

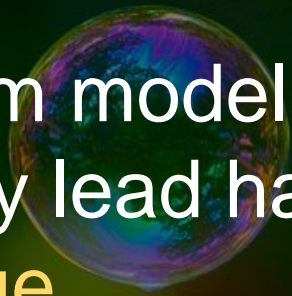
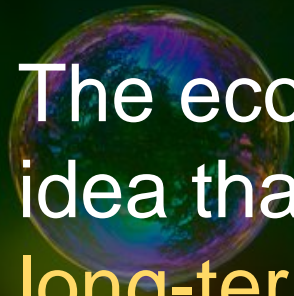
Using an Ecosystem Model to  
**MAXIMIZE** Student Enrolment

Western 





Do you ever feel like **this?**



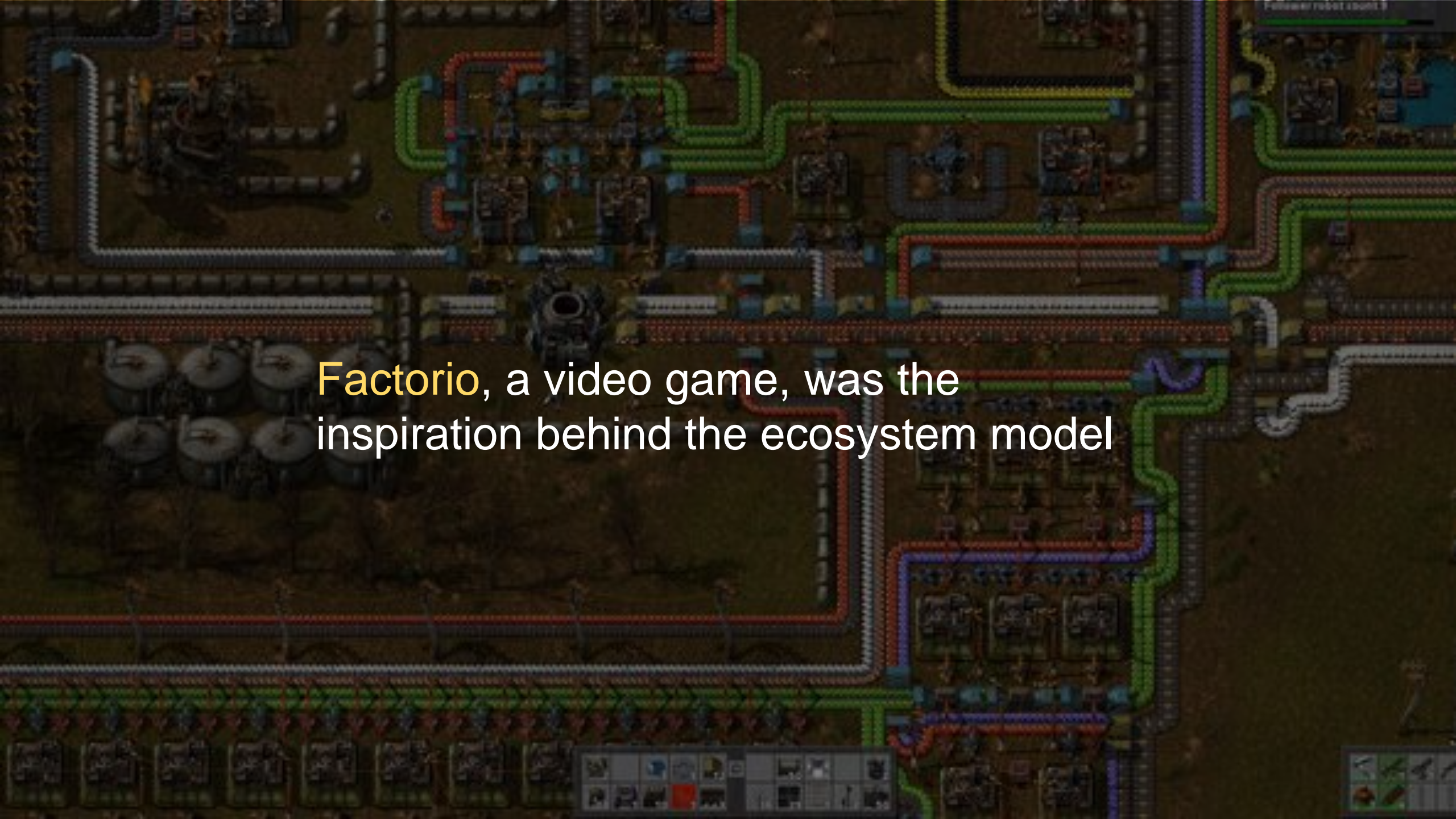
The ecosystem model is built on the idea that every lead has potential long-term value.





# project overview

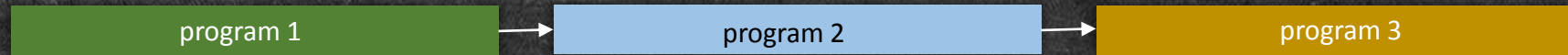


A screenshot from the video game Factorio, showing a top-down view of a complex industrial facility. The scene is filled with various machinery, conveyor belts, and a dense network of multi-colored pipes (green, red, blue, yellow, purple) that transport resources and products across the landscape. The background is a dark, textured ground. In the bottom center, there is a control panel with several icons and a red square. In the bottom right corner, there is a smaller control panel with icons for different items.

**Factorio**, a video game, was the inspiration behind the ecosystem model

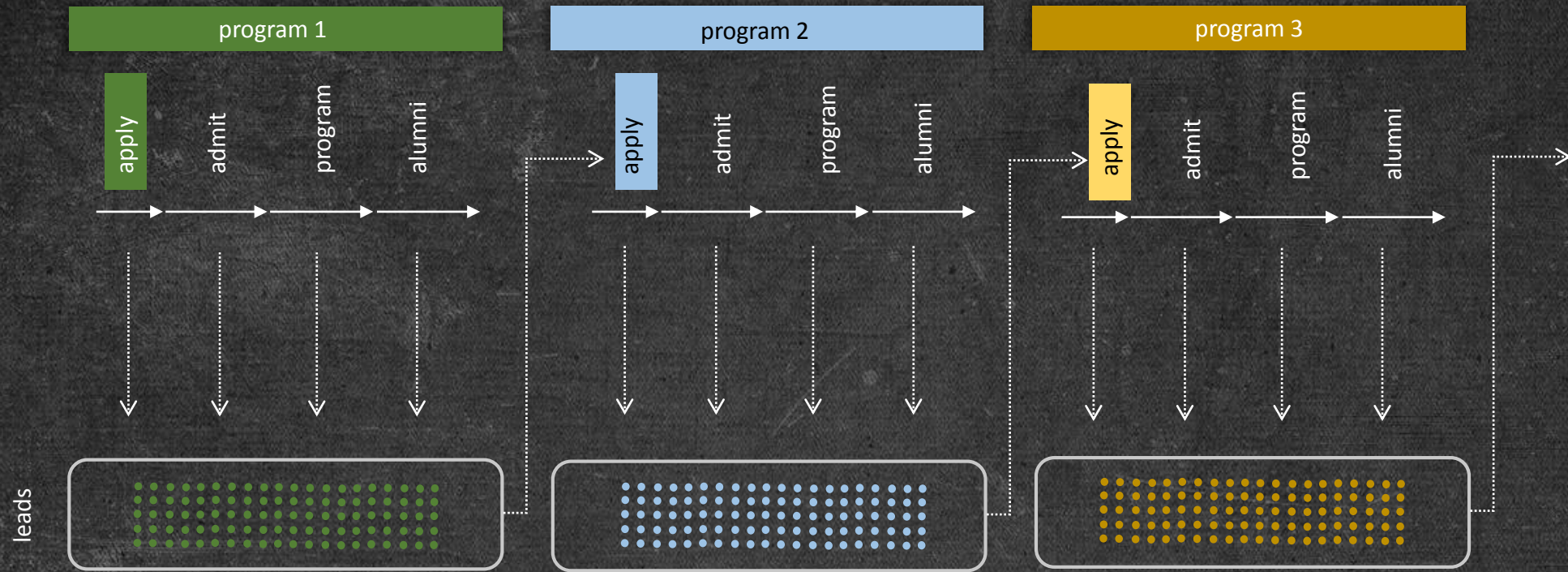


# The Simplified Model





# The Model





The background of the slide features a close-up photograph of several red flowers, likely chrysanthemums, with vibrant red petals and dark centers. The flowers are set against a dark, blurred background, creating a rich, textured appearance. The lighting highlights the individual petals, giving them a soft, almost ethereal quality.

## required

- access to enrolment data
- solid student experience
- program office cooperation
- culture of collaboration
- adequate resourcing

## benefits

- Increased applications/enrolments
- measurable – data-informed
- focus on quality – positive word of mouth
- decrease in cost/lead (recycling existing leads)
- can be implemented right away
- simple model – easy to understand

## inputs

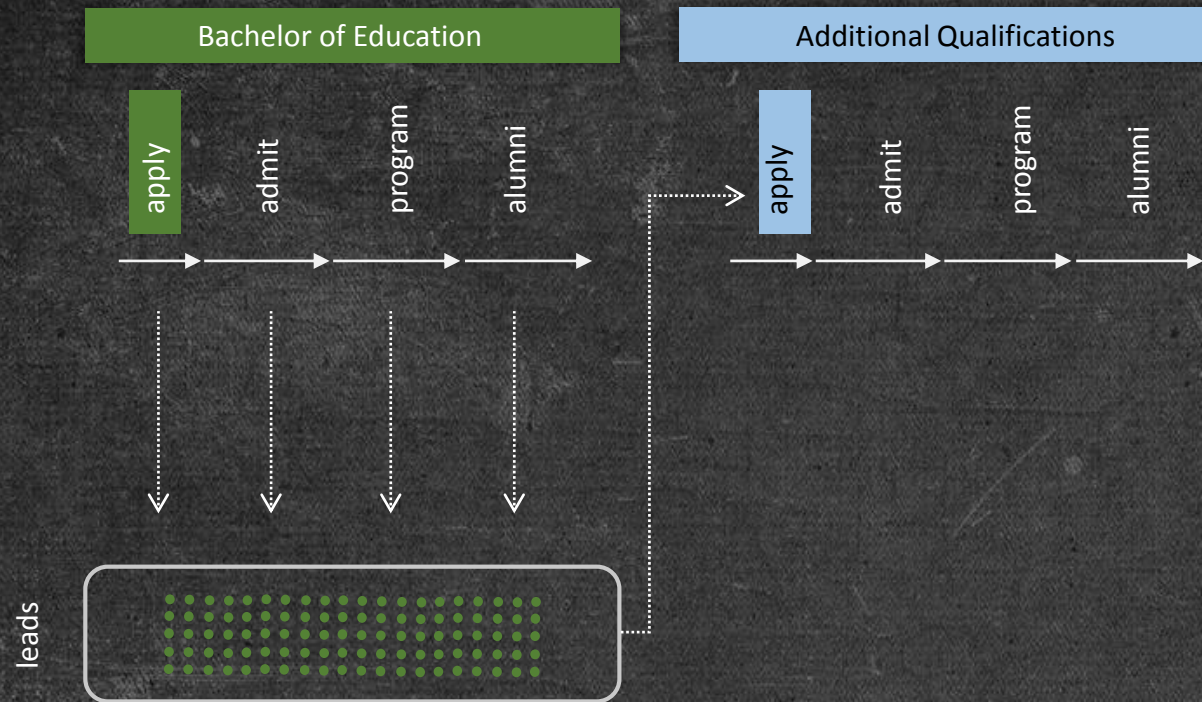
- student lists from program offices
- designed communications/ads/promotions
- communications calendar
- campaign coordination with marketing department
- key messaging

## limitations

- lead management (CRM)
- resource constraints – follow-up volume and recruiter capacity
- we control certain aspects of experience, red tape around other elements = change is difficult



# example





# results

## Additional Qualifications





# project overview





8%

of customers rated their  
experience as superior

80%

companies believed they  
were at this level

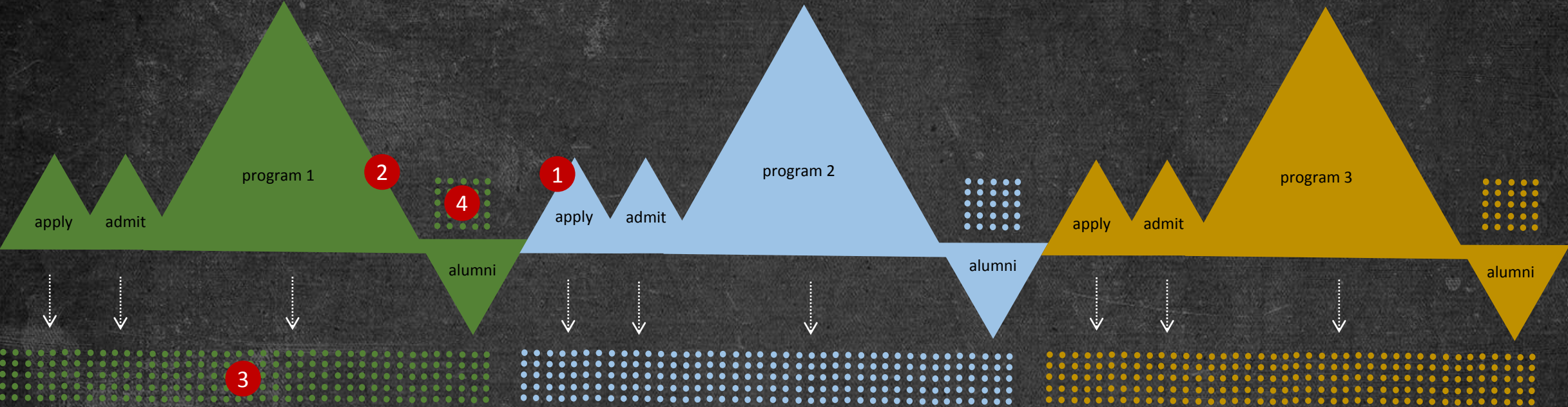
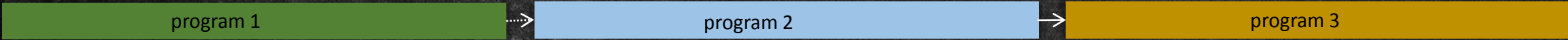
Yet turning “saying” into “doing” is hard. It’s one thing to say in your branding or above the line advertising that you make life easy for your customers, and a different thing entirely to deliver on that promise across every interaction. There’s a huge gap between potential and actual performance when it comes to experience.

Bain & Company surveyed customers of 362 companies and found that although only 8% of customers described their experiences as superior, 80% of the companies claimed to be at that level. However brilliant your brand design, positioning and purpose, what does it matter if your brand doesn’t behave as promised? It has to. Because that’s what people remember and act on.

- Jack Morton Worldwide, Oct 9, 2013

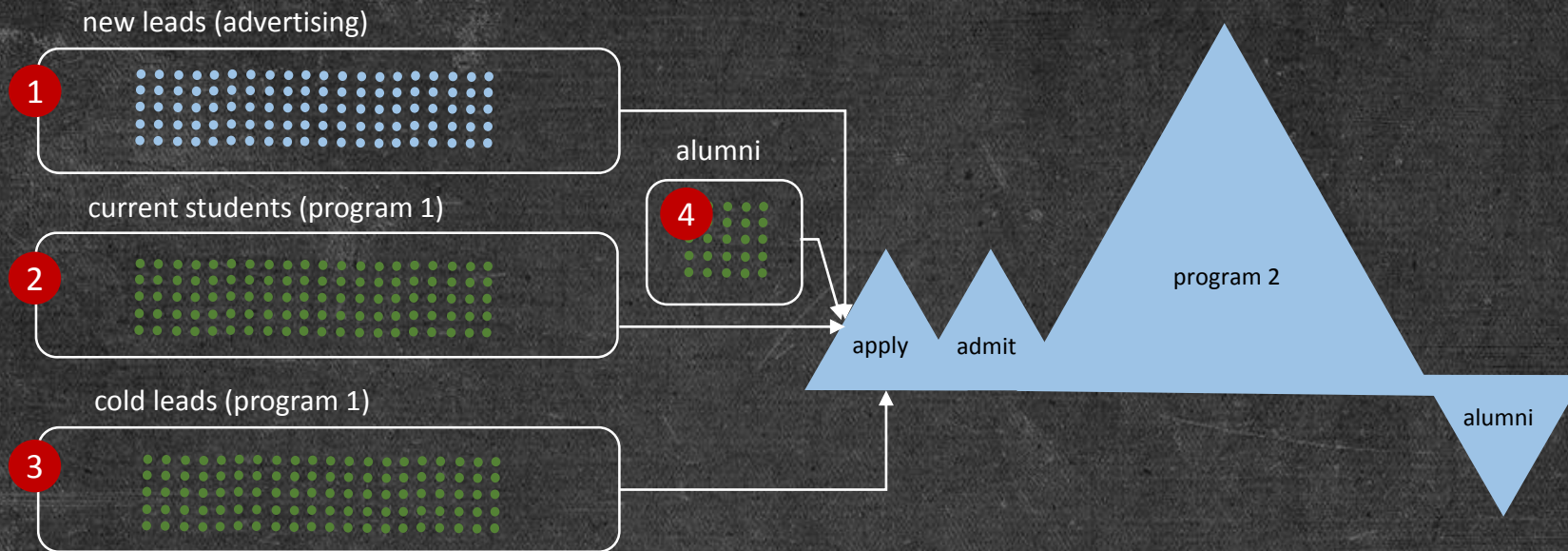


# ecosystem experience



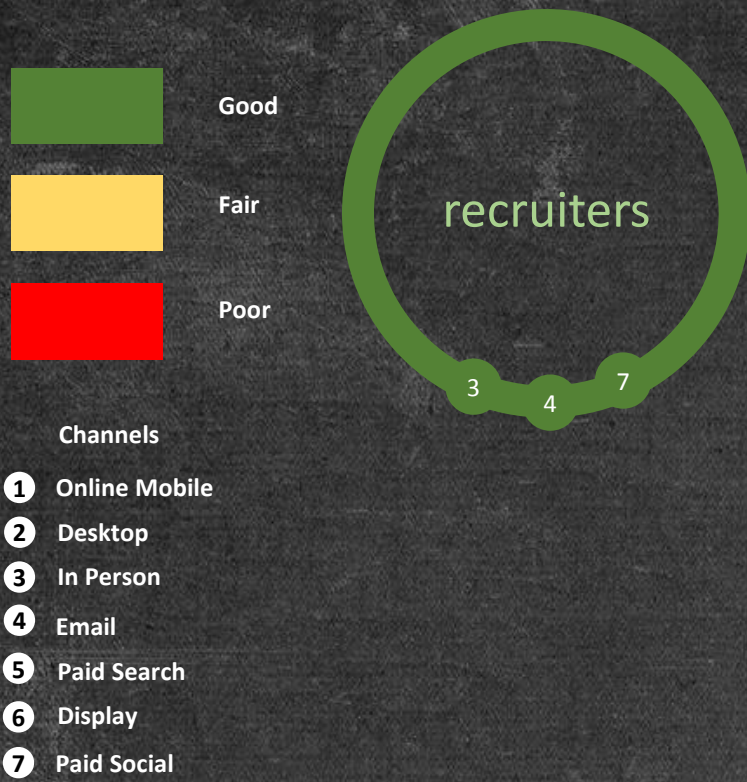


# A good experience makes the ecosystem more effective





# Touchpoint

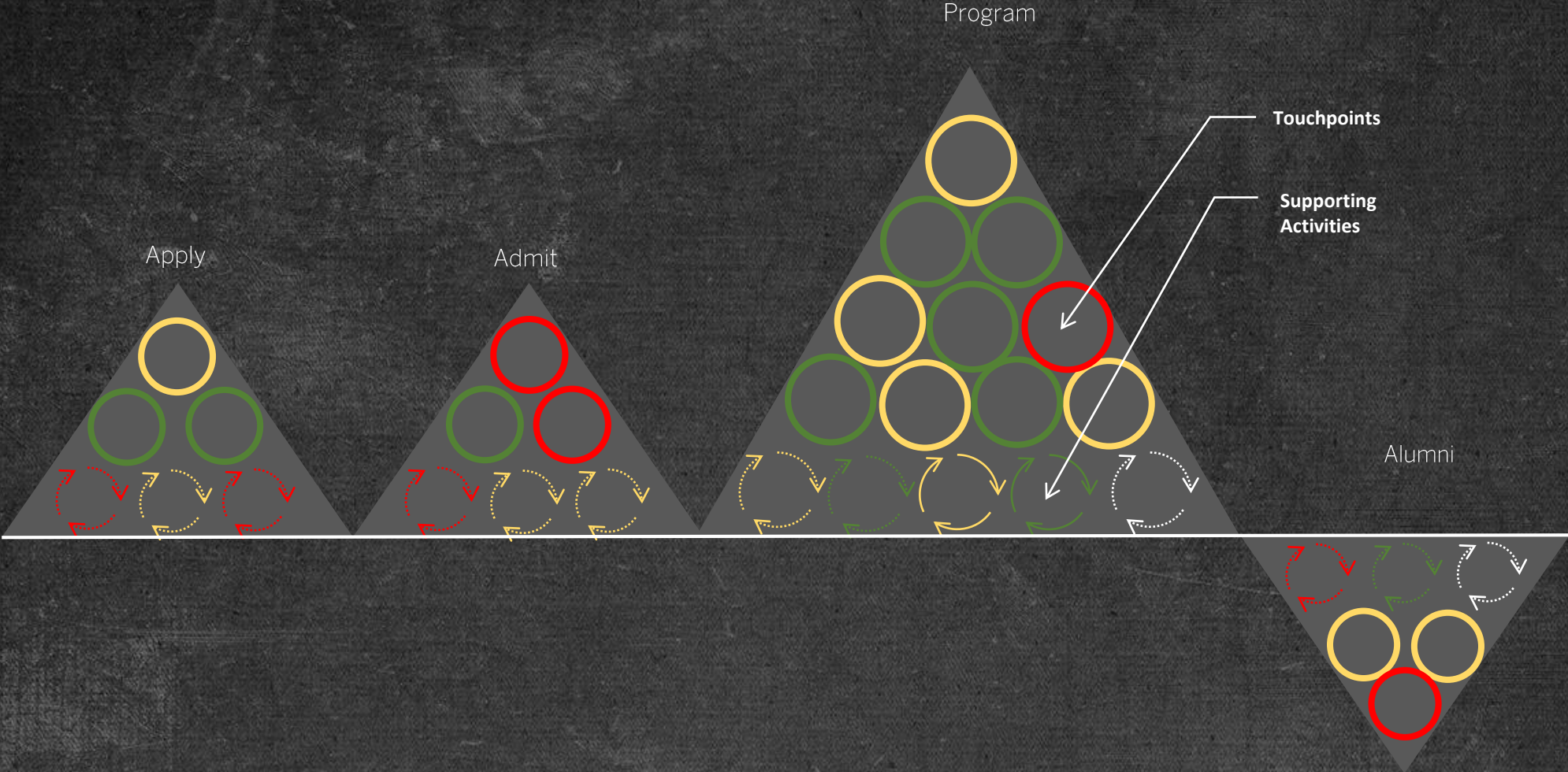


“A touchpoint is any time a potential customer or customer comes in contact with your brand—before, during, or after they purchase something from you.”

- SurveyMonkey



# Touchpoint Map





# Experience

- Channels
- 1 Online Mobile
  - 2 Desktop
  - 3 In Person
  - 4 Email
  - 5 Search
  - 6 Display
  - 7 Paid Social



“Being in an online program, I felt disconnected from the school and very much alone with my computer.”

– online student







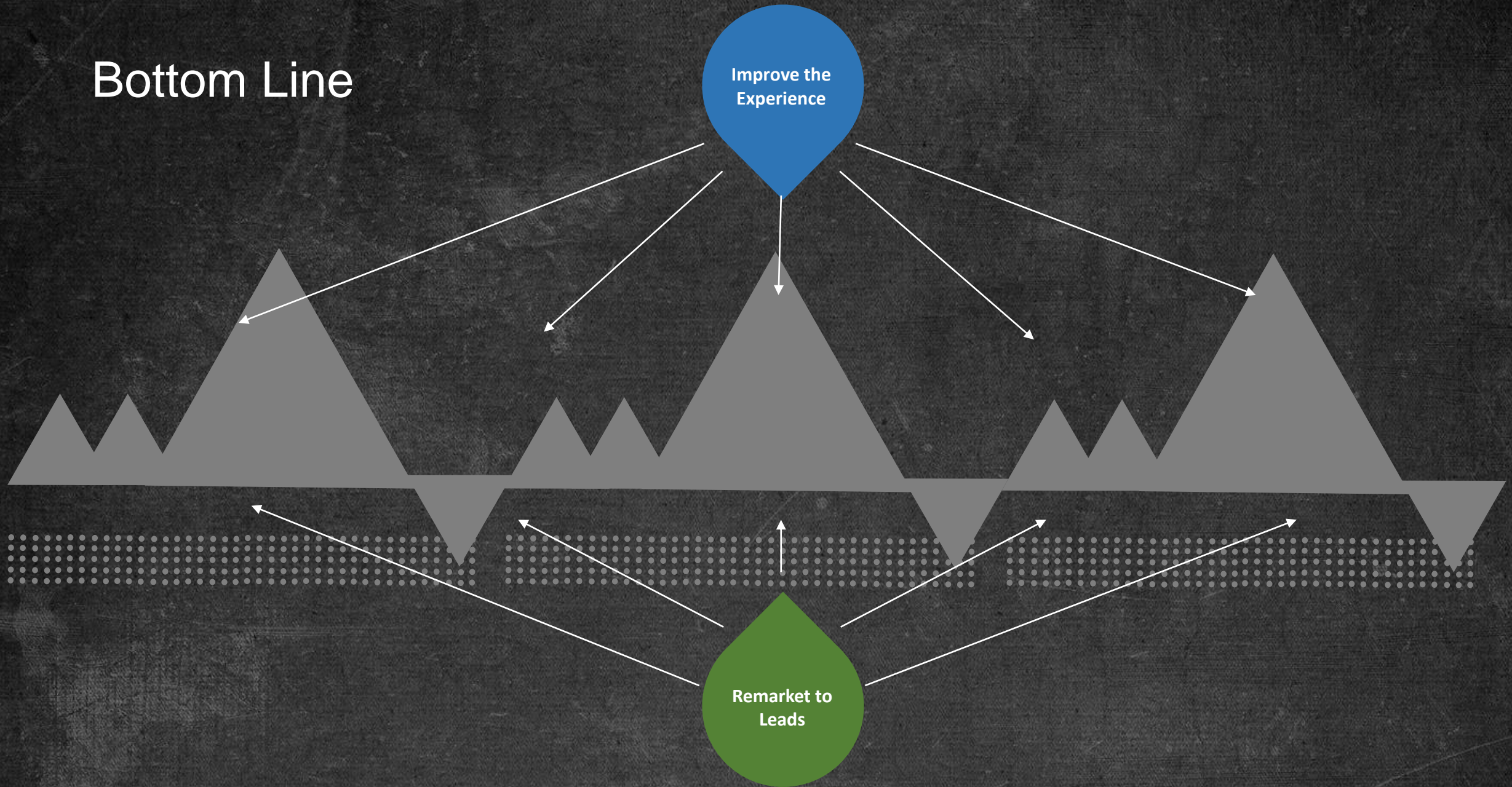
# A strong marcomm plan is key

## BEd Program





# Bottom Line







The ecosystem model is a fancy way of **remarketing** to lost leads to maximize enrollment.



thank you

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