

Marketing to the Students You Already Have

Carnegie Conference 2026

Today's Presenters



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CARNEGIE

Today's Agenda

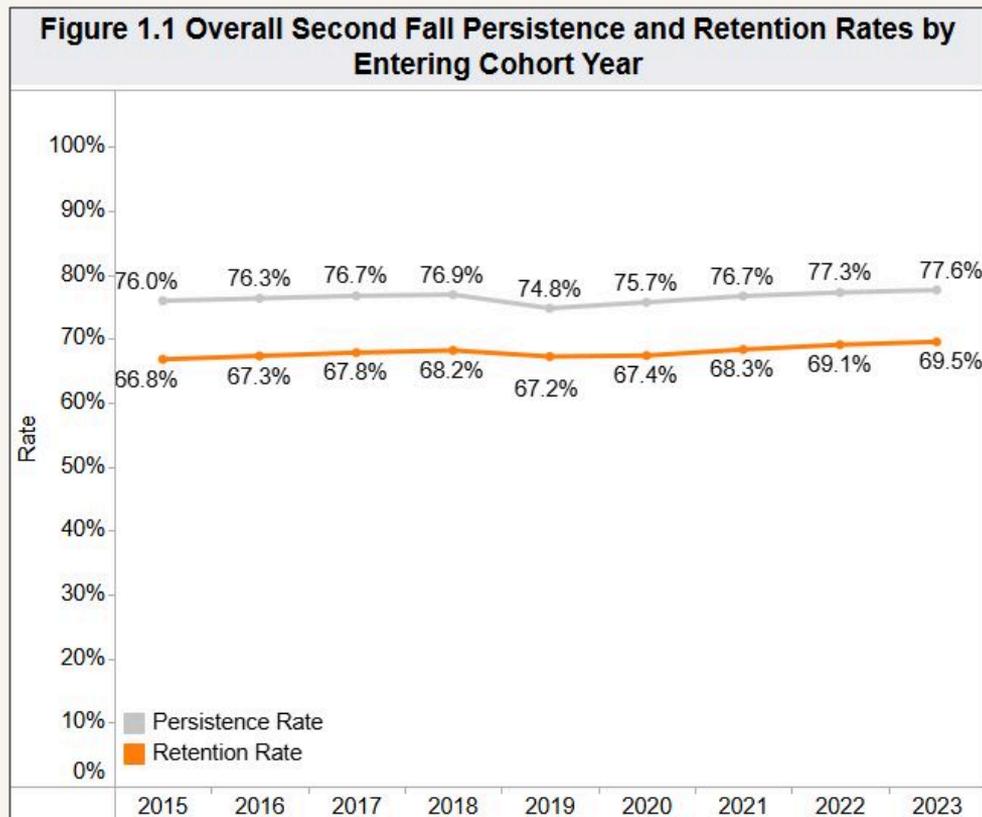
Student Success Landscape

Re-Framing How You Market to Current Students

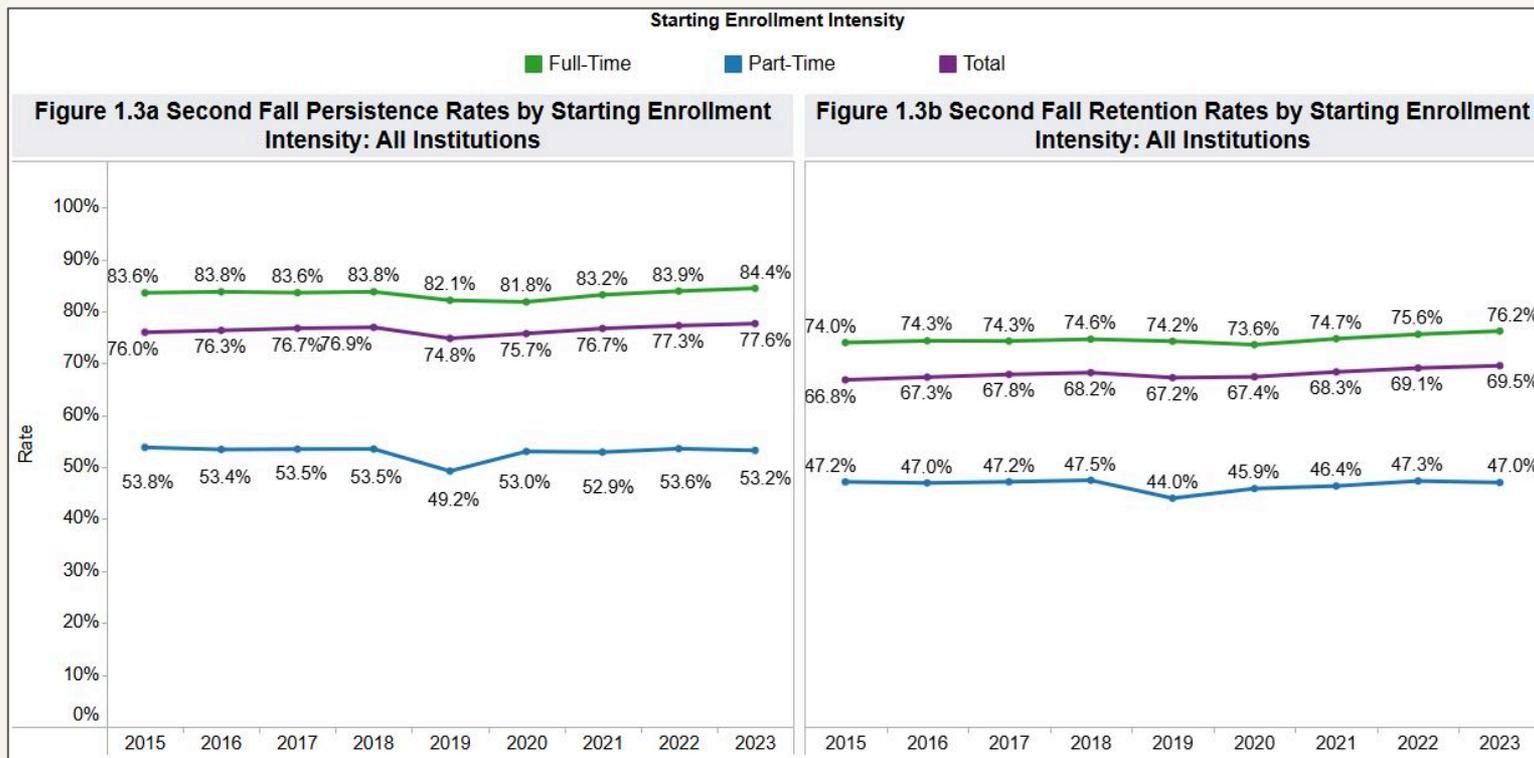
Q&A

Why This Matters: *National Context*

- First-year retention and persistence isn't as high as you may think
- Just under 14% of incoming students left higher education before their second term
- The “why” is complex and extremely nuanced, but...



Why This Matters: *National Context*



Structural Challenges: *Disparate & Siloed Departments*

The Reality:

- Student success is everyone's responsibility—but often no one's in practice.

Common Silos:

- Academic Advising
- Student Affairs / Engagement
- Financial Aid
- Registrar
- Career Services
- IT / Institutional Research
- Marketing / Communications

Impact:

- Each team owns a piece of the student experience
- No single, unified view of the student journey
- Students receive fragmented messages and inconsistent support

Structural Challenges: *Disconnected Systems & Data*

The Reality:

Student data is scattered across multiple platforms:

- SIS (Banner, Colleague, PeopleSoft)
- LMS (Canvas, Blackboard)
- Event tools
- Advising systems
- Email & texting platforms
- Spreadsheets & shadow systems

Impact:

- Engagement signals are incomplete or delayed
- At-risk students are identified too late
- Outreach is reactive instead of proactive

Fragmented Communication to Students

The Reality:

Students receive messages from:

- Admissions
- Advising
- Financial Aid
- Student Life
- Housing
- Faculty
- Marketing

Impact:

- Message overload
- Conflicting instructions
- Important nudges get ignored
- Students feel “marketed to,” not supported

...often with **no coordination**.

Reactive Instead of Proactive Support

The Reality:

Most interventions happen only after a problem is visible:

- Missed registration
- Academic probation
- Financial holds
- Withdrawals

Impact:

- Opportunities for early engagement are missed
- Support feels punitive instead of helpful
- Students disengage quietly before institutions respond

- Institutions are **organized by department**
- Students experience a single journey
- Systems are **disconnected**
- Data is **fragmented**
- Communications are **uncoordinated**
- Engagement is inconsistently defined

The Student Success Paradox

- Retention depends on heroic effort, not scalable strategy.
- Juxtaposition against the enrollment and admissions experience is vastly different.
- Students are no longer “recruited”, they are sent into the maelstrom.

The Result?

A Strategic Framework for Re-Marketing to Enrolled Students

Re-Marketing, *Reframed*

Connecting with Current Students:

- Be Authentic
- Keep Your Promises
- Marketing for Retention, and Market Your Retention
- High Impact, Low Noise

Relational, Not Promotional:

A coordinated engagement strategy that:

- Reinforces belonging
- Anticipate risks
- Provide Targeted Guidance
- Sustain momentum across the student lifecycle

Considering the *whole student*

Institutions need **a way to see the whole student**, not just grades or transactions.

A unified CRM model (like Slate's student success architecture, shameless plug) allows teams to **surface risk signals across:**

- Academics
- Engagement
- Communications

...before students **disengage**.

Bednell, Kendrick     

Enroll

Watch Flags: Applied for Barcelona, Spain

Dashboard Timeline Fourth Year Third Year Second Year First Year 2025 - Fall Term ▼ Profile Materials Academic Class Schedule Notes Student Services Financial

Advisor Dashboard



Bednell, Kendrick

Preferred: Kendrick
ID: 797771784
Birthdate: 03-11-2005
Age: 20

Advisor
Sarine Telfer

Bednell, Kendrick (Kendrick)
Senior • Undergraduate • College of Arts & Sciences

Major: Biology
Bachelor of Arts (B.A.)

Has Hold

At Risk

 Academic Info

 Previous Coursework

 Advising Notes

 Communications

 Relationships

CUMULATIVE GPA **3.22**

MAJOR GPA **3.45**

CREDITS COMPLETED **114**

CREDITS NEEDED **12**

ADVISING ATTENDED **5**

ADVISING NO-SHOWS **62**

Current Class Schedule 5 total ▼

Degree Plan for Biology

► Freshman Year Courses

New Haven, CT
CT-02 New Haven &



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New Haven, CT 06510-21

Connect

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Tags

Absenteeism **Academic I**

Hold - Academic Hold - A

Hold - Financial Homesic

Orientation Leader Re-R

Test Record FERPA War

National data shows most attrition happens *early and quietly*.

Build *early-warning visibility* into:

- Low or declining engagement (emails, appointments, portal activity)
- Missed milestones (registration, advising, events)
- Credit load drops
- First-gen, Pell-eligible, part-time, commuter populations

Waiting for probation is **too late!**

Segment by the Journey, *Meet Students Where they Are*

- Mimic the “recruitment” *white glove*, high touch experience from enrollment cycle
- Move beyond “all students” campaigns.
- Relevance increases response. *Generic messages feel like noise.*
- Each group needs different *messaging, tone, and timing*
- New students *navigating transition*
- Sophomores *choosing majors*
- Juniors *balancing academics + career anxiety*
- Seniors *managing completion logistics*

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Campaigns

Name	Mailings
Fin Aid	3
Freshman	2
GPA Concern	2
Housing	3
Incoming Freshman	2
International	4
Orientation	11

Q&A

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TECHNOLUTIONS

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