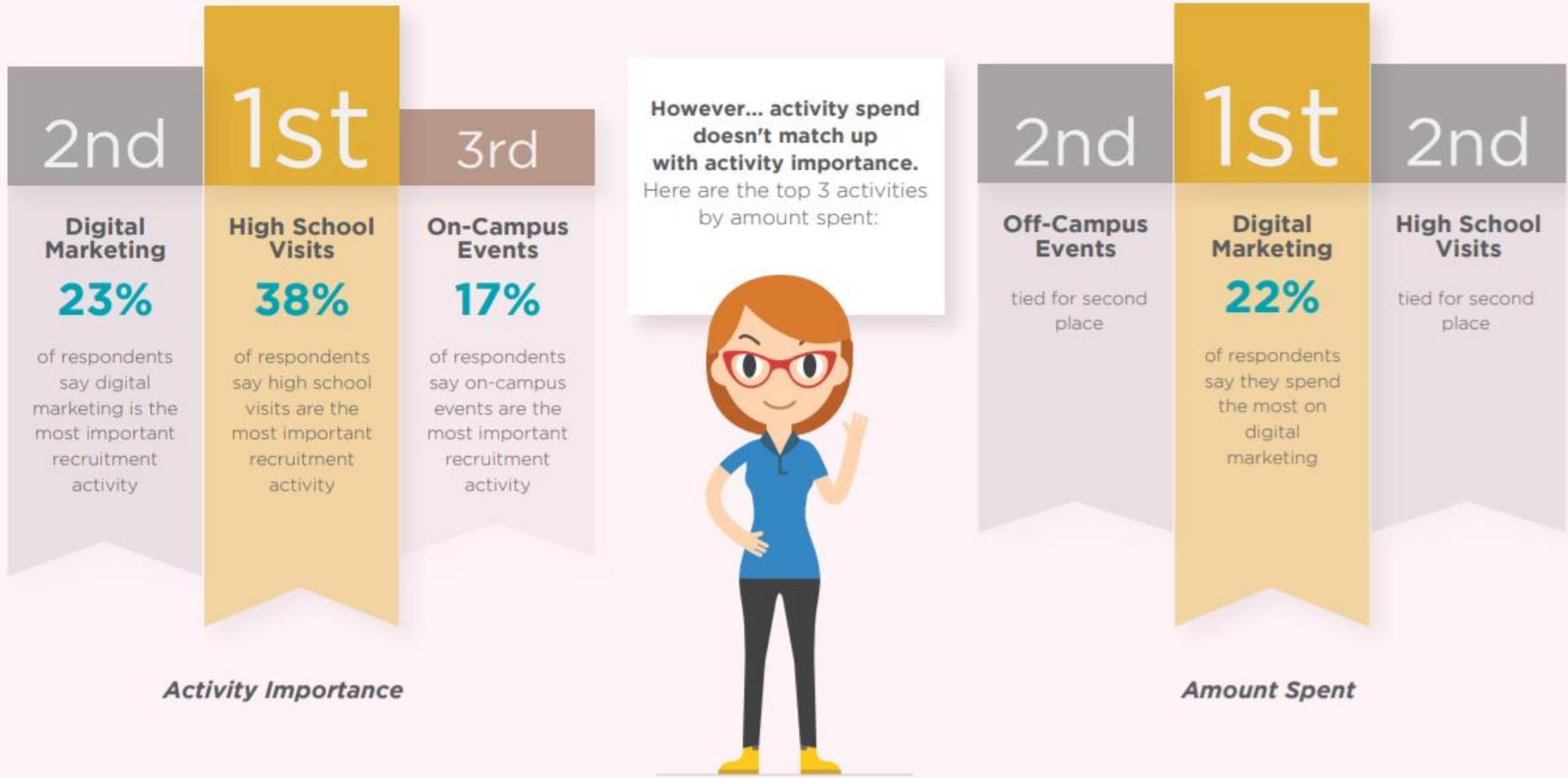
Answered: 125 Skipped: 0



Recruitment Activities - \$

	1	2	3	4	5	6	TOTAL
High School Visits	28.00% 35	17.60% 22	5.60% 7	17.60% 22	17.60% 22	13.60% 17	125
Digital marketing (Google, Facebook, Social, Websites, etc.)	22.40% 28	23.20% 29	14.40% 18	24.80% 31	13.60% 17	1.60% 2	125
Traditional Advertising (TV, Print, Direct Mail, Radio, Billboards, etc.)	19.20% 24	15.20% 19	18.40% 23	14.40% 18	17.60% 22	15.20% 19	125
Off-Campus Events (excluding schools visits)	18.40% 23	16.80% 21	24.00% 30	15.20% 19	20.00% 25	5.60% 7	125
On-Campus Events	9.60% 12	22.40% 28	26.40% 33	20.00% 25	19.20% 24	2.40% 3	125
Lead Generation (purchasing prospective student names)	2.40% 3	4.80% 6	11.20% 14	8.00% 10	12.00% 15	61.60% 77	125

Recruitment Activities Compared



Recruitment Budget Allocation

Activity	FOUR-YEAR PRIVATE INSTITUTIONS			FOUR-YEAR PUBLIC INSTITUTIONS		
	25TH PERCENTILE	MEDIAN	75TH PERCENTILE	25TH PERCENTILE	MEDIAN	75TH PERCENTILE
Traditional marketing	15%	20%	30%	11%	19%	30%
Digital marketing	5%	10%	20%	1%	6%	10%
Student search (purchased lists)	6%	10%	20%	6%	10%	20%
Website development and maintenance	0%	2%	5%	0%	1%	5%
Admissions travel	8%	12%	20%	10%	15%	20%
Admissions events	5%	10%	15%	8%	13%	19%
International recruitment	0%	2%	6%	0%	1%	5%
Transfer recruitment	1%	3%	7%	0%	3%	6%
Other	0%	0%	11%	0%	0%	22%

Regarding website development and maintenance, the low allocations may be because this activity does not come from the admissions budget.

Source: 2018 Cost of Recruiting an Undergraduate Student Report, RUFFALO NOEL LEVITZ

Recruitment Budget Allocation

FIRST CONTACT SOURCE

First contacts: actual sources of inquiries and enrollees vs. budget

Respondents were asked to provide their approximate percentage of sources for their inquiries and enrolled students from a list of 10 sources.

In addition, we have compared these responses to results from another RNL report that asked enrollment managers how they allocated their budget to specific marketing and recruitment activities.³

FOUR-YEAR PRIVATE INSTITUTIONS	INQUIRIES	ENROLLED	BUDGET	FOUR-YEAR PUBLIC INSTITUTIONS	INQUIRIES	ENROLLED	BUDGET
	?	👤	\$?	👤	\$
Purchased names	32%	18%	16%	Application as first contact	12%	19%	NA*
Travel to high schools and college fairs	17%	18%	16%	Campus visit	9%	17%	15%
Application as first contact	8%	14%	NA*	Travel to high schools and college fairs	19%	16%	18%
Campus visit	7%	14%	12%	Purchased name	26%	14%	14%
Website/web form	9%	9%	4%	Test score	10%	10%	NA*
Student self-initiated inquiry (call, email, snail mail, etc.)	7%	9%	NA*	Website/web form	7%	7%	3%
Test score	5%	4%	NA*	Student self-initiated inquiry (call, email, snail mail, etc.)	5%	4%	NA*
Referral	3%	4%	NA*	Paid online ad	3%	3%	10%
Traditional advertising	4%	1%	25%	Referral	3%	2%	NA*
Paid online ad	2%	1%	16%	Traditional advertising	1%	1%	24%
Other source	8%	8%	12%	Other source	5%	6%	16%

Source: 2018 Marketing and Student Recruitment Report of Effective Practices, RUFFALO NOEL LEVITZ

Learning Objectives 1:

What segments do you target? Are you targeting aboriginal and / or transfer students?

Events figure prominently in the list of activities. Is this justified? How do you measure ROI?

Learning Objectives 1:

Compared to US institutions we spend a lot less on traditional marketing and we spend more on digital. Is this justified and how do we measure the ROI on this spend?

Purchased lists and lead generation get more budget allocation in the US. Are you purchasing names? Does this make sense?

Recruitment Costs

BENCHMARK SNAPSHOT: KEY DATA FROM PARTICIPANTS

All values are median; see the following pages for additional data by percentile groups.

Cost of recruiting...	Private Institutions	Public Institutions
A single undergraduate	\$2,357	\$536
A transfer student	\$302	\$32
An international student	\$735	\$400

Source: 2018 Cost of Recruiting an Undergraduate Student Report, RUFFALO NOEL LEVITZ

Recruitment Costs Defined

Budget components should include direct recruitment and admissions costs only, including:

- All costs incurred by the recruitment/admissions office or other offices associated with undergraduate recruiting and admissions, including recruitment marketing but excluding general institutional marketing, general website maintenance and development, and grants and/or scholarships;
- Staff salaries, prorated, for all full- or part-time employees working with undergraduate recruitment or admissions, including temporary or work-study employees and estimates of prorated salaries for supervisors who have additional responsibilities outside of undergraduate recruitment and admissions;
- Capital costs (equipment, if any);
- Supplies;
- Travel (if any);
- Recruitment publications;
- Advertising related to recruitment;
- Web and electronic communications costs related to recruitment;
- Consultant services (if any);
- CRM cost; and
- Any additional expenses related to recruitment and admissions not named.

Source: 2018 Cost of Recruiting an Undergraduate Student Report, RUFFALO NOEL LEVITZ

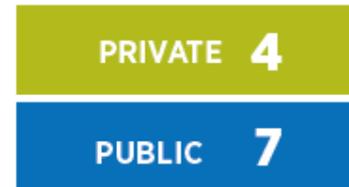
Recruitment Staffing

Staffing levels

Average number of new undergraduates enrolled per full-time-equivalent enrollment staff:



Number of FTE student employees used in student recruitment/admissions per institution:



Source: 2018 Cost of Recruiting an Undergraduate Student Report, RUFFALO NOEL LEVITZ

Recruitment Budgets

Budgets

Reported recruitment budget changes for 2017-18 compared to previous year

Decreased	No change	Increased
29% Privates	44% Privates	27% Privates
7% Publics	70% Publics	23% Publics

Top 3 marketing activities most likely to have budget increases (see page 9 for more details)

PRIVATE

-  Digital marketing
-  Transfer recruitment
-  Student search (list purchases)

PUBLIC

-  Digital marketing
-  Transfer recruitment
-  Admissions events

Source: 2018 Cost of Recruiting an Undergraduate Student Report, RUFFALO NOEL LEVITZ

Recruitment Budget Changes

Anticipated changes to activity allocations in the next 12-14 months

NOTABLE AREAS OF INCREASE

(Percentage of respondents who indicated an increase)

PRIVATE

	Digital marketing	71%
	Transfer recruitment	42%
	Student search (purchased lists)	39%
	Website development/maintenance ...	38%
	Admissions events	33%
	Traditional marketing	30%
	International recruitment	23%
	Admissions travel	21%

PUBLIC

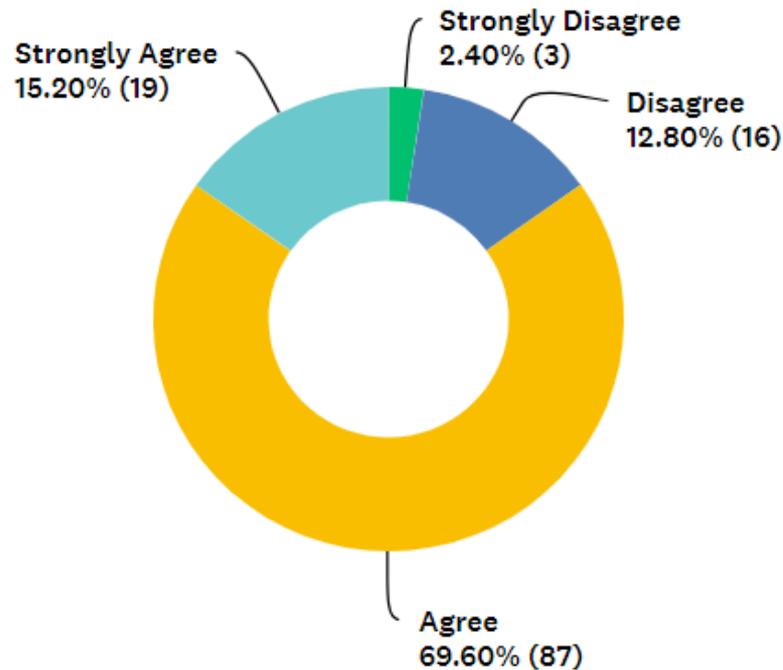
	Digital marketing	61%
	Transfer recruitment	40%
	Admissions events	36%
	Admissions travel	34%
	Website development/maintenance ...	30%
	Student search (purchased lists)	27%
	International recruitment	20%
	Traditional marketing	18%

Source: 2018 Cost of Recruiting an Undergraduate Student Report, RUFFALO NOEL LEVITZ

Digital Budget Spend

"I believe that more of our recruitment marketing budget should be spent on digital marketing."

Answered: 125 Skipped: 0



Learning Objectives 2:



Money doesn't grow on trees – nor do students!

Learning Objectives 2:

What does it cost you to recruit a student?

Was your budget this year below or above the benchmark?

FTE Students _____ X \$713 = _____

Current Budget = _____

Deficit (or surplus) = _____

Learning Objectives 2:

Was your staffing above or below the benchmark?

FTE Students / 100 = _____ Staff Members

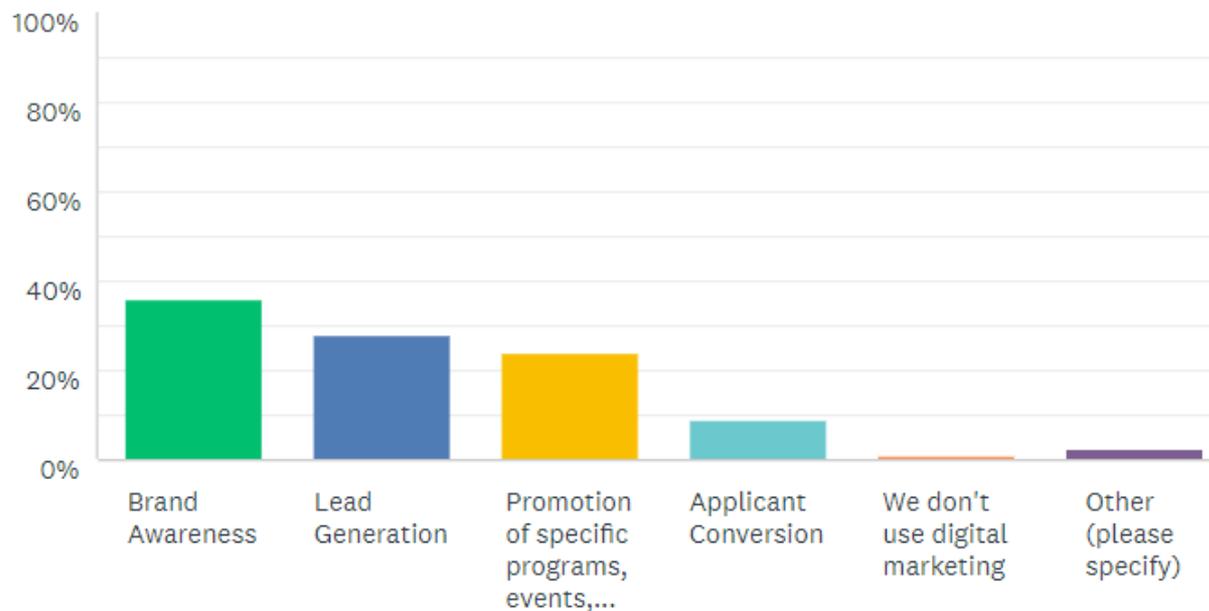
Current Staff = _____

Deficit (or surplus) = _____

Digital Marketing Objectives

What is your primary objective for incorporating digital marketing in your recruitment strategy?

Answered: 125 Skipped: 0



Trends in 2018

Most institutions seem to understand the importance of **digital marketing** in the competitive **student recruitment landscape**. We wanted to know more about what institutions are using it for, its success, and where gaps in knowledge and skills lie for those conducting digital marketing activities. **This is what we learned:**

1

Brand Awareness

is the primary use for digital marketing

Followed by

Lead Generation

2

And

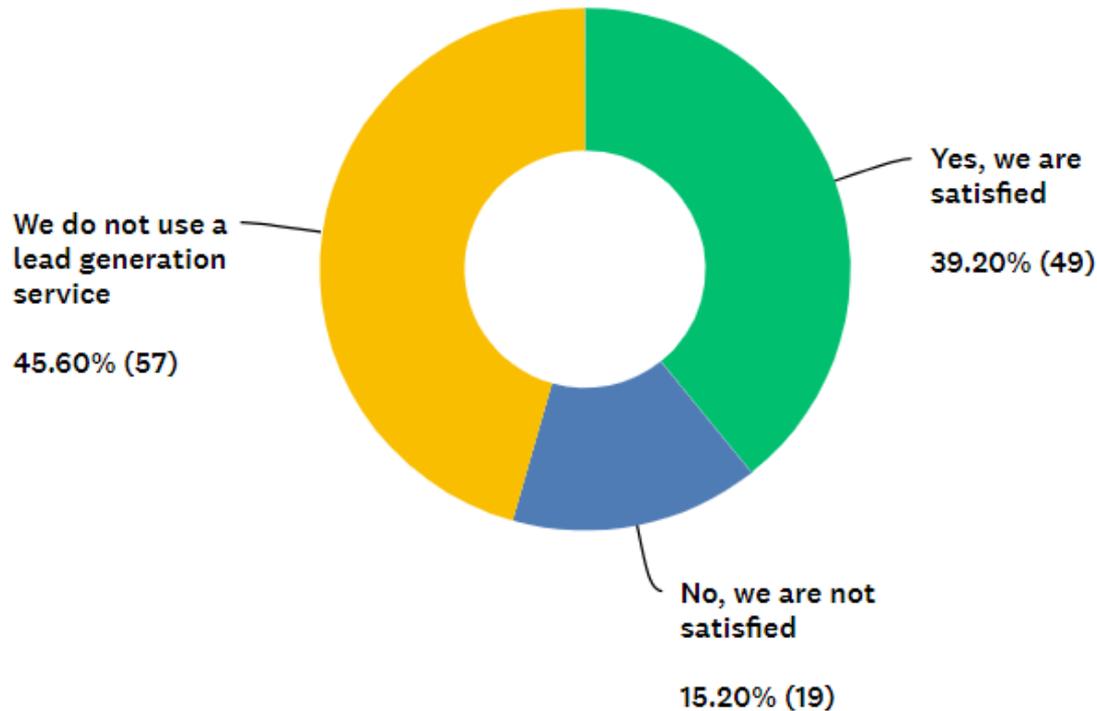
3

Promotion of Specific Programs, Events, Scholarships

Lead Gen Satisfied

If you use an online lead generation service, are you satisfied with the results you are receiving?

Answered: 125 Skipped: 0



Lead Gen Dissatisfied

Why are you not satisfied with your lead generation efforts? Please select all that apply:

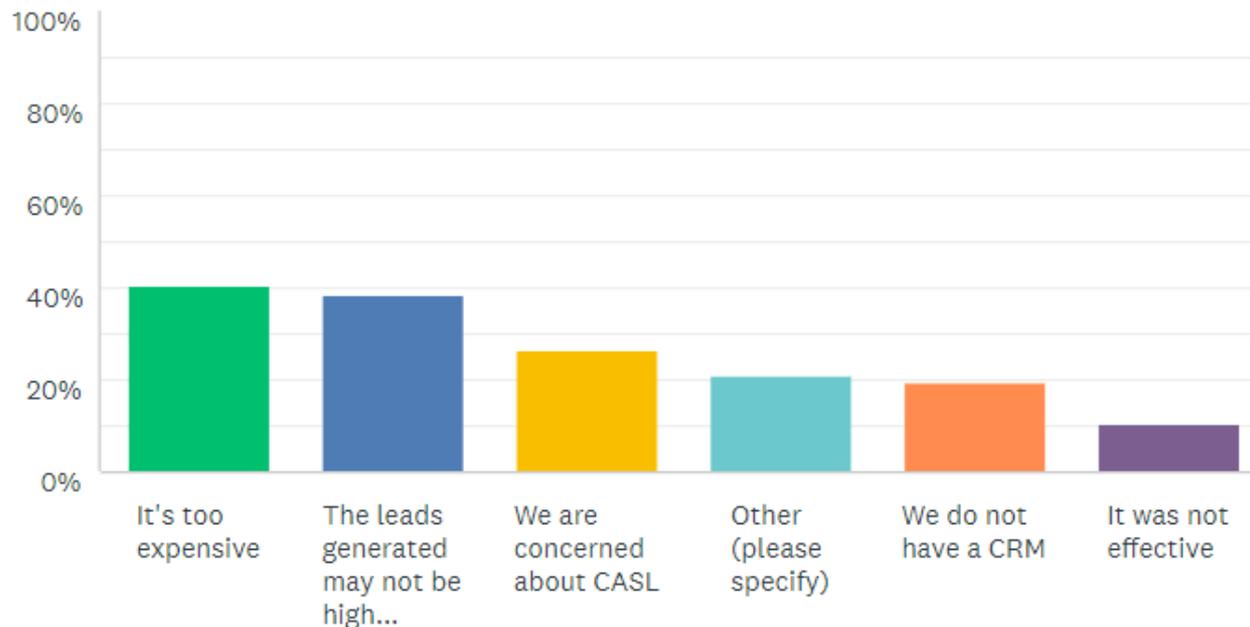
Answered: 20 Skipped: 105



Not Using Lead Gen

Why don't you use a lead generation service? Please select all that apply:

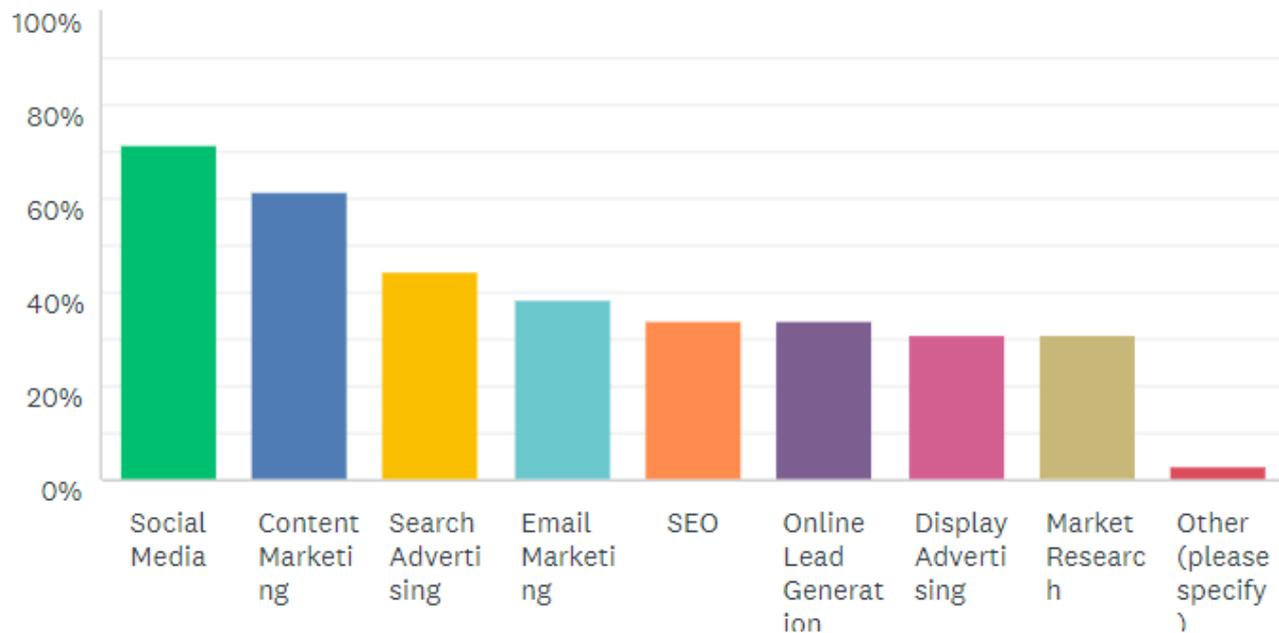
Answered: 57 Skipped: 68



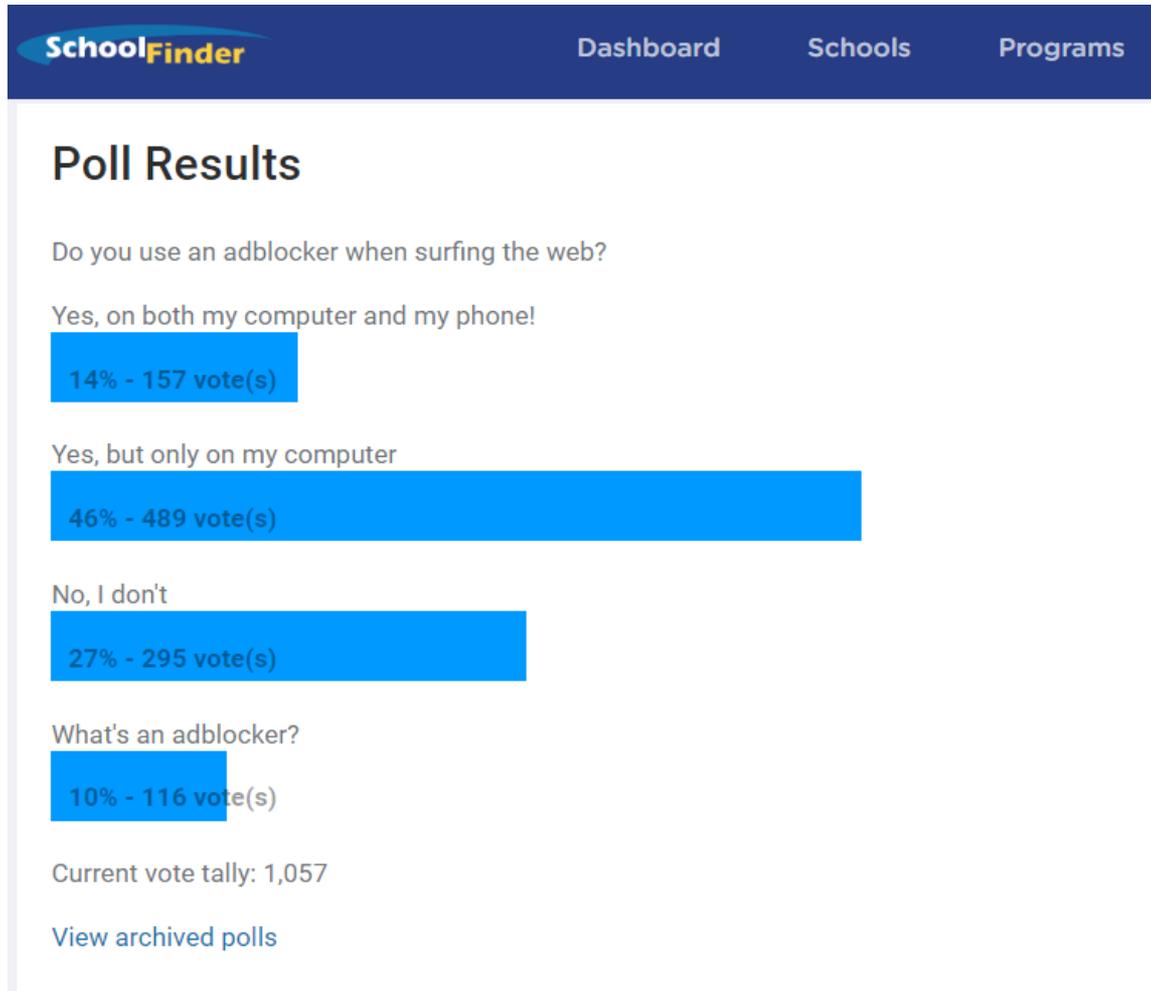
Digital Marketing Activities

Which digital marketing activities would you like to spend more of your budget on? Please select all that apply:

Answered: 106 Skipped: 19



Are Display Ads Doomed?



Digital Marketing Interests

What digital marketing strategies and tactics would you like to learn more about?

Answered: 125 Skipped: 0

Strategies Google Analytics Display Advertising Conversion Video
Results SEO Words Social Media Instagram
Marketing Specific Lead Generation Resources
Targeting Snap Chat Trends Lead Gen Facebook

Trends in 2018

What do you think are the most important recruitment marketing trends in 2018?

Answered: 125 Skipped: 0

Specific Events Recruitment Unsure Quality Brand Video
Instagram Social Media Mobile Marketing Display
Students Platforms Advertising Response SEO Facebook

Learning Objectives 3:

What are your digital marketing objectives?

Are you using lead generation? If so, how is it going? If not, why not?

Learning Objectives 3:

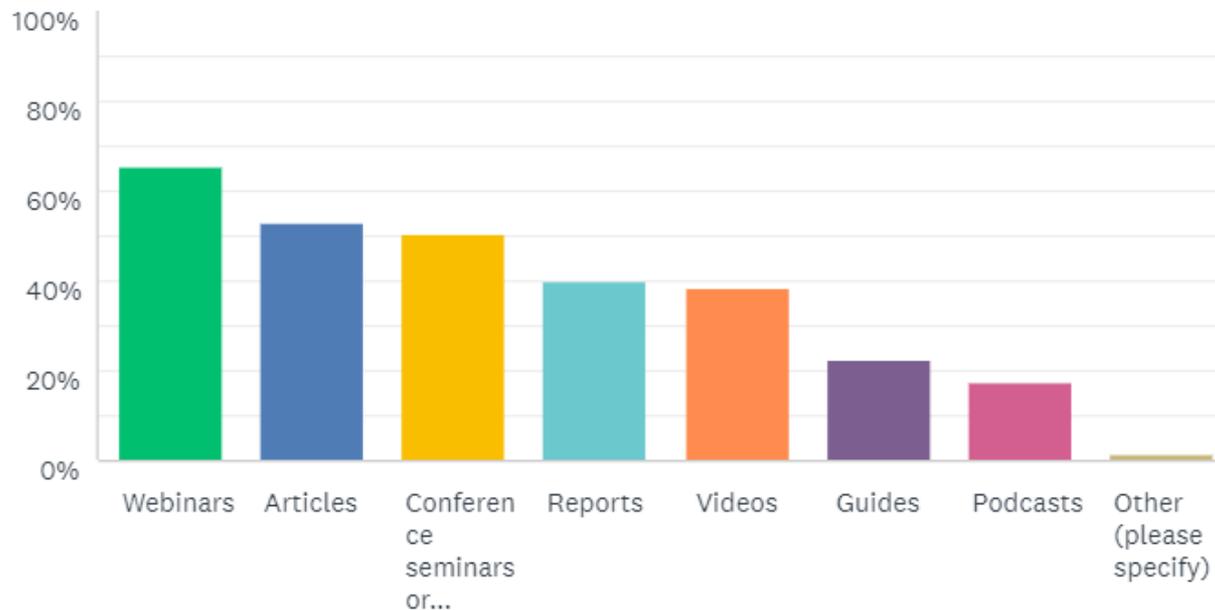
Which digital marketing activities are you using? Which would you like to use more of?

What are the trends in 2018-19?

Learning Preferences

What is your preferred method(s) to learn more about digital marketing strategies, tactics, trends, or best practices? Please select all that apply:

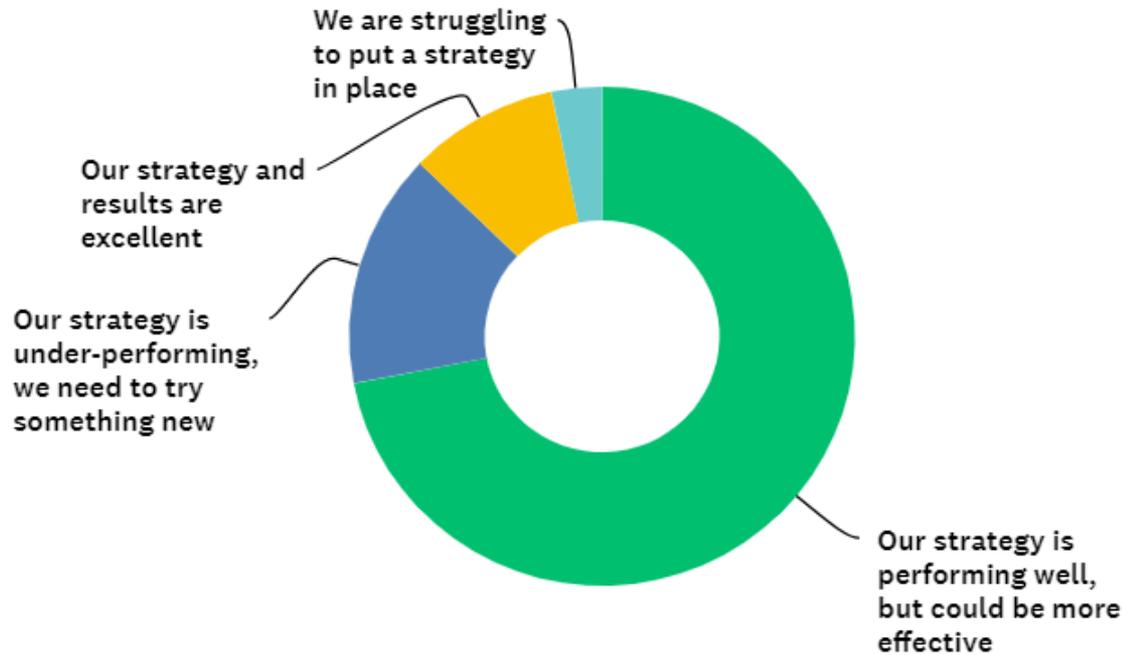
Answered: 125 Skipped: 0



Marketing Strategy Effectiveness

How effective do you think your current recruitment marketing strategy is?

Answered: 125 Skipped: 0



The Largest Challenge

What is the largest challenge you are currently faced with in your role?
Please select which statement(s) most resonates with you:

Answered: 125 Skipped: 0

ANSWER CHOICES	RESPONSES
▼ I wish I had more resources to carry out our strategy	67.20% 84
▼ I wish I felt more in-control of our recruitment marketing strategy	26.40% 33
▼ I don't feel like I am on-top of new trends in digital marketing	24.80% 31
▼ I don't feel like I am on-top of new trends in student recruitment	20.00% 25
▼ I don't have enough information through reports and analytics to succeed in my position	17.60% 22
▼ Other (please specify) Responses	16.00% 20
▼ I'm frustrated because I can't get buy-in on my ideas	13.60% 17
▼ I don't know how to get an edge on our competition	10.40% 13
▼ I don't feel like I am well-equipped with the skills I need to succeed in my position	2.40% 3
Total Respondents: 125	

Learning Objectives 4:

How effective is your recruitment marketing strategy?

What are your biggest challenges?

Thanks!



Get in Touch

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