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2019 Ruffalo Noel Levitz_Reduce Summer Melt w/ Gen Z Peer Influence_03.19

Ruffalo Noel Levitz

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Reduce Summer Melt With Gen Z Peer Influence

Sarah Keating | Dustin Manocha | Christopher Quinn



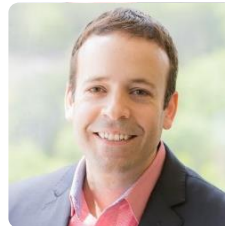
Agenda

1. New partnership to serve you
2. Student needs and trends
3. Improving melt and yield
4. Q&A



Sarah Keating

Associate Vice President



Dustin Manocha

Founder & CEO



Christopher Quinn

Chief Operating Officer





RNL and Nearpeer

Partner to Harness Peer Influence:
Reducing Summer Melt, Increasing Student Retention

RUFFALO[®]
NOEL LEVITZ

+

 **Nearpeer**



WHY RNL?



OUR MISSION

To make colleges, universities, and nonprofits successful and vibrant through inspired and relevant engagement



WHAT WE DO

Technology-enabled services, software, and consulting to power stronger results for enrollment, student success, and fundraising

A track record of trust and results

INSTITUTIONAL



**1,900 CAMPUSES
AND NONPROFITS**
work with us each year



3,000 INSTITUTIONS
have partnered with us
in our history



300 NEW CLIENTS
started working with
us last year

ENGAGEMENT



240 MILLION EMAILS
sent to prospective
students and donors
annually



**20 MILLION
COMMUNICATIONS**
mailed for our clients



**6 MILLION PHONE
CONVERSATIONS**
with students and alumni

FISCAL



\$2 BILLION
in institutional financial
aid optimized for our
campus partners



**MORE THAN
\$1 BILLION**
generated in philanthropic
commitments



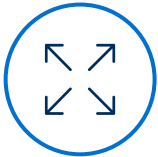
\$200 MILLION
raised per year using
our multichannel
fundraising solutions

RNL's key differentiators



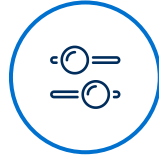
SPEED

Robust data using 10 million records in predictive analytics and modeling allows you to target more students more quickly



SCALE

Leader in sharing best practices and benchmarks with 130 experts who average 15 years of on-campus experience



FLEXIBILITY

Award-winning 4-channel marketing delivers personalized communications to engage students no matter where they are searching



PARTNERSHIP

RNL Partners Program expands your ability to engage students and alumni



COLLABORATION

Personalized 1-to-1 service at scale with burstable capacity through a full account team



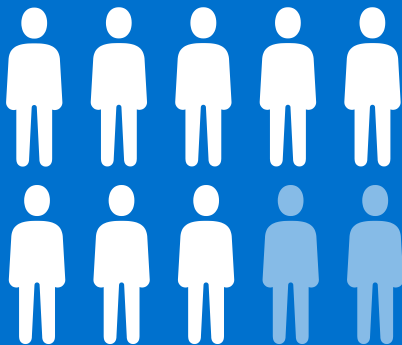
EXPERTISE

45 years of experience solving enrollment and fundraising challenges for 3,000 campuses



Students seek **connection** to their peers and **NEED HELP**

82% of students want to know their peers better



Source: Nearpeer

Making friends is a top request



Attend an informal gathering to meet new friends

71%



Help with the most effective ways to take college exams

69%



Talk with someone about career qualifications

67%



Help in improving study skills

67%



Find out more about clubs/organizations

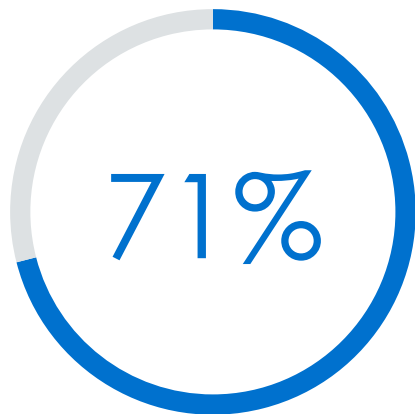
67%

Source: RNL 2018 National Freshman Motivation to Complete College Report

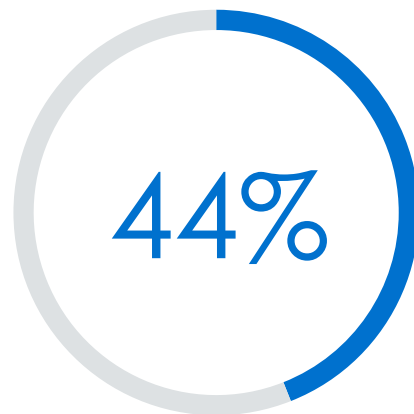


Yet this top request is the #1 most likely to **FALL SHORT**

Attend an informal gathering to meet new friends



Requested at start of first year



Received by mid-year

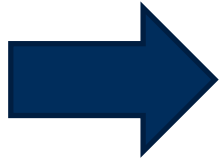
**27%
gap**

(71%-44%)



Students want to “fit in” and seek comfort via social media

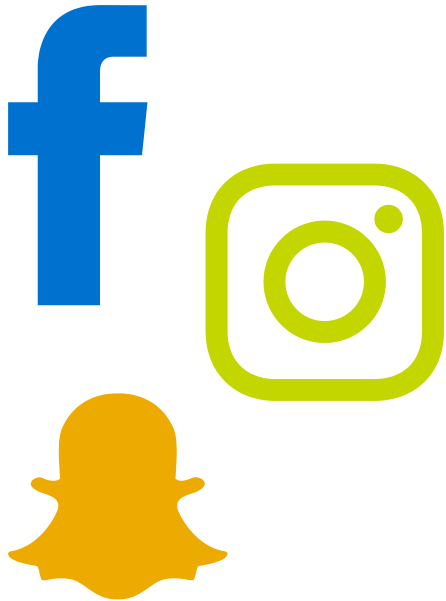
Top 7 topics students look for on social media sites



- 1** What social life is like on campus
(64% seniors, 66% juniors)
- 2** What it's like to live in the dorms
(60% seniors, 64% juniors)
- 3** What it will be like to be in classes
(57% seniors, 64% juniors)
- 4** What qualifications I need to have to be accepted
(45% seniors, 62% juniors)
- 5** What internships might be a part of my academic program
(49% seniors, 58% juniors)
- 6** How I'll pay for college
(54% seniors, 58% juniors)
- 7** What I need to do to apply
(45% seniors, 57% juniors)

Yet social media often leaves students “more connected yet more isolated”

Especially isolated: The introverts



Social media use increases depression and loneliness, study finds

Date: November 8, 2018

Source: University of Pennsylvania

Summary: Facebook, Snapchat, and Instagram may not be great for personal well-being. The first experimental study examining use of multiple platforms shows a causal link between time spent on these social media and increased depression and loneliness.

Gen Z is the loneliest generation

This growing population of isolated students is more likely to drop out—**including incoming students melting**

“

Gen Z (adults ages 18-22) is the loneliest generation and solitude is seen to lessen with age

“

Stressed and lonely students: Should colleges do more for them?

“

'Isolated' poorer students more likely to drop out, study shows

The stakes are higher than ever for Gen Z

Peer influence is the #1 most powerful influence for Gen Z

↓ melt

↑ yield

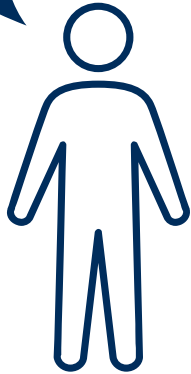
↑ revenue

**PEER PRESSURE: GEN Z
SHAKES UP INFLUENCER
RANKS**

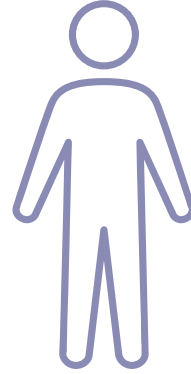
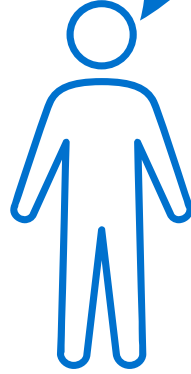
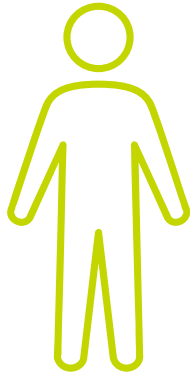
By [Jack Neff](#) and [Lindsay Stein](#). Published on January 23, 2018.

Meaningful peer influence reduces melt, increases commitment

What if I'm
not right for
college?



Will I don't get
along with my
peers? Not into
same things?



Just cleared
waitlist at top
choice—why
go here?



A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the background, a large, multi-story building with a central dome and a spire is visible. The scene is set outdoors with trees and a lawn. The text is overlaid on the image.

Nearpeer is excited to join forces with RNL to harness peer influence to reduce melt

Nearpeer harnesses peer influence to improve yield and student success

- Peer influence—#1 most influential factor
- Mobile-first
- Serve the introverts
- Feel connected digitally to peers



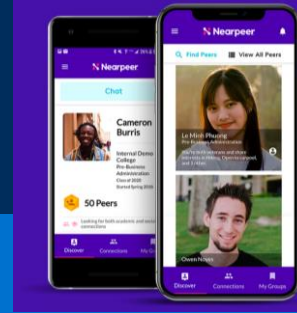



Peer engagement is no-cost vs. staff-to-student

Nearpeer harnesses peer influence to improve yield and student success

Engages the introverts


Voluntary profile, interests-based.
Creates healthy peer discovery.






Cameron Burris

Pre-Business Administration
Class of 2020
Started Spring 2018

 50 Peers

 Looking for both academic and social connections

Bio "1st year in Boston area after transferring. Loving it. HMU if you're interested in carpooling on MWF from Somerville area!"

Cameron's Interests

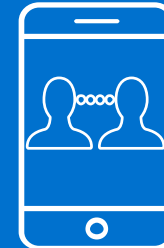
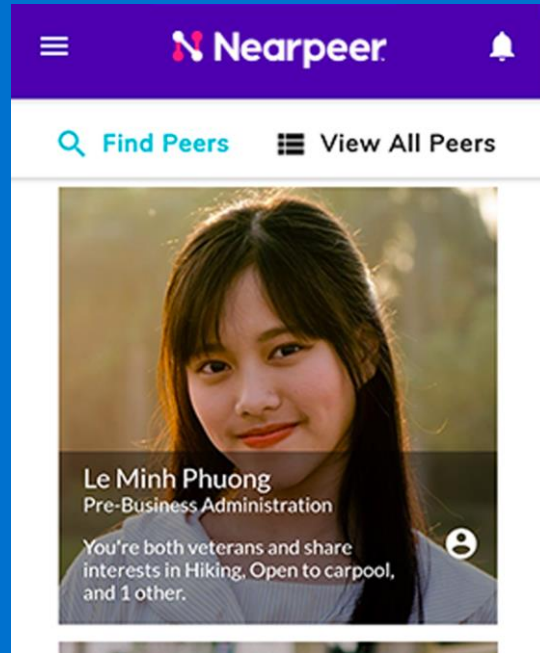
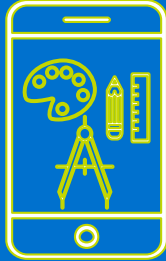
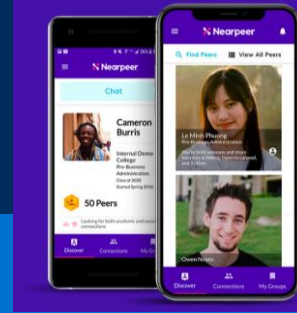
- 3D printing
- Foreign language learning
- Hiking
- Kayaking
- Footbag
- Travel
- Open to carpool



Nearpeer harnesses peer influence to improve yield and student success

Builds familiarity, comfort to engage

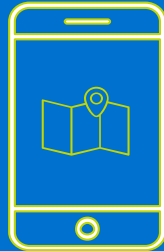
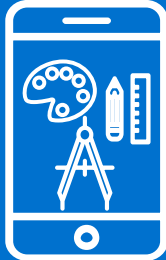
Nearpeer algorithms recommend matches. Shared interests, major, life, more.



Nearpeer harnesses peer influence to improve yield and student success

Tailored “who’s like me” search for relevance

On incoming class, hometown, interests, major, more.
Search across everyone or just groups.



Find Peers

Name

Major or Certification
Computer Science

Interests
Kayaking

Incoming Class
Spring 2019

Search for peers who live within...

distance
25 miles of

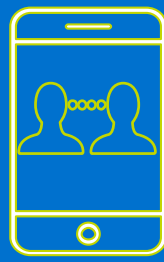
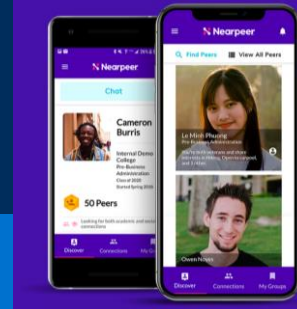
location
my hometown



Nearpeer harnesses peer influence to improve yield and student success

Nearpeer fosters peer outreach

Full profile fosters comfort, familiarity.
Permission-based connection invite to peers.



Nearpeer

Connect

Le Minh Phuong
Pre-Business Administration
Class of 2022
Started Fall 2018

50 Peers

Looking for both academic and social connections

Le Minh's Interests

- Do it yourself
- Painting
- Reading
- Watching movies
- Writing
- Gardening
- Hiking
- Kayaking
- Travel

Le Minh's Community

- College of NSFA
- Fall '18 new transfer students

Le Minh's Info

- Gender: Female
- Hometown: New Haven, CT, USA
- Career Aspiration: Conservation

Le Minh's Bio

"I like to do outdoorsy things with my dog. I'm into hiking, having fires, and spooky movies."

Le Minh's Interests

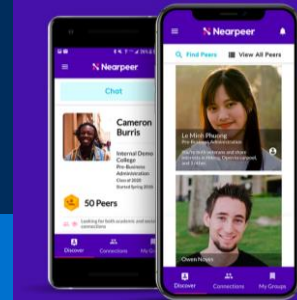
- Le Minh lives off-campus
- Le Minh is a transfer student from Bunker Hill CC

Discover | Connections | My Groups

Nearpeer harnesses peer influence to improve yield and student success

In-app messaging
—easy to engage

1:1 and group-based messaging.
Catalyst to interaction beyond Nearpeer.



Case study: University of Maine

Higher enrollment from lower melt

Key results:

\$1.3 million tuition lift (30x ROI)

16% reduction in melt/"no shows"

Increased commitment to college

~50% student adoption

20+ uses per student

Nearpeer Case Study **RUFFALO NOEL LEVITZ**
Strategic Partner

Nearpeer generates \$1+ million for University of Maine

Amid rising summer melt and increased competition for students, the university engaged Nearpeer

Nearpeer fosters peer relationships and engagement for incoming and active students. All to improve yield and retention by strengthening students' connection and commitment to the university.

In this program, incoming students voluntarily signed up for the Nearpeer app. Students then connected in-app with their peers, nudged by Nearpeer's recommendation engine and algorithms.

Students benefited from:

- A stronger commitment to the university
- Increased peer influence and support
- Reduced social isolation

Nearpeer drove a significant 16% reduction in melt, nearly \$500K lift in first-year tuition, and greater than \$1.3M lift over four years.

Nearpeer impact is driven by voluntary adoption

High use

- ~50% adoption
- 20x repeat use
- 36+ peer connections
- 300,000 interactions

High impact

- 16% reduction in no shows/melt
- \$1.3 million increase in net tuition

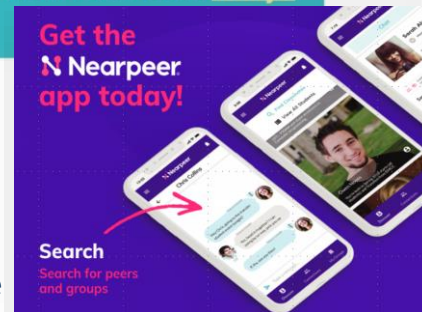
Summer orientation



Text

Meet 1K+ incoming students already on Nearpeer today. Signup w/ iOS: bit.ly/NPUMV ANDROID: bit.ly/UPUMA Q's? 1-min YouTube: bit.ly/NPUMV

Table top



Email and print invite

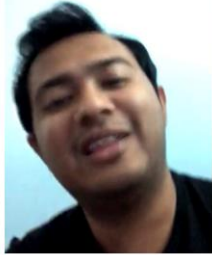
Nearpeer's student-centered innovation



Wendy, NYU



Na'ilah, UNC Pembroke



Alec, U of Houston



Seth, Univ of North Georg



Jamal, St. Cloud State University



Nelly, Northwestern University



Christopher, LA Community College

Aaron—incoming fall 2018 student

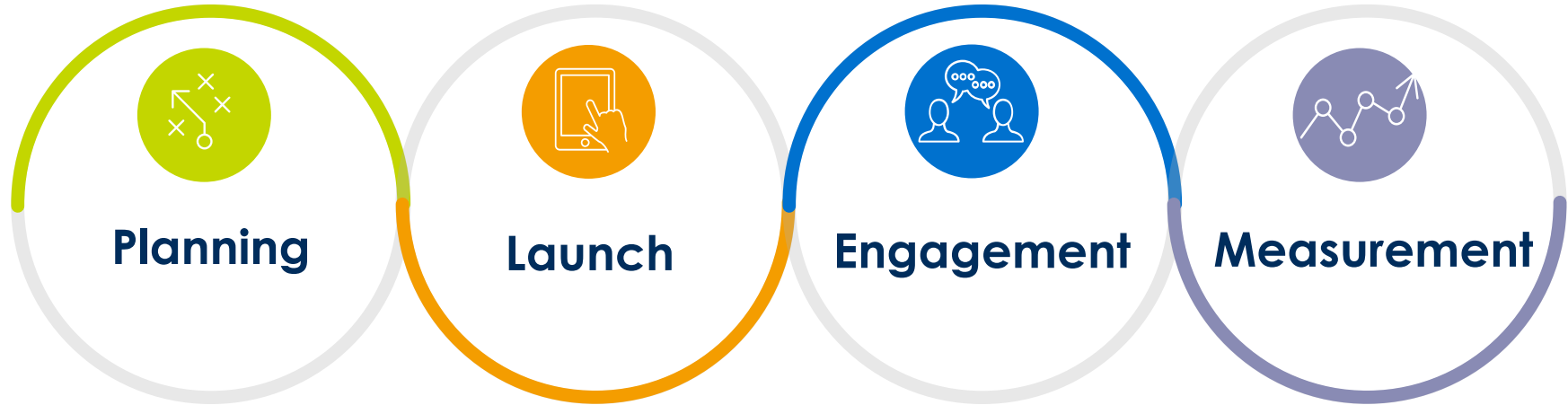
“I added my interests in scuba diving, robotics, and things like that...and almost immediately started getting matches with other people interested in those fields. And I've already met at least two or three people who are into very similar things that I'm into.”



Anna—incoming fall 2018 student

“Nearpeer makes it a lot easier to connect with people of similar interests. It's a really good thing for freshmen to help make those connections because everybody's in the same boat.”

High-touch Nearpeer programs = low effort to serve 2019 class



Nearpeer and RNL realize that your team's bandwidth may be limited. As a result, Nearpeer's programs deliver high impact while Nearpeer performs most (90%) of the work.



Let's get started boosting your enrollment

*There's still time to improve yield
for your incoming fall 2019 class*

*10-15% lower melt
20-40x ROI*



Let's talk

about boosting
your enrollment and reducing melt

Ask for a free consultation and demo.





Q&A



Strategic Enrollment Planning Executive Forum

Position your campus for
immediate and long-term success
at this event for campus leaders

March 27-28, 2019

Chicago, Illinois



SAVE \$100

Register at RuffaloNL.com
with code:
SEP100

RUFFALO[®]
NOEL LEVITZ

Thank You!

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