

CARNEGIE



WASHINGTON STATE
UNIVERSITY

Slate Video

Your Ultimate Guide to Student Connection and Engagement

JUNE | 2024



PRESENTERS

Sydney Nowak

- + Senior Slate Communications Strategist, Carnegie
- + Slate user since 2019, Carnegie since 2021
- + The Creative + Adventurous Researcher



Chris Cordodor

- + Director CRM, Communication, and Strategy, Washington State University
- + Slate user since 2019, WSU since 2004
- + The Caring + Humorous Magician



Goals

- + Craft compelling communications to enhance student engagement
- + Create connections and foster a sense of belonging between prospective students and the campus community
- + Encourage conversions through effective messaging

Overview

- + Mastering Slate Video Fundamentals
- + Collaborating across campus to garner support and facilitate video recording
- + Efficiently handling video recordings and user access in a multi-campus instance
- + Analyzing engagement metrics and conversion rates for video content

Washington State University Pullman Campus



The Basics

Okay to Text:
Application-Scoped Events:
Scholarship Applic:
Service Indicators:
Students Group:
WSU Student ID:
Pronouns:
Biographic
Male
Born 01/01/2006,
2024 Fall Under
Active in Program
Submitted 01/04/2
Matriculation - Con
Activity History

1/1/202

Interactions

1

Connect
cordodor+valentino123@gmail.com
Mobile +1 509-553-0505

Send Message

Sender "Chris Cordodor" <cordodor@wsu.edu>
Recipient Email Address: cordodor+valentino123@gmail.com
CC
Subject

Search Snippets...
\$500 Enrollment Fee
WSU is switching from a \$200
n deposit to a \$500
fee for the 2024...
Next Steps
ferred}},
ions on being
Washington State...
Transfer Credit Repo...
ferred}}, Please use
g steps to access your
t transfer credit...
Test Scores
ferred}}, Washington
rsity does not require
scores for applicants...
represent WSU
see that you are
n working with WSU as
artner. You can learn...
n Fee Waiver - In...
ferred}}, Thank you
erest in applying to
t State University!...
n Fee Waiver - Pri...
ferred}}, Washington
rsity offers application
to students who...

Slate Video

Record

3

2

Send Cancel

The Basics

Slate Video ✕

Restart



0:00

Insert Cancel 

Slate Video Upgraded with Snippets and Portals

WASHINGTON STATE UNIVERSITY

Welcome, #FutureCoug

Hi Valentino,

As you prepare for your upcoming New Coug Orientation session, we want to ensure we connect you with the advisor appropriate for your major interest. Please confirm or update your interest.

My major is listed correctly
 My major has changed

Interested Major
Apparel Merchandising

Submit

0:00 / 0:03

Go Cougsl
Washington State University

Slate
Documentation



Slate Video Upgraded with Snippets and Portals

Edit Snippet Prev Next X

B I U S | [List Icons] | Normal (...) Font Size A A

[[Person-Preferred]],

I'm your orientation counselor and I can't wait to see you at New Coug Orientation this summer!

[[Person-Portal-Link-with-Slate-Video]]

Orientation was an impactful experience for me when I went through it and I look forward to making it special for you as well.

Go Cougs!

Exports

Export [Icons] Join [Icons]

Person Preferred

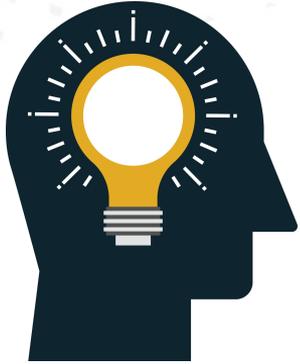
Person Portal Link with Slate Video Portal = Video Search Portal

Save Delete Cancel

Slate
Documentation



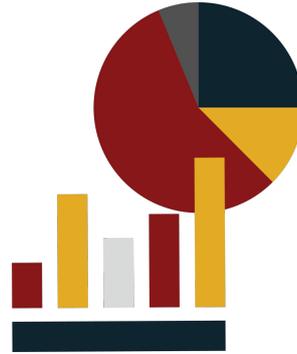
Campus Buy-in



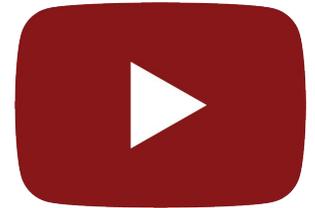
**Starts
with me**



Try a few



**Get some data...
it's compelling**



**Make a
Training Video**

Get a Libby. Make a Training Video

Slate Video ×

Record Microphone input detected.



Insert **Cancel** ⏏

The image shows a software window titled "Slate Video" with a close button (X) in the top right corner. Inside the window, there is a red "Record" button on the left and a blue notification "Microphone input detected." on the right. The central part of the window is a video feed showing a woman with long dark hair, wearing a dark top, smiling. The background of the video feed includes a wall with a framed picture, a potted plant, and a desk with various items. At the bottom of the window, there are two buttons: "Insert" and "Cancel", and a small icon in the bottom right corner.

Make a Training Video. Need a Tool?



ShareX (Windows)
getsharex.com



Scribe

Scribe (Chrome)
scribehow.com

zoom

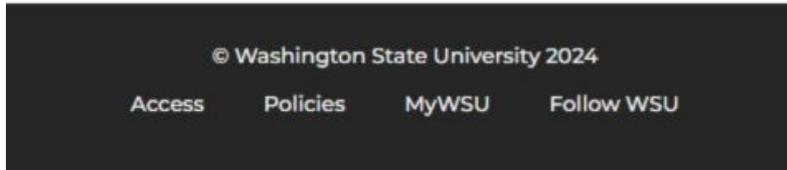
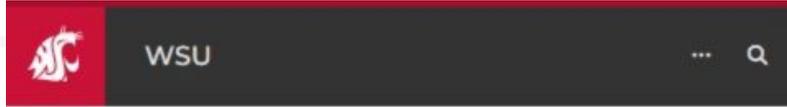


ScreenToGif (Windows)

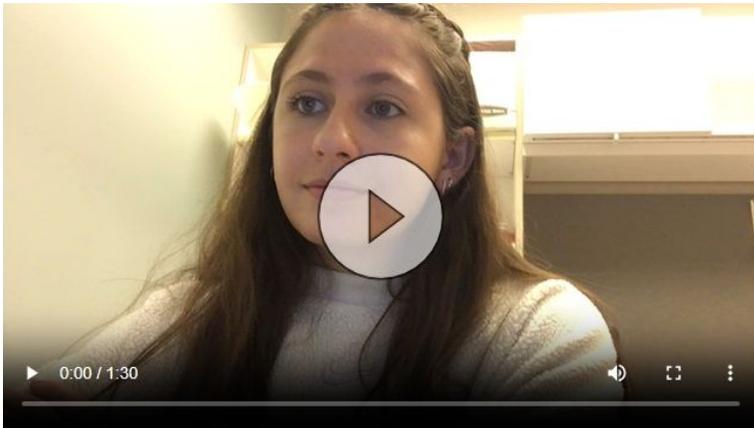
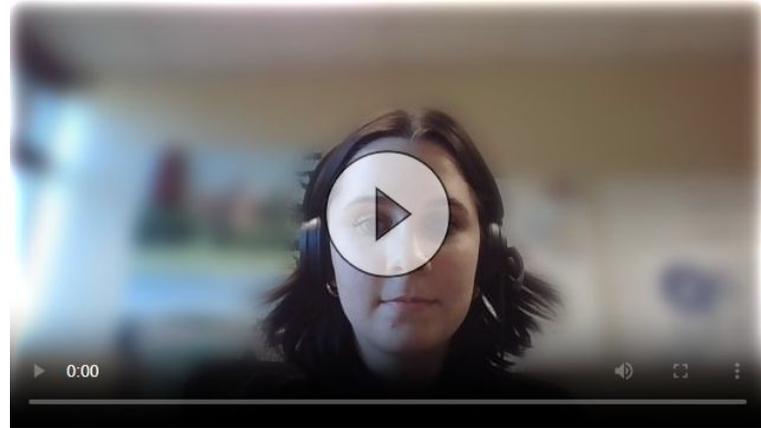


Explain & Send
(Chrome)

Campus Buy-in



Campus Buy-in



Enhancements: Taking Slate Video into your Drip Campaigns

Topics

Financial Aid

- + In-State & Out of State

Counselor visit invites

- + One video per assigned recruiter

Support and Community for First-Generation Students

- + First-Gen and Non-First-Gen/No data

Faculty

- + The academic experience
- + Could segment by department, major, etc.



Serving dynamic videos via Content Blocks

Videos cannot be recorded within content blocks, but you can transfer the code from the deliver email to the content block

- + Store all video email shells in a designated folder for convenient access
- + While these can be archived eventually, it's crucial not to delete them
 - If they are deleted, any content block or other email using the code will no longer work

Deliver

New Mailing

Name	Method	Status	Start Date	Stop Date	Updated
Tony Thompson Slate Video My Video	Email	In Progress			03/27/2024
#04 SR Search Responsive - Faculty Video	Email	In Progress			02/13/2024
#01 JR Search Responsive Slate Video (Nadia M...	Email	In Progress			01/25/2024
#01 JR Search Responsive Slate Video (Alejandr...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Ben Sher...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Samanth...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Kimberly...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Robert S...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Randi Ni...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Ryan Wa...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Kelsie Ba...	Email	In Progress			01/19/2024
#01 JR Search Responsive Slate Video (Ranene ...	Email	In Progress			01/19/2024
#01 JR Search Responsive Slate Video (Gabi San...	Email	In Progress			01/18/2024
#01 JR Search Responsive Slate Video (Fernand...	Email	In Progress			01/18/2024
#01 JR Search Responsive Slate Video (Gracie G...	Email	In Progress			01/18/2024
#01 JR Search Responsive Slate Video (Jose Villa...	Email	In Progress			01/16/2024
#02 SR Search Responsive Slate Video (Cheyenn...	Email	In Progress			01/12/2024
#02 SR Search Responsive Slate Video (Alyssa H...	Email	In Progress			01/12/2024

Mailings

[Calendar](#)

[Campaigns](#)

[Outreach](#)

[Outbox](#)

[Library](#)

[Content Blocks](#)

[Designer](#)

[Gateway Inbox](#)

[SMS Inbox](#)

Status

All Mailings

[Running/Ongoing](#)

[Running](#)

[Completed](#)

[In Progress](#)

[Ready for Review](#)

All Folders

[Admin](#)

[Admissions](#)

[All trying --](#)

[Application](#)

[Business Processes](#)

Carnegie

[Junior Search](#)

[Print](#)

[Responsive](#)

[Senior Search](#)

Slate Video

[Sophomore Search](#)

From the deliver mailing to the content block...

The screenshot shows the 'Deliver' page in the Slate software. At the top, there is a navigation bar with the 'slate' logo and several icons. Below the navigation bar, the page title 'Deliver' is displayed. A 'New Mailing' button is visible on the left, and a search box for mailings is on the right. The main content area features a table with columns for Name, Method, Status, Start Date, Stop Date, and Updated. The table lists various mailings, most of which are 'In Progress'. On the right side, there is a sidebar with a list of navigation links, including 'Mailings', 'Calendar', 'Campaigns', 'Outreach', 'Outbox', 'Library', 'Content Blocks', 'Designer', 'Gateway Inbox', 'SMS Inbox', 'Status', 'All Mailings', 'Running/Ongoing', 'Running', 'Completed', 'In Progress', 'Ready for Review', 'All Folders', 'Admin', 'Admissions', 'Ali trying --', 'Application', 'Business Processes', 'Carnegie', 'Junior Search', 'Print', 'Responsive', 'Senior Search', 'Slate Video', 'Sophomore Search', 'DAESA', 'Everett', 'Global', 'Graduate', 'International', and 'NAUS'.

Name	Method	Status	Start Date	Stop Date	Updated
Tony Thompson Slate Video My Video	Email	In Progress			03/27/2024
#04 SR Search Responsive - Faculty Video	Email	In Progress			02/13/2024
#01 JR Search Responsive Slate Video (Nadia M...	Email	In Progress			01/25/2024
#01 JR Search Responsive Slate Video (Alejandr...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Ben Sher...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Samanth...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Kimberly...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Robert S...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Randi Ni...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Ryan Wa...	Email	In Progress			01/23/2024
#01 JR Search Responsive Slate Video (Kelsie Ba...	Email	In Progress			01/19/2024
#01 JR Search Responsive Slate Video (Ranene ...	Email	In Progress			01/19/2024
#01 JR Search Responsive Slate Video (Gabi San...	Email	In Progress			01/18/2024
#01 JR Search Responsive Slate Video (Fernand...	Email	In Progress			01/18/2024
#01 JR Search Responsive Slate Video (Gracie G...	Email	In Progress			01/18/2024
#01 JR Search Responsive Slate Video (Jose Vill...	Email	In Progress			01/16/2024
#02 SR Search Responsive Slate Video (Cheyenn...	Email	In Progress			01/12/2024
#02 SR Search Responsive Slate Video (Alyssa H...	Email	In Progress			01/12/2024

Accessibility

Adding Alt Text to your Video

- + In the add alt="your descriptive text here"

Responsiveness

- + Size your video to appear appropriately across all devices (and test!)
- + Add a mobile responsive code to both the <div> and

```
5 <body>
6   <div class="adapt-img" style="width: 300px; height: 169px; margin: 0 auto;">
7     <a href="https://futurecoug.wsu.edu/go?cmd=video&id=a6959998-fb79-4a2e-8b47-91f673b2a465"></a>
10  </div>
11 </body>
```

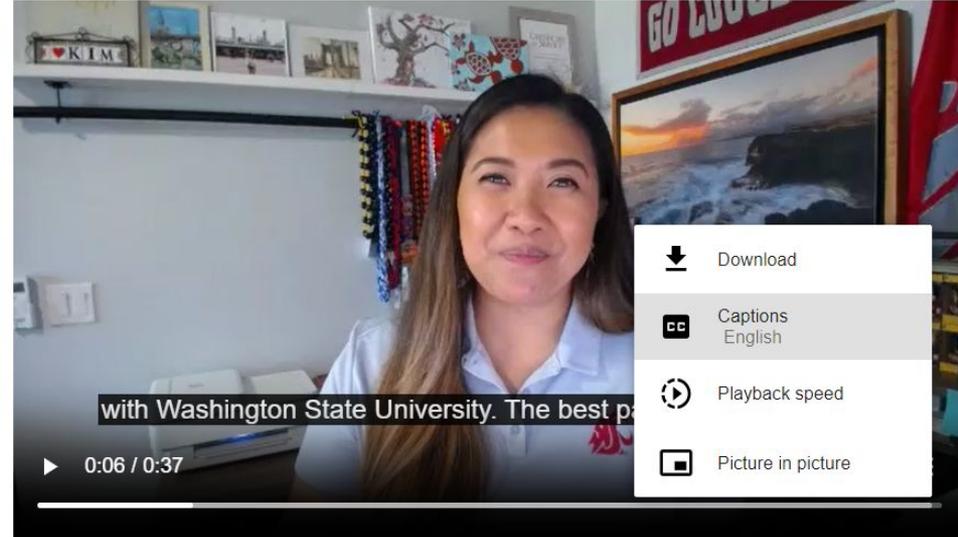
Accessibility (cont.)

Recording Tips

- + Record in good light & speak clearly
- + Avoid flashing or strobe effects in the background

Enabling Captions

- + When viewing more options on the video play, you have the ability to enable captions and adjust the playback speed



Accessibility should be considered for the whole mailing and not simply the video!

○ Why it's worth it

Reporting

- + Querying on a single video
- + Reporting on drip & ad hoc emails
- + Results that lead to further campus buy in through engagement and conversions
- + Industry trends

Using Ping to track video engagement

Query on the Ping base

- + Look for Ping URL like your Slate Video links
- + Further filter by matched and unmatched as desired

Findings

- + 218 Pings
- + 43 seconds average Ping Duration on Video pages
- + 26 matched records
- + Most pinged UTM
 - Junior-search-rsp-01 | staff-assigned visit invite

Base Configurables Joins - Ping
Execution Mode Retrieve all records each time query is run

Exports

Ping Duration (seconds)
Ping Identity
Ping IP Address
Ping Referrer
Ping Timestamp
Ping URL
Ping UTM Campaign
Ping UTM Content
Ping UTM Medium
Ping UTM Source
Ping UTM Term

Filters Query Profiler Matching Rows: 218

Slate Videos - Ping URL Formula @Ping-URL LI

Matched Record = Unmatched

Edit Part

Status Active

Name Slate Videos - Ping URL

Source Subquery Filter

Type Dependent subquery

Aggregate Formula

Formula @Ping-URL LIKE '%futurecoug.wsu.edu/go?cmd=video%'

Exports Export Ping URL

Filters Filter NOT (OR) Join

Save Delete Cancel

Using Message Track for video engagement

Query on the Message Track base

- + Look for Message Track URL like your Slate Video links
- + Message Track tracks all clicks on the URL while Message Track Records looks at person records who have clicked the URL

Findings

- + 166 message track clicks to our Non-First Gen resource video versus 118 person records who clicked

The screenshot displays a software interface for configuring a query. On the left, a list of fields is shown under the heading "Exports", including "Ref ID", "Rank", "Row Offset: 1", "Message Track Browser", "Message Track Message GUID", "Message Track Region", "Message Track Country", "Message Track Event", "Message Track IP Address", "Message Track Timestamp", "Message Track URL", and "Message Track User-Agent". Below this list, it indicates "Filters: Query Profiler" and "Matching Rows: 166".

On the right, an "Edit Part" window is open, showing configuration details for a specific part of the query:

- Status:** Active
- Name:** Slate Video Non-First Gen
- Source:** Subquery Filter
- Type:** Dependent subquery
- Aggregate:** Formula
- Formula:** @Message-Track-URL LIKE '%futurecoug.wsu.edu/go?cmd=video&id=c11aec9a-685e-485d-9421-26539db933c6%'
- Exports:** Message Track URL
- Filters:** Filter, NOT, (, OR,), Join

Ad Hoc Video Reporting

Ad Hoc Slate Videos

Metric	Clicks	Fall 2024 Applications		
		Submitted	Admit	Deposit
Ben Sherry	1	1	1	
Gabi Sanesi	1	1	1	
Gracie Grossman	3	3	3	
Hayley Beckman	1	1	1	
Jose Villalobos	1	1	1	1
Nadialisa Ortiz	2	2	2	1
Randi Niehenke	1	1	1	1
Robert Stolzberg	3	3	3	3
Samantha Dillon	6	6	6	2

Edit Report

Configure top level filters

- + Deliver date range
- + Method
- + Type in Ad Hoc Message

Row

- + Configure exports
- + Filter on standard video URL

state Search...

[All Reports](#) > [Carnegie | Slate Video Reporting](#) > [Edit Report](#)

Ad Hoc Video Reporting Edit

Status: Active
 Type: Data/Charts
 Base: Message
 Filters: Delivered Date >= 3/18/2024
 Method = Email
 Type IN Ad Hoc Message

Columns

Clicks
Fall 2024 ... Submitted
Fall 2024 ... Admit
Fall 2024 ... Deposit
Data Column

Rows

Metric	Fall 2024 Applications			
	Clicks	Submitted	Admit	Deposit
Ad Hoc Slate Videos				
Loading...

- Data Table
- Chart
- Section Title
- Header Row
- Static Content
- Page Break

Drip Staff-Assigned Slate Videos

Drip Counselor Slate Videos

Metric	Clicks	Visit	Inquiry	Fall 2024 Application		
				Submitted	Admit	Deposit
Alejandra Peña	86	1	28	1	1	
Ben Sherry	164	2	40	3	1	
Fernando Martinez	114	1	27			
Gabi Sanesi	187	1	67	3	1	
Gracie Grossman	106	4	38	2	2	
Hayley Beckman	33	1	13			
Jose Villalobos	107		22			
Kelsie Baskett	82	2	28	1		
Kim Dela Cruz Kelley	56	2	15			
Nadialisa Ortiz	71	1	20	2		
Randi Niehenke	38	3	8	1	1	1
Ranene Royer	2		2			
Robert Stolzberg	105		37	3	2	
Ryan Ward	21		7			
Samantha Dillon	243		125	2	1	1

Additional Configurations

Drip Support & Community Slate Videos

Metric	Clicks	Inquiry	Fall 2024 Application
First Gen	23	15	6
Other	81	53	1

Drip Financial Aid Slate Videos

Metric	Clicks	Inquiry	Fall 2024 Applications
In-State	69	31	8
OOS / State			
OOS	55	15	2
CA	18	4	
OR	7	1	
CO	5	1	
TX	4	1	
HI	3		

Drip Faculty Slate Videos

Metric	Clicks	Inquiry	Fall 2024 Application
/ Academic Interest			
Faculty Video	40	19	2
Exploring	14	6	1
Agricultural Economics	1		
BA in Art, BFA in Art, Computer Science	1		
Chemical Engineering, Construction Engineering	1		
Civil Engineering, Exploring, Mechanical Engineering	1	1	1

Keeping track of unengaged videos

Audit Query

- + Message base
- + Look for video URLs that have not been clicked
- + Opportunity for staff-assigned to follow up with the students who did not engage in a different way

The screenshot displays a software interface for configuring an audit query. The main window, titled "Exports", lists various fields for filtering and sorting data, including "Person Reference ID", "Person Name", "Message Sender", "Pullman Recruiter Name", "Message Recipient", "Message Subject", "Message Status", "Message Status Detail", "Message Delivered Date", "Message Bounced", "Message Click Count", "Message Delivered", and "Message Open Count". Below the field list, there are "Filters" and "Query Profiler" options, indicating "Matching Rows: 3". The filter criteria are: "Delivered Date" >= 20240318, "requested student video response" Exists, "Type" IN Ad Hoc Message, "futurecoug.wsu.edu/go?cmd=video", and "Status" NOT IN Click.

An "Edit Part" modal window is open, showing configuration for a specific part of the query. The "Status" is set to "Active". The "Name" is "futurecoug.wsu.edu/go?cmd=video". The "Source" is "Custom SQL". The "SQL" field contains the query: `cast(msg__JID_[body] as nvarchar(max)) like '%futurecoug.wsu.edu/go?cmd=video%'`. The "SQL Join" field is empty. The modal has "Save", "Delete", and "Cancel" buttons.



Summary of Data



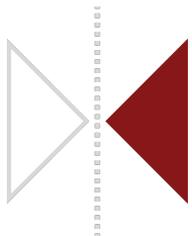
Slate Videos Sent

- + **Five** Search drip emails
 - **Four** Senior Search Emails, **one** Junior Search email
- + 20 unique videos



Click rates

- + Seniors: similar click rates compared to other drip emails
 - Staff-assigned video email ranked among the **top 3** performing emails
- + Juniors: **+0.75%** higher click rate compared to other drip emails, second highest total clicks on a single email



Conversions

- + Of the 19 ad hoc emails sent from the ambassadors, **8** students deposited
- + Of the four Senior Search emails, **2,790** students converted to inquiry and **622** created applications who clicked/opened one of the emails
- + **1,572** Juniors converted to inquiry who clicked/opened the email

Summary of Data (cont.)



Senior Search year-over-year

- + Since we sent the first Slate Video this spring, inquiry conversions are up **+0.6%** YoY for the date range
- + Inquiry conversion rates for those who clicked/opened a Slate Video email surpasses prior year total campaign conversion rates by **+0.43%**
- + Since we sent the first Slate Video this spring, Application conversions are up **+0.31%** YoY for the date range
 - Of the new applications, **35%** interacted with our video email



Junior Search year-over-year

- + The month following the staff-assigned Slate Video send, inquiry conversions were up **260** converted inquiries YoY
 - Of the new inquiries, **30%** interacted with our video email

Industry Trends on Slate Video



Senior Search

- + Average click rate for slate-video of 0.18%
- + **8th** most popular UTM term



Junior Search

- + Average click rate for slate-video of 0.96%
- + **3rd** most popular UTM term



Yield

- + Average click rate of 17.05%
- + **2nd** most popular UTM term

**Most popular UTM term is determined by highest click rates*



Beyond Admissions

Cross campus use cases

- + Graduate Admissions
- + Student Success
- + Advancement

Graduate Communications

All Campaigns

- + Alumni focus, what we are doing with the degree, etc.
- + Faculty focus on research messaging by program
- + Online & in-person or by campus
- + Program director message

Application Completion

- + Admissions officers communicating to in-progress applicants

Yield & Anti-Melt

- + Graduate Student Association message



Student Success

- + Video from a guest or faculty lecturer included in guest lecture emails
- + Welcome note from the academic advisor for incoming freshman
- + Parking lot instructions for move in

Advancement

- + Personalized thank you videos after someone makes a gift on Giving Day
- + Thank you videos or solicitation video via text from phonathon callers using calling lists
- + Gift Officers sending personalized videos to donors in their portfolio
- + Utilize customization of snippets and portals

Resources



Slate Spotlight: Slate Video and Dynamic Snippets



Configuring Slate Video



Slate Video



Carnegie— Utilizing Slate Video



Carnegie— Slate Summit Resources





CARNEGIE



WASHINGTON STATE
UNIVERSITY

Thank You!

Sydney Nowak
snowak@carnegiehighered.com

Chris Cordodor
cordodor@wsu.edu

