2022 Marketing and Recruitment Practices for Undergraduate Students

Effective practices for undergraduate recruitment at four-year colleges and universities, as rated by campus officials from 120 institutions

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Five key findings from this year's data

This 2022 *Marketing and Recruitment Practices Report* shows the increasing value of digital communication and technology tools in enrollment. The most effective strategies cited by the enrollment professionals we surveyed list things such as video advertising, paid digital ads, SEO, and CRM management. They also show that in-person activities have returned as the most effective admissions events.

Here are five key findings from the survey.

1) TOP 3 MOST EFFECTIVE OUTREACH STRATEGIES

PRIVATE INSTITUTIONS

- In-person meetings (on- and off-campus)
- Text messaging
- Mobile responsive website

PUBLIC INSTITUTIONS

- Text messaging
- Personalized videos sent directly to students
- In-person meetings (on- and off-campus)

As campuses have opened back up, in-person activities have returned as top outreach activities. But text messaging, mobile-responsive websites, and personalized videos also show the critical importance of having digitally-driven, mobile friendly outreach strategies. Campuses may be missing a big opportunity with texting in particular. While it is a top three outreach activity, the results on p. 6 show that only 60 percent of privates and half of publics are using texting for student outreach.

2) TOP 3 MOST EFFECTIVE ADVERTISING STRATEGIES

PRIVATE INSTITUTIONS

- Social media advertising
- Paid display ads
- Retargeted ads

PUBLIC INSTITUTIONS

- Social media advertising
- Video advertising
- Paid display ads

Digital advertising continues to be the most effective strategy for private and public institutions. One notable change from 2020 is that many more campuses have shifted their mix toward digital and away from channels such as television and radio (see the results on p. 13).

3) TOP 3 MOST EFFECTIVE MANAGEMENT PRACTICES

PRIVATE INSTITUTIONS

- Leveraging CRM
- Search engine optimization
- Communication, a social platform for parent/family engagement of admitted and enrolled students

PUBLIC INSTITUTIONS

- Admissions tracking to monitor and predict students' incremental rates of movement toward enrollment
- Leveraging CRM
- Search engine optimization

With the increase in digital campaigns and the demand for personalization from students, effective CRM management is essential. Search engine optimization is also key for generating more inbound, organic leads from prospective students, especially as online programs may compete with traditional undergraduate programs for search equity.

4) TOP 3 MOST EFFECTIVE ADMISSIONS EVENTS

PRIVATE INSTITUTIONS

- Campus open house events
- Campus visit events designed for high school counselors
- Overnight campus visits and group campus visits by academic division or program

PUBLIC INSTITUTIONS

- Campus open house events
- Campus visit events designed for high school counselors
- Meetings of events for transfer students

It is no surprise that on-campus events have returned as effective admissions strategies. What's interesting is that meetings for transfer students are one of the most effective events for public institutions. With the flattening of the number of traditional students, transfer student enrollment will become increasingly important to enrollment health for public and private institutions.

5) CAMPUSES THAT HAVE CAMPAIGNS TO RECRUIT UNDERREPRESENTED STUDENTS

PRIVATE INSTITUTIONS

- First generation 41%
- African American 31%
- Hispanic 26%

PUBLIC INSTITUTIONS

- First generation 49%
- African American 49%
- Hispanic 52%

Both private and public institutions have made significant increases in outreach to first-generation students, but the number with campaigns to Hispanic and African American students have remained flat or even decreased slightly since 2020. These are populations campuses need to engage if they want to not only achieve goals for diversity, but also overall enrollment goals.

ABOUT THIS STUDY

120 U.S. campuses polled | **78** four-year private | **42** four-year public

Annual planning

Institutions that have an annual recruitment and marketing plan

78% Private **71%** Public

High school student search practices

Institutions that purchase high school student names to generate inquiries and applicants:

87% private | **86%** public

Number of high school student names purchased

Approximate number of high school student names purchased for marketing campaigns to generate inquiries and applicants.

NAMES PURCHASED	PRIVATE	PUBLIC
Fewer than 50,000	16%	20%
50,000-100,000	35%	29%
100,001-125,000	15%	20%
125,001-150,000	13%	11%
150,001-200,000	12%	9%
200,001>	9%	11%

Purchased high school names by high school grade level

Institutions that purchase names from these grade levels (respondents were instructed to check all that apply).

GRADE LEVEL	PRIVATE	PUBLIC
Prior to 10th grade	15%	14%
10th grade	85%	78%
11th grade	100%	94%
12th grade	99%	97%

Preferred methods for first and subsequent contacts with high school purchased names

These results show the methods institutions use to make first contact with a student, and then the contact methods they use for subsequent communications.

PRIVATE INSTITUTIONS	FIRST CONTACT	SUBSEQUENT CONTACTS
Text message	12%	61%
Email message	100%	56%
An email message with a link to a personalized URL	46%	30%
An outbound phone call to all or a selected subset	20%	46%
Digital advertising	61%	71%
Direct mail	59%	48%
Video (whether delivered digitally or via email)	20%	51%

PUBLIC INSTITUTIONS	FIRST CONTACT	SUBSEQUENT CONTACTS
Text message	3%	53%
Email message	100%	50%
An email message with a link to a personalized URL	29%	26%
An outbound phone call to all or a selected subset	12%	53%
Digital advertising	47%	82%
Direct mail	47%	44%
Video (whether delivered digitally or via email)	18%	29%

Number of contacts with search non-responders before giving up

PRIVATE INSTITUTIONS	NUMBER OF CONTACTS		
	<5	6 TO 12	12+
Text message	41%	49%	10%
Email message	8%	45%	47%
An email message with a link to a personalized URL	30%	45%	25%
An outbound phone call to all or a selected subset	81%	16%	3%
Digital advertising	18%	59%	24%
Direct mail	64%	30%	6%
Video (whether delivered digitally or via email)	57%	33%	10%

PUBLIC INSTITUTIONS	NUMBER OF CONTACTS		
	<5	6 TO 12	13+
Text message	67%	22%	11%
Email message	24%	41%	35%
An email message with a link to a personalized URL	44%	44%	11%
An outbound phone call to all or a selected subset	78%	22%	0%
Digital advertising	33%	56%	11%
Direct mail	71%	21%	7%
Video (whether delivered digitally or via email)	67%	22%	11%

Number of contacts with search non-responders before giving up

Combination of direct mail, email, and text messages.

PRIVATE INSTITUTIONS

11	**14**	**13**	**15**	**13**
Purchased names	Inquiries	Applicants	Admits	Deposit

PUBLIC INSTITUTIONS

8	**11**	**10**	**13**	**9**
Purchased names	Inquiries	Applicants	Admits	Deposit

Use and Effectiveness of Practices

Throughout this report, "used" refers to the number of respondents who use a practice, channel, tool, etc. "Effective" is how many rated that item was very effective or effective.

Digital advertising channels leveraged for targeting search name purchase

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Display/banner ads	79%	89%	84%	97%
Instagram	55%	91%	94%	94%
YouTube	64%	78%	72%	92%
TikTok*	N/A	N/A	45%	81%
Facebook	56%	89%	97%	81%
Snapchat	83%	60%	51%	80%
Streaming services*	N/A	N/A	32%	77%
Twitter	87%	58%	61%	67%

*New answer option in 2022.

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Display/banner ads	81%	100%	94%	97%
Instagram	53%	94%	97%	100%
YouTube	52%	97%	82%	93%
TikTok*	N/A	N/A	53%	83%
Facebook	51%	98%	91%	87%
Snapchat	50%	100%	53%	89%
Streaming services*	N/A	N/A	32%	100%
Twitter	57%	88%	56%	84%

*New answer option in 2022.

Messaging and calls to action promoted via digital advertising

These are messages and CTAs that institutions use to target their search purchases for prospective first-year students.

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Promoting virtual or on-campus events	90%	96%	100%	98%
Promoting application and enrollment deadlines	88%	91%	95%	98%
Brand messaging	90%	90%	92%	96%
Showcasing student/alumni stories and outcomes	76%	90%	89%	93%
Major, program, or department specific messaging	83%	91%	81%	92%

| PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Promoting virtual or on-campus events	92%	98%	92%	100%
Brand messaging	96%	90%	91%	97%
Major, program, or department specific messaging	86%	95%	75%	96%
Promoting application and enrollment deadlines	94%	96%	94%	94%
Showcasing student/alumni stories and outcomes	82%	90%	72%	88%

Access more than 4 million prospective student names to build your funnel

RNL Student Search and Engagement gives you access to the RNL Prospective Student Network and more than 30 proprietary sources of names.

Find out more at **RNL.com/Names.**

Transfer student search practices

Institutions that purchase current college student names for transfer recruitment strategies

40% Private   **38%** Public
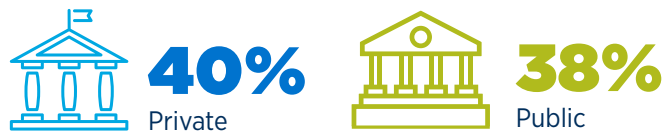
Preferred methods for first and subsequent contacts with prospective transfer students

These are the contact methods used to contact current college students whose names were purchased.

PRIVATE INSTITUTIONS	FIRST CONTACT	SUBSEQUENT CONTACTS
Email message	100%	100%
An email message with a link to a personalized URL	24%	44%
An outbound phone call to all or a selected subset	45%	38%
Digital advertising	66%	63%
Direct mail	52%	44%
Video (whether delivered digitally or via email)	17%	19%

PUBLIC INSTITUTIONS	FIRST CONTACT	SUBSEQUENT CONTACTS
Email message	55%	100%
An email message with a link to a personalized URL	21%	25%
An outbound phone call to all or a selected subset	66%	44%
Digital advertising	52%	38%
Direct mail	52%	44%
Video (whether delivered digitally or via email)	31%	31%

Number of contacts with transfer student non-responders before giving up

PRIVATE INSTITUTIONS	NUMBER OF CONTACTS		
	<5	6 TO 12	13+
Text message	60%	40%	0%
Email message	25%	44%	31%
An email message with a link to a personalized URL	33%	50%	17%
An outbound phone call to all or a selected subset	72%	22%	6%
Digital advertising	20%	60%	20%
Direct mail	73%	27%	0%
Video (whether delivered digitally or via email)	67%	33%	0%

PUBLIC INSTITUTIONS	NUMBER OF CONTACTS		
	<5	6 TO 12	13+
Text message	80%	20%	0%
Email message	38%	13%	50%
An email message with a link to a personalized URL	50%	0%	50%
An outbound phone call to all or a selected subset	86%	14%	0%
Digital advertising	33%	33%	33%
Direct mail	86%	0%	14%
Video (whether delivered digitally or via email)	75%	0%	25%

Do you have a sound plan to engage and enroll transfer students?

Transfer students are an increasingly important student population, but they have much different behaviors and expectations than first-time-in-college students. Talk with our enrollment experts about how you can ramp up your transfer student recruitment.

Visit **RNL.com/Transfer**.

Top 10 most effective outreach strategies and tactics for recruitment/marketing

(Sorted by 2022 effectiveness)

Respondents ranked 17 outreach strategies for recruitment and marketing. Here are the 10 most effective with a comparison to the 2020 results. See the appendix for the complete list.

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
In-person meetings (on- and off-campus)	98%	98%	99%	100%
Text messaging	93%	100%	96%	99%
Mobile responsive website	92%	99%	97%	97%
Videos embedded on your website	96%	95%	90%	97%
Personalized videos sent directly to students	28%	88%	36%	96%
Email communications	100%	96%	100%	96%
Social media	98%	97%	100%	96%
Digital advertising	91%	93%	99%	96%
Video calls	65%	93%	60%	95%
Online chat	56%	76%	53%	92%

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Text messaging	86%	100%	90%	100%
Personalized videos sent directly to students	27%	92%	29%	100%
In-person meetings (on- and off-campus)	98%	98%	98%	100%
Digital advertising	96%	98%	95%	98%
Email communications	100%	100%	100%	95%
Social media	98%	96%	98%	95%
Publications (student marketing search pieces, viewbook, etc.)	98%	96%	90%	95%
Videos embedded on your website	98%	98%	88%	95%
Mobile responsive website	90%	100%	86%	94%
Live or on-demand webcasts	73%	94%	69%	93%

Advertising strategies

We polled respondents on **nine** advertising strategies listed below, the percentage of institutions using these practices, their perceived effectiveness, and how they compare to 2020.

Use and effectiveness of advertising strategies

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Social media advertising	84%	91%	99%	96%
Paid display ads (e.g., Google ads)	61%	60%	96%	96%
Retargeted ads that appear on other websites after students visit a campus website	29%	79%	85%	95%
Video advertising (YouTube, Streaming TV)	99%	94%	71%	94%
Billboard, bus, or other outdoor advertising	62%	88%	56%	85%
Television ads	71%	62%	44%	81%
Print media ads	51%	71%	74%	76%
Radio ads	90%	91%	56%	68%

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Social media advertising	81%	97%	95%	98%
Video advertising (YouTube, Streaming TV)	96%	96%	71%	97%
Paid display ads (e.g., Google ads)	65%	71%	95%	95%
Retargeted ads that appear on other websites after students visit a campus website	63%	80%	81%	91%
Television ads	79%	76%	52%	82%
Billboard, bus, or other outdoor advertising	73%	94%	71%	77%
Print media ads	79%	79%	79%	73%
Radio ads	88%	98%	57%	71%

Digital marketing strategies used to generate new prospective undergraduate inquiries

(Not including search names)

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
RFI forms embedded into video or website	59%	91%	75%	100%
Search engine optimization (SEO)	83%	94%	89%	98%
Social media advertising	93%	90%	99%	93%
Student storytelling via video or blogs	62%	91%	77%	93%
Search engine marketing (e.g., Google ads)	83%	95%	90%	92%
Video advertising (e.g., YouTube)	53%	85%	68%	92%
Paid display ads (e.g., Google ads)	79%	88%	89%	91%
Marketing on your institutional website (i.e., pop up and toaster ads)	49%	95%	56%	90%
Organic social media marketing	82%	87%	90%	89%
Streaming TV advertising (i.e., Hulu)	13%	80%	34%	88%
Website chatbots with subscriber capabilities	17%	62%	40%	79%

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Streaming TV advertising	32%	100%	29%	100%
Student storytelling via video or blogs	62%	97%	62%	100%
Video advertising (YouTube)	64%	100%	60%	100%
Social media advertising	85%	100%	95%	98%
RFI forms embedded into video or website	56%	93%	62%	96%
Paid display ads (e.g., Google ads)	81%	100%	93%	95%
Search engine marketing (e.g., Google Ads)	79%	100%	81%	94%
Search engine optimization (SEO)	76%	100%	81%	94%
Organic social media marketing	79%	100%	69%	93%
Marketing on the institutional website (pop up and toaster ads)	53%	92%	52%	91%
Website chatbots with subscriber capabilities	23%	91%	31%	69%

Social Media

Which social media channels do institutions use, and how do those line up with what students use to research colleges? These next findings look at what institutions use (and changes between 2020-22), then compare that to what students said they used in the *2021 E-Expectations Report*. Campus enrollment managers also said how often they update their social media channels.

Use of social media (campuses and students)

PRIVATE INSTITUTIONS	CHANNEL		
	CAMPUSES USE		STUDENTS USE
	2020	2022	2021
Snapchat	32%	42%	74%
Instagram	95%	100%	70%
YouTube	78%	85%	62%
TikTok	N/A	56%	41%
Facebook	93%	93%	35%
Twitter	70%	71%	27%
Pinterest	4%	12%	21%
LinkedIn	49%	60%	10%

PUBLIC INSTITUTIONS	CHANNEL		
	CAMPUSES USE		STUDENTS USE
	2020	2022	2021
Snapchat	52%	43%	74%
Instagram	90%	100%	70%
YouTube	84%	86%	62%
TikTok	N/A	45%	41%
Facebook	88%	79%	35%
Twitter	80%	64%	27%
Pinterest	13%	5%	21%
LinkedIn	31%	43%	10%

How often campuses update social media

PRIVATE INSTITUTIONS	CHANNEL			
	SELDOM UPDATE	UPDATE IT 1-2 TIMES MONTHLY	UPDATE IT 2-3 TIMES A WEEK	UPDATE IT DAILY
Facebook	5%	16%	57%	22%
Instagram	3%	10%	56%	31%
Twitter	9%	13%	53%	26%
YouTube	14%	67%	18%	2%
Snapchat	23%	15%	46%	15%
TikTok	22%	28%	36%	14%
LinkedIn	13%	36%	33%	18%
Pinterest	0%	50%	50%	0%

PUBLIC INSTITUTIONS	CHANNEL			
	SELDOM UPDATE	UPDATE IT 1-2 TIMES MONTHLY	UPDATE IT 2-3 TIMES A WEEK	UPDATE IT DAILY
Facebook	3%	13%	72%	13%
Instagram	5%	17%	63%	15%
Twitter	15%	8%	54%	23%
YouTube	29%	43%	29%	0%
Snapchat	18%	29%	41%	12%
TikTok	6%	39%	50%	6%
LinkedIn	29%	24%	47%	0%
Pinterest	100%	0%	0%	0%

Outreach strategies for high school counselors

Most effective strategies for counselor outreach

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Calling after visits	81%	94%	48%	97%
Breakfasts and/or meetings on campus	55%	85%	70%	96%
One-on-one meetings	78%	91%	86%	95%
Texting	39%	73%	17%	92%
Email communications	44%	73%	87%	90%
High school counselor area on website	38%	84%	52%	84%
Newsletter delivered over email	67%	93%	46%	82%
Live or on-demand webcasts	6%	100%	42%	80%
Direct mail	42%	83%	58%	73%

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Calling after visits	54%	77%	57%	88%
Breakfasts and/or meetings on campus	85%	98%	71%	93%
One-on-one meetings	77%	97%	79%	94%
Texting	15%	57%	29%	92%
Email communications	92%	100%	83%	94%
High school counselor area on website	54%	88%	55%	87%
Newsletter delivered over email	56%	89%	62%	88%
Live or on-demand webcasts	46%	91%	50%	86%
Direct mail	73%	89%	60%	72%

Admissions events

We had campus respondents rank 14 admissions event strategies. These were the top 10—see the appendix for the complete list. (*Note: these responses were gathered in spring 2022.*)

Most effective admissions events strategies

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Campus open house events	94%	100%	99%	100%
Campus visit events designed for high school counselors	69%	88%	95%	100%
Overnight campus visits and group campus visits by academic division or program	61%	98%	50%	97%
Campus visit days for high school students	85%	99%	79%	97%
Weekend visit days	79%	97%	79%	97%
College-paid trips to campus for prospective students	41%	89%	36%	92%
Special interest workshops, seminars, or camps (music, sports, science, etc.)	80%	93%	82%	91%
Meetings of events for transfer students	83%	89%	86%	87%
Regional college fairs*	N/A	N/A	94%	84%
Virtual visit days	81%	90%	79%	81%

*New answer option in 2022

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Campus open house events	100%	98%	100%	100%
Campus visit events designed for high school counselors	88%	95%	88%	100%
Meetings of events for transfer students	88%	95%	83%	100%
Overnight campus visits and group campus visits by academic division or program	33%	88%	36%	100%
Regional college fairs*	N/A	N/A	100%	98%
Campus visit days for high school students	100%	98%	74%	97%
Weekend visit days	79%	97%	74%	97%
Special interest workshops, seminars, or camps (music, sports, science, etc.)	85%	93%	81%	94%
College-paid trips to campus for prospective students	35%	88%	36%	93%
Podcasts and webinars	46%	91%	55%	91%

*New answer option in 2022

Management practices

Most effective management practices

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Leveraging CRM	92%	95%	97%	99%
Search engine optimization	86%	96%	92%	99%
Communication or social platform to foster parent/family engagement of admitted and enrolled students	78%	97%	77%	98%
Admissions tracking to monitor and predict students' incremental rates of movement toward enrollment	70%	96%	84%	97%
Admitted student qualification	76%	98%	70%	96%
Leveraging analytics	93%	95%	93%	96%
Statistical modeling to predict enrollment	78%	95%	79%	95%
Financial aid leveraging	72%	98%	78%	95%
Social platform(s) to connect admitted students to support summer melt prevention	74%	93%	77%	93%
Inquiry qualification	71%	95%	71%	92%
Use of behavioral/engagement scoring with digital/web tracking	54%	89%	52%	84%

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Admissions tracking to monitor and predict students' incremental rates of movement toward enrollment	63%	97%	74%	100%
Leveraging CRM	94%	98%	88%	100%
Search engine optimization	88%	100%	83%	100%
Use of behavioral/engagement scoring with digital/web tracking	38%	94%	33%	100%
Communication or social platform to foster parent/family engagement of admitted and enrolled students	73%	94%	62%	96%
Inquiry qualification	58%	100%	52%	95%
Leveraging analytics	92%	98%	83%	94%
Statistical modeling to predict enrollment	67%	100%	69%	93%
Admitted student qualification	60%	100%	50%	90%
Social platform(s) to connect admitted students to support summer melt prevention	77%	95%	64%	89%
Financial aid leveraging	67%	100%	57%	88%

Outsourced management practices

Given that many campuses work with outside companies for some of their management practices, we asked respondents which of the following practices they outsourced and how effective they were.

PRIVATE INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Print, electronic campaigns, or other strategies to impact summer melt	21%	94%	30%	95%
Print or electronic campaigns for student search	64%	98%	68%	94%
Print, electronic campaigns, or other strategies to impact student yield	32%	92%	37%	93%
Print or electronic campaigns to generate applications from the search or inquiry pool	57%	93%	67%	92%
Market research (lost applicant analysis, brand perceptions, pricing analysis, SEO, etc.)	47%	89%	59%	91%
Parent/family engagement of admitted and enrolled students	19%	100%	25%	89%
Telephone qualification to rate the interest levels of prospective students by phone	21%	63%	27%	80%
International recruitment	19%	80%	27%	70%

PUBLIC INSTITUTIONS	2020		2022	
	USED	EFFECTIVE	USED	EFFECTIVE
Market research (lost applicant analysis, brand perceptions, pricing analysis, SEO, etc.)	39%	82%	40%	100%
Print, electronic campaigns, or other strategies to impact student yield	21%	100%	40%	94%
Print, electronic campaigns, or other strategies to impact summer melt	27%	100%	29%	92%
Print or electronic campaigns for student search	34%	92%	71%	87%
Print or electronic campaigns to generate applications from the search or inquiry pool	47%	91%	71%	87%
International recruitment	40%	86%	31%	77%
Parent/family engagement of admitted and enrolled students	19%	100%	14%	67%
Telephone qualification to rate the interest levels of prospective students by phone	33%	84%	21%	44%

Recruiting underrepresented students

As colleges and universities work to diversify their enrollments and engage more first-generation prospective students, how many institutions have recruitment and communication strategies for these populations? We also asked how many institutions have recruitment materials and communications available in Spanish.

PRIVATE INSTITUTIONS	YES, HAVE SPECIFIC STRATEGY		NO, BUT CURRENTLY STUDYING		NO, NOT CURRENTLY CONSIDERING	
STUDENT POPULATION	2020	2022	2020	2022	2020	2022
Hispanic	31%	26%	32%	44%	37%	29%
African American	29%	31%	29%	28%	41%	42%
First-generation students	34%	41%	42%	23%	23%	36%

PRIVATE INSTITUTIONS	YES, HAVE SPECIFIC STRATEGY		NO, BUT CURRENTLY STUDYING		NO, NOT CURRENTLY CONSIDERING	
STUDENT POPULATION	2020	2022	2020	2022	2020	2022
Hispanic	56%	52%	10%	33%	33%	14%
African American	55%	49%	15%	15%	30%	37%
First-generation students	26%	49%	64%	15%	11%	37%

Recruitment communications in Spanish

HAVE COMMUNICATIONS IN SPANISH

PRIVATE INSTITUTIONS

51% 2022   **58%** 2020

PUBLIC INSTITUTIONS

43% 2022   **66%** 2020

TYPES OF COMMUNICATIONS IN SPANISH

PRIVATE INSTITUTIONS

8%	14%	25%	15%	26%	27%
Search emails	Direct mail pieces	Phone calls	Viewbooks	Website	Campus visits

PUBLIC INSTITUTIONS

2%	21%	19%	12%	17%	36%
Search emails	Direct mail pieces	Phone calls	Viewbooks	Website	Campus visits

DO NOT HAVE RECRUITMENT MATERIALS IN SPANISH BUT ARE WORKING TO HAVE THEM

PRIVATE INSTITUTIONS		PUBLIC INSTITUTIONS	
19%	16%	31%	18%
2022	2020	2022	2020

DO NOT HAVE NOR PLAN TO HAVE RECRUITMENT MATERIALS IN SPANISH

PRIVATE INSTITUTIONS		PUBLIC INSTITUTIONS	
30%	36%	26%	16%
2022	2020	2022	2020

INSTITUTIONS MISSING OPPORTUNITIES WITH UNDERREPRESENTED STUDENTS

While respondents in the 2022 survey had increased their outreach for first-generation students compared to 2020, the number reporting recruitment strategies for Hispanic and African American students remained flat or declined. Likewise, fewer institutions have communications in Spanish. If campuses want to diversify, they need to make sure they communicate that their institutions are welcoming to a diverse student body. Communications in languages other than English are also very helpful for first-generation students who may have parents/guardians who are non-English speakers.

About the participants and methodology

Data in this report reflect responses from 120 colleges and universities. In addition, respondents participated in the RNL national electronic poll of undergraduate practices for marketing and student recruitment in the spring of 2022. The poll was emailed to enrollment and admissions officers at accredited degree-granting institutions across the United States. Respondents to the poll included **78 four-year private** institutions and **42 four-year public** institutions.

To report the findings as accurately as possible, the rankings of effectiveness were based only on the relative effectiveness options that were given to respondents: "effective" (responses of "very effective" or "somewhat effective"), and "not effective." This approach of excluding "practice not used," allowed promising, less-frequently-used practices to be included.

APPENDIX

Strategies and tactics for prospective first-year students' recruitment/marketing efforts (2022)

Sorted by effectiveness.

PRIVATE INSTITUTIONS	STRATEGY/TACTIC	
	USED	EFFECTIVE
In-person meetings (on- and off-campus)	99%	100%
Text messaging	96%	99%
Mobile responsive website	97%	97%
Videos embedded on your website	90%	97%
Personalized videos sent directly to students	36%	96%
Email communications	100%	96%
Social media	100%	96%
Digital advertising	99%	96%
Video calls	60%	95%
Online chat	53%	92%
Live or on-demand webcasts	68%	92%
College planning/application specific apps	68%	88%
Virtual tours	96%	87%
Publications (student marketing search pieces, viewbook, etc.)	92%	85%
Aid/scholarship calculator	96%	78%
Calling cell phones	94%	74%
Calling landlines	82%	37%

PUBLIC INSTITUTIONS	STRATEGY/TACTIC	
	USED	EFFECTIVE
Text messaging	90%	100%
Personalized videos sent directly to students	29%	100%
In-person meetings (on- and off-campus)	98%	100%
Digital advertising	95%	98%
Email communications	100%	95%
Social media	98%	95%
Publications (student marketing search pieces, viewbook, etc.)	90%	95%
Videos embedded on your website	88%	95%
Mobile responsive website	86%	94%
Live or on-demand webcasts	69%	93%
Video calls	57%	88%
College planning/application specific apps	55%	87%
Online chat	71%	87%
Virtual tours	81%	85%
Aid/scholarship calculator	71%	77%
Calling cell phones	90%	74%
Calling landlines	83%	37%

Admissions events strategies (2022)

Sorted by effectiveness.

PRIVATE INSTITUTIONS	STRATEGY	
	USED	EFFECTIVE
Campus open house events	99%	100%
Campus visit events designed for high school counselors	95%	100%
Overnight campus visits and group campus visits by academic division or program	50%	97%
Campus visit days for high school students	79%	97%
Weekend visit days	79%	97%
College-paid trips to campus for prospective students	36%	92%
Special interest workshops, seminars, or camps (music, sports, science, etc.)	82%	91%
Meetings of events for transfer students	86%	87%
Regional college fairs	94%	84%
Virtual visit days	79%	81%
Podcasts and webinars	65%	74%
Off-campus group meetings for prospective students or their parents	81%	71%
National or regional college fairs	88%	63%
Online college fairs	92%	27%

PUBLIC INSTITUTIONS	STRATEGY	
	USED	EFFECTIVE
Campus open house events	100%	100%
Campus visit events designed for high school counselors	88%	100%
Meetings of events for transfer students	83%	100%
Overnight campus visits and group campus visits by academic division or program	36%	100%
Regional college fairs	100%	98%
Campus visit days for high school students	74%	97%
Weekend visit days	74%	97%
Special interest workshops, seminars, or camps (music, sports, science, etc.)	81%	94%
College-paid trips to campus for prospective students	36%	93%
Podcasts and webinars	55%	91%
National or regional college fairs	83%	83%
Virtual visit days	81%	65%
Off-campus group meetings for prospective students or their parents	71%	60%
Online college fairs	100%	38%

ABOUT THE RESEARCH SPONSOR

About RNL

RNL is the leading provider of higher education enrollment, student success, and fundraising solutions. The firm serves more than 1,900 colleges and universities through data-driven solutions focused on the entire lifecycle of enrollment and fundraising, assuring students find the right program, graduate on time, secure their first job in their chosen field, and give back to support the next generation. With a deep knowledge of the industry, RNL provides institutions the ability to scale their efforts by tapping into a community of support and resources.

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- Increasing ROI for your marketing and recruiting activities

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