
Lead Nurturing - Turning Prospects into Enrollments

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Presenters

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Agenda

I. The Student Recruitment Funnel

II. Filling the Funnel

III. Marketing and Communication Planning

A. Timeliness

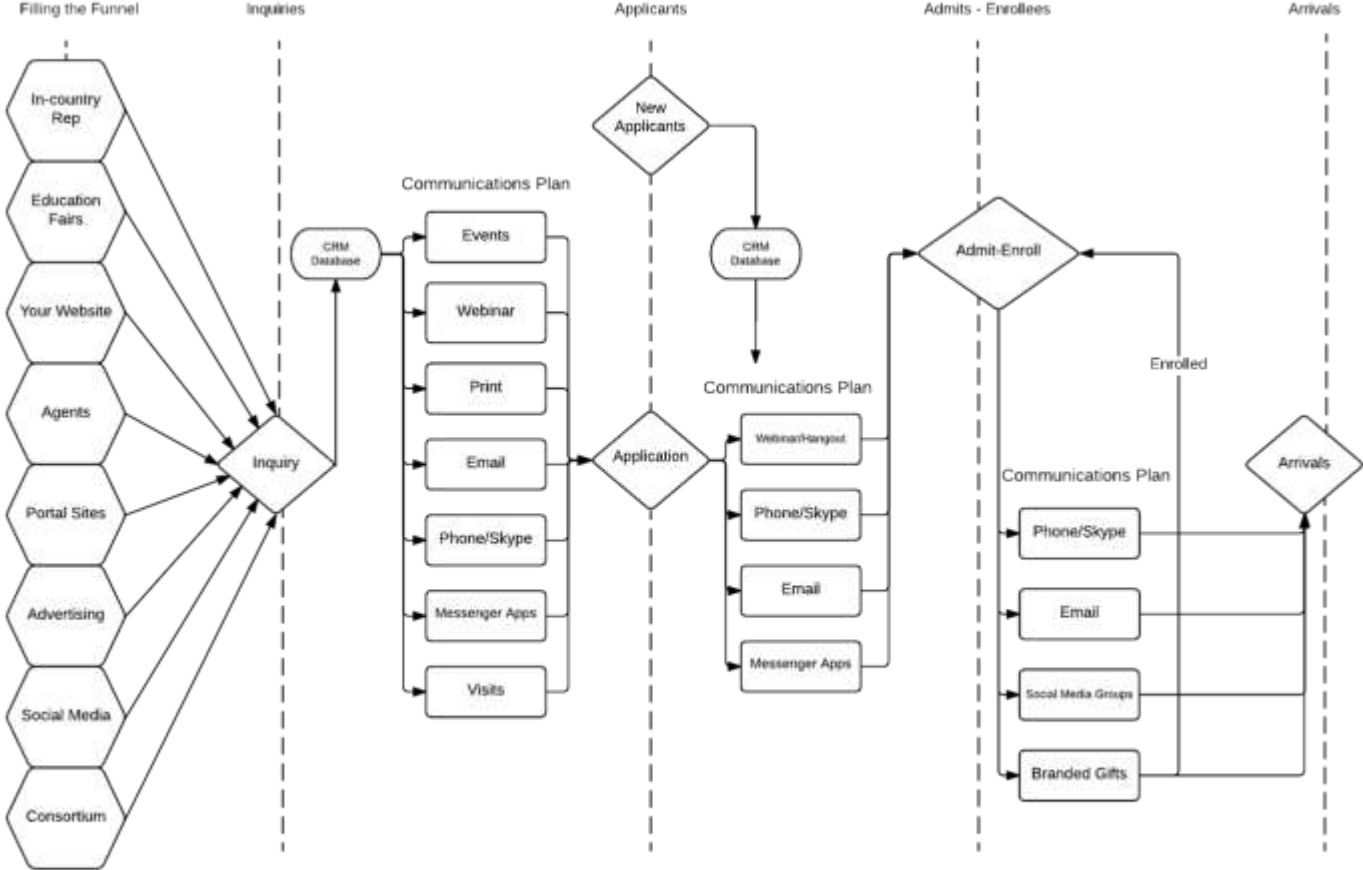
B. Communication Methods

C. Providing the Right Message

IV. Metropolitan College of New York Strategy, Goals, and Outcomes

V. Open Discussion - How are you driving students through the funnel?

Recruitment Strategy Flowchart



Student Recruitment Funnel



Source: FulcrumTech, 2013

Filling the Funnel

Higher Cost

In-country Representation

Education Fairs

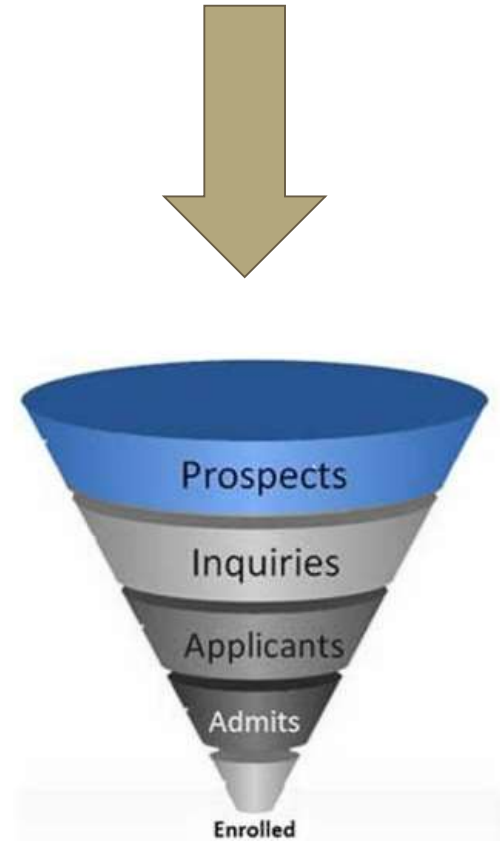
School Visits

Agents (~10% tuition)

Print and Digital Advertising

Lower Cost

- Start at Home!
- Alumni
- Web presence
 - Your Website (SEO)
 - Third-party Websites (InternationalStudent.com)
 - Social Media
- Consortiums



Communication Planning

Develop a strategic plan to help move your prospects through the Student Recruitment Funnel.

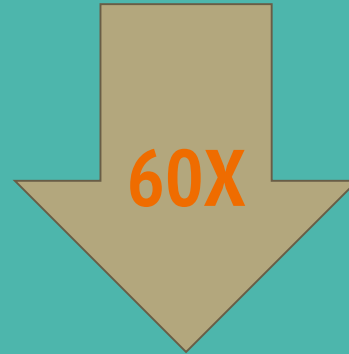
What do you need in a successful communications plan?

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

Response Time & Frequency



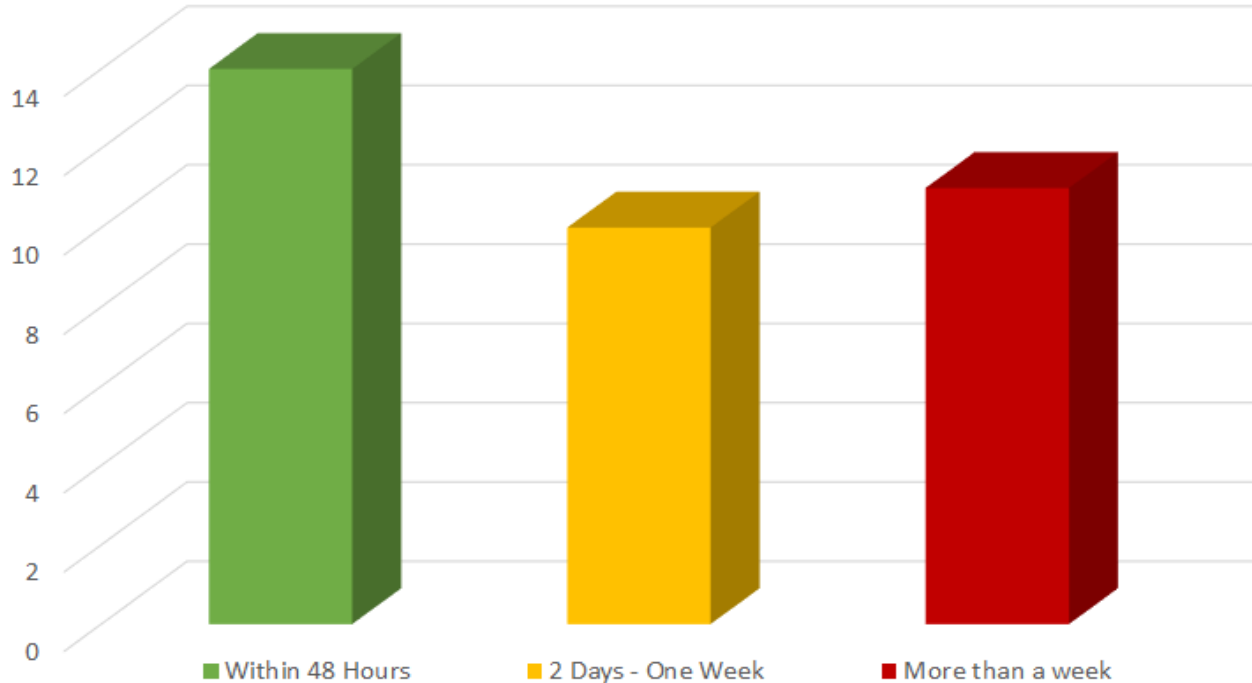
Responding
within the hour
compared to 1
hour later



Responding
after 24 hours

So....We Went Secret Shopping!

Lead Response Times



Methods of Engagement

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

<ul style="list-style-type: none">● SEO● PPC● Email● Social Media	<ul style="list-style-type: none">● Phone/Skype● Print● Webinars● Google Hangouts	<ul style="list-style-type: none">● School Visits● Fairs● Events● Messenger/ WeChat
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Expectations differ depending on the level of the 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 your institution provides.

Communication channels to consider:

Email Marketing

Social Media

Personal Calls

Events

Print Materials

Content



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.

Communication channels to consider:

Google Hangouts

Video Calls

Email

Personal Calls



Admits through Enrollees

Who: Admits have submitted all required documentation and/or 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.

Communication channels to consider:

Google Hangouts

Social Media Groups

Video Calls

Webinars

Email

Personal Calls

Branded Gear



Communication Planning - Best Practices

1. Enhance your web presence.
2. More inquiries equals more conversions.
3. Plan should include at least 5-7 direct pieces and multiple methods.
4. Timeliness should be a top priority.
5. Build messaging that sets your school apart.
6. Don't be afraid to pick up the phone.
7. Don't stop when you receive an application - reinforce his/her commitment.

Understand Challenges and Limitations

Mississippi is a fly-over state

New York

- A land of opportunities
- A challenge of abundance

Domestic Vs International Student Recruitment

- Campus Visits/On-campus events
- Printed Marketing materials

Break down the silo

- International Recruiting is a team effort



Simplify Admissions Policies & Procedures



US Application Process is different from other countries

Simple online applications

Expedited & transparent admissions process

Multiple English Language Proficiency options

- IELTS, PTE, CAE, TOEFL, etc

Separate Admissions and Immigrations Phases

Generating Leads

Referrals

- Student/Faculty Referral
- New student orientation sign-up sheet
- Request Information Page

Extensive Web Presence

- Envisage International, CollegeWeekLive

Purchase leads from test providers

- SAT, TOEFL, GRE, etc

US Higher Ed Service Providers

- Envisage International, CollegeWeekLive
- ICEF, AIRC, EducationUSA

It would also like to invite you to visit our beautiful campus soon so you can see firsthand the many opportunities available for you at Mississippi State. You may plan a visit online at www.visitmississippi.edu/learn or by e-mailing us at adinfo@mississippi.edu to make arrangements.

We look forward to hearing from you soon, and to welcoming you to the Hudding family.

Sincerely,
Office of Admission and Scholarships

Complete this form to refer a friend(s) to receive additional information about Mississippi State University.

Referral ID: _____

First Name:

Last Name:

Email:

The screenshot shows the 'International Student StudyMississippi' website. The main content area features a banner with the text 'Interested in schools in Mississippi? Get More Information in 3 Easy Steps!'. A red 'Request More Information' button is overlaid on the banner, with a yellow arrow pointing to it. The form includes fields for 'First Name', 'Last Name', 'Email', 'Phone', and 'Address'. Below the banner, there are several logos for partner institutions: Alcorn State University, Mississippi State University, Millsaps College, Delta State University, and others.

Strategic Partnerships

Language Institutions in US:

- ELS, LSI, Kaplan, etc

Overseas higher-ed institutions and high schools

- Academic Exchange Programs
- Joint Degree Programs
- Summer Programs

Sponsored Programs

- US Based Training Programs and Internships
- Research Collaborations and Grant Opportunities
- IIE, IREX, Embassies, DOE

Engaging Prospects

Theme based Webinars & Chats

- Scholarships, Student Life, Southern Culture
- American Culture, Tradition and Slangs
- International Student Life
- **Topic: Padai (Studies), Masthi (Fun) and Cricket @ MSU**

Social Media Campaign

SMS Text Messages

Newsletters

Pre-arrival Orientation

- ONLINE (Primary)
- Overseas events
- EducationUSA



Overseas Events

- Overseas In-home Receptions
- Overseas Education Fairs
- High School and College Visits
- Faculty visits
- Overseas Media Release
- In-country Coordinator
- Involve Student, Faculty and Alumni



Working with State Consortia

- Raise the profile of the state as a premiere study destination
- Pool resources for joint international marketing
- Increased visibility for member institutions
- Discounts on recruiting & marketing tools for institutions
- Access to private funding & in-kind donations
- Share expertise and experience



Study New York events



International Student Photo Contest

Study NY Counselor Reception, Nov 23

Meet with US Commercial Service - Paris representative

Thailand Agents visit to New York

Study NY booth at ICEF - Miami

Study New York Online Education Fair - CollegeWeekLive



Agent based recruiting

Evaluate agents profile

- Request agent profile
- Current partner and students referrals
- NACAC, AIRC and ICEF: Best Practices
- ICEF workshops

Online Agent and Counselor Workshop

- Develop Agent Manual
- On-site visit and training

Open Discussion

What strategies have you found to be effective on your own campuses?

Conclusion

- Regardless of how you “fill” your funnel and the many different strategies and solutions you choose to use as part of your recruitment efforts, you still need to have a solid plan in place.
- Communication becomes key as you move farther down the funnel, reaching out to students in appropriate and timely ways as they move from inquiries, to applicants, to admits and, finally, to enrolled students.
- Always be prepared to evaluate and re-evaluate your recruitment strategies, and don’t be afraid to make changes to your plan when necessary. Circumstances change and you need to be able to change and adjust when they do.

Thank you!

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