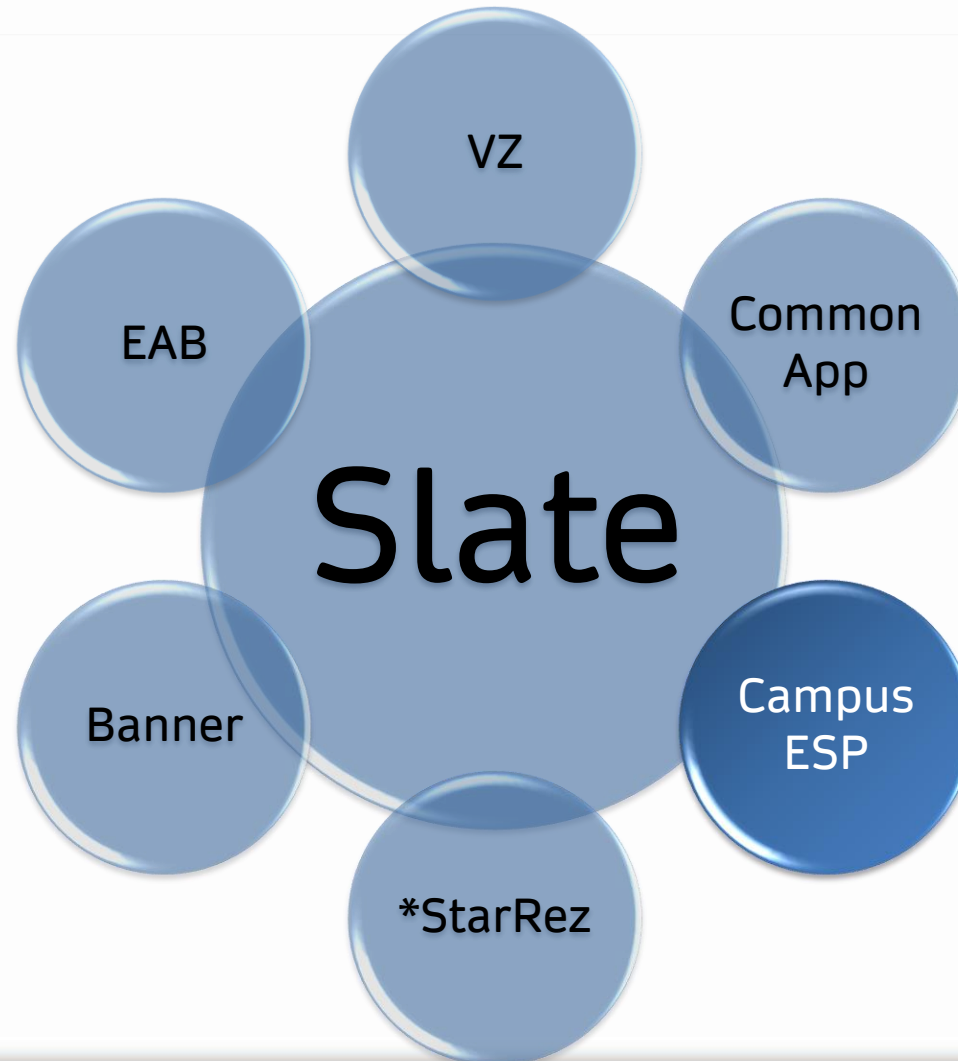


Strategic Enrollment Management

Troy Miller, Vice President for Strategic Enrollment Management
Rashad Smith, Executive Director of Enrollment

Board of Trustees
September 5, 2024

Undergraduate Admissions – Slate Ecosystem





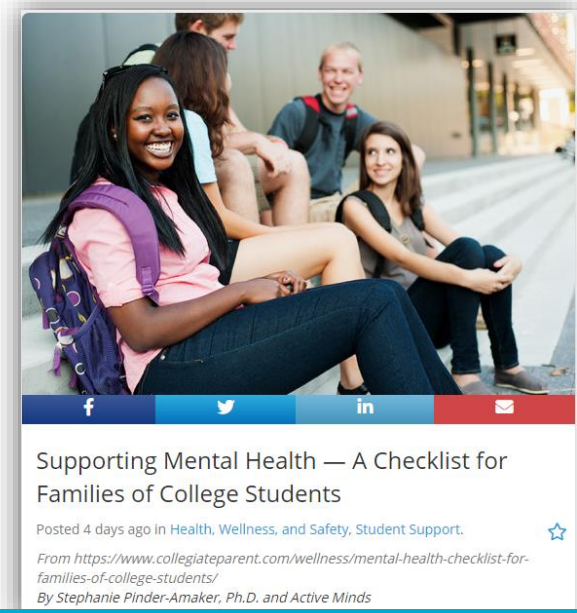
CampusESP is trusted
by over 400 colleges
and 9 million families

The USI Family Hub

Launched to over 8,000 prospective families!

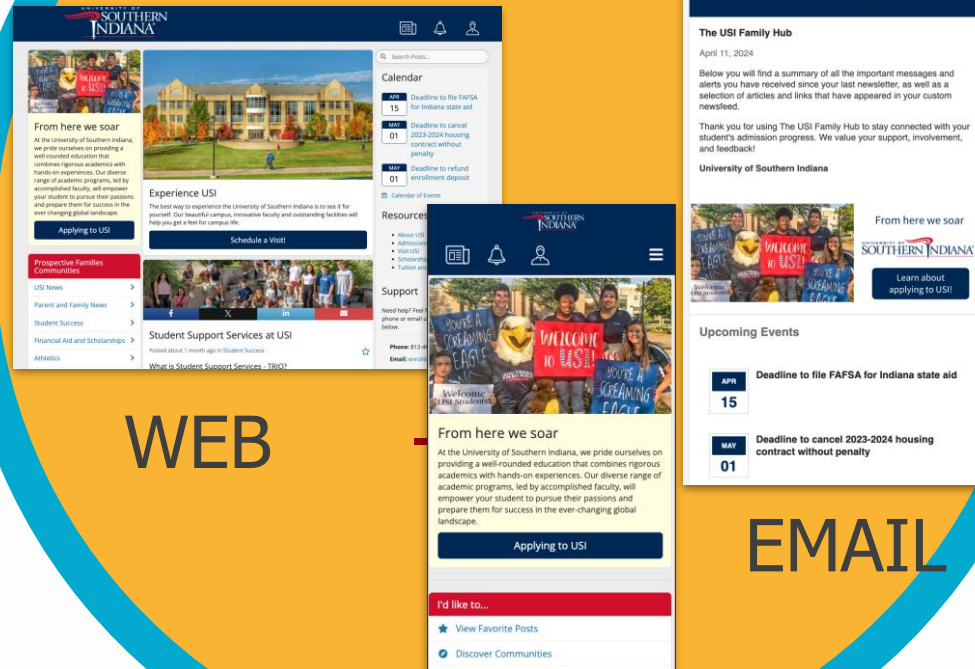


One-Stop Shop for Prospective USI Parents



CampusESP Content

- (some examples)
- FAFSA information
 - Understanding debt
 - Helping your student
 - Student checklists
 - Planning for college



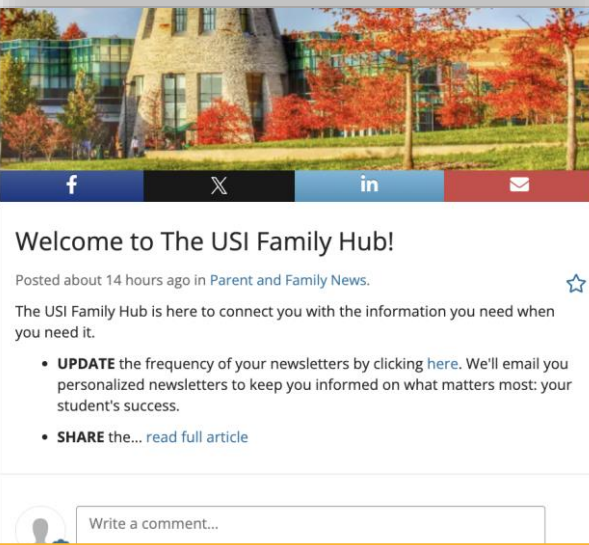
WEB

EMAIL

MOBILE

USI Content

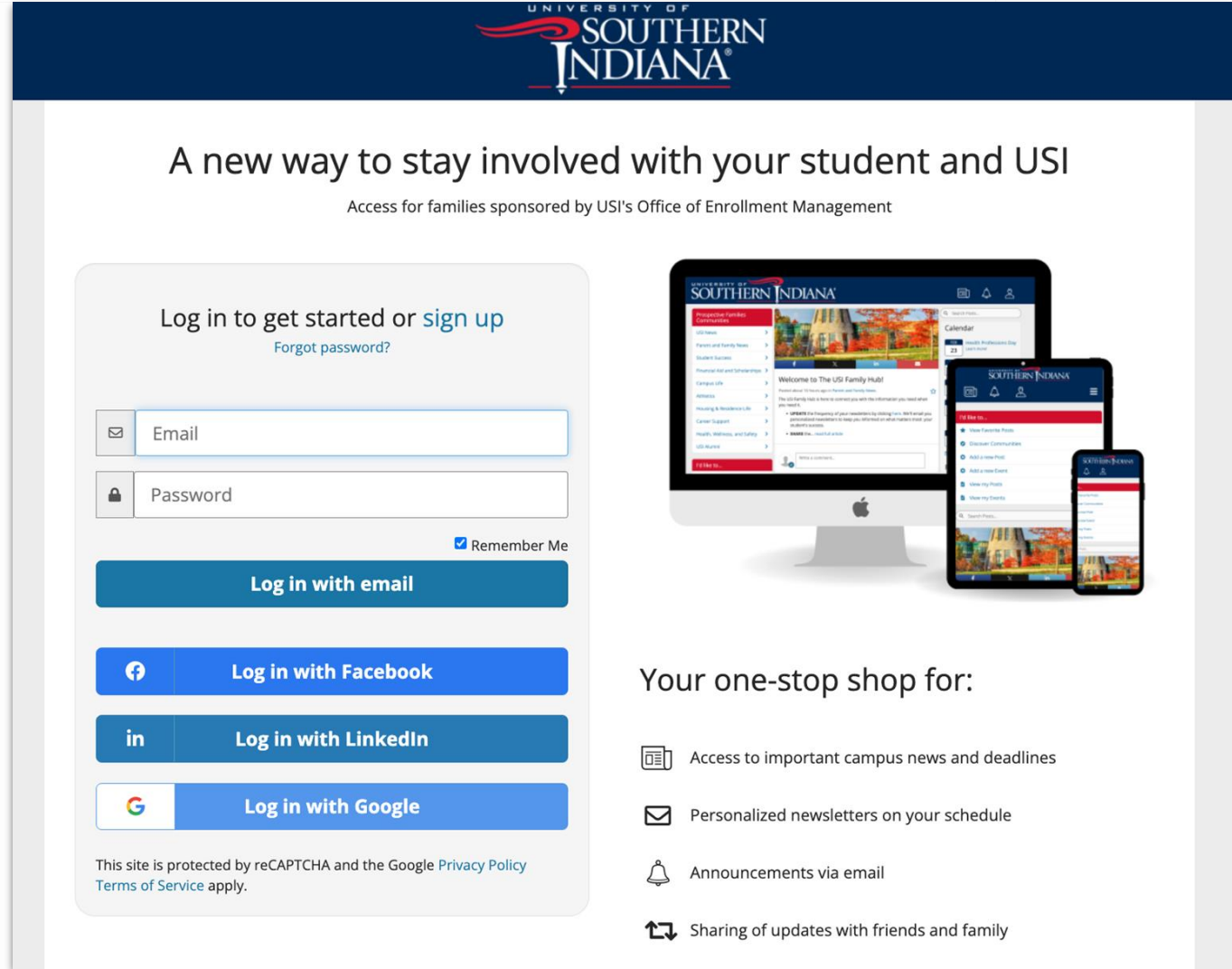
- (some examples)
- Academic calendar
 - Deadlines
 - Parent events
 - Parent orientation
 - Admission info



How do families sign up?

- Access usi.campusesp.com
- Account created through an automated email from Slate.

Families will start receiving biweekly email newsletters by default.



The screenshot shows the 'Log in to get started or sign up' page for the University of Southern Indiana's Family Hub. It features a login form with fields for 'Email' and 'Password', a 'Remember Me' checkbox, and three social login buttons: 'Log in with email', 'Log in with Facebook', and 'Log in with Google'. Below the form is a reCAPTCHA notice. To the right, there are images of the Family Hub interface on a desktop monitor, a tablet, and a smartphone. The desktop view shows a navigation menu on the left, a central 'Welcome to The USI Family Hub!' message, and a calendar on the right. The mobile views show a simplified version of the interface.

UNIVERSITY OF SOUTHERN INDIANA

A new way to stay involved with your student and USI

Access for families sponsored by USI's Office of Enrollment Management

Log in to get started or [sign up](#)
[Forgot password?](#)

Email

Password

Remember Me

Log in with email

Log in with Facebook





Log in with LinkedIn

Log in with Google

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) Terms of Service apply.

UNIVERSITY OF SOUTHERN INDIANA

Your one-stop shop for:

-  Access to important campus news and deadlines
-  Personalized newsletters on your schedule
-  Announcements via email
-  Sharing of updates with friends and family

Onboarding Form

When a family member logs in for the first time, they'll be taken directly to the Onboarding Form where they can customize their experience and complete their profile.

UNIVERSITY OF SOUTHERN INDIANA

📅 🔔 👤

Please select the option that best indicates your student's stage in the application process at USI:

- Seeking more information
- Has already started an application
- Has already submitted an application
- Has already submitted an application AND additional materials
- Has already been admitted
- Has already submitted a deposit
- Has already enrolled

What type of admission is your student interested in?

- First-Year/Freshman
- Transfer
- International

What is your student's anticipated starting semester at USI?

- Fall 2024
- Spring 2025
- Fall 2025
- Spring 2026
- Fall 2026
- Spring 2027
- Fall 2027
- Spring 2028
- Fall 2028

Do you have more than one student interested in attending USI?

- Yes
- No

Profile Information

Please indicate any interests (you'll get regular news and info on these topics):
Select all that apply.

- Financial Aid and Scholarships
- Campus Life
- Diversity and Inclusion
- Athletics
- Housing and Residence Life
- Career Support
- Health Wellness and Safety

Are you any of the following?
Select all that apply.

- USI Alumni
- Family of a First-Generation Student
- Hispanohablantes (Spanish-Speaking Family)
- Family of a Current USI student

Leveraging Slate + CampusESP to guide students and families through the funnel

Inquiry

Generate campus visits and applications

Application

Reminders for application deadlines and financial aid

Admit

Generate deposits and orientation registration

The screenshot displays the University of Southern Indiana website interface. At the top, the university logo is visible. Below the header, there are social media icons for Facebook, X, LinkedIn, and Email. A search bar labeled "Search Posts..." is present. A "Calendar" section lists key dates: APR 15 (Deadline to file FAFSA for Indiana state aid), MAY 01 (Deadline to cancel 2023-2024 housing contract without penalty), and MAY 01 (Deadline to refund enrollment deposit). A "Resources" section includes links for "About USI" and "Admissions".

Three content blocks are highlighted with callouts:



- From here we soar**: A text block describing the university's commitment to a well-rounded education. Below it is a button labeled "Applying to USI".
- USI's financial aid office makes a great investment even better**: A text block explaining the Student Financial Assistance program. Below it is a button labeled "Student Financial Assistance".
- Congratulations on your student's admission to USI!**: A celebratory text block with a photo of students and the eagle mascot. Below it is a button labeled "What's Next?".

At the bottom left, a navigation menu lists various university services: Athletics, Housing and Residence Life, Career Support, and Health, Wellness, and Safety. A "Watch on YouTube" section is also visible.

Consistent nudges for families

On average, **prospective parents receive 24 personalized emails from CampusESP** throughout the enrollment cycle.

How to Apply



Hi **First Name** default: Future Screaming Eagle Family,

As **Student First Name** default: your student continues their journey with USI, we want to make sure you have the information you need to help **Student First Name** default: your student submit what they need!

Make sure **Student First Name** default: your student knows what to submit along with the completed application.

Once USI has processed **Student First Name** default: your student's application, transcript(s) and scores (if needed), a decision will be made by Undergraduate Admissions and **Student First Name** default: your student will receive a notification.



How to Apply

[Share With Your Student: First-Year Admission Process and Requirements](#)

[Share With Your Student: Transfer Admissions Requirements](#)

[International Admissions Requirements](#)

Admitted Student Next Steps



Hi **First Name** default: Future Screaming Eagle Family,

We're so excited to welcome you and **Student First Name** default: your student to the USI community! We'd like to congratulate your entire family on **Student First Name** default: your student's admission to the university.

As **Student First Name** default: your student explores which college to attend, we're here to tell you why we think USI is a great option.

- Student First Name** default: your student will have extensive opportunities to gain experience outside the classroom via internships, co-op study, work placements, community service and other programs.
- The majority of USI students receive some form of college financial aid. We know college is an investment for your family and we're committed to making an education with USI as affordable as possible. **TIP:** Make sure **Student First Name** default: your student enters our school code (001808) when filling out the FAFSA to ensure we receive the information.
- Everyone can find their place and niche here at USI! Student Life on campus is thriving and helps students to extend their horizons, meet new people, and learn more about themselves. Learn more about [Student Life](#), [Housing](#), and [Clubs and Organizations](#) on campus!

Now is the time to make sure **Student First Name** default: your student is applying for financial aid and completing all of the next steps to continue the process to enroll at USI.

Student First Name default: your student should regularly check their email for updates and you can [refer to our next steps for admitted students](#) to see what's left on the to-do list. Congratulations again - and welcome to the family!

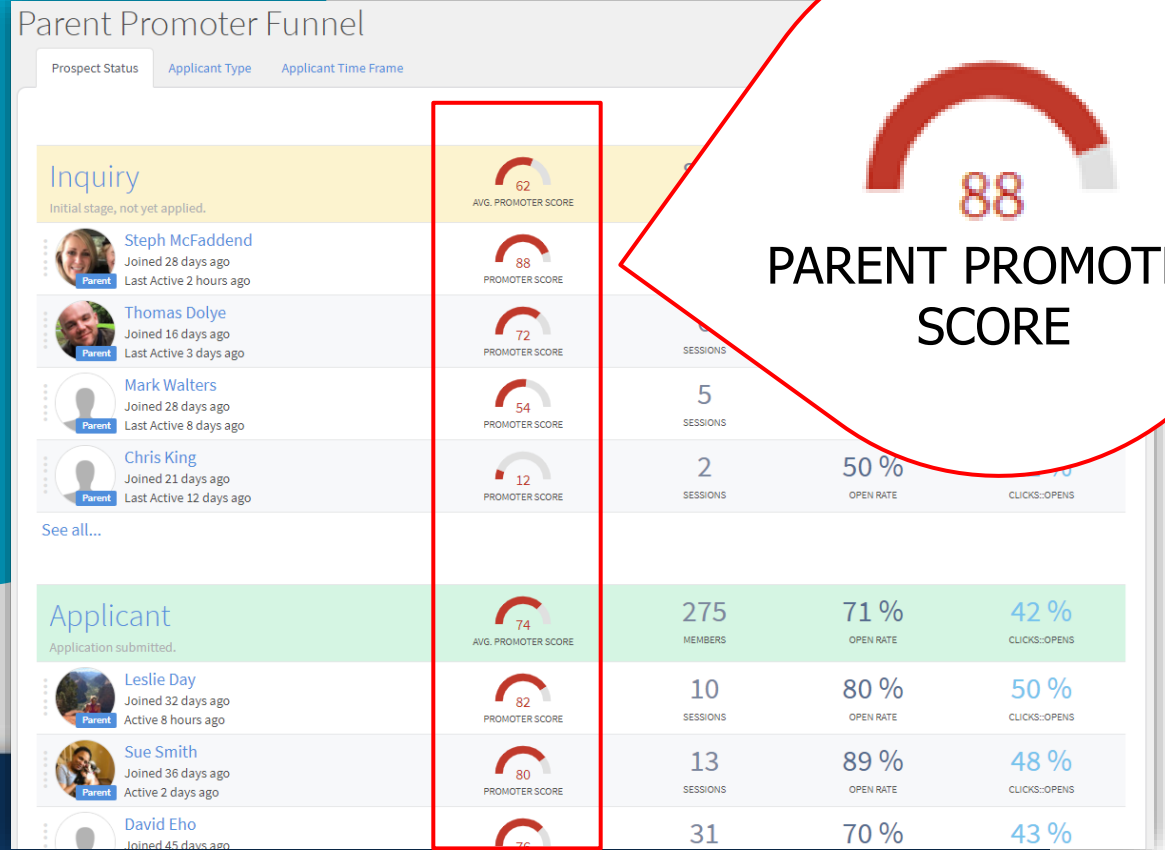
Admitted Student Next Steps

Engaged families = Interested students

Parent Promoter Score™ tracks and scores family interactions:

- ✓ Provided contact information?
- ✓ Logged into the portal?
- ✓ Opened an email?
- ✓ Clicked on a post?
- ✓ Fully registered account?

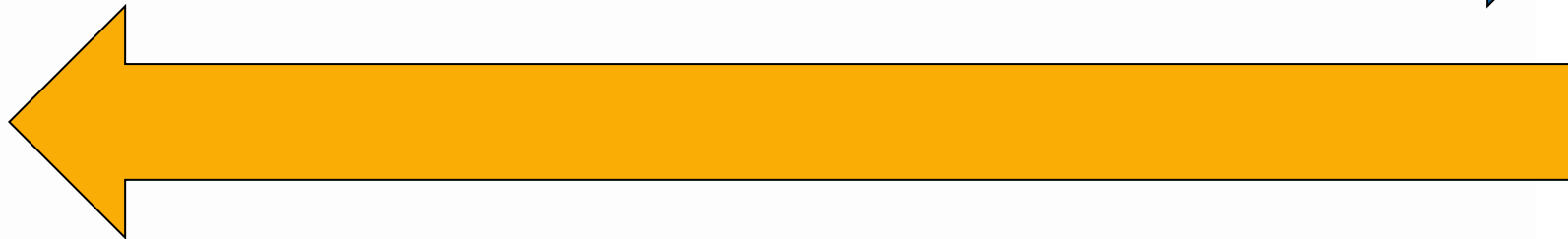
Focus efforts on highly engaged prospective families.



Slate - CampusESP Data Integration

CRM sends CampusESP student enrollment data:

Student ID, funnel stage, entry term, applicant type, parent email, staff assignment

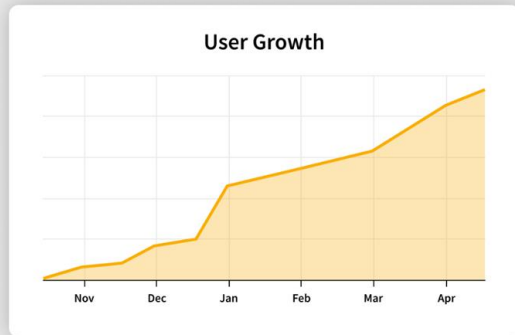


CampusESP sends CRM parent engagement data:

Student ID, parent email address, Parent Promoter Score™

Clear analytics help to improve strategy

Performance Dashboards



Enrollment Stage: Admitted **1,457** MEMBERS

George Costello	118 SESSIONS
Jeanie Applewood	102 SESSIONS
Simon Franklin	98 SESSIONS
Sarah Montgomery	91 SESSIONS

Community Snapshot
First-year families with FERPA connection

Total users	Open Rate	Click Rate
1,285	77%	23%

Community Snapshot
Prospective families who signed up in last 30 days

Total users	Open Rate	Click Rate
430	56%	14%

Total Users

All Families	41,423
Prospective Families	30,991
Current Families	13,220

Family Engagement Insights - Monthly Report

Engagement Results from your **7,680 Current Families**

If you're planning to use CampusESP to communicate with new families during their transition this summer, check out our Guide to Setting up an Orientation Hub. (BONUS: Join our [webinar](#) March 12 on preventing summer melt to *really* level up your game!)

[Get the guide!](#)

Your Family Activity Snapshot

Total Users	Monthly Active Users	Portal Visitors
7,680 +7 this month	3,386 Visited the site or engaged with email/SMS this month	206 Visited the site this month

That's 3,386 more students and families you're helping!

Key Communities	Users	Avg. Open Rate
Housing and Residence Life	1,242	78%
Parents Council Interest	842	77%
First Year Parents & Families	742	74%

[See more engagement results here!](#)

Questions?