The Impact of Funnel Friction on Enrollment

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#TheStudentFinancialServicesPlatform
Let’s Start with a Poll

1. Take out your mobile phone
2. Text ‘Wasfaa’ to 22333
3. Text your answer ‘A’, ‘B’, or ‘C’ to the poll question
Regarding the investments you are making in marketing to attract prospective students, are you:

A. Doing well, results are above your expectations/targets.
B. Doing okay, results are close to your target.
C. Still figuring it out, results are below your expectations/targets.
To show this poll

1. Install the app from pollev.com/app
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Do you have a stated top-level strategy around improving the student experience?

A. Yes
B. No
C. Unsure
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Collectively schools spend $1.5B in advertising annually to attract prospective students.
Top Outcomes

Students Want From Your Website

✓ Cost and Tuition
✓ Scholarship Information
✓ How to Get Financial Aid
67% of colleges didn't meet enrollment targets.

Inside Higher Ed, 2017
40% of low-income students who are accepted to college never go because they’re overwhelmed by financial aid complexity.
3 Million students drop out of higher education each year due to financial constraints.

Tyton Partners, 2017
40% of low-income students who are accepted to college never go because they are overwhelmed by tuition and paperwork.

$500 the amount of scholarship money that can influence where a student enrolls.

Learning House: Online College Students 2016
Funnel Friction

HOW MUCH DOES YOUR SCHOOL COST?
- Hidden pricing

HOW CAN I AFFORD TO STAY IN SCHOOL?

HOW WILL I PAY FOR SCHOOL?
- Confusing award packages
- Scholarship overload
- Complicated financial aid processes

campuslogic SM
How CampusLogic Helps

- +1%
  - Brand Building, Lead Generating
  - Net Price Calculator (NPC)

- +6%
  - Mobile, Personalized Award Letters
  - Relevant Scholarships; Easy Mgt
  - Digital, Guided Financial Aid Forms

7% Total Increase in Enrollment & Retention
Close funnel holes to increase enrollment & retention by 7%.

EXTEND
Your Brand Experience
You've spent a lot of money to establish your brand. Make sure it extends through your entire funnel—especially during financial aid.

REDUCE
Funnel Friction
Eliminate barriers (fax machines, long lines, snail mail) to increase conversion at critical points, like financial aid.

OPTIMIZE
For Conversion
Continually optimize by using insights to improve funnel flow and conversion.
Thank you!

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