

Simpson University
Proposed Enrollment Marketing Projects
For 2018-2019 Budget

Revenue

Student Price Increases (described in Finance Com. Report)
Land Sale proceeds to be used for operation
Prometric Testing Center fees

Public Relations

English Dept. sponsored readings and related events
Math and Science Dept. high school student events
Student Symposium (SU and high school student participation)
Planning for Lyceum series
Reformation Events

Culture Shifts

Flatten the organization, eliminating one layer of the administration – resulting line managers must interact with each other. Increase service ethics and train managers to see other departments and majors as clients. There is a risk that not all client expectations or staff attitudes can be adequately managed.

Marketing/Enrollment Initiatives Proposed or Underway (to tie in with Strategic Plan)

1. Hospital-Nursing Program agreement for steep discounts for guaranteed slots by hospital.
2. Create new scholarships to increase campus visits - \$1,000 for any student who visits the campus and matriculates.
3. Simpson University Christian High School Consortium – \$4,000 for four years for each of their seniors who matriculates.
4. Revising all scholarship awarding, both academic and athletic (October 2017).
5. First advertising drop to High School Juniors and Seniors, using third party targeted software (RNL) this September.
6. Revise web pages to serve promotion and intranet use (Simpson Portal to be launched in October).
7. Sales territories changed to spend more time on counties that yield students (completed in September, execute in Oct).
8. Increase training of all sales staff.
9. Train for cross selling of all programs by all sales staff at all events.
10. Increase in ethnic church and group contacts (ongoing). CPD meetings with staff and CMA leadership.
11. Increase attendance by SU personnel at area fairs and events (ongoing).
12. Fund more music group travel (and other departments) and High School on campus programs, e.g., STEM.
13. Change predictors of enrollment.
14. Overhaul advertising creative materials in conjunction with faculty. ASPIRE and MACP ongoing.
15. Create digital version (via web page) of a speakers' bureau.
16. Tozer Spanish Certificate program to be supported by marketing/enrollment staff.
17. Replace 3.5 FTEs in Enrollment and Student Financial Services.

Admission Strategies 2018-2019 Several Items Tie Specifically to the Strategic Plan

1. Increase the number of off campus sales presentations:
 - a. CMA district conferences
 - b. Hispanic fairs
 - c. Shasta county fairs
 - d. High Schools, parochial and public
2. Launch Christian High School Consortium (currently at 14 high schools). School graduates receive \$1,000 automatic scholarship.
3. Develop ethnic group promotion plans:
 - a. Hispanic
 - b. Hmong
 - c. African American
4. Change vendors for student prospecting; switching to Salem, Cappex and NRCUA. Current academic year vendor was Rufulo, Noel and Levitz which underperformed Simpson's own list work by 25 percent.
5. Increase analysis of current application "funnel" to improve the conversion of applicants to admissions (use of Target X).
6. Develop a re recruitment/ promotion plan for students who transfer/leave Simpson before graduating.
7. Continue to revise and improve academic and talent scholarship awarding plans. Revision began in September 2017 for Fall 2018.
8. Continue to improve sales training.
9. Allocate promotion dollars to specific demographic targets; veterans, ethnic groups, and female adults.
10. Create a specific support program for matriculated, but high risk students (athlete and non athlete).
11. Continue to revise promotional materials to "Recruit for TUG", aka, recruit students that have an increased likelihood of succeeding at Simpson.
12. Request that the Board of Directors should formally consider changing the campus to "Open Enrollment" status.

Draft Outline/infor for Enrollment Promotional Plan 2017-2019

Monthyl training session of tour hosts, ACs, ACAs, Adult studies teams

Sop for accuracy of printed materials

QA program on phone and target X for customer service quality

Ethnic group outreach

Hmong

Hispanic

African American

Community outreach plan for each major; currently music ensemble, science and theology

New advertising plans for each program

Data Mining of Amy's data

Review current reports

Find and use third party models to use more analytical work in decision making

Change brochure design

Develop specific church visitation programs

CMA by district

All other churches by region

Improve target mail lists

Create social media campaigns

Develop catholic church outreach program

Increase school of education TESOL Bethel outreach

Increase ties to BSSM

Increase use of You Tube videos

Finish Web Page redesign

Improve School of Nursing outreach and promotion

MDs

Hospitals

Do direct mailing of Christian high school consortium

Revise in field visitation schedules by region

Specifically target Medford, Yuba City, etc

Convert staff to be exempt status

Create performance metrics to evaluate staff

RECRUITMENT ACTION PLAN

Goal 1.1.1a: A Ruffalo Noel Levitz report to be completed before the next four fall semesters, beginning in fall 2017, and its recommendations will be used to improve scholarship awarding, retention, and new student targeting.

1. Review and revise awarding structure for TUG (August 2017)
2. Update marketing material and website to reflect new awarding structure and cost (September 2017)
3. Each year review and modify in August/September
4. Benchmarks could include: Increased yield of admitted students and increased overall retention

Goal 1.1.1b: Ruffalo Noel Levitz will provide modeling research and analytics, which will be used for targeted outreach, personalized surveys and engagement with the new incoming students beginning fall 2017

1. Respond quickly to students that have engaged with Ruffalo Noel Levitz outreach
2. Unify internal marketing with the Ruffalo Noel Levitz marketing pieces (emails, website, etc.) -- continuous modification
3. Increase freshman inquiries to 12,500 for Fall 2018 recruitment cycle
4. Increase freshman applications to 850 for Fall 2018 recruitment cycle

Goal 1.1.1c: Build out the prospect scorecard in TargetX to identify likelihood of new student conversion and this will be used to increase early notification of students that are likely to attend

1. Identify key demographic fields that can contribute to measuring likelihood of student attending (September 2018)
2. Increase call center priority for students with a high likelihood to attend (September 2018)
3. Increase travel in areas with students that have a high likelihood to attend (September 2018)
 - a. Use Geopointe (TargetX) to help identify demographic regions

Goal 1.2.1: Utilize modeling research and analytics from Ruffalo Noel Levitz to identify and increase target clientele for TUG programs

1. Use this research to help build the prospect scorecard in TargetX (September 2018)
2. Use for call center and travel prioritization (September 2018)

Goal 1.3.1: Utilize a robust new Customer Relationship Management (TargetX) program which offers a more personalized print, social media, text, email and web based approach to recruitment

1. Launch TargetX application (June 2017)
2. Utilize TargetX event object for preview events, open houses and info sessions (June 2017)
3. Utilize TargetX event object for personalized visits (August 2017)
4. Utilize TargetX application portal to increase prospective student engagement during admission (June 2017)
5. Implement TargetX inquiry forms on to website to improve response time to prospective students (September 2017)
6. Further training for CRM administrators (Salesforce Certified Administrator)

Goal 1.3.2: Develop and utilize a virtual campus tour to expand universities market

1. Implement and embed virtual campus tour onto website (July 2017)
2. Increase preview event attendance (each year)
3. Increase amount of students attending from outside 100 mile radius (each year)

Goal 1.3.3: Refine university website to increase engagement from prospective students

1. Unify website with marketing material for TUG (September 2017)
2. Create easy access points to key decision factors for prospective students (August 2017)

Goal 1.3.4: Apply new channels of communication with use of first audience digital marketing to increase engagement with prospective TUG students

1. Create digital marketing campaign with Chegg and target inquiries (August 2017)
2. Increase conversion rate of inquiry to applicant to 12% (transfers and freshman combined) for Fall 2018 recruitment cycle
3. Increase personalized visit attendance

Goal 1.4.1: Improve staff development via training programs

1. Implement Value Based training program for admissions counselors/recruiters (August 2018)
 - a. Include quarterly follow up training and value messaging review
 - b. Include on boarding training for all new hires