Advanced Analytics: Identify, Engage, and Enroll Adult Learners

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Speakers

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Industry Trends

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Poll Question

- How is your 2023 prospect pool looking? Are you expecting to be:
  - Up
  - Down
  - Flat

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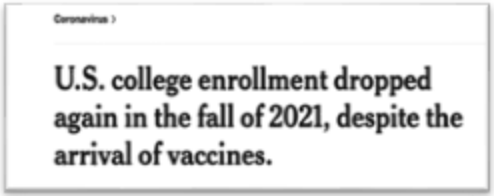
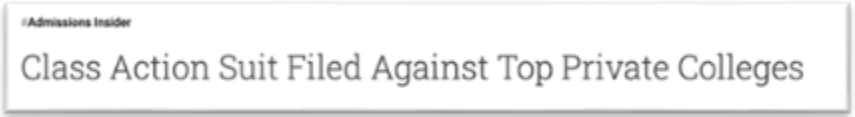
Enrollment Landscape





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Current Challenges

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Filling the Funnel

Top of the funnel

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Poll Question

- How many of your applicants are stealth?
  - 0 – 25%
  - 26 – 50%
  - 51 – 75%
  - 76 – 100%
  - I have no idea. We have stealth applicants?

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Marketing:
Things to Think About

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Enrollment Metamorphosis

Shift from exclusivity to inclusivity in Higher Education

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Reframing Your Approach: "Insights" is the language of decision makers

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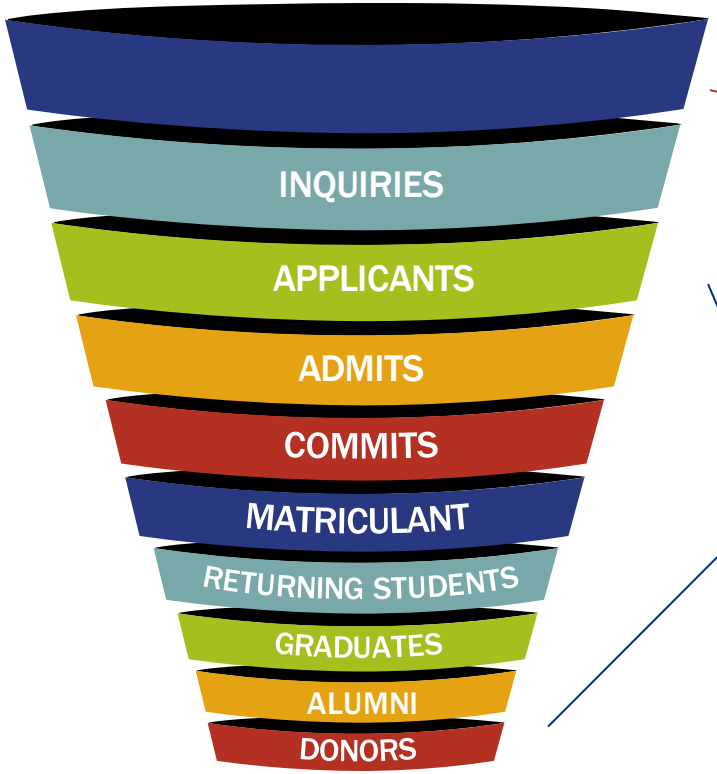
The Intelligent Funnel



Top of funnel contacts

INTELLIGENTNAMES by LIAISON

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Top of the Funnel Disruption

- Adult Learners
- Graduate students
- Degree completers
- Transfer students
- Up-skillers (certificates)
- Parents

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A customizable, cost-effective advanced analytics solution…

…to start building relationships with the best adults for your institution

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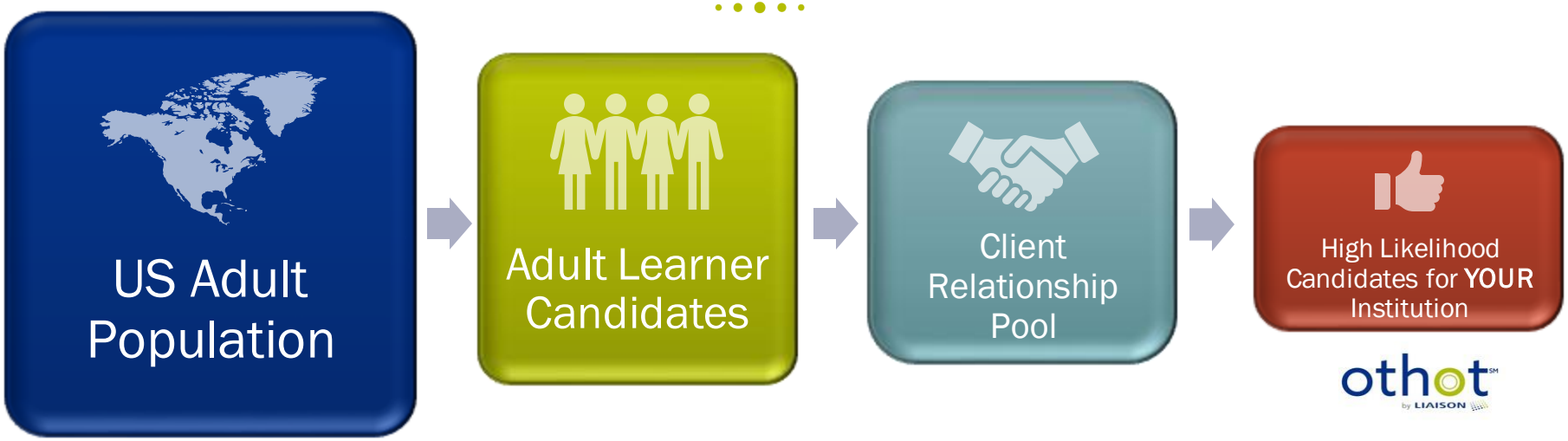
Intelligent Names:
Targeting the Segments and Individual



- ✓ Focused on *Individualism*
- ✓ Driven by "*living analytics*"

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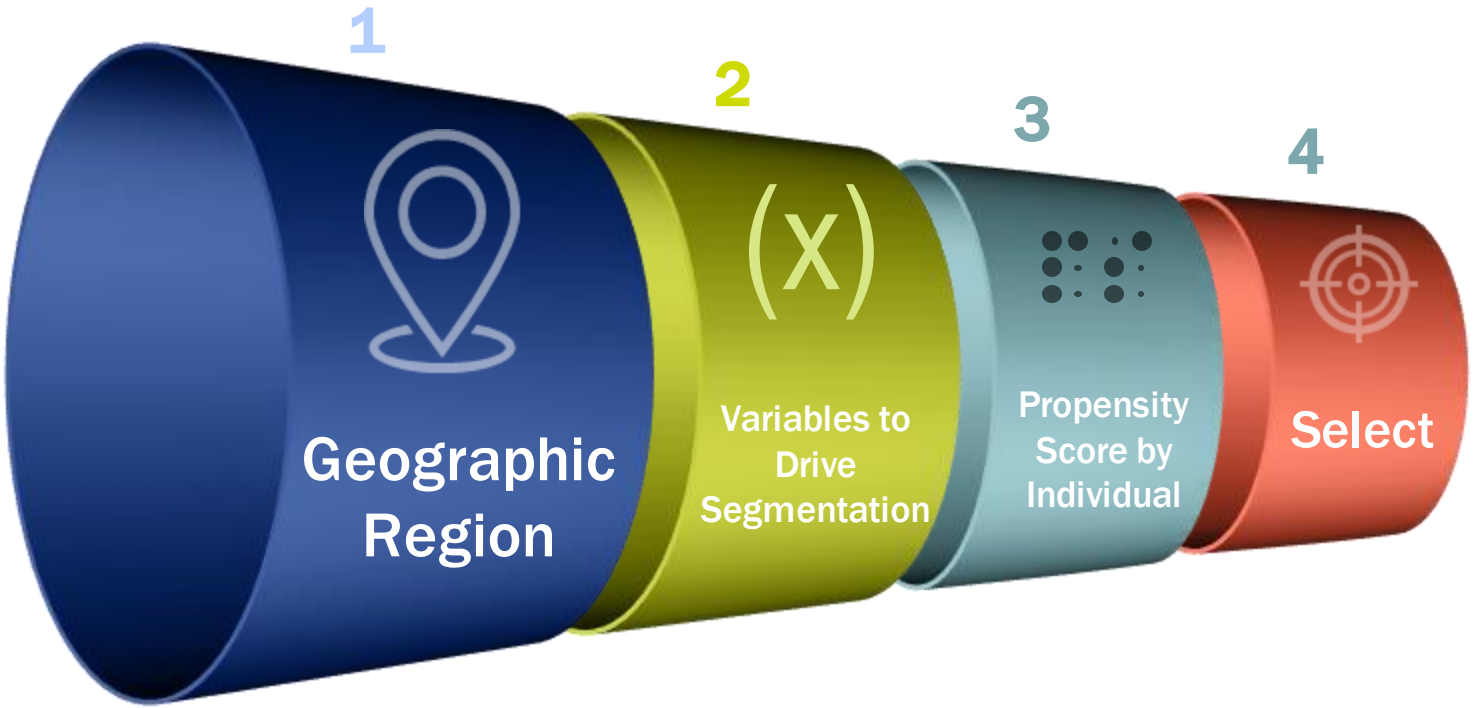
Conceptual Construct



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Intelligent Names Curation Overview

Individual Characteristics

- Education Level
- Age
- Ethnicity
- Gender
- Marital Status
- Children at Home
- Estimated Income
- Religion

Engineered Census Data

- Income Brackets
- Commuting
- Occupations in Area
- Industries in which Individuals Work
- Worker Classification

+ New survey data (modality)

+ Proprietary data (looks- and behaves- like)

+ Institution-directed survey data

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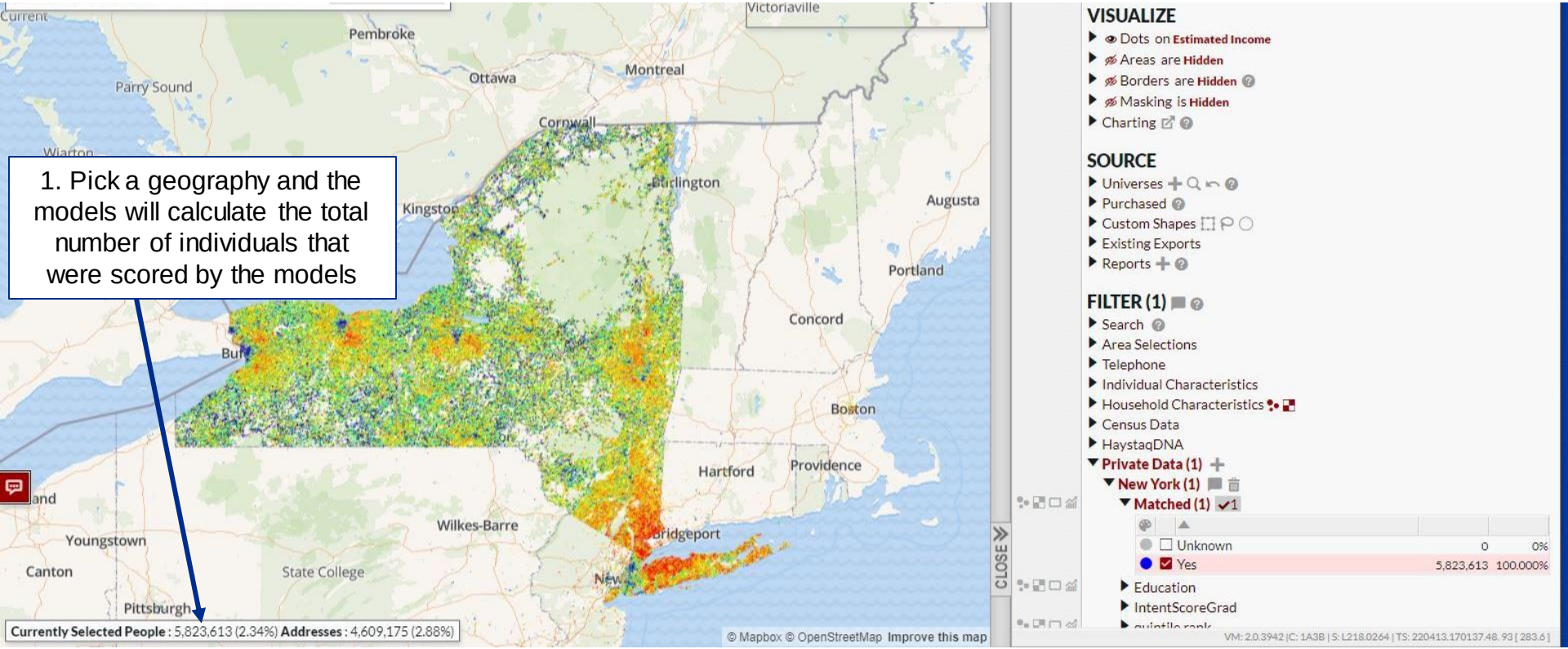

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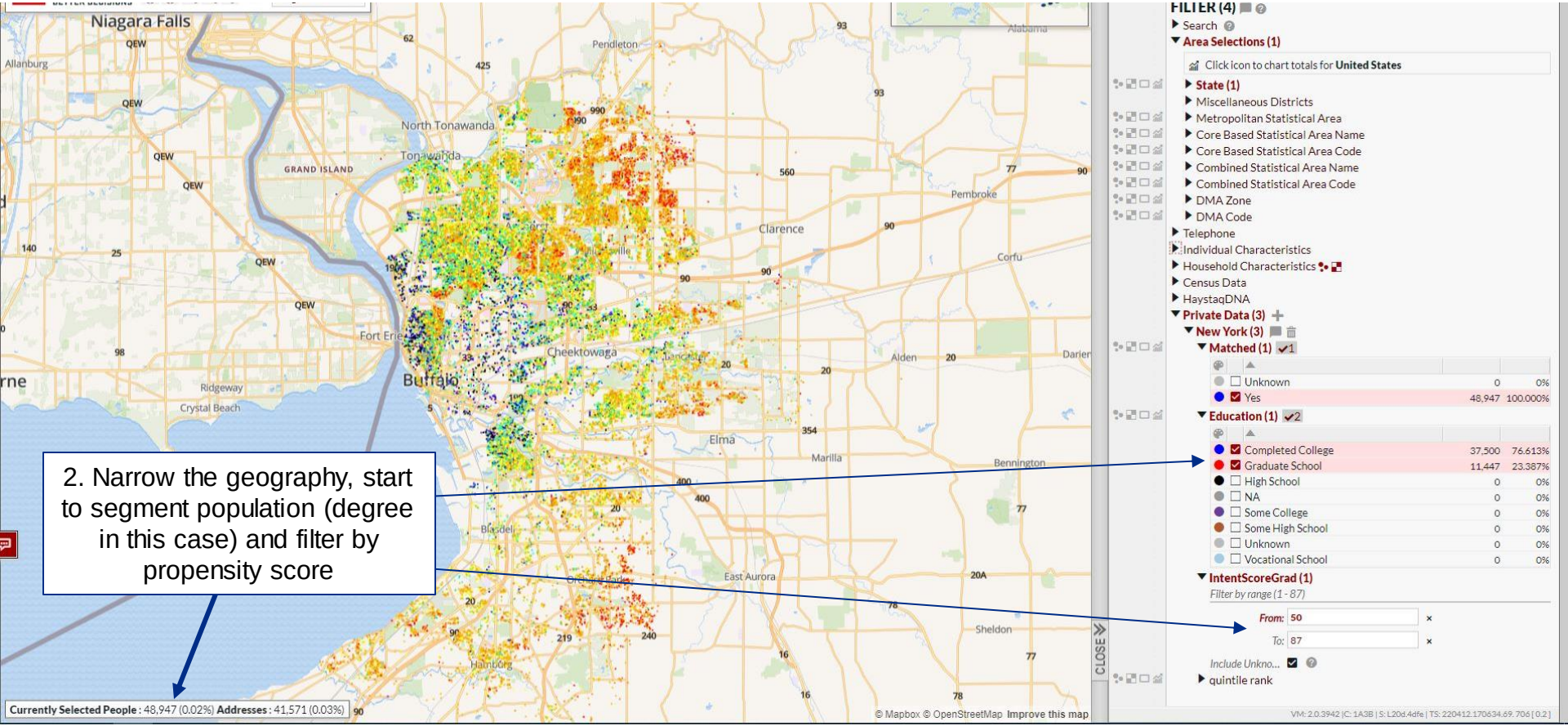

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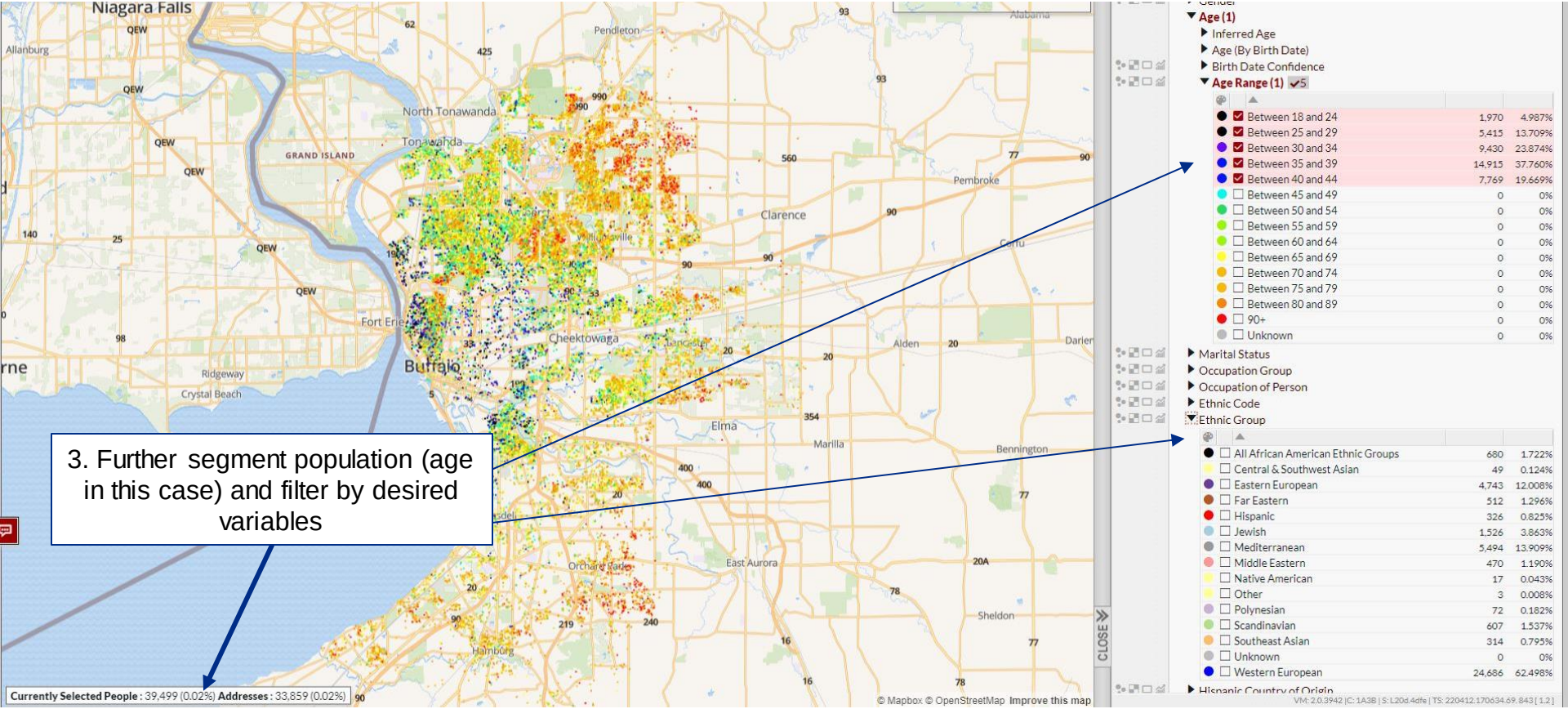

3. Further segment population (age in this case) and filter by desired variables

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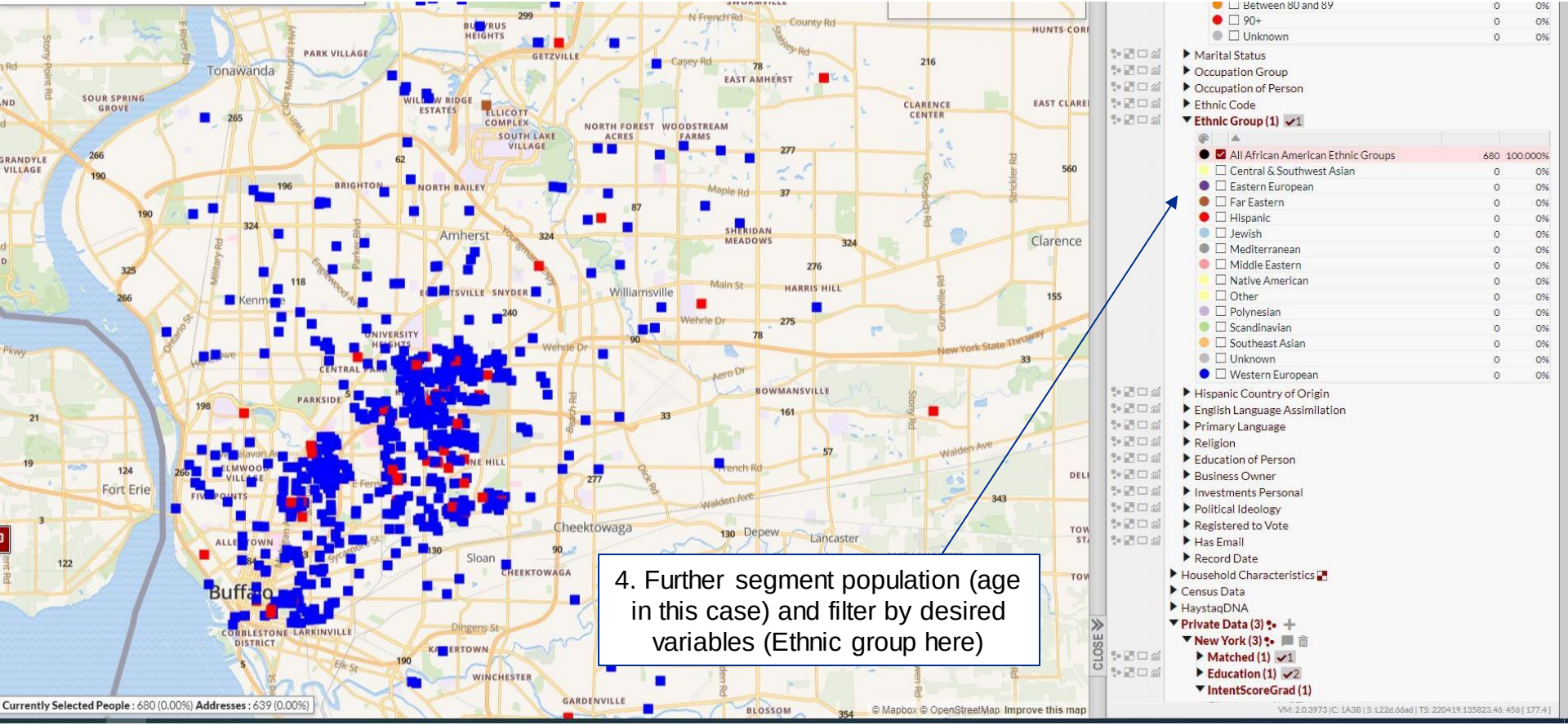

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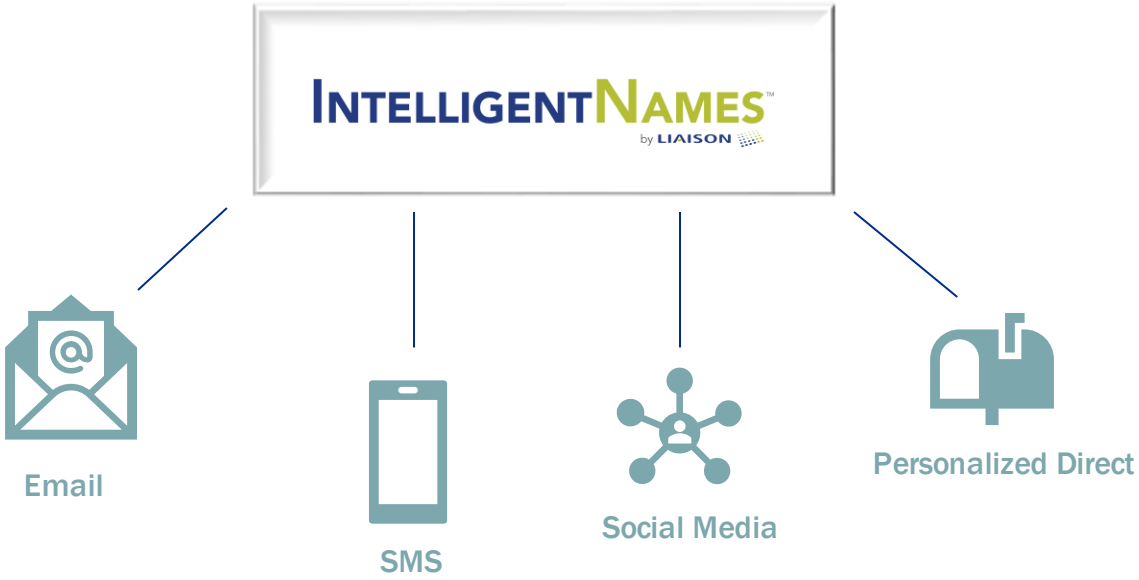
Market where they are



An Intelligent database must provide you with access to this contact information

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Case Study: University at Buffalo School of Management

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Q & A
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Thank You

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