

# Lead Nurturing - Turning Inquiries into Enrollments

Presented by:  
Don Sears  
& Philip Hull

## About Us



Our goal is to empower and encourage students to pursue an international education, and provide them with the tools they need to educate themselves and experience the world.





- Est. 1905
- Location: Maryville, MO
- Enrollment: 6,600
- 800 international students - 31 countries
- Regional Public University
  - Primarily Undergraduate
  - Some Master's Programs--no Ph.D. programs
  - ESL

# Agenda

The Admissions Funnel

Filling the Funnel

Marketing and Communications Plans

- Best Practices

- Methods of Communication

- Engagement throughout the Funnel

NW Missouri State University

Open Discussion - How are you Driving Students through the Funnel?



# The Admissions Funnel



# Prospects - Filling the Funnel

- In Country Reps
- Education Fairs
- Your School's Website
- Agents
- Portal Sites
- List Buys
- Marketing and Advertising
- Social Media
- Students and Alumni



The Traditional Enrollment Funnel

# Inquiries

**Who:** Inquiries have expressed interest in your institution. They may be interested in many.

**Interests:** Student life, campus events, facilities, social life, sports, cost.

**Message:** Focus on the unique experience that your institution provides.



# Applicants

**Who:** Applicants have submitted an application form, essay, test results, etc.

**Interests:** Being accepted, personal connections, help.

**Message:** Focus on guiding them through the application process and next steps in a personal, assuring, and helpful way.





# Admits, Confirms, and Enrollees

**Who:** Admits have submitted all required documentation. Confirms have accepted your admissions offer. Enrollees have made a deposit.

**Interests:** Comparing offers and making a final financial decision.

**Message:** Focus on welcoming the student to the college family and check in often until the student arrives on campus. Earn their commitment.



# Developing a Communications Plan

What do you need in a successful communications plan?

1. Contact prospective students quickly and frequently.
2. Use the right method to reach your students.
3. Give the students a relevant message



# Contact Students Quickly and Frequently

**Responding to leads within an hour generates 7x the meaningful conversations than those that wait even an hour later.**

\*Harvard Business Review



# Contact Students Quickly and Frequently

InternationalStudent.com School Search Lead  School Leads x



info@internationalstudent.com

to oip

An international student has contacted your school and is interested in further information about your institution and the courses you offer. Please contact them directly to follow up with this lead.

## School Interested in:

Felician College

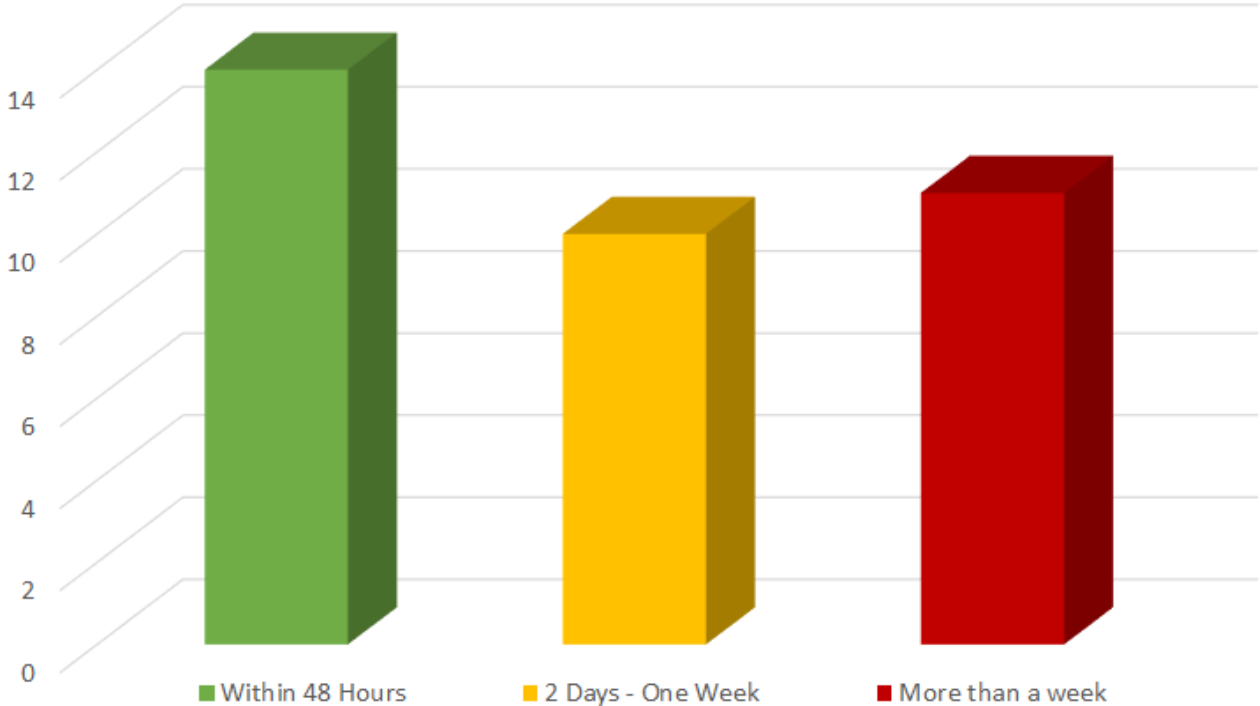
## Student Lead Information

Student	Alejandro Perez
Email	<a href="mailto:ali.perez8910@gmail.com">ali.perez8910@gmail.com</a>
Nationality	Spain
Phone	<a href="tel:9047353760">9047353760</a>
Age	
Mailing Address	13701 Harbor Creek Place Jacksonville, Florida 32224

Date Student Plans to Begin Studies	2014/01/03
Highest Degree Attained	Bachelor's Degree
Intended Study Field	Graphic Design
Degree Sought	Masters / Graduate

# Contact Students Quickly and Frequently

Lead Response Times



Subject: Start earning your degree, Alejandro

Dear Alejandro,

We are delighted that you are interested in earning a graduate degree at [Felician College](#). Our graduate programs will give you the skills, knowledge, and confidence you need to meet your personal and professional goals. We offer strong academic programs, supportive faculty, and small class sizes making us truly student-centered.

Go to [www.AlejandroPerez.thinkfeliciangrad.com](http://www.AlejandroPerez.thinkfeliciangrad.com) to visit a personalized website that will help you to learn more about our graduate programs.

You will see how convenient and affordable it is to earn a graduate degree at [Felician College](#).

I look forward to learning more about you.

Andrea Horvath  
Admission Counselor  
[201-355-1445](tel:201-355-1445)  
[horvatha@felician.edu](mailto:horvatha@felician.edu)

## Subject: Start earning your degree, Alejandro



Hi Alijandro!

Just a reminder that we are hosting a live chat session for international students on **College Week Live** on **August 19 from 4:00AM EST to 12:00PM EST**. During that time, I will be able to answer any questions that you may have about applying, your current application, immigration, and life at **Felician**.

You can find more information about the event at our [College Week Live](#) site.

If you can't make it and you still have questions, please be sure to email me at [qip@felician.edu](mailto:qip@felician.edu).

I look forward to speaking to you, Alijandro!



Andrea Horvath  
Associate Director of Adult and Transfer Admission  
(201) 355-1445  
[horvatha@felician.edu](mailto:horvatha@felician.edu)



### Subject Lines:

- Alijandro, It's not too late!
- Alijandro, are you ready?
- Alijandro, considering grad school? Consider Felician
- Start earning your Degree Alijandro
- Happy Easter!
- Start the New Year off Right, Alijandro
- You May Qualify for a Scholarship





Dear Alijandro,

Felician College offers graduate programs which fit the lifestyles of today's busy adults! These graduate programs have proven to propel careers forward.

Stop by the Castle on Monday, September 21, between 5 pm and 7 pm for light refreshments in a casual setting and learn about the graduate programs we offer.

Whether you are looking to advance or change your career, Felician College is a good choice for graduate education. All of our programs are affordable, convenient and reputable. Our students report obtaining new positions and promotions while completing our programs!

For details or to register, visit your personal Web page: [think.felician.edu/AlijandroPerez](http://think.felician.edu/AlijandroPerez)

Feel free to contact me directly with any questions you may have!

Sincerely,



Andrea Horvath  
Associate Director of Adult and Transfer Admission  
(201) 355-1445  
[horvatha@felician.edu](mailto:horvatha@felician.edu)



Home

Undecided Adult & Graduate  
Degree

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Daniel Flores  
Assistant Director Felician College  
for Alijandro Perez  
(201) 355-1456  
FloresD@felician.edu



### Graduate Monday Information Session

Sign up for the next available date: 10/19/2015

## Welcome To Your Personal Felician Page, Alijandro!

I am happy that you are interested in Felician College. As the only Franciscan College in the state of New Jersey - just 10 miles from New York City - Felician has a lot to offer.

Whether you want to learn about our pre-professional programs, get help choosing a major or apply for an internship in New York City, our faculty and administrators will work with you one-on-one.

This personal page makes it easy for you to access information that matters to you most - information about your application, academics, financial aid, NCAA Division II Athletic Teams (go Golden Falcons!), student life and more!

I'm your direct connection from your home town of Jacksonville to ours in Rutherford and Lodi, New Jersey. If you ever have any questions about the college, our application process, or upcoming events, please feel free to contact me.

I look forward to getting to know you, Alijandro!



### Application Checklist

Take these steps to complete your application! Once your application materials have been received in full, you should expect to receive an admissions decision within approximately four weeks. Admissions is rolling. If you are an international student or interested in our ACES program, please check the tabs on the left for more information about specific requirements.

- Submit your Application for Admission
- Submit your official high school transcript or GED
- SAT or ACT scores
- Submit Personal Statement
- Submit two letters of recommendation from an academic teacher or school-based counselor
- Submit \$30 non-refundable application fee (check or money order made payable to Felician College)


# Methods of Engagement

Base your communication and marketing strategy around the expectations of your target audience. Methods include:

Higher cost:

- School/Home Visits
- PPC
- Print
- Phone
- Branded Gear

Lower cost:

- SEO
  - Email
  - Google Hangouts
  - Webinars
  - Social Media
  - Skype
  - WeChat
- 

# How Northwest Generates Leads

Web-based lead generation

Education Fairs (Direct Contact)

Community College Visits

AFS (Other Exchange) Student Visits

Webinars

Agents

Exploring or developing - More online advertising - Greater online & social media presence

# Northwest Missouri

Example of their communication plan

Emails from fairs and web-based inquiries, FB items

Varies

Coordinated with Admissions Office & International Programs Office  
Weekly, with Bi-weekly follow-ups  
Communication with ISSS Staff and occasional emails from faculty  
Orientation & On-Campus Programming/Involvement

Stressing cost, scholarships, safety, personal attention--and the Mozingo Beach

Our Selling Points: Cost, Safety, Scholarships

# NW Missouri

## Involvement of students and alumni

Currently engage alums and current students in reaching out to prospective students  
Planning Alumni events with recruiting focus in select countries  
Webinars with current students

## Other Resources

Exploring other Social Media

Networking and Knowing Your Markets

We are a Regional State School, not a research institution  
High School contacts (current students, EdUSA, US Comm Service) vs. large fairs  
Learning from Colleagues and Collaborating: Wentworth & North Central Missouri College  
State Consortia

# Conclusion

The Admissions Funnel depicts the flow of students through the school enrollment process.

A solid communications plan is key.

The way you communicate with students differs depending on where they fall in the funnel.

Widen your funnel at the top to engage more prospects.

Involve others on campus

Taylor a plan that fits your school's needs & identity.



# Open Discussion

How are you driving students through the funnel?





# Thank you!

Don Sears - [dsears@envisageinternational.com](mailto:dsears@envisageinternational.com)

Phillip Hull – [PHULL@nwmissouri.edu](mailto:PHULL@nwmissouri.edu)