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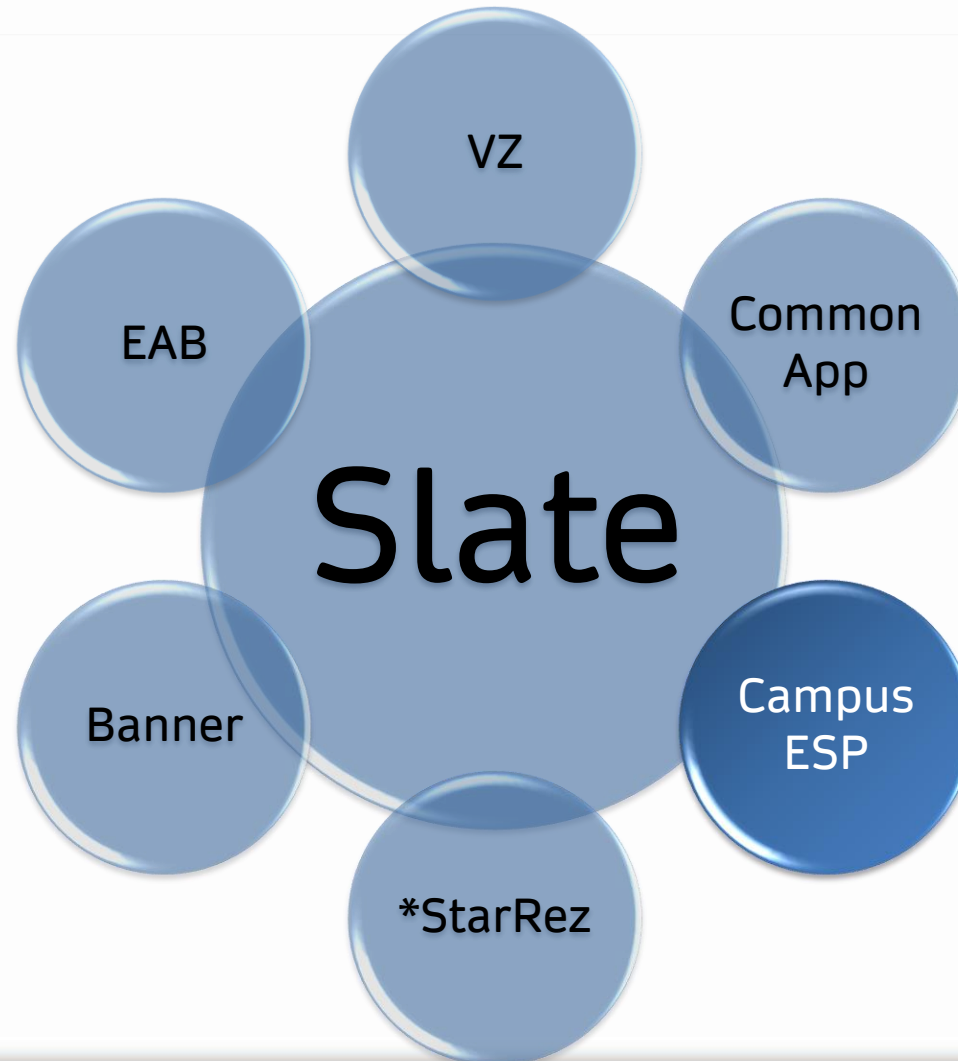
Troy Miller, Vice President for Strategic Enrollment Management
Rashad Smith, Executive Director of Enrollment

Board of Trustees
September 5, 2024

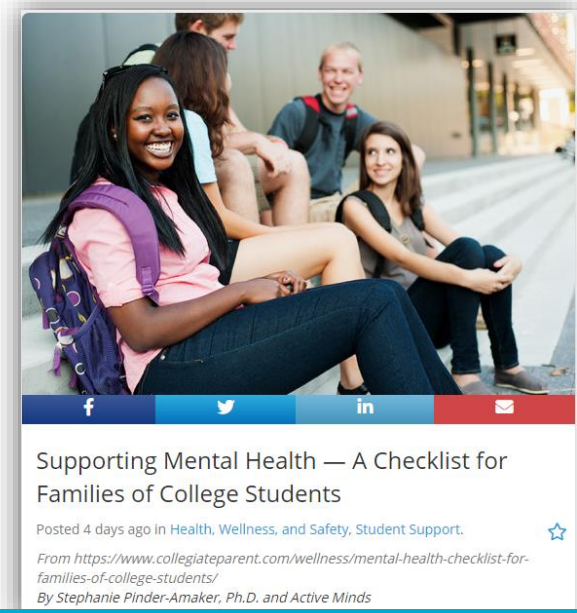# Undergraduate Admissions – Slate Ecosystem

CampusESP is trusted by over 400 colleges and 9 million families

The USI Family Hub
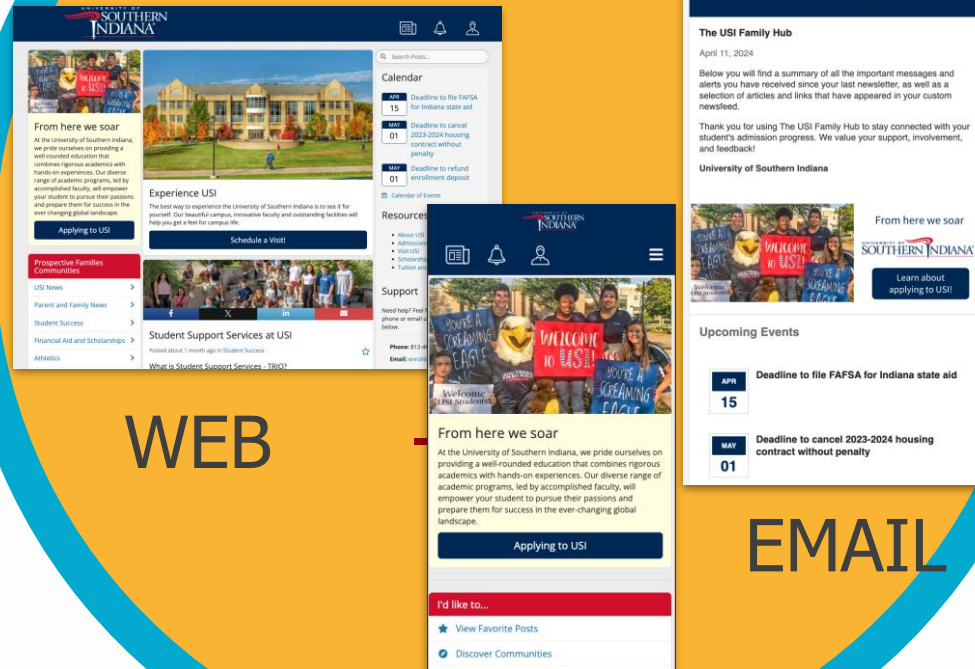
Launched to over 8,000 prospective families!

One-Stop Shop
for Prospective USI Parents

USI
Content

CampusESP
Content

WEB

MOBILE

EMAIL

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

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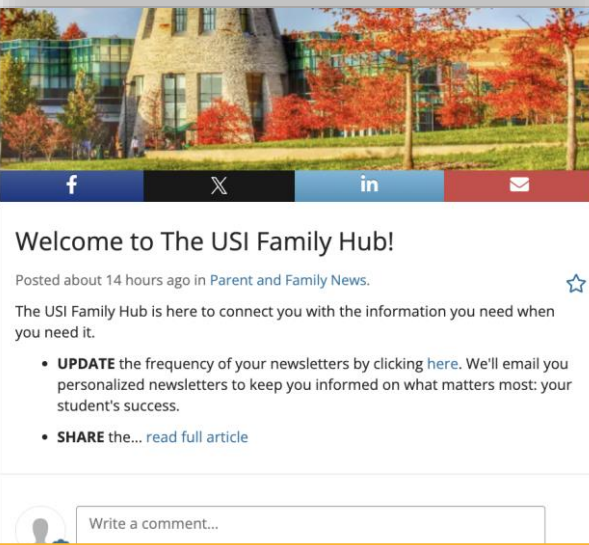-Helping your student
-Student checklists
-Planning for college

UNIVERSITY OF
SOUTHERN INDIANA®
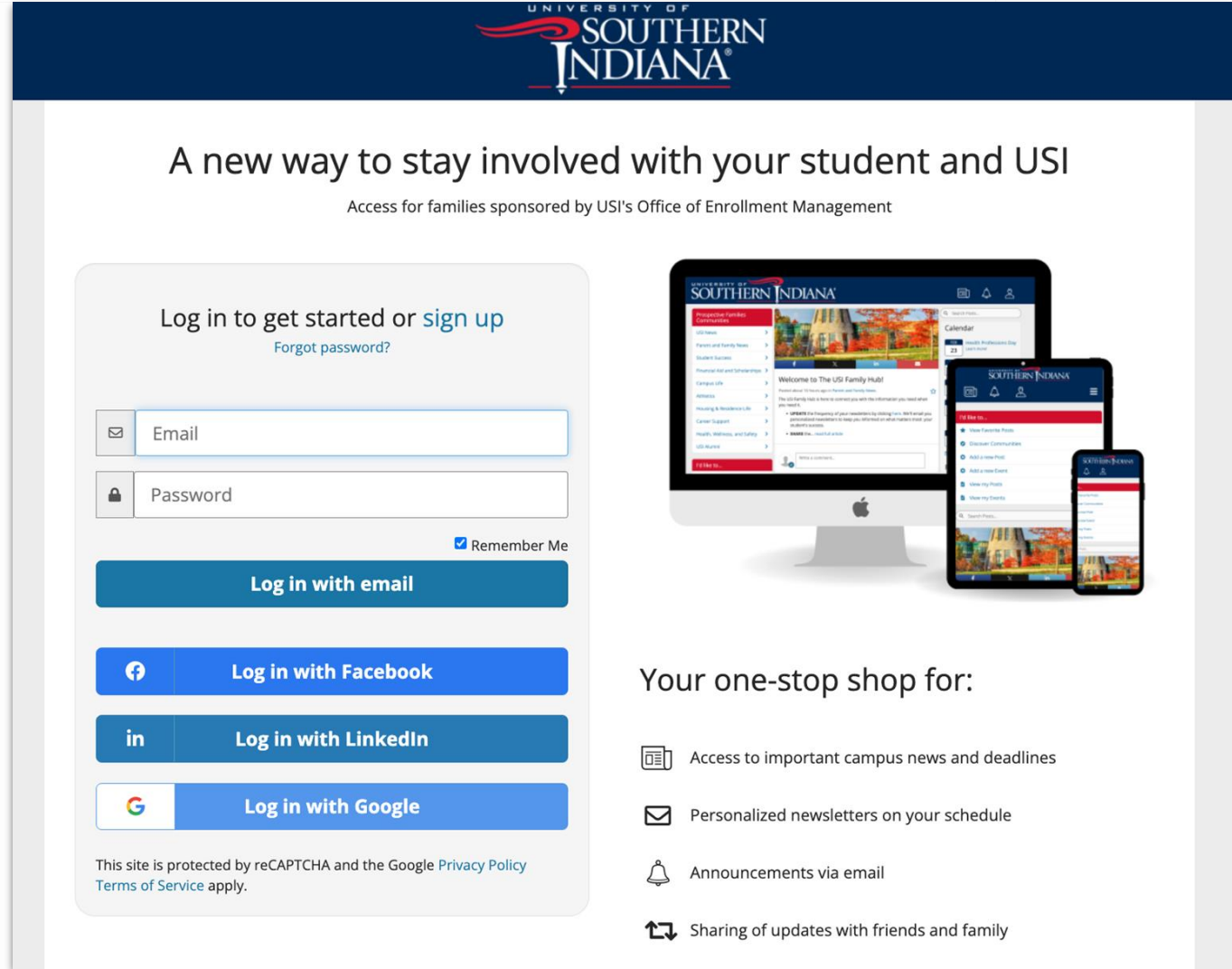Knowledge for Life

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.

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.

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

Consistent nudges for families

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

How to Apply

Admitted Student Next Steps

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.

Engaged families = Interested students

88
PARENT PROMOTER SCORE

Parent Promoter Funnel

Prospect Status | Applicant Type | Applicant Time Frame

Inquiry
Initial stage, not yet applied. — 62 AVG. PROMOTER SCORE

Steph McFaddend — Joined 28 days ago — Last Active 2 hours ago — Parent — 88 PROMOTER SCORE

Thomas Dolye — Joined 16 days ago — Last Active 3 days ago — Parent — 72 PROMOTER SCORE — SESSIONS

Mark Walters — Joined 28 days ago — Last Active 8 days ago — Parent — 54 PROMOTER SCORE — 5 SESSIONS

Chris King — Joined 21 days ago — Last Active 12 days ago — Parent — 12 PROMOTER SCORE — 2 SESSIONS — 50 % OPEN RATE — CLICKS::OPENS

See all…

Applicant
Application submitted. — 74 AVG. PROMOTER SCORE — 275 MEMBERS — 71 % OPEN RATE — 42 % CLICKS::OPENS

Leslie Day — Joined 32 days ago — Active 8 hours ago — Parent — 82 PROMOTER SCORE — 10 SESSIONS — 80 % OPEN RATE — 50 % CLICKS::OPENS

Sue Smith — Joined 36 days ago — Active 2 days ago — Parent — 80 PROMOTER SCORE — 13 SESSIONS — 89 % OPEN RATE — 48 % CLICKS::OPENS

David Eho — Joined 45 days ago — 31 — 70 % — 43 %

UNIVERSITY OF
SOUTHERN INDIANA®
Knowledge for Life

Slate - CampusESP Data Integration

CRM sends CampusESP <u>student enrollment data</u>:

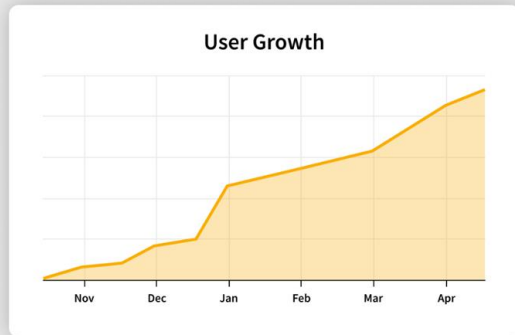Student ID, funnel stage, entry term, applicant type, parent email, staff assignment
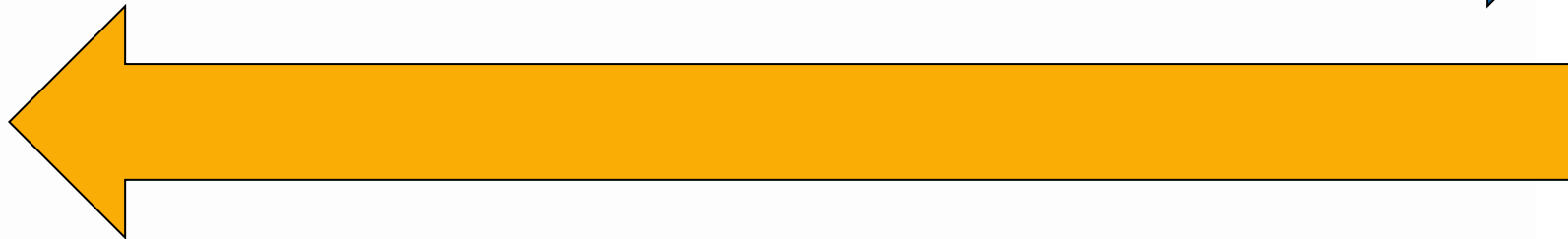
CampusESP sends CRM <u>parent engagement data</u>:

Student ID, parent email address, Parent Promoter Score™

Clear analytics help to improve strategy

Performance Dashboards

Family Engagement Insights - Monthly Report

Questions?