

## IDEAS FOR EXPANDING COMMUNICATION TO INCREASE RECRUITMENT & SUPPORT



### FY 2017 BROUGHT RESULTS

FY 2017 brought with it the expansion of recruitment and support efforts. WKU Online & WKU On Demand increased military enrollment by 70%, increased prospective student inquiries to over 4,000 (a 54% increase), doubled our conversion rate (the percentage of prospects who go on to apply for admission), increased community outreach efforts, and expanded success coaching - all through implementation of best practices. Here are a few things we found most effective. Learn more at [wku.edu/online/advising](http://wku.edu/online/advising).

### PERSONALIZE IT!

Students are used to tailored communication that speaks to their individual likes, interests, and goals. Without algorithms and teams dedicated to customizing the user experience, what can we do? We can implement simple strategies, even with limited tools: Track student inquiries, and area of interest, then follow-up with relevant articles related to their field, job outlook or related WKU news.



### DIGITAL COMMUNICATION

6% of millennials used a smartphone to search for and apply to U.S. colleges or universities. That means your website content, and mobile-friendly design is increasingly important. And, your audience will be seeking digital communications. Good news! There are more free digital outlets than ever before, making it easy to share reasons to go back to school, stories from graduates, and faculty achievements that spell quality programs. Encourage prospects to inquire online. OU Campus has a form builder that makes it easy!



### CUSTOMER SERVICE

In a study done by World Education News & Reviews, 42% of students cited a university network (faculty, admissions officers, students and alumni) as being the most influential in their decision of where to apply. Whether we are talking with a prospect by phone, email or in person, we should strive to provide accessible, accurate, and complete information. We may even be having a conversation with a prospect, and not realize it! *We are all recruiters!*



### WHAT WILL IT DO FOR ME?

Education is an investment! Before investing time, energy, and money, students want to understand what college will do for them. We often hear, especially from adult learners, questions such as "What is the job outlook?" "What are alumni doing now?" Providing testimonials from alumni is one way your program can sell help itself. Nothing can replace the value of hearing about positive experiences from graduates.

