

#### 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: Chris Jordan, Regional Director

# 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:**

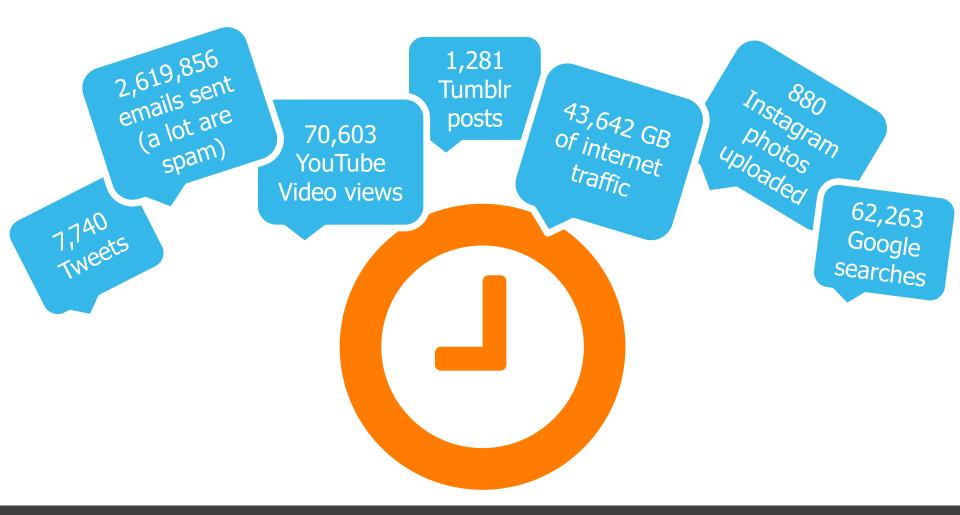
## Communicating Effectively with Students Is Exceedingly Difficult



#### **Student Attention—Who's Vying For It?**

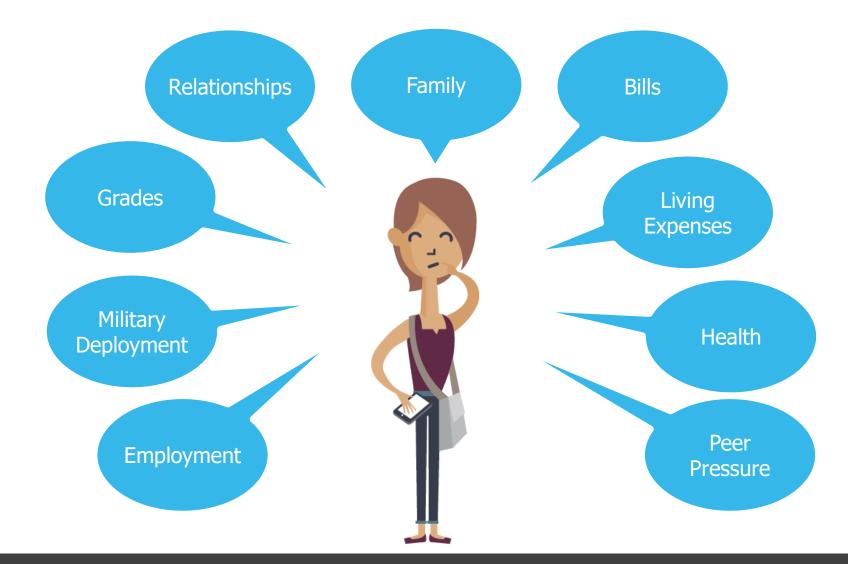
#### MARKETING EXPERIENCES Email Marketing SEO Interactive Content Constant Contact BRIGHTEDGE voast woorank Contolo Wordtracker SYCARA SECUVIC GRAVIT adestrabluehomet & WallChorp []] AWeber (BSTRUI) \_ SMTP wizehive 5 SnapApp knack\* SurveyMonkey thingtink snap E Quiteun Conductor DRAGON RANKABOVE Schifts Web Cec automitikats MAJESTIC Schifts mailer verticalresponse Compolan Monitor Mobile Marketing SendGrid ColeverReach Return Juch develo offerpop secondstreet / JotForm ProProfs TARAD Tapioy mobility VERVE oxdirib COGNITICO Ourl con Entractory Rafflecopter - walking Jampo Mail Within Staray OX Amol Pure gametize HitTail Campalgney Conternionent Pr colib ocal Crunch %= formsite Strutta \* Digioh alle Omondovo DÉitu interact ive intent mailing mojn Clarity BuzzStream reisimingh FLURRY Place MOOVW BWaterfallGIMBAL Intusium CAPHYCN III GinzaMetrics ANALYTICS (\*) SE SocialAppsHQ Typeform Message Bus Drip Spring Oberflipagora pulse riddle modsend mail Glean ZairpushQ TUNE Whos shopular @ STEMORE Campayn Customer.lo Email-rikid 🐖 rapidmail Cheving Vetti smaato mojivu (E) Fyber MessageGears goodcol gizmo FluidSurveys 🔛 tagga (mailup) Stream Send Customer Experience/VoC buildog MOBINIT ORIS CO Nenth Decre O fractal EmailInsights Statione Alinean Play at abfound tabfound klaviyo SetResponse sendloop auto alloyo sendwithus Galle pick WOOBOX moment [+] opinionlab. @ Uservoice (+) opinionale (\*) MEDALLIA Confirmit. kontes widgetic o C: contestcore () Bink WisionMobile KARGO Adtile ROXIMITY ContentTools OZZI AVOKAS OpenWater C channeleyes Influencer Marketing eGain CLARABRIDCE ALLEGIANCE WebEngage CustomerGauge SATMETRIX: Karpin ServiceTick Gainsight Customer MI4biz PeopleMetrics Legerse Sure Exclement formdeck **E**ppinions Formidable UQUIZ hapyak Influitive at tapinfluence onalytica (twtrland. o tickal votigo Swik hevo Formstack publitas WUFOO @Polldaddy GameSalad Display & Native Ads ALOUT CREWDLY Troackr Buzzeume Markerty activ COP OpenX G Kred GroupHigh zees zoomph S Zuberance grapevine S Verve sociolus S Spendication Questback Parmoter 200 Parenter State Suprocare customerville Qualitarie Chylision Customerville TOTANGO VISIONCRITICAL Chongo Smolifi DATAP@Pcentro ADmant CPACTHALAMILS WITH HOUSE Taykey rubicon Brannoscheen Trusons Other Andreas Contractions and the Contraction Other Andreas Contractions and the Contraction of Contractions Of the Traction of Contractions of Content Marketing COREACH Influr . crowdtap & AUGURE DAYABBEN X PUBLICFAST MAVRCK - Technorati inky kapost PULSEPOINT this noment is clapic E by in CUrata Storify CONTENTRUNNER post Op theTradeDesk O DI ADIANT Sizmek trueffect RUN) triplelift IN NATIVO Lovalty/Referral/Gamification ContentGems Rallyeers triberr Social Media Marketing mgum publish O adgear S sharethrough 95 GatherContent NewsCred REWARDSTREAM Badgeville Crewards S ReferralCondy Beactor MEDIA adform O AdClarity Polisto Bedielect Talkable Glovaltygator KOBI : O EXTOLE CROWDTWIST anzoo Relargeter Adbeat W HETAMARKETS written Lingia TURO versa rocketfuel mention Hootsuite Lithium i Spredfast ONVERSANT OTAXIS KIUX friendbuyT & N G OAMPLIFINITY NextBee Cloudwords Revert atomic reac III proximic Data X 0 doubleclick arockerbox engo eclick Ambassador, CAND Scoop. 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### A Lot Happens in Just One Second

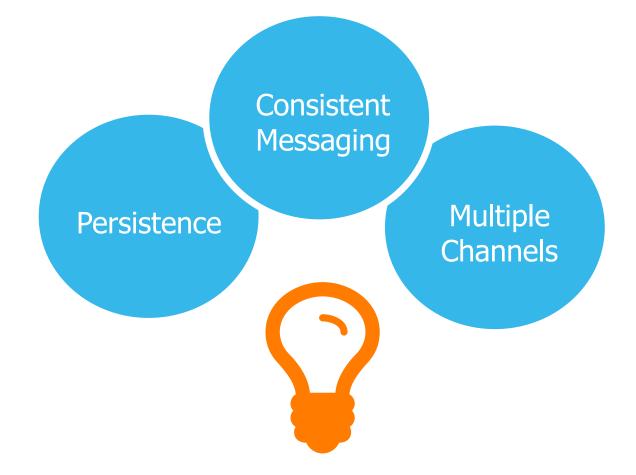




### **Students Are Overwhelmed**



### **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
- + More than half of smartphone users used their phone to look up health information or do online banking within the last year



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### **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 0		N N STAN
Direct Costs 0		
Tuition And Fees	\$10,000	
Indirect Costs 0		
Boom And Meals	\$5,000	
Books And Supplies	\$1,000	
Transportation	\$1,000	
oan Fees	\$100	The sea the
Miscellaneous Expenses	\$0	
Total Cost Of Attendance	\$17,100	
		21
-Financial Aid Eligibility		
Total Cost Of Attendance	\$17,100	
Parent Contribution (federally determined)	\$0	and the second
Student Contribution (federally determined)	\$0	
Total Financial Need	\$17,100	
Your Financial Aid Award		
	Total	
Rivier University Funding		Click here for more video answers
Rivier Grant	\$1,000	

- 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

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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



### 4. School/FinAid Website

**Website Trends** 

**72**%

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

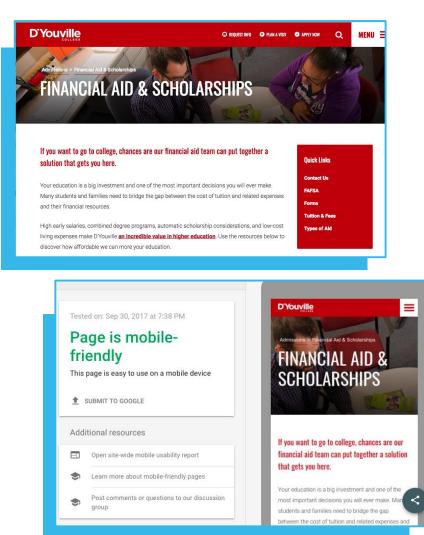
#### Pros

- + 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

OTTERSTILLE	tate College (GSC)		04/03/2018
Costs in the 2018-19 year	Pyles. 00001434		Graduation Rate
Housing and meals Books and supplies Transportation	\$	\$23,704/yr 7,196 10,511 1,000 4,899 98	Percentage of full line students who graduate within 6 years Low MEDIAN HIGH
Grants from your state	Gift" Aid; no repayment needed)	<b>\$9,620</b> /yr 0 5,920 2,700 1,000	Repayment Rate Percentage of bornowers entering into repayment within 3 years of leaving school 36.1%
What will you pay for colle Net Costs (Cost of altendance minus total grants and sc		\$14,084/ yr	This institution
Options to pay net co Work options	Stindert Requirements     Helds, Academic Progress      Unsatisfied Requirements     Requirement     Subsequent Entrance Counseling for Direct Lean Requirem     Subsequent Entrance Counseling for Direct Lean Requirem     The Requirements link enables you to download the form necess	nent established Feb 16, 2018 Direct Loar	n-Subsidized
	Satisfied Requirements Requirement Admitted to college - info provided by Admissions Data Sheet Electronic SAR leaded through EDE Entrance Interview for Direct Loan Indexperiments and the College Proof of being homeless Return notorical Identity/Sitten of 6P uryose & photo ID Return proof rhigh school completion Student 2016 IRS data - if required to file - see workshee Select Another Ald Year	Requirement recd and satisfied Jan 22. Requirement cancelled Mar 06, Requirement recd and satisfied Jan 18, Requirement recd and satisfied Feb 16, Requirement recd and satisfied Mar 06, Requirement recd and satisfied Jan 19, Requirement recd and satisfied Jan 19, Requirement recd and satisfied Feb 16,	2018 2018 2018 Direct Loan-Unsubsidized 2018 Direct Loan-Subsidized 2018 2018 2018 2018
	RELEASE: 8.21.1 © 2018 Ellucian Company L.P. and its affiliates.		

Banner Self-Service portal is helpful for...

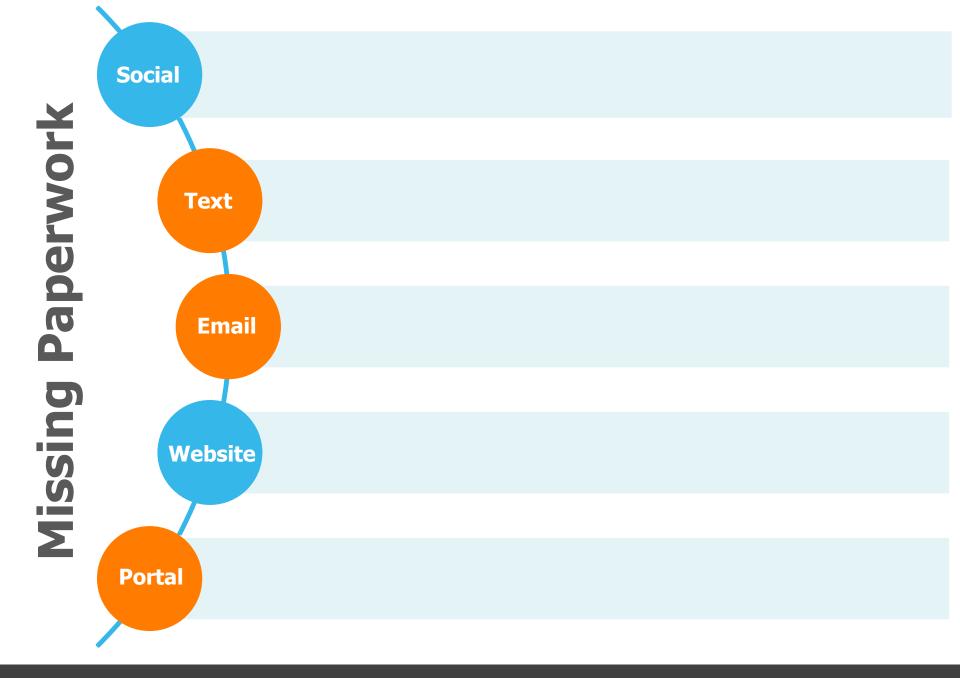
- + Timely announcements
- + Relevant documents/forms
- + Personalized account information

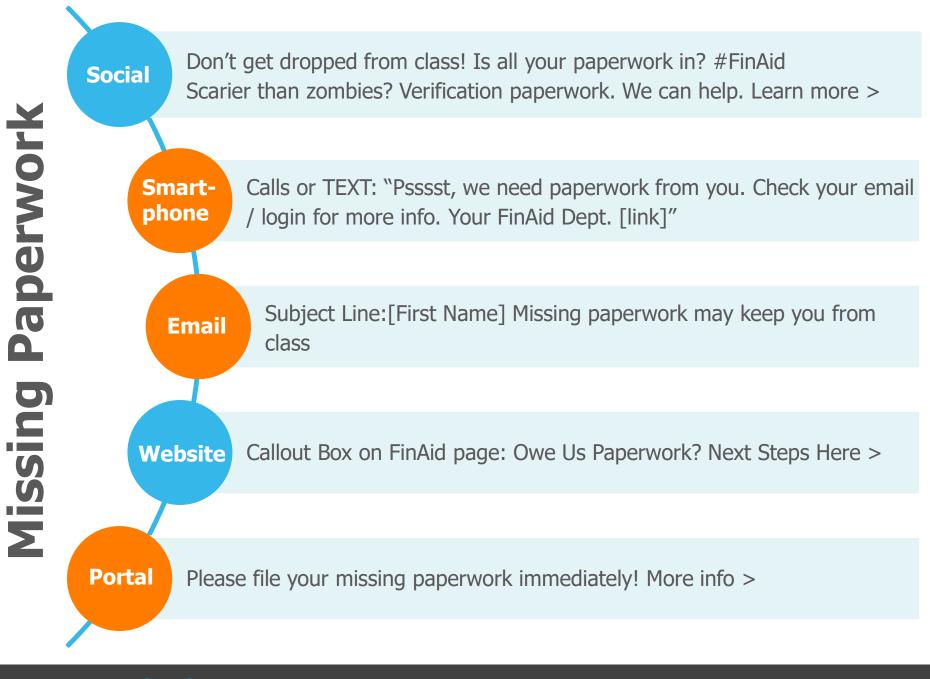
...but not a great student experience for personalized messaging



### **Putting It All Together:** Missing Paperwork Exercise









### 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
  - 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

### **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