Enrollment Services - Communication and Marketing
FY19 Annual Report for ESCM
Utilization Reports:

1. Email Communications via SendIT System:

1. Comparable email metrics for the 2016, 2017, and 2018 Fall Semesters for ADM, OUR, SFA, IES, and Campus Partners are provided below. Note that in 2018 Admissions email messaging was moved from SendIT System to Radius CRM (see item #2 below).
   - From Fall 2016 to 2018, there has been an 81% decrease in the total number of emails sent via the SendIT System. Factors contributing to the decrease include: (a.) Admissions email messaging moving from intensively manually SendIT System to more efficient and automated Radius CRM System, (b.) increased leveraging of more integrated marketing/social media outreach tactics and less reliance on email as sole means of communication.
   - From Fall 2016 to 2018, there has been a 15% increase in the total number of emails opened that were sent via the SendIT System. Factors contributing to the increase include: (a.) Admissions email messaging for prospective students, which tends to only average around an 18% open rate, was moved from SendIT System to Radius CRM System, and (b.) by leveraging other forms of communication mediums, the email messages that are sent have more meaning and are less likely to be viewed as SPAM.

2018	Sent	Opened	Percent Opened	Clicked	Percent Clicked
September	10,649	5,963	56%	179	3%
October	111,805	51,430	46%	1,543	3%
November	1,053	663	63%	46	7%
December*	375	285	76%	88	31%
Total/Avg	123,882	58,341	60%	1,856	11%
* OUR Bac Men	Messages Only				
2017	**Sent**	**Opened**	**Percent Opened**	**Clicked**	**Percent Clicked**
September	77366	34185	44%	2123	6%
October	97166	40410	42%	3381	8%
November	79534	29346	37%	1788	6%

December	62136	25850	42%	752	3%
Total/Avg	316202	129791	41%	8044	6%

2016	Sent	Opened	Percent Opened	Clicked	Percent Clicked
September	295108	68660	23%	2122	3%
October	174363	109415	63%	12788	12%
November	127687	79855	63%	4355	5%
December	72817	44523	61%	4308	10%
Total/Avg	669975	302453	45%	23573	8%

2. Radius CRM:

1. Admissions prospect/applicant/admit email communications distributed through Radius CRM began in 2018. Therefore, the comparative data provided below is only reflective of 2018 and 2019 through September 1.

	2018	2019 (through Sept
Total Emails Sent	2,776,168	2,887,430
Opens (Open Rate)	772,387 (27.8%)	625,669 (21.7%)
Clicks (Click Rate)	29,387 (1.1%)	59,713 (2.1%)
Communication Plan Email Distributions	1,825	858
Campaign Email Distributions	312	266
Total Email Distributions	2,137	1,124

2. Contacts, Cases, Events, Inquiries

	2018	**2019**
Contact Records Created*	185,557	155,597
Cases	5,941	92,548
Territories	19	
ADM Counselors in Radius	24	
Event Created	1,023	915
Event Active	1,073	1,272
Inquiry Form Submissions	4,207	9,289

*A massive data clean-up effort has been underway since the beginning of 2019 in an effort to eliminate duplicate contacts, which has affected some of these numbers.

3. **Print Pieces (by ES Office):**

1. Admissions
   - 2018-2019 Admit Packet
   - Freshman Travel Piece (English)
   - Freshman Travel Piece (Spanish)
   - Transfer Travel Piece
   - International Travel Piece (English)
   - International Travel Piece (Mandarin)
   - "Champion Piece" / Viewbook
   - Letter from Mardell attached to Viewbook
   - Counselor One-Sheeter Pads
   - Cougar Preview Postcard
   - Cougar Preview Schedules
   - In-state Prospect Postcard
   - Out-of-State Prospect Postcard
   - Orientation Postcard
   - Orientation Schedules
   - Fleet Vehicle Logos
   - Letters to Parents about Scarlet Night
   - Out-of-State Yield Postcard
   - Campus Visit Follow Up Postcard

- Inquiry Follow Up Postcard
- Cougar Travel Schedule
- Coogs 2023 postcard
- Letter to National Hispanic Scholars
- Out-of-State Tuition Waiver Postcard
- Cougar Promise Postcard
2. Scholarships and Financial Aid
   - Tier One Scholarship Insert (for scholarship packet)
   - FERPA Buckslip
   - Verification Buckslip
   - Grants Buckslip
   - Loans Buckslip
   - Scholarships Buckslip
   - Work-Study Buckslip
   - First Roar Ad
3. Integrated Enrollment Services
   - Budget worksheet for Financial Literary
   - Welcome Center (OUR, SFA, SBS) Check-In Cards
   - Signage for Fall 2019 Peak
   - Bookmark for Fall 2019 Peak

*Print design and production has increased by 72% from 2017-18 to 2018-19 (37 total pieces produced in 2018-2019 versus 11 total in 2017-2018).

4. Social Media: Please see the Marketing Highlights section for Social Media utilization metrics

5. Digital Screen Placements/Campaigns*:

1. Placements/campaigns - 6 (2017-18 total was 36)
2. Number of Slides updated per campaign -

*Note: The number of placements/campaign, as defined and reported on in previous years has changed due to new executive leadership in ESCM. The 36 total in 2017-18 was representative of the number of slides that were uploaded to digital screens on campus. Beginning this reporting cycle, we will break down the total number of campaigns and slides updated by our staff within the fiscal year.

6. Access UH Banners: 3 - Spring 2019 ES Extended Hours, myUH unavailable, Fall 2019 ES Extended Hours

7. CoogNews Submissions (w/avg. views):

- 4 submissions total; 546 unique views and 652 total views during time these submissions were published

Marketing Impact (only if applies):

1. Established - Social Media Strategies
   o "Official Coog"
   o "Unleash Your Power"
2. Initiated - Social Media Strategies
   o #UnleashYourCoog
   o #TributeTuesday
   o #ThrowbackThursday
3. Provide accomplishments in marketing metrics (Green highlight denotes notable accomplishments)

ADMISSIONS

FACEBOOK	9/1/18 – 8/31/19	9/1/17 – 8/31/18	9/1/16 – 8/31/17
Follower Growth	**25.6%**	26%	21%
Total New Followers	**195**	157	110
Posts	**87**	40	177
Total Engagement	**996**	610	1,407
Link Clicks	**1,333**	N/A	N/A

TWITTER	9/1/18 – 8/31/19	9/1/17 – 8/31/18	9/1/16 – 8/31/17
Follower Growth	19.5%	35.1%	38.1%
Total New Followers	381	481	398
Tweet Count	550	701	553
Profile Visits	39,493	67,568	41,601
Impressions	**1,621,700**	1,189,300	498,000
Link Clicks	**2,075**	774	1,415
Retweets	**2,003**	1,537	1,024
Likes	**9,256**	6,118	2,791
Replies	152	208	332
Mentions	482	466	532

INSTAGRAM	9/1/18 – 8/31/19	9/1/17 – 8/31/18	9/1/16 – 8/31/17
Follower Growth	**28.3%**	23%	28.3%
Total New Followers	**496**	319	303
Posts	120	111	156
Likes	9,050	9,196	9,460
Comments	181	149	608
Video Views	**8,245**	N/A	N/A

ENROLLMENT SERVICES

TWITTER	9/1/18 – 8/31/19
Follower Growth	**5.5%**
Total New Followers	**108**
Tweet Count	121
Profile Visits	4,965*
Impressions	**418,296**
Link Clicks	298
Retweets	197
Likes	417
Replies	51
Mentions	77**

*We do not have data on profile visits from September 2018 – January 2019.

**We do not have data on mentions from September 2018 – February 2019.

Staff Highlights: Personnel Updates (only if changes occurred):

- Mark Smith resigned as Marketing Manager.
- Madison Laurence hired as Graphics Designer
- Vanessa Colchado, Assistant Director of Marketing in University Marketing, was appointed Interim Executive Director of Marketing and Communication for Enrollment Services (Sept 2018-Dec 2018)

- Kirsten Clark, Communication Coordinator, was named Interim Associate Director of Marketing and Communication for Enrollment Services
- Chris Cheatham hired as the Executive Director of Marketing and Communication for Enrollment Services
- Krista Huff hired as Communication Coordinator
- Kirsten Clark hired as Associate Director of Marketing and Communication for Enrollment Services

Staff Highlights: Presentations, Involvement/Oversight and/or Awards and Recognition:

Description	Presentation/Award/Board Participation/Publication	Conference/Association/Awarding Entity (include if national, regional, local)	Staff Name(s)	
Presented "The Funnel: Utilizing the Recruitment Funnel to Impact OTR"	Presentation with Joey Ratcliff, Sara Khalifa, and Laura Galloway in the Office of Admissions	2019 NODA* Annual Conference (national) *NODA is the Association for Orientation, Transition, and Retention in Higher Education*	Kirsten Clark	
Presented "It Doesn't QWHITE Work Like That"	Presentation with Joey Ratcliff in the Office of Admissions	Empower Women's Leadership Conference (local)	Kirsten Clark	
Presented "Using Geographic Data to Recruit, Retain, and Communicate More Effectively"	Presentation with Mardell Maxwell in the Office of Admission	UHS Student Affairs and Enrollment Services Leadership Conference (local)	Kirsten Clark	
Presented "Hey I Just Met You, And This is Crazy, So Here's Our Number, So Call Us Maybe?"	Presentation with Laura Galloway in the Office of Admissions	CIVSA (Collegiate Information and Visitor Services Association) Annual Conference (national)	Kirsten Clark	

- Crystal Irving, Technical Services Specialist, is a member of the ES Welcome Center Policy & Procedure Work Group
- Stephen Reynolds, Program Manager, is a member of the DSAES Professional Development Committee and Chair of the Exchange subcommittee for the Professional Development Committee.
- Jo Anne Davis-Jones, Communications Manager, is a member of the DSAES Customer Service Committee, DSAES Marketing and Communication Committee, DSAES Strategic Planning Writing Team, and the UH Webcomm Team
- Kirsten Clark, Associate Director of ESCM, is a member of the DSAES Marketing and Communication Committee (will be serving as Co-Chair in FY20)
- Chris Cheatham, Executive Director of ESCM, is a member of the DSAES Marketing and Communication Committee, the DSAES Assessment Committee, and the UH Campus Communicators Leadership Group

Staff Highlights: Intentional Staff engagement with students outside of job duties (only if applies):

Kirsten Clark has been an advisor to the Alpha Pi chapter of Mu Fraternity on the University of Houston Campus since the fall of 2016. Kirsten served as Philanthropy advisor, helping her collegiate counterpart's efforts to raise money for Phi Mu's national philanthropy, the Children's Miracle Network. In the spring of 2018, Kirsten transitioned to a new advisory role for Alpha Pi-New Member Education.

Areas for Continuous Improvement:

1. Growth and Opportunities:
    1. Expand marketing/communication services
        1. Text Messaging
        2. Video
        3. Digital Advertising
        4. Web Design
        5. Direct Marketing
    2. Enhance Marketing Automation Strategy
        1. Send more personalized communications based on actions or interests of audience
        2. Utilize AI technology to augment communication practices (i.e.: knowledgebases and chatbots, speech recognition, visual perception and decision making)
2. Critical Challenges and Solutions:
    1. Resources
        1. Human Resourcing

1. Fill vacant positions with staff who specialize in the types of marketing services our office provides to Enrollment Services Units
2. Utilize AI technology to augment tasks that would typically be a manual process
2. Equipment
1. Acquire equipment for video/audio productions
2. ES Branding Awareness and Visibility
1. Increase Direct Marketing and Outreach efforts on campus
2. Improve signage in and around Enrollment Services at the Welcome Center

Departmental Points of Pride:

- Admissions undergraduate recruitment travel publications designed and delivered in mid-July 2019--earliest delivery on record for any travel/recruitment publications for the Office of Admissions. Earlier design and delivery of publications enables recruiters to be fully equipped when they begin traveling August 1 (coincides with application opening).
- Implemented communication strategy in conjunction with the Office of Admissions aimed at increasing family and guest attendance at new student orientations. Admissions saw an increase of 650 participants (33%) overall from 2018 to 2019, which they directly attributed to the implementation of this new strategy.
- Created and launched new undergraduate recruitment marketing campaign, "Unleash Your Power," in conjunction with the Office of Admissions.
  - Created, produced (in conjunction with University Marketing), and launched new undergraduate recruitment video, "Unleash Your Power."
- Partnered with University Marketing to implement a B-roll video loop of campus as the header on the uh.edu/undergraduate-admissions website.
- Partnered with UH Information Technology to implement a new interactive "Meet your Counselor" feature on the uh.edu/undergraduate-admissions website. Prospective freshmen students can now search for their Admissions Counselor by going to the website and entering their location and High School information.
- In May 2019, ESCM featured pop superstar Lizzo in a "Tribute Tuesday" on Admissions social media. In early August, our department received a call from Lizzo's publicist, saying Lizzo had seen the tweet and would like to come to UH to film something for a CBS Sunday Morning segment. Our department notified University Marketing, Communication and Media Relations, and they were able to accommodate the request. In addition, the UH social media, photography, and videography team were there during filming, so they were able to shoot their own content with her. This tweet ultimately opened the door for greater exposure for UH on the national stage.
- Implemented a QR code for inquiry cards, giving recruiters a digital option for gathering information from the students they interact with on the road. The QR code goes directly to our CRM inquiry form.
- Passed 2,000 followers on the @UHadmissions Twitter account.
- Saw an increase of 5.5% in followers (2,076 in total) on the @EnrollatUH Twitter account.

End:
8/31/2019

Client Feedback
Number:
1

Description:
Develop user-friendly methods to assess effectiveness of client resources/services

Goal Status:
In progress

Status Narrative:

We will know these methods are effective if clients are utilizing the tools/platforms to provide feedback after services are completed.

UPDATE: We are continuing to develop user-friendly methods to comprehensively capture client feedback. Currently, departmental meetings are held with ES Directors to assess their satisfaction with our services. In the coming fiscal year, we will implement a point-of-service survey tool to capture client satisfaction (using NPS for promoter rating) and feedback.

End:
10/31/2018

Social Media Analysis
Number:
2

Description:
Dive deeper into engagement metrics to determine content and timing effectiveness

Goal Status:
In progress

Status Narrative:

We will continually add layers to our social media metrics and tracking efforts to determine the appropriate mix of manual and automated tools.

UPDATE: In June of 2019, ESCM hired a new Communication Coordinator with a primary emphasis in Social Media. In July and August of 2019 the new Coordinator implemented a new Social Media Performance Report that dives deeper into our ADM and ES social media engagement, impressions and reach, share of voice, referrals and conversions and response rate and time.

End:
8/31/2019

Internal Communication

Number:
3

Description:
Develop workflow and process for sharing and collaborating on documents/projects

Goal Status:
Partially accomplished

Status Narrative:

We will know this status is complete once there is a shared understanding and practical application of the outlined workflow for internal processes.

UPDATE: In early 2019, ESCM implemented Microsoft Planner to assist with ES interdepartmental collaboration on marketing/communication projects. To date, Admissions and Integrated Enrollment Services are the only ES departments using the tool. In FY20, ESCM will expand usage to all other ES departments.

End:
8/31/2019

Marketing Outreach Campaigns

Number:
4

Description:
Develop and implement monthly marketing outreach campaigns through collaborative partnerships with campus groups that target current students.

Goal Status:
Partially accomplished

Status Narrative:

We will know that this status is complete if the monthly campaigns are executed.

UPDATE: Due to turnover and resource reallocation in the department in FY19, we were unable to fully implement monthly marketing outreach campaigns. We were, however, able to execute specialized outreach campaigns during peak service times at the Welcome Center. In FY20, ESCM will be fully staffed, and the Program Manager will resume implementation and execution of monthly marketing outreach campaigns in partnership with campus groups.

End:
8/31/2019

Online Project Management System
Number:
1

Learning Outcome/Assessment Activity Description:
We will learn how increasing and tracking project response time and accuracy of work-flow will create a more efficient way of meeting the needs of departments we support.

Method of Assessment:
Data Analysis,Observation,Evaluation

Results:

The Office of Enrollment Services Communication and Marketing (ESCM) made several modifications to the online Project Request and Management process in FY2019. First, in an effort to better track and understand project request types, response times, and project status/completion, the Project Request System (SharePoint) dashboard was modified to add the following new fields and indicators: "Date [Project] Completed," "Internal Deadline," "[Project] Assigned," "[Type of Request] Social Media," and "[Type of Request] Graphic Design-Print." The addition of these fields and indicators have enabled us to run more comprehensive operational reports (see attached reports) to assist management with supervising projects and staff. Second, to also improve response time, collaboration and work-flow, ESCM implemented a Microsoft Planner workspace in September of 2018. The tool has enabled us to become more efficient in our work-flow tracking and collaboration with ES clients. Qualitative feedback from ES units using the workspace has been extremely positive (see attached).

Action to be taken as a result of the activity:

1. Continue evaluating online project management process and systems to determine if any additional modifications are necessary in order to improve project tracking and operational efficiency.
2. As aligned with FY20 Goals, implement a Client Satisfaction survey to assess client satisfaction with the online project management process and system.
3. Expand Microsoft Planner usage to all ES clients to determine effectiveness of tool across all of Enrollment Services.

End:
8/31/2019

E-Communication and Digital Messaging
Number:
2

Learning Outcome/Assessment Activity Description:
To learn the effectiveness or ineffectiveness of our current communications strategies when they are developed using a new CRM system.

Method of Assessment:
Data Analysis,Observation,Evaluation

Method of Assessment Description:

Partner with Campus Solutions Services (CSS) and the Office of Admissions to track CRM-related goals and metrics. Evaluate prospect communication plan to track engagement with prospects (including conversions to inquiries and applicants).

Results:

At the end of the Fall 2019 recruitment cycle, e-communication performance data for Prospect and Inquiry Communications were extracted from the CRM (Radius) system. CRM Communication Plan performance results are attached. At the end of the Fall 2019 recruitment cycle, student lifecycle conversion reports were extracted from the CRM (Radius) system. CRM Lifecycle Conversion results are attached.

Action to be taken as a result of the activity:

1. Review existing e-communications content and distribution strategies to determine if tweaks can be made in order to increase open and click-through rates of communications in CRM.

2. Drill deeper into click-through rates to determine if the messaging calls-to-action (i.e.: Inquire, Visit Campus, Apply Now) need to be tweaked in order to increase Lifecycle conversion rates.

End:
8/31/2019

Marketing Outreach Campaigns
Number:
4

Learning Outcome/Assessment Activity Description:
Develop and implement comprehensive marketing outreach campaigns and strategies using collaborative campus partnerships. These collaborative partnership marketing tactics will include (1) Direct and Digital Messaging, (2) Campus Engagement Marketing and (3) Promotional Event Campaigns. We will assess this goal by recording and documenting the outcomes of campaign strategies and utilizing student response survey tools to evaluate activities. Student response survey tools will be used to record and monitor these activities.

Method of Assessment:
Survey,Focus Group,Evaluation

Results:

We continued to utilize campus flags, yard signs, and digital screen messaging across campus to keep students informed about important dates and deadlines, enrollment and financial processes/procedures, system outages, and service delivery. Due to significant turnover within the department in FY19, staff were unable to consistently execute direct marketing tactics throughout the campus (via pop-up shops, information sessions, tablings outside or WC), however, ESCM staff were able to participate in 21 tablings during Spring and Fall 2019 Peak at the Welcome Center. Tabling operations consisted of customer service, hospitality, information sharing and dissemination of Enrollment Services collaterals. Spring and Fall 2019 Peak

Summary Statistics for the Welcome Center are attached. Possible reach of this outreach activity was 11,397 students. Digital screen messaging was again utilized in FY19. A total of 6 digital screen campaigns were launched (3 campus-wide). Student response survey tools were not executed in FY19 as was one of the goals of this activity. However, ESCM will be incorporating survey tools in all FY20 outreach campaign tactics moving forward. Survey data collected from these campaigns in FY20 will be analyzed and reported in the FY20 annual report.

Action to be taken as a result of the activity:

1. Continue to execute marketing outreach campaigns in FY20, but ensure that activities are consistent and carried out campus-wide (i.e.: pop-up shops, information sessions, tablings)

2. Implement assessment practices/tools such as student interviews, focus groups, and electronic surveying related to all marketing outreach initiatives to better understand the effectiveness of campaign tactics (i.e.: verbal communication, print communication, indoor/outdoor communications).

End:
8/31/2019