

Student Services by Blackboard

Marketing

Performance
Marketing

Reaching More
Prospective Students

Enrollment

Enrollment
Coaching

Enroll More
Students

Retention

Retention
Coaching

Retain More
Students

One Stop

Student
Support

Removing Barriers
to Graduation

Growing Enrollment

Improving Retention

Results That We Are (Truly) Proud Of



+140% Increase in prospects

+159% Increase in applications

+110% Increase in enrollments

9x Estimated return on investment



NC Central
UNIVERSITY

28% app to enroll rate

Doubled projected lead volume

5.6x increase in organic lead volume and more than doubled app volume



TEXAS TECH

+17% Increase in applications

+25% Increase in enrollment

+12,000 students in just one year

Worldwide e-learning programs



JOHNS HOPKINS
CAREY BUSINESS SCHOOL

+100% Increase in registrations

+2,000,000 of new revenue

Growing executive education revenue and registrations in new markets

Visit: [Blackboard.com/studentservices](https://www.blackboard.com/studentservices)