



whiteboard higher education

SOLUTIONS MADE SIMPLE FOR A COMPLEX WORLD

TARGETED STUDENT SEARCH : BELOIT COLLEGE

Whiteboard helps Beloit College shatter application records through student search expertise, personalized communications, and outstanding creative development.



Beloit
College

SUMMARY



Beloit College approached Whiteboard Higher Education with a challenge: “We need to increase our applicant pool and our first year class by at least 20 percent in the current enrollment cycle without having done sophomore or junior search in the past two cycles. Also, we need to create a powerful senior search campaign within six weeks. Can you help us?”

We immediately started development of a comprehensive, engaging and unique

student search campaign to propel Beloit not only in the short term but also to sustain them for the longer term. Everyone knows that when you achieve great things, you’re expected to do it again the following year.

With the help of deep and meaningful student engagement in senior search, Beloit has indeed achieved tremendous results, rocketing past their application growth goal, with a pool over 50% higher than last year’s.

BACKSTORY



Whiteboard Higher Education is the only search provider of its kind: A boutique firm with the combination of unmatched practical enrollment experience and intricate knowledge of every detail around student search. That knowledge base is coupled with cutting edge technologies, expansive analytical and strategic expertise, and a client first approach to consulting.

Our Engagement framework – which identifies the detailed level of interaction each individual student has with the messages – allows institutions to get the most value out of the campaign by determining for themselves who gets to be brought into their database, not merely relying on the vendor to choose and hand back a pile of “responders” or “non-responders.” And our focus on personalization and targeted engagement helps develop and foster student interest well beyond the tactics of the typical search vendor. These capabilities, in addition to our unwavering commitment to personal service to our clients, made us a perfect match for Beloit College.

After taking the reins as Vice President for Enrollment at Beloit, Dr. Robert Mirabile saw the school’s unique potential. It was clear that



the admissions team was smart, capable, and hard-working, and that the institution had amazing benefits to offer students. They just had to take the next step in telling that story – telling it well, telling it vibrantly, and most importantly telling it to more students who fit the Beloit model.

As the first step, Dr. Mirabile needed to choose a partner who could help his team develop the most sophisticated, engaging, and effective student search model available.

It was critical that they partner with a firm that could do it all, and customize it for Beloit:



- Provide comprehensive expert consultation on list purchasing, including utilizing external data sources to granularly select the optimal geographic regions;
- Embrace and understand Beloit's unique character & voice and capture it within elegantly designed, content-rich print and email communications;
- Provide consultation and genuine collaboration on strategies;
- Engage students through personalized microsites to advance their interest, rather than simply pushing them to generic

- applications or forms;
- Provide context and interpretation of results throughout the cycle;
- Most importantly - Become an extension of the Beloit team – a true partner, not just a vendor.

“There’s no doubt I found it all with Whiteboard. And to top it off, their solutions are noticeably less expensive than the big search firms.”

CHALLENGE



Beloit College reached out to Whiteboard Higher Education late last summer because they had set some challenging goals for themselves and they needed an expert partner to help them achieve those goals.

Dr. Mirabile had a tall task. “We wanted to exceed 2,700 applications (having received about 2,300 the previous year) and increase enrollment by 20% (360 freshman goal vs. 300 the previous year). To do this, I knew we would need a search partner who has expert

knowledge of the college marketplace, pays extraordinary attention to detail, and is driven to achieve results. After evaluating numerous proposals, Whiteboard was the clear choice.”



"Our partnership with Whiteboard resulted in not only a record number of applications but also a record incoming class to Beloit! It's a pleasure to work with true higher education professionals who have a deep understanding of the business of college enrollment. Whiteboard is already becoming a force in the industry"

ROBERT MIRABILE, PH.D.
VICE PRESIDENT FOR ENROLLMENT SERVICES



SOLUTION

Whiteboard's student search approach is collaborative, creative, and analytical from the first to the last detail. Experience and data support the decisions we make together with our clients in creating their campaigns – from the geographic selections for purchased lists down to the specific goals when scheduling email messages (allow the tail of each message's activity, deliver messages on varying days of the week, and span the full period of application submissions). It's all based on having worked with more than 100 institutions on all aspects of their student search efforts.

We got to work together developing a plan to reach as many potential good-fit students as

possible. Beloit had key markets they wanted to explore, and subsets of desirable students within those markets. Our analyses and recommendations for how best to utilize the list sources helped us iterate successfully to a well-constructed list acquisition strategy at the optimal target volume.

In tandem, we developed beautifully-designed, content-rich email campaigns that reflected the very best, most compelling aspects of Beloit College. "I've often said, 'search is the trailer – not the movie,'" says Jonathan Epstein, Whiteboard Higher Education's Vice President, Enrollment

Solutions, who leads Whiteboard's student search offering. "The key is to provide concise information that sparks an interest, within a design that helps tell the story and capture the students' imaginations."

In our search campaigns, students are encouraged to engage via pURLs and personalized microsites, which provide content and access to more information about key topics of interest. "At the one critical moment when you know that student is thinking about your institution – the moment



they click on an email – we want to help you take maximum advantage, not just to confirm interest, but to cultivate it further, to go beyond what search typically does and really begin the two-way conversation," says Epstein.

The pieces in the senior search campaign, both print and email, were beautiful, meaningful, and impactful. The campaign completed in January, right on the cusp of Beloit's January 15th application submission deadline. And it produced results that helped propel Beloit above and beyond their lofty expectations.



OUTCOME

This year, Beloit exceeded **3,700 applications** for fall 2015 freshman enrollment, **50% more** than last year, and more than twice the increase than they had targeted. This represents an application record for Beloit College.

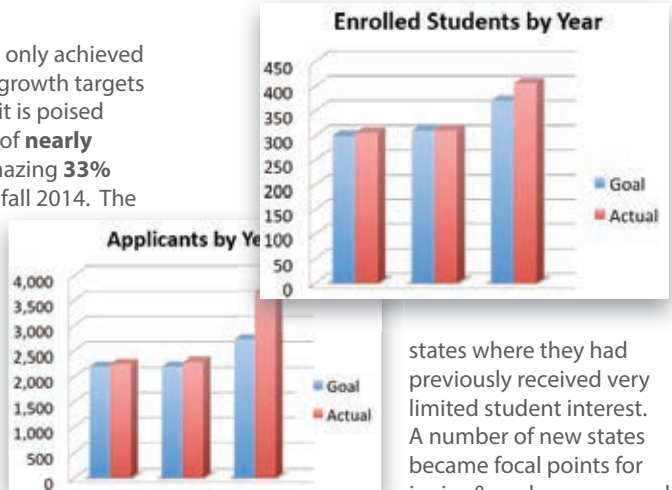
More importantly, Beloit not only achieved their aggressive enrollment growth targets – they shattered them. Beloit is poised to welcome a first year class of **nearly 400 students** this fall, an amazing **33% increase** in enrollment over fall 2014. The administration at Beloit is ecstatic about their tremendous success this year in a highly competitive recruiting environment.

The Beloit enrollment and marketing teams did an amazing job building this record applicant pool and incoming class. Their hard work, creativity, and open-mindedness were a perfect complement to Whiteboard's team of enrollment professionals. Our data-driven approach, design work, expertise, and campaign execution led to overwhelming success.

Over 1,100 of Beloit's more than 3,500 applicants and **170 of Beloit's incoming students** directly engaged with the senior search campaign.

In all, more than **one third** of the applicants and **43% of enrolling students** were observably influenced by those outreach efforts. Whiteboard helped Beloit strengthen and grow its core application markets. In

addition, through the use of enhanced household data elements and analyses for purchasing new names, we helped Beloit build new audiences in



states where they had previously received very limited student interest. A number of new states became focal points for junior & sophomore search efforts due to dramatically

increased applications among seniors in the fall '15 entering class.

Their recently concluded junior & sophomore campaign has been just as successful in engaging students and cultivating their interest in Beloit. There's no wonder why Dr. Mirabile sees an even brighter future ahead. "Given the success that we have had with Whiteboard for fall 2015, I can only imagine what type of results we can generate in the 2016 and 2017 enrollment cycles. I am delighted to have achieved such exceptional results, and I am eager to see what results our partnership can produce over time!"



REFLECTION



Jonathan P. Epstein, Vice President, Enrollment Strategies, Whiteboard Higher Education:

“We are thrilled with the results and couldn’t be happier for Beloit. We’ve set a very high bar with success like this in our first year together, we will continue to sharpen and refine our work even more in order to sustain this level of excellence on our client’s behalf. We learned a great deal together, and will proactively work to enhance our campaigns for next recruiting cycle.”

ABOUT WHITEBOARD HIGHER EDUCATION

Whiteboard Higher Education provides 21st century enrollment and marketing solutions for forward-thinking colleges and universities.

We built Whiteboard Higher Education on the foundation of trust, responsibility, and the utmost respect for our work, our associates, and our clients. These principles guide every client engagement we undertake, large or small. Our core focus is to help our clients extract the maximum value from the resources they commit to student recruitment, enrollment, and retention.

