



Student Services by Blackboard

Creating Measurable
Impact to **Grow**
Enrollment and
Improve Retention

Student Services by Blackboard

Strategy

Program
Viability

Market
Research

Competitive
Analysis

Marketing

Performance
Marketing

Creative

Tracking &
Measurement

Enrollment

Enrollment
Coaching

Optimized Student
Experience

Engagement Tools

Retention

360° student
engagement

One-on-One

Improved
Persistence

Support

Help Desk

Self-Service
Tools

One Stop

Higher Ed FOCUSED Solutions



Results That We Are *(Truly)* Proud of



NCCentral
UNIVERSITY

5.6x Increase in
organic leads

58% App to enroll
rate on paid media

35% growth for
online, YoY

20x Estimated
return on investment



+140% Increase in
prospects

+159% Increase in
applications

+110% Increase in
enrollments

9x Estimated return
on investment

TEXAS TECH
UNIVERSITY.

+17% Increase in
applications

+25% Increase in
enrollment

+12,000 students in
just one year



JOHNS HOPKINS
CAREY BUSINESS SCHOOL

+311% Increase in
external registrations

+49% increase in
revenue

Growing executive
education revenue
and registrations in
new markets

STUDENTS NEED
TO SEE AN AD
7-10 times

over 3+ months
BEFORE THEY ACT



SO BUILD YOUR MARKETING
PLAN ACCORDINGLY
——— *and* ———
Plan Ahead
to DRIVE
ENROLLMENT

Growing Enrollment in Higher Ed isn't just about good marketing

Programs students are seeking

Ease of **starting** and applying

Flexible **formats** for busy adults

Competitive **pricing** with clear ROI

Industry partners & **job outcomes**

Clear & unique **value proposition**

Investment in marketing that is competitive

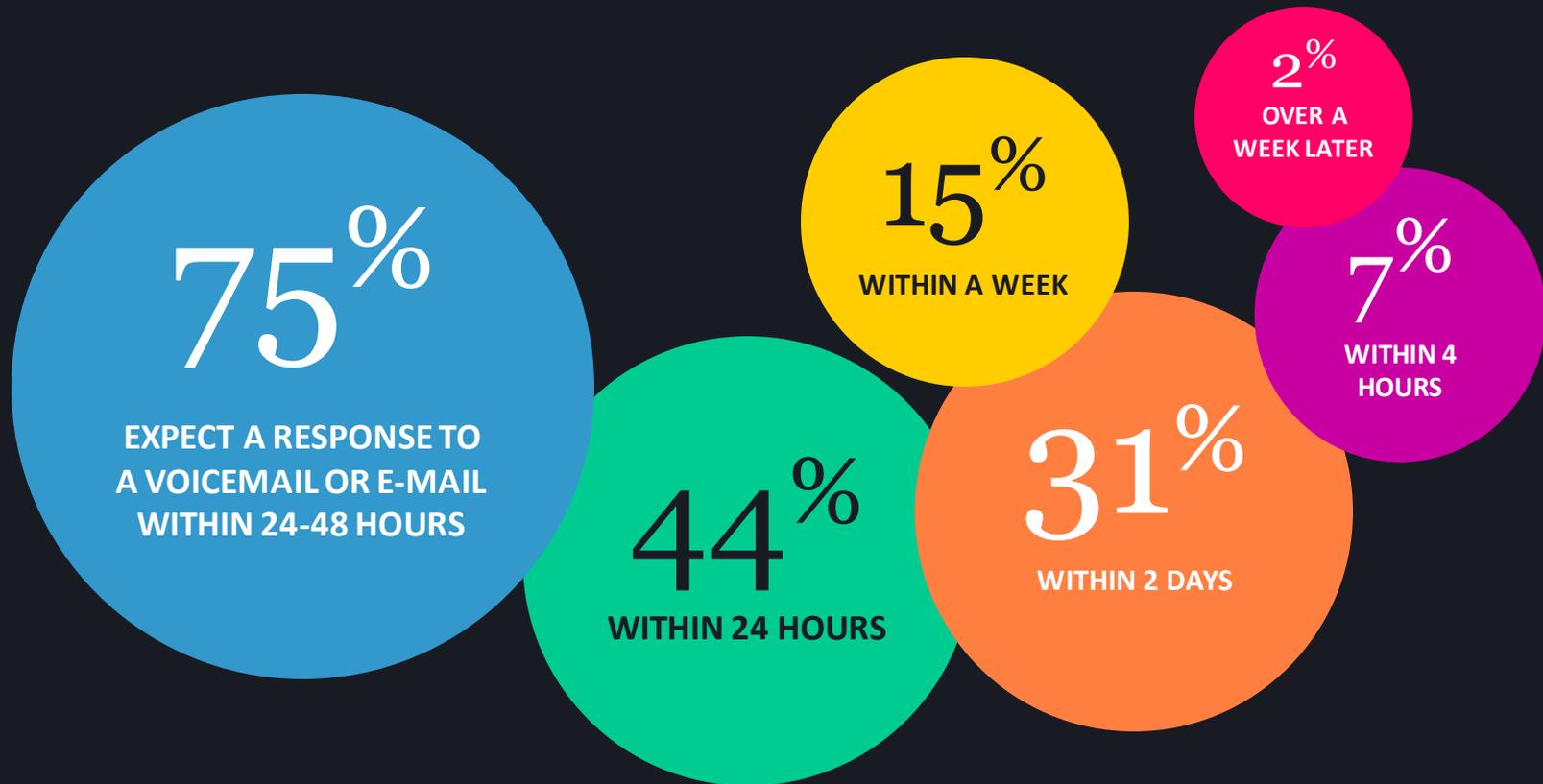
Aggressive **enrollment** management

Competitive, measurable **marketing**

Accountability & Tracking

Following up with leads is REALLY important

Students judge you by how quickly you answer the phone or how easy you make it to apply. And because they are applying to more than one school you could be losing students to competitors simply because you aren't more proactive



**Source: Blackboard research study completed in collaboration with UPCEA, March 2017. SURVEY QUESTION FIELD TO 1,000 PROSPECTIVE STUDENTS ACROSS ALL AGES*: If you left a voicemail for or sent an email to a college or university, how quickly would you expect to receive a response?*

Enrollment & *Retention Coaching*



Qualify

**Capture and qualify
prospective students**

Quickly respond,
gather information
and keep students
motivated to take
next steps



Apply

**Increase application
conversion rates**

Nurture prospective
students with
proactive outreach
and customized
communications



Enroll

**Grow enrollments and
application yield rates**

Optimize yield with
personalized support
through admissions
and onboarding



Retain

**Improve retention and
completion rates**

Enhance student
success with
predictive retention
analytics and
personalized coaching

What Makes Us *Unique?*

Proven industry results

Focus on driving enrollments

Full funnel capabilities

Data and transparency

Repeatable, *Predictable Growth*



Enrolls **127**

Leads/Apps **1,986/933**

Revenue **\$2.5M+**



Enrolls **215**

Leads/Apps **3,204/1,538**

Revenue **\$4.3M+**



Enrolls **381**

Leads/Apps **6,240/2,933**

Revenue **\$7.6M+**

 Enrollment Management  Marketing Budget

Marketing & Enrollment *Success Story*



Solution

Strategy to identify competitive advantages, programs and target student audiences

Comprehensive **marketing** solution to grow online enrollments and elevate visibility for online programs



RESULTS

More effective use of marketing investment

Greater visibility and accountability into results

140%
Increase in prospective students

Clear and concise audience messaging and differentiators

Added value of generating interest in on ground programs

157%
Increase in new online students



“ We are pleased with the level of service and execution that the Blackboard team provides us. I highly recommend their services - especially if you are looking for a partner who cares about enrollment, transparency, and results.”

Mark D. Porcaro, Ph.D., Exec Director of Online Learning

Enrollment *Success Story*



Solution

24/7 Comprehensive enrollment management

Served 200K students across 31 locations

Retention and coaching services



RESULTS

\$5M of total incremental revenue over two years

Coaches enrolling students at higher rates than college staff
42% vs. 26%

\$3M
of annual incremental revenue

10K+ enrollments as a result of proactive outreach

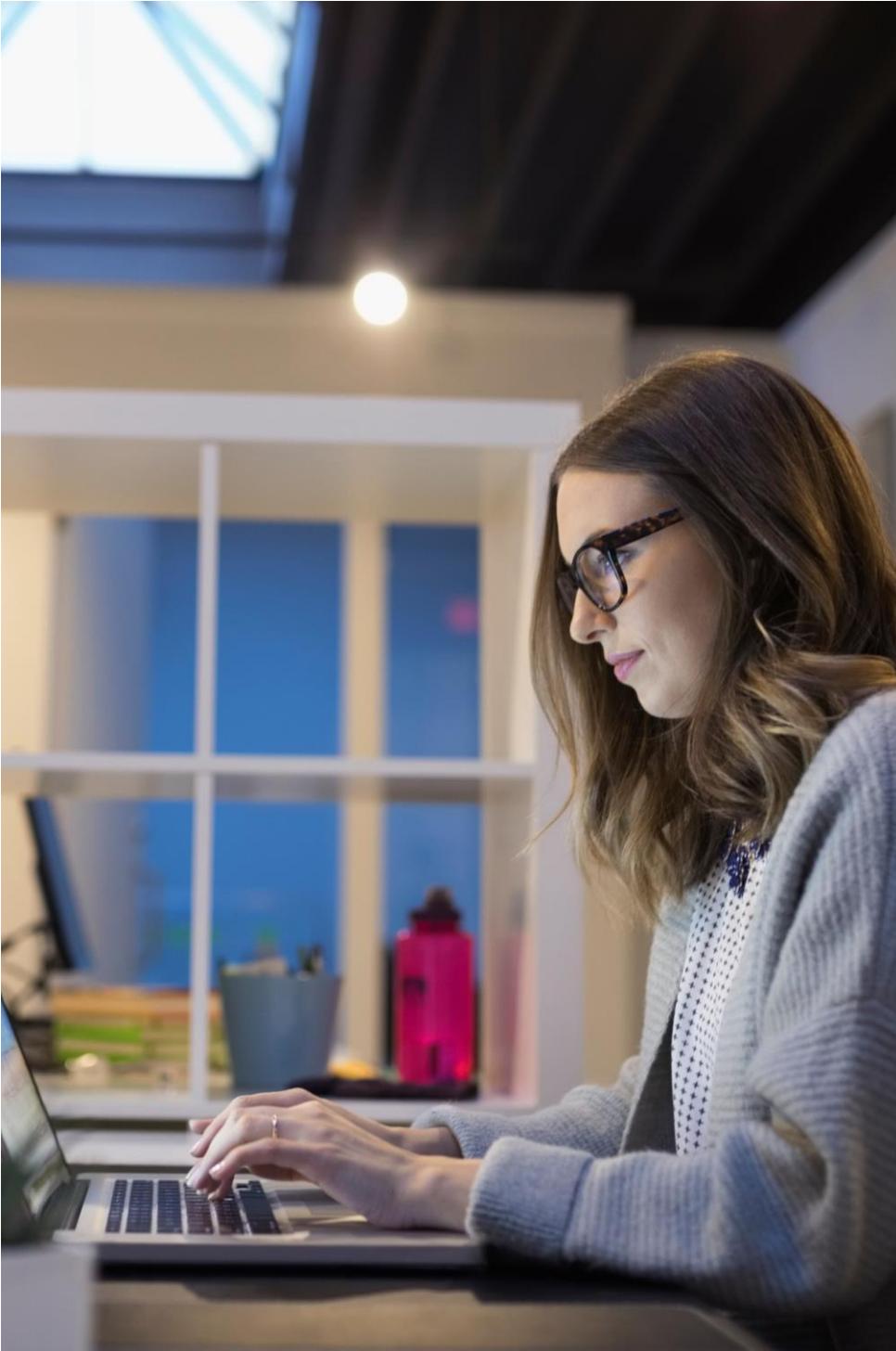
Increased Fall to Spring retention from 67% to **70.8%**

7%
percentage point lift in application yield



“*If your institution is in need of excellent customer service on a students’ watch, then [Blackboard] is a resource that makes sense for you.*”

Jeff Fanter, Senior Vice President for Student Experience, Communications, and Marketing



Student Services
by Blackboard

*Take the
next step*

Learn more at

blackboard.com/services/recruitment-services