

1-1-2020

2020 RNL Parent Engagement Webinar 3 2020

Ruffalo Noel Levitz

Follow this and additional works at: <https://researchrepository.wvu.edu/urem>

Recommended Citation

Ruffalo Noel Levitz, "2020 RNL Parent Engagement Webinar 3 2020" (2020). *University Relations/Enrollment Management*. 60.

<https://researchrepository.wvu.edu/urem/60>

This Article is brought to you for free and open access by The Research Repository @ WVU. It has been accepted for inclusion in University Relations/Enrollment Management by an authorized administrator of The Research Repository @ WVU. For more information, please contact ian.harmon@mail.wvu.edu.



Create Your Parent Engagement Strategy

What do they want?

When do they want it?

And why should you care?

The agenda

1. The enrollment crisis
2. Parents as a solution?
3. Today's modern parent
4. Engage parents. Increase enrollment.
5. Engage parents. Improve student success

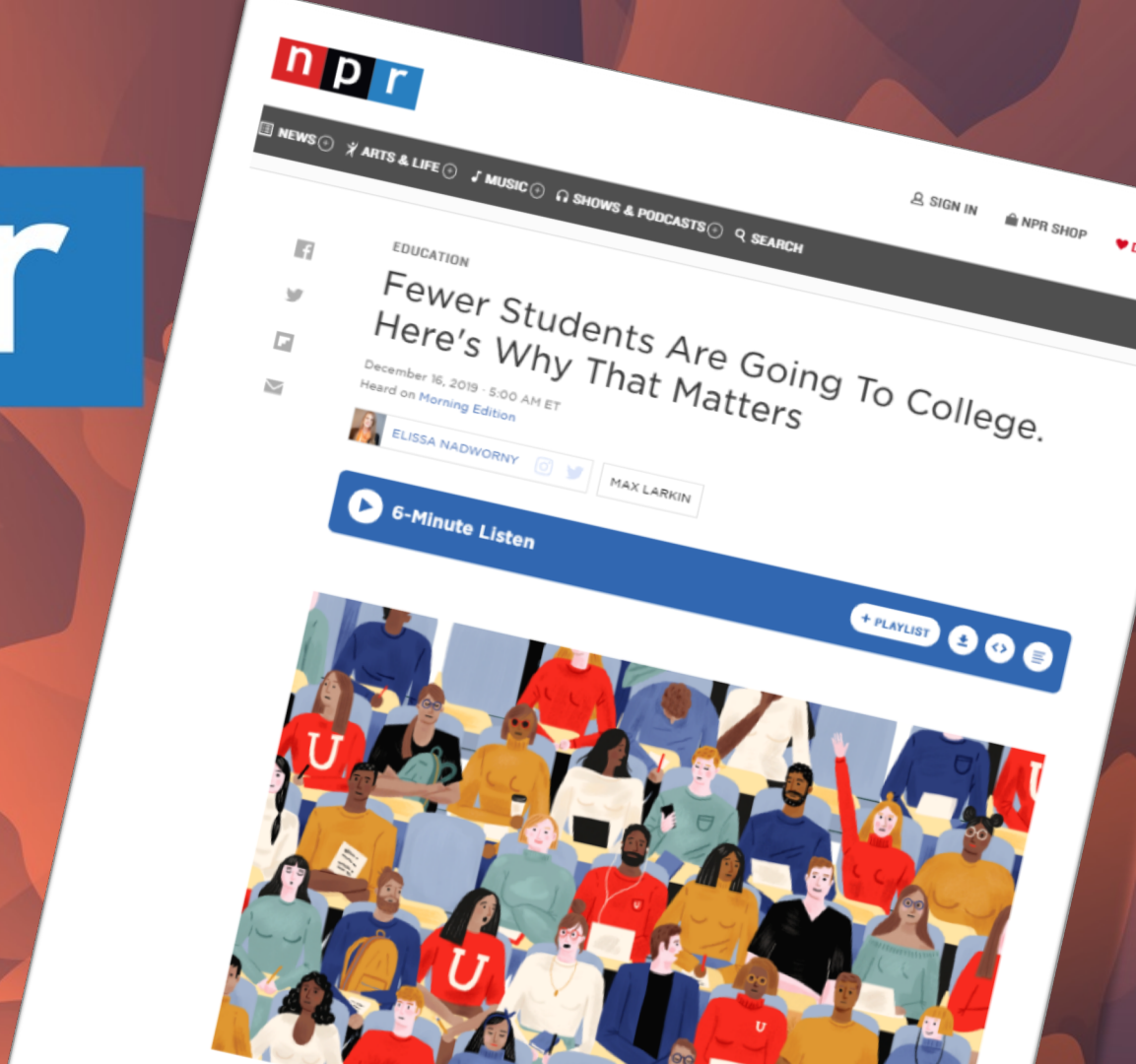
Your presenters





The enrollment crisis

(and why parents are more involved than ever)



“We’re in a crisis right now, and it’s a complicated one.”

↑ Strong
Economy
3.5%

current unemployment rate in
the United States

↓ Changing
Demographics
250,000

fewer students enrolled in
college than a year ago

↑ Cost
of Tuition
47%

Of funding comes from
tuition paid by students &
families



<https://sheeomain.wpengine.com/wp-content/uploads/2019/04/Fig3.jpg>
<https://www.npr.org/2019/12/16/787909495/fewer-students-are-going-to-college-heres-why-that-matters>

20.56M



18.24M

2013

2014

2015

2016

2017

2018

2019

NACAC

National Association for
College Admission Counseling

Delegates voted 211 to 3 -- to strip provisions from
the Code of Ethics and Professional Practice that
may violate antitrust laws.

More options for students later in the enrollment cycle

=

More competition for a shrinking pool of students



🔍 | Higher education enrollment solutions



More options for students later in the enrollment cycle

=

More competition for a shrinking pool of students

The answer is probably
staring you in the face





Parents?

(Today's modern parents are more involved and more influential in student success)

A close-up photograph of a diverse family of four smiling warmly. On the left, a young boy with curly hair looks towards the camera. In the center, a young girl with long dark hair smiles broadly. On the right, an adult woman with short dark hair and a white shawl smiles. The background is a soft, out-of-focus light color.

Today's modern parent

96%

of parents think college is the most important thing their child should be doing after high school

A photograph of a smiling family of three. On the left is a young man with dark curly hair, wearing a light blue shirt. In the center is a woman with long dark hair, wearing a yellow top. On the right is an older woman with short dark hair, wearing a white cardigan. They are all smiling warmly at the camera.

Today's modern parent

80%

of parents who say they are
“involved” or “very involved”
in college planning



College students interact
with their parents

13 times a week

HOFER & MOORE, 2010



Don't think parents are involved?

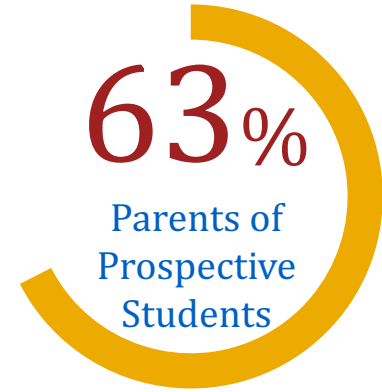
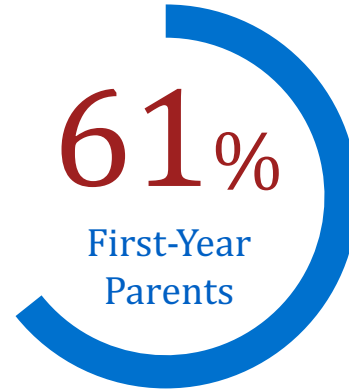
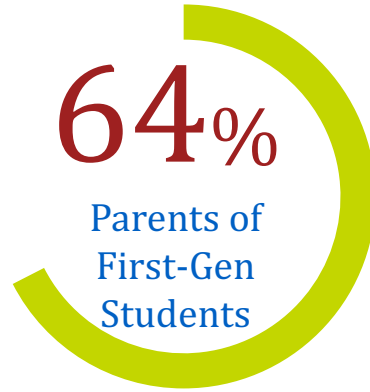
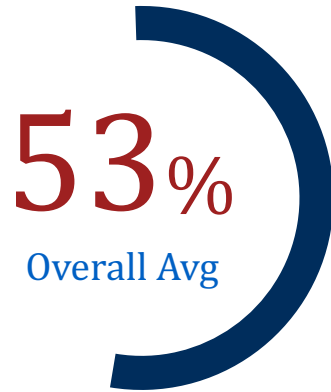
61%

of parents
have their
students'
college IDs
& passwords

* CampusESP survey of 7,843 college parents
at 14 colleges and universities in 2016

Reach families that need the most support

Email open rates are highest for segments you are already trying to reach



Parents can support your goals (no, really!)

Prospective
Parent email
open rate: +60%

Student persistence
rates up to +15%

Prospect

- Increase applications
- Qualify applicants
- Differentiate marketing

Admit

- Improve student yield
- Decrease student melt
- Support transition

Enrolled

- Increase student retention
- Decrease parent calls
- Improve student success

Alumni

- Strengthen parent giving
- Grow mentor network
- Solicit internships & jobs

Student enrollment
yield rates +30%

Parents x8
likely to give

A group of people, including a woman on the phone and a man writing, in a meeting setting. The image is overlaid with a semi-transparent dark blue filter. The text is centered and reads:

Engage parents.
Increase enrollment.

“To the parents of...”

“

To the parents of...

(This really doesn't work anymore)

Areas of focus



1. Differentiate marketing efforts



2. Increase visits, applications and deposits



3. Improve student yield



4. Partner with parents

What are parents receiving?



Email

95%
Received

94%
Helpful



Direct Mail

94%
Received

82%
Helpful



Telephone

38%
Received

66%
Helpful

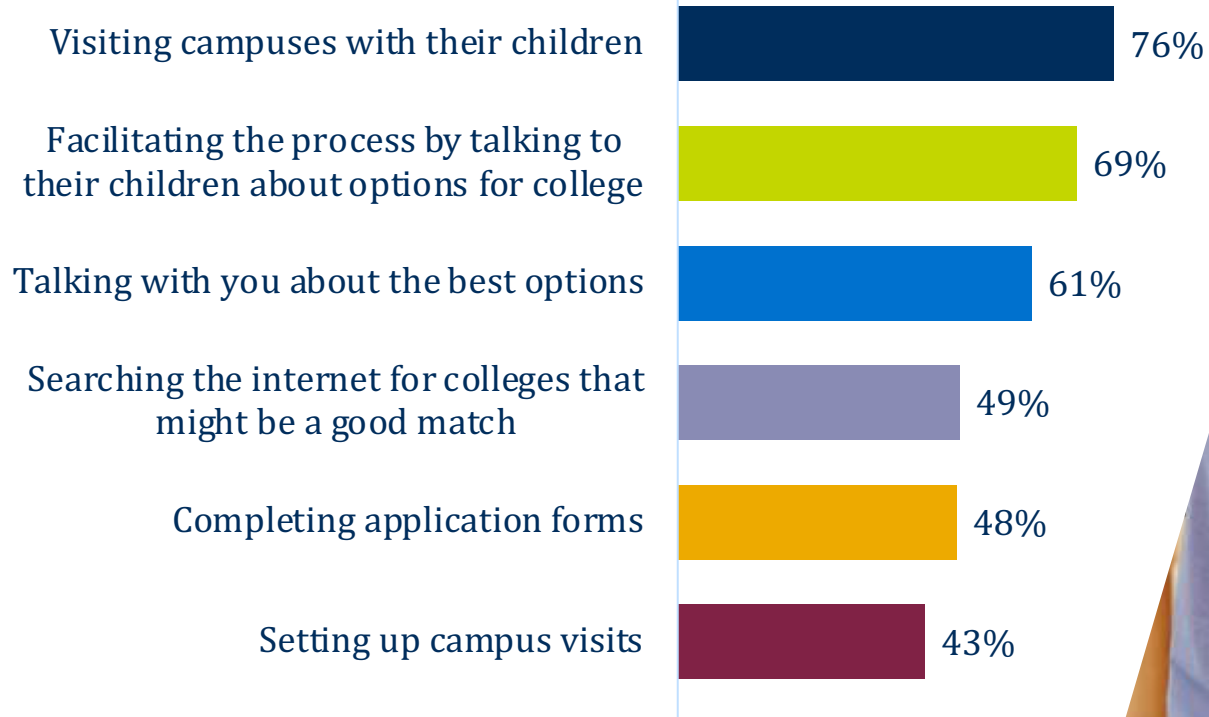


Text Message

24%
Received

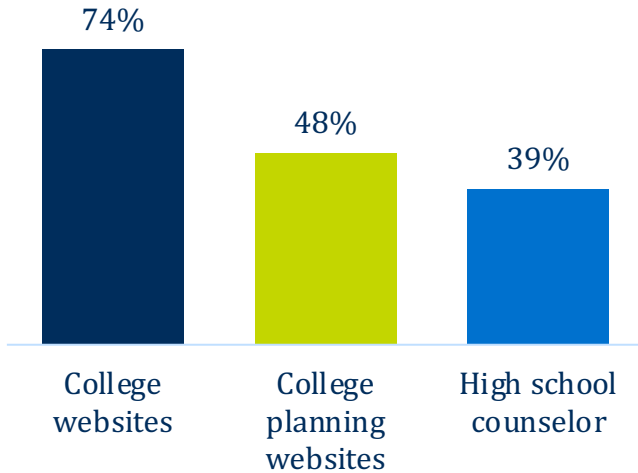
77%
Helpful

The most common parent involvement

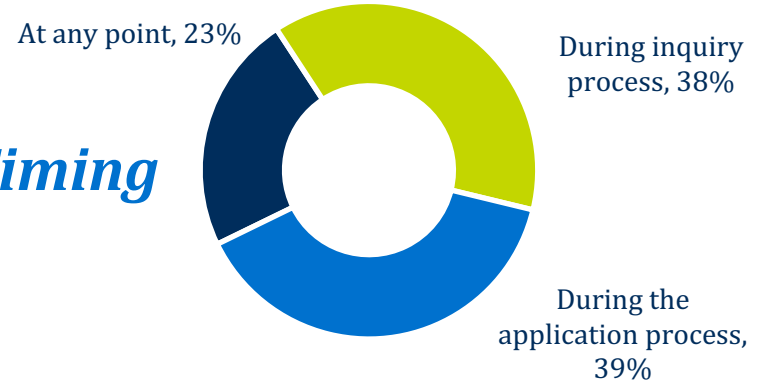


Information on financial aid & scholarships

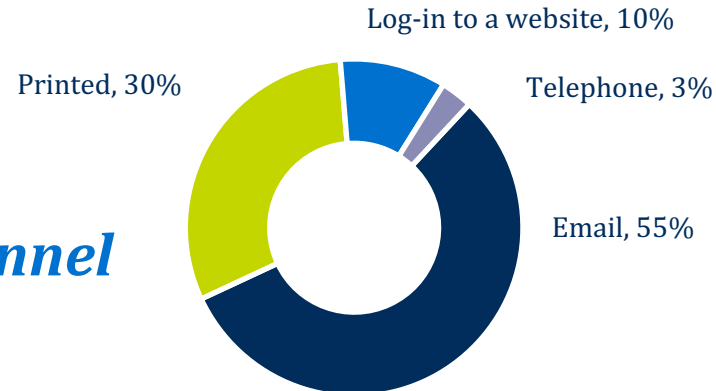
Info sources



Timing



Channel



A young woman with long, wavy blonde hair is shown in profile, looking upwards and to the right. She is wearing a dark, patterned top. The background is a blurred crowd of people, suggesting a large gathering or event. A semi-transparent green and blue rectangular box is overlaid on the right side of the image, containing white text.

How can
you stand
out in a
crowd?

A large colony of penguins is shown. In the foreground and middle ground, there are many fluffy, brown chicks. In the background, there are more chicks and some adult penguins. One adult King penguin is prominently featured in the center-right, standing out from the rest of the colony. The text "Step 1: Differentiate your marketing efforts" is overlaid on the left side of the image, with a yellow semi-transparent background behind it.

Step 1:
Differentiate
your marketing
efforts

What distinguished those communications that were helpful?



They were **personalized**

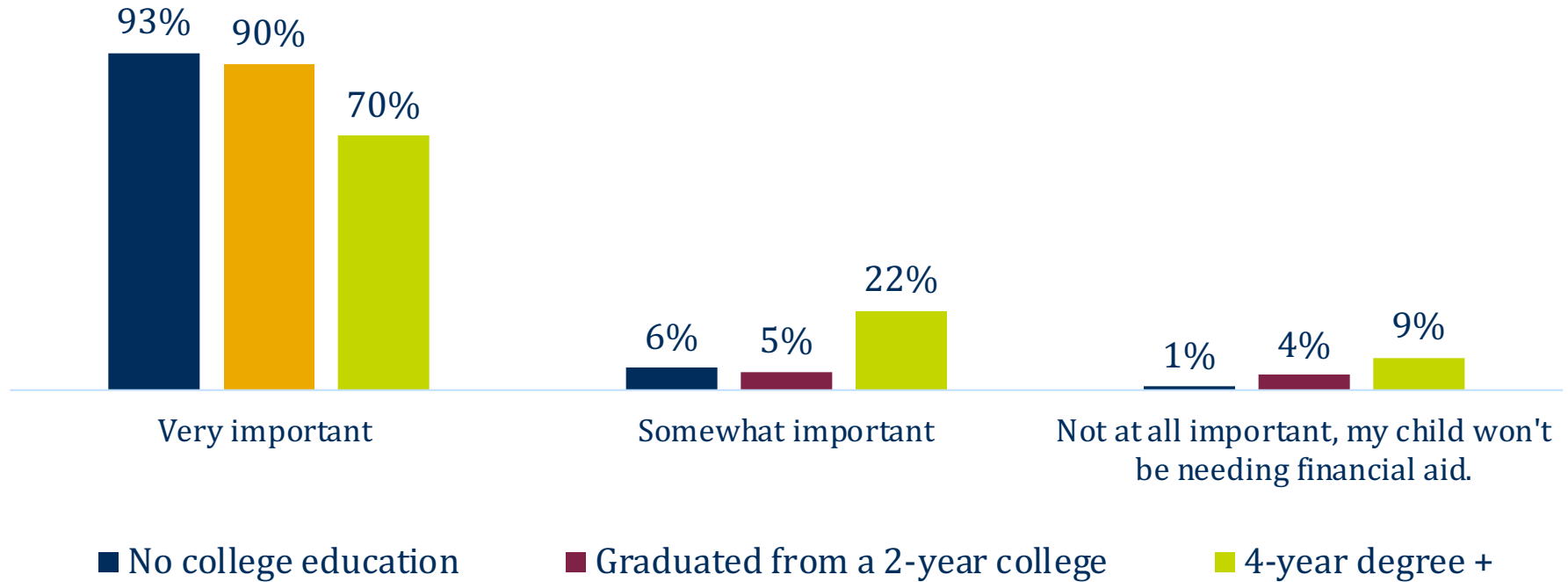
They were well **organized** and easy to understand

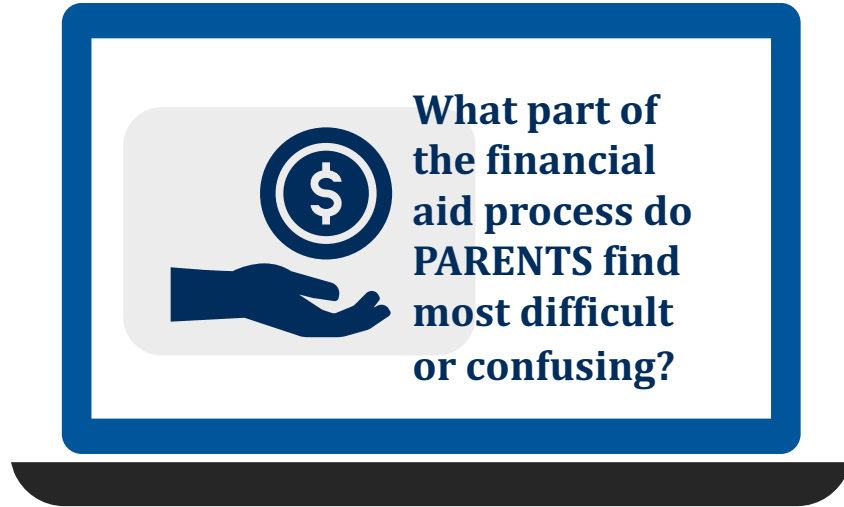
They promoted **engagement** with other parents or included information on current students' parents

They included **dates/timeline**, deadlines and things coming up

They had **personality**, they used **humor**


Importance of financial aid and parental educational attainment





 Helping my child apply for other scholarships 49%

 Completing the FAFSA 40%

 Understanding what I need to pay after all aid has been accounted for 38%

 Finding loans 31%

 Helping my child complete an additional school-required aid application 28%

 Understanding payment options 28%

 Understanding award letter 28%

Send parents content they need AND...

Weekly automated newsletters contain CampusESP drip content, such as:

Saving Money

- Cost of college
- Scholarships
- FAFSA
- Understanding loan debt

Getting In

- Helping your student
- Safety Information
- Insider tips

Tools

- Checklists
- Campus visit questions to ask
- Cost calculator
- College fair questions to ask

Family Activities

- Planning for college
- Planning for life after college
- Campus visits
- Budgeting

...content based on student enrollment status

CAMPAIGNS

include a call-to-action button + track parent impressions/clicks



DRIP MARKETING

flows automatically to new users



THE UNIVERSITY of NEW ORLEANS

Apply to UNO!
We're excited that your student wants to join our community of determined and talented degree-seekers! And we're more than ready to give your student the preparation they'll need to launch a career that's right for them.
[Apply Now!](#)

My Communities

- Privateer News >
- Parent and Family News >
- Student Success >
- Career Support >
- Housing & Residential Life >

Schedule a Tour at UNO!
Posted about 1 month ago in Prospective Families.
Let us show you around!
Weekdays: 9:30 a.m. & 2:00 p.m.
Saturdays: 10:30 a.m.
[Schedule a Tour!](#)

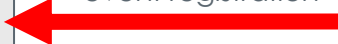
Calendar

- SEP 13 **Undergraduate Open House**
UNO's Fall Open House is for high school and transfer students interested in transferring into the full-time day program. Please click here for registration information.
[Register](#)
- SEP 23
- SEP 28 **Get to Know UNO Preview Day**
RSVP Here!
- SEP 30 **Mid-semester examination period.**
- OCT 08
- OCT 01 **Deadline to file an Application for Degree for Fall 2019 Graduation.**
- OCT 02 **Application for Degree for Spring 2020 Graduation Opens.**

Calendar of Events

CALENDAR

shows important deadlines + supports direct event registration



A group of students walking on a path in an autumn setting. The path is lined with trees whose leaves are turning yellow and orange. In the foreground, a student with a large camouflage backpack and a green beanie walks away from the camera. To their right, a student with long blonde hair in a blue jacket and a student in a red beanie and dark jacket walk towards the camera. In the background, other students are visible on the path. The text "Step 2: Increase visits, applications and deposits" is overlaid on the left side of the image in white font.

Step 2:
Increase visits,
applications
and deposits

Send nudges to move through the funnel

Inquiry

Focus on sign-up for campus visit

Application

Focus on completing student application

Admit

Focus on depositing & enrolling

The screenshot shows the University of New Orleans website interface. At the top, the logo and name 'THE UNIVERSITY of NEW ORLEANS' are visible. On the right, there is a 'Calendar' section with dates and events: SEP 13 (Extended Payment Plan Option (EPPD) 2nd payment due), SEP 28 (Get to Know UNO Preview Day), SEP 30 (Mid-semester examination period), and OCT 08. The main content area features three nudges, each with a red border:

- Apply to UNO!**: A nudge with a background image of a campus building. Text: "We're excited that your student wants to join our community of determined and talented degree-seekers! And we're more than ready to give your student the preparation they'll need to launch a career that's right for them." Button: "Apply Now!"
- Visit Campus!**: A nudge with a background image of a campus building. Text: "We invite you to join us on our beautiful lakefront campus for a special event to find out what makes the University of New Orleans Louisiana's premier metropolitan research university." Button: "Schedule a tour!"
- Student accepted? Information for families on next steps.**: A nudge with a background image of a campus building. Text: "Congratulations! Click the link below for more information on what students can expect before classes start." Button: "Read more!"

Nudge the nudger

FINANCIAL AID: Inform parents on financial aid and how to accept their package

ENROLLMENT: Remind parents to pay the enrollment deposit

HOUSING: Send parents details on the housing process

ORIENTATION: Promote student orientation sign-up



Step 3:
Improve
student yield

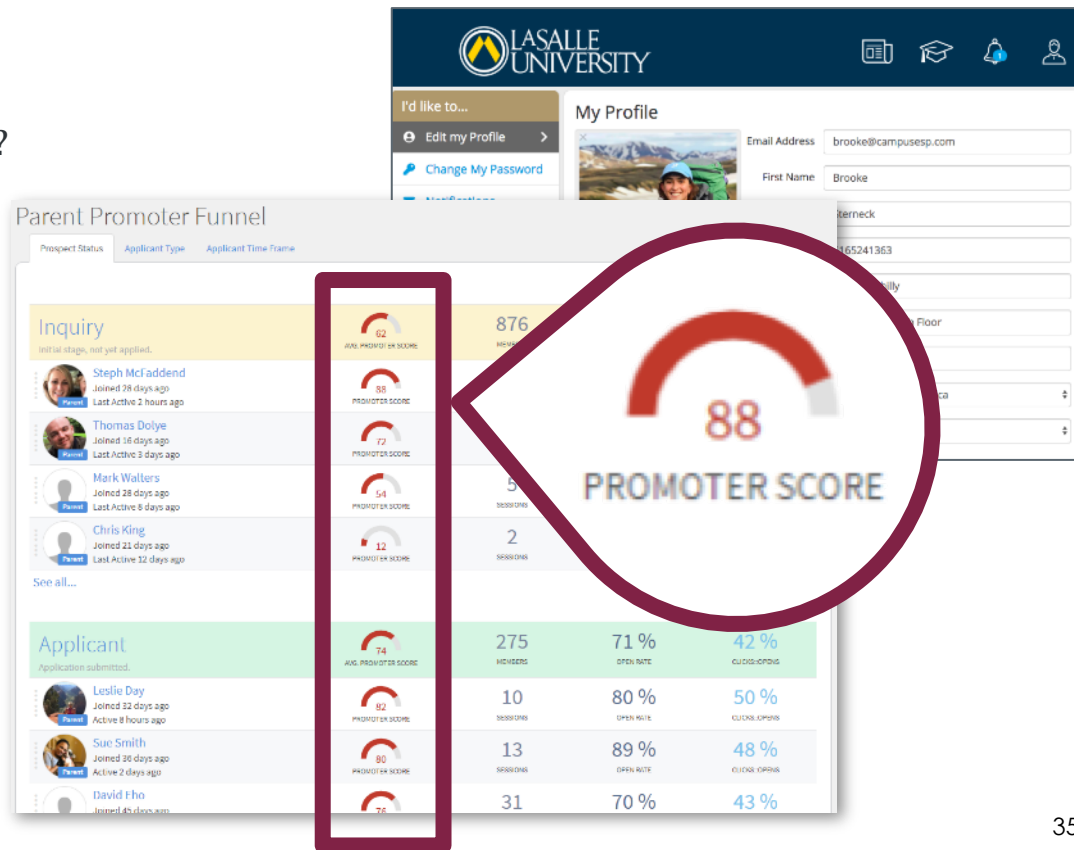
Qualify students based on parent engagement

Actions taken

- ✓ Fully registered account in CampusESP?
- ✓ Provided contact information?
- ✓ Registered for admissions event?
- ✓ Clicked on campaign?

High parent engagement →
High likelihood of student enrollment

Low parent engagement →
Low likelihood of student enrollment



A blue-tinted photograph of four people in a meeting. A woman on the left is pointing at a document on a table. A man in a plaid shirt is looking at the document. A woman with glasses and curly hair is also looking at the document. A person's legs are visible in the foreground on the right. The text "Engage parents. Improve student success." is overlaid in white.

Engage parents.
Improve student
success.

Areas of focus



1. Keep parents informed about student academic progress and financial details



2. Send alerts when students need support



3. Understand the needs of different types of parents

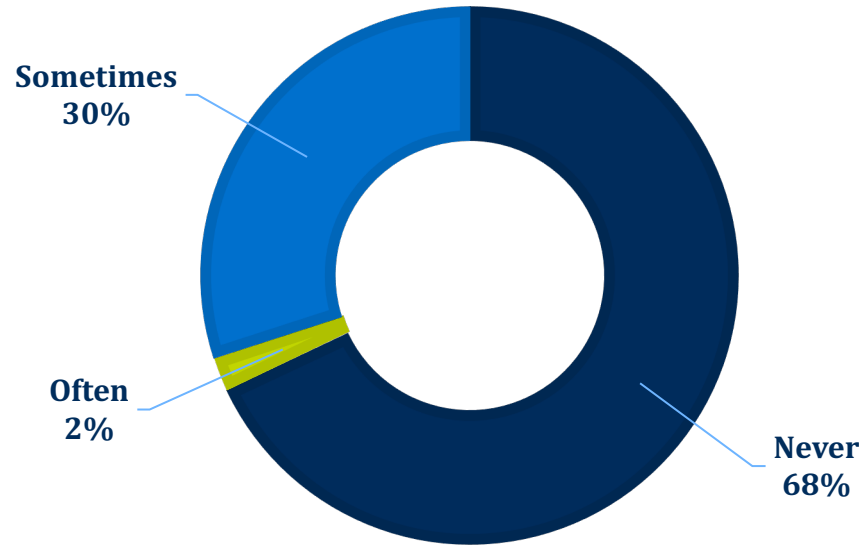


4. Partner with your IT department

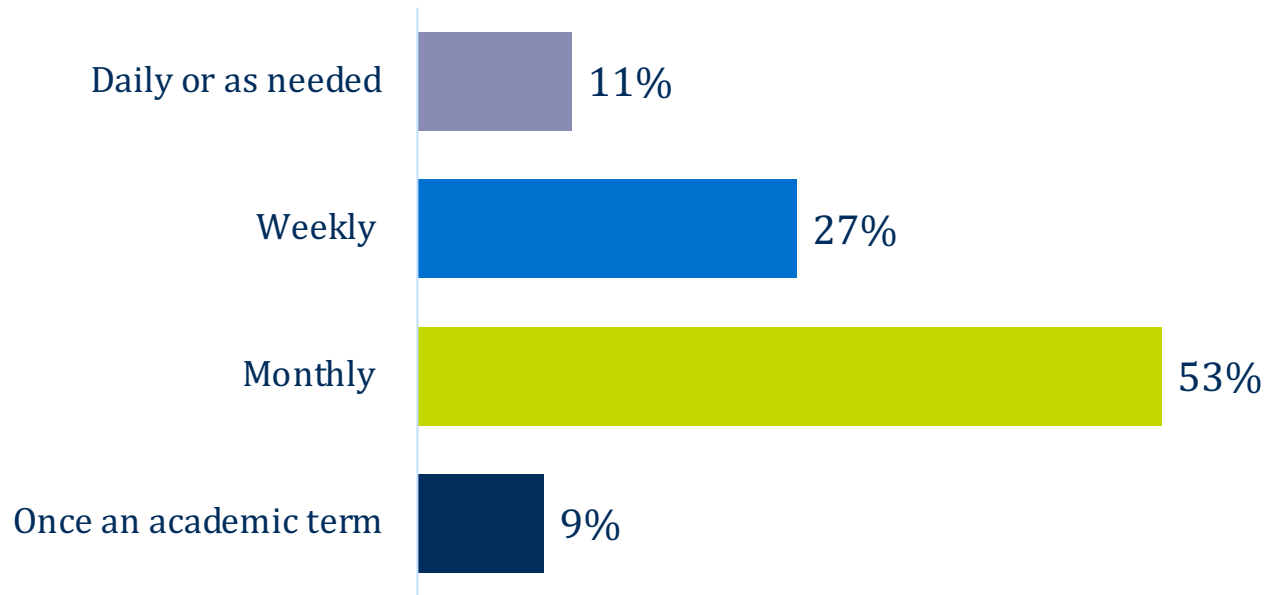


5. Deliver analytics to support your investment

How often do you contact college officials to solve problems your student may be having?

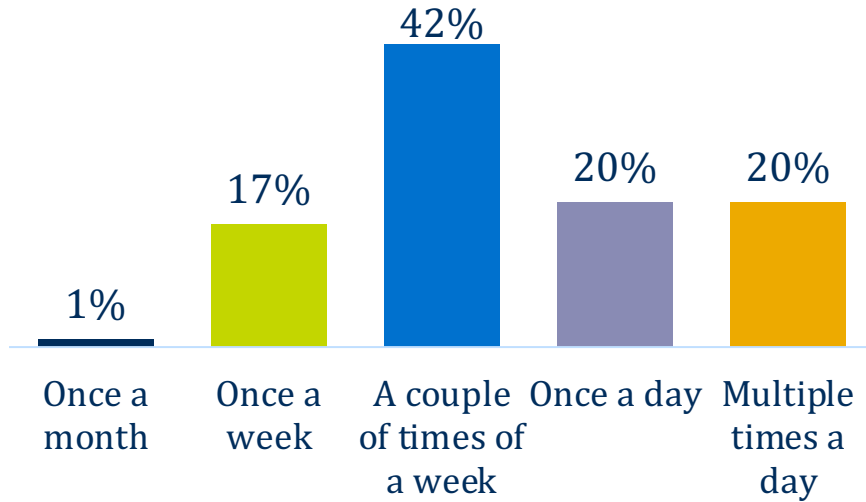


How often would you like to receive updates from your student's college?



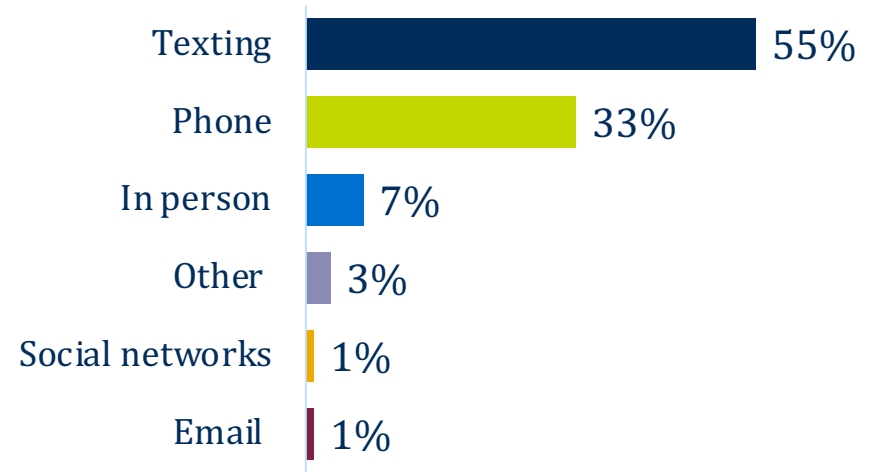
Family communication with college students

How frequently?



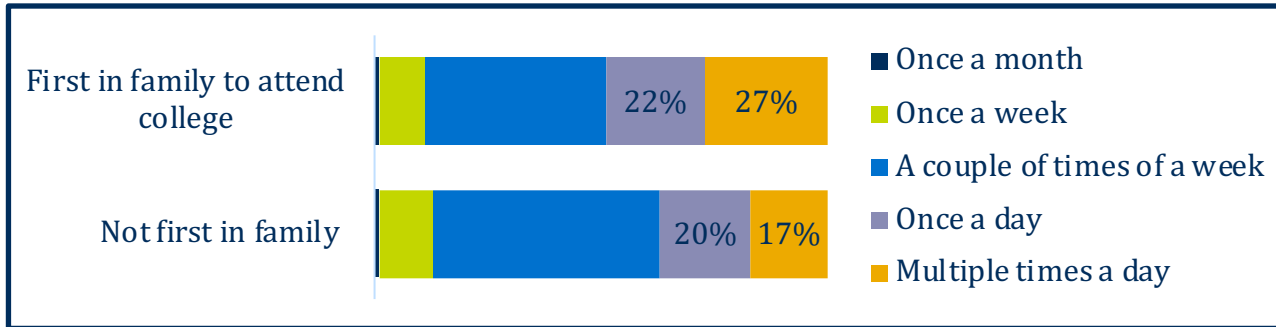
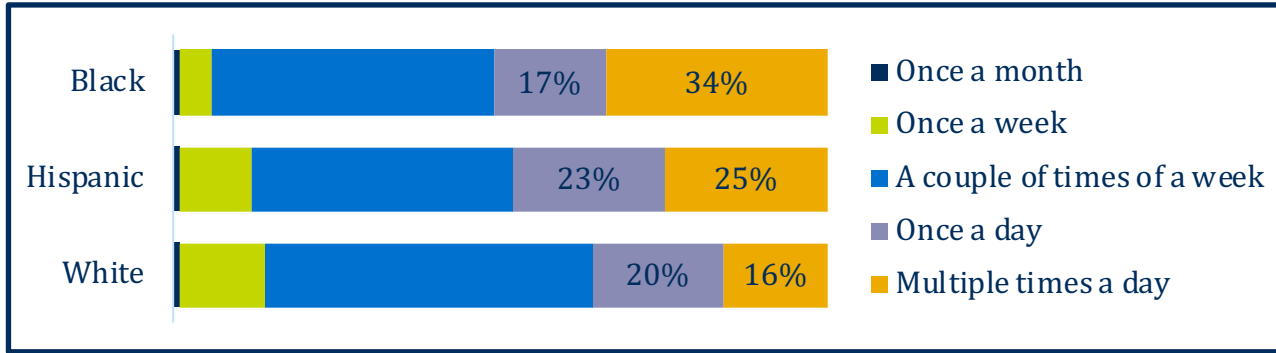
Average 13.4 times a week

Channel



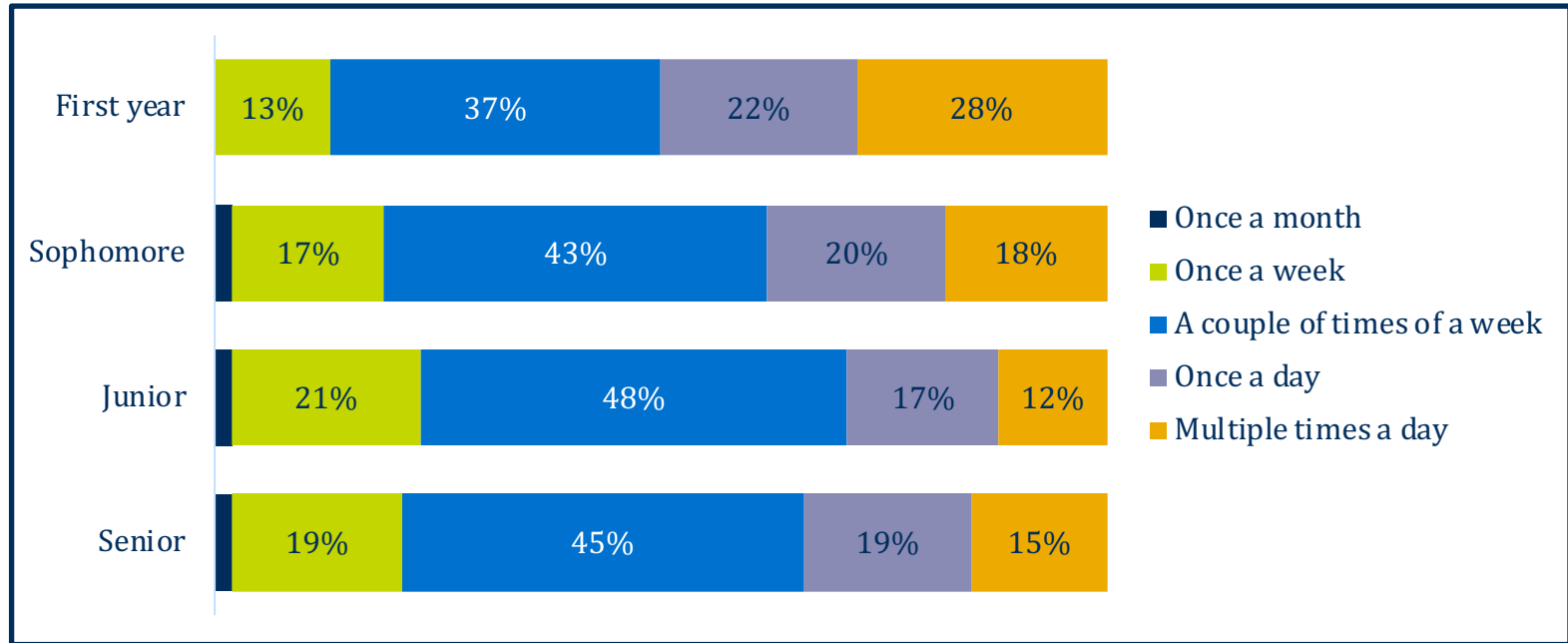
Involvement Varies By Ethnicity And Experience

How frequently do you communicate with your college student?



First-year parents are most involved, but not by much!

How frequently do you communicate with your college student?

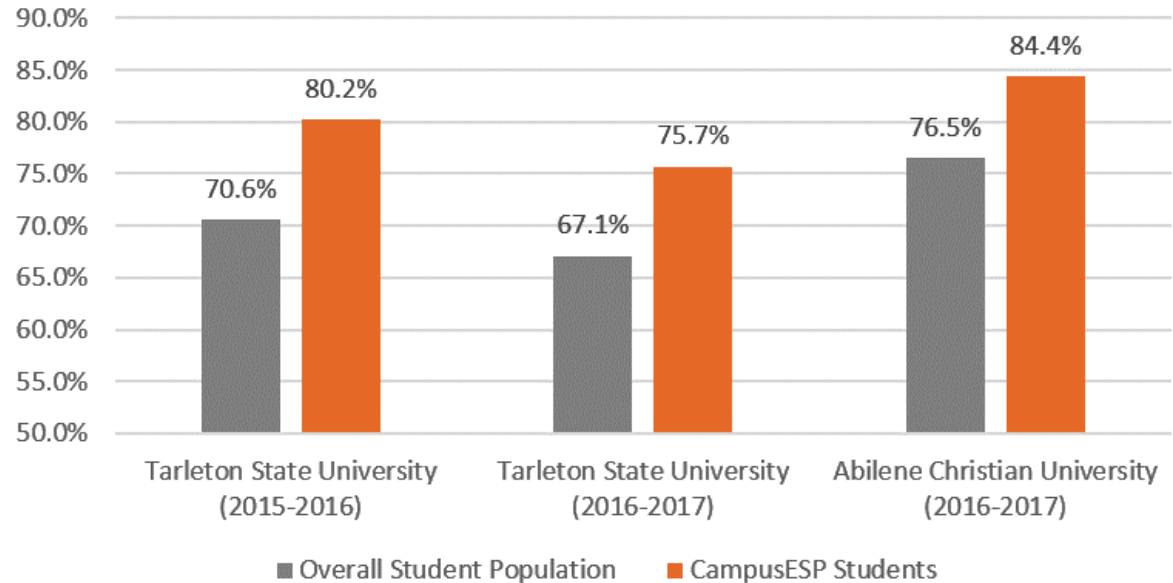


Increase student persistence up to 15%



<https://www.campusesp.com/blog/student-persistence-increases-with-parent-engagement>

Student Retention Rates Compared to Students of CampusESP Connected Parents



Parent engagement can help student retention

Electronic FERPA Waiver

	Request Access?
Academic Information	
Request everything in this group	<input type="checkbox"/> x
Schedule	<input type="checkbox"/> x
View student course schedule and credit hours.	
Student Status	<input checked="" type="checkbox"/>
View student status information including degree, major and class year.	
Registration Status	<input checked="" type="checkbox"/>
View student registration status for students eligible to enroll for the current and/or next term.	
Midterm Grades	<input type="checkbox"/> x
View student course grades and GPA information.	
Final Grades	<input checked="" type="checkbox"/>
View student course grades and GPA information. Final grades will be posted at the end of each semester.	
Academic Holds	<input checked="" type="checkbox"/>
Get notified when there's a new hold on the student account, along with a description of the hold type.	

Student Academic Data (SIS)



Parent Engagement Data (CampusESP)



Retention Impact (Reports, Research and Modeling)

Initial retention results

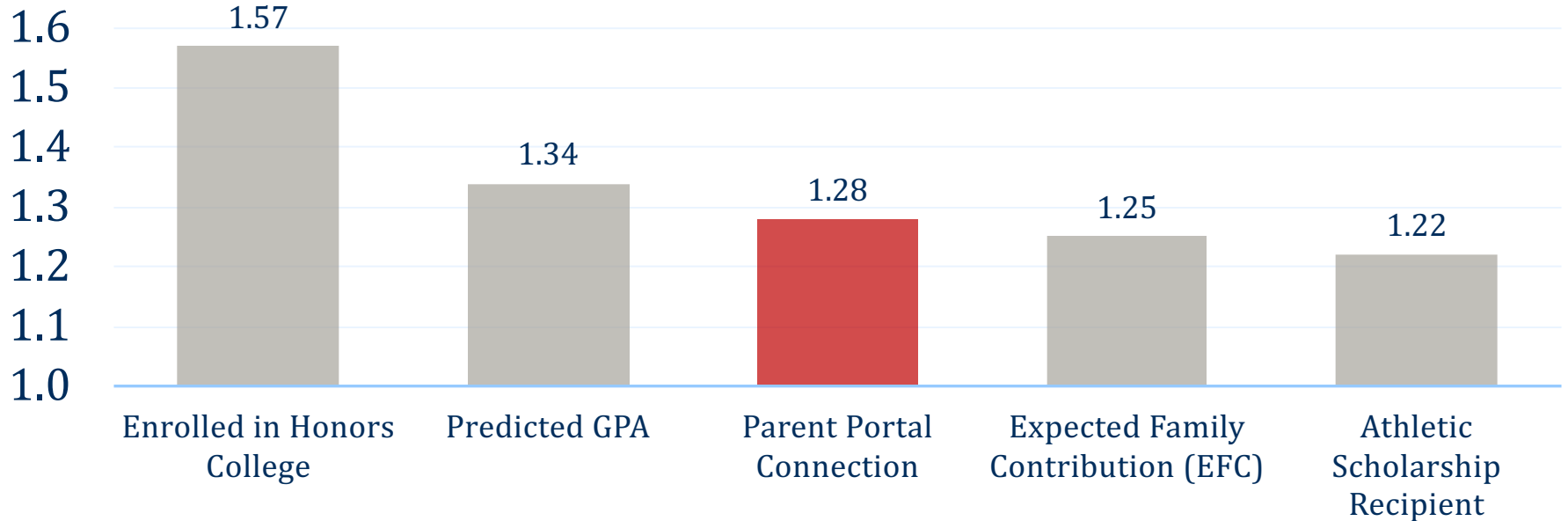
- 396 students connected with parents persisted at a rate of 82.5%
 - Unconnected students were 72.4%
- When controlled for known factors affecting retention, portal engagement still had a significance of .998
- The result of this model was that we can say with 99.8% confidence that a portal connection has a positive impact on retention, even when these other factors are controlled for. Moreover, the estimated effect of **a student-parent portal connection is that an individual student can be up to 15% more likely to retain.**

Student examples

- Student A:
 - Not in the honors college
 - 2.5 predicted GPA
 - EFC of only \$5,000.
 - **Increased probability of retention from 55.58% to 67.42%**
- Student B:
 - 3.5 predicted GPA
 - EFC of \$30,000
 - Not on an athletic scholarship
 - Does not have the Strategic personality characteristic
 - **Increased probability of retention from 97.62% to 98.05%**

Parent/student connection in the portal plays a big role in retention

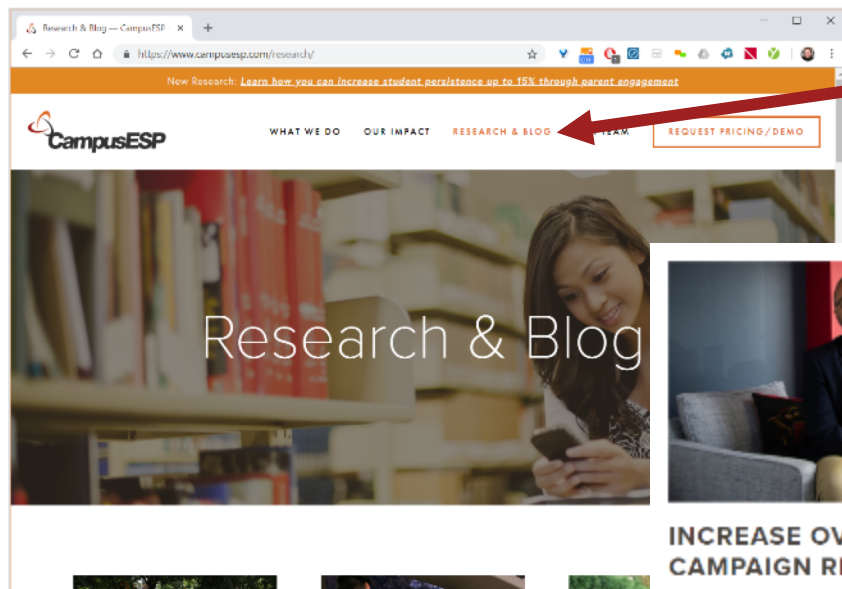
Standard relative odds of improving persistence



The more engaged the parent is the more likely the student is to persist

- Tested about 30 different measures of engagement spanning email and post activities. What emerged as the most predictive measures:
 1. the number of emails sent to a parent
 2. the number of times a parent clicked through a link in those emails
 3. whether an interaction was present.
- All three of these relationships were present with at least a 98% confidence level.
- Each incremental post activity increases the odds of retention by a factor 1.0036:1
- Merely signing up for the portal is not significant.
Parents must open and engage with posts to increase student persistence odds.

CampusESP Blog/Research



INCREASE OVERALL CAMPAIGN REACH BY 8X

Aug 5, 2019

GUEST POST by Brian Watkins, Director of Parent and Family Affairs at the University of Maryland and former President of the Association of Higher Education Parent/Family Program Professionals (AHEPPP).



WHAT'S IT LIKE TO USE CAMPUSESP? LET BAYLOR TELL YOU.

Nov 28, 2018

GUEST POST by Katie Matthews (Parent Program Specialist at Baylor University)

The Baylor Parents Network started using the CampusESP parent portal in June of 2018. From prospective parents to parents of current students, read about their experience.



FAMILY SUPPORT AND ENCOURAGEMENT ARE CRITICAL TO STUDENT SUCCESS

May 20, 2018

GUEST POST by George D. Kuh, PhD (Chancellor's Professor Emeritus of Higher Education at Indiana University and a member of CampusESP's Advisory Board.)



Let's talk

about creating a parent engagement strategy

Yes, I'd like more info on how RNL can help me with my parent engagement strategy

Learn how RNL can help you involve parents to make an impact
on this year's class



The image shows a large, empty lecture hall or auditorium. The seats are arranged in rows, with a central aisle leading towards a stage area at the top of the frame. The seats are dark-colored with attached writing tablets. A blue horizontal band is overlaid across the middle of the image, containing the word "Questions?" in white, bold, sans-serif font.

Questions?

RNL Marketplace

Explore new and next technology and solutions for higher education from RNL and our Marketplace Members, all curated in one place just for you.

RNL RFP Library

Looking to submit an RFP?
Check out our comprehensive listing of more than 60 RFP examples broken down by institution and project type.





Thank you!