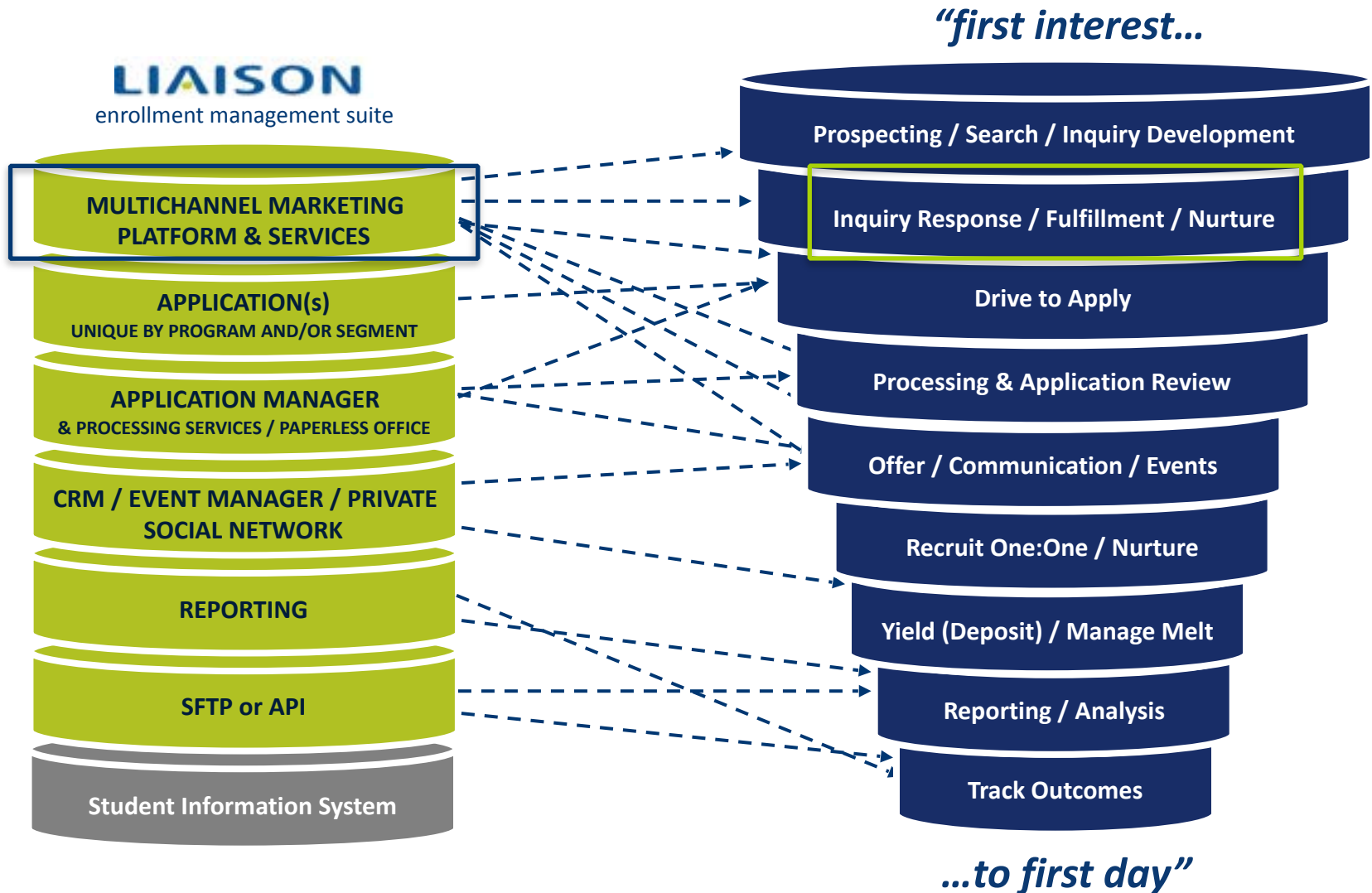


# THE 2016 INQUIRY RESPONSE AUDIT: CHRISTIAN COLLEGES & UNIVERSITIES

# About Liaison



# Current EMP Partners



HILBERT COLLEGE

HOOD COLLEGE

MontanaTech  
THE UNIVERSITY OF MONTANA

GRAMBLING  
STATE UNIVERSITY

UNIVERSITY  
AT ALBANY  
State University of New York

TRINITY BAPTIST COLLEGE

UNE

GEORGIA  
HIGHLANDS  
COLLEGE



LUBBOCK  
CHRISTIAN  
UNIVERSITY

the  
Life  
Changing  
University

MINNESOTA STATE  
UNIVERSITY  
MARSHALL



ERSKINE  
COLLEGE

UNIVERSITY OF  
NEW ENGLAND



Faulkner University  
— A CHRISTIAN UNIVERSITY —

FELICIAN  
COLLEGE  
The Franciscan College of New Jersey



THE  
CULINARY  
INSTITUTE  
OF AMERICA



The College of  
St. Scholastica



CSC



WESTMINSTER  
COLLEGE

MacMurray  
COLLEGE

Green Mountain College  
LIVING THE ENVIRONMENTAL LIBERAL ARTS

MARIST



IMMACULATA  
UNIVERSITY

MCLA  
PASADENA COLLEGE OF LIBERAL ARTS

STEPHENS  
COLLEGE



Manchester  
University

MS  
OE



The Restaurant School at  
Walnut Hill College



HARCUM COLLEGE

FranklinPierce  
UNIVERSITY

SULLIVAN  
UNIVERSITY



SOUTHWESTERN  
COLLEGE

HOLY CROSS  
COLLEGE  
at Notre Dame, Indiana

Peru  
State

Mid-Atlantic  
CHRISTIAN UNIVERSITY



Jefferson™

QUINNIPIAC  
UNIVERSITY

LIAISON

# Presenters



**Keith Mock**  
Vice President of Enrollment Management  
Faulkner 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 An...

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 the large, colorful Google logo. The boy on the far left is wearing a green polo shirt with 'TH' on it. The boy in the center is wearing a striped shirt, a blue t-shirt, and a grey cap. The girl next to him is wearing a grey t-shirt. The girl on the far right is wearing a white t-shirt. They are all smiling and have their arms around each other.

Google

“Always On Generation”

# Reaching your Prospects...

- Immediate
- Relevant
- Automated
- Trackable



# Why Speed Matters

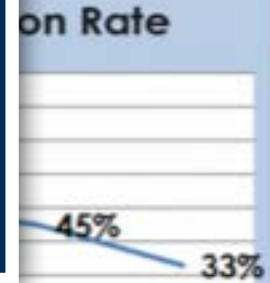


1. The odds of calling to contact a lead decrease by over 10 times in the first hour.

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



**25-50%**  
of sales go to the first responder



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?

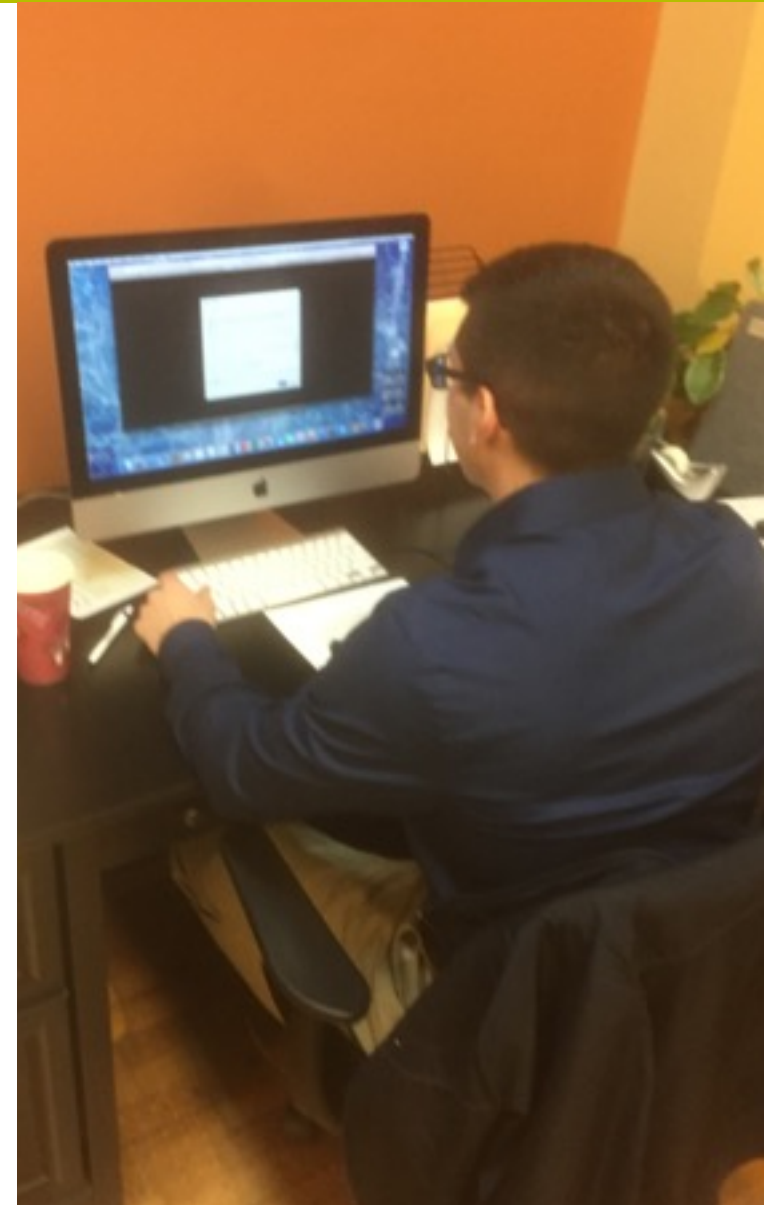
- How **quick** is the response?
- How **relevant** is the response?
- What **channels** are used?



# The Inquiry Project

## What we did:

- Visited web pages for 320 Christian Schools
- Searched for inquiry forms/ways to indicate interest
- Submitted inquiry forms and logged date and time
- Forms were submitted on November 17 & November 18
- 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

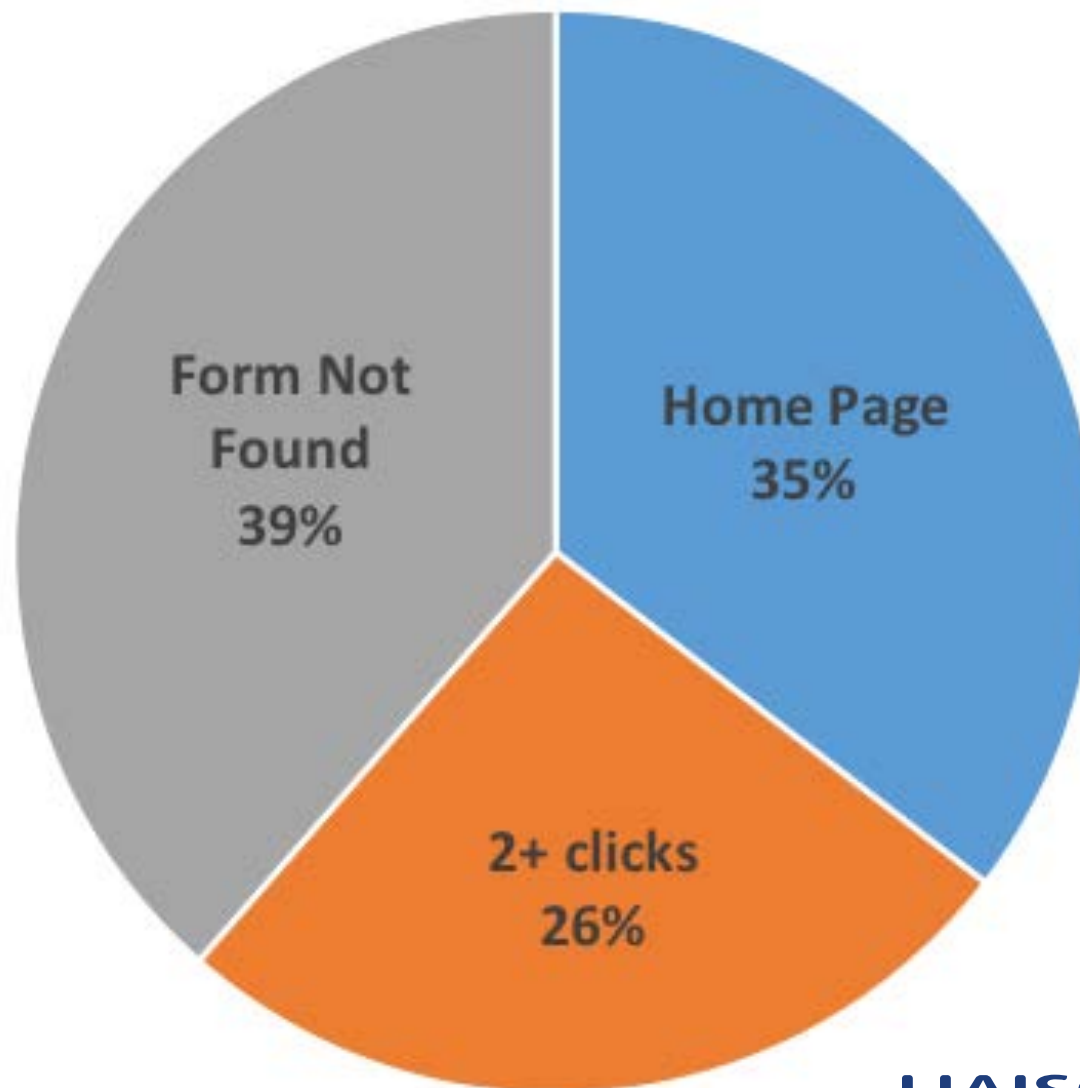


# Inquiry Form Access

---

**320 Christian  
Schools**

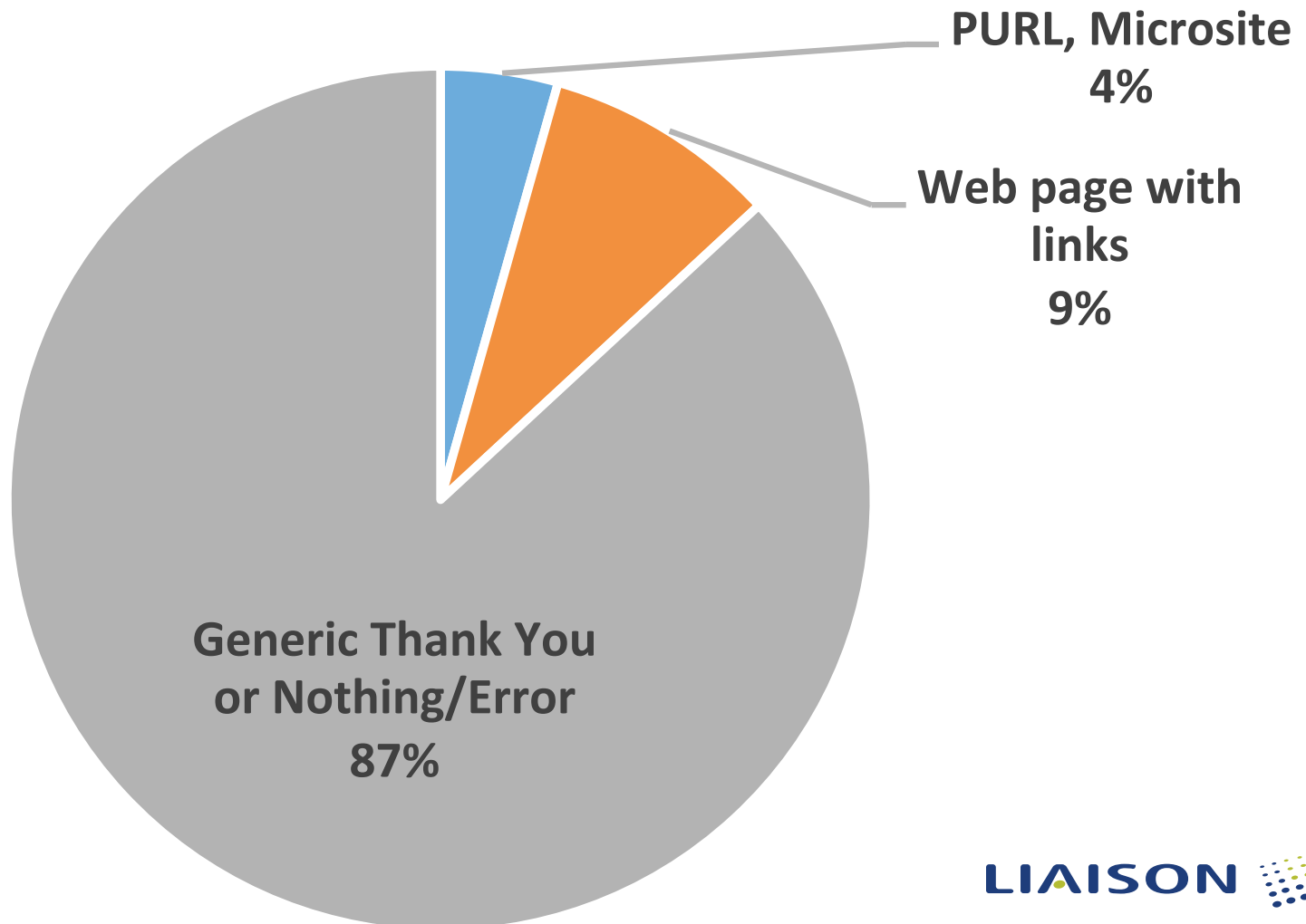
---





# Thank You Page

## Response Page (Web response)



# First Impressions are Lasting...



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

4. First Name	<input type="text"/>	*Required, Maximum characters allowed: 15
5. Middle Name	<input type="text"/>	Maximum characters allowed: 15
6. Last Name	<input type="text"/>	*Required, Maximum characters allowed: 30
7. Social Security Number	<input type="text"/>	Format: 123-45-6789
8. Preferred Name	<input type="text"/>	Maximum characters allowed: 30
9. Date of Birth (mm/dd/yyyy)	<input type="text"/>	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](#)

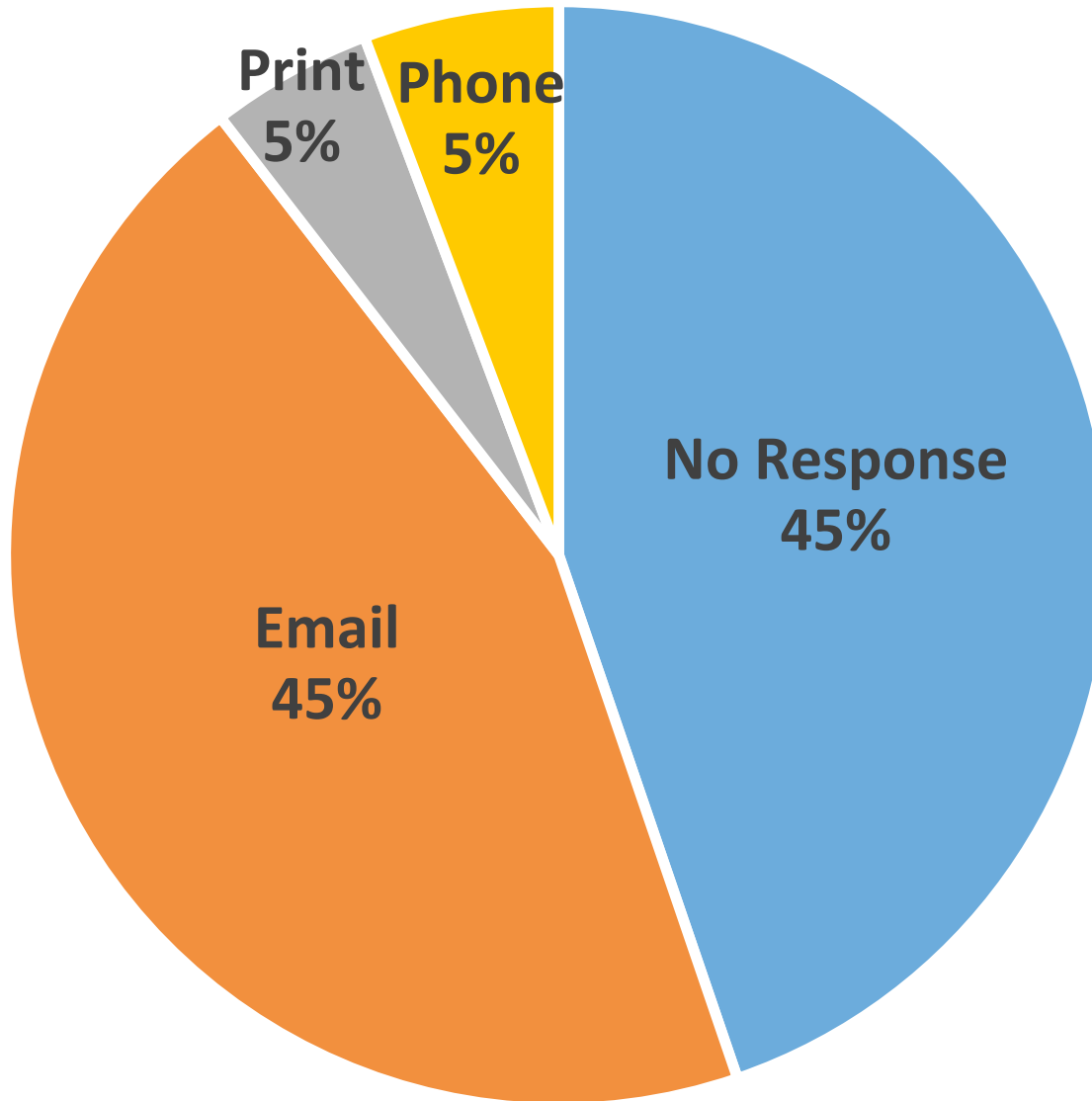
### Retrieve a Saved Form

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.

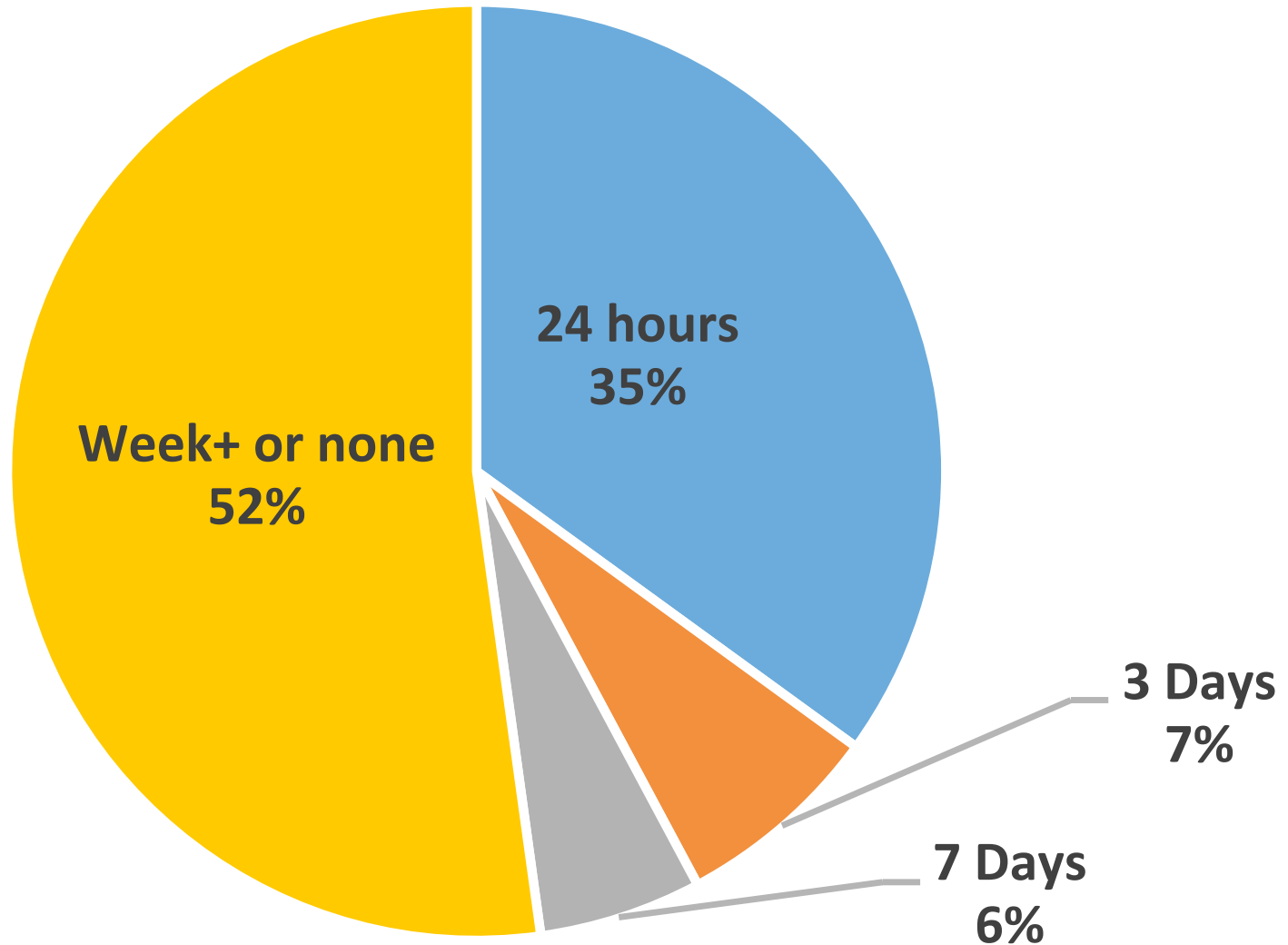
Your Key:

How did you hear about us?

# Types of First Response

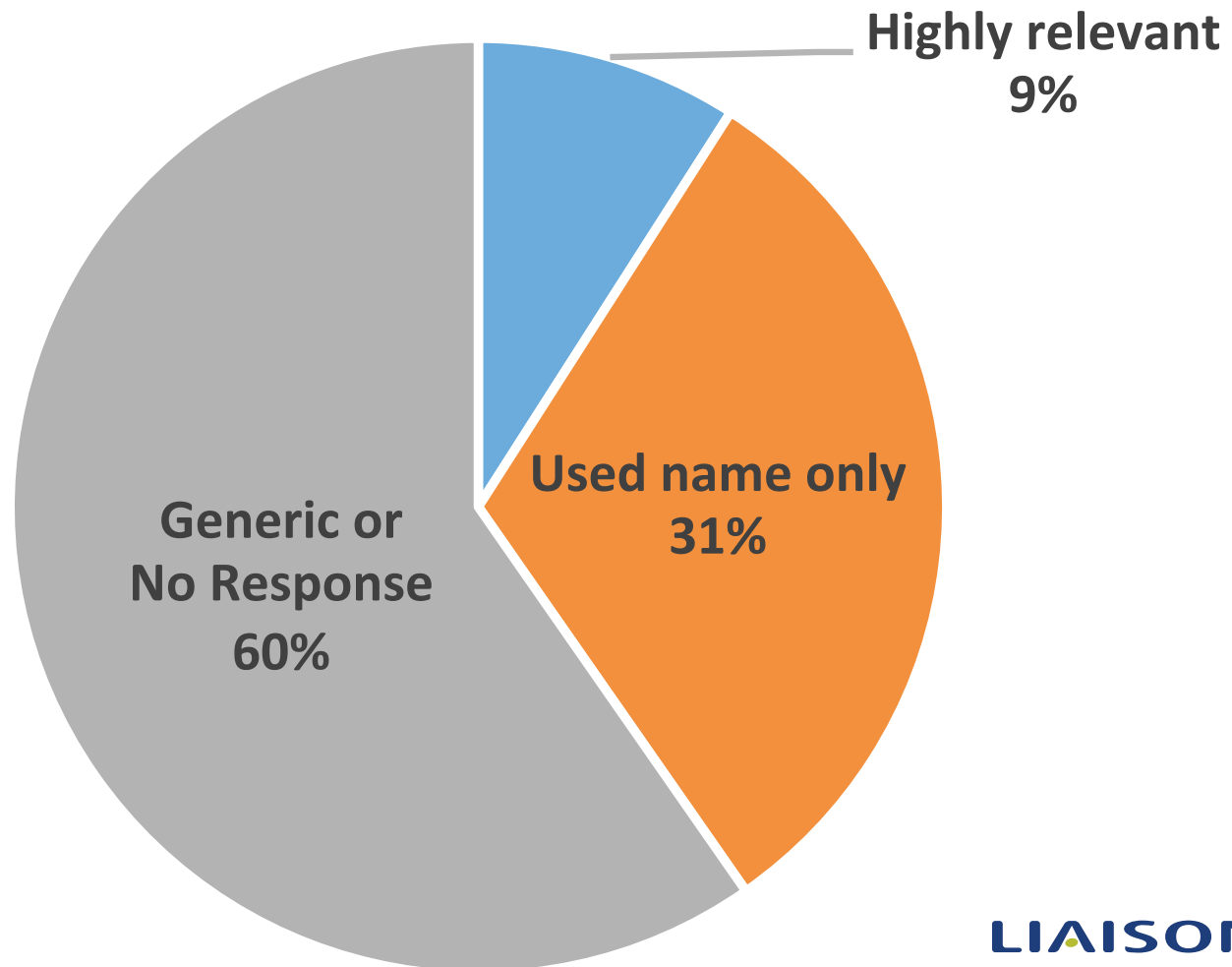


# First Response Time



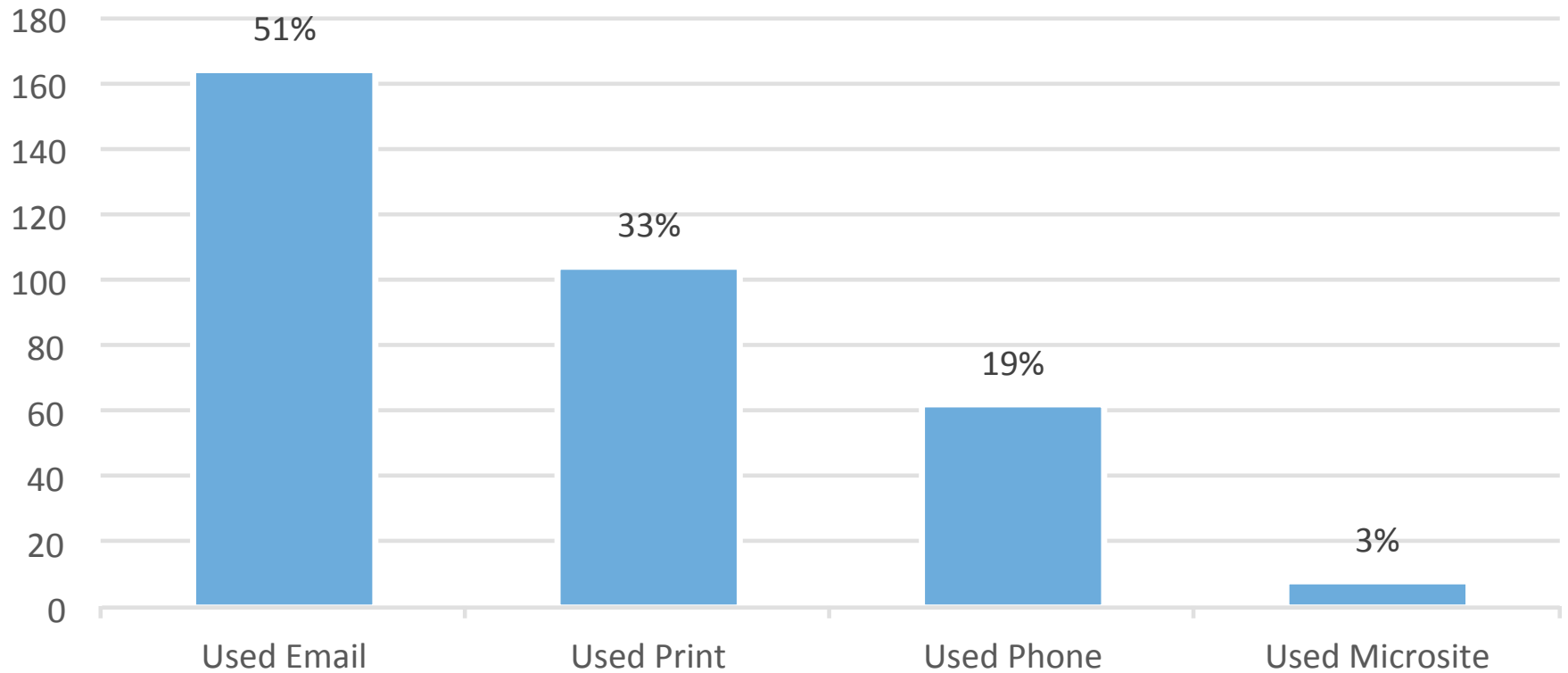


## Personalization of First Response



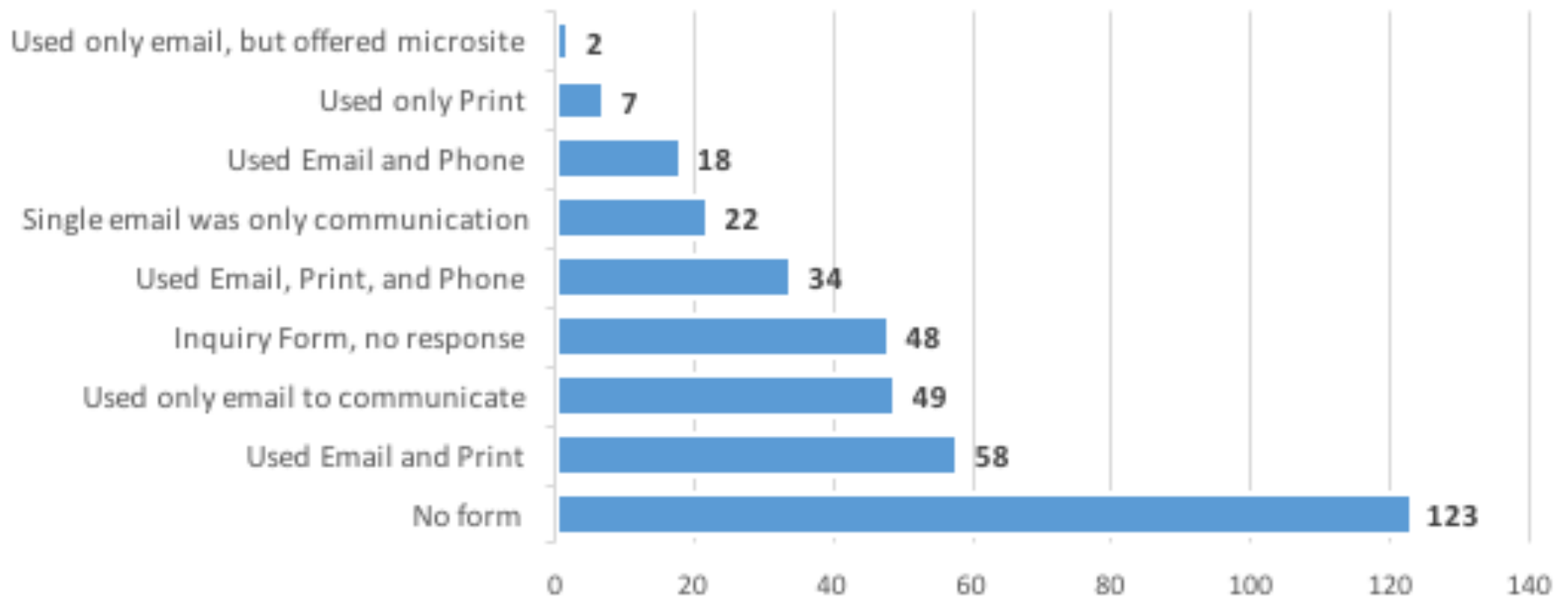
# Channels Used

## Channels Used



# Combined Channels

## Combined Channels Used



# Multi-Channel is Key



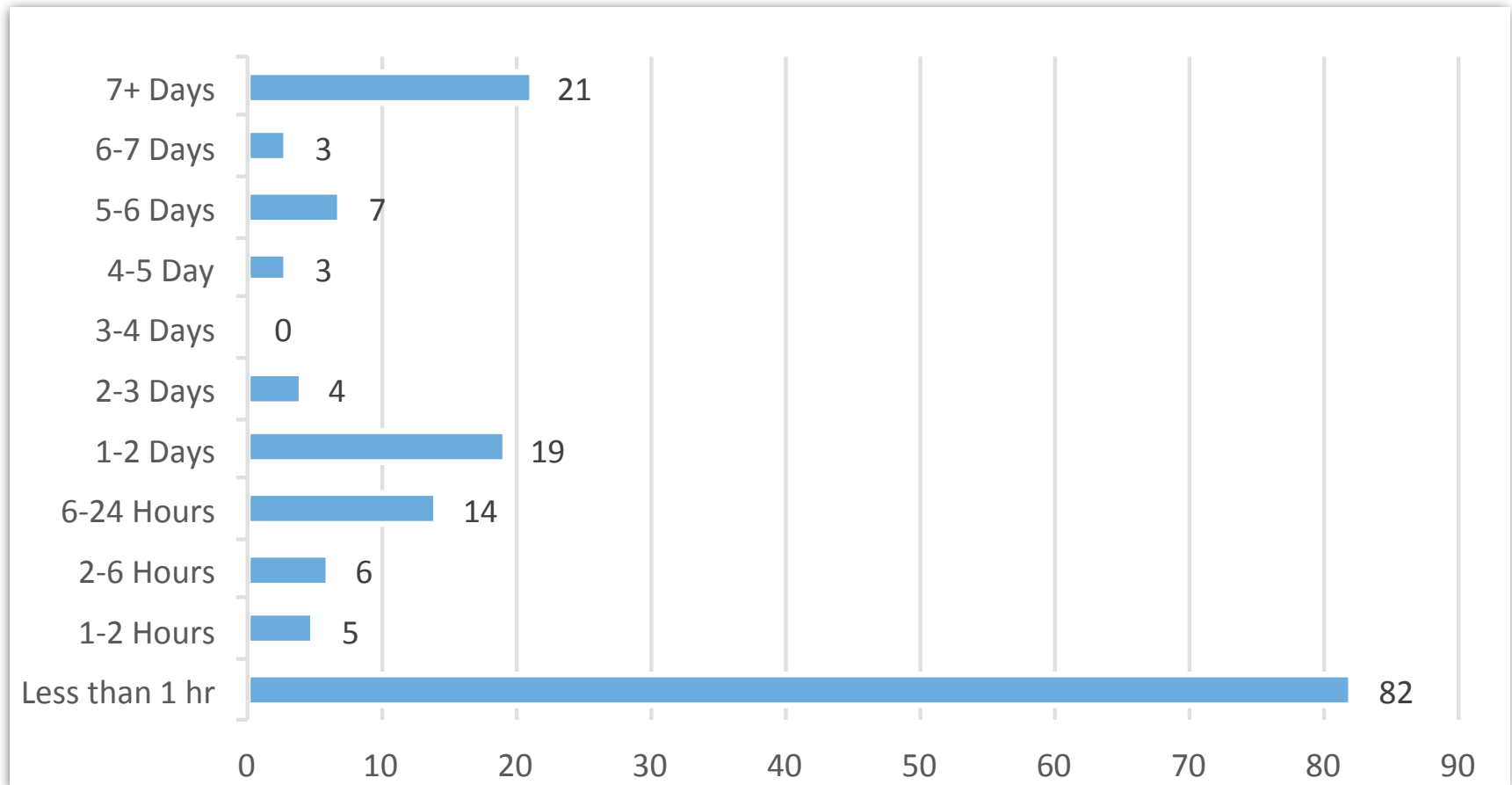
Campaign Media Combinations	Response Rates	Conversion Rates
<i>Print only</i>	<b>6.0%</b>	<b>16.2%</b>
<b>Print and e-mail</b>	7.6%	18.3%
<i>Print and landing pages</i>	<b>7.6%</b>	<b>15.3%</b>
<b>Print, e-mail, and landing pages</b>	8.2%	16.5%
<i>Print, e-mail, landing pages, mobile and voice</i>	<b>8.7%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

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

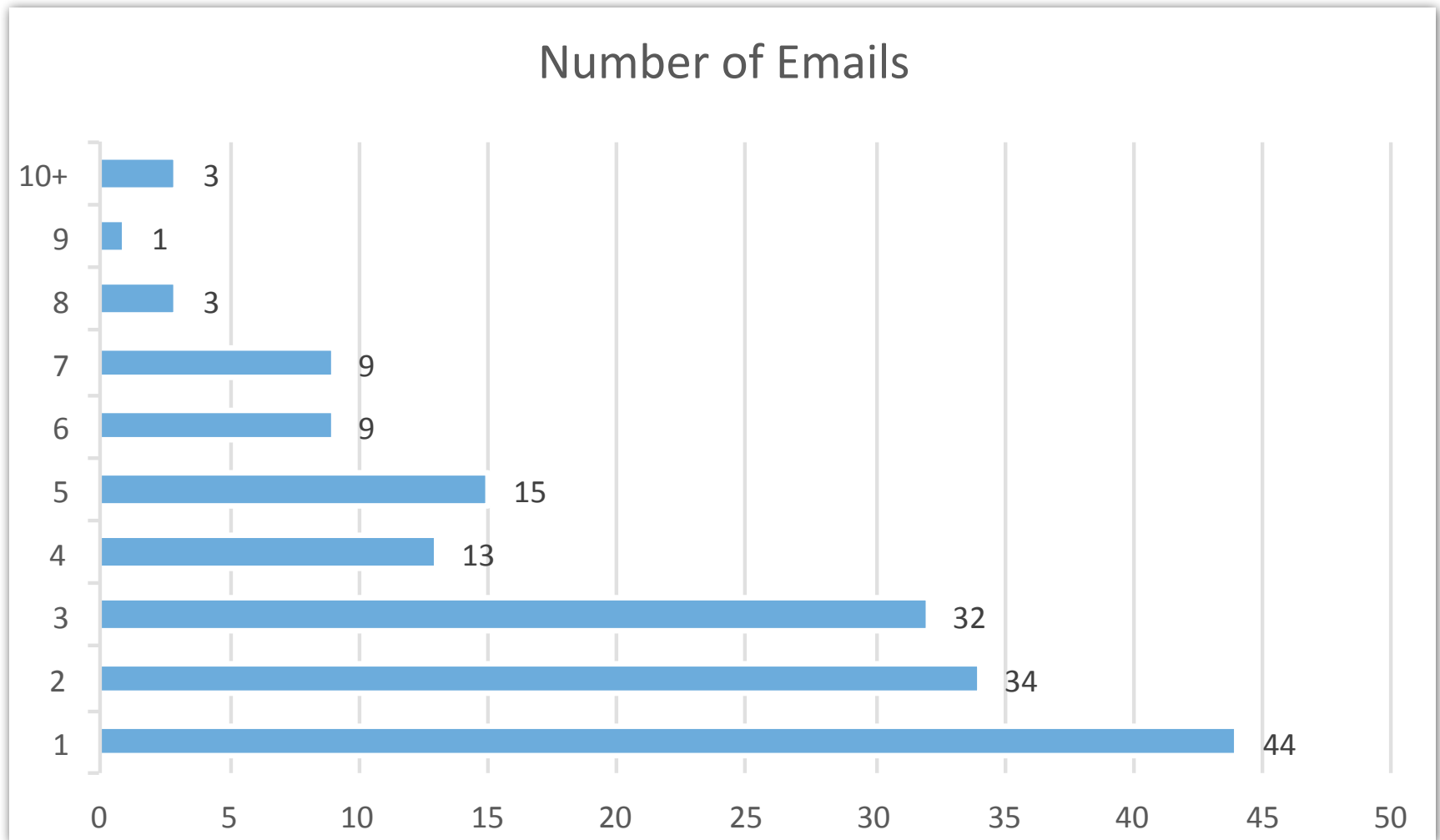


# Email Response Time

Emailed within 24 hours: **41%**



# Number of Emails Sent



# Email Examples



College Inquiry

admissions@ [redacted] 11/17/16

Thank you!

We have successfully received your information. If you have any questions please feel free to contact us at [admissions@\[redacted\]](mailto:admissions@[redacted]) 1.800.777.9211.

We look forward to inviting you into our community of scholars.

Next Steps:

1. Schedule a visit  
Visit [redacted] the most beautiful campuses in the world.  
[View our website](#) [Visit our website](#)
2. Register for Preview Days  
Join us for this open house event to learn more about Westminster College and the admissions process.  
[View our website](#) [Visit our website](#)
3. Find your admissions counselor  
Search by zip code to find your admissions counselor.  
[View our website](#) [Visit our website](#)

[redacted] Office of Admissions

Ca [redacted] 11/17/16

Thank you for your inquiry to [redacted]. Someone will be in touch with you shortly. If you have any questions before then, please do not hesitate to call us at [redacted].

Question	Answer
Full Name	Adam [redacted]
Address	Street Address: 306 Main Street City: Poughkeepsie State / Province: NY Postal / Zip Code: 12601 Country: United States
Phone Number	(845) 2430121
E-mail	[redacted]@gmail.com
Birth Date	[redacted] 1997
High school graduation year	2016
Comments	

Admission [redacted]

Adam Waters

[redacted]

Theological Seminary

Dear Prospective Student,

This is to notify that based upon your recent application to [redacted], you qualify to enroll into our Associate of Biblical Studies program. You will need to complete 18 courses for this degree program. This is a great accomplishment, and we would like to congratulate you on this achievement. As a prospective student, ATS would like to share with you information about Andersonville's 2015-2016 programs.

All of [redacted] many programs are Bible-based and are quality programs as evidenced by our Academic Affiliations and Credentials. [redacted] currently an Affiliate of the Association of Biblical Higher Education (ABHE) and a Sustaining Member of the Council of Private Colleges of America (CPCA). [redacted] proud to be associated with these wonderful agencies as they assure you that you are enrolling into a quality program. Furthermore, [redacted] credits and degrees have been accepted by regionally accredited seminaries over the thirty-plus years of our existence.

The A.B.S. degree program is an exciting program that works well for the busy pastor or Christian worker. The studies have been praised by students for years and have trained many active pastors. ATS is true to the Word of God, teaching the Bible and never censoring it.

You will find an overview of your program, the Associate of Biblical Studies, at the following link [redacted]. All of the courses are presented in MP3 CD or textbook format and are available through distance learning.

The total tuition for the A.B.S. [redacted]

- Payment Plan A: [redacted]
- Payment Plan B: [redacted]
- Payment Plan C: [redacted]

There is a \$200.00 Graduation & Administration fee due upon the completion of the program.

We are ready to enroll you into the A.B.S. degree program. Please contact one of our Student Advisors at [redacted]. We can enroll you in just a matter of minutes, and payment can be made by credit or debit card. Our advisors are available Monday through Thursday 9:00 AM through 4:00 PM EST and Friday 9:00 AM through 12:00 PM EST.

If you desire to learn more about the Bible, there is no better training available than the studies offered at [redacted].

# Email Examples

Adam, here's your link to Trinity Baptist College



Hi Adam,

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

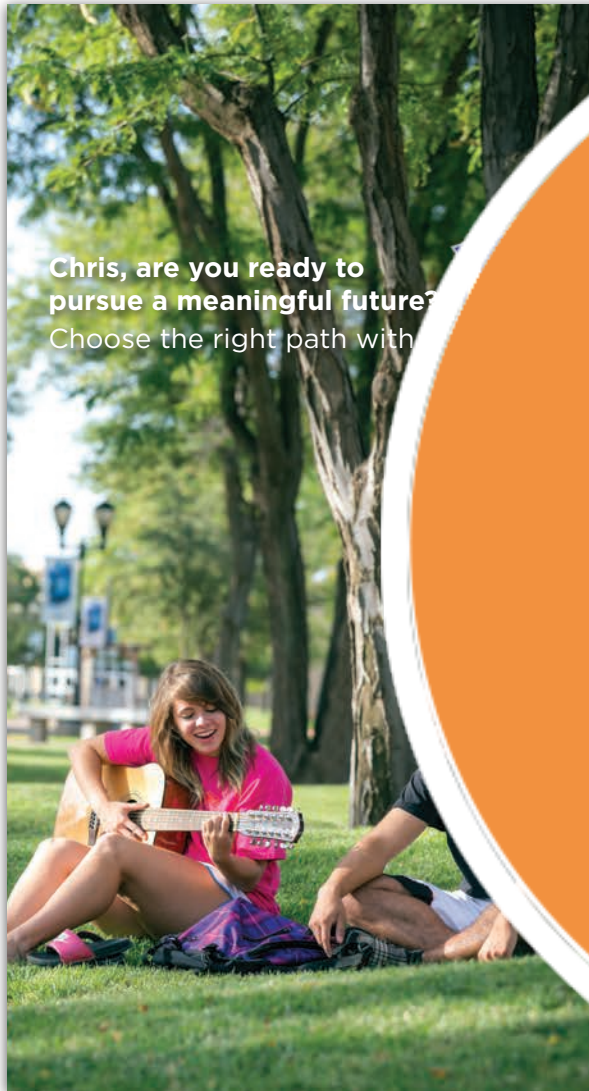
[my.tbc.edu/AdamWaters](http://my.tbc.edu/AdamWaters)

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

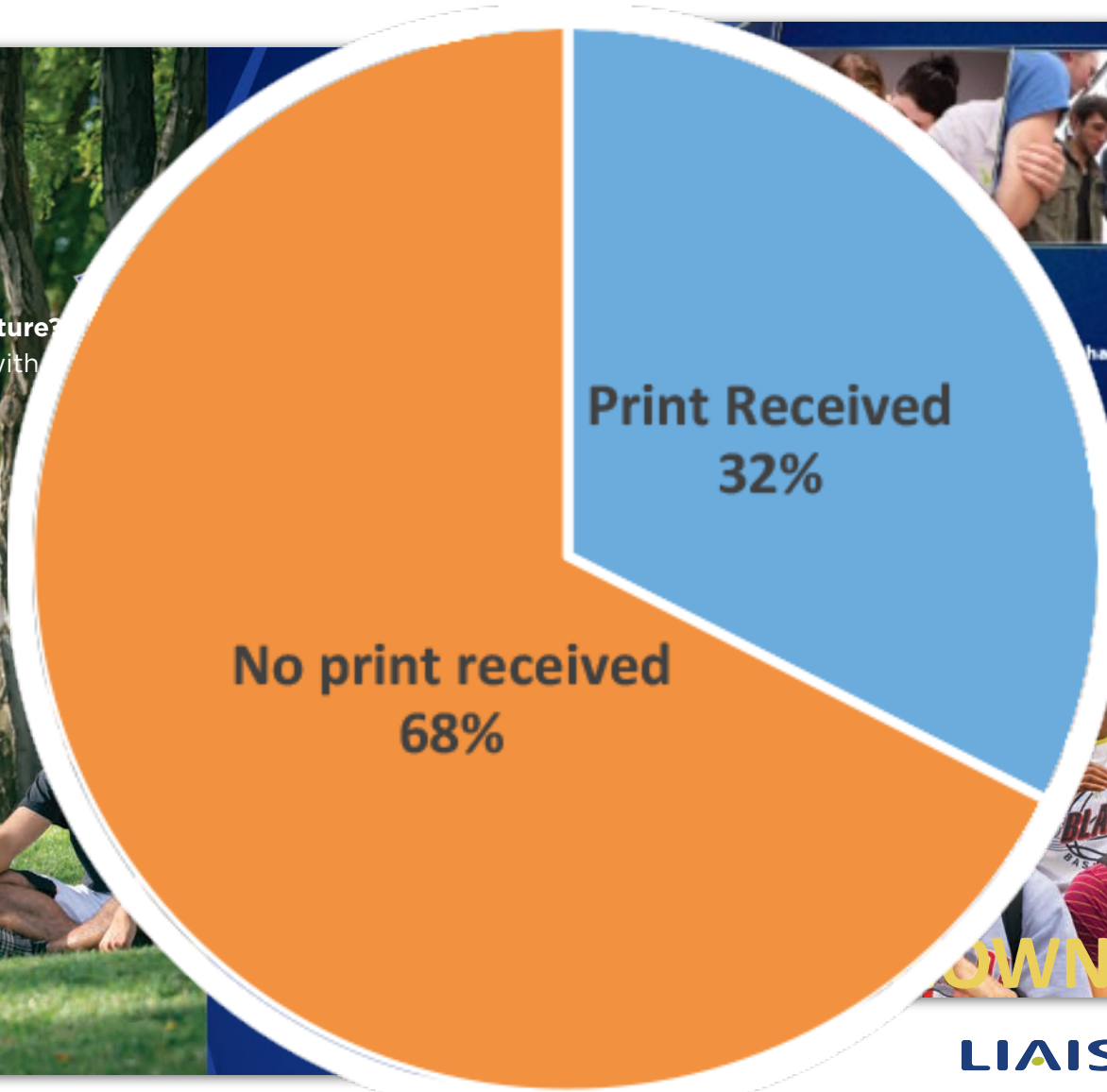


Mike Duquette  
Enrollment Guide  
(321) 591-3236  
[mikeduquette@tbc.edu](mailto:mikeduquette@tbc.edu)

# Print



Chris, are you ready to pursue a meaningful future? Choose the right path with



ha Smith.

tionally Different



ffer!



OWN.

# Print Response Time

Average time to be delivered:

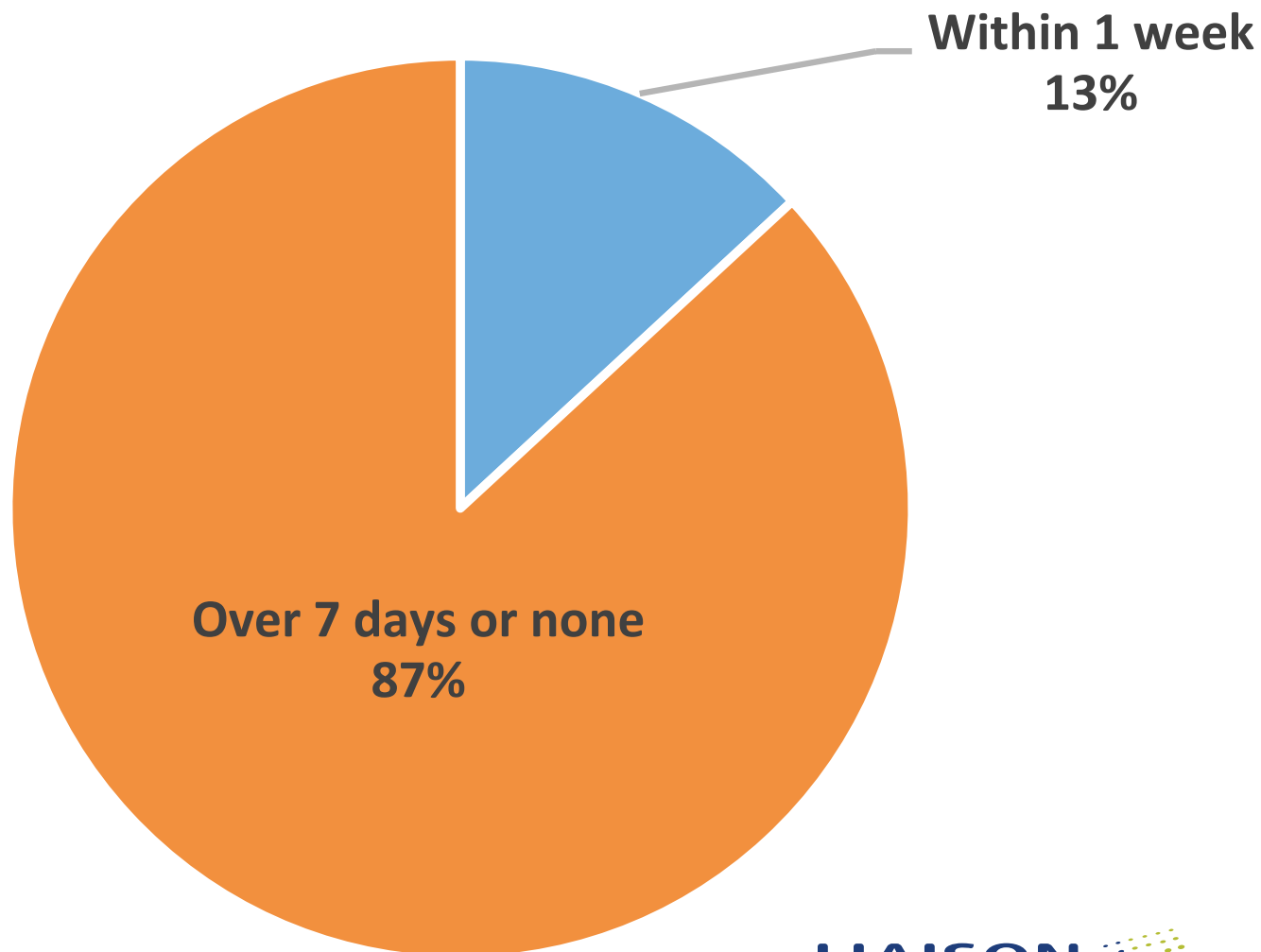
**12.9 Days**

Fastest response:

**2 Days**

Slowest response:

**28 Days**

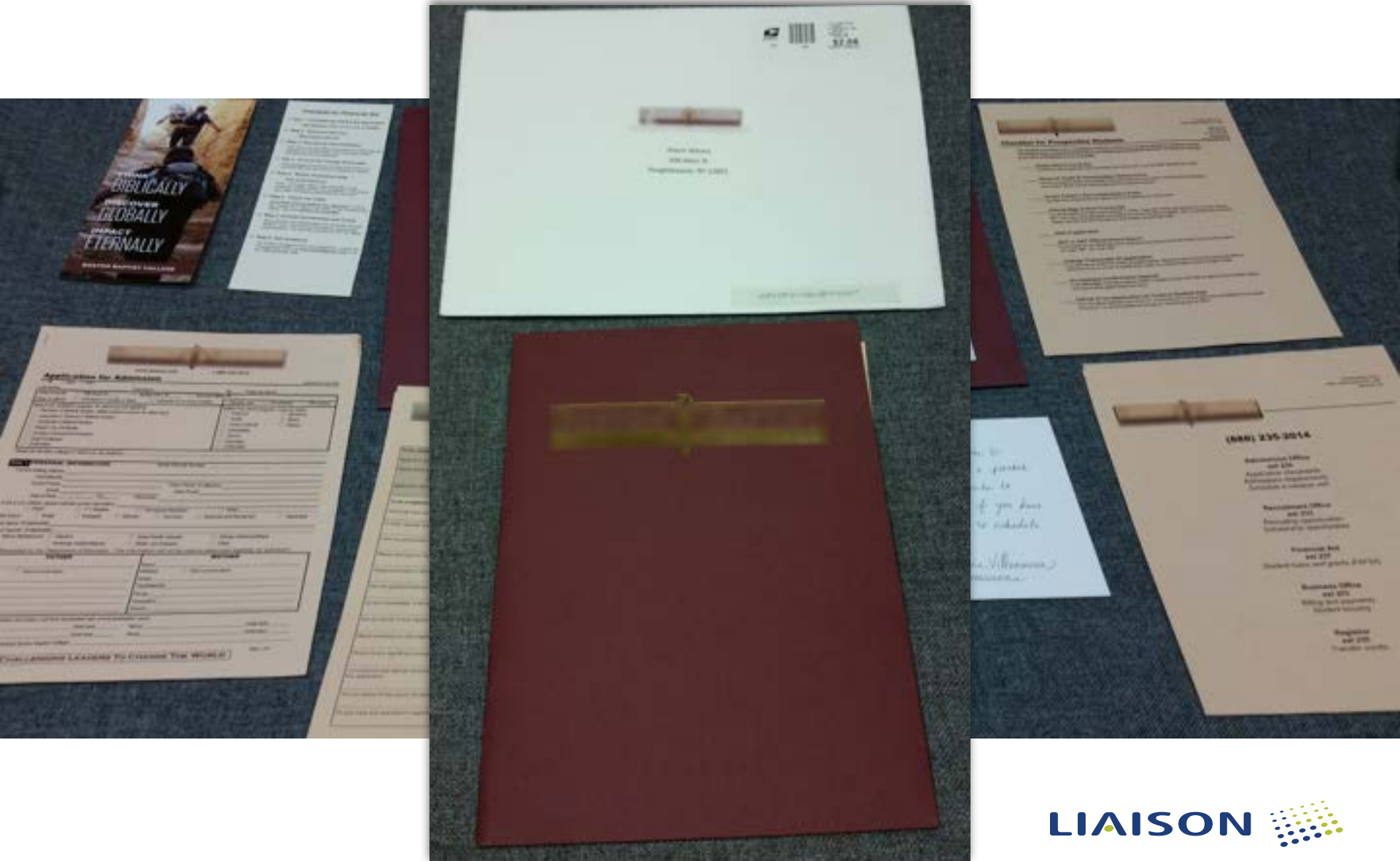




# Print Examples



# 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>

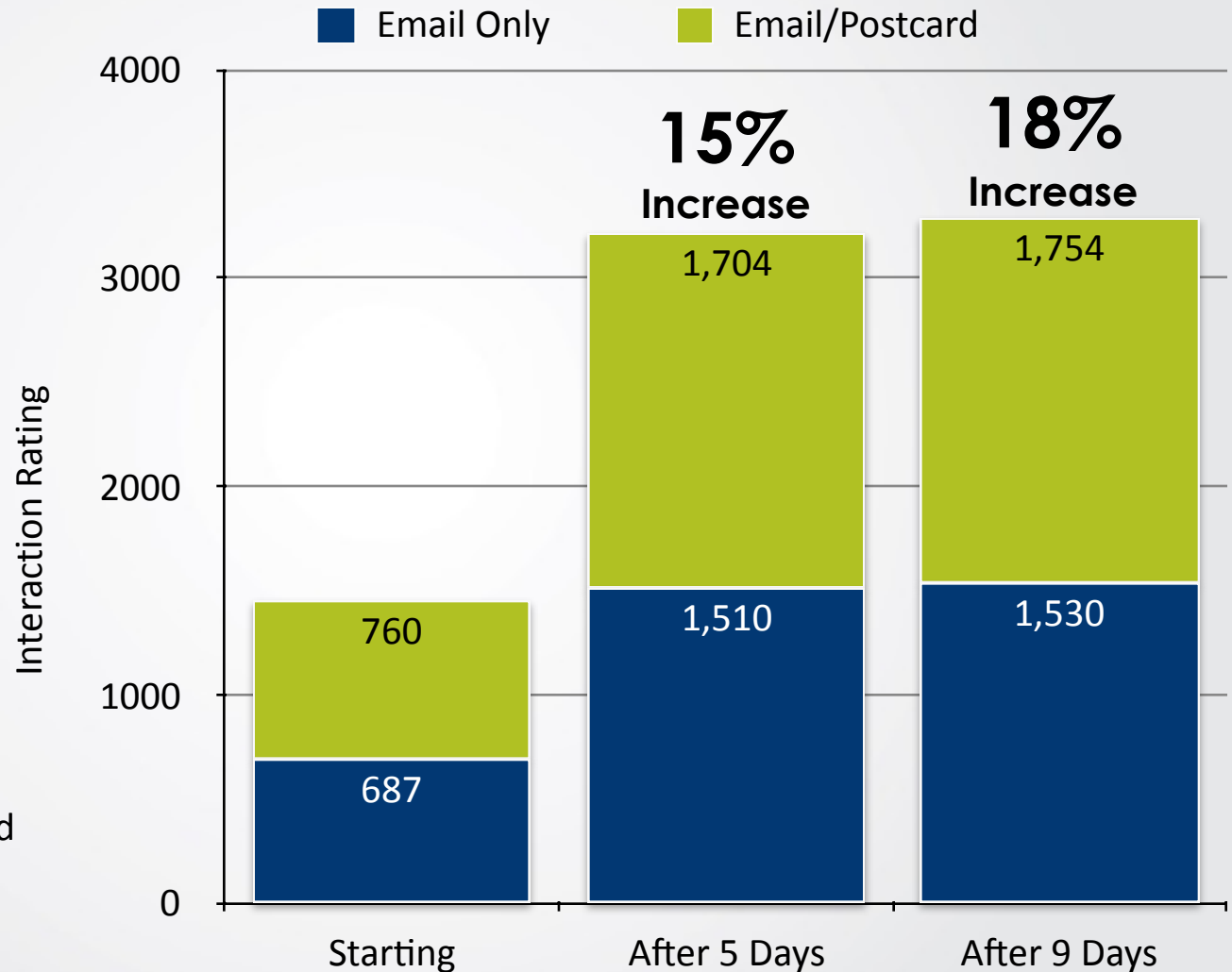




# Trinity Baptist: Print Lift effect



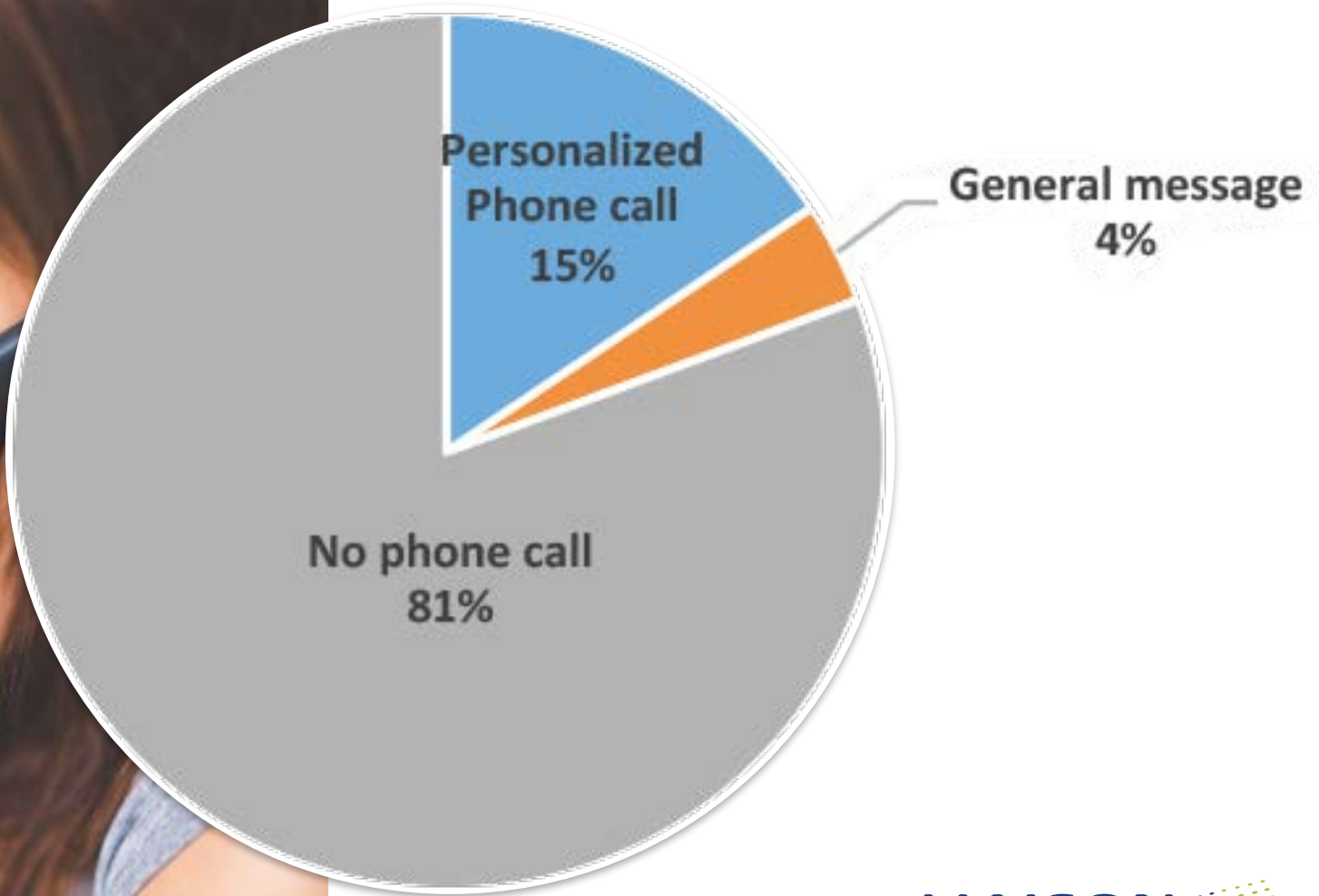
Trinity Baptist College created an A/B test on the effect of variable print on inquiry response.



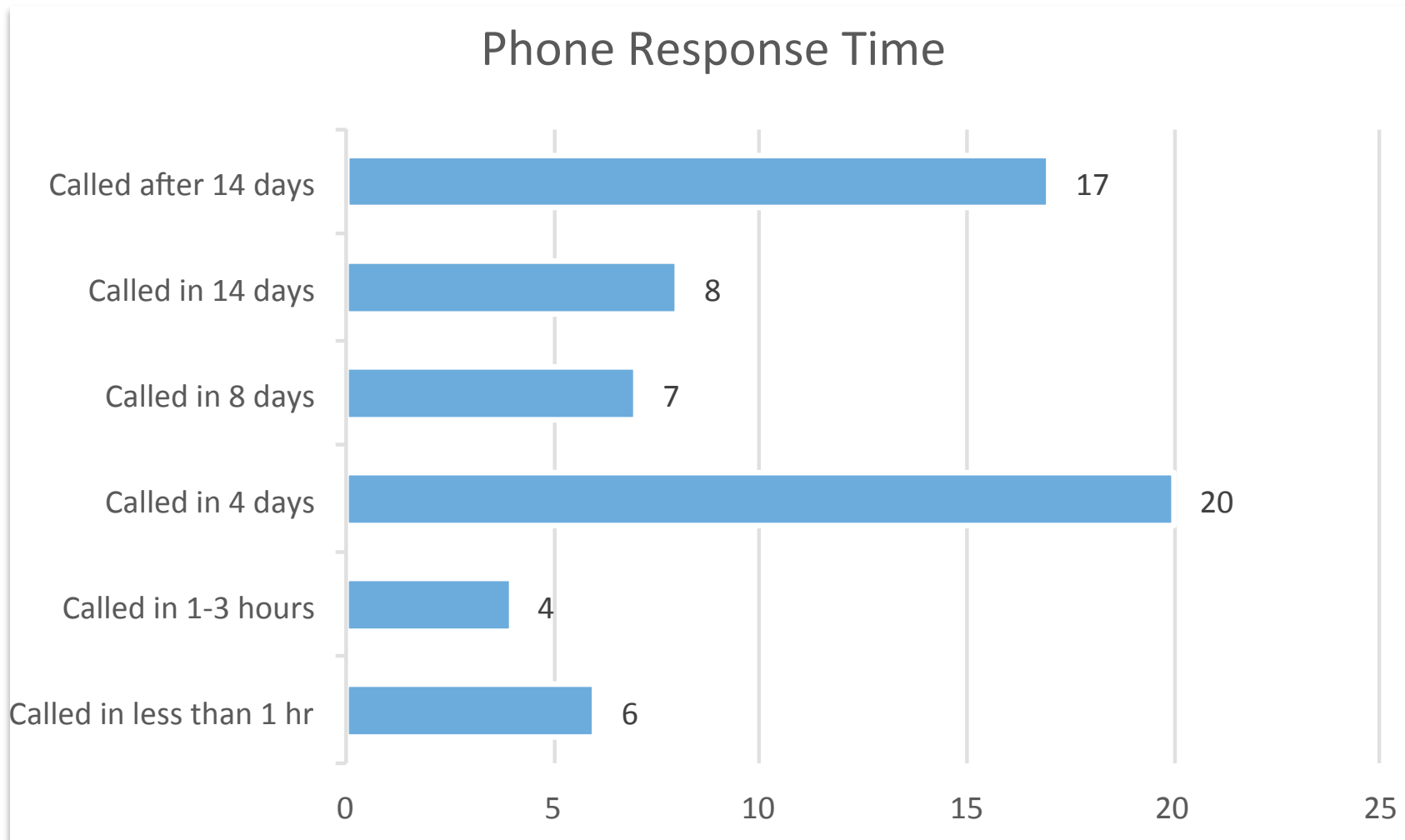
# Phone Response



## Phone



# Phone Response

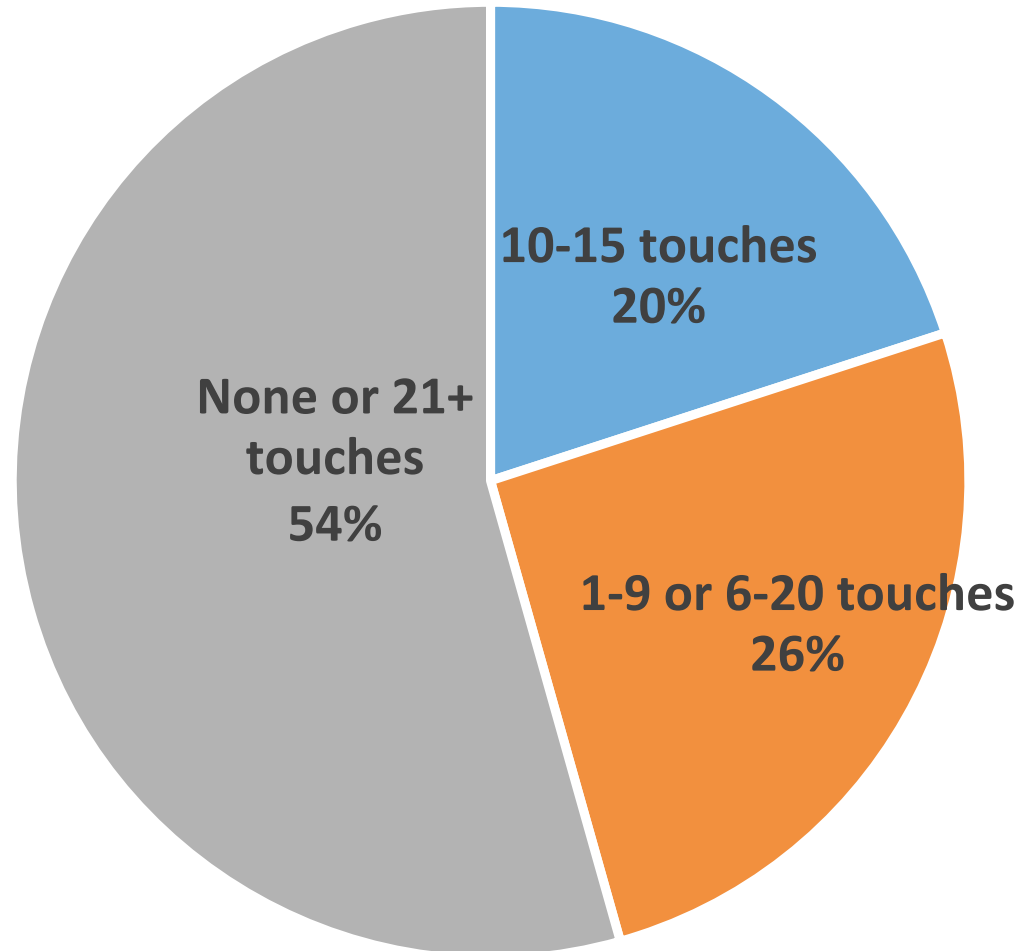




# Overall Touches



## Total Number of touches



# Poll Questions



## **In what ways would you like improve your response to potential student inquiries?** (select all that apply)

- Speed of response
- Boost personalization
- Use more channels (print, Web, voice, text, etc.)
- Branding – bring out our school's uniqueness earlier in the cycle
- Do a LOT more with the same or fewer resources



**Faulkner University**  
— A CHRISTIAN UNIVERSITY —

**The Faulkner Experience**

# Faulkner: First Impressions



## I choose Faulkner University!

It's all here! Challenging academics, caring professors, a safe, supportive environment, a spiritual emphasis, and an active campus life.

Learn more now about becoming part of Faulkner University!

### Personal Information

Email \*

Student Type \*

I am over the age of 23: \*

Degree Programs \*

Locations \*

Major \*

Club \*



Embark on one of the most exciting journeys of your life!



# Faulkner: First Impressions



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

The screenshot displays the Faulkner University website interface. At the top left is the Faulkner University logo. The main navigation menu includes: Home, Apply for Admission, Visit Us, Forensic Psychology, Go eagles! I prefer to be a fan, Student Activities, and Financial Aid. A central banner for "President's Day Visitation" is highlighted, with text: "Sign up for the next available date: 3/15/2015". Below this is a "Presidential Application Checklist" section, which is also highlighted. The checklist includes items like "I have completed my personalized application" and "I have submitted my SAT/ACT scores". A progress bar shows "You've completed 0%". To the left of the checklist is a "Rep Information" section featuring a photo of John Colquitt, Admissions Counselor for Susie Sample, with contact details: (334) 386-7128 and jcolquitt@faulkner.edu. Below the navigation menu is a video player titled "Undergraduate Students Choose Faulkner University" showing a student smiling. To the right of the video player is a "Tell us more about yourself!" section with a form for "Education information" and a "High School Name" field.



# Faulkner - Multi-Channel

2016 INQUIRY

**Dear Glasgow Family,**

On behalf of Faulkner University, we want to let you know how excited we are that Brooks is considering becoming a part of our Christian community. Our style of career-focused, hands-on education is perfectly suited for smart, ambitious and faith-filled students like Brooks.

With a commitment to four-year graduation, our graduates enjoy near 100% acceptance rates to professional programs including law and medical schools and exceptionally high career placement starting salaries. Brooks will enter the world career ready, well educated and supported by an active alumni network of Christian leaders across the world.




The Glasgow Family  
107 Thomson Ct  
Petaluma, AL 36366-7372  
af@Faulkner.edu



**Faulkner University**  
A CHRISTIAN UNIVERSITY  
5345 Atlanta Highway  
Montgomery, AL 36109

Alexander Smith  
Address One  
Address Two  
City, State Zip

Alexander,  
Start your  
journey to  
success at  
Faulkner  
University!



**Faulkner University**  
A CHRISTIAN UNIVERSITY

Home

Apply for Admission  
Mail Us  
Accounting  
Booster - Men's  
Club  
Financial Aid

**Winter Vacation**  
Sign up for the next session now: 733-5274

**Presidential Application Checklist**

Take the next steps toward your future today... Join a supportive community with exceptional students, caring professors, a focus on spiritual and personal development, and an active campus life.

Get started by clicking "Go to the Application" and submit your online application. The deadline at the right is there to help, and if you're not sure if you have any questions during the application process, we can't wait to help you on campus soon!

Chad Brown  
Admissions Counselor  
000-000-0000  
admission@faulkner.edu

**Faulkner University**  
A CHRISTIAN UNIVERSITY

**Erica,**  
The next step in your life's successful journey.

Erica,

The next step in your life's successful journey is in Montgomery, Alabama. Choose from a variety of on-campus club members of the church of Christ, Faulkner spiritually as well!

Fill out a **short form** to get more information. It's a great match for Faulkner.

[www.EricaSmith.MyFaulkner.org](http://www.EricaSmith.MyFaulkner.org)

Don't wait another minute - check it out!

**Plan A Visit**

- Game Weekend Tour: Oct. 7, 2012 - Oct. 8, 2012
- Columbus Day Overnight: Oct. 7, 2012 - Oct. 8, 2012
- Homecoming Game Week Tour: Nov 10, 2012



**Faulkner University**  
A CHRISTIAN UNIVERSITY

**Fine Smith**  
127 Mike Street  
Montgomery, AL 36109

Dear Fams,

Throughout the nearly 30 years of my presidency at Faulkner University, I have had the privilege of information given to me at the recommendation of my admissions staff for students that fit the mission and quality of our distinctively Christian university—who we would like to see on campus under our **Presidential Application program**.

The Presidential Application program places you in an elite pool of applicants—applicants who are the mission and quality of our distinctively Christian university—who we would like to see on campus under our **Presidential Application program**.

As a member of this group, your enrollment will be our priority. Additional Application program members enjoy a number of exclusive benefits, including:

- **Application Review Fast-Tracking**  
Once we receive your application, it will be labeled for priority review and you will receive a decision from us within two weeks.
- **Financial Award Eligibility**  
Students in the Presidential Application Program are eligible for financial aid reviews, scholarships and grants at an early date.
- **Waived Application Fee**  
Our normal \$50 processing and review charge for application is paid for by Faulkner for students with the Presidential Application Program.
- **Personal Application Support**  
Your enrollment counselor Sue Smith is prepared to assist you with completing all necessary application materials.

We seek students like you to help maintain and expand Faulkner's nationally celebrated reputation of our graduates, who are Christian men and women and leaders in today's global community. It is by the intellect, character and drive to serve inspired by their Faulkner education, and we would like to see you with those same attitudes and opportunities.

Enclosed, please a personalized paper application. You may also visit your personal webpage at: [MyFaulkner.org](http://MyFaulkner.org) to learn about applying online. For the online application, please use the code 17 to activate the fee waiver.



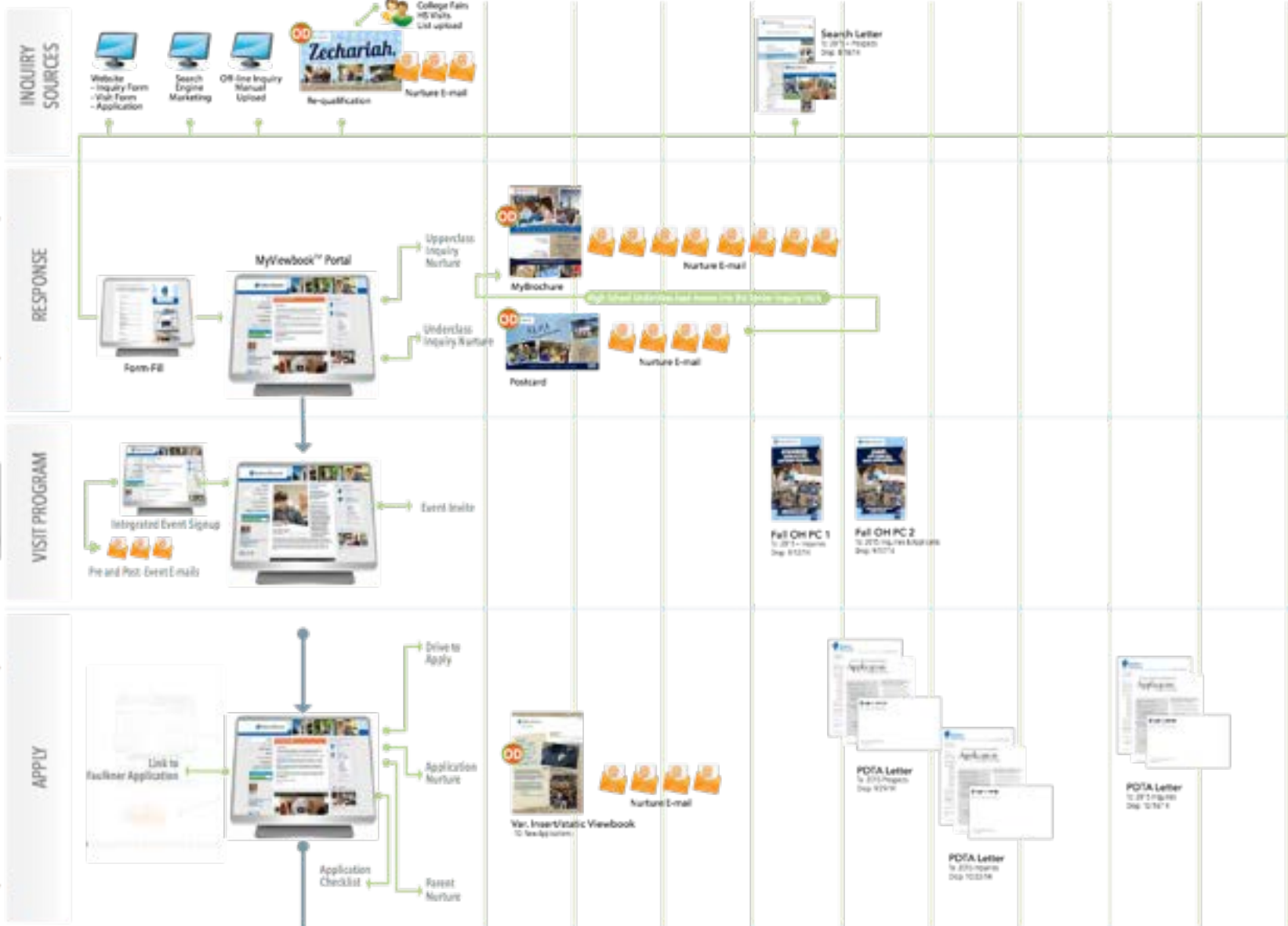
# Integrated & Automated

**PROGRAM WIREFRAME**  
Faulker University  
Updated 1/2015

**OO - On-Demand**

**EMP**  
- Marketing Platform  
- Rep to des  
- Student view  
- Visit Module  
- E-mail & Post  
- On-Demand

EMP generated  
E-mail campaigns



# Involve Everyone



## STAKEHOLDERS in Enrollment Management:

- Marketing Staff
- Faculty
- Admissions Staff
- Financial Aid Staff
- Administrators
- Coaches
- Others across campus...

Susie, are you interested in majoring in Psychology?



Dear Susie,

The field of psychology is an ever growing field with many employers who value team members who know about people. While the fields of counseling, psychotherapy, and neuroscience are still the core of psychology, the field has broadened to include many different sub areas such as sports, business, law enforcement, health, communities, and families (<https://www.apa.org/careers/resources/guides/careers.aspx>).

To meet this growing trend and to offer more options to Faulkner students, the Department of Behavioral Sciences is excited to offer five new or redesigned programs beginning in Fall, 2014.

- B.S. General / Clinical Psychology
- B.S. Counseling Psychology
- B.S. Sports Psychology (interdepartmental with Physical Education)
- B.S. Forensic Psychology (interdepartmental with Criminal Justice)
- B.S. Industrial / Organizational Psychology (interdepartmental with School of Business)

All five will include a psychology core plus various options and course selections relevant to each degree. These are scheduled to begin Fall, 2014 and applications are being accepted now. Visit your personal website for more information.

[www.SusieSiemole.myfaulkner.org](http://www.SusieSiemole.myfaulkner.org)

Please contact me if you have any questions about our programs, Susie.



James C. Guy, Ph.D.  
Associate Professor, Behavioral Sciences  
(334) 266-7307  
jguy@faulkner.edu

5345 Atlanta Highway, Montgomery, AL 36109  
334-272-5820 or 800-879-3416

CHOOSE  
FAULKNER



Office of the President

Fiana Smith  
123 Main Street  
Montgomery, AL 36100

Dear Fiana,

Throughout the nearly 30 years of my presidency at Faulkner University, I have had the privilege to personally review information given to me at the recommendation of my admissions staff for students that they feel perfectly represent Faulkner's vision of Christian and academic excellence. I would like to personally invite you to apply to Faulkner under our **Presidential Application program**.

The Presidential Application program places you in an elite group of applicants—applicants who we feel exemplify the mission and quality of our distinctively Christian university—who we would like to see on Faulkner's campus in our upcoming term. As a member of this group, **your enrollment will be our priority**. Additionally, Presidential Application program members enjoy a number of exclusive benefits, including:

- **Application Review Fast-Tracking**

Once we receive your application, it will be labeled for priority review and you will receive a decision letter on within two weeks.



Erica,

The next step in your life's successful journey is at **Faulkner University** in Montgomery, Alabama. Choose from nearly 50 areas of study and get involved in a variety of on-campus clubs and organizations. Founded by members of the church of Christ, Faulkner has many ways to get involved spiritually as well!

Fill out a **short form** to get more information and to see why you'd be a great match for Faulkner.

[www.EricaSmith.MyFaulkner.org](http://www.EricaSmith.MyFaulkner.org)

Don't wait another minute – check it out!



Chad Brown  
Admissions Counselor  
000-000-0000  
admission@faulkner.edu

# Enhancing Relationships



### Students

39 Students in the group *Visited PURL in last 24 Hours*

First Name	Last Name	Email
Kath	Wheeler	kath@gmail.com
Bob	Nisco	boblo@insidespectrum.com
Christopher	Tracy	chistracy99vh@gmail.com
Jim	Fenner	jim.fenner@insidespectrum.com
Amie	Clark	amieclark@hotmail.com
Michael	Bruno	mbruno234@gmail.com
Thomas	Reed	typed98sah@aol.com
Sally	Smith	sally@smith.com
Brian	Schaffer	shaeffbr@gmail.com
Hope	Weimer	esbb7@mail.missouri.edu
Frank	Gain	FGain@yahoo.com
Bill	Lutz	butz78@gmail.com
Lindsey	Depew	lindsey.depew@insidespectrum.com
Dennis	Hamilton	dhamilton@shuffletag.name

### Timeline

Graph List

	Chris Peterson was browsing the Home page	+1
	Chris Peterson clicked a link on their Viewbook to landing_inquiry_0	+1
	Chris Peterson was browsing the Major page	+1
	Chris Peterson clicked a link on their Viewbook to major	+1
	Chris Peterson was browsing the Visit Us page	+1
	Chris Peterson clicked a link on their Viewbook to events	+1
	Chris Peterson was browsing the Major page	+1
	Chris Peterson clicked a link on their Viewbook to major	+1

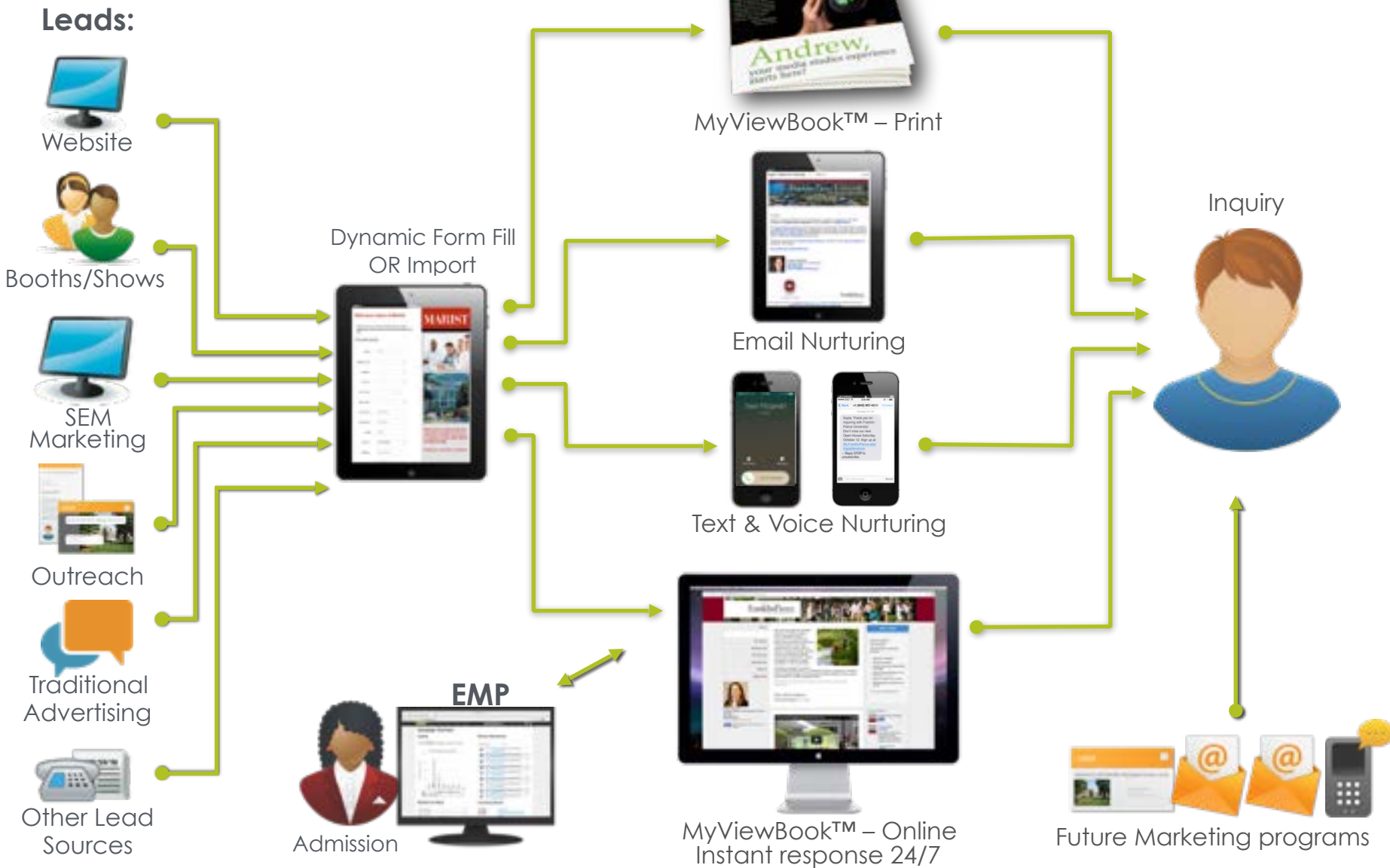
### Students

Change Columns Edit Group

7 Students in the group *Psychology - Visited Major Page*

First Name	Last Name	Email	Stage	Assigned Rep	Rating
Phyllis	Cook	pcook@quinn.biz	Applicant	Jimmy Surico	+204
Jenelle	Sandford	jsandford@mttech.edu	Applicant	Christine Hoff	+142
Jessica	Ray	jray@babblelab.com	Applicant	Jimmy Surico	+140
Mary	Santos	251	Applicant	Jimmy Surico	+70
Adam	Hunt	ahunt@brightdog.net	Applicant	Jimmy Surico	+70
Daniel	Little	dittle@minyx.gov	Applicant	Jimmy Surico	0
Angela	Fowler	afowler@jalos.com	Applicant	Jim Smith	0

# Automated Personalized Response:





# Integrated & Automated 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.



# Thank You!



## Additional Questions:



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# Questions & Next Steps



Experience it for yourself:

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&

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