

**Actionable tips  
and tricks**  
to increase admission  
efficiency

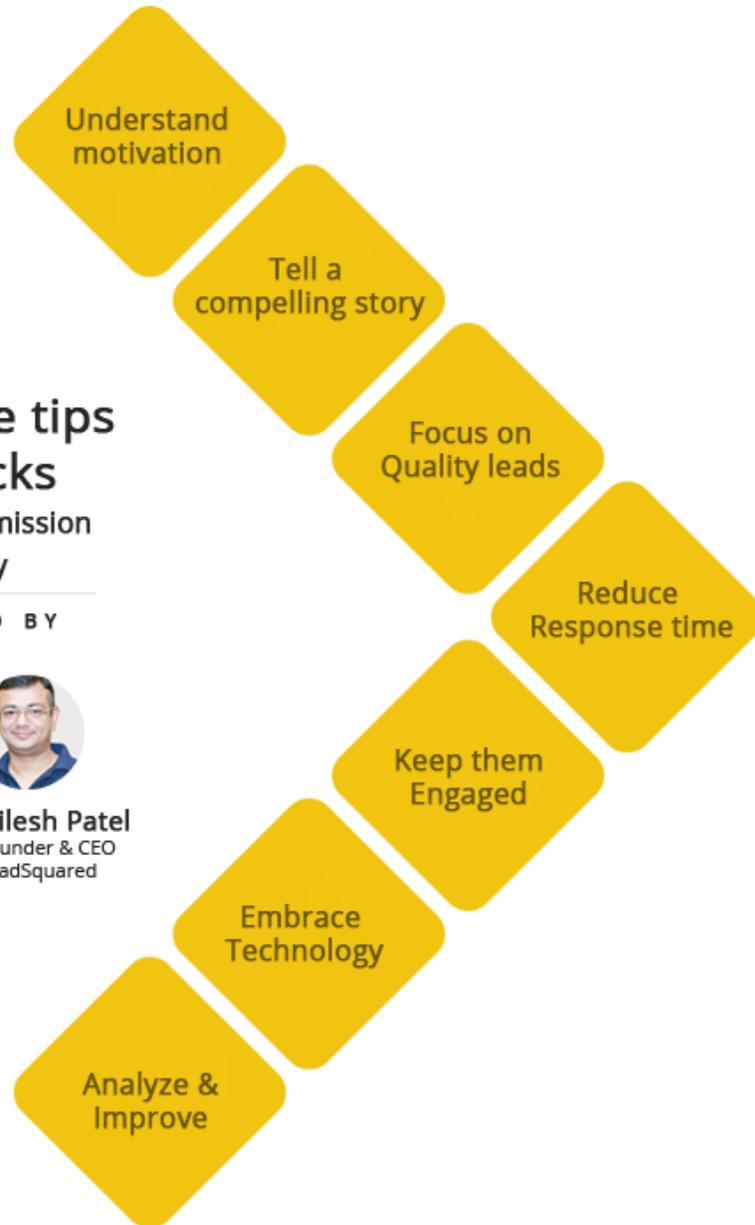
PRESENTED BY



**Dr. Ajay Shukla**  
Founder and CSO  
Higher Education UAE



**Nilesh Patel**  
Founder & CEO  
LeadSquared



**7 steps to dramatically  
increase your  
enrollment rates**

# I am your host



**Niles Patel**

Founder



LeadSquared is an admissions acceleration and student engagement platform for colleges and universities which helps to fill seats faster

# Today's special guest



**Dr. Ajay Shukla**  
Co-Founder

**HIGHEREDUCATION**.ae

Ajay heads strategy, consulting and digital services for the firm and has worked with over 30 universities in UAE in the areas of branding, marketing, innovation and international student enrollments. He holds a Ph D in Education Management from US.

# Life of Admission Team is Tough

Admission teams worldwide are under tremendous pressure to fill more seats with limited resources and shrinking pool of applicants.

**34%**

of colleges met new student enrollment targets

**55%**

of the admission directors are very concerned about the target

**95%**

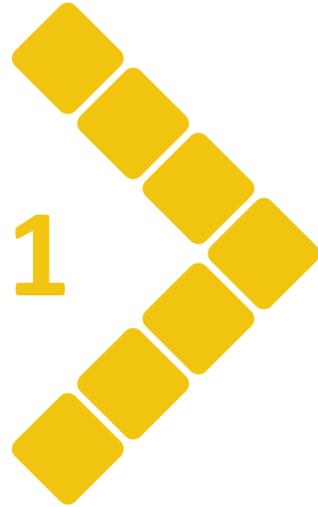
of all call center activity by colleges results in no answer.

**30%**

Increase in institutions from 1980 to 2015



**I am working so hard but am struggling  
to meet my enrollment targets**



# Understanding Motivation

# Understanding motivation



## **Why student motivation is important for a school?**

Motivation influences decision making and motivated applicants are more likely to make a decision to enroll and stick with your programs for longer term.

## **Why it is important for schools to understand student's motivation?**

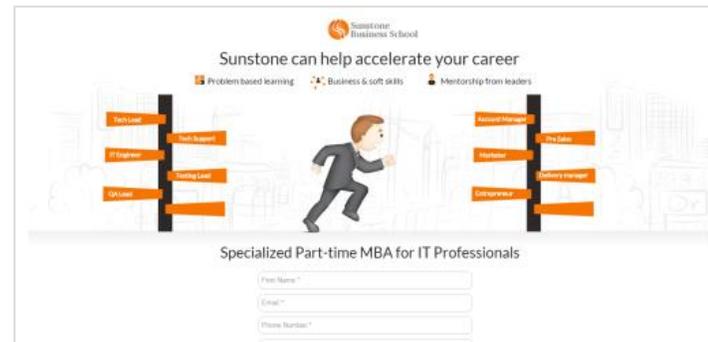
By learning applicant's motivations schools can better connect with the applicants



**My brand positioning doesn't seem to  
connect with my audience**

# Landing page case study

Conversion optimization landing page test for Sunstone Business School



# Landing page case study

The winner

**Specialized 1 Year Part-time Agile MBA for IT Professionals**

- Acquire critical business skills
- Move to management roles from tech roles
- Accelerate your career

Once you go through the Sunstone program, you see what else is going on in the central ecosystem and you realize you have the potential to do other things.

**Sahil Agarwal, Class of 2012**  
Technical Lead, TCS  
↓  
Alliance Manager, TCS

**Talk to your career coach today!**

Name \*  
Email \*  
Phone \*  
Select Experience \*

**Call me**

Conversion= 18%

**350% more signups**

## **Chicken or the turkey?**

Sometime back, neuroscientist Antonio Damasio made a groundbreaking discovery. He studied people with damage in the part of the brain where emotions are generated. He found that they seemed normal, except that they were not able to feel emotions. But they all had something peculiar in common: they couldn't make decisions.

They could describe what they should be doing in logical terms, yet they found it very difficult to make even simple decisions, such as what to eat. Chicken or the turkey? With no rational way to decide, these test subjects were unable to arrive at a decision.

### **Decision-making isn't logical, it's emotional**

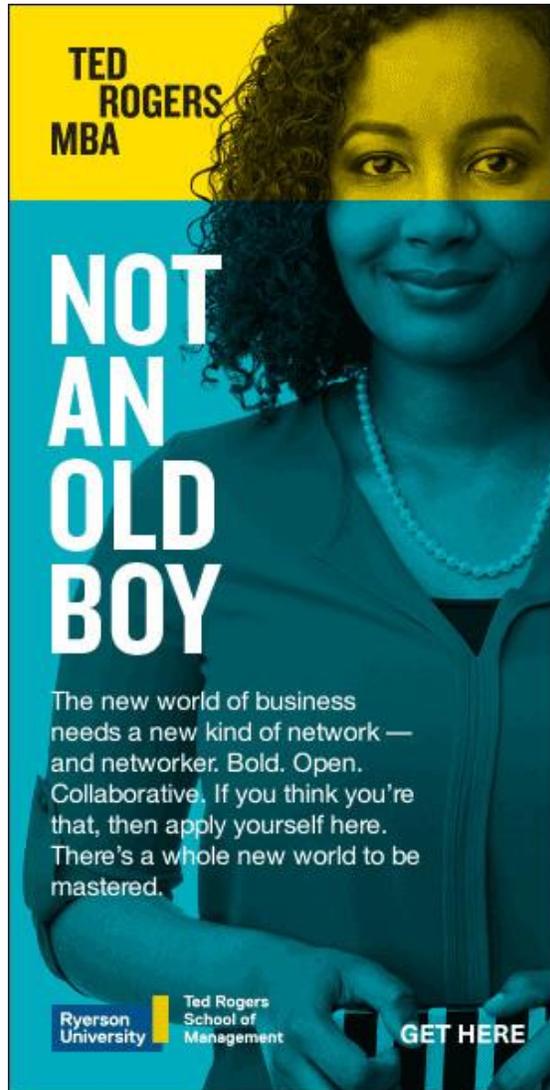
In fact even with what we believe are logical decisions, the very point of choice is arguably always based on emotion.



## **Compelling Story-telling**

# Tell a compelling story

Story can be told  
in one line

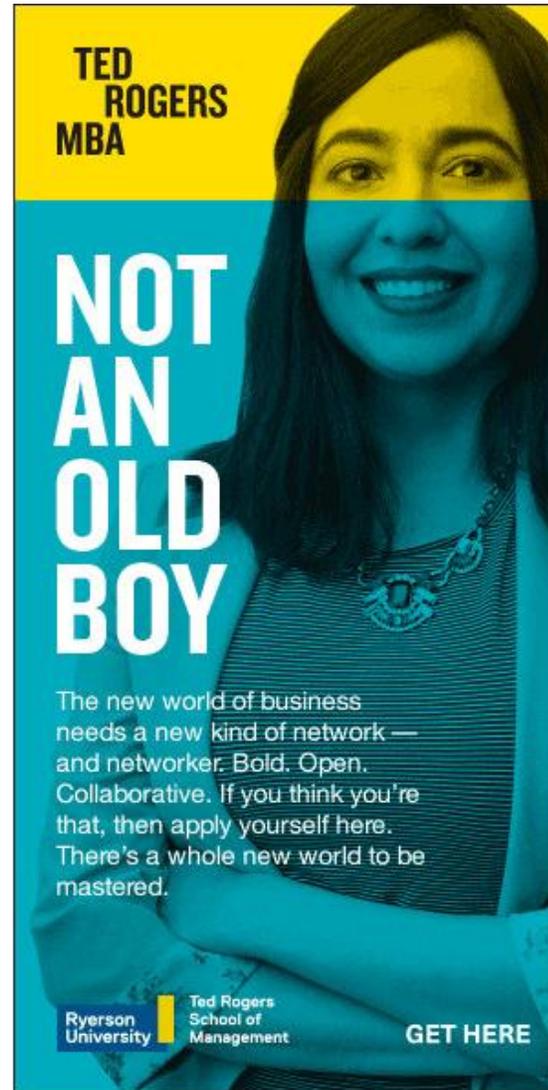


**TED ROGERS  
MBA**

## NOT AN OLD BOY

The new world of business needs a new kind of network — and networker. Bold. Open. Collaborative. If you think you're that, then apply yourself here. There's a whole new world to be mastered.

Ryerson University Ted Rogers School of Management **GET HERE**



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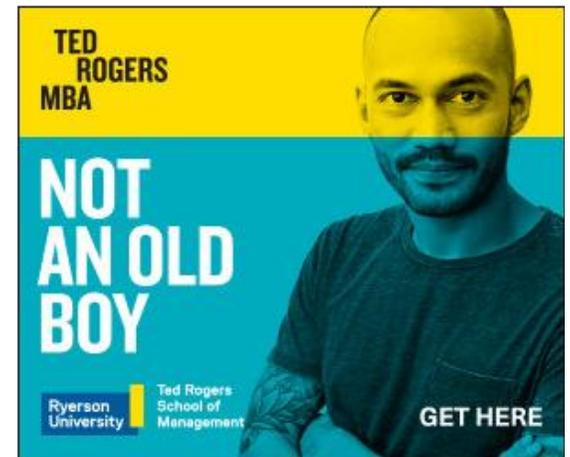


**TED ROGERS  
CO-OP**

**"The president interviewed me personally. That got my attention."**

Land Development Associate, Mattamy Homes  
BComm 2019, Real Estate Management

Ryerson University Ted Rogers School of Management **GET HERE**



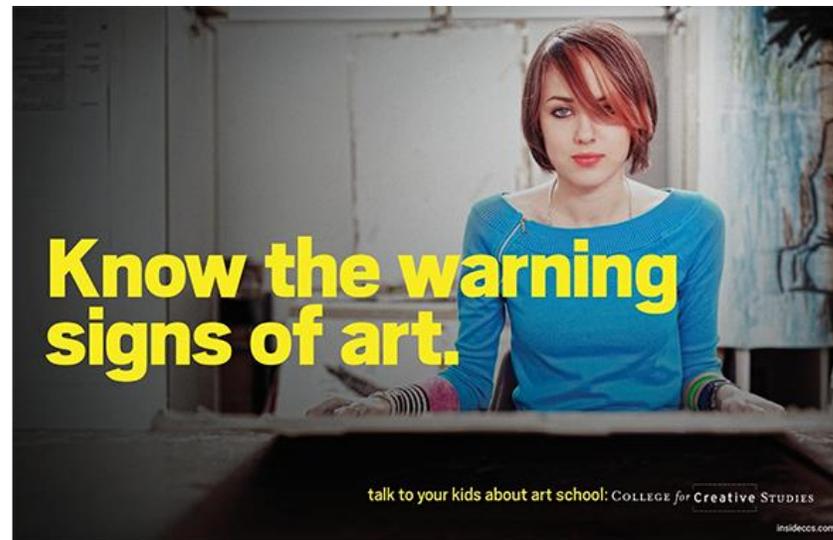
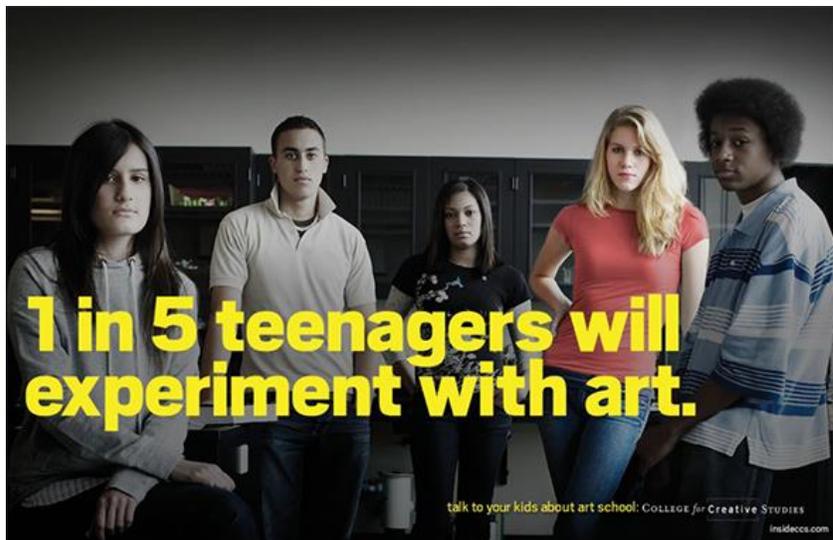
**TED ROGERS  
MBA**

## NOT AN OLD BOY

Ryerson University Ted Rogers School of Management **GET HERE**

# Tell a compelling story

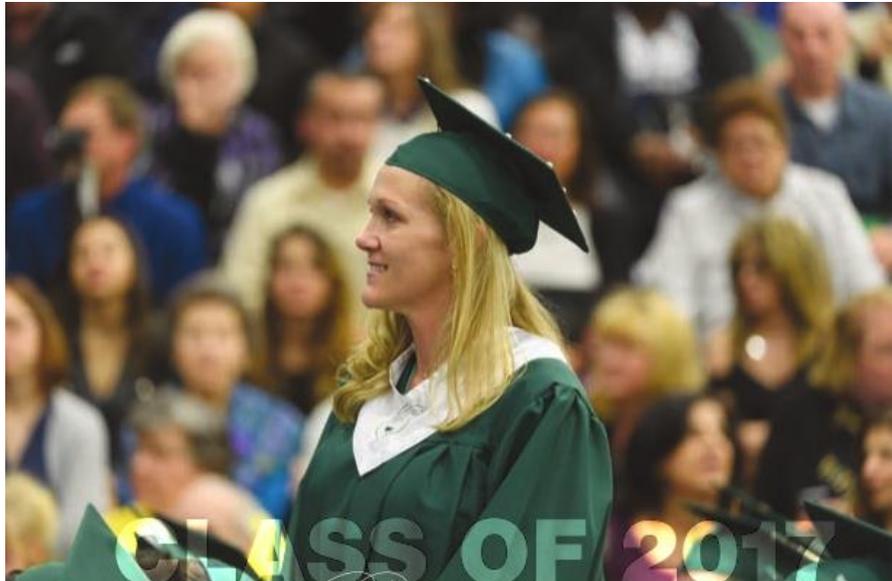
Your Story distinguishes your school



# Tell a compelling story

## The story is often around us

This is their 2017-2018 viewbook, which won a Best in Show distinction at this year's Educational Advertising Awards. Story about a single mother with no real education or career experience, who works as a restaurant manager, decides that's not the life she wants for her and her daughter. Returns to Moraine Valley, where she'd previously taken a few classes, and trains to become a nurse, while working two jobs and raising her daughter. Impactful quote about how she wants to be a good role model for her daughter. She ended up getting a job as a hospital operating nurse, and now plans to go back to school to further her nursing education.



**CLASS OF 2017**  
*Vanessa Gutzsell*

**Vanessa Gutzsell** returned to Illinois from South Florida as a single mom with no real career experience. She spent late nights working as a restaurant manager, but her schedule prevented her from seeing her daughter.

Vanessa decided restaurant management was not the way to raise a child on her own. She returned to Moraine Valley in 2011, where she had briefly taken classes after high school. She started slowly—taking one class at a time, while working two jobs and raising Sara. Eventually, she set her sights on becoming a nurse.

She had heard good things about Moraine Valley's nursing program but also that it was quite competitive. She scored high on the nursing entrance exam and worked hard to raise her GPA. The application for the nursing program was due on her daughter's birthday—a good sign. She turned it in that day and made the 2015 cohort.

Vanessa's first year of nursing classes proved challenging, but that only made her work harder. Everything Vanessa has done has been because of her daughter, who is so proud of what she has accomplished. Sara has encouraged her mom, leaving her little notes saying she will be the best nurse ever.

Vanessa feels she has been a good role model and that Sara understands the importance of school. Vanessa said, "I want to instill in her, she can't stop right after high school. I'm just so proud that I could do this. It's the first thing I have ever accomplished."

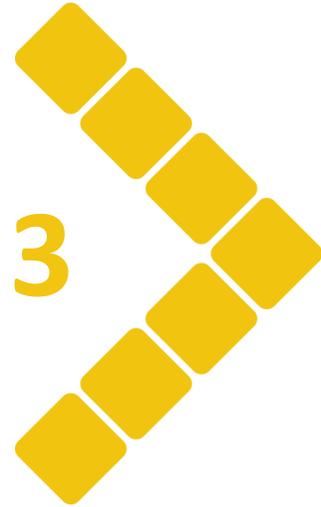
In September, Vanessa will be starting a job in the operating room at Advocate Christ Hospital. She also plans to get bachelor's and master's degrees in nursing.

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# Why Storytelling?

## **Stories inspire action**

- learn about your institution
- contact the school for information
- attend information sessions
- follow your school on social media
- apply to a program
- accept an offer to attend your school
- refer your school or program to others



**Generate high  
quality leads**



**I have no/partial control on the  
website/social media**

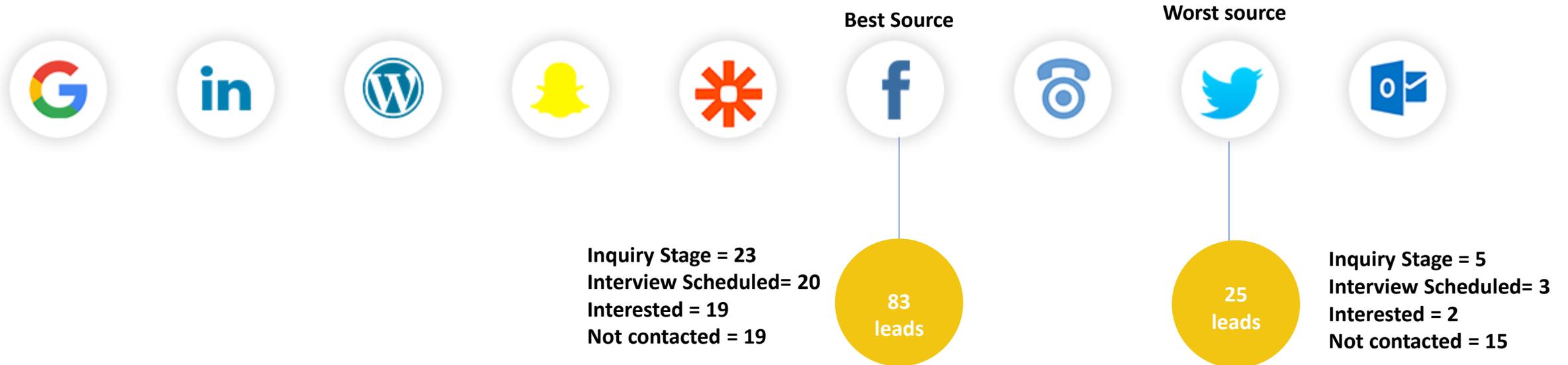
# Generating quality leads

## Have you defined a good quality lead?

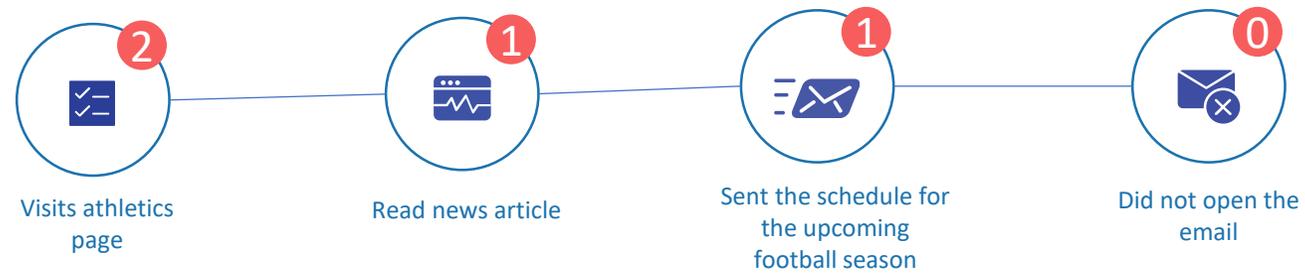
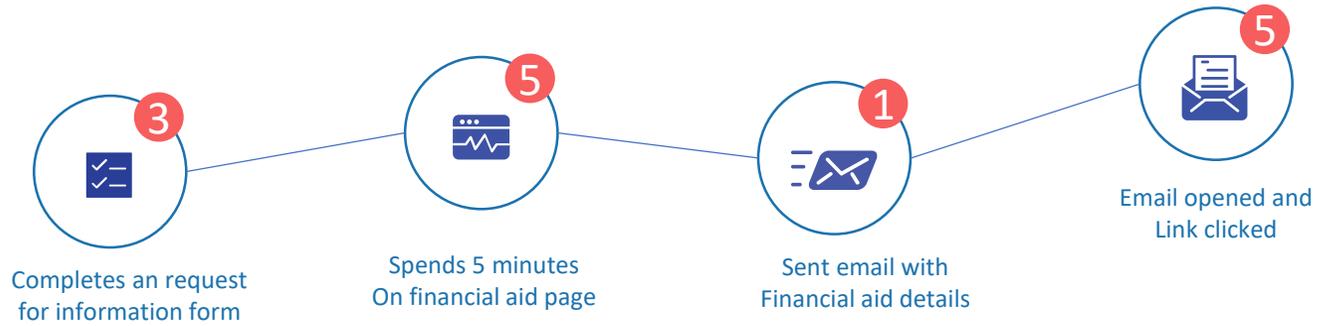
Have you assigned the stages to your leads? Do you have a visibility into your admission funnel?

## Do you know the sources generating the best quality leads for you?

The bad leads are likely to cause more damage than just the money spent to acquire them. The further they go into the admission funnel, the more resources they eat up.

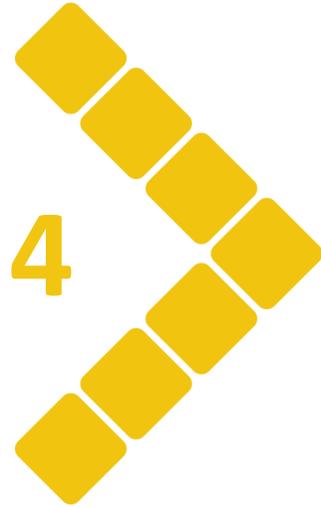


# Use of technology to identify quality lead



**BONUS TIP**

**Align your strategy and operations**



**Reduce  
response time**

# Route enquiries to appropriate team members



Location: Tampa, Florida



New York Campus



Tampa Campus



Georgia Campus

# Send relevant information instantly



Applicant's Source  
**facebook**



Views Scholarship's page  
*spends 10 minutes*



Views MBA page  
*spends 3 minutes*

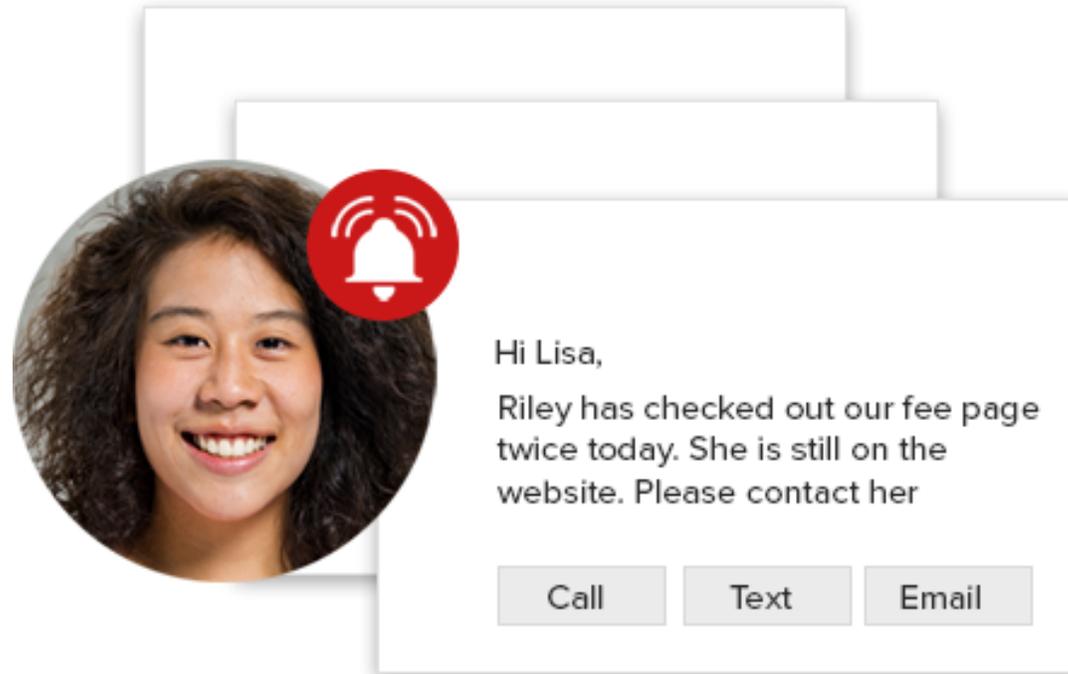


Views Fee page  
*spends 8 minutes*



Automated email sent  
*Fee structure*

# Notify admissions team as soon as any important event happens



A notification card is shown, featuring a circular profile picture of a smiling woman with dark curly hair. To the right of the profile picture is a red circular icon containing a white bell with sound waves, indicating a notification. The text of the notification reads: "Hi Lisa, Riley has checked out our fee page twice today. She is still on the website. Please contact her". Below the text are three buttons: "Call", "Text", and "Email".

Hi Lisa,  
Riley has checked out our fee page twice today. She is still on the website. Please contact her

Call Text Email

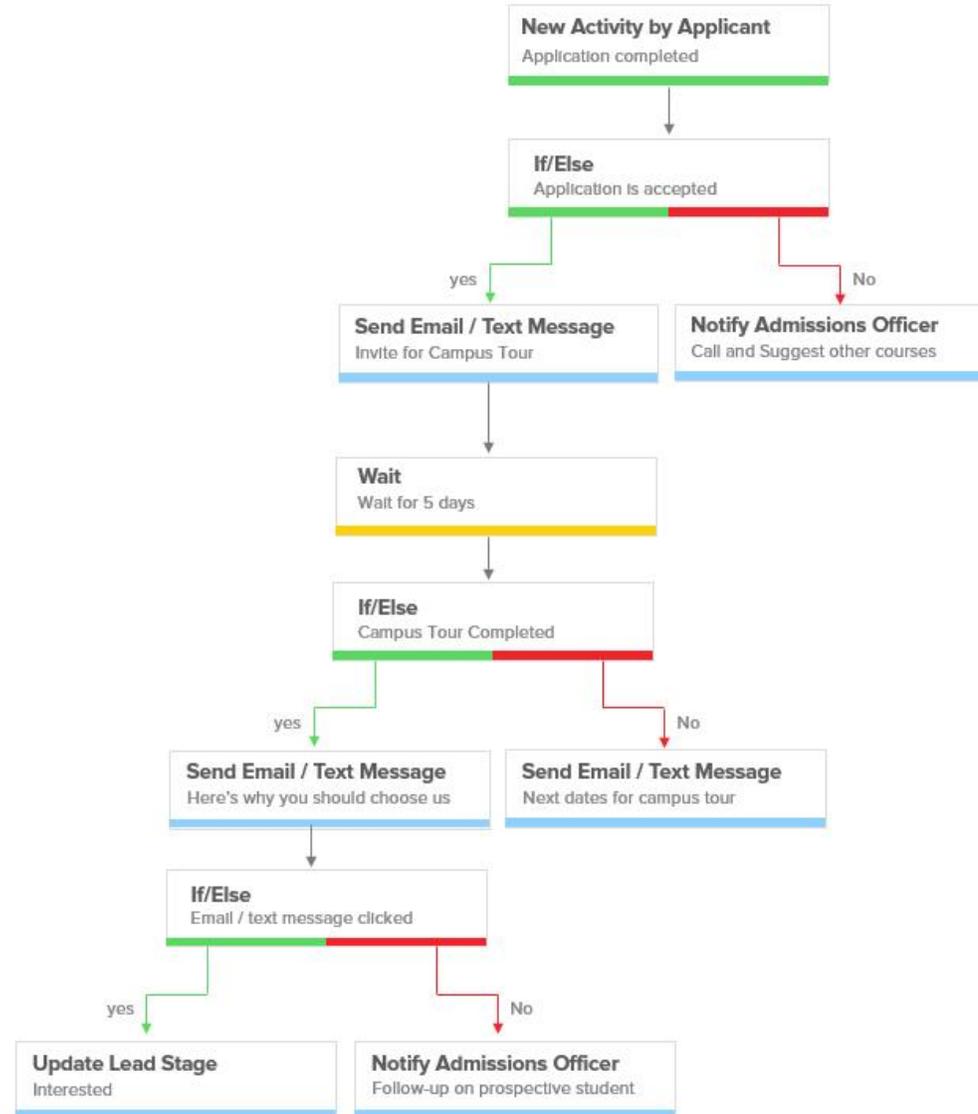


**Keep them  
engaged**

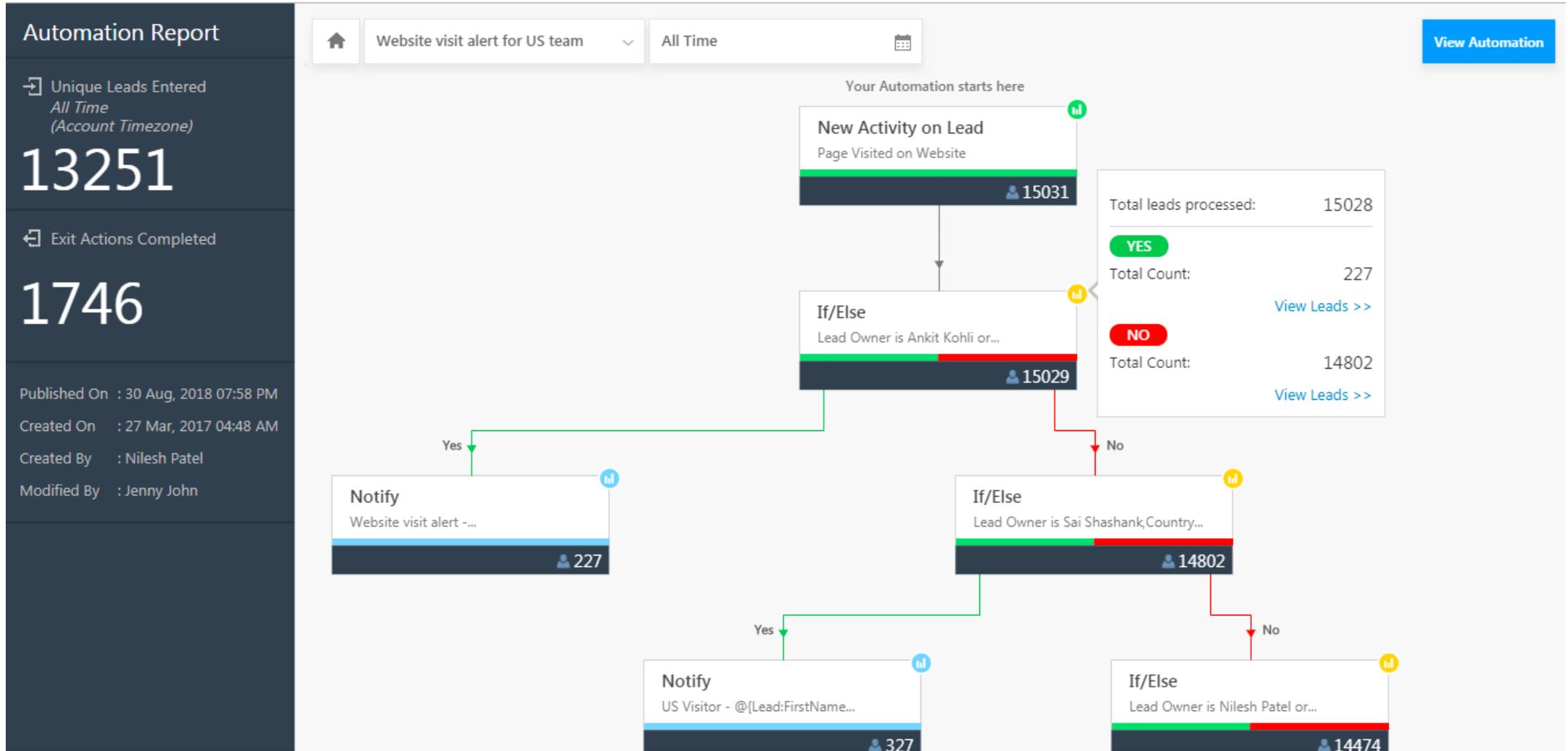


**My prospects are not engaged**

# Easy to create workflows



# Identify the dropout points



# Text messages are important



**46 Times**

Average person checks their phone **46 times** per day



**67 Texts**

The average Millennial exchanges an average of **67 text messages** per day



**77%**

**77%** of students want relevant information from colleges via text.



**59%**

**59%** of students say a college can text them first.



**91%**

**91%** of people who text prefer it over voicemail.



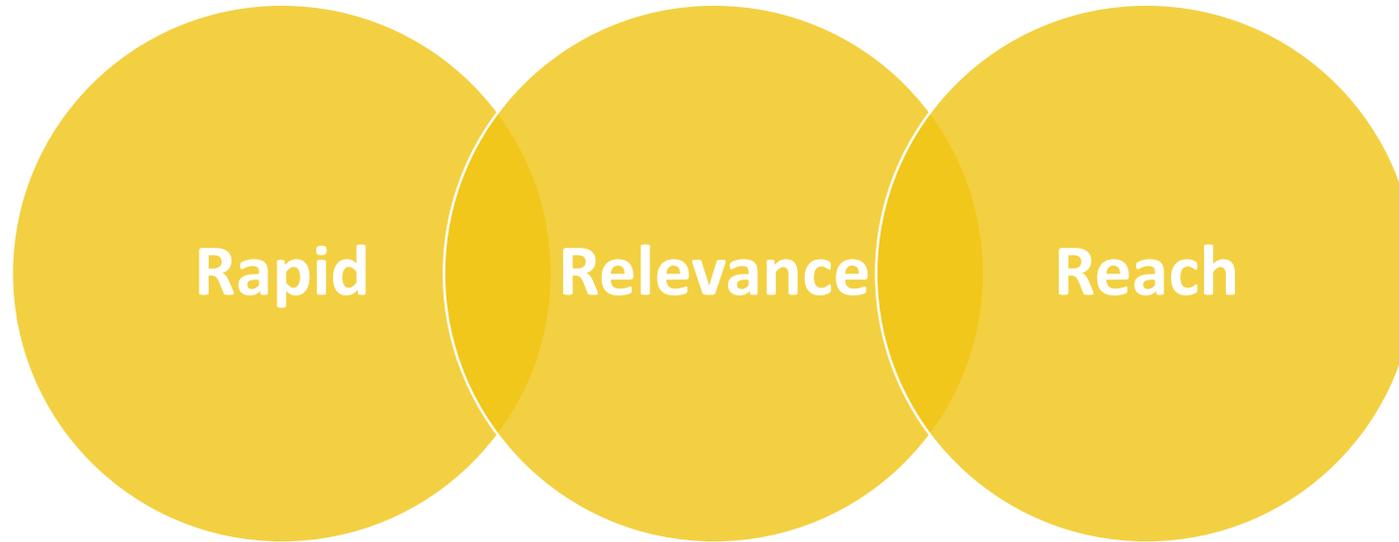
**91%**

**91%** of teens with cell phones actively text.



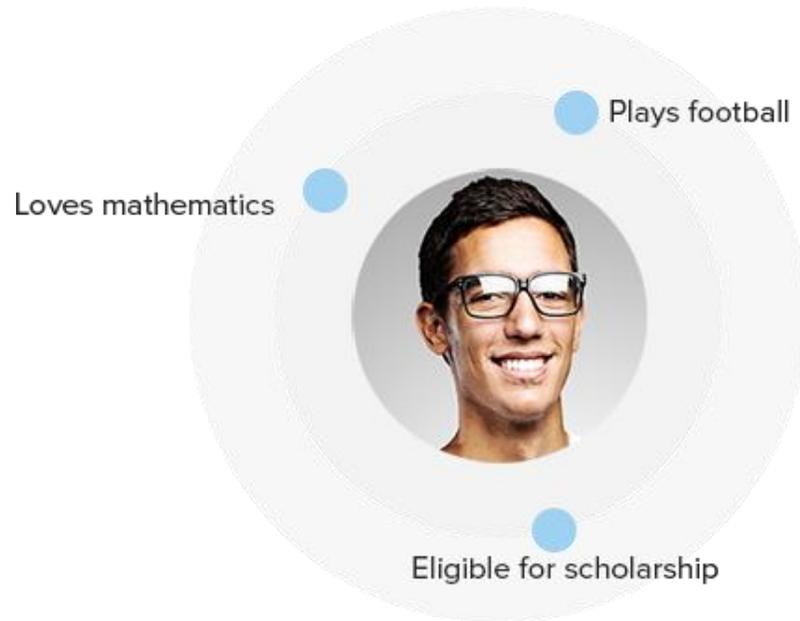
**Embrace  
Technology**

# Do you really have a choice?



The three R's

# The power of data



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7:34 AM Sent Program details email with the subject "View..." +0

8:20 AM Opened Program details email and clicked the link +5

10:37 AM Sent text message Hi, your application deadline is approach... +0

2:21 AM Opened text message Hi, your application deadline is app... +5



**Learning new technology is a challenge.  
Isn't it**

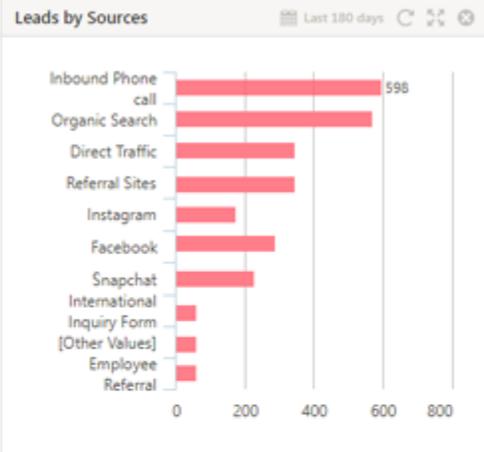
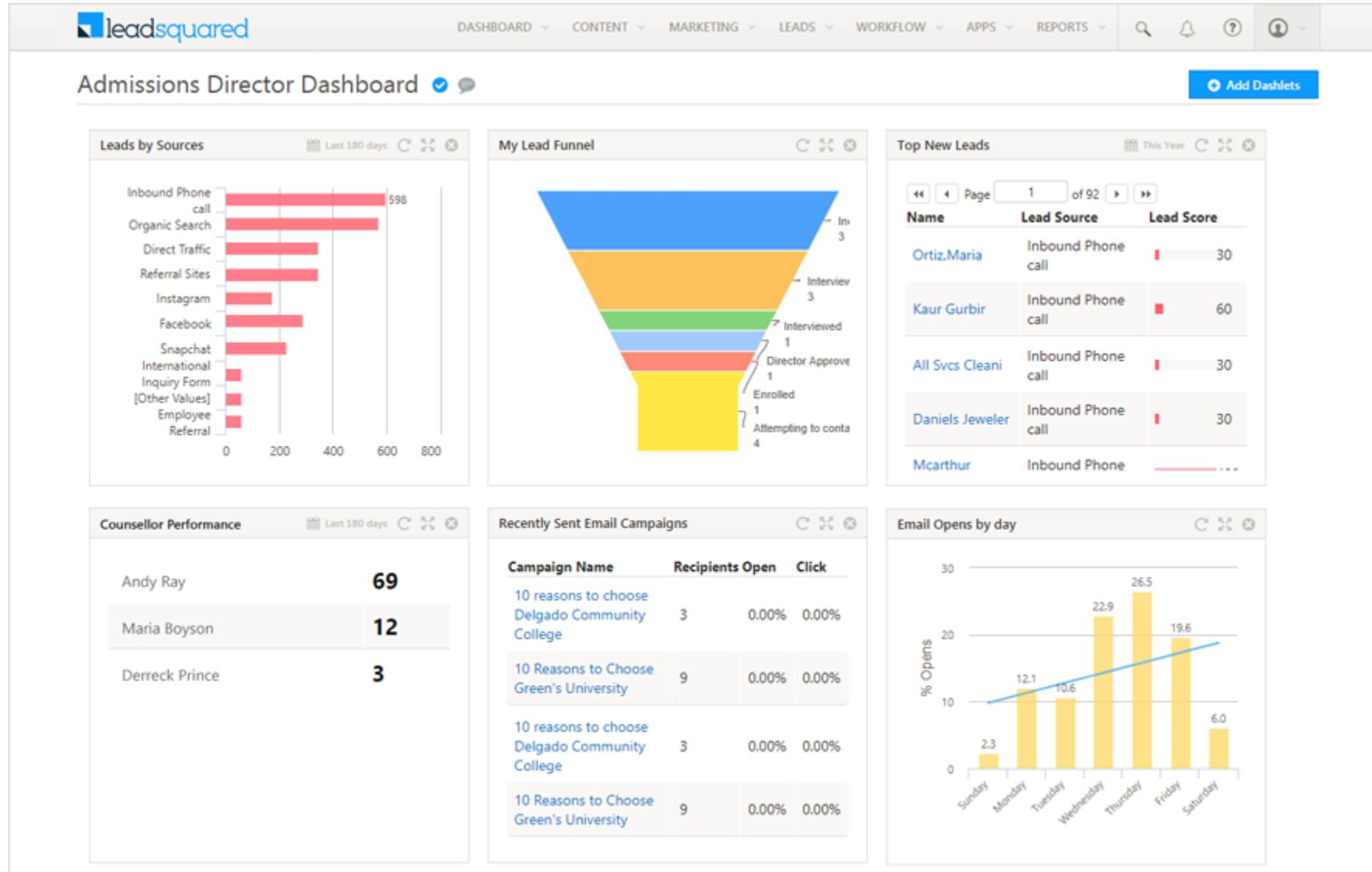


**Analyze &  
Improve**



**My targets are being raised and my budget is being reduced. Help!**

# Full visibility with LeadSquared reports



### Top New Leads

This Year

Name	Lead Source	Lead Score
Ortiz, Maria	Inbound Phone call	30
Kaur Gurbir	Inbound Phone call	60
All Svcs Cleani	Inbound Phone call	30
Daniels Jeweler	Inbound Phone call	30
Mcarthur	Inbound Phone	...

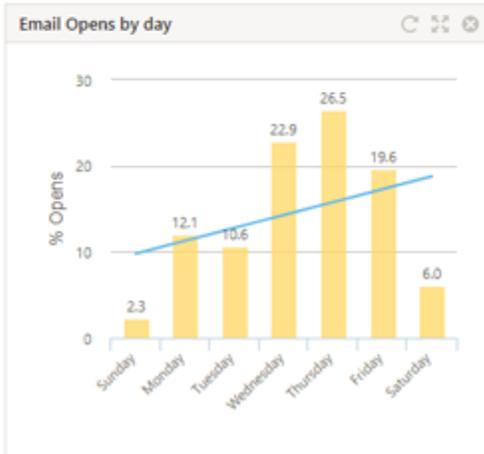
### Counsellor Performance

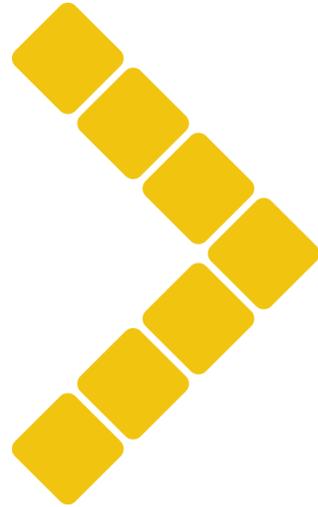
Last 180 days

Andy Ray	69
Maria Boyson	12
Derreck Prince	3

### Recently Sent Email Campaigns

Campaign Name	Recipients	Open	Click
10 reasons to choose Delgado Community College	3	0.00%	0.00%
10 Reasons to Choose Green's University	9	0.00%	0.00%
10 reasons to choose Delgado Community College	3	0.00%	0.00%
10 Reasons to Choose Green's University	9	0.00%	0.00%





## **So this was it for today**

Hope you enjoyed today's presentation. We will send you this presentation along with the recording of the session.

**Any questions for us?**

# Thank you



Try it Free

## Enrollment Acceleration Platform

1

### Ease of use

Forget bulky CRM implementation and steep learning curve. We will get you started in under a week

2

### Centralized

Connect your admission and marketing teams to access key applicant information with ease

3

### Intelligent

Let the system identify the best student for your institution

4

### Connected

Maintain effective, personalized messages with applicants throughout the journey

5

### Cost effective

Achieve a high ROI with LeadSquared's competitive pricing model