CONCORDIA UNIVERSITY DISCOVERS INNOVATIVE WAYS TO ENROLL NICHE STUDENTS

Concordia University – Portland tapped Education*Dynamics*' inquiry management expertise and LeadWatchLive product to aggressively recruit students to a new online Bachelor's degree completion programs.

CHALLENGE

Though Concordia University has successfully implemented a number of online degree programs over the past 10 years, it faced a hurdle in 2009 when the institution sought to translate one of its traditional programs—a Bachelor's of Science in business with specializations in healthcare, accounting and marketing—into an online platform. Faced with the challenge of recruiting an online— and potentially international—base of students for a new, highly-specialized program, the private, liberal arts university lacked the capacity to manage inquiry generation and inquiry management in-house.

Program requirements presented some challenges as well. The new Concordia program is a Bachelor's degree completion program, which requires students to have already acquired 60 college credits. Additionally, Concordia prefers that students entering the program have at least three years of work experience under their belts. Finally, as a prestigious liberal arts university, Concordia's admissions standards are higher than most.

Any inquiry generation activities for this new program would require laser-focused efforts to identify a very targeted group of students in a short timeframe. Approaching Education*Dynamics* four months prior to the launch of the program, Concordia needed recruitment efforts to be aggressive and efficient.

To optimize both its marketing and record keeping – and eventually maximize ROI – UMassOnline enlisted Education*Dynamics*' Marketing Services and inquiry management system, GlassPanel®. With Education*Dynamics*, UMassOnline has increased its total amount of inquiries by twenty-five percent, reduced cost-per-inquiry by twenty percent, and saved hundreds of hours of administrative work.

SOLUTION

With more than 10 years' experience in online inquiry generation and media management, Education*Dynamics* applied its buying power, extensive expertise and innovative LeadWatchLive software to the Concordia University challenge.

The Education*Dynamics* team orchestrated a comprehensive student recruitment program that considered the entire lifecycle of the inquiry, from delivering highly-qualified inquiries to Concordia's enrollment team, to vendor identification and management, to call center selection and oversight. At the epicenter of the campaign was Education*Dynamics*' LeadWatchLive system, which is the tool that allowed the team to measure campaign effectiveness and make modifications to optimize marketing budgets.

Based on initial inquiry performance feedback (including the number of warm transfers from the call center implemented by Education*Dynamics* on behalf of Concordia, applications, enrollments and admissions, as well as the number of bad inquirys), Education*Dynamics* used its LeadWatchLive product to watch vendor performance in real time and prioritize Concorida's 17 vendors in order of performance. Based on LeadWatchLive's findings, Education*Dynamics* limited exposure to vendors that were not performing, and increased media buys for vendors that were performing, to minimize Concordia's cost per enrollment.

Education*Dynamics*' hands-on vendor management, coupled with its utilization of an innovative tool that allowed flexibility and quick decision making, enabled Concordia to maximize return on investment and experience the successful launch of its new program.

RESULTS

Though Concordia has only generated its first start for the program, the university has already experienced a great deal of success. In a minimal timeframe, Education*Dynamics* leveraged its relationships and media buying power with vendors and utilized its innovative LeadWatchLive product to offer Concordia a much broader pool of inquiries and qualified applicants than the university was able to generate on its own.

At its first start, Concordia's new program launched with a solid base of students. Via Education*Dynamics*' work, the university has continued to generate activity for the next start in even greater numbers.

> "Although we had launched other online programs over the past 10 years, this program launch faced a tight timeline and laser-focused requirements for qualified students," said Mark Wahlers, Provost of Concordia University. "Education*Dynamics*' LeadWatchLive Services allowed us to successfully launch our program by generating qualified prospective students who met our specific requirements."

To learn more about how Education*Dynamics* can help your institution meet its recruitment and enrollment goals, contact:

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