

campuslogic

How to Make Student Communications Stick #LetsDoThis

Today's Agenda



+ The Problem—Noise, Competition

+ The Rule of 7

+ Communication Channels

+ Top 5 Channels To Optimize

+ Group Exercise!



Your Presenter: Mark McGinnis, Sr. Director Account Development

About CampusLogic We Help Schools Change Lives

- + The only **student financial services** platform
- + **Remove barriers** from the student journey
- + **Boost** enrollment and student satisfaction
- + **Streamline** efficiencies and communications
- + **Improve** financial aid completion rates





Problem:

Communicating Effectively with Students Is Exceedingly Difficult



Student Attention—Who's Vying For It?

MARKETING EXPERIENCES Email Marketing Constant Contact adestrabluehomet & MailCharp () AWeber (BSMall ... SMTP E gathean trnailer verticalresponse Compoign Monitor Mobile Marketing WHATCOUNTS A CoverReach Return Bath Careble TAPPO Tapjoy mobivity VERVE oxdinb Jango Mail Chitmus an lara VOX Amol P Bronto campaigner Live Intent Mailing Comogna FLURRY Place MOOVW = WaterfallGIMBAL Message Bus Drip modsend mail airpushQ TUNE Vibes shopular @ STEMORE Campayn S Customer.lo Email-Add 🐖 rapidmail ohluant o BINIT Owns on Note O fractal Emailinsights School (mailup) Stream Send MOBINIT ORIS CO Nenth Section SILD SKY HOOK AND Addie ROXIMITY klaviyo SetResponse MPZ auto Klaviyo sendwarkas SisterMabile KARGO ()USI Adtile ROXIMITY Influencer Marketing G: channeleves Copinions Influitive at tap influence on a vice of twittland o tidal Display & Native Ads ALOUT CREWDLY Trooche Buzzeume Markerty activ COB OpenX G Kred GroupHigh Zee zoomph S Zuberance grapevine Sverve sociolus S Spendatter dRolls Chongo Smolifi DATAP@Pcentro ADnarth Tauler The Automation of the Automatic Street Automatics appreximate appreximation of the Automatical Street Automatical Autom COREACH Influr JE crowdan & AUGURE snNetwork PUBLICFAST MAVRCK Technorati inky ADIANT Sizmektrueffect RUN triplelift INATIVO Social Media Marketing O adgear sharethrough gumgum publish REACTOR MEDIA adform AdClarity Polisto Bidieliect wanz 00? C Relargeter C Adbeat W HETAMARKETS TUROversa rocketfuel o mention Hootsuite Ubium Spredfast CONVERSANT III proximic Data Codoubleclick arockerbox engo eclick Simply Measured synthesio mson artesian Oktopost UNIFIED Video Marketing & Ads CISION: TREMO SocialChorus_ THE BIRD POSTANO Lailwind ICAPSE hear associal edgar infegy brightcove vimeo : OOVALA = WISTIA VIDUOR ster & sniply track TubeMogul Ovideology BrightRoll Adop.tv = piksel urmetric JIVOX O romp viddler. WISHLE MEASURES O PIXability GOOD/ WALLS IO YUMe Viral Gains Optimatic Conversion Spot Change TO SUCIAl Socialware bottlen se Mutual Man tradable sysomos bottlen se SocialRank AMP bits mutive SocialCout SocialRank INNOVO Sightly @ GenessiveDia & Minter Ustolio Undertone ad Rise Sunday Sky Weiter Widcaster pisy Wire Wire Window Vangle Viewbix Ballow LEXMARK Sprouvideo Spot Runner THUNDERCLAP Socialize Meshfire Attentive Meshfire Affinity Answers S buffer Commun. Wiralag KINETIC SOCIO PLUTILLACE Mooduare. CMPLY lin fluence

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Lovalty/Referral/Gamification

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Testing & Optimization

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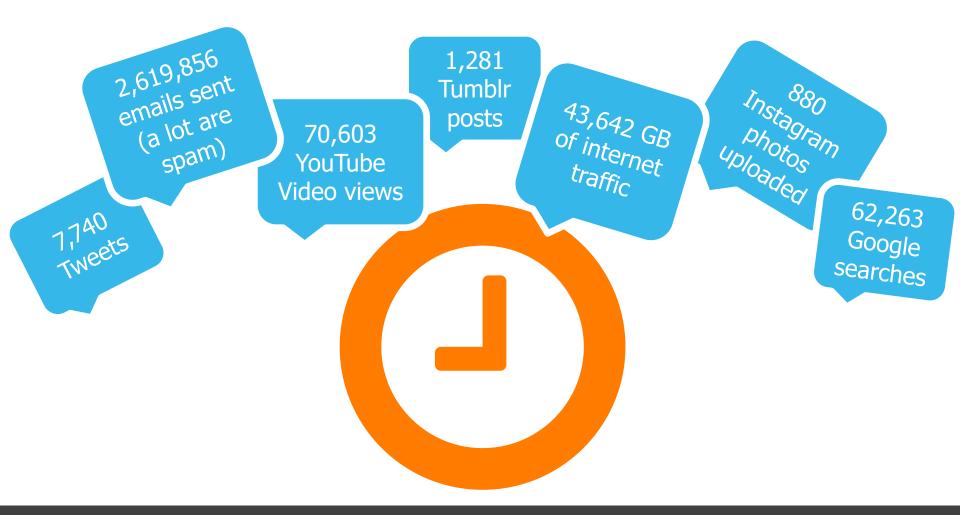
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A Lot Happens in Just One Second

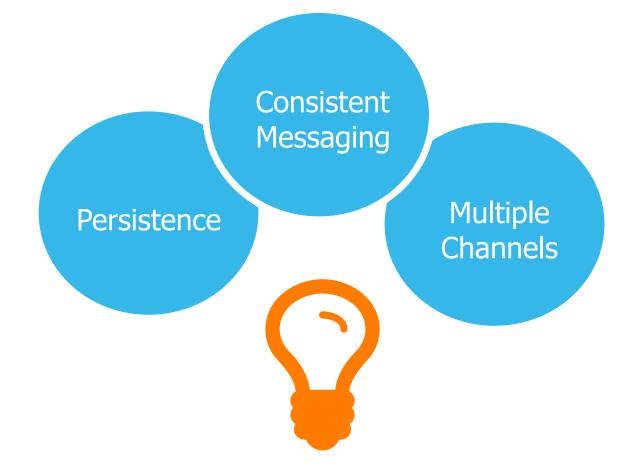




Students Are Overwhelmed



How Do You Break Through?





The Rule of 7: Students Need to See Your Message at Least 7 Times to Take Action



Available Communication Channels





Relevant Financial Aid Channels





Optimize Mobile & Online Channels

- + The average college student brings 7 Internet-connected devices to campus
- 60% of Gen Zers (born 1997–2016)
 won't use an app or website that's too
 slow to load; 62% will close out of a site
 that's too hard to navigate
- + 77% of Gen Zers say they want relevant information from their colleges via text
- Hore than half of smartphone users used their phone to look up health information or do online banking within the last year

5 Channels to Optimize & Personalize

- 1. Email
- 2. Social Media
- 3. Smartphones: Texting & Phone Calls
- 4. FinAid Website (External-Facing)
- 5. Student Portal



1. Email

Email Trends



45% of all email are spam **14.5** million spam messages/day

Pros

- + Unlimited word count, can explain in-depth
- + School branding adds credibility and familiarity can lead to higher open rates
- + Can be customized and automated
- + Analytics available on open/click rates
- Can test effectiveness of headlines, time for send, and more

Cons

- + So. Much. Spam.
- Unlimited word count leads
 to long emails no one reads
- + Inboxes are crowded
- + Students have multiple email accounts

Email at Rivier University (NH)

Rivier		
Michael Macias'S Financial Aid Offer Letter and Cost Outline		
- Cost of Attendance 1		UN
Direct Costs 0		
Tuition And Fees	\$10,000	
Indirect Costs 0		
Room And Meals	\$5,000	
Books And Supplies	\$1,000	
Transportation	\$1,000	
Loan Fees	\$100	THE REAL PROPERTY AND A DESCRIPTION OF A
Miscellaneous Expenses	\$0	
Total Cost Of Attendance	\$17,100	
-Financial Aid Eligibility		
Total Cost Of Attendance	\$17,100	Ren.
Parent Contribution (federally determined)	\$0	and the second s
Student Contribution (federally determined)	\$0	
Total Financial Need	\$17,100	
Your Financial Aid Award	Total	
Rivier University Funding		
Rivier Grant	\$1,000	Click here for more video answers

- Use emails sparingly—so students know it's important information
- Use compelling subject lines
- + Keep messages short and sweet
- Make your 'Call-to-Action'
 (deadlines, specific instructions)
 clear; add hyperlinks as needed
- AwardLetter is a BIG WIN for Rivier...It's the email that gets opened, read—and acted on—the most



2. Social Media

Student Social Habits



Pros

- + Students already use these channels
- 75% of students use social during college search
- Students will engage w/ schools on social, but they want to initiate
- + Many channels are free and easy to set up
- + In-channel analytics refine strategy

Cons

- + Many platforms to consider
- Highly public, channels,
 must be monitored
- Students expect immediate
 answers on social media
- Responding & monitoring
 takes staff time

Social Media at Grand Valley State (MI) and D'Youville College (NY)



- + Ensure consistent communications across all social channels (Facebook, Twitter)
- Use strong visuals to create eye-catching posts
- Make it easy to retweet/share FAFSA and other relevant, outside posts
- Be prepared to respond, as quickly as possible—or set expectations about the timing of responses



3. Text/SMS...and Smartphones

Student Texting Trends

99% open rate 4,000 texts a month

Pros

- + Instantly & directly delivered to students
- Students can communicate with you, anytime, anywhere
- People tend to read all their texts; they don't read all their emails
- + 77% of Gen Z students say it's ok for schools to contact them via text

Cons

- + Must keep message short
- Some students may be wary of receiving unsolicited text messages—get their buy-in
- Regulations exist around communicating in this format—be informed

Texting at Mineral Area College (MO)

- Texts pushed fast adoption of new financial services processes
- + Text alerts saved all but 8 of the 250 students at risk of getting dropped
- MAC experienced so much success, it's looking into using this channel for other school initiatives
- Warning: Students expect your immediate response; they don't care about office hours

MAC saved 242/250 students

at risk for dropping due to non-payment

Texting at Rivier

- Always include a Call to Action (CTA)—like this link to the student portal
- In addition to including a CTA/link, other best practices for texting include:
 - Always ask for, and document, recipients' permission to receive texts
 - Keep it short and sweet—this example may be too long for some users that can only see messages up to 155 characters
 - Be prepared: Students expect immediate responses—and they don't care about your office's 9–5 schedule

Important! This is a courtesy message sent to you by Student Financial Services. Your student account is not clear and you are in danger of being dropped from your classes on Monday, Aug. 14. Please log onto your MyRiv>My Ledger account and check for incomplete or missing financial aid requirements here www.rivier.edu/np



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4. School/FinAid Website

Website Trends

72%

of mobile users say a mobile-optimized website is important to them, according to Google

Pros

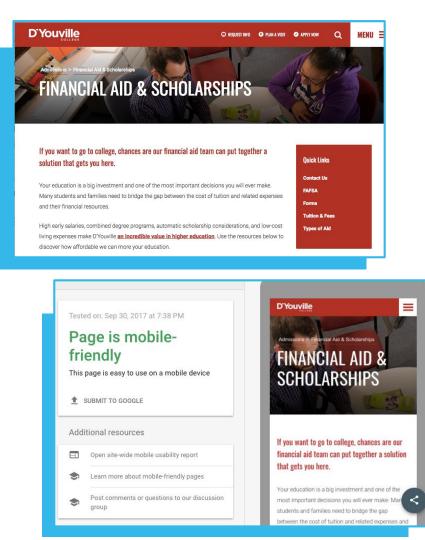
- + A well-designed, informative website allows students to find information easily
- + Websites can be branded
- + Websites can house an expansive array of information in multiple formats
- + Robust analytics available

Cons

- Poor user experience causes
 visitors to disengage
- You have to actively drive students to visit the website



FinAid Website at D'Youville



- Website is mobile-optimized—use this analyzer site to make sure yours is: <u>https://search.google.com/test/mobile-friendly</u>
- + It's the single source of truth especially for recruitment and FinAid
- + Use callout boxes, menu, and links to make relevant information easy to find
- Videos, especially those from FaTV, are highly valued—engaging, easy to follow, and a great step toward FinLit

5. Student Portal

Design Matters



Pros

- Primary point of contact between students & school; secure, personalized
- + Often can target unique messaging by student ID
- Visitors are already in "school mode"
 when they log into the student portal
- + Secure; single-sign-on (SSO)
- + Analytics available, sometimes

75% of users judge your credibility on design and user experience.

Cons

- Portals aren't viewed as the most engaging channel by students
- Portals can offer a disjointed, clunky experience if not maintained
- + Controlled by IT

Student Portal at Glenville State College

OTTERVILLE	state College (GSC) Pytes 00081434		04/03/2018
Costs in the 2018-19 year			Graduation Rate
Housing and meals Books and supplies		\$23,704 / yr 7,196 10,511 1,000 4,899 98	VERVIENTION CARE Percentage of full line subtracts who graduate within 6 years Verviention 6 years Verviention 6 years Verviention 6 years Verviention 6 years Verviention 6 years
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	Admitted to college - info provided by Admissions Ree Data Sheet Electronic SAR loaded through EDE Ree Entrance Interview for Direct Loan Ree Entrance Interview for Direct Loan Ree Independent Verification Workheet - Form Enclosed Reader Marchaet Ree Ree Proof of being homeless Reeturn notorized Identify Strate of Brungoe & Johos ID Ree Return notorized Identify Strate of Brungoe & Johos ID Ree	quirement recd and satisfied Jan 22, 2 quirement cancelled Mar 06, quirement ced and satisfied Jan 18, 3 quirement recd and satisfied Feb 16, quirement recd and satisfied Feb 16, quirement recd and satisfied Mar 06, quirement recd and satisfied Jan 19, quirement recd and satisfied Jan 19, quirement recd and satisfied Feb 16, 5	2018 0108 (tota - Unsubsidized 2018 Direct Loan-Subsidized 2018 0108 2018 2018

Banner Self-Service portal is helpful for...

- + Timely announcements
- + Relevant documents/forms
- + Personalized account information

...but not a great student experience for personalized messaging





Thank you!

APPENDIX – MORE TIPS!



Social Media Tips

Facebook

- Tell a story, show faces, people, outcomes
- ✓ Be conversational
- Focus on providing info, not on generating likes or shares
- Link back to relevant FinAid resources
- Provide your social media team with talking points and guidelines on who to direct questions to

Twitter

- Say something worth listening to in 140 characters
- Visuals help you stand out
- ✓ GIFs are eye-catching and give your feed variety
- Use for immediate information dissemination: systems down, office closures, deadlines approaching
- Include relevant hashtags #FinancialAid #FinLitMonth #FinAidFail



Texting Tips

- Keep things short and sweet
- Identify yourself and your reason for texting clearly
- Include a CTA (call to action), a reason for the text

- Provide an opt-out process
- Text during hours your students will consider 'normal' but know they'll likely respond at all hours
- If you need to use shorthand, start with most obvious words



Email Tips

Content Counts

- Keep things short and sweet
- Use subheads to guide readers
- Avoid embedding forms-link to them instead
- Don't overdo it on fonts, styles, colors
- Optimize your email for mobile devices
- Use Analytics

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- A/B test where possible (subject line, time of day)
- Monitor analytics and refine

Avoid spam filters

- Use recognizable sender name
- Keep email send list clean
- Stay up to date with ISP practices and anti-spam laws

Subject Lines Matter

- Try to stay around 30–45 characters max
- Questions get higher open rates
- Avoid all caps, exclamation marks in headlines

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Website Tips

- In the USA, <u>94% of people with smartphones search for</u> local information on their phones.
- Make sure your site is mobile optimized here: <u>https://search.google.com/test/mobile-friendly</u>
- Use channels to drive traffic to your website: email, social
- Website visitors will usually stick around for 59 seconds max—but the first 10 seconds matter most. Make info easy to find, scan, navigate.
- Meet ADA Standards for Accessibility design



Student Portal Tips

- Target messaging by student ID, driving engagement
- Request high-visibility portal spaces to pass along timely information: Landing pages, right rails, banner ads
- Mobile optimize your portal <u>https://search.google.com/test/mobile-friendly</u>
- Request analytics on student usage: High traffic times, most visited pages, most clicked links
- Pay attention to least-visited pages, links that are not clicked on, high bounce pages, and rethink their use / strategy
- Many portals include community-building initiatives, monitor FinAid streams and groups, and provide information