

EMC UPDATE

August 2014

The Division of Enrollment Management and Communications (EMC) shares data with the campus community each month. To see past reports, please visit www.iup.edu/enrollment/update.

Have a comment about *EMC Update*? Send it via our [online comment form](#).

MARKETING UPDATE **2**

Information about our marketing messages, where we'll be marketing IUP this fall, and the goals of our marketing campaign.

ONLINE MARKETING UPDATE **4**

The use of online advertising has increased traffic to our undergraduate admissions website.

UNDERGRADUATE ADMISSIONS UPDATE **6**

See current progress in undergraduate applications, admissions, and deposits for fall 2014.



Indiana University of Pennsylvania
ENROLLMENT MANAGEMENT AND COMMUNICATIONS

MARKETING UPDATE

IUP's marketing and advertising campaign coordinated through the Office of Communications and Marketing is focused on undergraduate admissions. However, it is also designed to build awareness and pride in the institution, which benefits every facet of the operation, including student retention, fund-raising, alumni engagement, and employer relations.

HOW DO WE DECIDE ON OUR MESSAGES?

It's actually research combined with experience. Surveys of our students, parents, and college-age prospective students tell us that **academic programming and reputation** are key drivers for student and parent decision making and that **parents are the top influencer for decision making** (confirming that we need to market to adults as well as prospective students).

Students say they value **small class sizes, internships (that give an edge in job placement),** and **faculty members who care about student success.** Students (and parents) also indicated that they care about outcomes: **careers and opportunities beyond graduation.**

WHERE AND WHY?

Traditionally, our focus for advertising has been, and continues to be, the Pittsburgh Designated Market Area (DMA), which includes **Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Forest, Greene, Indiana, Lawrence, Venango, and Westmoreland** counties in Pennsylvania, and **Garrett, Monongalia, and Preston** counties in West Virginia. This area includes almost 1.2 million households and more than 2.8 million people. For fall 2013, the Pittsburgh DMA was home to 5,006 enrolled undergraduate IUP students.

Within the Pittsburgh DMA, Allegheny County is home to the highest number of students (1,824), Indiana County to second-highest (1,572), and Westmoreland County to the third highest (1,092). The Pittsburgh DMA's role as "home" to a large number of IUP students is extremely significant for marketing and advertising purposes. **In total, students from the Pittsburgh DMA account for 40.14 percent of the 12,471 enrolled undergraduate students and 40 percent of the 3,324 new freshman and transfer students.**

In addition, with our continued emphasis at IUP on recruiting and retaining academically talented students, the Pittsburgh DMA includes seven of the top 25 high schools in Pennsylvania (as rated by *U.S. News & World Report* in 2014, based on student-teacher ratio, college readiness, and math and reading proficiency tests).

With changing demographics in western Pennsylvania (a decrease in high school graduates, in particular), it is imperative to explore beyond the western Pennsylvania region for qualified prospective students. The Lehigh Valley (Allentown-Bethlehem-Easton), in the eastern part of the commonwealth, was identified as an area of significant growth, providing opportunities for successful student recruitment. Here are some reasons why we've chosen to expand our advertising and marketing there:

- The Lehigh Valley is the fastest growing and third most populous region in the state (behind Philadelphia and Pittsburgh).

- The Lehigh Valley offers new opportunities to recruit diverse student populations, including Hispanic and Latino students (15 percent of the total population in the Lehigh Valley identifies as “non-white”).
- Fourteen of the top 25 academically strong high schools (as rated by *U.S. News & World Report* in 2014) are in the greater Lehigh Valley region. Successfully recruiting academically prepared students who can and will persist through graduation will strengthen retention and, therefore, graduation rates.

When we make advertising decisions, we use a basic formula. We want to reach at least 90 percent of households and have each person see the advertisement about seven times. We target two primary audiences: 16 to 34 year olds (prospective students) and 35 to 54 year olds (parents of prospective students).

How do we know this formula works? After increasing our advertising spending in the Pittsburgh DMA, we did pre- and post-advertising perception surveys of the Pittsburgh DMA to determine the effectiveness of the use of advertising dollars. The results are as follows:

- Name recognition of IUP increased from 93 percent to 95 percent.
- The number of 18 to 34 year olds who said they were more likely to recommend IUP to family and friends increased by 17 percent.
- The number of respondents age 35 to 49 who said they were more likely to recommend IUP to family and friends increased by 13 percent.

OUR GOALS

We want applications to remain steady in the Pittsburgh DMA (although we’d be happy to have increased applications) and we want to increase applications by 100 in the Lehigh Valley. Based on our data, increasing the applicant pool by 100 could result in 28 additional freshman and/or transfer students from Lehigh Valley. Over four years, and anticipating historical retention rates, the additional 28 students would translate to new revenue well above our spending on advertising and marketing.

Population growth and projections for growth in the under-18 age range will continue to be monitored. One of the largest growth areas, the Philadelphia DMA, would seem like a natural target for advertising because of the population and its projected growth. However, after looking at the data and the prospective costs to achieve the necessary frequency and reach in this area, we feel certain it’s just not the best use of IUP’s resources. We would actually anticipate a negative return on what would be a very sizable investment.

In the out-of-state markets, the greatest “low hanging fruit” continues to be the Maryland-New Jersey region (adjacent to the Lehigh Valley region), where IUP draws the most out-of-state freshman and transfer students. We hope to target these areas as budgets permit.

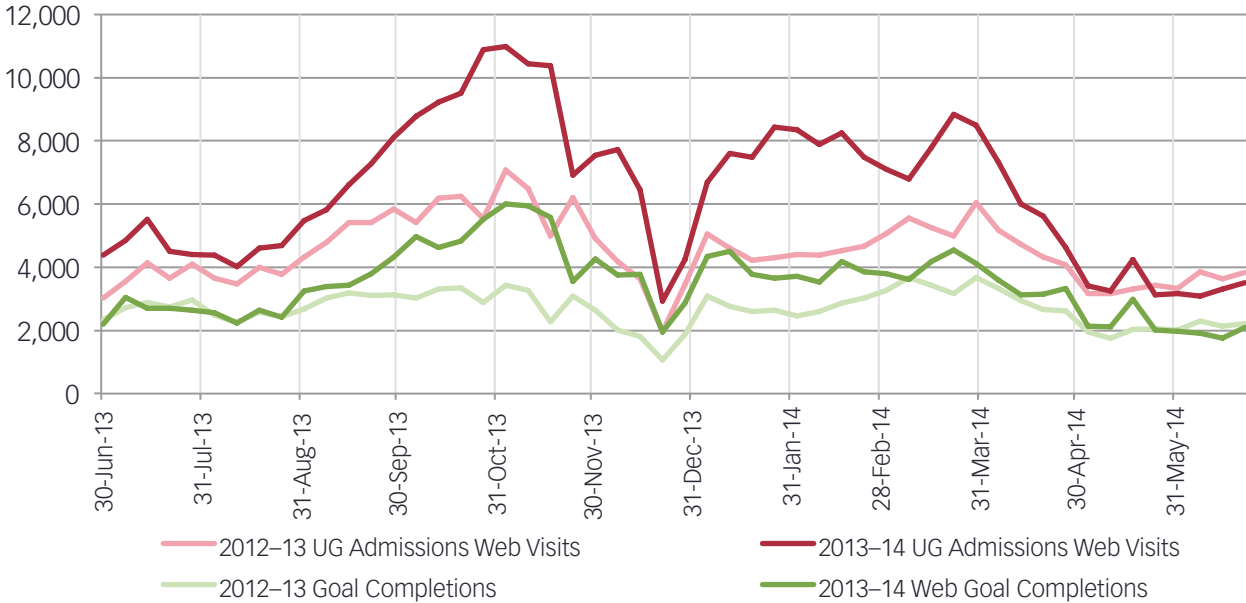
ONLINE MARKETING UPDATE

In the 2013–14 fiscal year, IUP vastly expanded its use of online marketing for undergraduate admissions. Platforms used included search engine advertising (via Google and Bing), social media advertising (via Facebook and YouTube), and remarketing via a variety of networks.

This new effort was a major contributor to a 42 percent increase in visits to the undergraduate admissions website and a 29 percent increase in goal completions. During the last two fiscal years, goal completions were defined as clicks on the buttons to make an inquiry, register for a visit, or apply to IUP. When visitors take these actions, it suggests that they have a strong interest in IUP and are more likely to apply or register. The 29 percent increase in such actions suggests that our campaigns are drawing in visitors with an interest in attending IUP.

(For FY2014–15, we have been able to redefine our web goals to, in most cases, count goals as completed when the inquiry, visit, or application is actually complete. These improved measures will allow us to target our online marketing more accurately.)

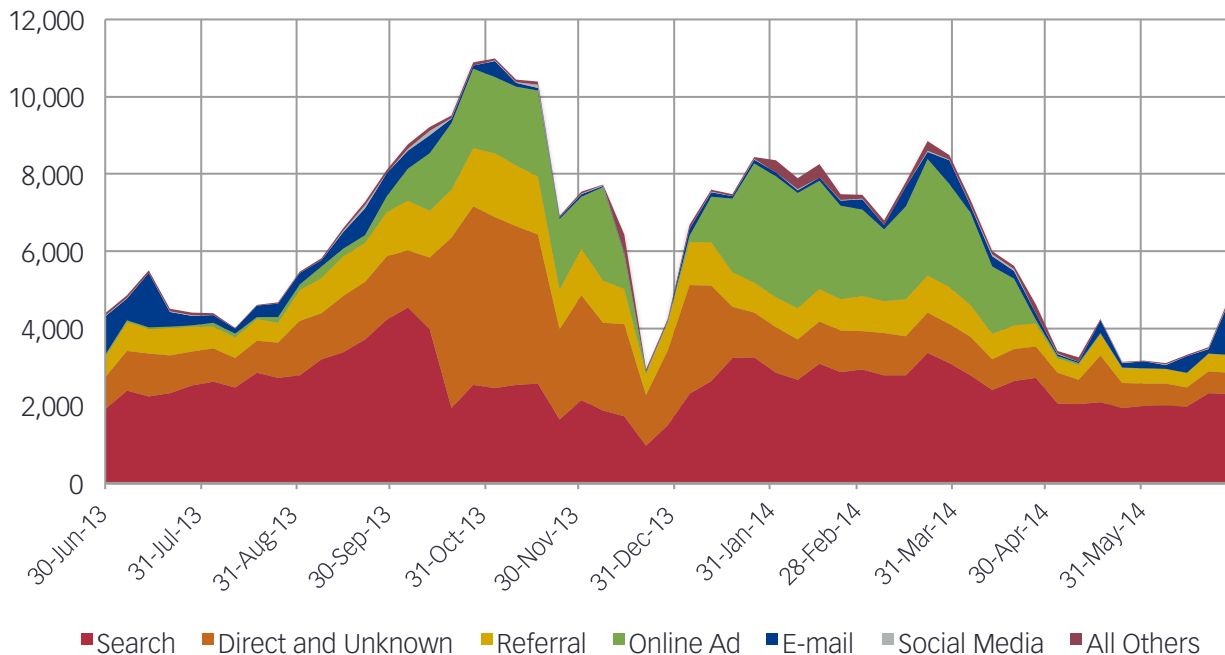
UG Admissions Web Visits and Goal Completions FY2013–14 vs. FY2012–13



The chart above shows these increases visually (dark lines are FY2013–14 performance and light lines are FY2012–13 performance). Note that admissions activity peaks in early November (as prospective students apply) and late April (as they send in their deposits).

The following chart shows the contributions our various marketing activities made to our success in FY2013–14. Each band represents a source of web visits:

Sources of Undergraduate Admissions Web Visits, FY2013–14



Here's how each type of source is defined:

- *Search*: Traffic from search engines, such as Google, Bing, Yahoo!, etc.
- *Direct and Unknown*: Traffic for which we don't have a source. This can happen when someone types in a URL, when untagged URLs are included in e-mails, when bookmarks are used, or when a technical failure results in a lack of source information.
- *Referral*: Traffic from websites other than www.iup.edu
- *Online Ad*: Traffic from search engine, social media, display, and other ads.
- *E-mail*: Traffic from e-mails sent out by the Office of Undergraduate Admissions
- *Social Media*: Traffic from links in social media posts
- *All Others*: This can include traffic from special URLs on posters, brochures, and mailers, as well as traffic from text messages sent by the Office of Undergraduate Admissions

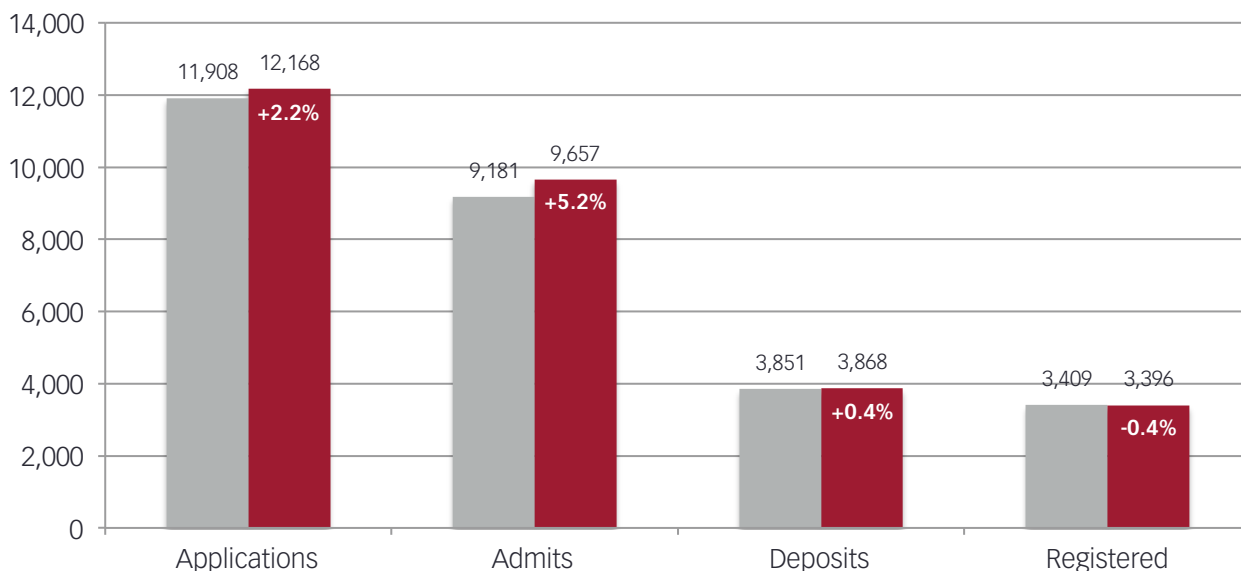
While online advertising was a major contributor to our success this year, it was only one part of our marketing efforts. Television advertising drove an increase in branded searches (searches for "IUP" or other variations on our name). E-mail remained an important way of helping prospects to make the leap from inquiry to application. And an increase in the use of text messages during the spring helped us move prospects from acceptance to deposit.

In FY2014–15, we plan to increase and refine our online advertising efforts. We hope to report even better results next year.

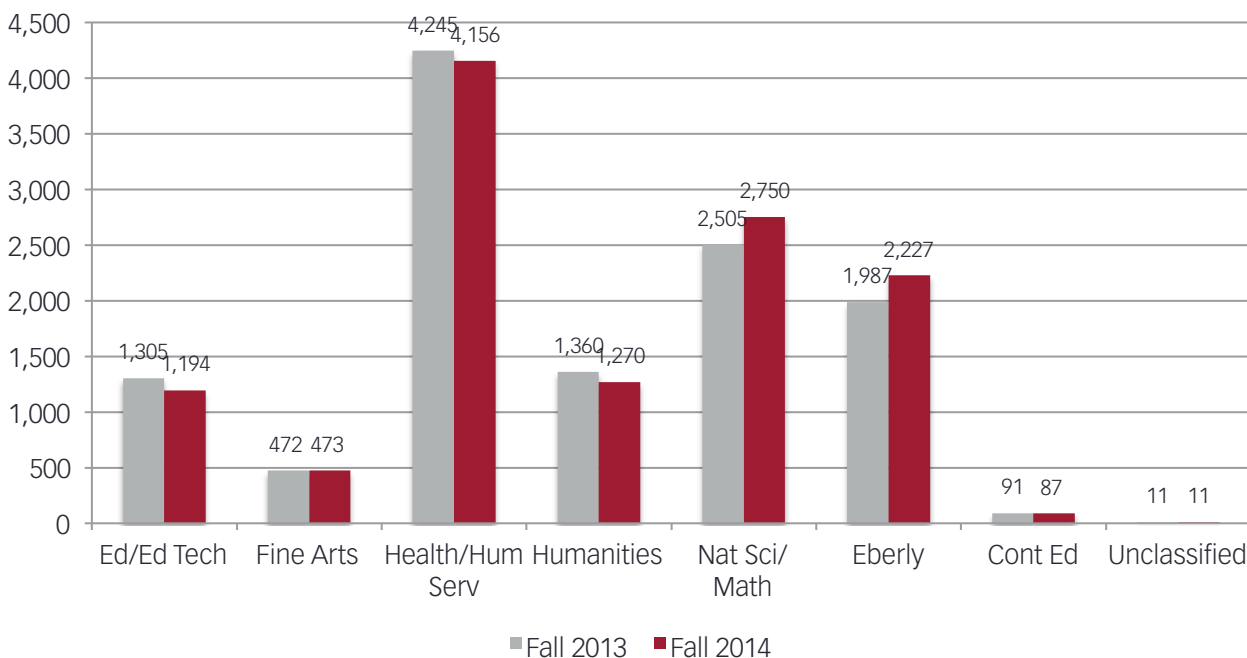
UNDERGRADUATE ADMISSIONS UPDATE

The following pages focus on four key steps of the admissions funnel: applications, admissions, deposits, and registrations. All figures are current as of August 29, 2014.

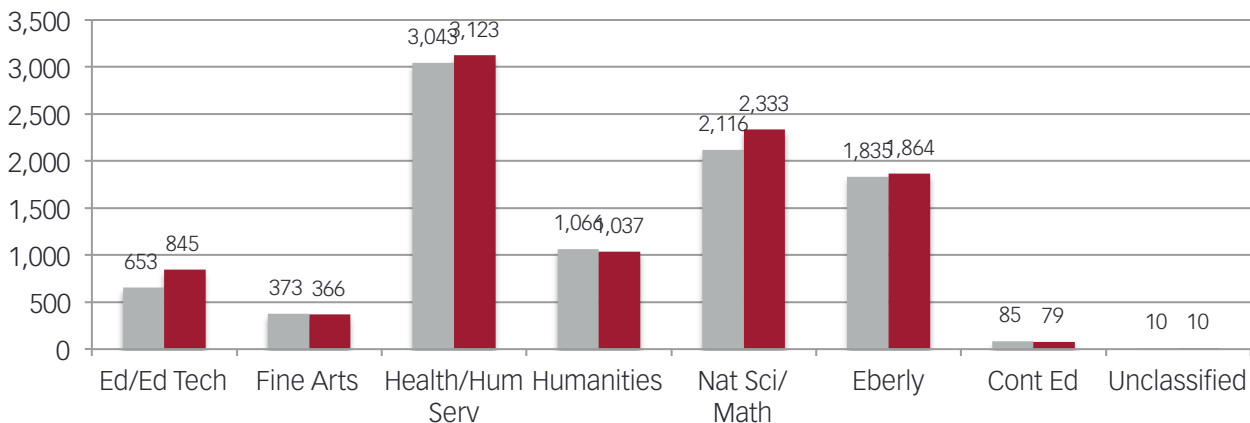
Total Applications, Admissions, and Deposits: August 29, 2014



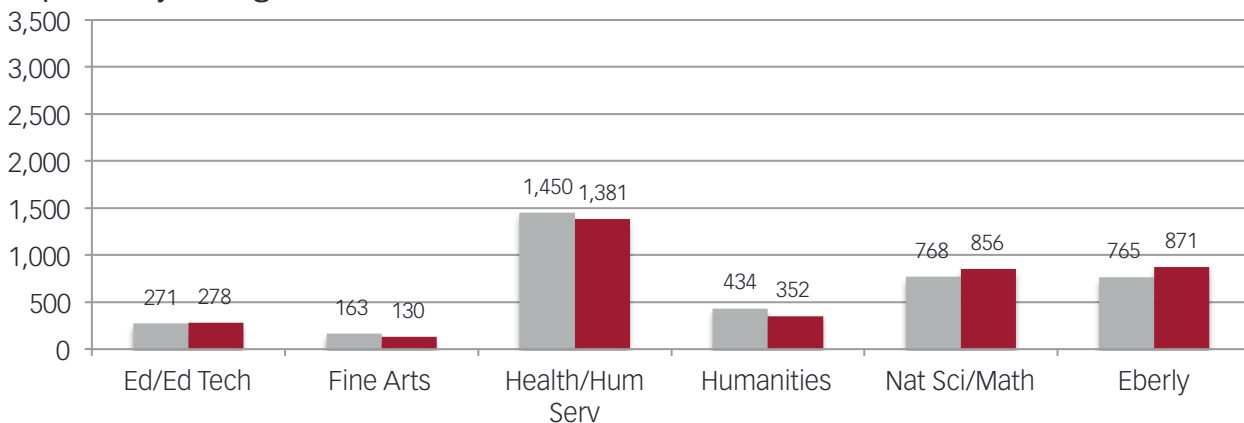
Applications by College



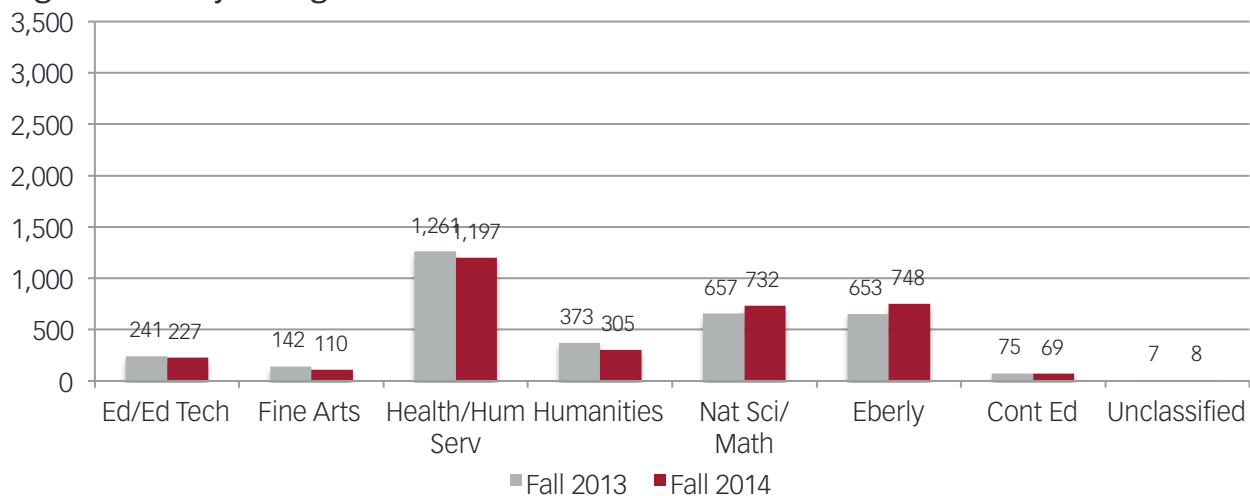
Admissions by College



Deposits by College*



Registrations by College



*Continuing education and unclassified students do not pay a deposit.