



RNL Summit for Historically Black Colleges and Universities

# Recruitment and Retention Trends

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# Your Presenters



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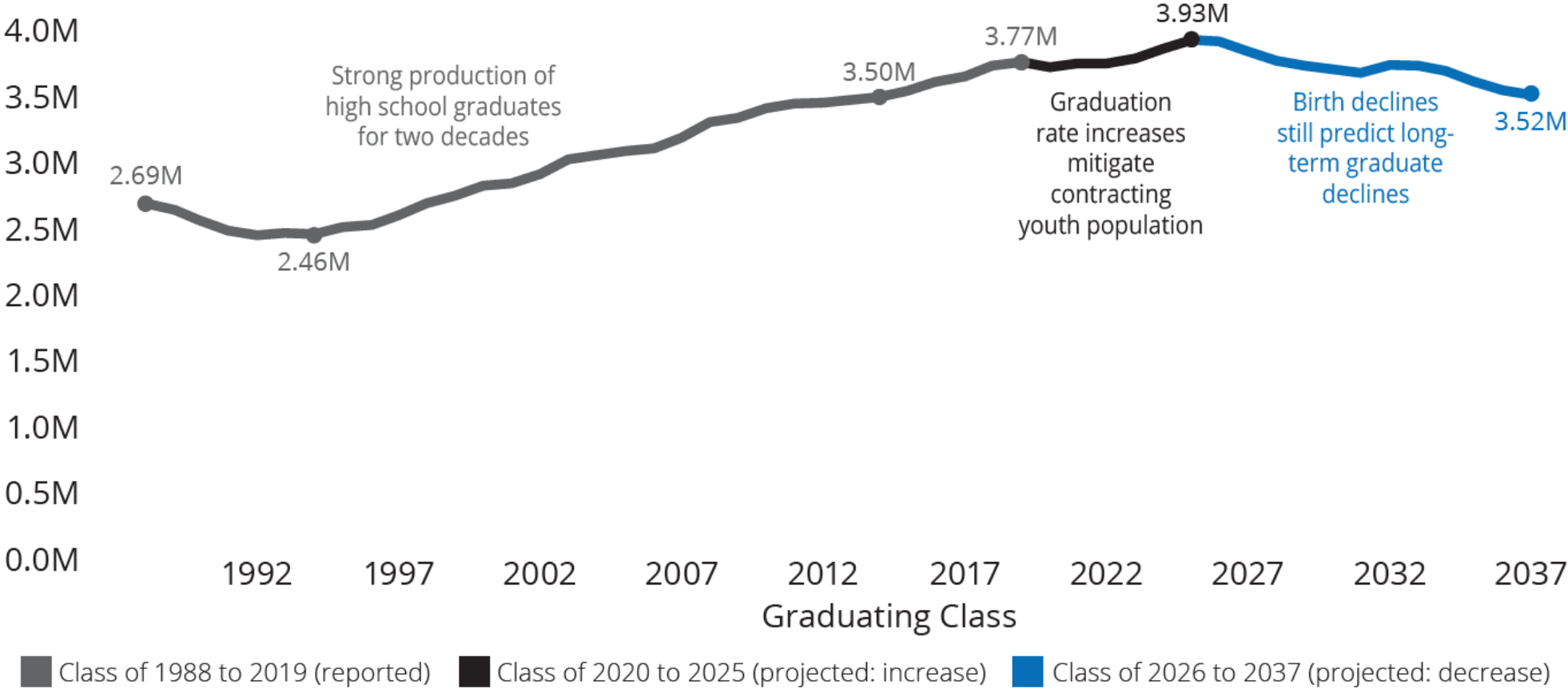


# **Sustainable Enrollment & Why It Is Important**

**National and regional data still shows it cost less to retain a student than to recruit one.**

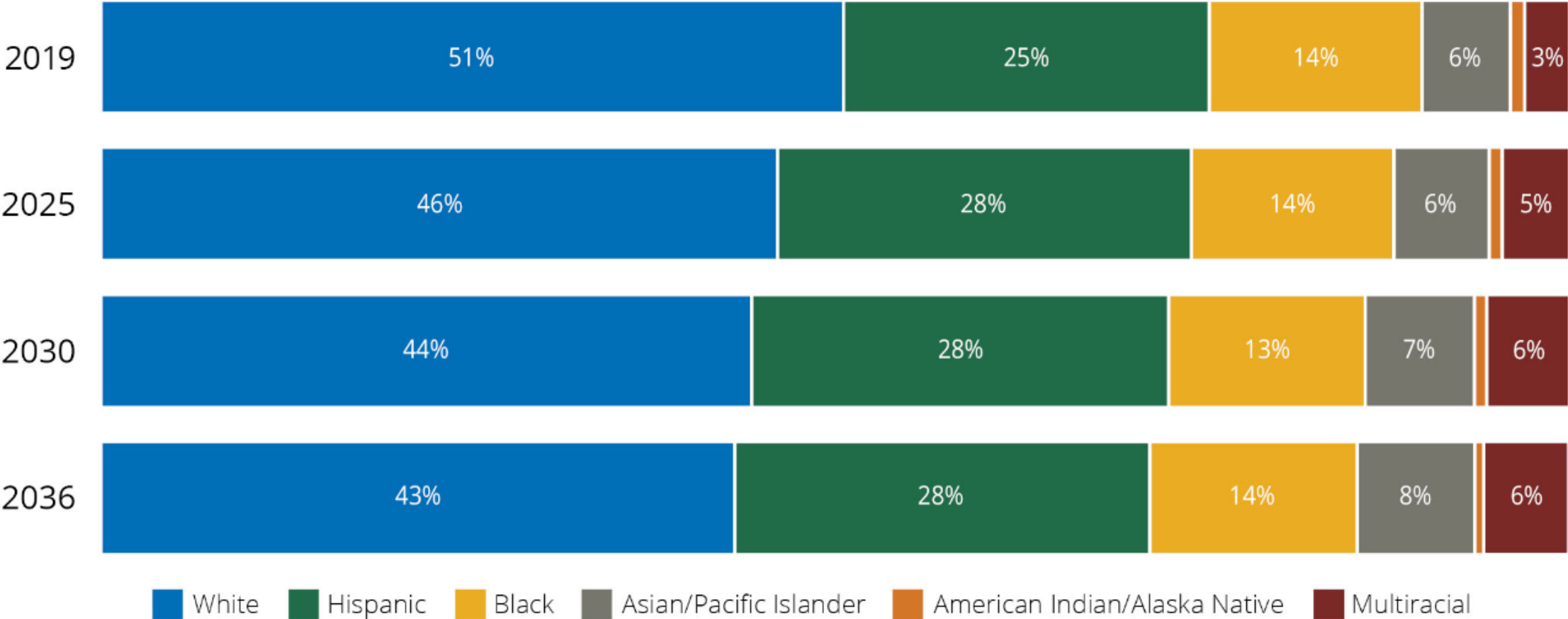
**Re-Recruit the students that chose your institution for a reason!**

# Slowing growth in number of U.S. high school graduates, then decline (U.S. total high school graduates)



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10<sup>th</sup> edition, 2020.

# U.S. Public High School Graduates, by Race/Ethnicity, Class of 2019 (reported) and Classes of 2025, 2030 and 2036 (projected)



Source: Western Interstate Commission for Higher Education, Knocking at the College Door, 10th edition, 2020. WICHE projections and analysis. Notes: American Indian/Alaska Native from U.S. Public or Bureau of Indian Education schools average 1 percent of the total. Native Hawaiian/Other Pacific Islander graduates as a separate category average 0.35 percent of the total

# Tennessee

## *The competition factor*



	In-state Counts	Percentage	Rank
2021-22 High School Seniors*	72,480		17th
Institutions of Higher Education**	112		11th
College Continuation***	60,288	83.2%	4th
Leave the State to Go to College***	9,348	12.9%	31st

Largest Institutions***	In-state Freshman***	Estimated Market Share^
The University of Tennessee-Knoxville	3,992	6.62%
Middle Tennessee State University	2,618	4.34%
Pellissippi State Community College	2,558	4.24%
Volunteer State Community College	2,359	3.91%
Southwest Tennessee Community College	2,310	3.83%

Remaining Students	Remaining Institutions	Students Per Institution
37,103	107	347

# Meeting Generation Z's Expectations: What the Landscape is Demanding

- The need for critical data points and analytics to make the best decision possible.
- Students and parents expect Amazon, Netflix, and Starbucks engagement.
- Data integration needs to be easy and seamless to deliver an authentic enrollment experience.



# Understanding the needs of today's students

*The data are clear—students and parents need to be engaged*

- **79** —average number of times a student unlocks their phone each day
- **98%** of students consider financial aid and scholarship as somewhat or very important in enrollment decision
- **70%** of students bypass direct marketing and search on their own
- **99%** of parents say they are involved in the search process



## *Top channels*

- Website
- Email
- Video
- Social Media
- Text

## *Top desired content*

- Academic programs
- Cost/Aid
- What the community is like



# Five key findings from this year's data

## *1) Top 3 most effective outreach strategies*

### PRIVATE INSTITUTIONS

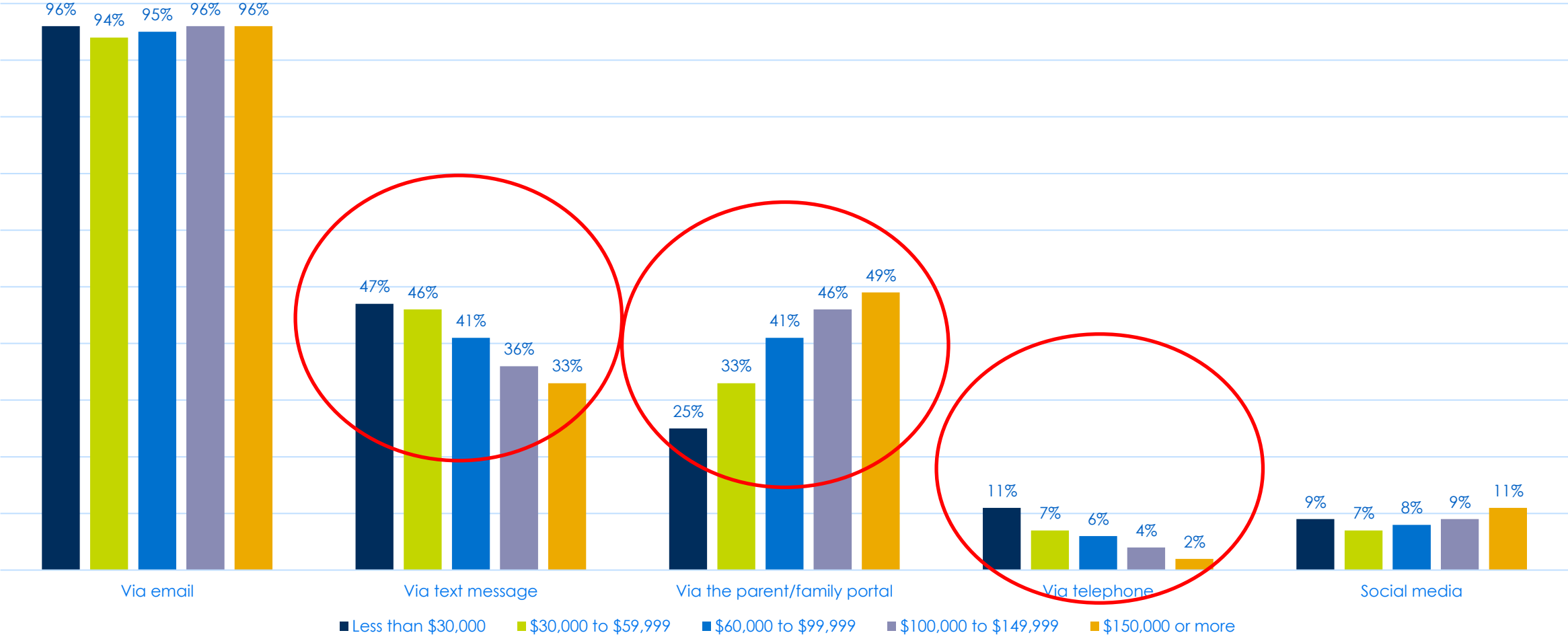
- In-person meetings (on- and off-campus)
- Text messaging
- Mobile responsive website



### PUBLIC INSTITUTIONS

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

# Preferred channels & family income



# High school student search practices

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

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

# High school student search practices

## *Preferred methods for first and subsequent contacts with high school purchased names (cont.)*

<b>PUBLIC INSTITUTIONS</b>	<b>FIRST CONTACT</b>	<b>SUBSEQUENT CONTACTS</b>
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%

# Recruitment and Engagement Tools

## *What is needed to best engage & yield your incoming class*

- Technology that works for your campus
- Modeling to best identify which students to focus on engagement and performance behavior
- *Individualized* communication instead of *personalized* communication
- A cohesive and strategic communication plan with segmented population messaging
- Platforms to measure student/family behavior to best communicate the *best* way with students to further cultivate the relationship.

# Multiple Lead Sources For Your Funnel

*Diverse and comprehensive sources for first year and transfer students*

- SEO (organic)
- Campus Website
- ACT/SAT
- List Aggregators/Vendors
- Paid Digital
- Digital Retargeting
- Social Media
- IP Targeting
- Geofencing

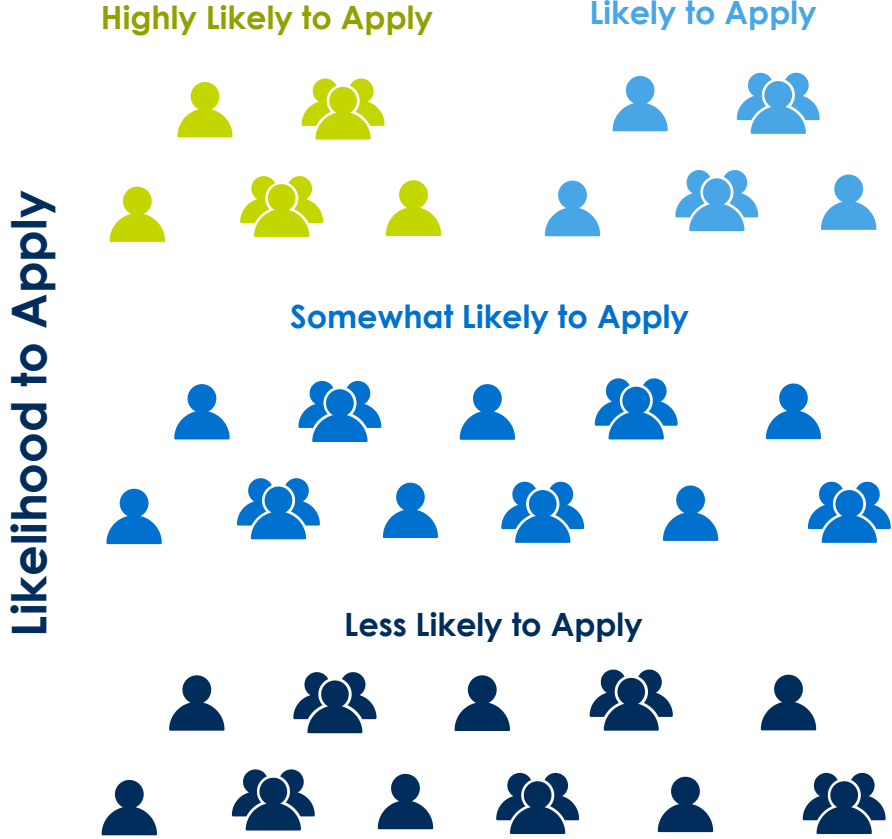


# Predictive Modeling + Engagement Scores

## *Inquiry to Applicant*

Engagement scores add another layer to show current engagement level and trending by funnel stage

55,000 Inquires



Highly Engaged      Somewhat Engaged      Not Engaged

	Highly Engaged	Somewhat Engaged	Not Engaged
Highly			
Likely			
Somewhat			
Less			



# Data that matters to your campus and HBCUs

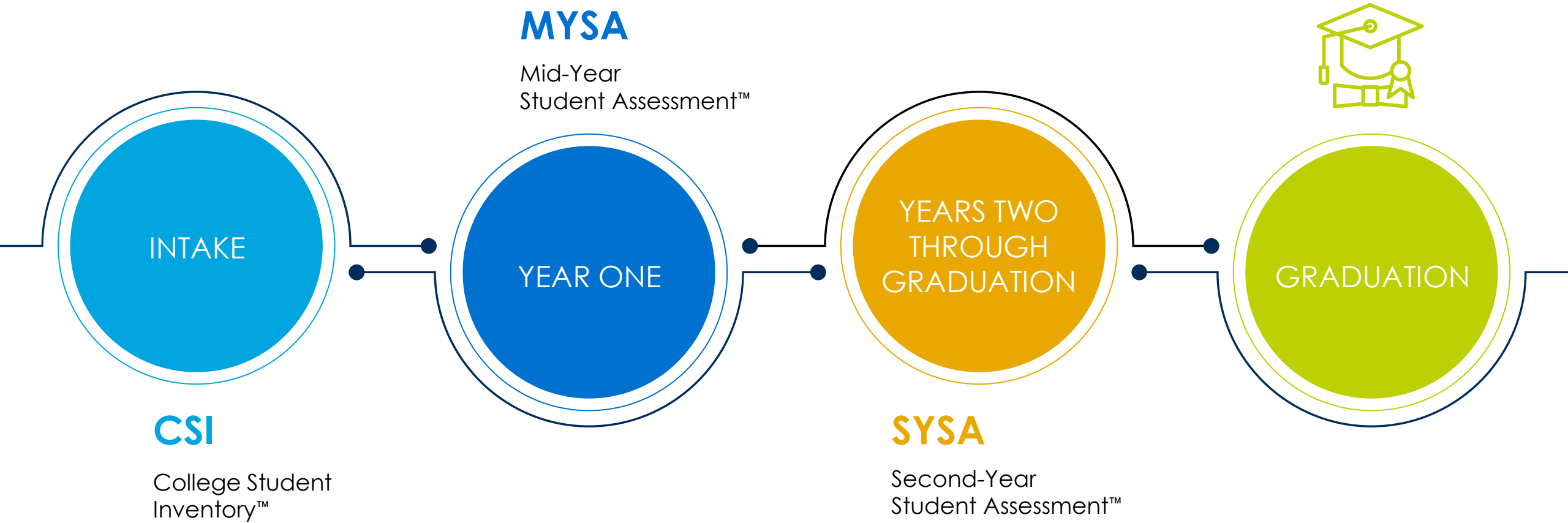






# Individual Student Data

# Early identification + early intervention to increase student success



# At the beginning of the first year...

## *Commitment to college completion*

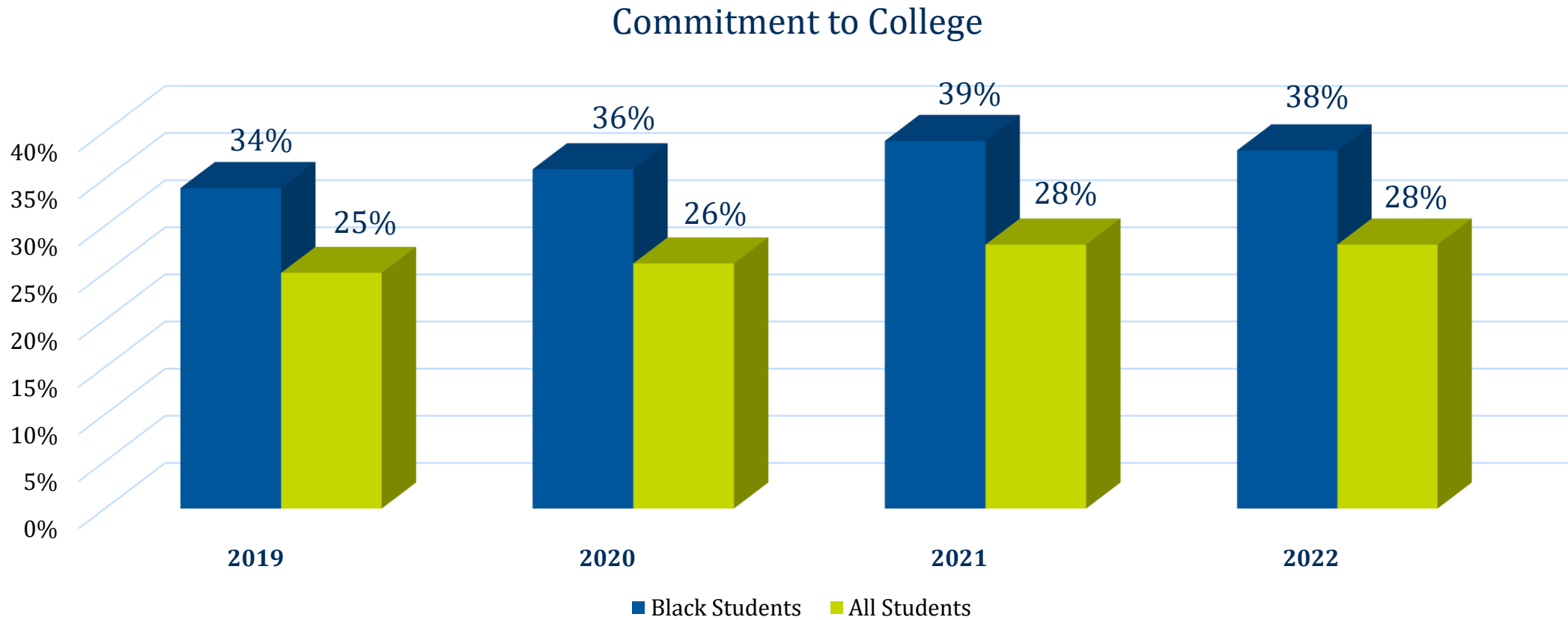


I am strongly dedicated to finishing college.”

POPULATION	2020 CSI*	2021 CSI	2022 CSI
Black Students	95%	93%	93%
All Students	95%	94%	94%

# At the beginning of the first year...

*Wonder if college is worth the time, money, and effort*



# Engagement priorities for first-year students

TOP 10 PRIORITIES FOR INCOMING BLACK STUDENTS	2022
Receive help to improve study habits	80%
Help selecting educational plan to get good job	78%
Talk about qualifications needed for certain occupations	77%
Talk with someone about getting a scholarship	77%
Meet some new friends at informal gathering	77%
Would like instruction on how to take college exams	76%
Find out more about clubs and social organizations	71%
Meet an experienced student to seek advice	69%
Talk with someone about salaries and future occupation	67%
Receive individual help to improve math skills	65%

TOP 10 PRIORITIES FOR ALL INCOMING STUDENTS	2022
Meet some new friends at informal gathering	73%
Help selecting educational plan to get good job	69%
Receive help to improve study habits	67%
Talk about qualifications needed for certain occupations	67%
Find out more about clubs and social organizations	66%
Would like instruction on how to take college exams	65%
Talk with someone about getting a scholarship	63%
Talk with someone about salaries and future occupation	58%
Meet an experienced student to seek advice	55%
Help selecting occupation suited to my interests	54%



# At the mid-point of the first year...

## *Satisfaction with the college experience*



Of all the things I could be doing at this point in my life, going to college is definitely the most satisfying.”



POPULATION	2020 MYSA*	2021 MYSA	2022 MYSA
Black Students	69%	63%	64%
All Students	71%	68%	67%

# Engagement priorities at the mid-point of the first year

TOP 10 PRIORITIES FOR BLACK STUDENTS AT MID-YEAR	2022
Help selecting educational plan to get good job	51%
Talk about qualifications needed for various occupations	50%
Talk with someone about salaries and future occupations	50%
Talk about advantages and disadvantages of various occupations	50%
Help selecting occupation suited to interests and abilities	47%
Receive help to improve study habits	44%
Receive help to improve math skills	44%
Receive individual help to improve writing skills	43%
Instruction in effective ways to take college exams	40%
Talk with someone about how to manage finances (including loans, work and credit cards)	39%

TOP 10 PRIORITIES FOR ALL STUDENTS AT MID-YEAR	2022
Help selecting educational plan to get good job	52%
Talk about qualifications needed for various occupations	52%
Talk with someone about salaries and future occupations	52%
Talk about advantages and disadvantages of various occupations	51%
Help selecting occupation suited to interests and abilities	47%
Receive help to improve study habits	42%
Instruction in effective ways to take college exams	40%
Receive help to improve math skills	39%
Receive individual help to improve writing skills	39%
Receive information about opportunities for holiday or summer jobs	38%



# Engagement priorities for second-year students

TOP 10 PRIORITIES FOR SECOND-YEAR BLACK STUDENTS	2022
Identify work experiences or internships related to my major	78%
Define goals suited to my major or career interest(s)	69%
Explore advantages and disadvantages of my career choice	67%
Discuss options for financing my education	67%
Prepare a written academic plan for graduation	66%
Figure out the impact of my grades on my desired major	66%
Find tutors in one or more of my courses	60%
Get help with study skills (time management, taking notes, etc.)	59%
Find better ways to manage my personal finances	58%
Find ways to balance the demands of school and work	56%

TOP 10 PRIORITIES FOR ALL SECOND-YEAR STUDENTS	2022
Identify work experiences or internships related to my major	67%
Define goals suited to my major or career interest(s)	55%
Explore advantages and disadvantages of my career choice	54%
Prepare a written academic plan for graduation	49%
Discuss options for financing my education	48%
Figure out the impact of my grades on my desired major	48%
Find tutors in one ore more of my courses	43%
Get help with study skills (time management, taking notes, etc.)	42%
Find better ways to manage my personal finances	42%
Find ways to balance the demands of school and work	42%







# Institutional Data

# Respond based on your results

**What are your institutional strengths and challenges and are you responding accordingly?**

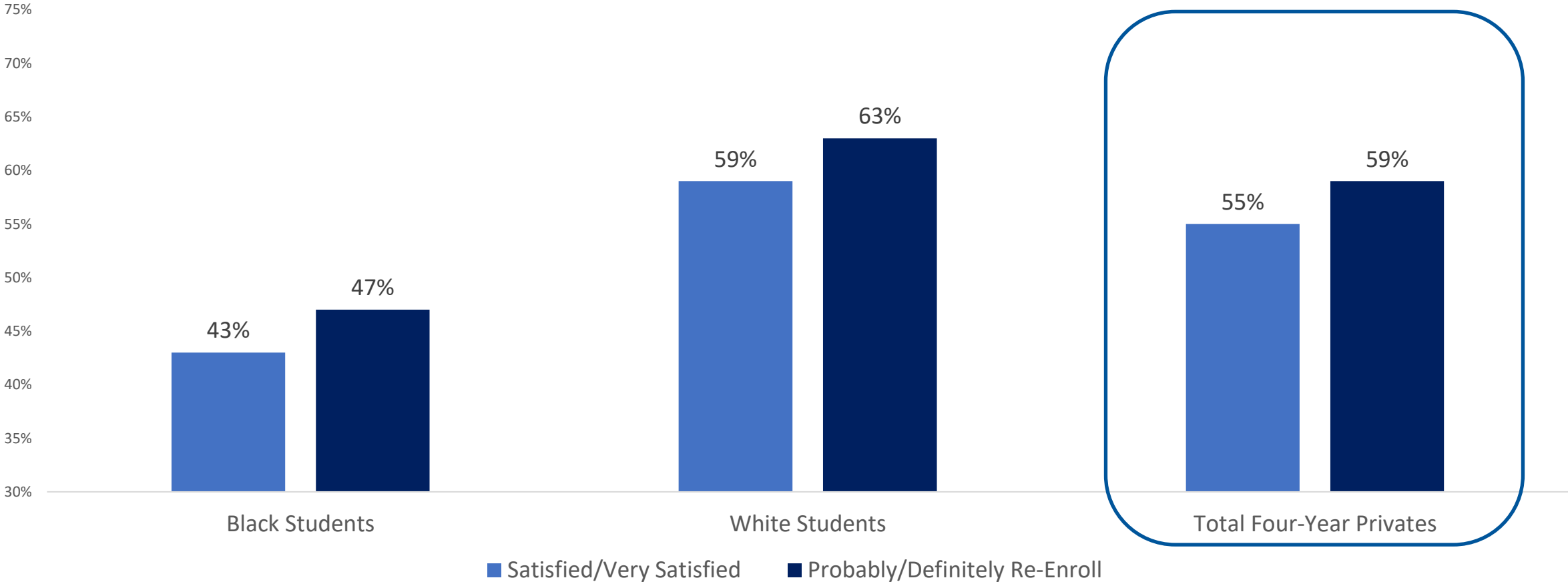
- **Celebrate your strengths**
- **Improve upon your challenges**

# Overall Perceptions

## *Four-Year Privates*

**Black students are less satisfied**

Bottom Line Indicators: Four-year private students

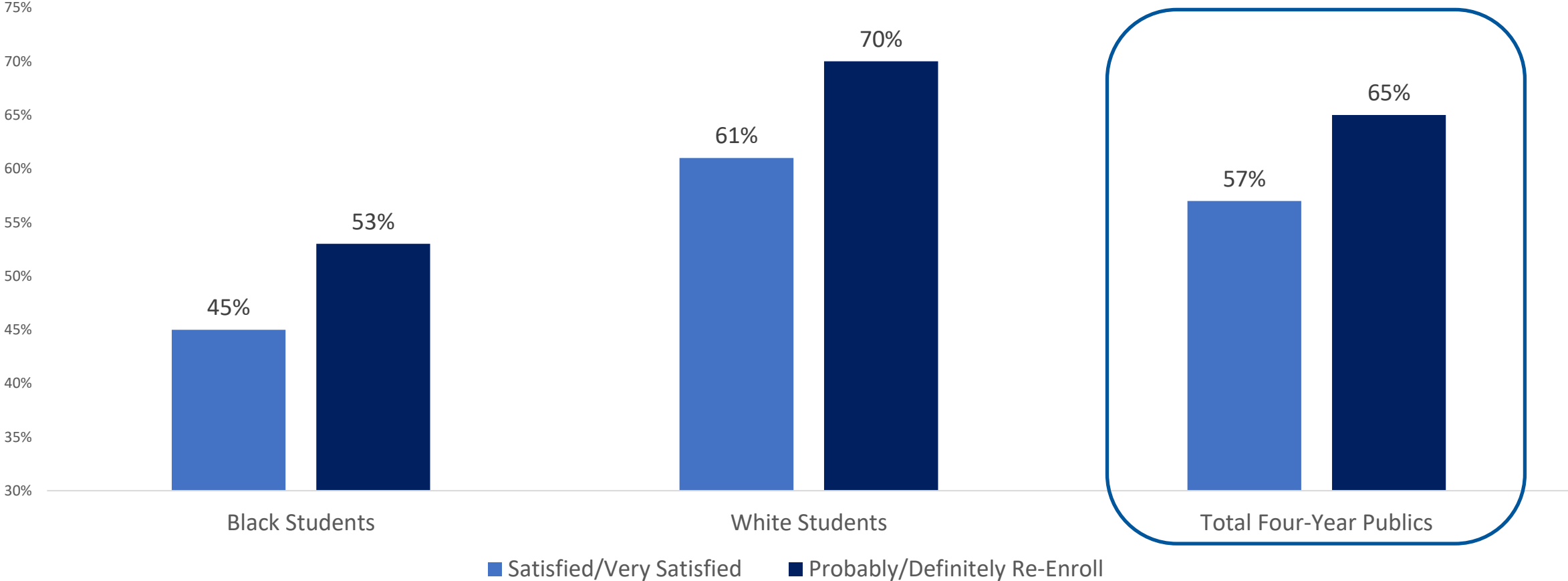


# Overall Perceptions

## *Four-Year Publics*

**Black students are less satisfied**

Bottom Line Indicators: Four-year public students



# These scores matter

Higher scores



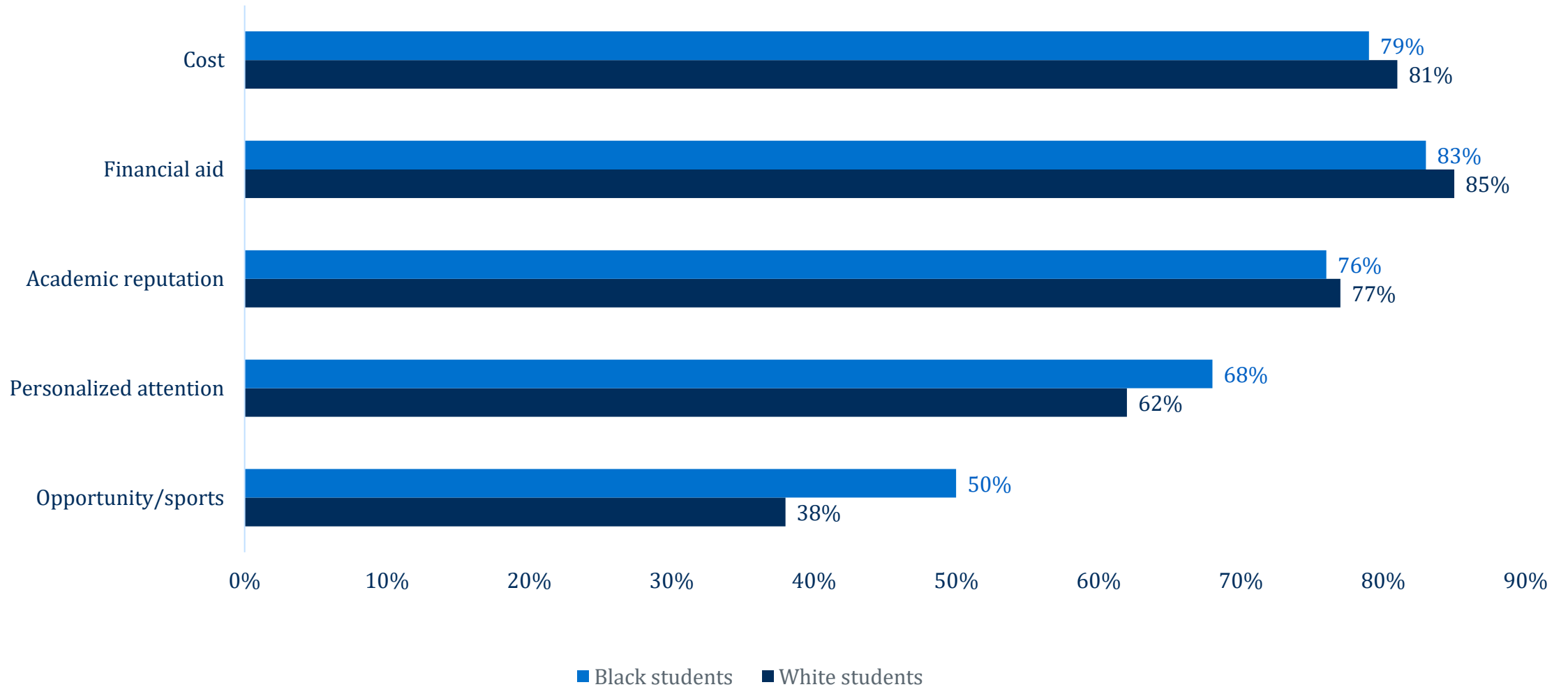
Higher success

They have been linked to:

- Higher individual student retention
- Higher institutional graduation rates
- Higher institutional alumni giving

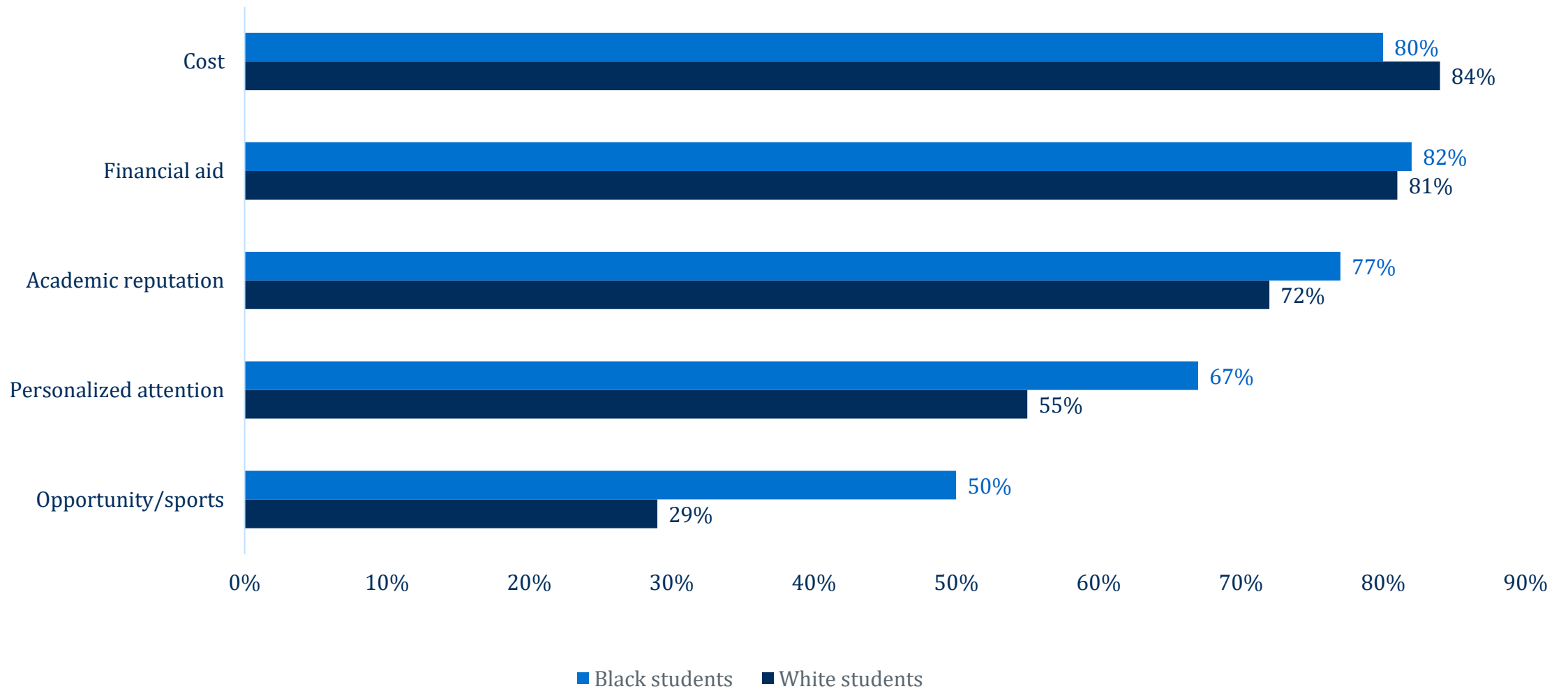
# Factors in the decision to enroll

## *Four-Year Privates*

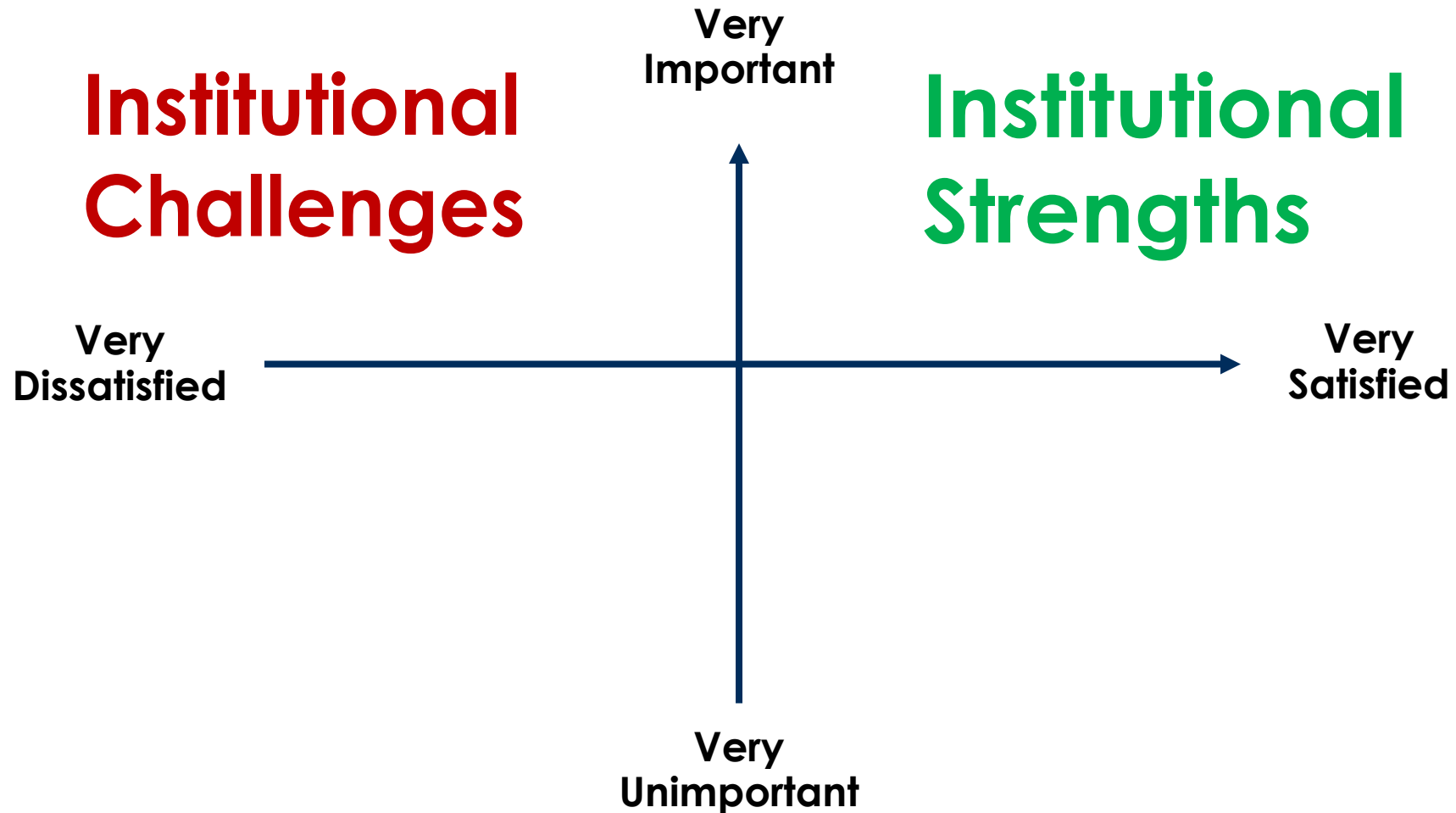


# Factors in the decision to enroll

## *Four-Year Publics*



# Matrix for prioritizing action





# Top Strengths for Black Students

## *Four-Year Privates*

Top strengths rated for four-year private institutions: Black Students	Importance	Satisfaction
My academic advisor is knowledgeable about requirements in my major.	88%	74%
Nearly all of the faculty are knowledgeable in their field.	87%	72%
My academic advisor is approachable.	87%	73%
The content of the courses within my major is valuable.	86%	66%
The instruction in my major field is excellent.	86%	65%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance



# Top Challenges for Black Students

## *Four-Year Privates*

Top challenges rated for four-year private institutions: Black Students	Importance	Satisfaction
Security staff respond quickly in emergencies.	84%	58%
There is a strong commitment to racial harmony on this campus.	83%	54%
Faculty are fair and unbiased in their treatment of individual students.	83%	56%
This institution shows concern for students as individuals.	83%	53%
Faculty provide timely feedback about student progress in a course.	83%	54%
It is an enjoyable experience to be a student on this campus.	83%	50%
Adequate financial aid is available for most students.	82%	49%



# Overlapping challenges: *Four-Year Privates*

Top challenges: Four-Year Privates	Black Students	White Students
Security staff respond quickly in emergencies.	✘	✘
There is a strong commitment to racial harmony on this campus.	✘	
Faculty are fair and unbiased in their treatment of individual students.	✘	✘
This institution shows concern for students as individuals.	✘	✘
Faculty provide timely feedback about student progress in a course.	✘	✘
It is an enjoyable experience to be a student on this campus.	✘	✘
Adequate financial aid is available for most students.	✘	✘
I am able to register for classes I need with few conflicts.		✘
Tuition paid is a worthwhile investment.		✘
Living conditions in the residence halls are comfortable.		✘



# Top Strengths for Black Students

## *Four-Year Publics*

Top strengths rated for four-year public institutions: Black Students	Importance	Satisfaction
My academic advisor is knowledgeable about requirements in my major.	88%	73%
Nearly all of the faculty are knowledgeable in their field.	86%	69%
Major requirements are clear and reasonable	86%	65%
I am able to experience intellectual growth here.	86%	66%
My academic advisor is approachable.	86%	71%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance



# Top Challenges for Black Students

## *Four-Year Publics*

Top challenges rated for four-year public institutions: Black Students	Importance	Satisfaction
Security staff respond quickly in emergencies.	84%	58%
The campus is safe and secure for all students.	83%	55%
It is an enjoyable experience to be a student on this campus.	83%	55%
This institution shows concern for students as individuals.	83%	54%
Tuition paid is a worthwhile investment.	83%	54%
Faculty provide timely feedback about student progress in a course.	82%	52%
Adequate financial aid is available for most students.	82%	50%



# Overlapping challenges: *Four-Year Publics*

Top challenges: Four-Year Publics	Black Students	White Students
Security staff respond quickly in emergencies.	✘	
The campus is safe and secure for all students.	✘	
It is an enjoyable experience to be a student on this campus.	✘	
This institution shows concern for students as individuals.	✘	✘
Tuition paid is a worthwhile investment.	✘	✘
Faculty provide timely feedback about student progress in a course.	✘	✘
Adequate financial aid is available for most students.	✘	✘
The content of courses within my major is valuable.		✘
The quality of instruction in most of my classes is excellent.		✘
I am able to register for classes I need with few conflicts.		✘



# Retention strategies & conversations for your campus

- 1** Do you know the priorities and expectations of your students?
- 2** Are you aware of the incoming students that are entering campus as retention risks?
- 3** How can you create more opportunities for student “investment” before classes begin?
- 4** What is the best way to ensure you have reliable and actionable data?
- 5** Who owns retention on your campus?



# Thank you for joining us today



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