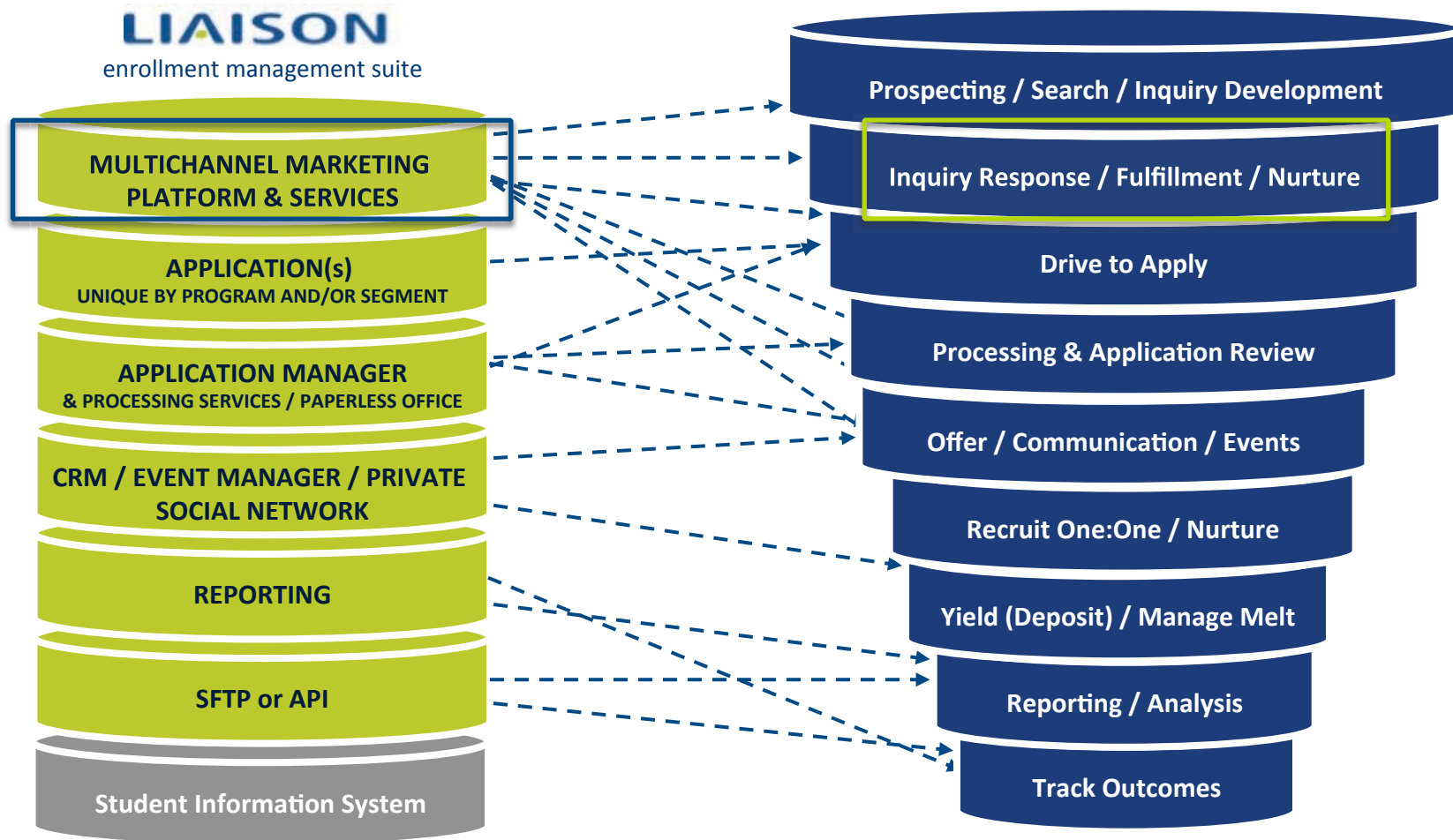


## THE 2016 INQUIRY RESPONSE AUDIT: CATHOLIC COLLEGES & UNIVERSITIES

# About Liaison



*“first interest...”*



*...to first day”*

# Presenters



**Sean Fitzgerald**  
Associate Vice President  
Enrollment Management Solutions  
Liaison



**Dr. Nicola DiFronzo-Heitzer**  
Executive Director of Admissions  
Immaculata University



**Suzanne Sharp**  
Executive Director  
Enrollment Management Consulting  
Liaison

# How will you respond?

The Washington Post

Grade Point

## College enrollment: Trouble signs

A

**THE DAILY CALLER**  
NEWS FOUNDATION

By Nick A

College Enrollment Dropped Over 2 Percent Last Year

By KATE GIBSON / MONEYWATCH / May 15, 2015, 5:10 AM



**BLAKE NEFF**  
Reporter

## Why is college enrollment declining?

A photograph of four young people (two boys and two girls) smiling and posing in front of a large, colorful Google logo. The logo is centered in the background, with the letters 'G', 'o', 'o', 'g', 'l', 'e' in blue, red, yellow, blue, green, and red respectively. The people are dressed in casual attire: a green polo shirt, a striped shirt with a blue t-shirt underneath, a grey t-shirt, and a white t-shirt. They are all smiling broadly and have their arms around each other's shoulders.

Google

“Always On Generation”

# Reaching your Prospects...

- Immediate
- Relevant
- Automated
- Trackable



# Why Speed Matters

1. The odds of calling to contact a lead decrease by over 10 times in the first hour.

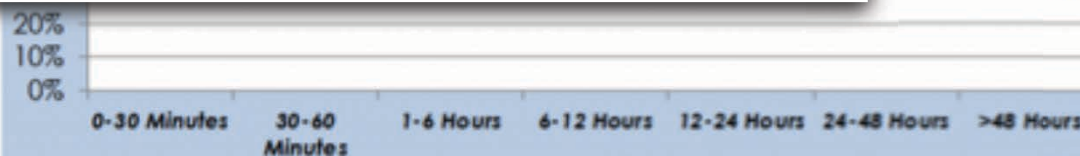
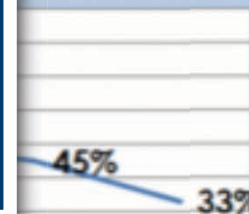
RESPONSE TIME FROM CREATION BY 5 MIN  
INITIAL DIALS TO LEADS THAT BECAME CONTACTED



# 25-50%

of sales go to the first responder

Conversion Rate



Sources: The Lead Response Management Study by Dr. James Oldroyd; InsideSales.com; <http://www.payonperformance.com.au/customer-response-time-matters/>

# Relevance Drives Response!



Source: Caslon & Company, 2012

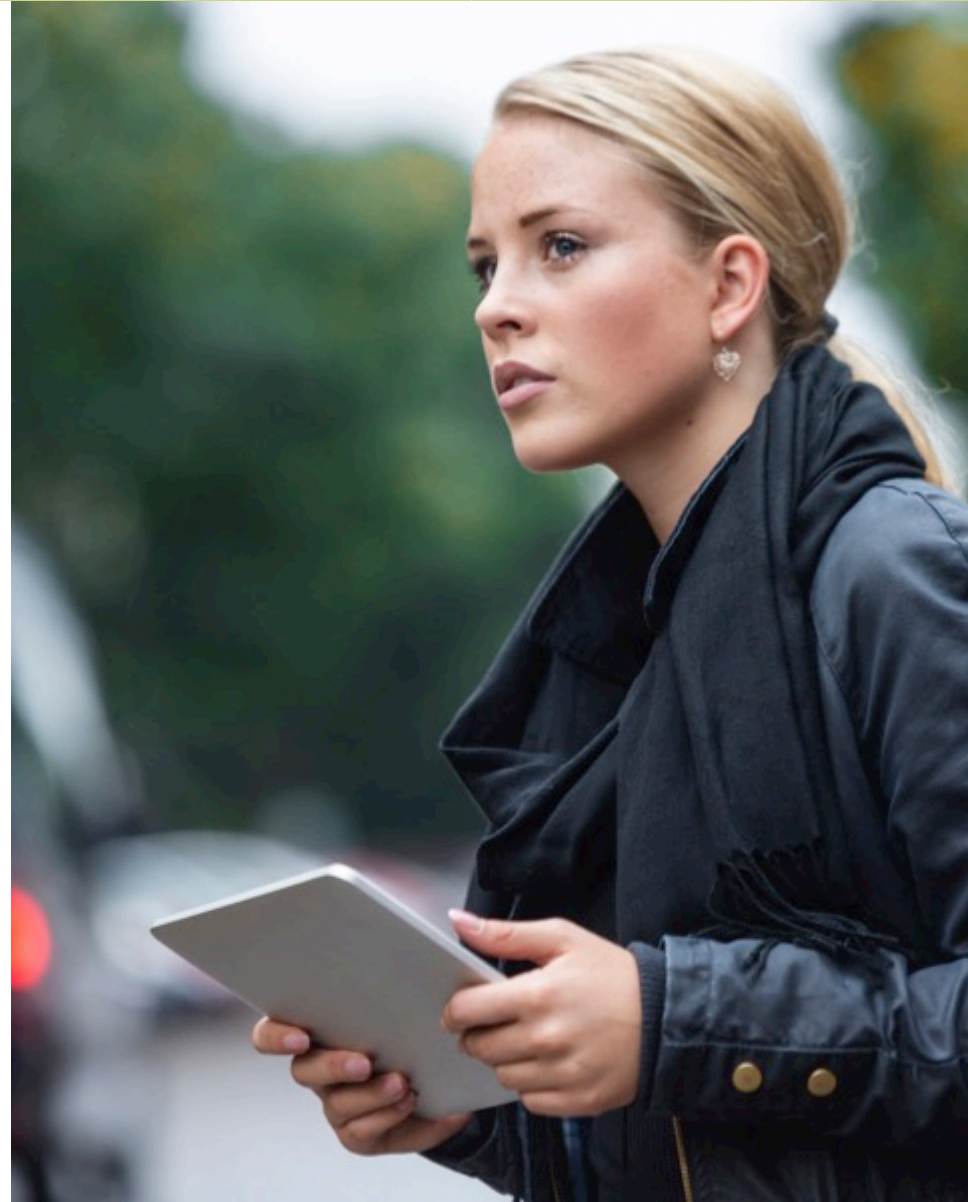


# The Inquiry Response Audit



What happens when a prospective student fills out an inquiry form or request for information form?

- How **quick** is the response?
- How **relevant** is the response?
- What **channels** are used?

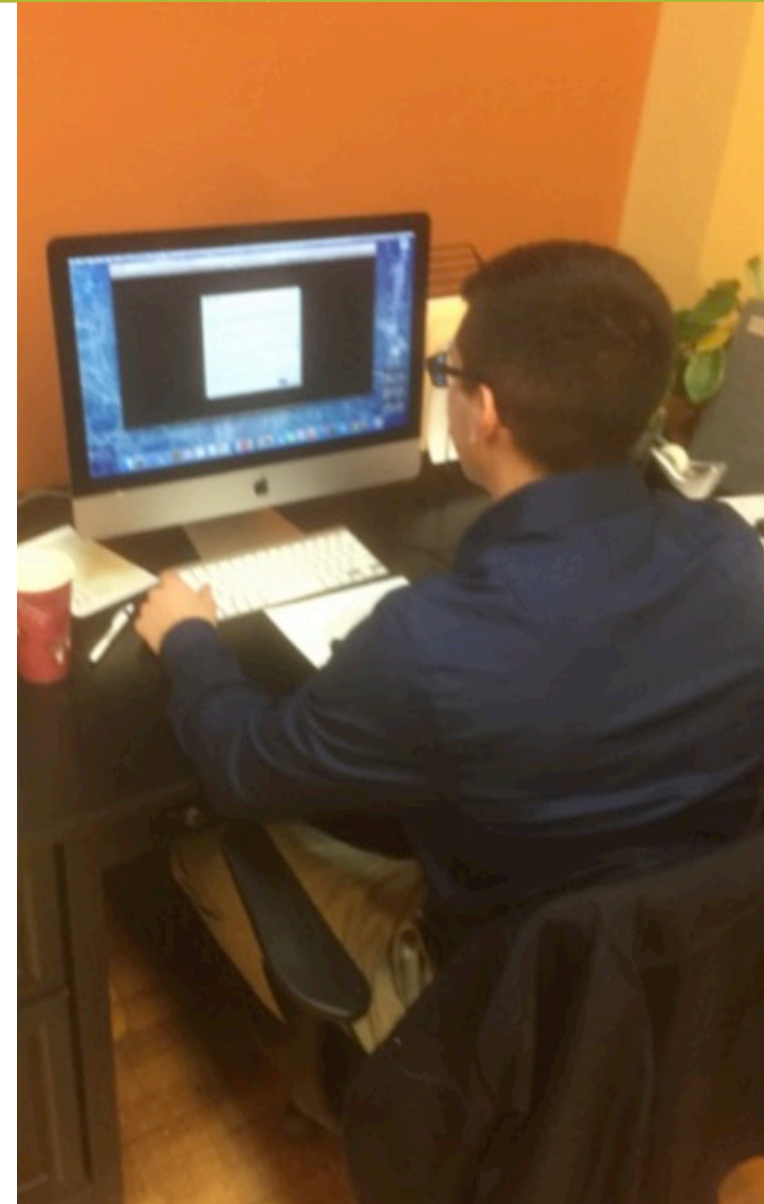


# The Inquiry Project



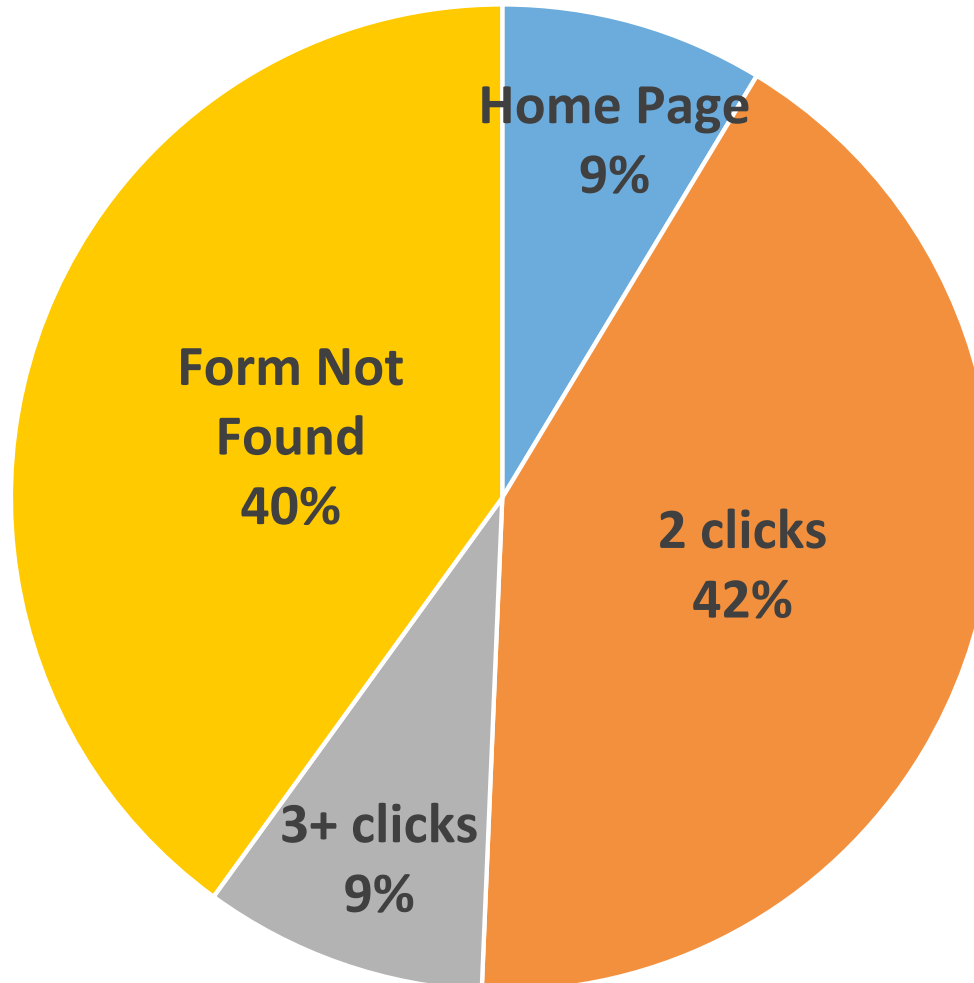
## What we did:

- Visited web pages for 150 Catholic Schools
- Searched for inquiry forms/ways to indicate interest
- Submitted inquiry forms and logged date and time
- Forms were submitted on February 1 & 2, 2016
- Tracked responses from each school:
  - Emails - date, time, level of personalization, number sent
  - Print pieces - date received, level of personalization, type
  - Phone calls - date and type
  - Text messages - date and message
- All results were compiled four weeks from respective date of inquiry

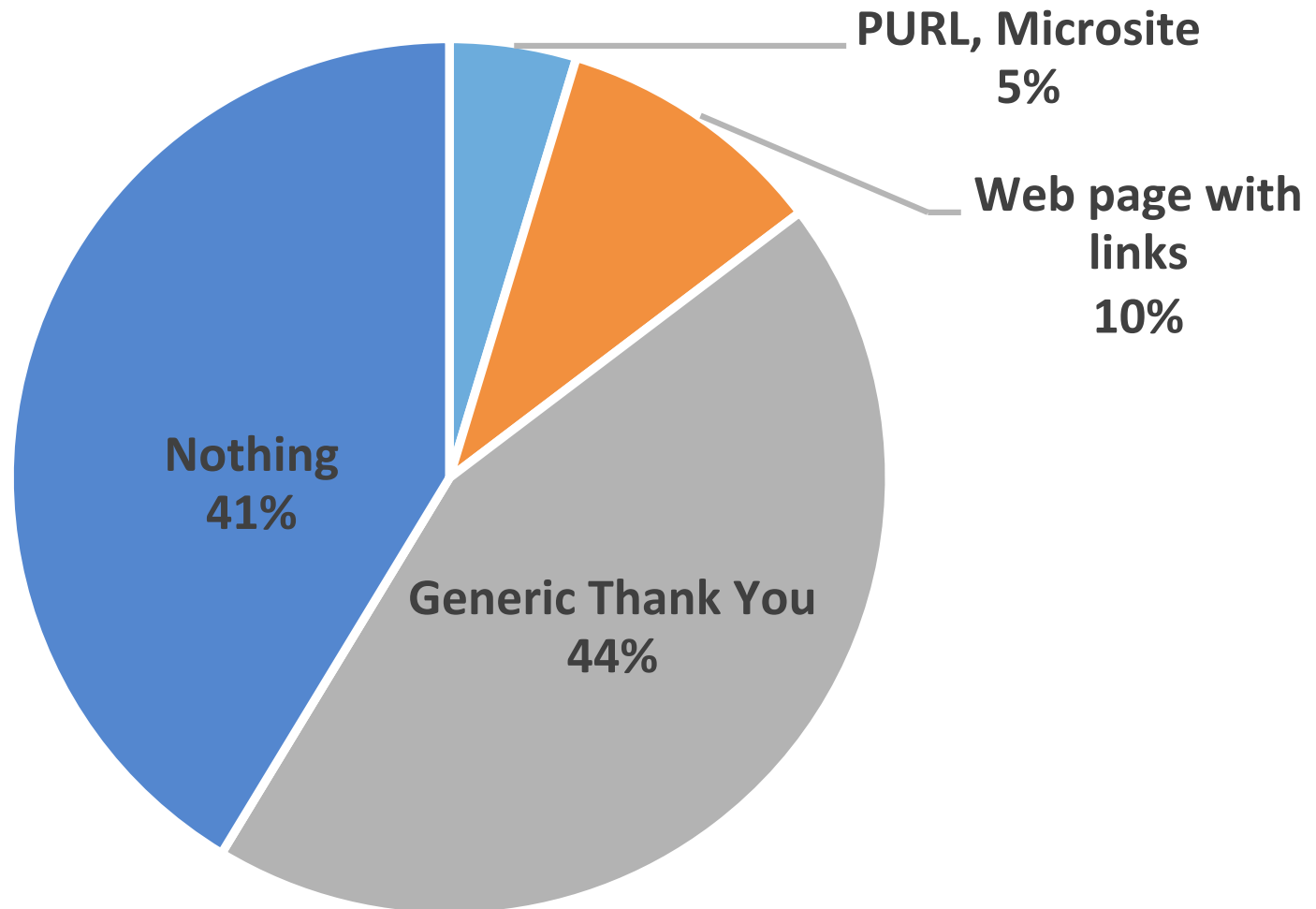


# Inquiry Form Access

**150 Catholic  
Schools**



# Thank You Page



# First Impressions are Lasting...



**3. Anticipated Academic Enrollment Term:**  
**\*Must answer [Personal Information/Anticipated Academic Enrollment Year](#): first**

4. First Name  \*Required, Maximum characters allowed: 15

5. Middle Name  Maximum characters allowed: 15

6. Last Name  \*Required, Maximum characters allowed: 30

7. Social Security Number  Format: 123-45-6789

8. Preferred Name  Maximum characters allowed: 30

9. Date of Birth (mm/dd/yyyy)  Format: mm/dd/yyyy

Thank you for your interest.

We have received your request for information, and will contact you shortly.

Thank You!

You should receive the requested information within a week.

## Login Information

Please enter your username and password in the space below.

Login \*

Password \*

Passwords must be between 8-30 characters, contain at least 1 uppercase letter (A-Z), lowercase letter (a-z), 1 number (0-9), and 1 of the following special characters: !@#\$%^&\*()\_+|=~\`{}|:~;<>?.,/ Spaces are not allowed.

Verify Password \*

## Success

Thank you for your recent form submission.

Your responses were successfully submitted. An admissions counselor will be contacting or sending you information soon.

## Your form has been mailed.

[Click Here to Return to the Form](#)

## Admissions

### [Undergrad Request for Information](#) Undergraduate Request for Information

Undergraduate Request for Information  
[Click here to start filling out this form](#)

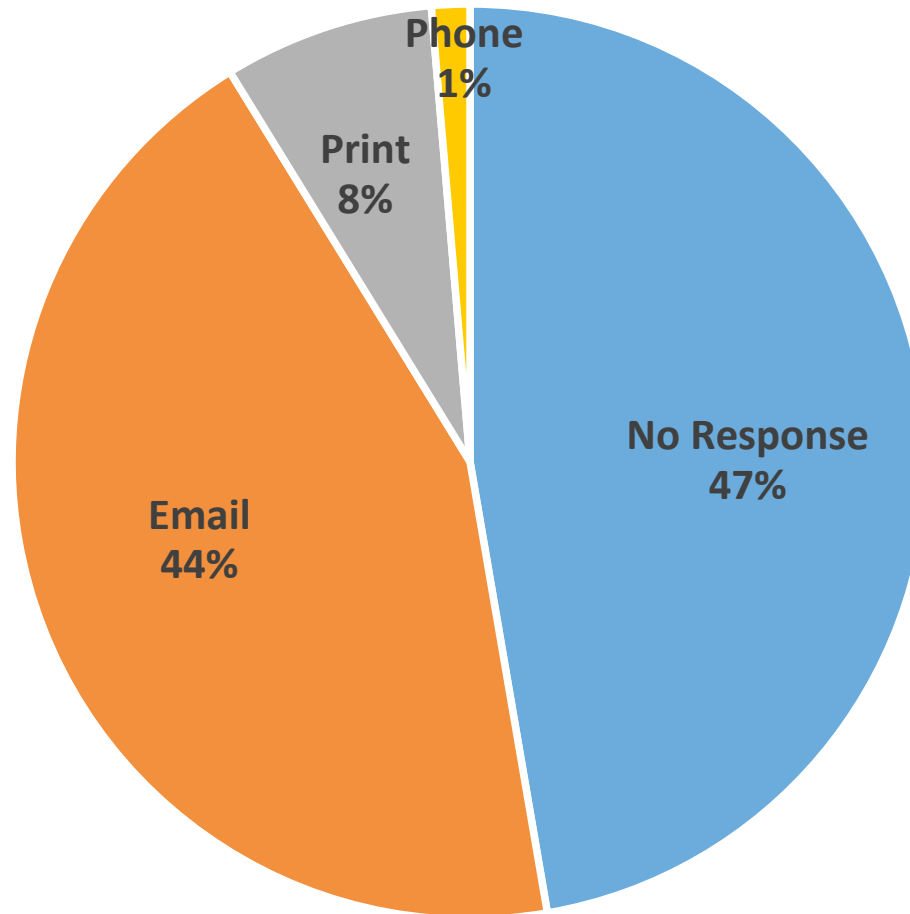
### Retrieve a Saved Form

If you have started this form already and would like to retrieve your saved responses, enter your key below and click the "Retrieve Form" button.

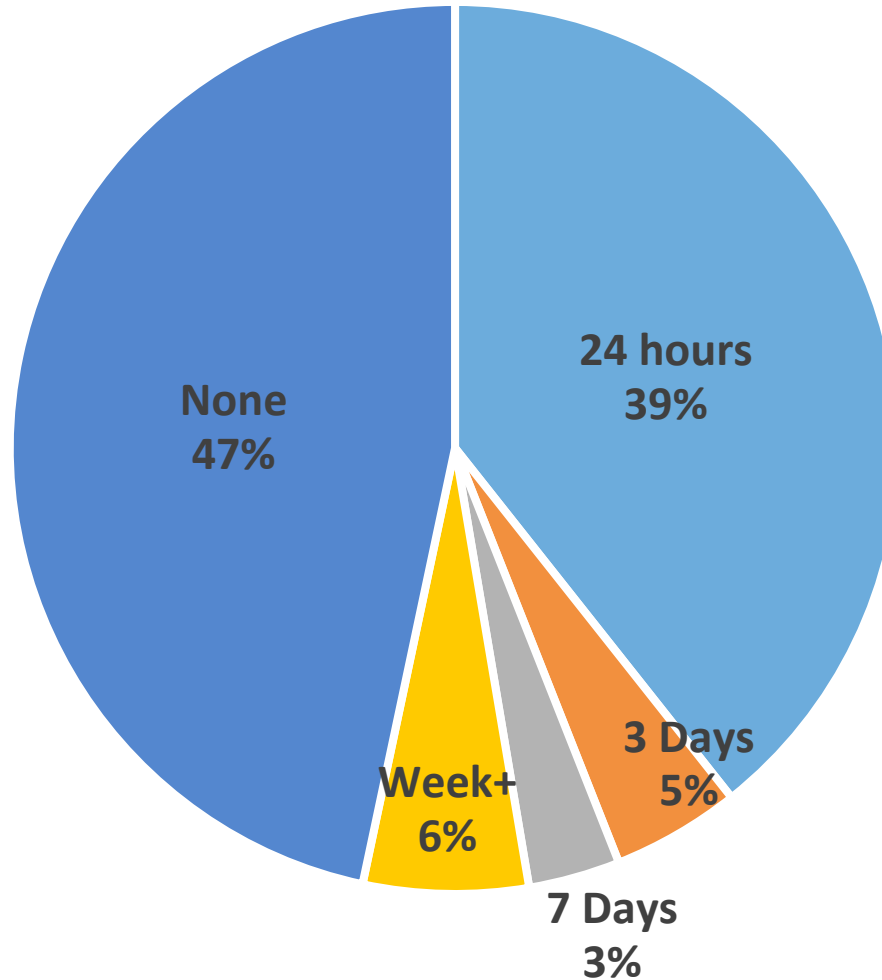
Your Key:

How did you hear about us?

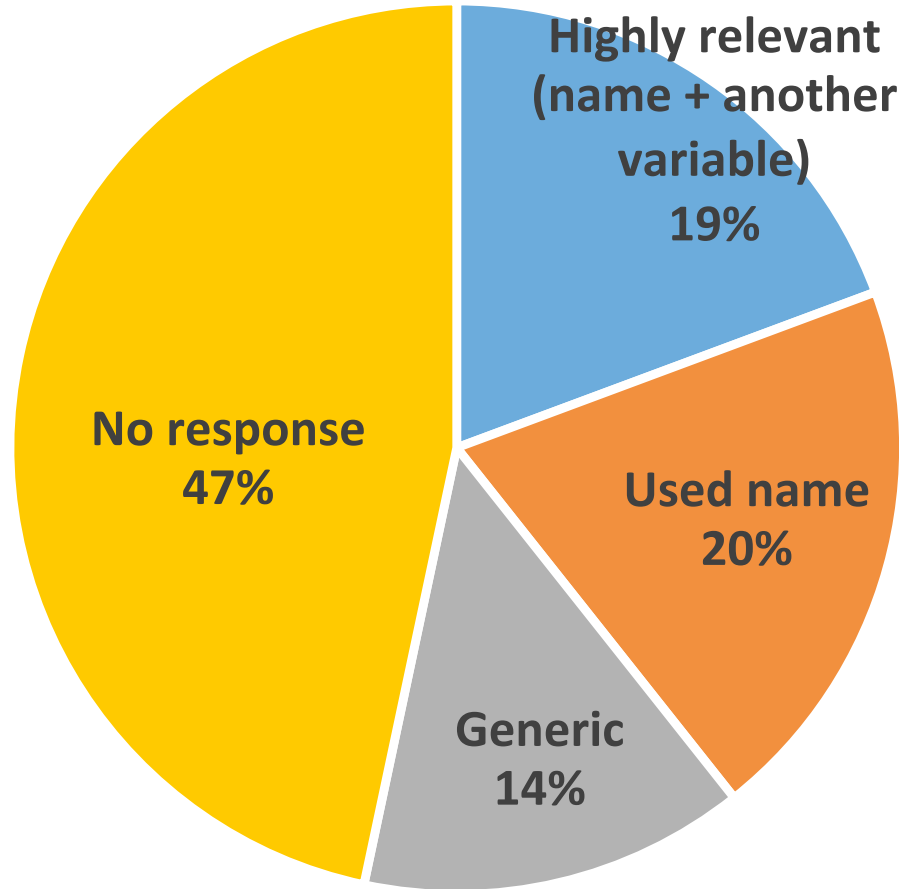
# Types of First Response



# First Response Time



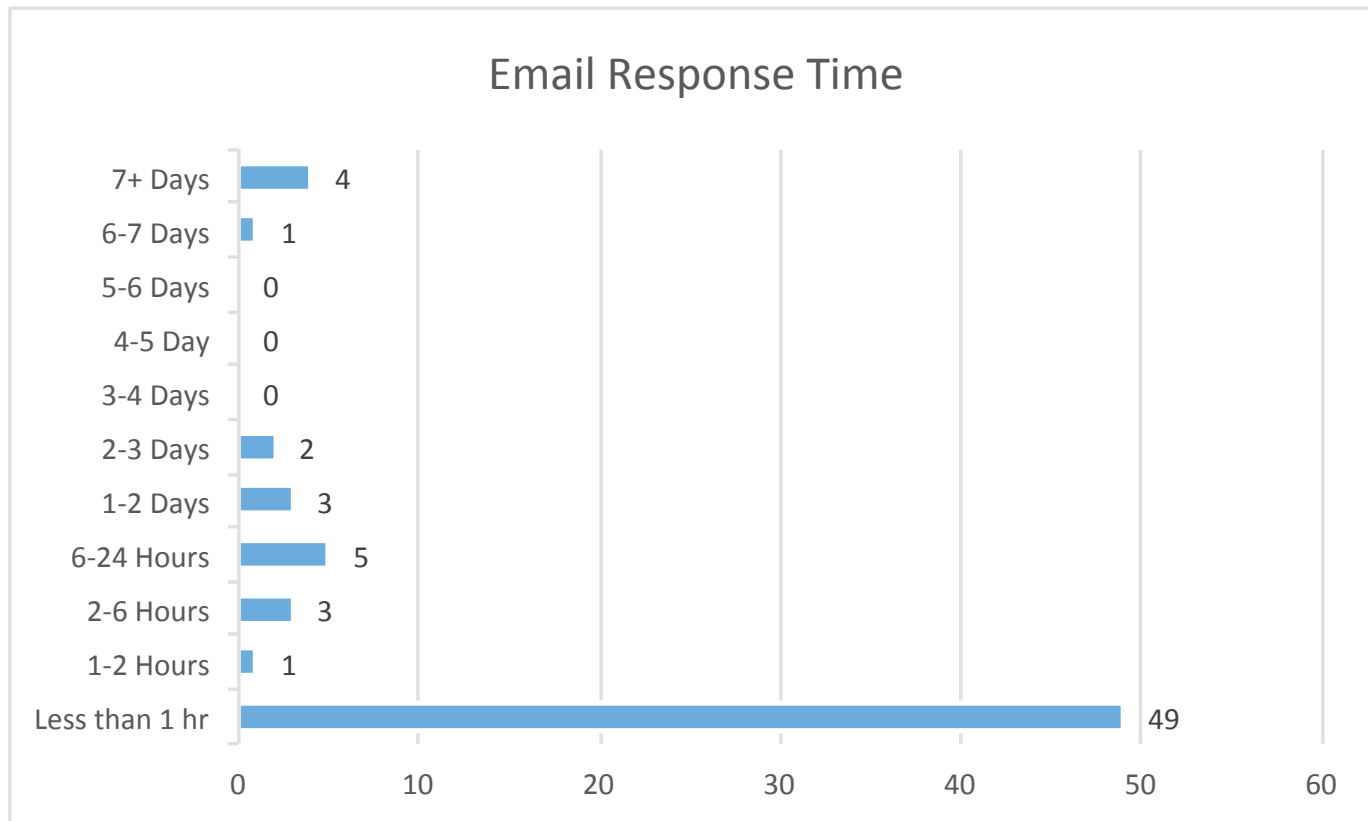
# First Response - Relevancy



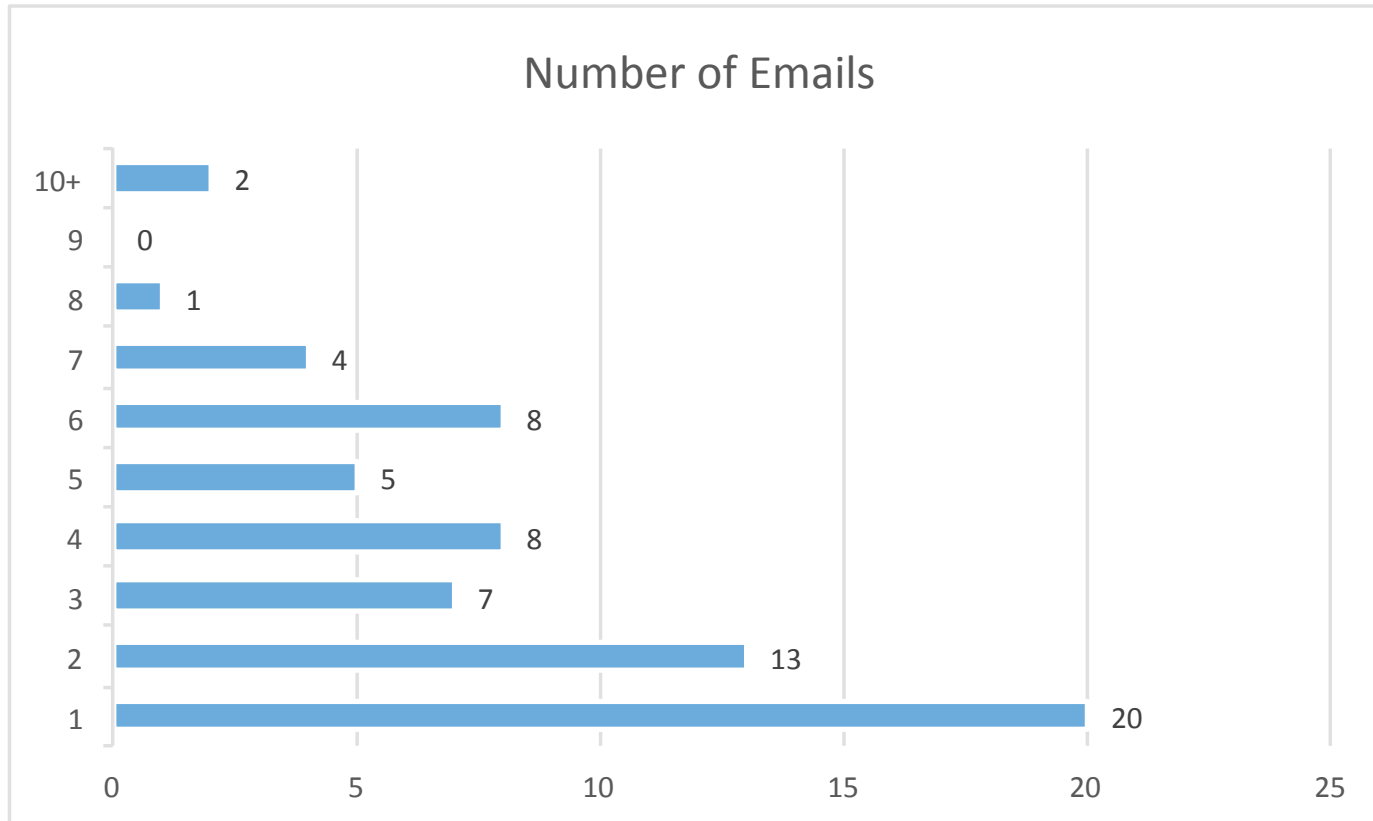


# Email Response Time

Emailed within 24 hours: **39%**



# Number of Emails Sent



# Email Examples



Dear Dominique,

Congratulations, you have successfully created your [redacted] information account.

Your log in information is:

User Name: dominiqueperez98

(Password excluded for security reasons)

Please keep your user name and password in a

You can also edit your profile at any time by following [admission@\[redacted\]](mailto:[redacted]) or by calling [redacted] admission process.

Hello Dominique!

Thank you for your interest in [redacted]. My name is Thomas and I am an Admissions counselor at Belmont Abbey College that reads applications and works with students from your area. If you have any questions about the admission process, Belmont Abbey College in general, or our scholarship opportunities, please do not hesitate to email or call me at any time.

[redacted] small, private, Catholic, liberal arts institution rooted in the Benedictine tradition and is currently educating around 900 traditional students. At the Abbey, we offer 14 major fields of study that prepares students to lead lives of integrity, succeed professionally, and become engaged citizens. Belmont Abbey College is consistently ranked as one of the best colleges in the south and was recently ranked as a "Top-Tier" institution by the *U.S. News and World Report*. For complete list of our majors, minors and concentrations, please visit the [\[redacted\] website](#).

At [redacted] students have the opportunity to educate themselves in body, mind, and spirit. Students are encouraged to involve themselves in one or more of our [29 clubs and organizations](#), [campus ministry](#) or [Greek Life](#). We also offer a number of [activities and events](#) that occur both on and off campus throughout the academic year including our annual President's Ball, Abbey's Got Talent and trips to the U.S. National White Water Center. [redacted] diverse and welcoming student body creates a home for everyone!

We hope that you will visit soon and experience the close-knit community that [redacted] College has to offer. Please contact me by email or phone at [redacted] with any questions you have about the [redacted] admission process.

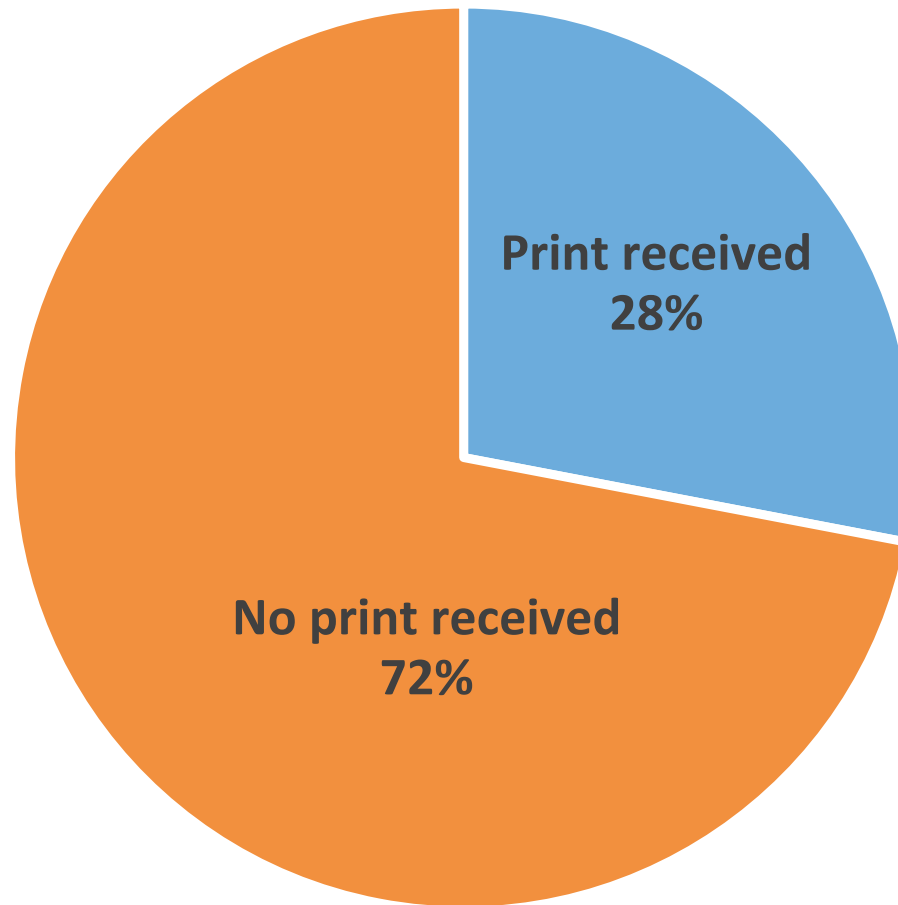
All The Best,

# Email Examples

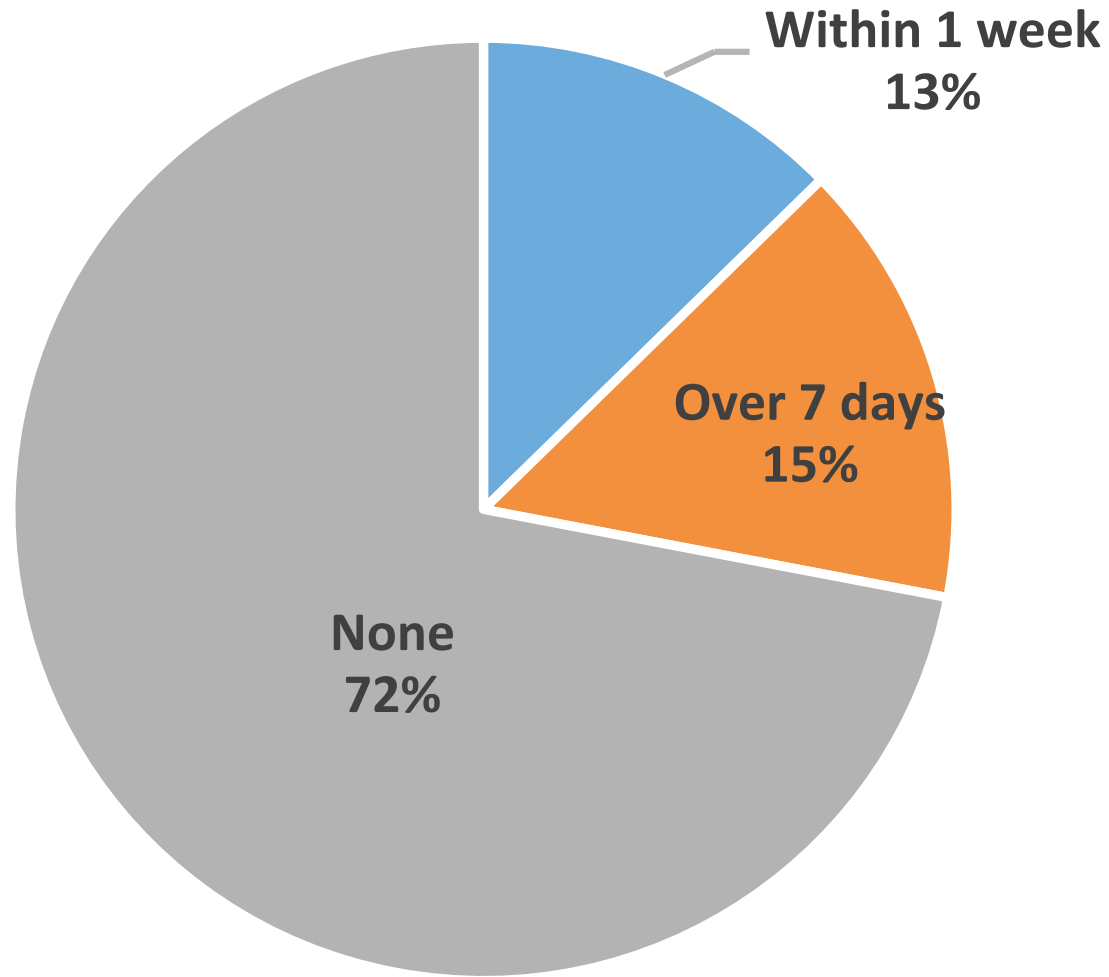


Hello Dominique,

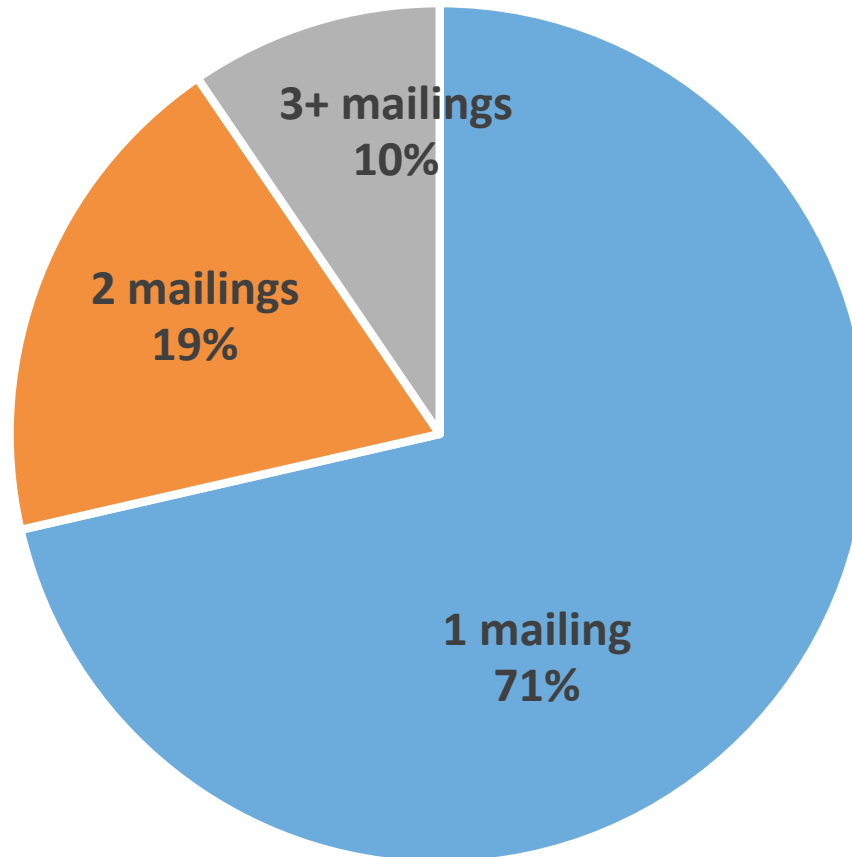
This email is to confirm that your inquiry to Undergraduate Inquiry Form has been received. Thank you for inquiring. Please do not reply to this email, as this email is generated automatically, and your reply will not be read.



# Print Response Time



# Amount of Print Received



# Print Examples





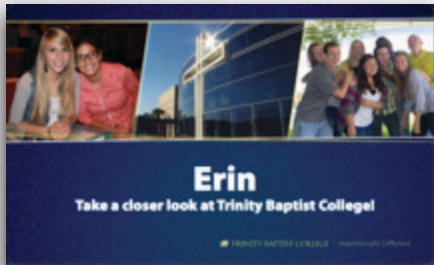
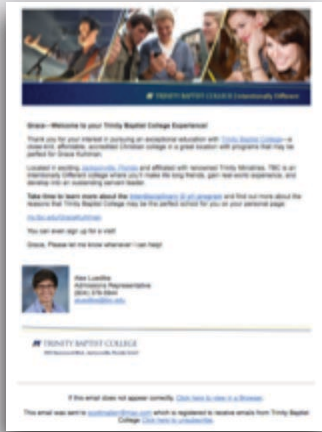
# Engaging the Parent

## Noel-Levitz's E-Expectations Research Reports

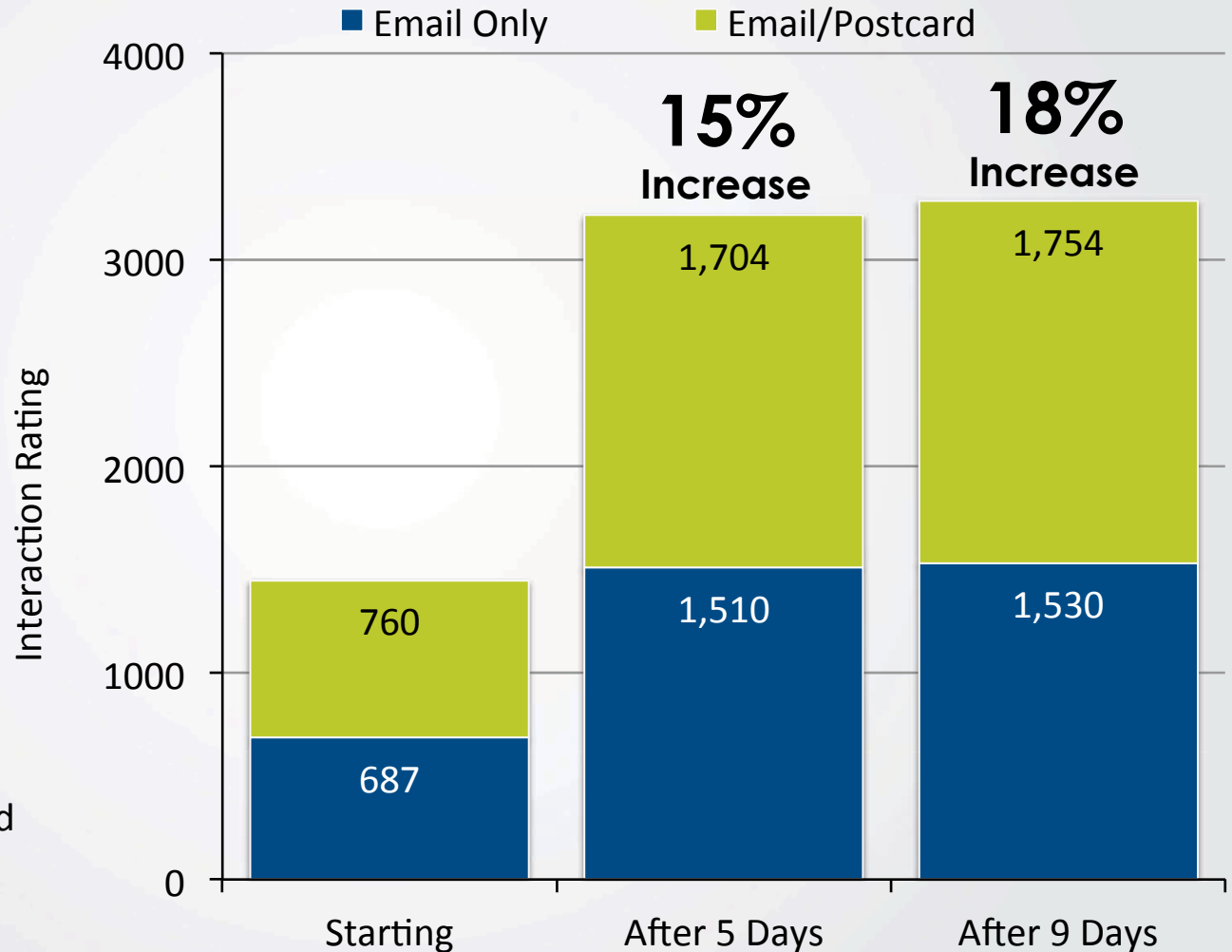
Survey Question	Senior Response	Parent Response
I prefer phone calls and print materials to learn about colleges and universities	<b>38%</b>	<b>50%</b>
I'm more likely to consider schools that use traditional ways to communicate with me, like brochures and phone calls	<b>41%</b>	<b>58%</b>



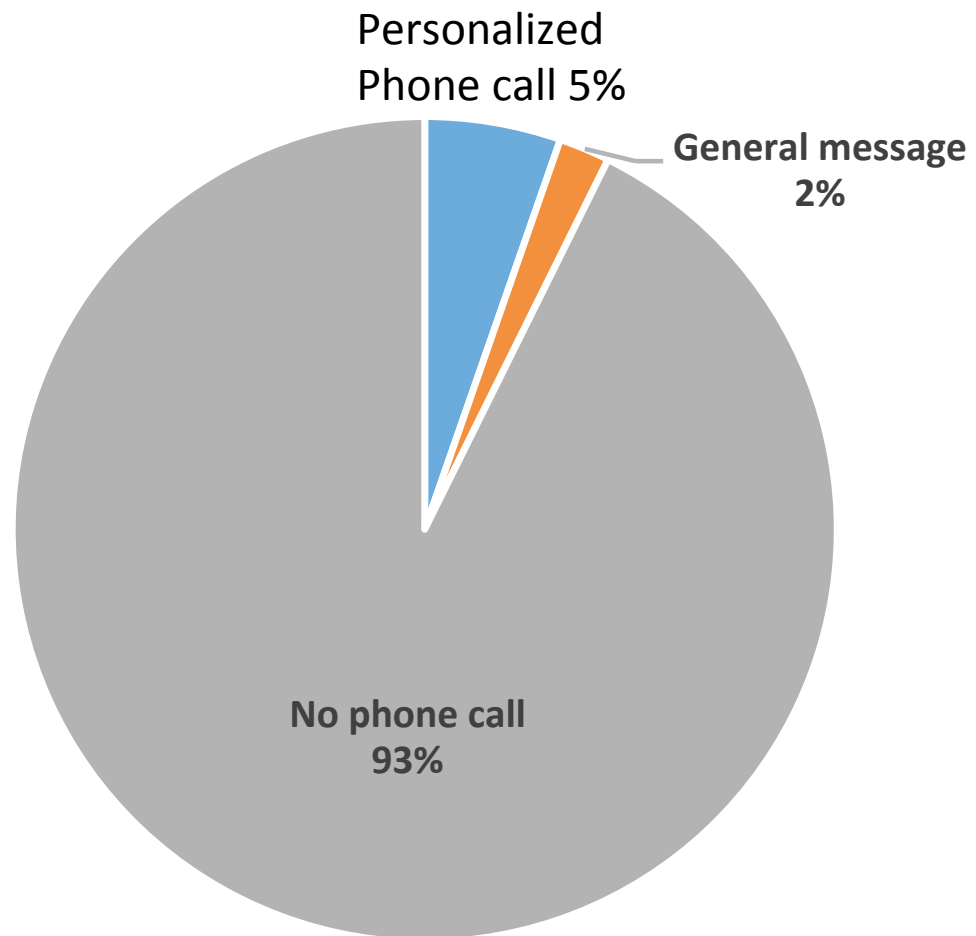
# Trinity Baptist: Print Lift Effect



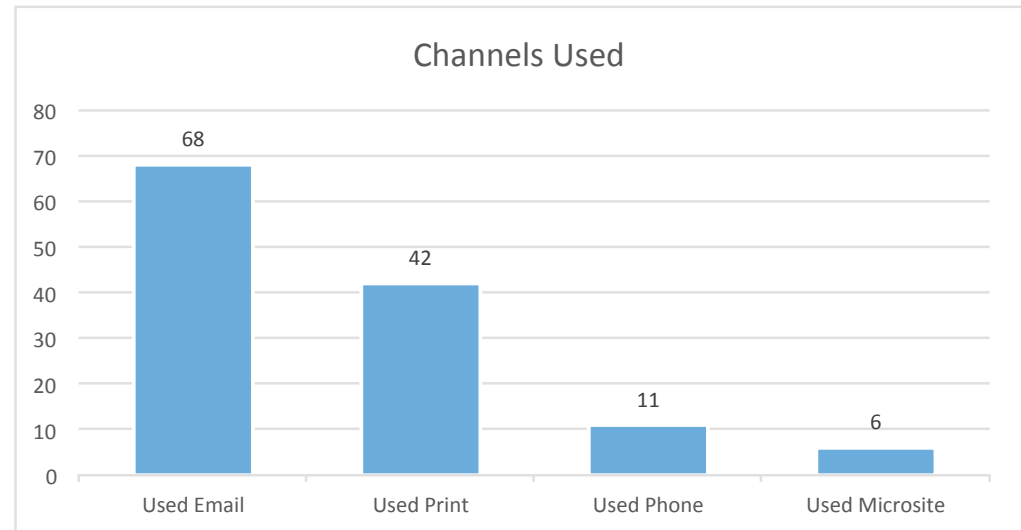
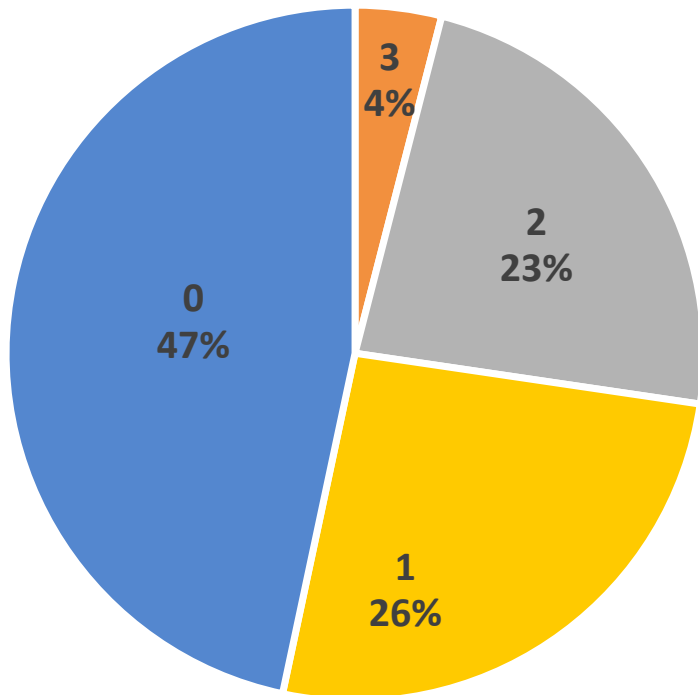
Trinity Baptist College created an A/B test on the effect of variable print on inquiry response.



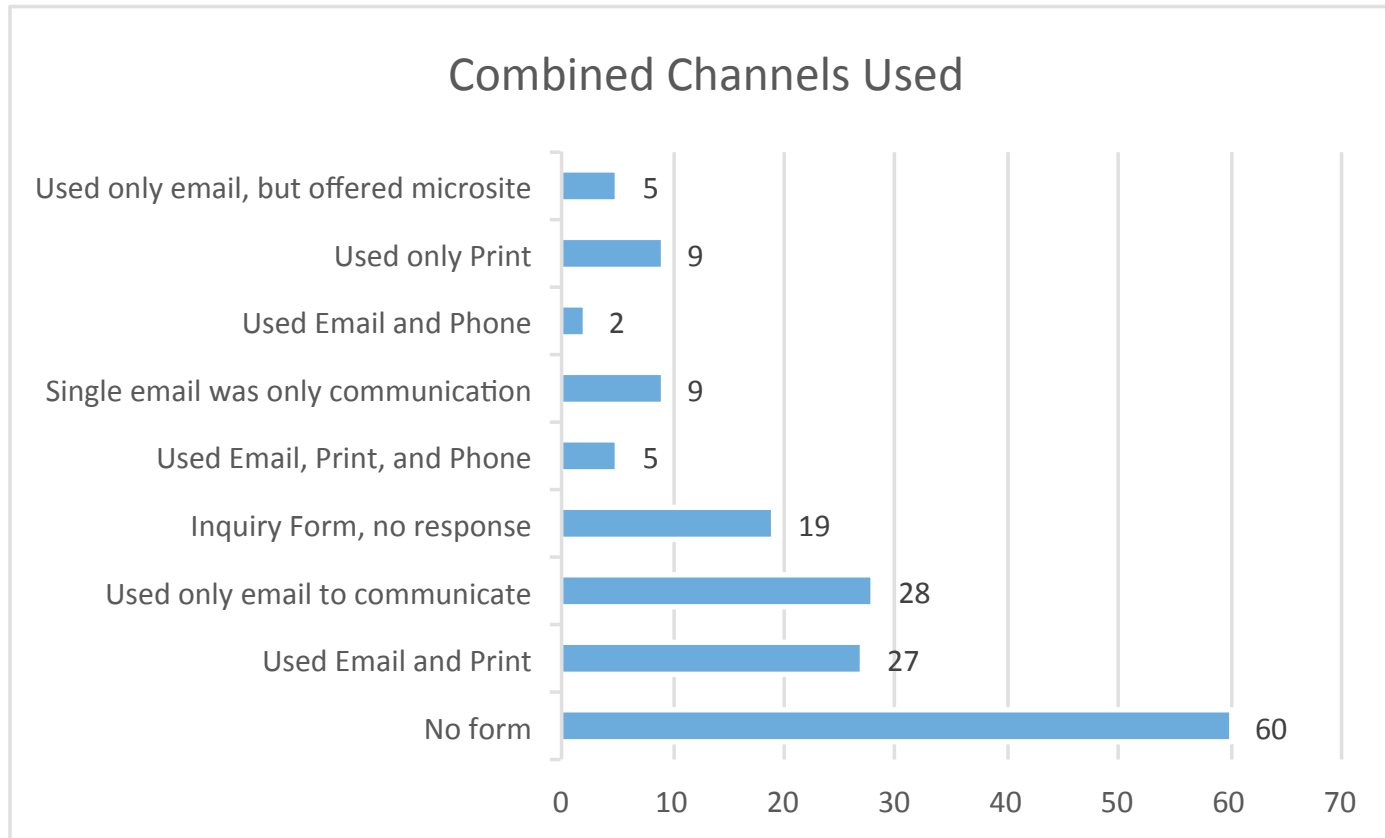
# Phone Response



# Channels Used



# Combined Channels



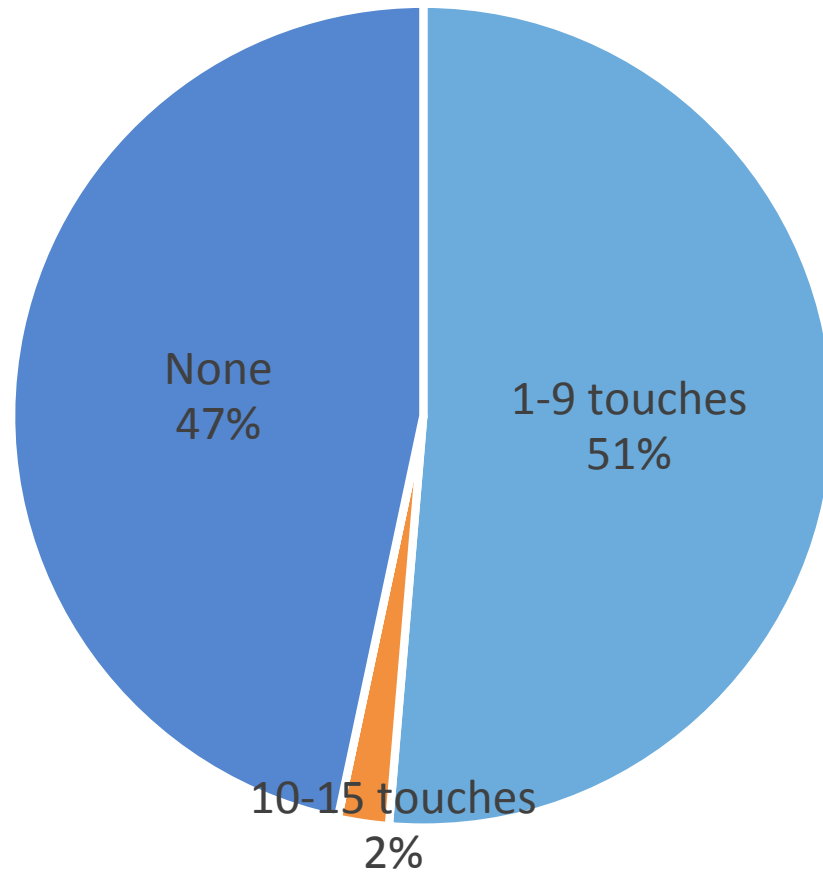
# Multi-Channel is Key



Campaign Media Combinations	Response Rates	Conversion Rates
<i>Print only</i>	<b>6.0%</b>	<b>16.2%</b>
<b>Print and e-mail</b>	7.6%	18.3%
<i>Print and landing pages</i>	<b>7.6%</b>	<b>15.3%</b>
<b>Print, e-mail, and landing pages</b>	8.2%	16.5%
<i>Print, e-mail, landing pages, mobile and voice</i>	<b>8.7%</b>	<b>19.0%</b>

Source: *Understanding Vertical Markets: Enterprise Communication Requirements*, InfoTrends 2012

# Overall Touches





IMMACULATA  
UNIVERSITY

**The Immaculata Experience**



# Immaculata: First Impression



## Build your personalized site and viewbook.

Once you share your information with us it will be stored securely, and will never be shared or sold.

### Basic Information Who are you

Email \*

Enter the email address that you use most frequently

Major \*

First Name \*

Last Name \*

Address Line 1 \*

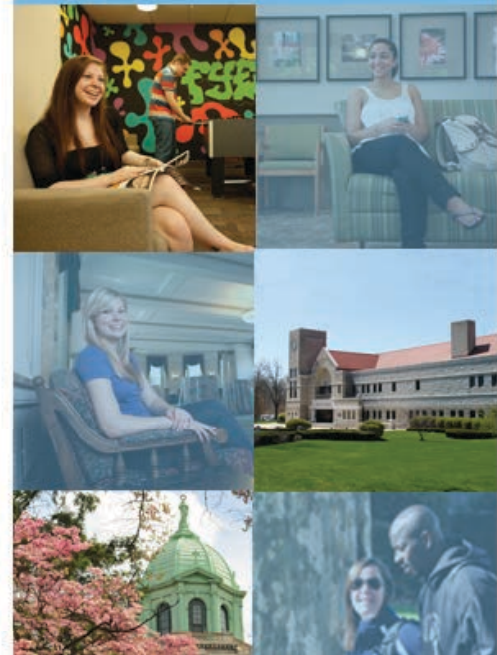
Address Line 2

City \*

Zip/Postal Code \*



## BE MIGHTY AT IMMACULATA



# Immaculata: First Impression



- ALL INTERACTIONS ARE TRACKED
- Instant Response 24/7
- Variable Video
- Social Media Integration
- Checklist Integration
- Event Banner
- Rep Information
- Content Managed


The screenshot displays the Immaculata University website. At the top, the university's logo and the slogan "BE MIGHTY AT IMMACULATA" are visible. A navigation menu on the left includes links for Home, Visit Us, English, and various user preferences. A central banner for the "Immaculata University June Information Session 2016" features a personalized message from Dominique Perez, an Admissions Counselor. Below this is a video player showing a classroom scene with the text "Be Mighty in your Future. Be Mighty at Immaculata...". To the right, there are social media feeds for Facebook and Twitter, showing recent posts and photos from the university. At the bottom, there is a section for text messaging opt-ins.




# Immaculata: First Impression



Dominique, Thanks for checking out Immaculata University! Inbox x Print Share

 **Immaculata University** [admiss@immaculata.edu](mailto:admiss@immaculata.edu) via [sedlv.net](mailto:sedlv.net) Feb 1 Star Reply More  
to me ▾




Dominique,

Thank you for creating your personal page with Immaculata University, where you can find great information and connect with us. To visit your page, use this link:

[My.Immaculata.edu/DominiquePerez](http://My.Immaculata.edu/DominiquePerez)

We can't wait to hear from you, Dominique!

 **Owen Logue**  
Admissions Counselor  
[484-323-3188](tel:484-323-3188)  
[ologue@immaculata.edu](mailto:ologue@immaculata.edu)

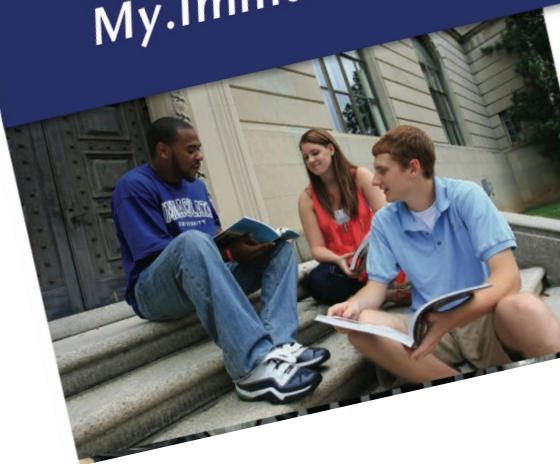
Immaculata University 1145 King Road, Immaculata, PA. 19345

# Immaculata: Print on Demand



1145 King Road, Immaculata, PA 19345

To attend an Open House or to apply now, go to:  
[My.Immaculata.edu/DominiquePerez](http://My.Immaculata.edu/DominiquePerez)



## Be Mighty!

Come see if IU is your best fit! Schedule activities and build your itinerary.

### *Schedule a Campus Visit*

1.877.428.6329

Requests are processed M-F from 8:30 am-4:30 pm. Requests outside of these hours are processed the next business day. You will be contacted to confirm the details of your visit.

Appointments with professors, coaches, and financial aid counselors can also be arranged. Please request these 4 days in advance (excluding weekends).



# Immaculata: Print on Demand



## Dominique, Expect to be changed.



### Dominique

Students say that attending Immaculata is a life-changing experience. They say that you don't just love a school like IU for four years, you love it for life. They say they believe in IU.

Our students believe in IU because you can feel enthusiasm and passion when you're on campus. They believe because as you roam our 375 acres overlooking historic Chester County, Pennsylvania, you can bump into friendly, committed professors and enjoy our new residence halls, academic buildings and athletic facilities.

They believe because our 11:1 student faculty ratio allows us to keep most class sizes under 25 so each student receives personal attention. They believe because IU's value-based education prepares them for positions of leadership and responsibility. They believe because at Immaculata, you can expect to grow both academically and as a person.

It's just something that happens when you experience IU. You believe.

Owen Logue  
Admissions Counselor  
484-323-3188



Hey Dominique!

Pretty soon you'll graduate from high school and get ready to head off to college. You've only been waiting for this since you were in kindergarten!

You don't have to wait any longer. It's never too early to apply for admission or to visit. To make it easier, you can go online to apply or sign up to attend one of our fun and informative IU Days. Come see for yourself why so many people believe in IU!

As your admission counselor, I'm here to help you out. If you want to know more about student life, academic programs or want to arrange a personal visit, give me a call. I look forward to seeing you soon!

-Owen



# Immaculata: Print on Demand



## English

**Dominique—**  
*There's no telling where your Immaculata education will take you!*

As an English major, you'll be entering the world of literature, literary criticism, research, non-print media, and most importantly, written and spoken English. Our professors will help you focus your talents to maximize your critical thinking and effective communication skills.

Depending on your interests, you can prepare for a job in technical writing, advertising, print or broadcast journalism, public relations, publishing or teaching.

But no matter where you see yourself using your English degree from IU, internships at places like the Valley Forge Publishing Group, West Chester Daily Local News, or Verizon Communications will help you match classroom knowledge with real-world insight. You'll also gain valuable experience that will help secure your first position after graduation.

And if you have your eyes set on grad school, we'll make sure you're ready. Past grads have gone on to earn degrees in law, library science, international relations, business, and mass communication.

So if you have a passion for the English language, literature, and writing, there's no better place for you than IU's English program.



Immaculata offers a unique Fixed-Rate Tuition program for its students. That

means your tuition remains constant for four continuous years. Immaculata is the only college or university in the Commonwealth to offer fixed-rate tuition.

IU also offers merit-based grants and scholarships for qualified students. And most of our students qualify! We base our scholarships on a combination of your SAT scores and GPA. Award amounts range from \$5,500 to full tuition and are renewable.

Need-based financial aid is also available to all students who qualify. Contact us and we will create a complete financial aid package for you!

## Mighty Macs and the Clubs on Campus

College is about more than just books.

That's why we offer lots to do outside the classroom. At IU you'll find pizza nights, live bands, dances, Multi-Cultural Week and Leadership Advancement Week. You'll find our all-out Spring Fling that features inflatable games, snow cones, a DJ, and human foosball.

You'll also find that over half our students are involved in some type of community service.

So whether you want to lead in student government or just grab coffee with your friends, you'll always have plenty of options.

Immaculata University offers a wide variety of co-curricular clubs and organizations. These groups are divided into five different categories: academic, special interest, media & arts, political, and social.

IU offers more than 50 clubs and organizations. In addition to those listed here, we also have a Film Appreciation Society, Gamer's Guild, Hands On Art Club, Honor Society, Enactus Team, Fashion Group, Man Club, and more. Explore the range of organizations that you can get involved with.



**Men's Athletics**  
Basketball  
Cross Country  
Golf  
Lacrosse  
Soccer  
Tennis  
Track & Field  
Baseball

**Women's Athletics**  
Basketball  
Cross Country  
Field Hockey  
Lacrosse  
Soccer  
Tennis  
Track & Field  
Softball  
Volleyball

**Intramurals**  
Basketball  
Flag Football  
Softball  
Volleyball  
Ultimate Frisbee  
Pickle Ball

**Clubs & Organizations**  
Cue and Curtain Players  
New Student Orientation  
IU Wind Ensemble  
IU Dance Company  
Campus Ministry  
Immaculata Chorale  
Immaculata Symphony  
Paintball Club  
Photography Club  
The Immaculatan  
Outsiders Club  
Mac Mentors  
Macs for Life  
The Gleaner  
Pilgrimages  
Environmental Club  
Peer Educators  
Swim Club  
Student Government  
African American Cultural Society  
Greek Life



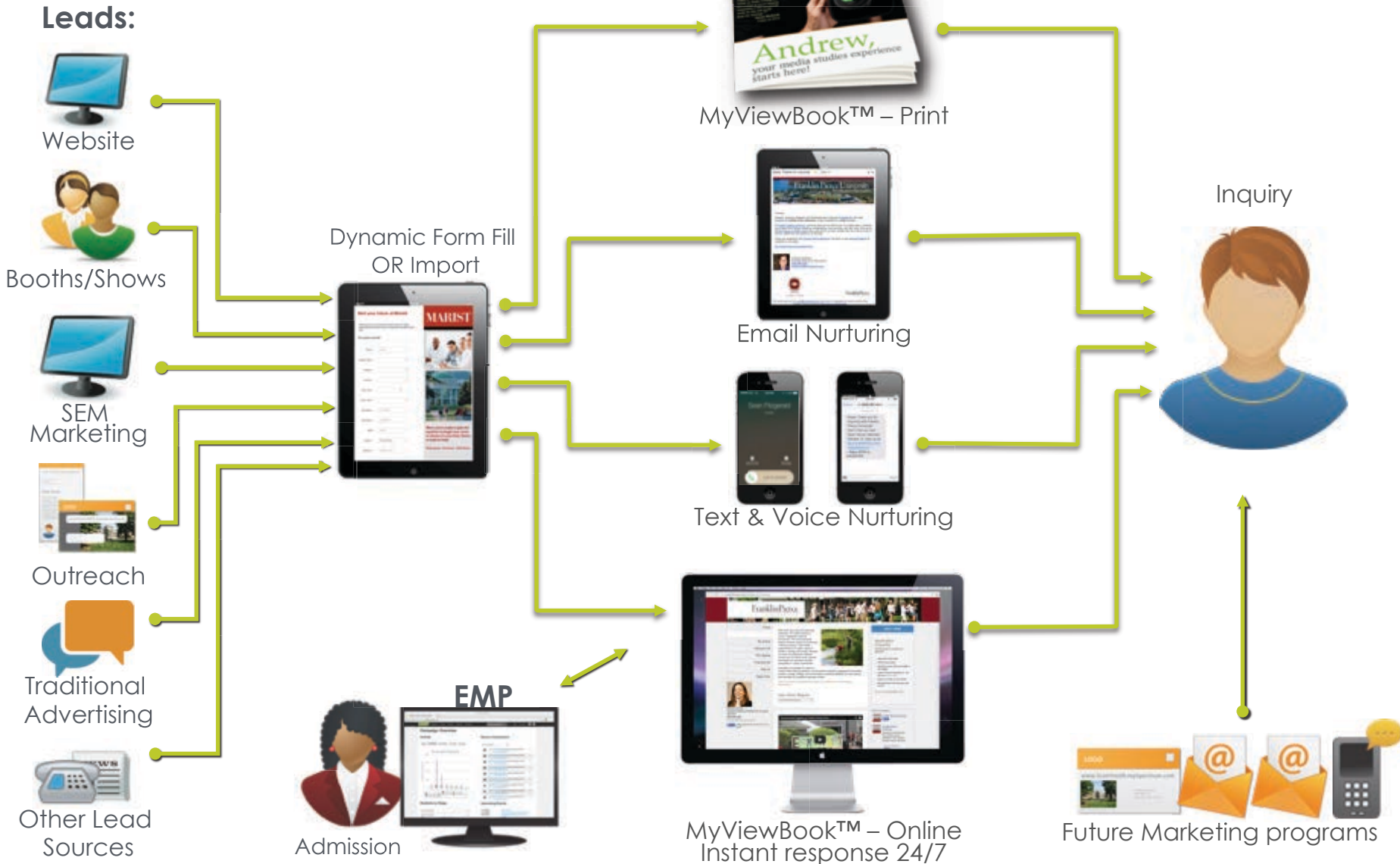
**Cheer on the Mighty Macs!**  
Immaculata's Mighty Macs make us proud with every game — and they've even made their movie debut! The Mighty Macs are involved in everything from baseball to track & field, so they provide something for everyone. Give them your support when you come to campus!



To apply now, or schedule your visit, and attend an Open House, go to:  
**[My.Immaculata.edu/DominiquePerez](http://My.Immaculata.edu/DominiquePerez)**



# Automated Personal Response



# Marketing Automation



- Provides you **higher ROI, higher conversion rates and increased enrollment**.
- Allows you to spend less time chasing your prospects and **more time cultivating relationships** with the most-qualified and application-ready inquiries.
- **Saves you both time and resources**, allowing you to spend more time with prospects.
- Allows you to **qualify and quantify the effectiveness of your marketing** efforts.
- Helps you to **stay in front of your prospects** and gain mind share over time.
- Offers an ongoing way for prospects, inquiries, applicants & accepted to qualify themselves so you know who to prospect.



# Questions & Next Steps



**Thank You!**

Experience it for yourself:

**[www.myviewbookdemo.com](http://www.myviewbookdemo.com)**

Request an individual meeting to see how  
your school stacked up!

Email: **[ssharp@liaisonedu.com](mailto:ssharp@liaisonedu.com)**