



Higher education's

# Demographic Dilemma

## A Few Starting Details



- + 45-minute webinar + 15 minutes for questions and answers
- + Chat and ask questions through the Zoom Control Panel
- + Check your inbox for the webinar recording and slide deck
- + Complete the post-webinar survey

## PRESENTERS

# Tyler Borders

- + Chief Strategy Officer, Carnegie
- + 17 years in higher education branding and marketing
- + The Innovative + Confident Visionary
- + Cowboy boots and skinny suits



# Jason Black

- + Vice President for Enrollment Management, Samford University
- + 22 years of enrollment management experience
- + The Sophisticated + Competitive Contender
- + Polos and pleated pants

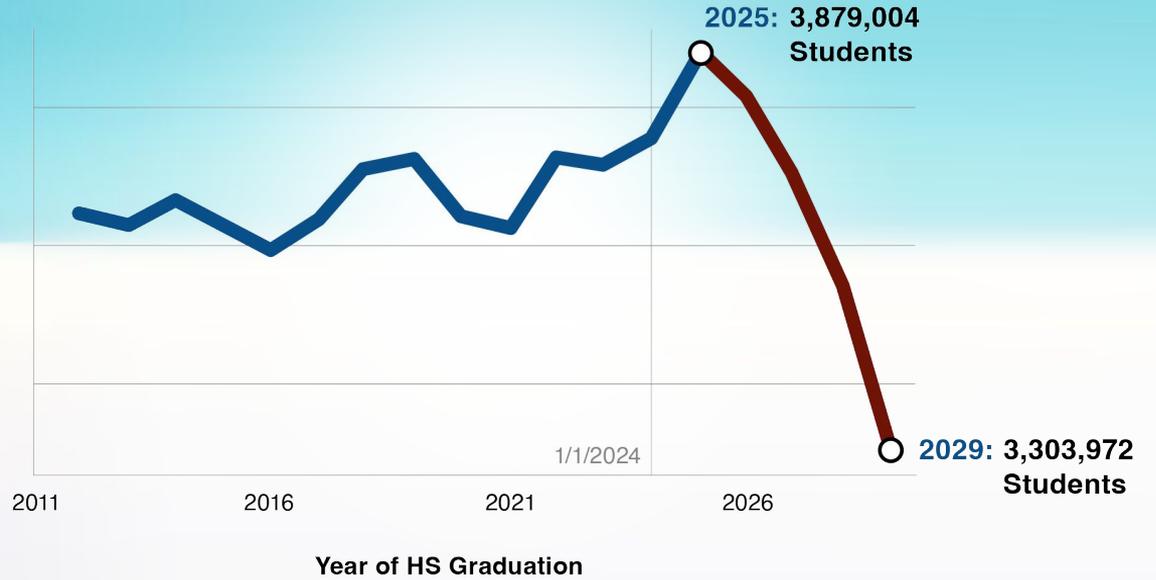




The fabled

# Demographic Cliff

## Four-Year College Enrollment





# Demographic

# Marketing 101

Know your audience

## Shallow Personas

---

PERSONAS: PRIMARY AUDIENCE

### Talent Manager



- Female
- 40-52 yrs
- White-collar
- College degrees (Bachelor +)
- Savvy on the web
- Probably have a Facebook
- Interpersonal skill
- Pant-suit and red wine
- Typically in a role where they are the training talent manager
- Responsibility is enterprise-wide solution
- Bigger picture buyer
- Interested in company development
- They live in an urgency and demand environment
- Driven by the biometrics of the company—which staff needed where
- Motivated by keeping the right positions filled
- Maternal perspective—caring, “motherly,” nurturing toward corporate talent
- Driven to take care of the employees, for betterment of company
- Liability scares them
- The company not performing to it’s full potential is a real concern
- Very black-and-white
- Analytical personality
  - Information absorbers/seekers
  - They will process the data and make their own decisions
- Relational, but focused on the business

## Shallow Personas

---

PERSONAS: TERTIARY AUDIENCE

### Plant Manager



- Male
- Plant Managers = 50+ yrs, Project Engineers = 40+ yrs
- Blue collar
- Operational in focus
- Plant operational oversight—max efficiency
- Incident driven, safety obsessed
- Preventing future incidents through proper training and qualified staff
- Reactive, short-term focus
  - Get through the day—shift cycles
- Their long-term focus is maintenance-driven
- Motorcycles and Bud Light
- Communication method: face-to-face
- If there is a problem, they will enact a face-to-face solution
- No nonsense, probably can be intimidating
- They're not on the internet
- Blackberry and email is the extent

Know your audience

---

But are we  
any better at this  
today?



*It all started  
with a snowstorm...*



WEATHER

# Oregon's winter of 2016 won't soon be forgotten

Updated: Feb. 25, 2017, 12:00 p.m.

By [Allan Brettman](#) | The Oregonian

They might be remembered as the eight winter events that shook our world.

From an early December snowfall to mid-January freezing rain and six storms in between, Oregon residents experiencing winter 2016-17 may have felt like a fighter who'd taken one too many pops to the head. Snow, freezing rain, snow, more snow, trace of snow, freezing rain, [blizzard](#) and freezing rain. It has seemed relentless.



A woman uses cross country skis to navigate through the South Park blocks near the Portland Art Museum on Jan. 11, 2017.

## The Pivotal Moment

---

“I know how to find Samford students,  
but I don’t know what messages to send them.”

— Jason Black, Samford University, 2016

## Demographics



**“I know how to find Samford students,  
but I don’t know what messages to send them.”**

– Jason Black, Samford University, 2016

## Psychographics



"I know how to find Samford students,  
**but I don't know what messages to send them."**

— Jason Black, Samford University, 2016

## The Purpose

---

It's a platform for  
authenticity  
in your work.

## Fundamentals

---

“Square up. Keep your elbow in.  
Use your legs. Follow through.”

In the 4th quarter you're going to be tired. Emotions will be running high. Players will start breaking down and playing sloppy. It's the team that maintains its fundamentals that wins.

— Dave Borders



## Fundamentals

---

1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

## Fundamentals

---

1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

## Demographic Variables

---

When it comes to targeting,  
**just a few demographics**  
go a long way.

## Demographic Variables

---

The 3 topics you don't  
broach at dinner parties

## Demographic Variables

---

Politics

Income

Religion

## Demographic Clusters

---



# Trivia

How predictive are the following factors  
in determining preference?

 % predictive

How predictive is Gender in determining preference?

# Gender

How predictive is Gender in determining preference?

Gender

8%

How predictive is Race in determining preference?

# Race

## Social Science Trivia

---

How predictive is Race in determining preference?

# Race

# 4%

How predictive is Income in determining preference?

# Income

## Social Science Trivia

---

How predictive is Income in determining preference?

# Income

# 6%

How predictive is Religion in determining preference?

# Religion

How predictive is Religion in determining preference?

Religion

4%

How predictive is Student Type in determining preference?

# Student Type

How predictive is Student Type in determining preference?

# Student Type

<1%

How predictive is Regional Geography in determining preference?

# Regional Geo

## Social Science Trivia

---

How predictive is Regional Geography in determining preference?

# Regional Geo

<1%

How predictive is Personality in determining preference?

# Personality

## Social Science Trivia

---

How predictive is Personality in determining preference?

# Personality

# 15%

Social Science Trivia

13%

Gender  
Race  
Geography  
Student Type

15%

Personality

Social Science Trivia

38%

Personality  
Gender  
Race  
Income  
Religion  
Student Type  
Geography

# 750+ Variables

Household Information	
Home Ownership	76.8%
Median Home Value	\$300K
Veteran Status	1.2%
Social Media Use	Highly Active
Political Affiliations	
Democrat	30.7%
Republican	41.8%
Third Party	0.2%
Independent	9.2%
Nonvoter	18.2%
Car Type Preference	
SUV	13.6%
Sedan	10.6%
Mini-van	6.0%
Truck	3.6%



## Demographic Profile

Head of Household Age	56.7
First-generation College Percentage	31.1%
Home Ownership Percentage	91.3%
Median Household Income	\$133K
Social Media Use	Addicted



## Demographic Profile

Head of Household Age	47.8
First-generation College Percentage	31.9%
Home Ownership Percentage	88.6%
Median Household Income	\$132K
Social Media Use	Addicted



55.3% of Current Class

## Fundamentals

---

1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

# psycho graphics

## 9 Archetypes

Carnegie uses a proprietary personality-based methodology for research, strategy, and creative execution, which includes the psychological principle of Archotyping to connect more meaningfully and powerfully with audiences.

### Yellow Innovator

**Brilliant and forward-thinking**, driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress.

**Causes people to feel awe and amazement.**

### Orange Creator

**Creative and imaginative**, driven by self-expression and artistry. Delivers something new that encourages creativity. Values originality, ideation, and new concepts.

**Causes people to feel constructive and expressive.**

### Blue Achiever

**Powerful and assertive**, driven by growth and being a front-runner. Delivers stability, pride, and strength. Values power, influence, and accomplishment.

**Causes people to feel confident and in control.**

### Maroon Competitor

**Resilient and tenacious**, driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work.

**Causes people to feel triumphant and inspired.**

### Green Explorer

**Adventurous and inquisitive**, driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity, and trailblazing.

**Causes people to feel intrigued and emboldened.**

### Silver Rebel

**Daring and unconventional**, driven by challenging and redefining the norm. Delivers empowerment, change, and boldness. Values independence, guts, and breaking with convention.

**Causes people to feel unrestrained and fearless.**

### Pink Sophisticate

**Sophisticated and refined**, driven by experience, elegance, and beauty in all forms. Delivers excellence, finesse, and vitality. Values poise, intentionality, and beauty.

**Causes people to feel desired and important.**

### Purple Provider

**Supportive and selfless**, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity.

**Causes people to feel valued and supported.**

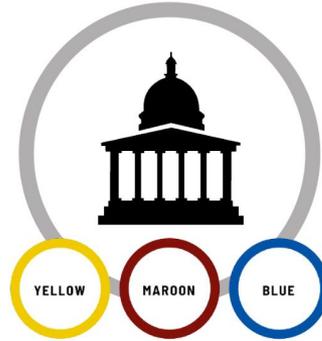
### Red Entertainer

**Energetic and enthusiastic**, driven to entertain and cause others to get excited. Delivers fun and the desire to amuse and uplift. Values energy, playfulness, and enjoyment.

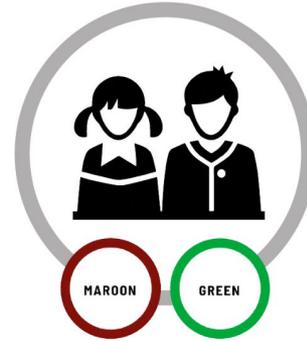
**Causes people to feel exhilarated and happy.**

**Connect  
the dots.**

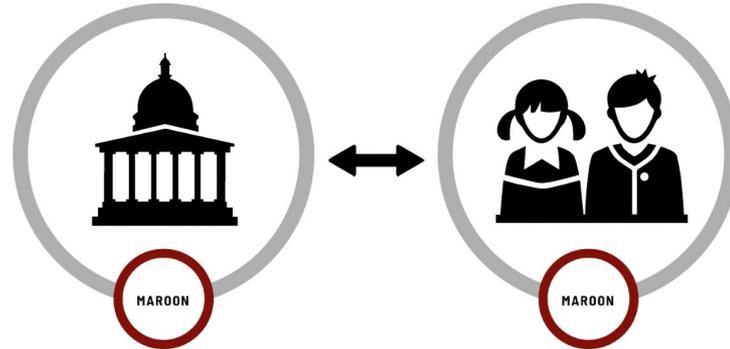
University Personality



Student Dart #1



**Know what  
to say to your  
prospects.**

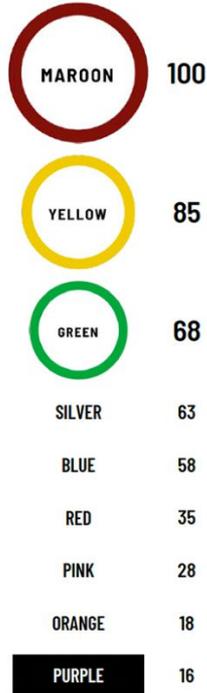


# DART 3

## competitive challengers

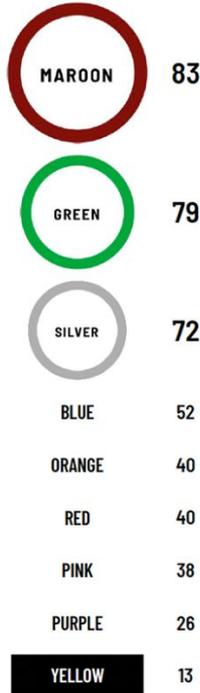
### Personality Identification

Psychographic personality expression and qualities with which **this Dart** personally identifies and defines itself.



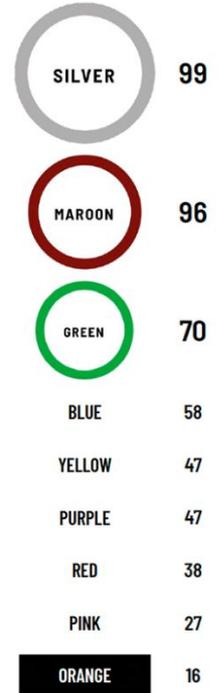
### Copy Preference

Psychographic personality expression and qualities that **this Dart** is most motivated by in the written word.



### Image Preference

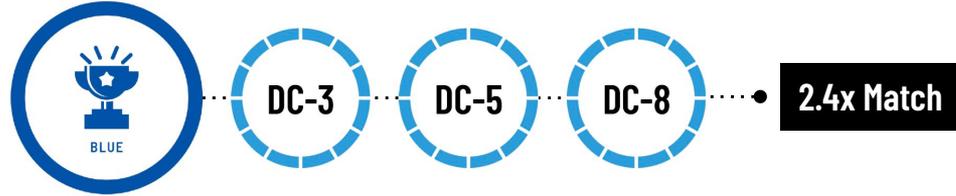
Psychographic personality expression and qualities that **this Dart** is most motivated by in images and design.



**Demo + Psycho**

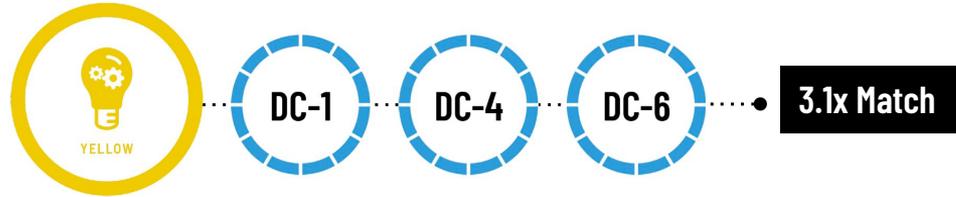
**Dart 1  
Intentional  
Pathfinders**

Accomplished & Influential



**Dart 2  
The Quietly  
Curious**

Analytical & Experiential



**Dart 3  
Competitive  
Challengers**

Industrious & Competitive



Know your audience

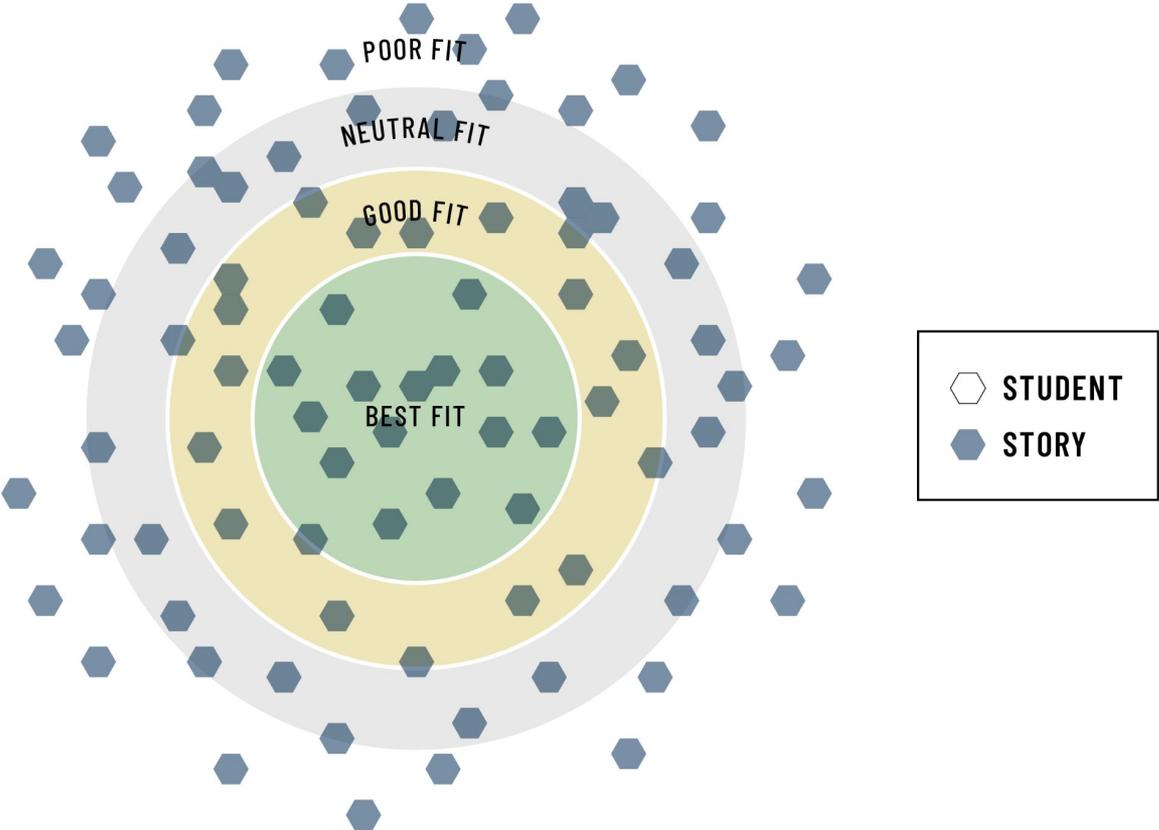
---

So, how do you actually  
**implement**  
psychographics?

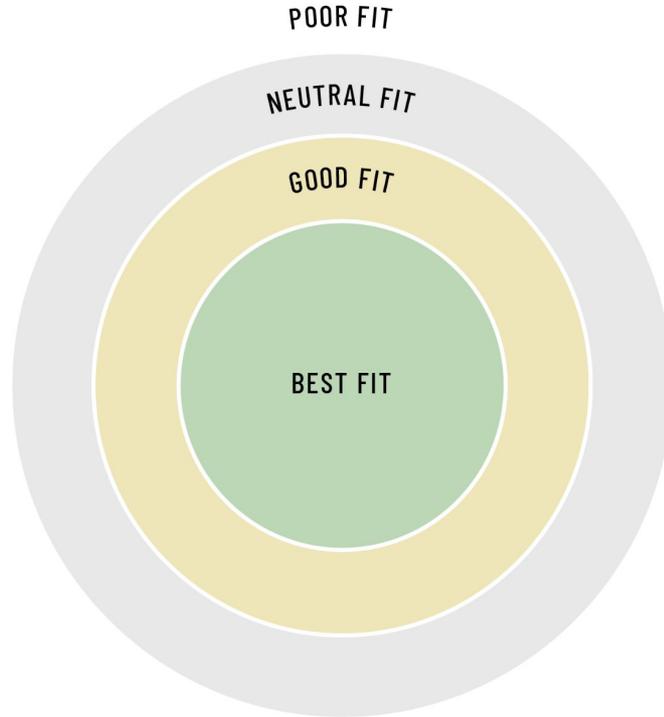
## Typical Targeting



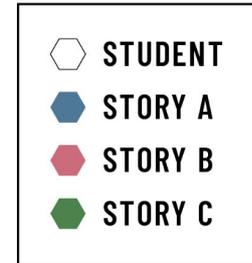
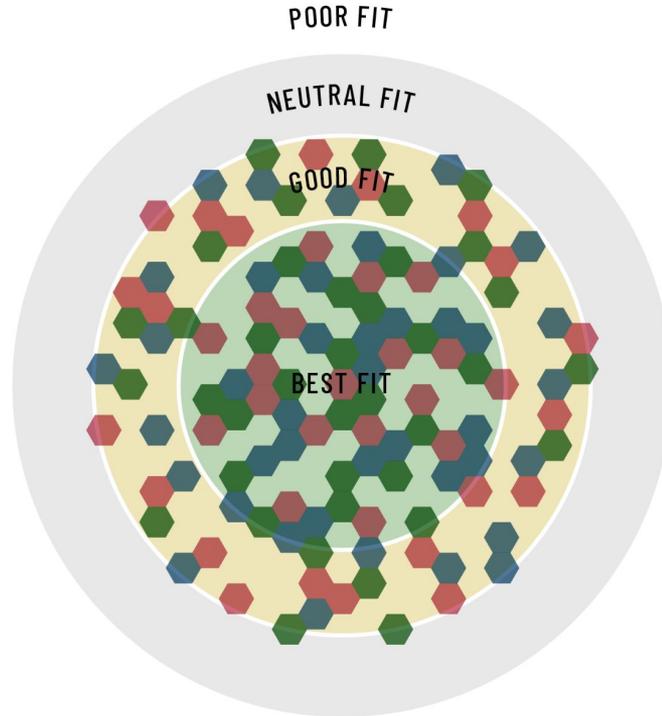
# Typical Targeting



## Precision Targeting



# Precision Targeting



## Case Study

---



Increased Search Yield Conversion

**27.5% App-to-Enroll** vs 25% total

Darted Comms Increased Conversion

**28% Better Yield** (at application and enrolled)

Increased YOY 2019-2022 Deposits

**+7% Deposits** (May 1)

## Case Study

---

Public R2 University

17,000 Students

Midwest

Increased Search Yield Conversion

**30% App-to-Enroll** (vs 16% total)

Darted Comms Increased Conversion

**29% Better Yield** (at all stages)

Increased YOY Deposits

**+6% Deposits** (May 1)

## Case Study

Private R1 University  
2,400 Students  
West

Increased YOY Deposits

**+18% Net Deposits** (22-23 cycle)

Darted Comms Increased Conversion

**17% Better Yield** (45% vs 28% non-Darted)

Increased Inquiry Conversion on Darted Names

**13% Higher Conversion** (app gen)

## Fundamentals

---

1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages



The fabled

# Demographic Cliff



Needs a

# Psychographic Lift

## Resources



### **Dive Deeper**

[Psychographics, Simplified](#)



### **Download**

[Uncover Your Institution's  
Unique Voice](#)



### **Explore**

[Partner with Carnegie](#)

# Thank You!

---

[carnegiehighered.com](http://carnegiehighered.com)

**Tyler Borders**

[tborders@carnegiehighered.com](mailto:tborders@carnegiehighered.com)

**Jason Black**

[jjblack@samford.edu](mailto:jjblack@samford.edu)