

HubSpot User Groups

Meet the Speakers



Juliana Nicolson

Manager, HubSpot User
Groups



Alex Moore

Senior Partner
Stratagon Inc.



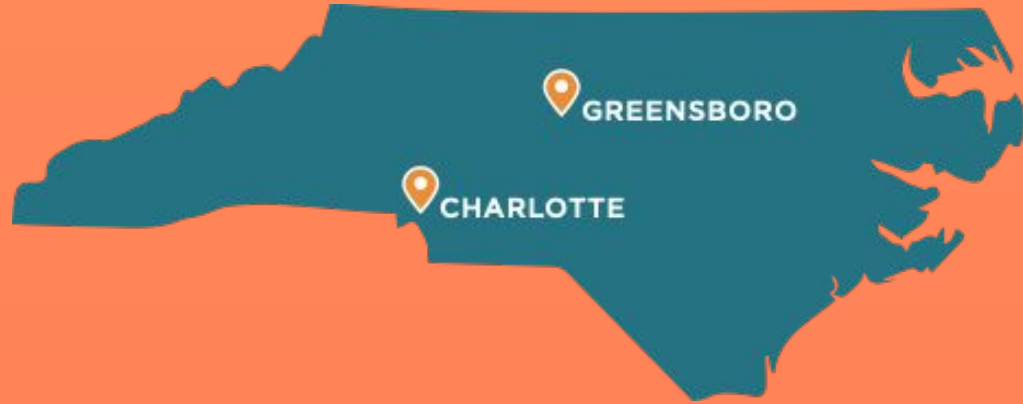
Kassi Whitman

Account Manager
Stratagon Inc.



Who is Stratagon?

Stratagon is an **Integrated Marketing & Technology** firm experienced in helping corporations, NGOs and higher education institutions reach their goals using a hybrid approach of traditional and innovative digital marketing technologies.



We are a proud HubSpot **PLATINUM** Certified Agency Partner.



Aligning Recruitment Strategies

With the Student Enrollment Journey

Agenda

1. The Challenge - That Enrollment Officers Face
2. The Enrollment Journey - "Recruitment Funnel"
3. Digital Communication - "The Must Dos"
4. Common Recruitment Marketing Challenges



Aligning Recruitment Strategies

The Challenge



Top Reasons Enrollment Officers Say They Are Not Satisfied With Their Jobs

54%

UNREALISTIC
EXPECTATIONS

64%

TOO FEW
RESOURCES

42%

WORKLOAD IS
TOO HIGH

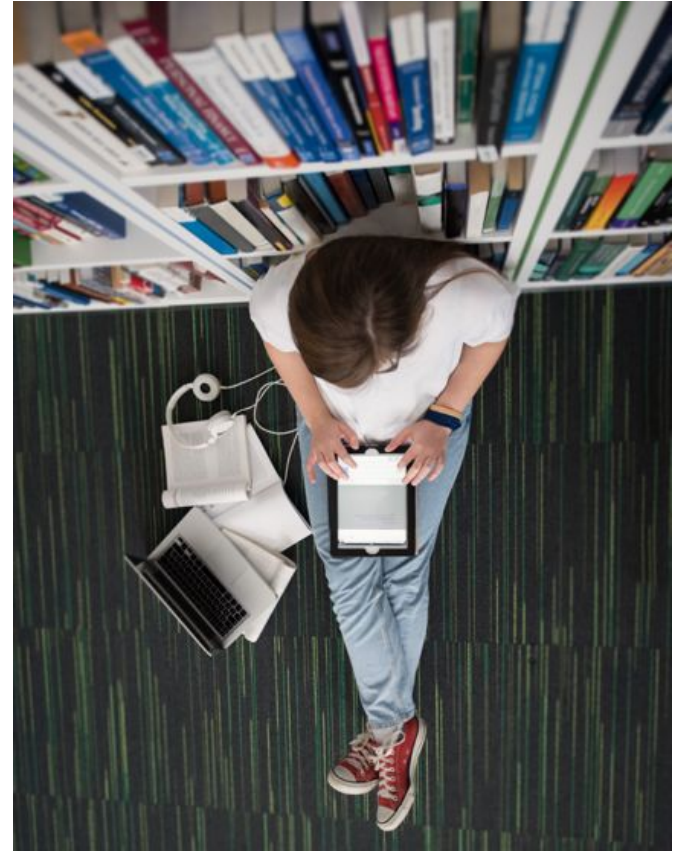
Source: *Shaping the Class: How College Enrollment Leaders View the State of Admissions and Their Profession*, The Chronicle of Higher Education, 2014.



The Enrollment Officer's Challenges

Sound Familiar?

- Tuition-based revenues are stagnant, or possibly declining.
- Competition is fierce.
- Students are applying to more colleges in mass, so while applications may be going up, yield is not.
- Administration wants to increase enrollment but provides no additional budget resources.



The Enrollment Journey

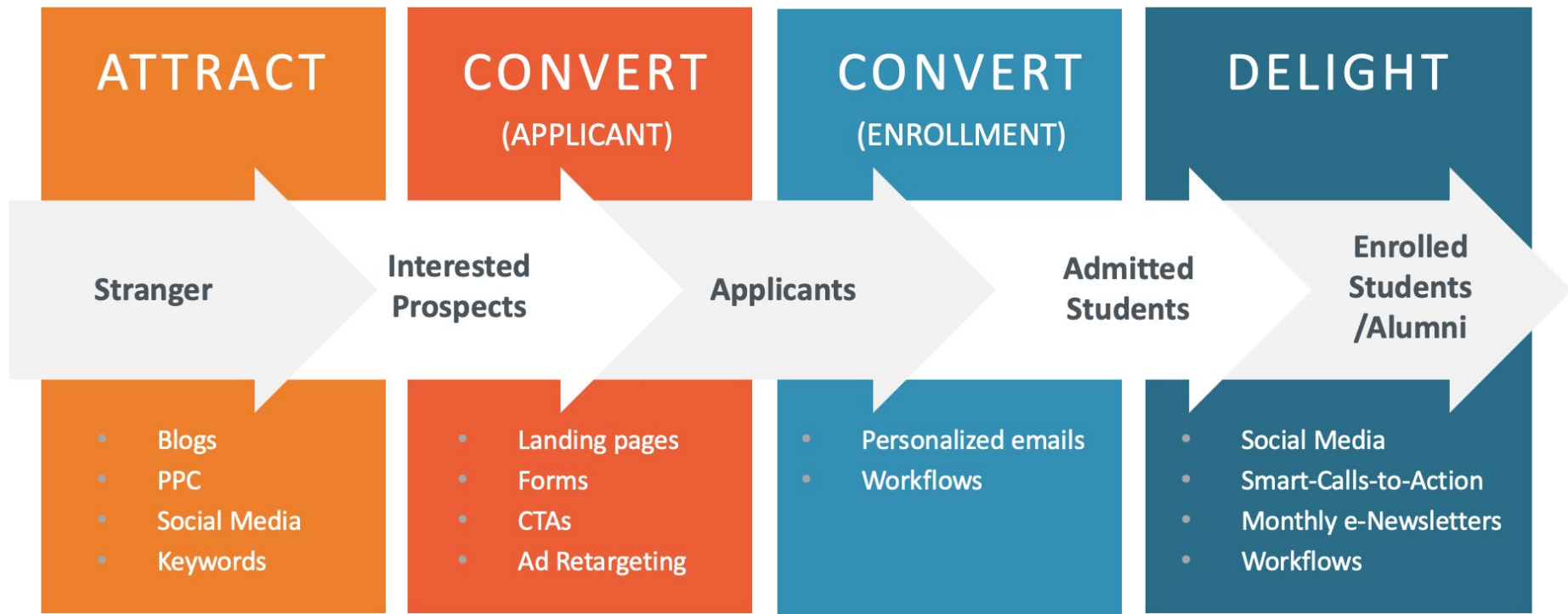
Consider the Student

Consider the Student Journey Through the Recruitment Funnel.

From strangers, to applicants, to enrolled students, and finally promoters of your institution - with strategic use of a variety of channels such as social media, blogging, landing pages, forms, and personalized/automated email.



Path to Enrollment: Using the HubSpot Methodology



Where Does Marketing Automation Fit with On-the-Ground Recruitment Efforts?

Make your digital efforts enhance your face-to-face interactions.

- HubSpot allows institutions to nurture prospective students with highly personalized useful content that helps convert them to applicants and move admitted students to delighted enrolled students.
- Remember: Marketing automation does not make marketing “automatic.” Professionals still have to generate and nurture leads. Instead, it takes these proven efforts and scales them.



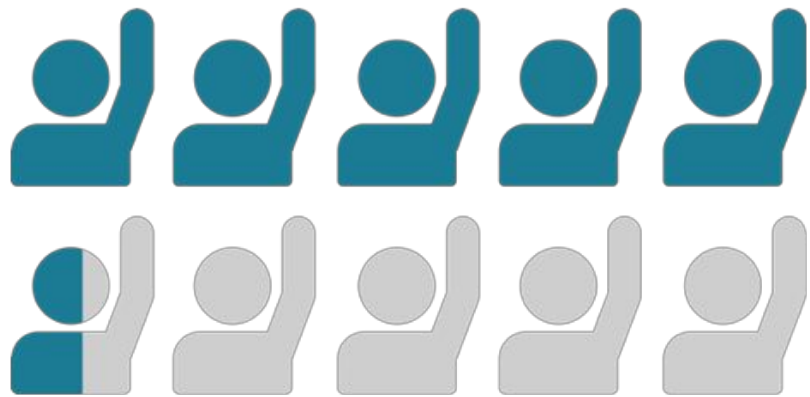
Aligning Recruitment Strategies

Digital Communications



Students are more likely to
consider institutions that use
Digital Strategies...





55%
Juniors



60%
Seniors

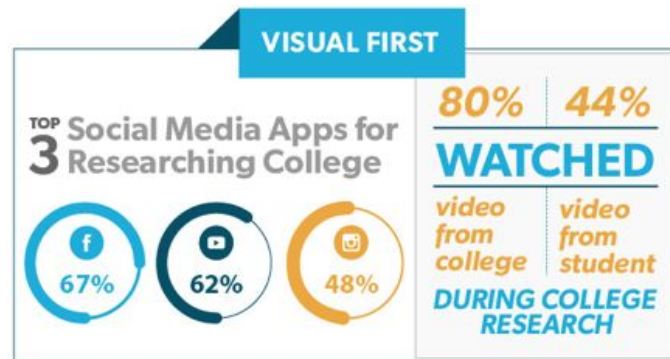
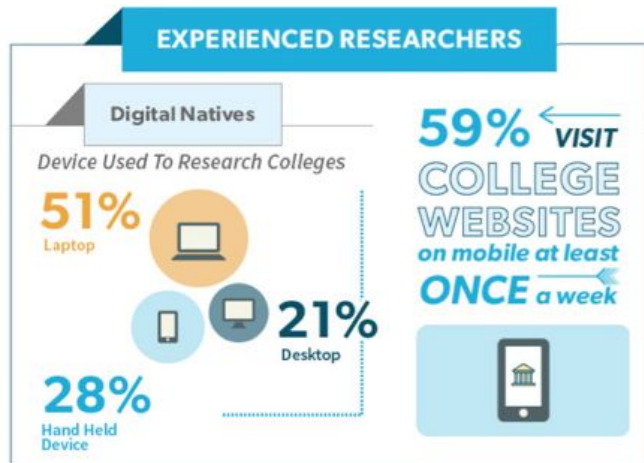
Source: 2015 E-Expectations Report. Ruffalo Noel Levitz



Today's Prospects are Visual First

Think about incorporating video and social.

USING VIDEO AND SOCIAL



AND ARE HIGHLY
ADEPT USERS OF
MOBILE FOR
RESEARCH



60% of high school students are discovering colleges and universities via a search engine.

(Social Admissions Report 2017, Chegg)



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70% of high school students prefer email at each phase of the enrollment journey.

(2016 TeensTalk Survey)



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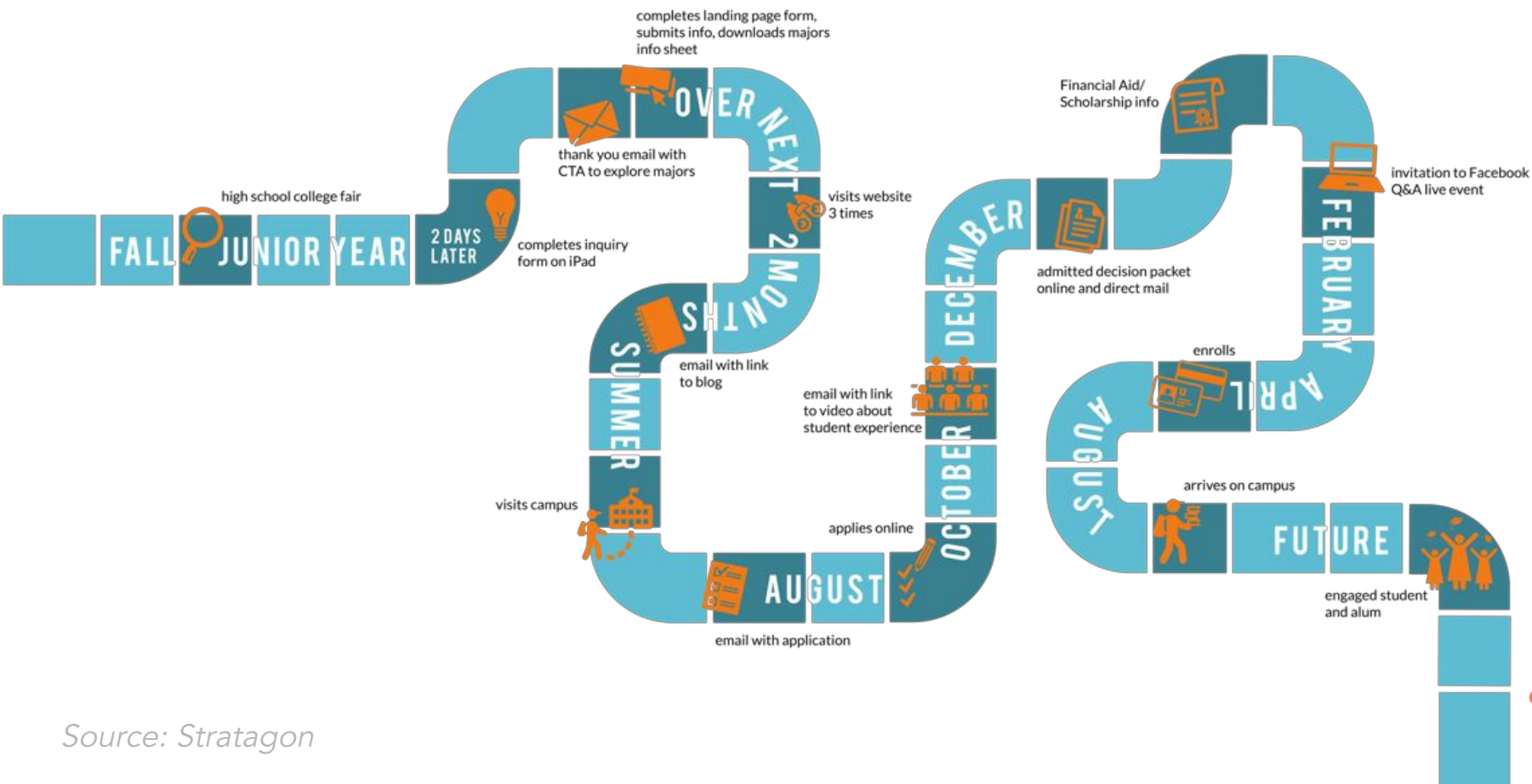
70% of high school students prefer email at each phase of the enrollment journey.

(2016 TeensTalk Survey)

60% of students have liked or followed a school that they are considering.

(Social Admissions Report 2017, Chegg)

The Enrollment Journey: A Communications Plan



Source: Stratagon

Must Do: Segmentation for Proper Messaging

01

Est. Naming Convention

Internal naming convention when using HubSpot is very important to utilizing templates or content in several different ways.

02

Get a handle on suppression

These lists are your friend. They will make sure that the right student doesn't get the wrong message.

03

Segment your students

Segment your students to tailor the message. This may mean by interest, major, or intended enrollment.

04

Include the Parents

If you have the data - communicate with the parents! They are a vital part of the enrollment journey and often have heavy influence.




Establish Labeling + Leverage HubSpot's Campaign Feature

It's important to name lists, emails, and workflows appropriately and consistently. This is especially important when working with a team.



- Use HubSpot campaigns to tag related marketing assets and content in HubSpot so you can easily measure the effectiveness of your collective marketing efforts.


CAMPAIGN	SESSIONS	NEW CONTACTS (FIRST TOUCH)	INFLUENCED CONTACTS	CLOSED DEALS	INFLUENCED REVENUE
 COE	14	-	1,033	-	-
 Recruitment 2018 - 2019	84	-	518	-	-
 Scholarship listings	30	-	30	-	-

[< Back to lists](#)

Name your new list 

Count: 0 contacts

Active list  

Campaign 

Parents of Students

Paid Social

Parents of Students

Recruitment 2017-2018

Jobs

Scholarship listings



Suppression Lists + Suppression Settings in Your Workflows

It's vital to set up your own personal "Suppression" lists, and to create standards or rules around which lists to suppress on the workflow itself.

- Creates a "stop gap" to prevent the wrong messages going to the students.
 - Already enrolled students
 - Students denied admission
 - Students with money sent
- Create a "written" process around which lists to suppress depending on what message you are sending.

General

Unenrollment and suppression

When contacts enroll in this workflow

- ☒ Do not remove them from other workflows
- ☐ Remove them from all other workflows
- ☐ Remove them from specific workflows

When a contact no longer meets the enrollment conditions, remove them from this workflow?

- ☐ Yes, remove them from this workflow
- ☒ No, keep them in this workflow

Suppression lists for this workflow

Lists (247)

All lists Folders Filter by: All creators All types

<input type="checkbox"/>	NAME
<input type="checkbox"/>	[SUPPRESSION] 81 - Student has been denied admission to T...
<input type="checkbox"/>	[SUPPRESSION] - 81 - 18/FA
<input type="checkbox"/>	[SUPPRESSION] Spring Attendees

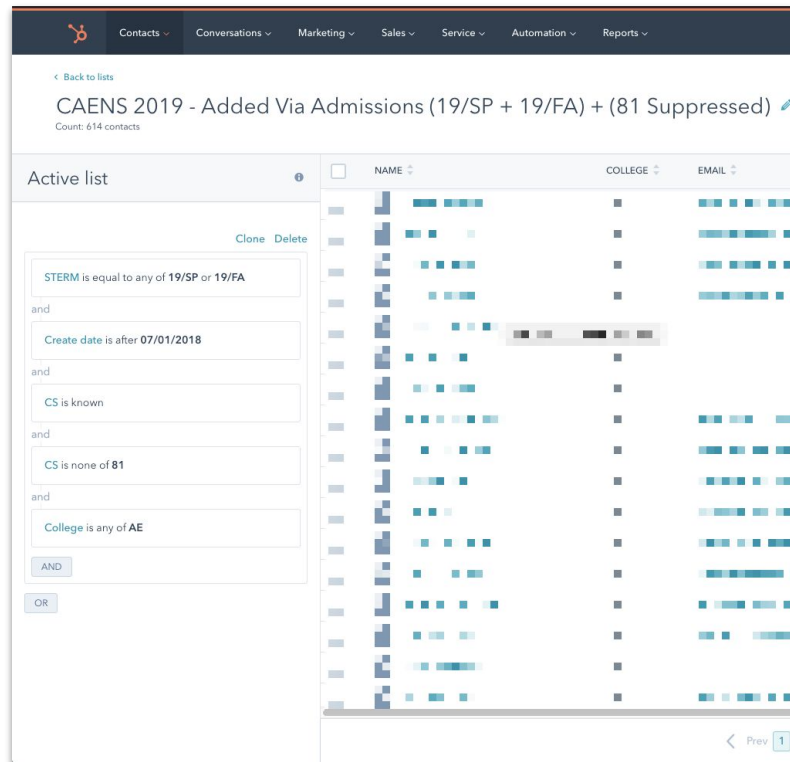
Hint: Standardize your list naming conventions so that it is easy to find your suppression lists.



Segment Your Students and Create Active Lists

Utilizing active lists will help to ensure automation takes place for putting the right contact into the right list.

- Think about the information that students will need to help their decision process.
- Match your personas, lists, and HubSpot properties to your admissions process so that you can easily segment your data into smart lists:
 - FAFSA completed?
 - Scholarships received
 - Admissions status or admissions codes



Don't Forget to Include Guardians in Your Messages

This might seem obvious, but it's incredibly important to remember that parents and guardians have just as much say in the admissions process as the student does. Having a separate communications plan for the parents and guardians is essential to send them information and keep them informed.

Text + Direct Mail & Email Communications

- Scholarship and Award Deadlines
- Housing Deadline
- FAFSA Completion Reminders



POSTALYTICS



Must Do: Consistent Messaging



Personalization for Reach

Personalization is a scalable way to give each student a customizable enrollment journey.



Give Them Resources

Students need help. Lists, infographics, how-tos, and handy calendars make life easier on them - and on you.



Find a Consistent Cadence

Communicating in a way that is helpful and timely helps to make them feel comfortable with their enrollment journey.



Important Date Reminders

Creating a sense of urgency, and reminding students of helpful dates, is extremely helpful to them.



Personalization for a Better Student Experience

There are several ways to personalize your digital communications with your prospective students.

- Personalize email subject line
- Use personalization tokens to automate the way you personalize emails



Email details

From name and email address

[Add/Manage](#)

[Add/Manage](#)

Subject line ⓘ

  [Personalize](#)



Resources

Create meaningful and relevant support material for prospective students.

Rich content, interactive PDFs, program resources, and checklists that answer your personas' questions and address their needs are invaluable for students and parents.

Create content that you can include in several different types of communication.

College Check

Grades 9-12

parents and

BECAUSE MAJORS MATTER

Take a **tour of degree offerings** in the College of Agriculture, Environment and Nutrition Sciences.

AGRIBUSINESS

Because agriculture extends far beyond the farm, CAENS offers an Agribusiness degree that prepares students to be managers, financial analysts, market researchers, and countless other professionals in where agriculture and business intersect.

Agribusiness Degree Options

- Agricultural Economic
- Management and Marketing
- Sustainable Agriculture
- Farm and Co-op Entrepreneurship
- Animal Science
- Natural Resources
- Food and Nutrition
- Education

ANIMAL AND VETERINARY SCIENCE

Whether you've wanted to be a veterinarian since childhood, or who have some promising entrepreneurial ideas for livestock production, there's a program of study for you in the Animal and Veterinary Sciences Program.

Animal and Veterinary Sciences Degree Options

- Science
- Pre-Veterinary Science
- Business

GRADUATE DEGREES

CAENS offers several opportunities for graduate study where students work directly with faculty who are experts in their fields and who are working on research and programs to solve our most serious problems in agriculture, nutrition and the environment.

M.S. Agricultural and Resource Economics

- M.S. Environmental Science
- M.S. Food and Nutritional Science
- PhD in Integrative Public Policy and Development
- PhD in Agricultural and Environmental Sciences Engineering

M.S. Animal Science

- M.S. Environmental Management*
- M.S. Plant and Soil Science
- PhD in Integrative Biosciences

*online degree program

9TH GRADE

STUDENTS

TO DO:

- ☐ Ask challenging classes in core academic subjects. Most colleges require four years of English, at least three years of social studies (history, civics, geography, economics, etc.), three years of mathematics, and three years of science, and many require two years of a foreign language. Research your course load with a counselor to ensure the arts or other electives that support your interests.
- ☐ Visit one of your parents' website your future college location.
- ☐ Feed your passion! Explore your interests by working, volunteering, and participating in campus enrichment programs, summer workshops, and camps with specialty focuses such as music, arts, or science. Find something you think students will enjoy and allow you to learn more about yourself and others. Don't feel like you have to do everything you should do. "Scholarship" based college applications take time to complete, so be sure to participate in things that really interest you.
- ☐ Challenge yourself academically. Do your best work in the highest level classes available to you, but which you are confident and can succeed. Admissions officers may appreciate a B in an honors or Advanced Placement class more than a C in an average course.
- ☐ Research careers in agriculture, the environment and natural sciences. Get out and talk to professionals who are active engaged in the careers that interest you. Equip your own strengths and weaknesses and how well they match with your career interests.
- ☐ Start a list of your passions, hobbies, and volunteer work, and extracurricular activities. Update it throughout high school. Be specific! Include the names of organizations and the dates and details of your involvement. Be sure to collect contact information along the way from adults who mentor or inspire you because you may need them to write a letter or recommendation down the road.

TO EXPLORE:

- ☐ Learn about managing your money.
- ☐ Explore options to finance college and ways you can get help preparing for it.
- ☐ If you have an older sibling or friends who are already in college, ask them what they have learned about things they wish they had done as a freshman.

9TH GRADE

PARENTS

TO DO:

- ☐ Talk to your child about college.
- ☐ Understand that the college experience ends with final college course acceptance of the provisions of the college.
- ☐ Add to your child's college you and fully aware of the college.
- ☐ Use "Power Year" to your child's progress.

TO EXPLORE:

- ☐ Get tips from **Help Your Child** to your child's progress.

DID YOU KNOW?

- ☐ Students who graduate from high school with a college-ready score on the SAT or ACT scores, or both, are more likely to have completed programs, child's education, and more.

10TH GRADE

STUDENTS

TO DO:

- ☐ Meet with your school counselor or mentor to discuss college and their requirements.
- ☐ Study for and take a practice exam like the PSAT. Many schools also have SAT exams, so be sure to practice with that as well.
- ☐ Plan to save your summer money. Think, volunteer, or take a summer career (even at a local college).
- ☐ Do to your own information and get a new digital world of your options. Talk to professionals who advise like they have interesting careers. If you want to be a professional, look for a list of local colleges and universities. Go online to find information with people who work in your field, environmental science and education.
- ☐ Research majors that might be a good fit with your interests and goals based on your results from the U.S. Department of Labor's **career** path.

TO EXPLORE:

- ☐ Get in the habit of reading every single day. People who read more know more. The habit will pay off when you're reading coursework in college or taking comprehension tests.
- ☐ Research careers with college and career opportunities. Pay close attention to the requirements for programs that interest you, like the **CAENS** program in Tuskegee.

DID YOU KNOW?

Researchers in the CAENS program at Tuskegee are using SCRIE and HPLC technology to develop food products for NIGRA around the support for long-term space missions involving humans.

10TH GRADE

PARENTS

TO DO:

- ☐ Plan to attend college nights or financial aid nights in your community. Be sure your child has a list of questions. Develop a list of questions to ask admissions officers. Get the answers to the questions you need.
- ☐ Continue to meet and monitor your child's college savings account.
- ☐ Help your child find activities on a part-time job which will help them develop critical thinking skills, leadership ability and a desire for lifelong learning. These are all essential components required to help them become leaders in basic and applied agricultural, biological and chemical sciences.

TO EXPLORE:

- ☐ Learn about the standardized tests your child will be taking during 10th through 12th grades.
- ☐ Get a brief overview of financial aid from Federal Student Aid at a college.

DID YOU KNOW?

Students who pursue a degree in biological sciences can go on to become veterinarians, physicians, pharmacists, food engineers, genetic counselors, biologists, patent lawyers and more!

TUSKEGEE SCHOLARSHIP & GRANT DETAILS

Read more to learn details about awards and directions on how to formally accept your offer.

TUSKEGEE UNIVERSITY SCHOLARSHIP AWARDS

These scholarships do not require a separate application. Every student who applies, is accepted to Tuskegee, and meets the scholarship criteria will be considered by the admissions office for scholarships. However, awards are limited, so accept your award as soon as possible.

- **DISTINGUISHED PRESIDENTIAL SCHOLARSHIP**
Full tuition, room and board, and \$800 for books
- **UNIVERSITY ACHIEVEMENT SCHOLARSHIP**
\$10,000 per year
- **ALABAMA INCENTIVE GRANT**
\$5,000 per year; Eligibility is exclusive to Alabama residents.
- **UNIVERSITY MERIT SCHOLARSHIP**
Full tuition, and \$800 for books
- **TU GRANT AWARD**
\$5,000 per year

For details about criteria and other information, visit http://www.tuskegee.edu/scholarships/freshman_scholarships.aspx

as freshmen to T.U. There is a of your award. acceptance packet; and a credit and/or debit money orders to your Student ID and

TUSKEGEE UNIVERSITY

• **Nutritional Science/Biochemistry**

• **Public Health Nutrition**

• **M.S. Agricultural and Resource Economics**

• **M.S. Environmental Science**

• **M.S. Food and Nutritional Science**

• **PhD in Integrative Public Policy and Development**

• **PhD in Agricultural and Environmental Sciences Engineering**

• **M.S. Animal Science**

• **M.S. Environmental Management***

• **M.S. Plant and Soil Science**

• **PhD in Integrative Biosciences**

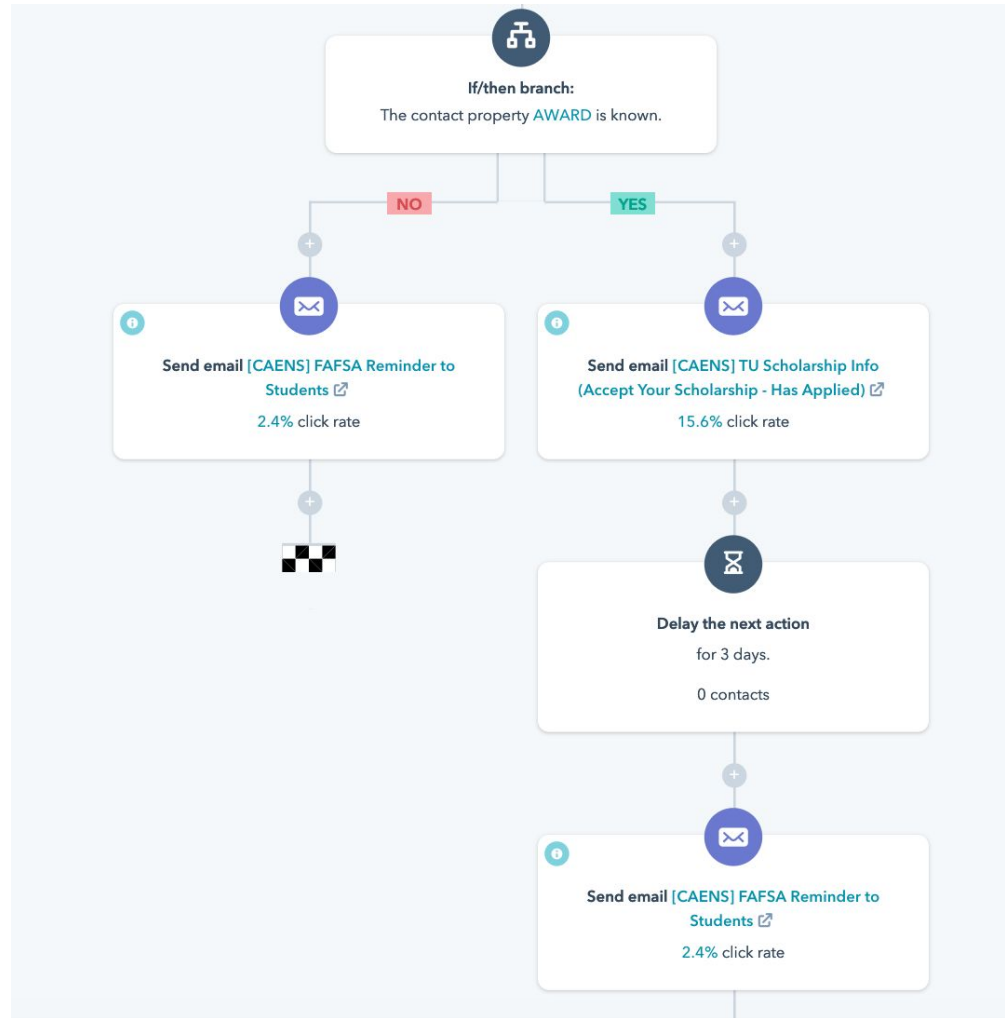
*online degree program

Finding a Cadence

Provide consistent messaging to prospects.

Establish and maintain consistency within your messaging while nurturing prospective students.

Maintain a fine balance of communication with delays and pauses in your automated communication. Align your messaging to mesh with the lengthy higher ed decision making process.





Subject

Five, four, THREE days to accept your scholarship! 💰

Sent date

April 29, 2018 10:00 AM by Kassi Womeldorf

[See details](#)



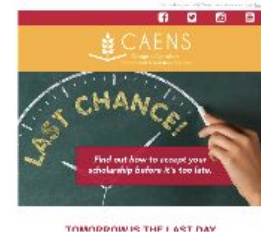
Subject

Don't procrastinate. Accept your scholarship by May 31.

Updated on

May 23, 2018 4:07 PM by Valarie Kouba

[See details](#)



Subject

Tomorrow is the last chance to accept your TU Scholarship ➡️

Sent date

April 30, 2018 10:00 AM by Kassi Womeldorf

[See details](#)

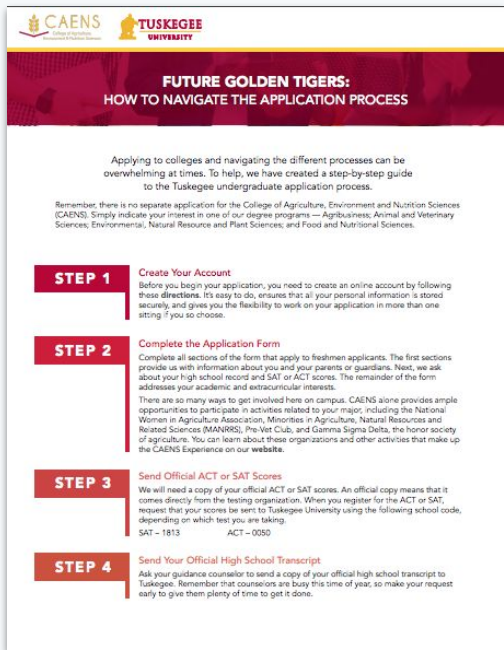
Dates and Deadlines

Prospective students are juggling a multitude of dates and deadlines - sending timely reminders will keep you top of mind.

For application or submission deadlines, utilize a countdown or call out a due date within the subject line or preview text to provide an additional nudge to recipients before opening or clicking through.




Streamline Web PDF Updates in File Manager



Resources that are updated consistently, including calendars, award amounts and criteria, or resources with deadlines can be refreshed across the board within file manager.

File details ✕

TSK_Print_AppProcess_2019

 Type pdf

Updated
Dec 11 2018 2:25 PM


File size
623 KB

File URL
<https://cdn2.hubspot.net/hubfs/1866344/Rich%20...>


[Open in a new window](#) [Copy URL](#)

This file is used in

File is not used in any HubSpot content or templates



[Replace](#) [More ▾](#)



Aligning Recruitment Strategies

Common Recruitment Marketing Challenges



How to Segment Between Parent & Child

An example of how to connect the families to one another/on a contact record:

Segmenting each parent and child into their own list could be challenging depending on the data. Here is how we've used HubSpot with one of our clients:

- The parent and child are imported as their own individual contact records.
- There is a property inside of each record called **[parent/child] first name**, **[parent/child] last name**, and **[parent/child] email** that is filled in once that data is discovered by the admissions team.
- Personalization tokens are used in communications referencing the other. For example:
 - "Important information for [CHILD FIRST NAME]."
 - Has [PARENT FIRST NAME] filled out the FAFSA yet?



Parent Record



Student 1 First Name

Student 1 Email

Unique Household ID

Student Record



Parent First Name

Parent Last Name

Parent Email

Unique Household ID



Give Your Students a Voice

Leverage their experience through social and blogs.

Don't ignore all of the great content and examples of experiences that are right in front of you! Get your students and even professors involved in sharing.

Questions we often get:

- How much is too much?
- What kind of things should we feature?
- What are some examples of content that the student can be involved in?



Create Videos to Highlight Programs

PROGRAMS WE OFFER



Animal and Veterinary Sciences

The Animal and Veterinary Sciences Program offers options in Science, Veterinary Science and Business.

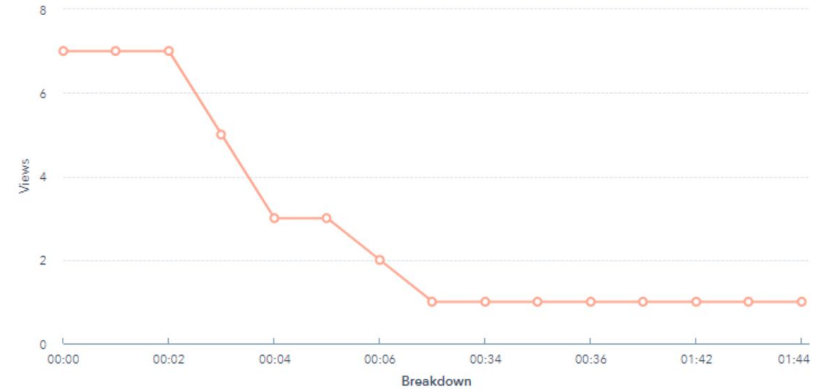


Agribusiness

The Agribusiness program allows students to specialize in agricultural economics, agricultural education, business management, and more.

Video retention ⓘ

Video: All videos ▾



Summary

- Think about traditional and modern recruiting methods working together in an integrated approach that centers on your website as a recruitment tool.
- Use digital to meet students where they are and to leverage limited budget resources.
- Consider marketing automation tools to work smarter, not harder.
- Target and customize your communication to maximize your ROI.
- Use analytics to show what's working and to build your case for additional resources.



QUESTION & ANSWER



Juliana Nicolson

Manager, HubSpot User
Groups



Alex Moore

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Kassi Whitman

Account Manager
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Thank you