

Your Search is Over:

Under the Hood of Carnegie's Student Search

February 2025



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 later this week
- + Complete the post-webinar survey

Presenters



Jess Severt

VP, Enrollment Communications

Archetype Persona

The Compassionate and Curious Seeker

8 years working in Slate,
previous campus Student
Search manager



Jason Frost

VP, Enrollment Strategy

Archetype Persona

The Scrappy and Exploratory
Researcher

20+ years in higher education,
10 years helping campuses
develop Enrollment Strategy



Trent Gilbert

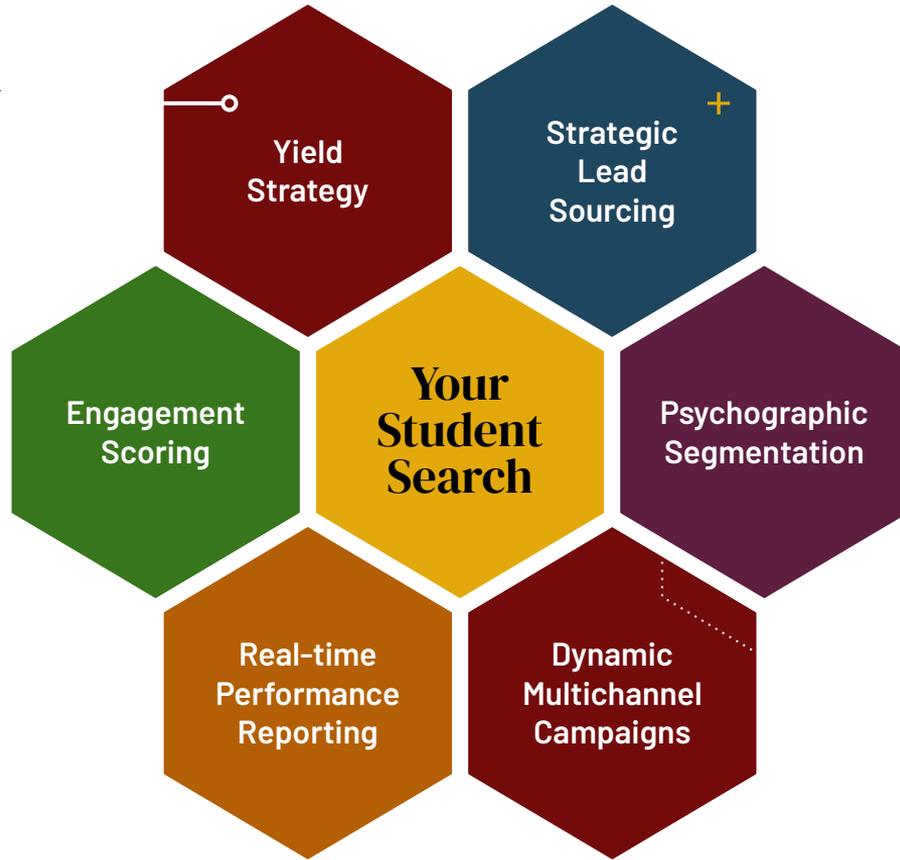
VP, Student Search Solutions

Archetype Persona

The Experiential and Confident
Visionary

20+ years in higher education;
Former Vice President for
Enrollment

Yield-focused Student Search



Agenda

Search Strategy

1 Goals

2 Behaviors+Trends=Markets

3 Market-Specific Strategies

Search Management

4 Implementation

5 Analysis & Optimization





1

Search Strategy

Goals

- + Institutional Goals
- + Search Resources & Goals

Search Strategy Goals

The first step in Carnegie's Strategic Lead Sourcing is prioritization of goals

- + Institutional Goals
 - + Growth or Shaping
 - + Academic Profile
 - + Academic Interest
 - + Geodemographic Profile
 - + Net Tuition Revenue / Ability to Pay



Search Strategy Goals

Institutional Goals

- + How does the college want to grow and shape the incoming class?



Search Influence & Resources

- + What influence does Search have on enrollment goals?
- + What resources are available?
- + Have those resources changed from last cycle?



Search Goals

- + Specific counts by stage
- + Specific conversion rates
- + Engagement rates specific to platform



2

Search Strategy

Behaviors + Trends = Markets

- + Student Behaviors
- + Defining Markets & Incorporating Trends



Search Strategy

Defining Markets

Yield-focused Search prioritizes affinity and enrollment over volume

Core

- + Campuses typically have an area close to campus that yields at a significantly higher rate.
- + Core markets may be further defined by urban vs rural setting, perceived distance (travel time), competitor institutions, and even natural features
- + Proximity to campus will start to outweigh other student factors

Historical

- + Areas outside of the Core market, "feeders"
- + Often nurtured by strong alumni populations and/or HS Counselor networks
- + Student-Athletes

Expansion

- + Regions outside of the Core and Historical markets
- + "Lookalike" markets - regions that have similar geodemographic profiles, culture around higher education,
- + Watch population and industry trends closely in these markets

Search Strategy Development

Defining Markets: Core

Make sure you're taking care of your backyard

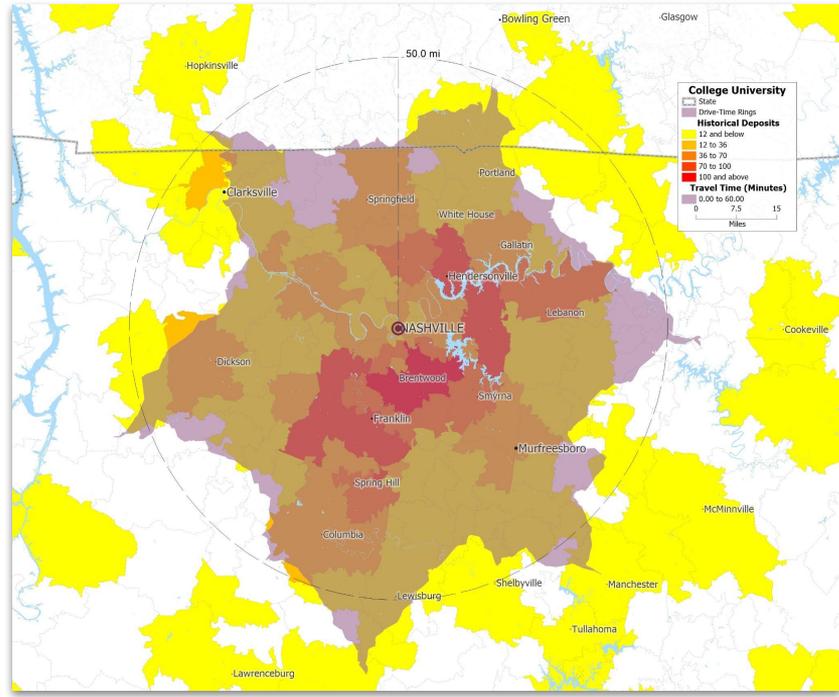
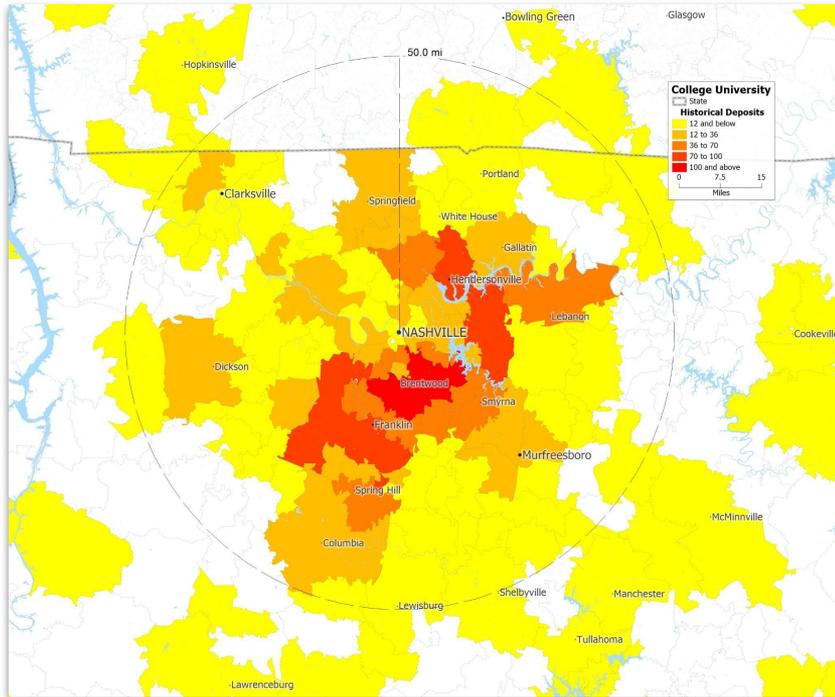
- + Statistical analyses can be insightful, but often the shift is so significant a visual analysis can suffice
- + Start simple - review your historical enrollment relative to proximity rings
- + Visual confirmation via mapping tools
- + Outliers from a perfect proximity radius may be the result of drive-time, natural features, or population centers

| Distance Cohort | Application Conversion | Admit Rate | Yield Rate |
|-----------------|------------------------|------------|------------|
| 0-50 | 25% | 79% | 50% |
| 50-100 | 10% | 64% | 25% |
| 100-250 | 9% | 65% | 26% |
| 250-500 | 7% | 78% | 26% |
| 500+ | 5% | 83% | 29% |

Search Strategy Development

Defining Markets: Core

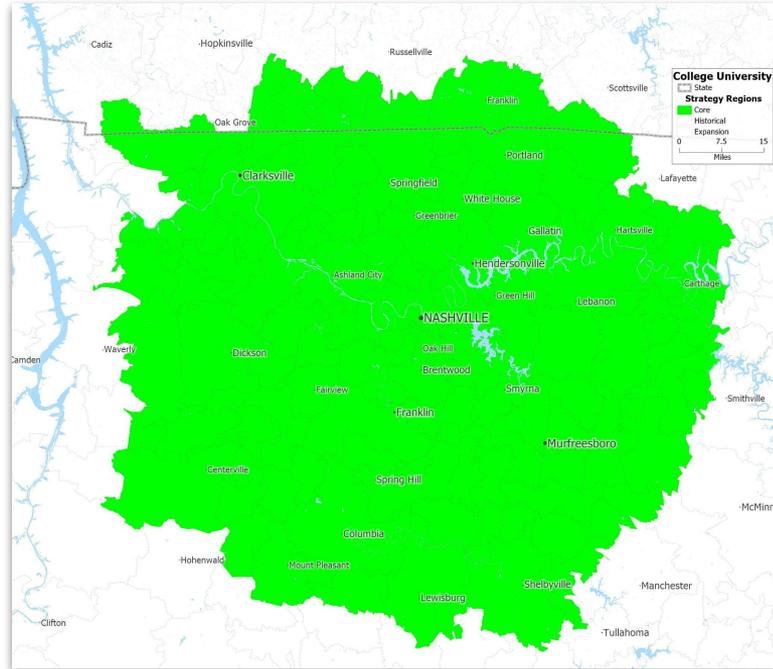
Make sure you're taking care of your backyard



Search Strategy Development

Defining Markets: Core

Make sure you're taking care of your backyard



Search Strategy Development

Defining Markets - Historical

Continue to nurture these feeder geographies

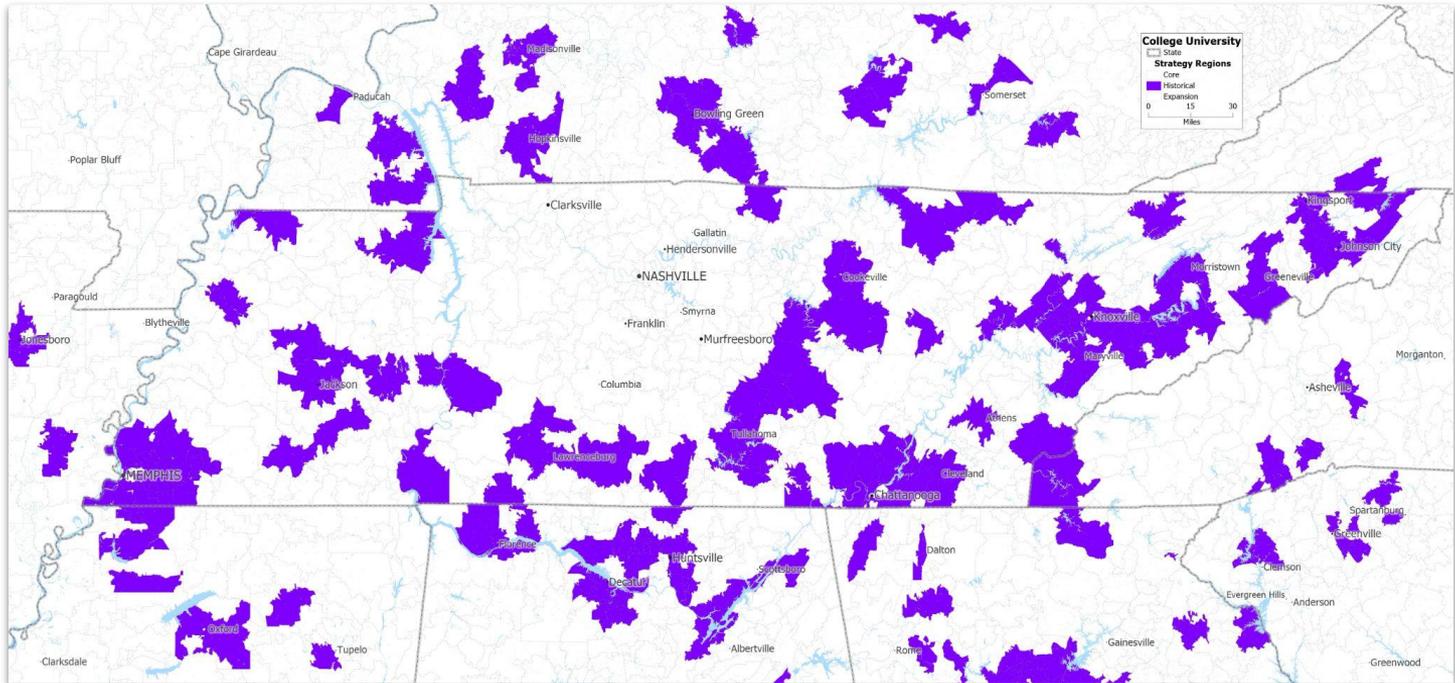
- + Historical markets fall outside of your high-yielding Core but still consistently produce applications and enrollment.
- + Review your historical data, how many applications and deposits are generated by zip code in your Core? Use to set a benchmark for Historical markets

| ZIP_Code | DMA_Name | Inquiries | Applicants | Admits | Deposits |
|----------|------------------------|-----------|------------|--------|----------|
| 37363 | CHATTANOOGA | 191 | 28 | 22 | 8 |
| 38138 | MEMPHIS | 122 | 22 | 17 | 8 |
| 38501 | NASHVILLE | 176 | 24 | 18 | 8 |
| 37355 | NASHVILLE | 134 | 18 | 13 | 7 |
| 38002 | MEMPHIS | 277 | 35 | 27 | 7 |
| 72143 | LITTLE ROCK-PINE BLUFF | 93 | 18 | 16 | 7 |
| 35242 | BIRMINGHAM | 174 | 18 | 15 | 6 |
| 37421 | CHATTANOOGA | 229 | 20 | 17 | 6 |
| 38305 | JACKSON, TN | 295 | 25 | 15 | 6 |
| 40014 | LOUISVILLE | 55 | 11 | 11 | 6 |

Search Strategy Development

Defining Markets - Historical

Continue to nurture these feeder geographies



Search Strategy Development

Defining Markets: Expansion

Managed investments in these markets produce results

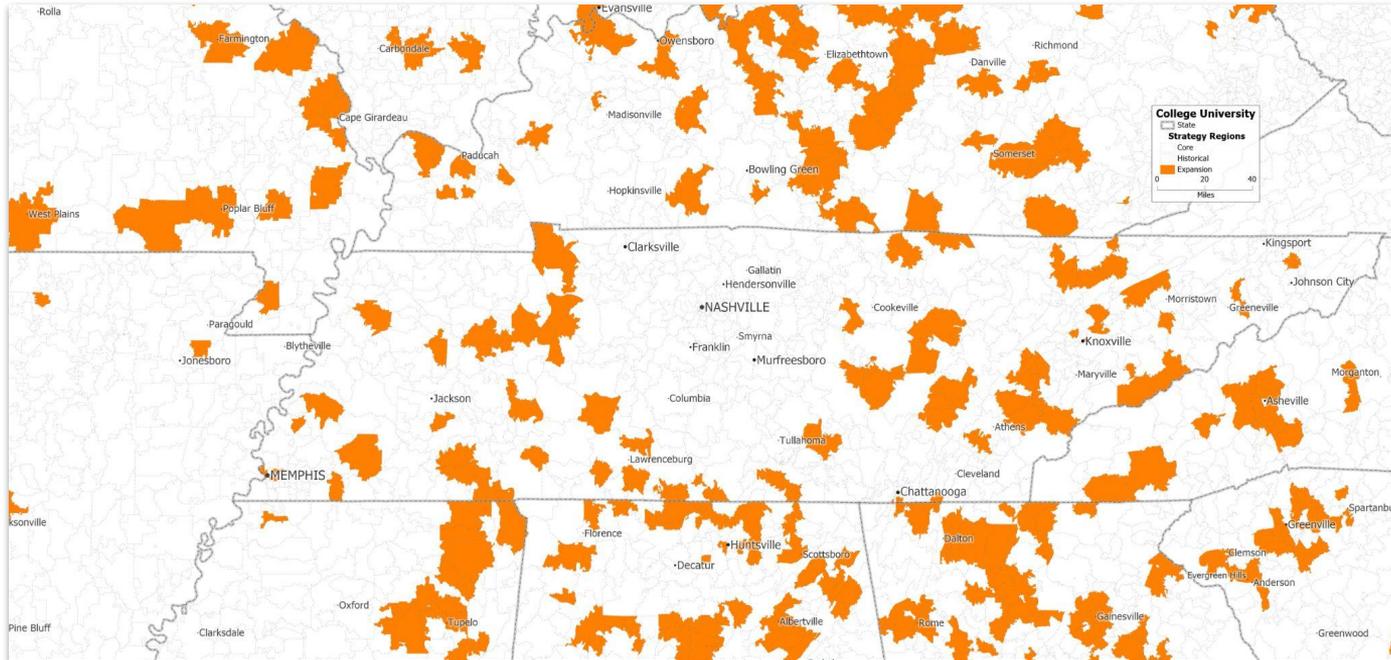
- + Expansion models look to take historical success and apply it to markets with similar environmental settings, geodemographics, alumni networks, and culture around higher education
- + This data can be aggregated from a variety of sources including but not limited to US Census/ACS, your historical enrollment and alumni data, IPEDS/NCES, WICHE, the USPS and other sources.
- + Carnegie’s Market Opportunity Index allows us to quickly review and make adjustments to Expansion markets

| ZIP_Code | County | State | DMA_Name | Competitive_Openings | Feeder_Potential | Growth_Score | Distance_Score | Alum_Score | InquiryApp_Score | Deposit_Score | Higher_Education_Index | Opportunity_Score |
|----------|----------------|-------|-----------------------------------|----------------------|------------------|--------------|----------------|------------|------------------|---------------|------------------------|-------------------|
| 47201 | Bartholomew | IN | INDIANAPOLIS | 95.04 | 60.50 | 87.16 | 65.1 | 0.00 | 5.65 | 0.00 | 95.26 | 51.09 |
| 30606 | Clarke | GA | ATLANTA | 75.36 | 71.19 | 88.28 | 61.2 | 0.51 | 1.99 | 0.00 | 96.82 | 49.42 |
| 39564 | Jackson | MS | BILOXI-GULFPORT | 95.88 | 64.06 | 91.25 | 33.9 | 0.00 | 3.41 | 0.00 | 95.92 | 48.05 |
| 38572 | Cumberland | TN | KNOXVILLE | 95.78 | 40.15 | 94.27 | 84.9 | 0.37 | 3.96 | 0.00 | 64.25 | 47.96 |
| 38571 | Cumberland | TN | KNOXVILLE | 95.74 | 54.00 | 77.95 | 84.4 | 0.21 | 2.14 | 0.00 | 68.56 | 47.88 |
| 30143 | Pickens | GA | ATLANTA | 93.45 | 38.17 | 92.97 | 71.9 | 0.33 | 4.70 | 0.00 | 80.90 | 47.80 |
| 35759 | Madison | AL | HUNTSVILLE-DECATUR-FLORENCE | 47.58 | 70.83 | 97.49 | 86.0 | 1.26 | 4.00 | 0.00 | 71.45 | 47.33 |
| 47203 | Bartholomew | IN | INDIANAPOLIS | 94.98 | 60.70 | 71.72 | 64.3 | 0.20 | 0.23 | 0.00 | 83.57 | 46.96 |
| 35634 | Lauderdale | AL | HUNTSVILLE-DECATUR-FLORENCE | 58.96 | 59.65 | 91.70 | 84.7 | 1.59 | 3.85 | 0.00 | 70.45 | 46.36 |
| 30276 | Coweta | GA | ATLANTA | 63.57 | 68.06 | 93.31 | 62.8 | 0.00 | 0.54 | 0.00 | 82.56 | 46.36 |
| 40291 | Jefferson | KY | LOUISVILLE | 28.74 | 83.20 | 88.60 | 75.1 | 0.38 | 1.88 | 0.00 | 92.26 | 46.27 |
| 30813 | Columbia | GA | AUGUSTA | 53.22 | 73.20 | 97.80 | 49.1 | 0.06 | 1.95 | 0.00 | 94.77 | 46.26 |
| 30180 | Carroll | GA | ATLANTA | 48.74 | 66.76 | 88.06 | 68.4 | 0.13 | 1.95 | 0.00 | 95.33 | 46.17 |
| 63755 | Cape Girardeau | MO | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 62.20 | 56.55 | 87.39 | 70.6 | 0.07 | 3.14 | 0.00 | 88.35 | 46.04 |
| 42376 | Daviess | KY | EVANSVILLE | 68.30 | 66.45 | 86.32 | 82.9 | 0.08 | 0.29 | 0.00 | 63.83 | 46.02 |

Search Strategy Development

Defining Markets: Expansion

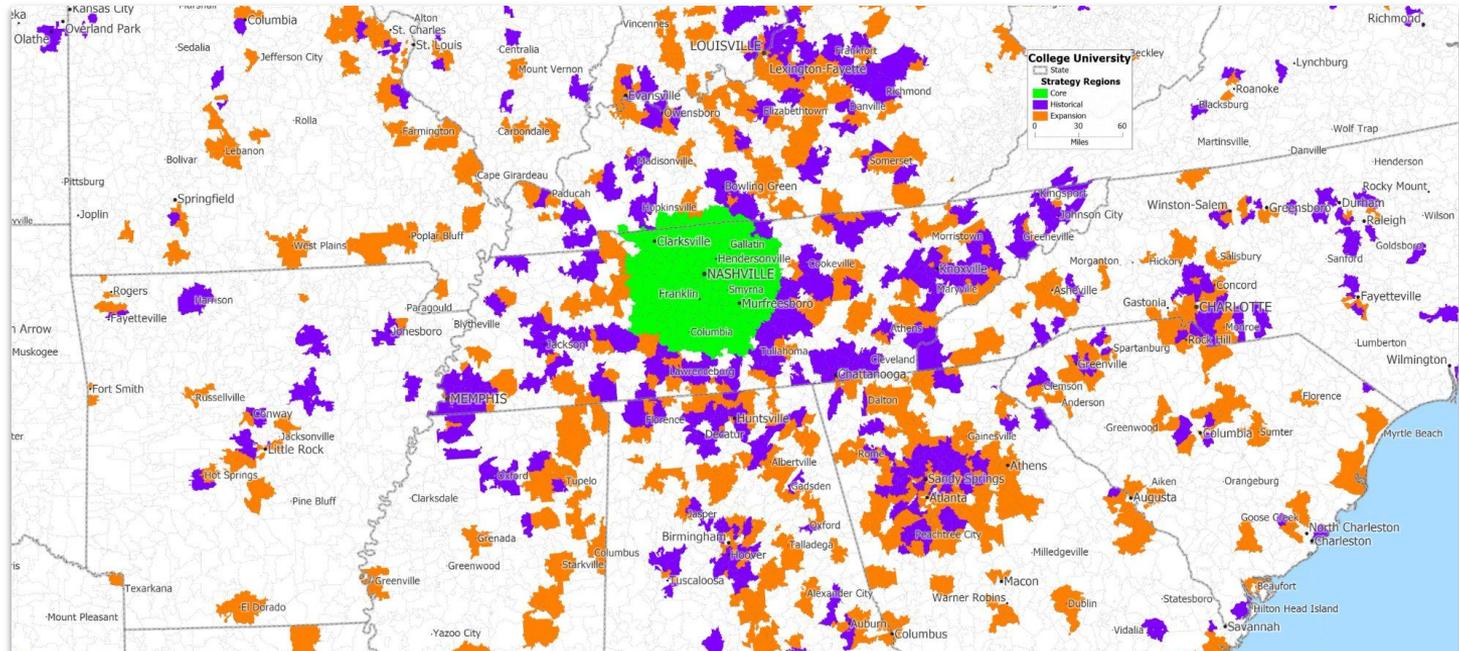
Managed investments in these markets produce results



Search Strategy Development

Defining Markets

Composite Search Geography



3

Search Strategy

Market-Specific Strategies

- + Market Review & Augmentation
- + Search Strategies by Market



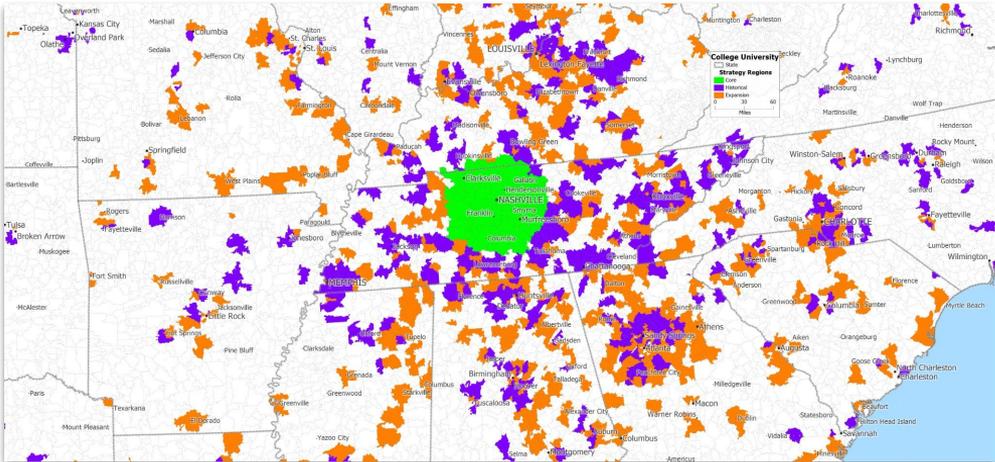
Market-Specific Strategies

Market Review & Augmentation

Review all of your markets holistically

- + Review your proposed markets against past enrollment cycles
- + Do these markets work towards your institutional enrollment goals?
- + Are there additional markets (zip codes, counties, states) that need to be incorporated?

| Market | Zipcodes | % of T Inquiries | % of T Applicants | % of T Admits | % of T Enrolls |
|------------------|----------|------------------|-------------------|---------------|----------------|
| Core | 171 | 12.74% | 40.20% | 41.73% | 48.75% |
| Historic | 948 | 24.42% | 30.46% | 35.73% | 51.25% |
| Expansion | 755 | 15.11% | 3.33% | 3.31% | 0.00% |



Market-Specific Strategies

Different behaviors require different Search parameters

| | Core | Historical | Expansion |
|------------------------------|--|--|--|
| Academic Interest | Be flexible, proximity can easily outweigh a student finding their exact major | Be less flexible with this market | Be restrictive with academic preferences |
| Score Bands & GPA | Most opportunity to enroll higher profile students | Consider ability AND mobility | Identify the sweet spot of historical likelihood of application/enrollment |
| Sources | Ensure full market coverage via platform and stage | Highly targeted, multiple sources typically still make sense | Limited to top performing |

Market-Specific Strategies

Different behaviors require different Search parameters

- + Markets have been defined and specific Search parameters developed.
- + Review - Do these list parameters address institutional goals?
- + Review - Take a handful of current student profiles - would they have been included in your Search lists?
- + Senior vs Underclassman considerations

| COLLEGE BOARD | | LIST COUNTS: 02.25.25 | | | | | | |
|--------------------------------|------------|-------------------------------------|--------------|-----------|------------|----------|-------------------------------------|-------------------|
| Market/Segment | Geography | Majors | Demographics | SAT | PSAT | GPA | SAS Cluste(s)/Landscape Score, etc. | Communications |
| CU 252627 IMC | All of US | All majors, including Undecided | | - | - | | All Opt-In | Email and mailing |
| CU 252627 Core Tier 1 | CORE | All majors, including Undecided | | 1200-1600 | 1200-1520 | | | Email and mailing |
| CU 252627 Core Tier 2 | CORE | All majors, including Undecided | | 1000-1190 | 1000-11190 | A+ to B- | | Email and mailing |
| CU 252627 Core NA | CORE | All majors, including Undecided | | - | - | A+ to B+ | | Email and mailing |
| CU 252627 Historic | Historical | CU Majors (AnyChoice, no Undecided) | | 1100-1500 | 1100-1500 | A+ to B- | | Email and mailing |
| CU 252627 Historic NA | Historical | CU Majors (AnyChoice, no Undecided) | | - | - | A+ to B+ | | Email and mailing |
| CU 252627 Expansion | Expansion | CU Majors (First, no Undecided) | | 1200-1400 | 1200-1400 | A+ to B- | | Email and mailing |
| CU 252627 Expansion NA | Expansion | CU Majors (First, no Undecided) | | - | - | A+ to B+ | | Email and mailing |
| CU 252627 Interest in My Peers | All of US | CU Majors (First, no Undecided) | | 1100-1500 | 1100-1500 | A+ to B- | IMP Group 1 | Email and mailing |

4

Search Management

Implementation

- + Connection Strategy
- + Timeline & Communication Planning
- + Content Development
- + Deployment



Connection Strategy

+ **Brand & Voice**

+ **Channel & Timing**

+ **Personalization**



This ideal student gets competing content from schools constantly. Getting her attention will require a brand story that's distinctive, emotive, and speaks to her core values and interests.

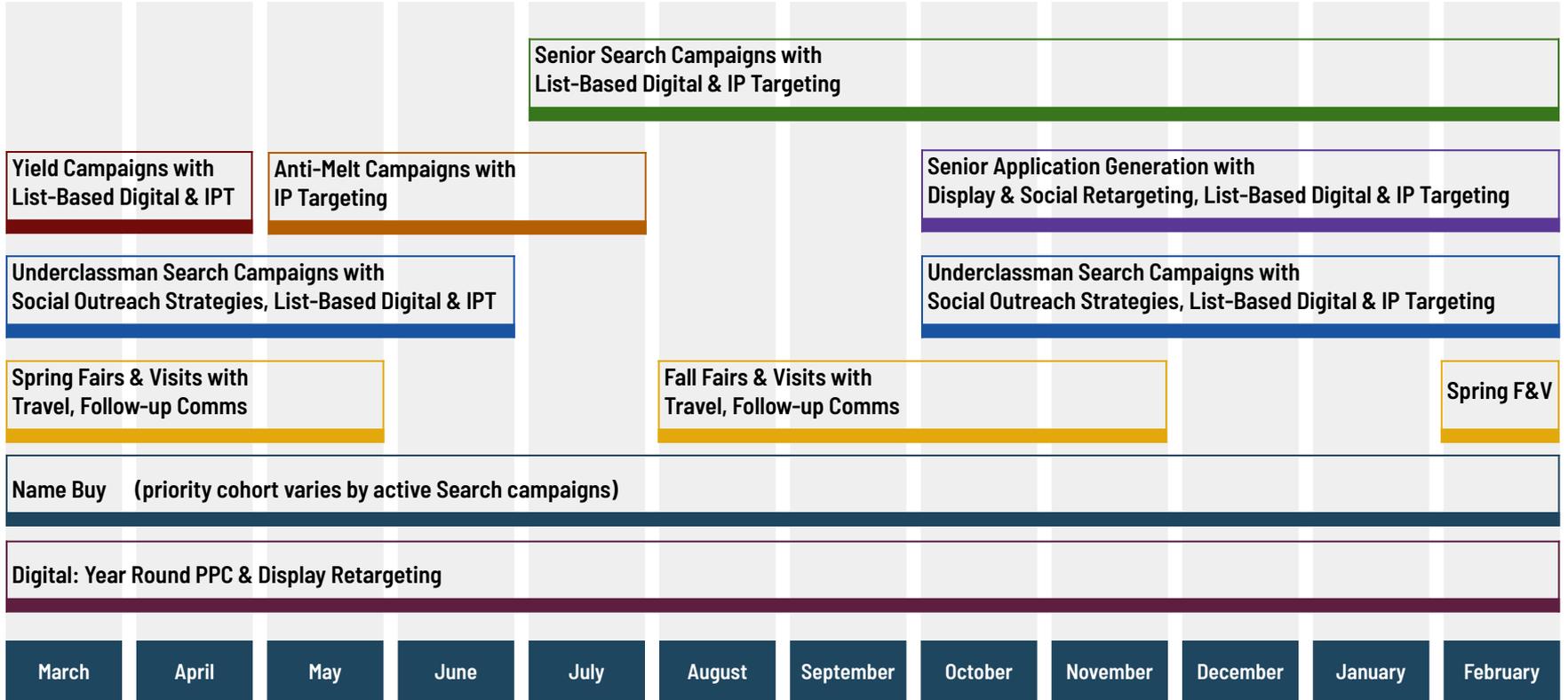


This ideal student has applied, we know his communication preferences, and now it's essential to cultivate this lead to deposit in the months ahead with an optimized channel strategy.



This ideal student is motivated by ideas like achievement, strength, and results. However, colleges don't know this insight yet, so they continue to send generic messaging instead.

Timeline Planning



Multi-Channel Communication Planning

| Carnegie University Fall 2024 Senior Search Communication Plan | | | | | | | |
|---|-----------|----------|------------|--|------------------------------|----------------|--|
| Campaign Begins: August 10, 2023 | | | | | | | |
| Deliverable | Send Date | Drip Day | Start Date | Topic | Call-to-Action | Audience | Segmentation |
| #01 Senior Search | 8/10/23 | Day 1 | 8/10/23 | All About CU - Fast Facts | Landing page | New Prospects | |
| #02 Senior Search | 8/15/23 | Day 6 | 8/10/23 | Invitation to Learn More and CU Fast Facts - from Staff Assigned | Apply/Landing page | Non responders | |
| #03 Senior Search | 8/24/23 | Day 15 | 8/10/23 | Carnegie Overview from Staff Assigned | Landing Page/Apply | Prospects | In State/Out |
| #04 Senior Search | 9/1/23 | Day 23 | 8/10/23 | Student Life Overview - be yourself here | Landing Page/Visit | Prospects | |
| #05 Senior Search | 9/8/23 | Day 30 | 8/10/23 | Your guide to Senior Year from Staff Assigned | Landing Page/Visit/Apply | Prospects | |
| #06 Senior Search | 9/18/23 | Day 38 | 8/10/23 | Intro to Academics | Landing Page/Apply | Prospects | Can segment by programs (+ unde |
| #07 Senior Search | 9/24/23 | Day 46 | 8/10/23 | Financial Aid Overview | Landing Page/Cost Calculator | Prospects | Mark up FAFSA language, Segment by In state/Out of State |
| #08 Senior Search | 10/2/23 | Day 54 | 8/10/23 | Staff Assigned Check in- any questions about affording CU? | Landing Page/Visit | Prospects | |
| #09 Senior Search | 10/10/23 | Day 62 | 8/10/23 | Student Story Slate Video: Why I applied to CU | Landing Page/Apply | Prospects | In state/Out |
| #10 Senior Search (OPENER) | 10/14/23 | Day 66 | 8/10/23 | A look into Residence Life | Landing Page/Visit | Prospects | |
| #11 Senior Search | 10/18/23 | Day 70 | 8/10/23 | Resources for You at CU | Apply | Prospects | |
| #12 Senior Search | 10/26/23 | Day 78 | 8/10/23 | A look at life after CU | Apply | Prospects | |
| #13 Senior Search | 11/3/23 | Day 86 | 8/10/23 | Where it all happens: Boston visit push from Staff Assigned | Visit/Apply | Prospects | In state/Out |
| #14 Senior Search | 11/11/23 | Day 94 | 8/10/23 | Social Media and News Story Newsletter: the buzz at CU | Apply | Prospects | |

- Outreach name
- Send Date/Drip Day
- Topic
- Call-to-action
- Segmentation
- Format/Medium
- Any needed links/content

- Email
- Print/Mail
- Text Messaging
- Digital Advertising

Content Development



Carnegie University
Senior Search Creative Copy Outline

Email #1

Topic: Get to know Carnegie University
CTA: Learn More
Audience: Senior Prospects
Segmentation: Darted
Format: Template

Theme: An overall email introducing Carnegie University, touching on its value props and including a Slate video from {{Staff-Assigned}}.

Included Content:

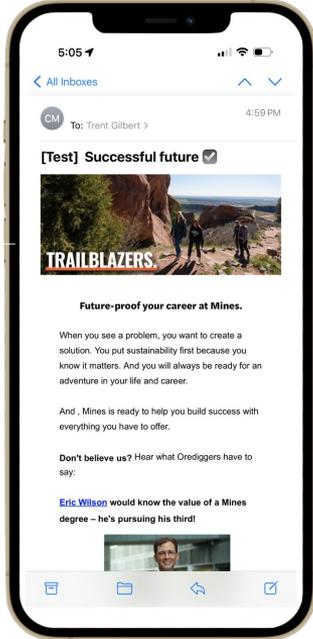
- #1 U.S. News & World Report ranking, lowest tuition ranking, and small school size.
- We are Carnegie University and we're perfect for you.
- Introduce {{Staff-Assigned}}, saying they created this video for you. Talking points:
 - Quick introduction
 - Something that makes Carnegie University so unique is...
 - One of my favorite things to tell prospective students about is...
 - CU is a great place to be.
 - Encourage student to learn more by filling out the form.

Darted Content:

- **[Dart 1]:** Darting will emphasize the creative culture at Carnegie.
- **[Dart 2]:** Darting will emphasize Carnegie's high rankings.
- **[Dart 3]:** Darting will emphasize Carnegie's caring community.

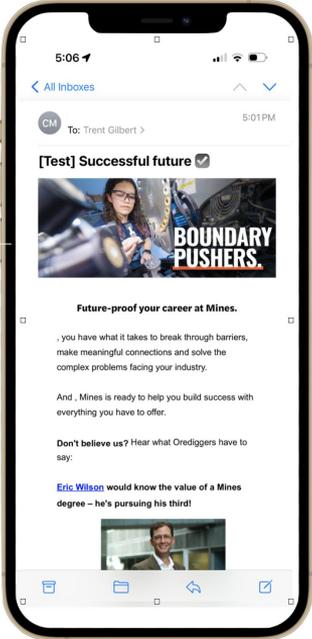
Information Needed:

- Is there anything we are missing?
- Do you have any other stats you'd like to include?



Explorer

Open-Minded Adventurer



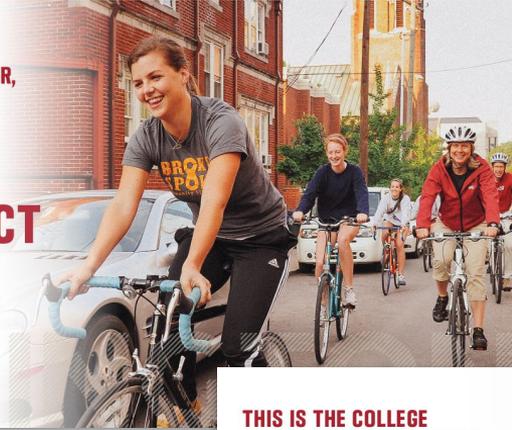
Genius

Self-Disciplined Achiever

Content Development

THIS IS THE COLLEGE CITY YOU'RE LOOKING FOR, {{PERSON-PREFERRED}}.

EXPLORE THE PERFECT COLLEGE CITY.



CREATIVITY

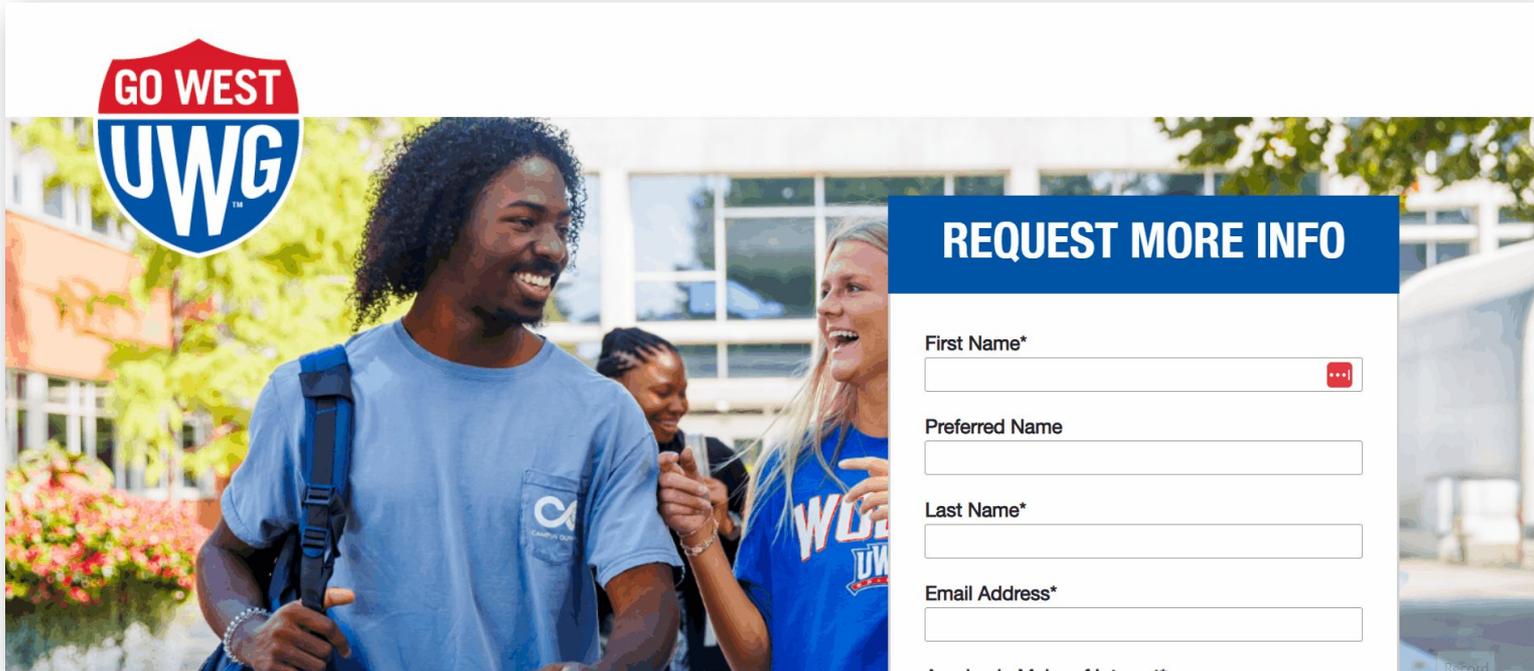
THIS IS THE COLLEGE CITY YOU'RE LOOKING FOR, {{PERSON-PREFERRED}}.

LEXINGTON IS WHERE THE DETERMINED & DRIVEN THRIVE.



STRENGTH

Content Development



GO WEST
UWG

REQUEST MORE INFO

First Name*

Preferred Name

Last Name*

Email Address*

Deployment

The screenshot displays the Slate email management interface. At the top, the 'slate' logo is on the left, and a search bar and user profile icon are on the right. A red banner below the header reads: 'You are accessing a TEST ENVIRONMENT of Slate that is for testing purposes only.' and 'Snapshot Date: 04/06/2023 04:46 PM'. The main content area shows the campaign title '#01 Conditional Logic + Liquid Markup Sample'. Below the title, there are two columns of configuration details. The left column lists: Method (Email), Folder (Slate Camp / Deliver Session), User (Nick Porcella), Recipient Lists (Sample Query), Current Status (Not Running), Timing (Send upon activation), and Opt Out (Allow Unsubscribe). The right column lists: Status (IN Inquiry, Prospect), Entry Term (IN Fall 2025, Fall 2026), and Student Type (IN First-Year). To the right of the configuration is a vertical toolbar with icons for star, checkmark, edit, lightbulb, and stars. Below the configuration is a 'Message' section showing a preview of an email with the subject 'Why build two emails when one will do?'. The preview shows the sender 'Slate Showcase' and the recipient '308933080-test@technolutions.com'. At the bottom of the preview is a large image placeholder with the text 'YOUR LOGO' and a background image of a stone building facade.

slate Search... [User Icon]

You are accessing a **TEST ENVIRONMENT** of Slate that is for testing purposes only. Snapshot Date: 04/06/2023 04:46 PM

All Mailings

#01 Conditional Logic + Liquid Markup Sample

| | |
|-----------------|------------------------------------|
| Method | Email |
| Folder | Slate Camp / Deliver Session |
| User | Nick Porcella |
| Recipient Lists | Sample Query |
| | Status IN Inquiry, Prospect |
| | Entry Term IN Fall 2025, Fall 2026 |
| | Student Type IN First-Year |
| Current Status | Not Running |
| Timing | Send upon activation |
| Opt Out | Allow Unsubscribe |

Message

Sender "Slate Showcase" <no-reply@technolutions.com> Reply To "Slate Showcase" <no-reply@technolutions.com>

Recipient 308933080-test@technolutions.com

CC

Subject Why build two emails when one will do?

Preheader

Preview Message
Send Message

YOUR LOGO

5

Search Management

Analysis & Optimization

- + Key Metrics
- + Reporting Dashboards
- + Pivots & Optimization



Key Metrics

- + **Campaign Engagement Metrics**
 - + Opens, Clicks, Opt Outs, Bounces, etc.
- + **Campaign Conversion Metrics**
 - + Form submissions, inquiry conversions, application conversions, deposit conversions, visit registrations, etc.
- + **Lead Conversion Metrics**
 - + Breakouts for markets, academic profile, etc.
- + **Overall Funnel Conversion Metrics**
- + **Engagement Scoring – EnGauge**
- + **Year-Over-Year Metrics**
- + **Benchmark Metrics**

CARNEGIE
communications
DASHBOARD

Welcome to the Carnegie Communications Dashboard!

On this page you'll find some aggregate information about your Carnegie Campaigns.

Reporting Center Index

To navigate to additional reports, click the  icon in the upper left-hand corner to expand the navigation menu

[Underclassmen Search](#) [Funnel YOY](#)
[Senior Search](#)
[App Gen](#)
[Parent Yield/Anti-Melt](#)

Actively Running Carnegie Campaigns 

Actively Carnegie **46**

Real-Time Reporting Dashboards



Funnel Summary: Below is your Senior Search report, broken down into four sections:

- Prospect & Inquiry Conversions - contains year over year prospect and inquiry conversion metrics and rates out of the Senior Search campaign.
- App Conversions - contains year over year application conversion metrics and rates from the Senior Search campaign.
- Form Submissions - total number of form submissions by form(s) utilized in the Senior Search campaign.
- Performance and Engagement - contains live performance and engagement metrics from the Senior Search campaign.

For detailed explanations of all data points, please view the "Report Definitions" at the bottom of the page.

Current as of 02/24/2025 at 11:02:09 AM ET

Prospect & Inquiry Conversions Year over year (Senior Search) - First-year

| | Prospects | | Submitted Applications | | | Conversion Rates | | |
|------------------|-----------|---------|------------------------|---------|-------|------------------|---------|---------|
| Metric | Total | Pro:Inq | Pro:App | Inq:App | Total | Pro:Inq | Pro:App | Inq:App |
| Fall 2025 | | | | | | | | |
| Total | 71,446 | 3,409 | 1,236 | 1,337 | 2,573 | 4.8% | 1.7% | 39.2% |
| Fall 2024 | | | | | | | | |
| Total | 86,459 | 2,445 | 2,117 | 1,501 | 3,618 | 2.8% | 2.4% | 61.4% |

App Conversions Year over year (Senior Search)

| | Applications | | | | | | Conversion Rates | | | | |
|--------|--------------|-----------|-----------|--------|----------|--------------|------------------|------------|------------|---------|-------|
| Metric | Total | Submitted | Completed | Admits | Deposits | Net Deposits | Submission | Completion | Acceptance | Deposit | Yield |

Pivots & Optimizations

- + *What metrics may indicate a pivot is needed?*
- + *What kind of pivots would affect our progress to goals?*
- + *Should we make a change to the active campaign or supplement with additional efforts?*

Some ideas...

- + A/B testing
- + Adjusting CTA language or button placement
- + Adjusting subject lines/preheader text
- + Ad-hoc one-off supplemental emails or text messages
- + Supplemental efforts beyond the planned campaign (outreach call lists based on responders or non-responders, HS/on campus visit adjustments, etc.)



6

Our End Goal



We don't want them to just raise their hand. We want them to enroll—and graduate.

Carnegie's Student Search incorporates the whole student journey.

Different ports of entry. More immediacy. More data transparency. Increasing inquiries only gets you halfway there. Carnegie's Search solution focuses on *yield*.

Resources



Dive Deeper

[6 Student Search & Enrollment Marketing Strategies](#)

Learn More

[Pulse Check Podcast](#)

Explore

[Partner with Carnegie](#)



Thank You!

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