

Data-Driven Strategies to Increase Enrollment, Student Engagement and Revenue

In 2018, Dominican University engaged Collegis Education for support in growing enrollment. Despite a strong brand, the university's outreach efforts were hampered by data siloed in disparate tracking systems, gaps in admissions team staffing, and the need for data enablement to support marketing and recruitment.

Dominican and Collegis collaborated to execute a holistic enrollment growth strategy – informed by data – that focuses on admissions outreach and engagement for graduate and undergraduate students, as well as paid media management, reporting and forecasting for undergraduate and graduate students.



DOMINICAN UNIVERSITY

INSTITUTION TYPE:

Private Catholic non-profit coed university

LOCATION:

River Forest, Illinois

TOTAL ENROLLMENT:

3,066



KEY TAKEAWAYS

48%

increase in first-year undergraduate applications

51%

increase in first-year undergraduate acceptances

31%

increase in first-year undergraduate enrollments

SITUATION

To achieve Dominican University’s goal to create a successful enrollment growth strategy for traditional, graduate and online programs, Collegis connected the university’s systems, such as its CRM and marketing analytics platforms, and collected it in one central platform for activation. By mapping Dominican’s enrollment process, Collegis was able to recommend actions to ensure the student journey was optimized and personalized.

“We knew we had data within our systems that could inform our strategic efforts. Collegis worked with us as a true partner to make that data accessible and actionable. Using data, Collegis helped us leapfrog 5-10 years into the future.”

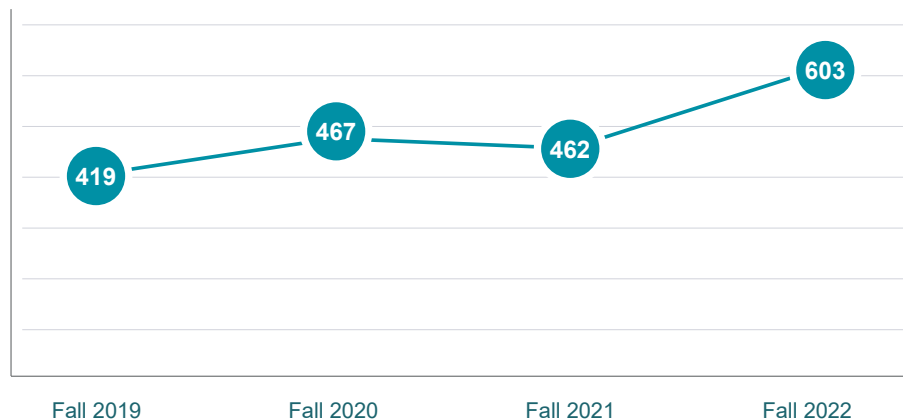
Glena Temple, Ph.D.
President
Dominican University

The school’s growth strategy prioritized driving first-year undergraduate enrollments and the development of an online Master’s in Social Work program to drive scalable enrollment and revenue growth. It was clear Dominican would need support to refine the student engagement process, increase conversation rates, and manage the maintenance and deployment of online program courses.

RESULTS

Across the board, the focused efforts outlined in the partner plan showed positive results for fall 2022. Enrollment for first-year undergraduate and summer/fall graduate programs exceeded goals, year over year:

First-year Undergraduate Enrollment



GOALS

- ▶ Meaningful outreach and engagement
- ▶ Analytics engineered for actionable insights
- ▶ Flexible technology systems for students

CHALLENGES

- ▶ Siloed data across systems
- ▶ Gaps in staffing for admissions team
- ▶ Lack of sufficient data for marketing and recruitment

SOLUTIONS

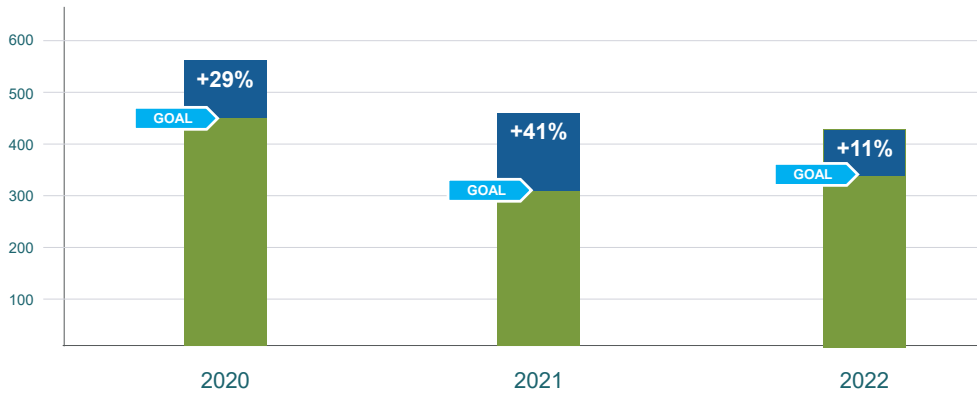
- ▶ Data Analytics and Enablement
- ▶ Web Performance Optimization
- ▶ Marketing and Media Management
- ▶ Admissions Support Services and Admissions Training
- ▶ Course Development and Academic Solutions



RESULTS

Graduate Enrollment (Compared to Goal)

Grad Summer/Fall



This performance improvement was achieved by following the data and had an outstanding return on investment. The investment in FY22 drove nearly 500 more inquiries compared to goal at a cost per inquiry about \$75.00 less than goal.

The collection, connection and activation of data has enhanced Dominican's capabilities to further their mission and achieve their strategic priorities:

- ▶ Conducting in-depth market research on current academic programs and research new programs or delivery methods to offer the most compelling programs for students
- ▶ Fostering responsive community and business partnerships to drive enrollment
- ▶ Advancing long-term stability

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increase in first-year undergraduate enrollments

51%
increase in first-year undergraduate acceptances

48%
increase in first-year undergraduate applications

29%
above goal for summer/fall 2022 graduate enrollment

"Our goals for first-year enrollment were ambitious. By working with Collegis to leverage our data, we've beat them every year."

Genaro Balcazar
Vice President for Enrollment
Management & Marketing
Dominican University

ABOUT COLLEGIS EDUCATION

Collegis Education has been invested in the success of our higher ed partners for over 20 years. Our services are informed by our first-hand experience as industry pioneers. With our help, schools leverage their data and technology to pursue strategic outcomes like enrollment growth; anytime, anywhere learning; and a sustainable future.

