

# Leveraging Authentic Student-Led Video to Drive Enrollments



**CampusReel**

Authentic Student Recruitment

#AuthenticRecruitment

# Meet Our Presenters



Matthew Pellish

*Vice President*

*CampusReel*



Deleney Magoffin

*Associate Director for Undergraduate  
Admissions and Campus Visits*

*Springfield College*



Lawrence Mur'ray II

*Senior Assistant Dean of Graduate  
Admissions*

*Fordham University, Gabelli School of  
Business*

# Roadmap for Today's Discussion

1. Solving for the New Digital Landscape
2. Springfield College's Magic
3. Fordham University Gabelli School of Business' Story
4. Lessons Learned

# For Your Consideration

1 People watch an average of **16 hours** of online video per week, a **52%** increase in the last two years.

2 **83%** of marketers generate leads through video

3 **80%** conversion increase by adding videos to landing pages

4 **65%** higher click through rate on emails with video content

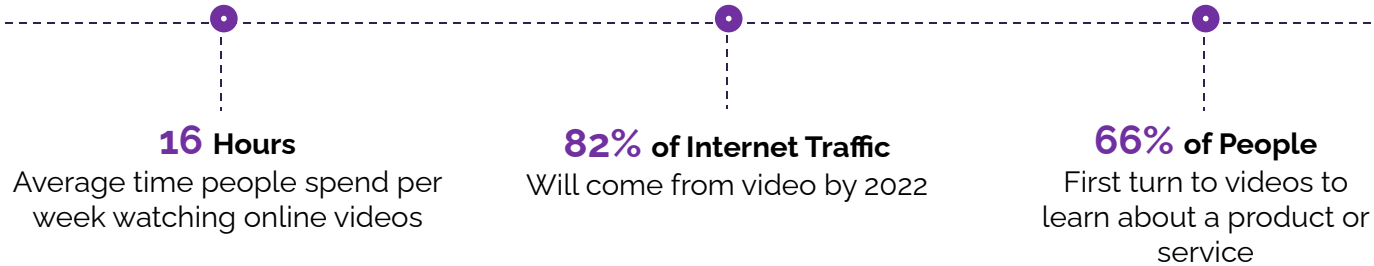
5 **96%** of people have watched an explainer video to learn more about a product or service



# You Can't Go Home Again

College Search continues to deliver little value to students...

The digital world of today's search & shop students...



...but most of today's college search sites...

Typical college sites display data, images, and text but provide little opportunity for engagement and return visits.

Students skim data, images and text in search of value and "fit", but move on swiftly before engaging with institution or converting into inquiry.

**Low** Engagement  
**Low** Intent  
**Low** Conversion  
**Few** Visits to Campus

# Embracing Digital-First, Not Digital Only



Launched as an e-commerce site in September 2011 when it consolidated its 270 unique websites each selling a unique home good category. Includes other unique brands of AllModern, Birch Lane, Joss & Main and Perigold.

Challenges of competition with giants like Amazon.com make Wayfair rethink e-commerce strategy.

\$13.7 billion in net revenue 2021

COMPANY NEWS, LIFESTYLE

## First-Ever AllModern Store Opens its Doors

May 24, 2022



Presenting the Best of Modern Design, Now in Real Life



Today is opening day for the first-ever [AllModern store](#)! AllModern is Wayfair Inc.'s modern specialty retail brand - selling the best of modern design in a simple, streamlined experience. And now, that experience is getting a fresh take as we officially open the doors at MarketStreet Lynnfield in Lynnfield, Massachusetts.

As always, our customers are at the center of everything we do, and by extending our shopping experience to physical retail, we are giving them even more optionality in how they shop with us, whether that be online, in-person, or both. The key is, our customers are in charge of their own shopping journey - and we'll be right there to meet them every step of the way.

# Why Do We Need **Student Stories**?



## Trust

Authentic, honest, unscripted video content builds a sense of trust with prospective students, lifting the veil and giving them an inside look into the real on-campus student experience



## Connection

Through a diverse, student-centered video library we can build connections with various prospective student persona types by matching them with video content from on-campus mentors that come from a similar background and have shared similar experiences



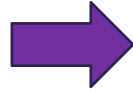
## Belonging

Students aren't shopping for a sweater, a new phone, or a cup of coffee, they're searching out a home away from home. Once the numbers have been crunched and the lists have been built, ultimately the college decision comes down to 'fit' or a sense of belonging.

# Problems with Traditional Video

## Problems with Traditional Video

You need more video than ever to satisfy the demands of Gen Z but traditional video is...



Extremely Expensive



Time Consuming, and Outdated Quickly



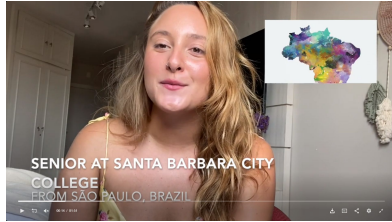
Not Enough Content, with Little Customization



Unclear ROI

# Digital First through Good Content

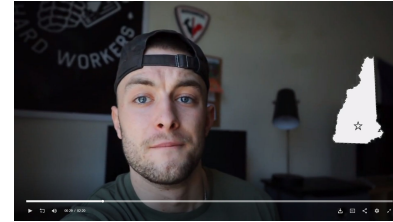
Good content means authentic videos.



*SBCC – Meet Anna From Brazil*



*Texas State – Trey's Journey as a Transfer*



*St. Mike's College. – Meet Max Men's Soccer Captain*



*SDSU – Intro to Lizzie's Chill Spot – Turtle Pond*



*ASU – Rachel Explores the Aviation Program*



*HBS – Rob Walks the Campus and Classrooms*



*Slipper Rock Univ. – COVID Dining Options with Hannah*



*UVM – Nick Describes First Year Res Life*



*RIT – Yoherrmy's First Semester Recap*



*College of the Muscogee Nation – Samantha talks paying for school*



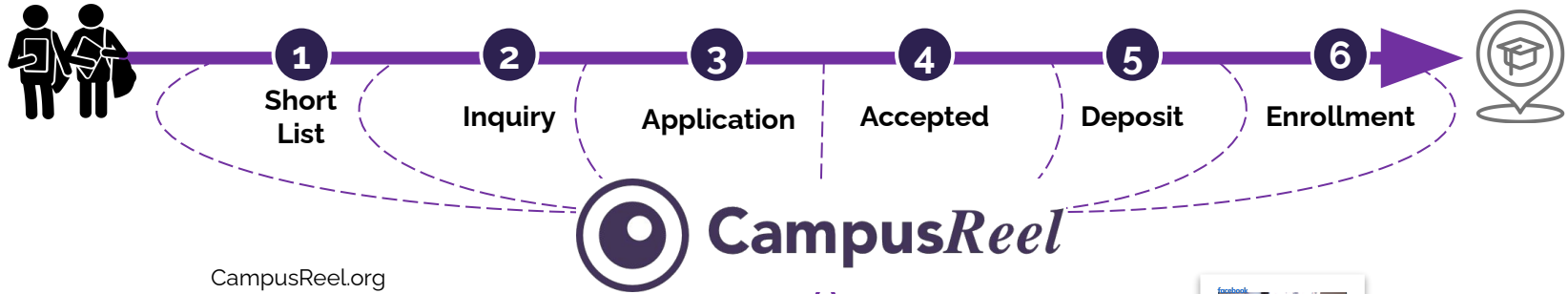
*Vanderbilt – Virtual Life in the MBA for Jacob*



*The King's College – A Day in the Life in NYC*

# Engage Students Where They Are

Engaging Video Content Powers Every Point in the Digital Search Process

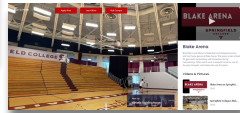


CampusReel.org

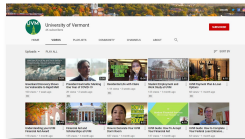
College Search



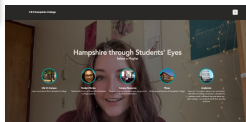
Virtual Tours



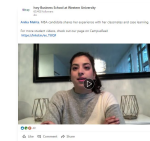
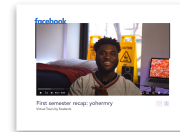
YouTube



CampusReel API

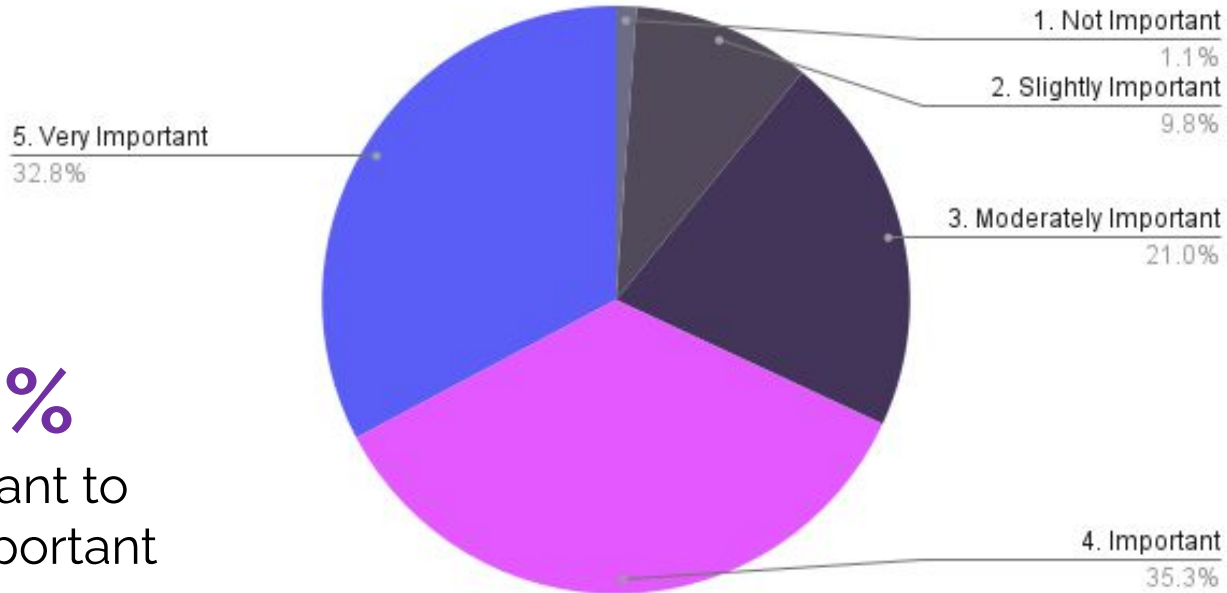


University Sites



# Survey says...

How important is video to your future recruitment strategy?  
(n=357)



**68%**

Important to  
Very Important



# Poll

What are your biggest challenges creating a digital-first recruitment strategy leveraging video?



# About Deleney



Deleney Magoffin

Associate Director for Undergraduate  
Admissions and Campus Visits

Springfield College

# About Springfield College

Founded in 1885

Humanics philosophy

We develop leaders!

98% career placement rate

12-to-1 student to faculty ratios

Birthplace of Basketball

The Springfield College student profile



Private College

2,188 undergraduate / 887 graduate students

100 acres of lakefront property

5 regional campuses + online programs

# Springfield College Challenges



## Location

Located in Springfield, MA

90 minutes from Boston and 2 hours from NYC

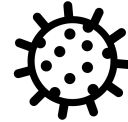
Brand is most understood and recognized in this part of the country



## Competition

Highly saturated Northeast market; 250 colleges and universities to compete with

Number of students graduating high school has been decreasing for a decade



## COVID-19 Dilemma

Most success yielding students who come to see Springfield's campus

Pre-pandemic reliance on campus visit shifted to showing what sets Springfield college apart virtually!

Realized Springfield was "Behind the 8 Ball" when COVID-19 hit

# A Digital Revelation

**Embrace** a strong virtual presence, especially during the pandemic when there was no other way to “feel” the magic of Springfield College

**Listen** to what today’s college-bound student wants to know, see, and feel when they are going through the college search process



**Create** a robust digital library that tells a comprehensive story about Springfield College

**Supplement** curated videos with authentic, student-driven and focused videos that more easily connect with students



# Empowering Student Storytellers

How to develop a team of volunteer students who create strong student-led videos.



# Step 1: Identify a Partner

A Partner Who:

- Ideally is a student
- Self starter
- Accountable and curious
- Fosters student-to-student engagement
- Coordinates the process
- Loves your college as much as you do



[Jamie from Springfield College Sharing Student Stories](#)

## Step 2: Identify a Group of Students

A group that:

- Is diverse
- Already engaged
- Shares general testimonials
- Is looking for a way to give back

Make it easy by:

- Feeding questions, setting the stage
- Require limited time commitment
- Remove all roadblocks from participation



# Step 3: Empower the Most Engaged

From that group, invite most engaged students to **bring to life their interest** areas and highlight things they are already involved in. Make students feel like the brand strategists!

Ideas:

- Day in the life of a student
- BTS of an event
- Showcase offices on campus
- Work-study opportunities
- Grab a meal with a student
- Join the huddle





## Step 4: Form a VLOG Squad

Form a VLOG Squad who work together to help vlog admissions events and campus life.

Identify students who are highly involved in student activities/campus life

Gain momentum by getting group buy-in and creating a campus event schedule

It's always a work in progress



# Step 5: Hype The Hype Crew

Hype up the people who hype up your college.

- Share their videos
- Make Tik Toks with your College's President
- Name credibility!
- Appreciate the little things



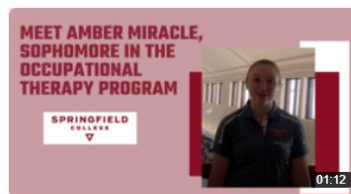
# Showcasing the Springfield Magic



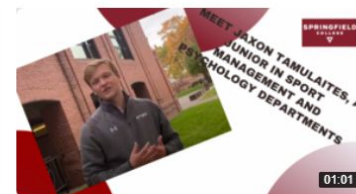
Meet Matthew Perenick, Sophomore in Exercise Science Program



Meet Andrew Stratton, a Junior Pre-Physician Assistant/Health Sciences Major



Meet Amber Miracle, Sophomore in the Occupational Therapy Program



Meet Jaxon Tamulaites, a Junior in Sport Management and Psychology Departments

## Campus Tour



Reed Hall Tour at Springfield College with Justin



Massasoit Hall Tour at Springfield College with Janna & Ella

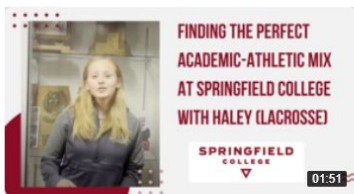


Health Center at Springfield College



Blake Arena at Springfield College

## Athletes- What wearing THE Jersey Represents



Finding the Perfect Academic-Athletic Mix at Springfield College with Haley (Lacrosse)



More Than a Number on the Springfield College Cross Country and Track & Field Team with Ricky and Kate



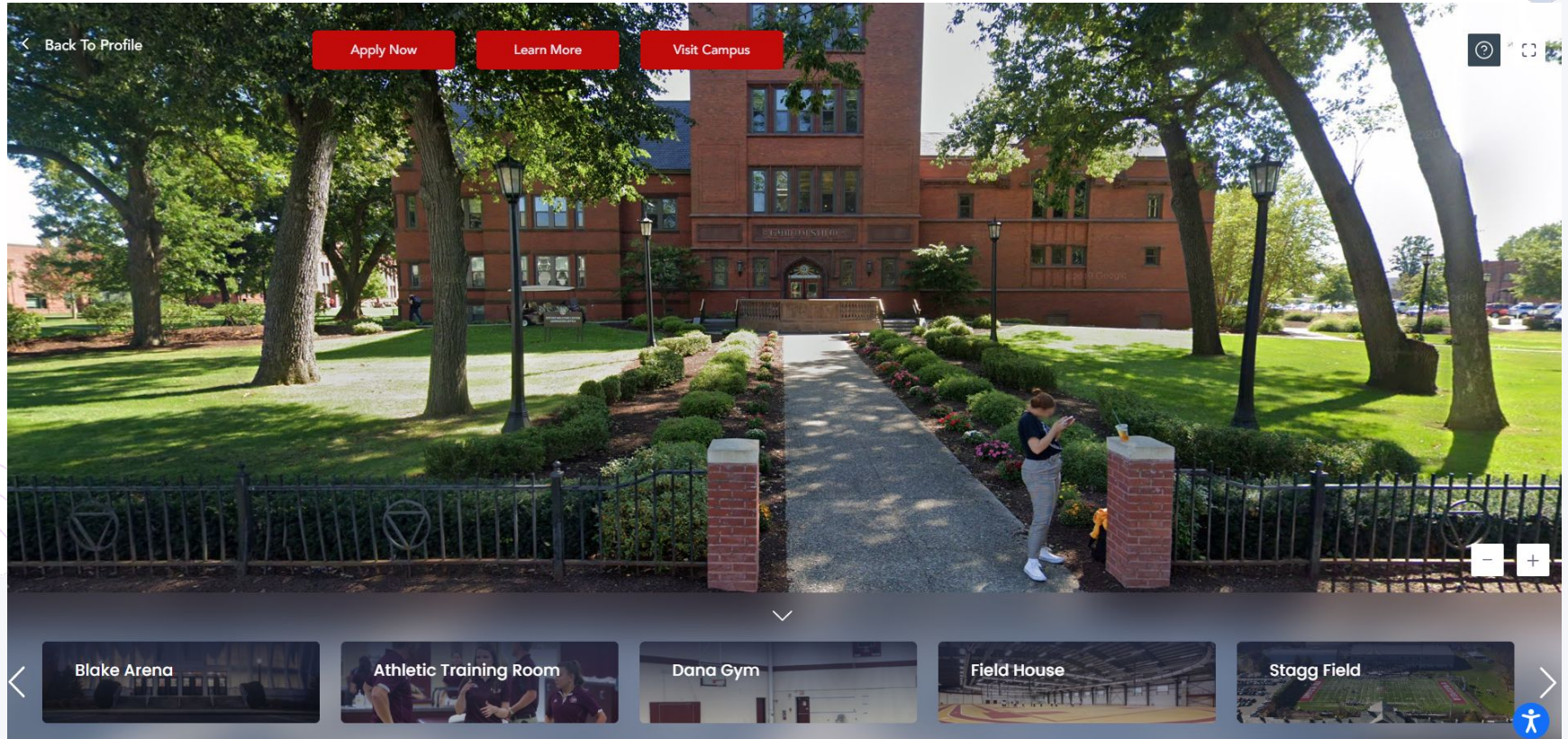
Pursuing Business and Gymnastics at Springfield College with Billy



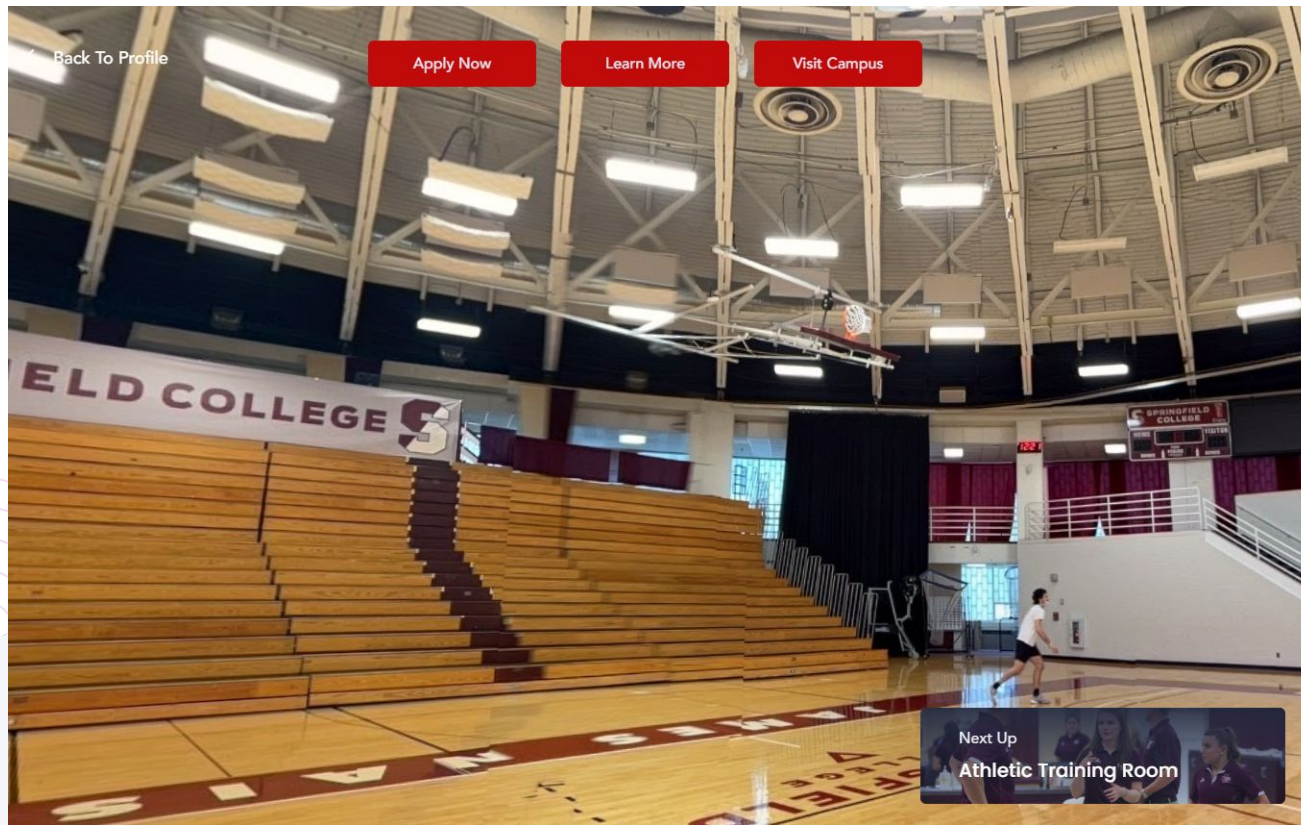
Comradery in the Classroom and the Ice Hockey Field at Springfield College with Joe



# Showcasing the Springfield Magic



# Showcasing the Springfield Magic



[Back To Profile](#)

[Apply Now](#)

[Learn More](#)

[Visit Campus](#)

## BLAKE ARENA

SPRINGFIELD  
COLLEGE

### Blake Arena

Both Men's and Women's Basketball and Volleyball practice and host home games at Blake Arena. This space is also utilized for gymnastic competitions and Hometown during homecoming. Other events such as acapella concerts, end-of-the-year banquets, and classes also use this space.

### Videos & Pictures

BLAKE ARENA

SPRINGFIELD  
COLLEGE

Blake Arena at Springfiel...

00:47



Springfield College's Blak...

00:55

Next Up

Athletic Training Room



# Springfield College CampusReel Highlights

92

## Videos Created

9 Playlists Public on  
CampusReel.org

2 hours and 51 minutes of  
fully edited video footage

2913

## Video Views

~40 Hours of Video watched

~40% of viewers watch whole  
video

Avg. 3 Videos per viewer

35K+

## Partner Site Video Calls

4 Videos/Playlists Embedded  
on springfield.edu

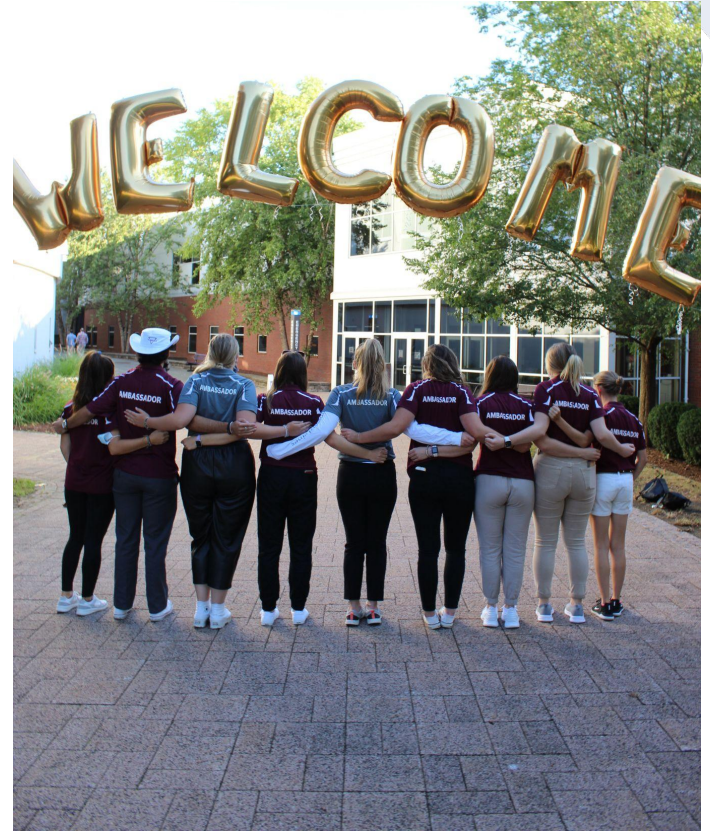
Viewed 3285 times

19 Hours of video viewed on  
own site

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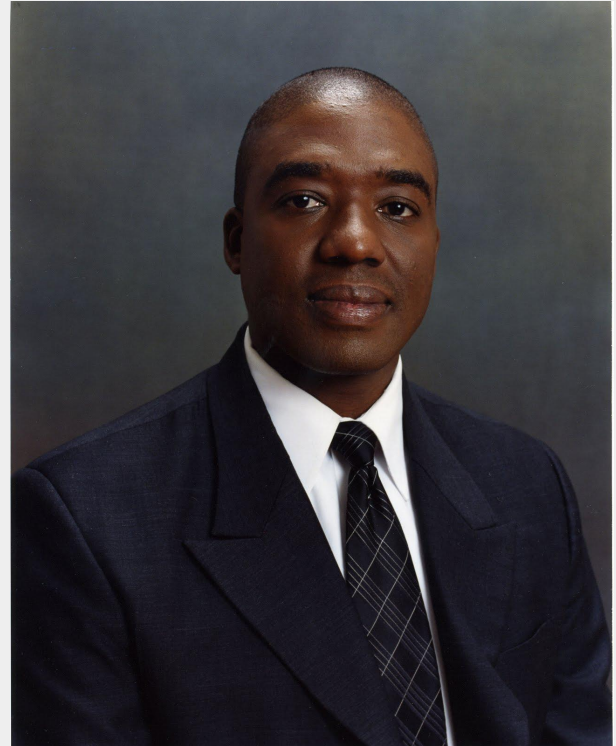
# Lessons Learned

- Doubt exists
- Students know best
- Choose a versatile video platform
- Make it easy to contribute
- Meet students where they are at
- Lead gen forms are your friend!
- Gratitude is free and should be handed out often
- Be kind to yourself! Rome wasn't built in a day





## Digital-First Strategy to Broaden Reach and Drive Enrollments



Lawrence J. Mur'ray II  
Senior Assistant Dean of Graduate Admissions  
Fordham University's Gabelli School of Business



# About the Gabelli School of Business

- 1,618 graduate / 2,742 undergrad
- Jesuit Education
- Social Innovation
- Industry Connectivity
- Working to building a reputation surrounded by competitive brands
- Need a more intimate approach to connect with the students.
- Multimedia, especially video with CampusReel, helps them do just that.

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More Videos



Gabelli School Admissions Requirements



Preparing for Your Admissions Interview



Mindfulness and Applying to Business School

**FORDHAM**  
THE JESUIT UNIVERSITY OF NEW YORK

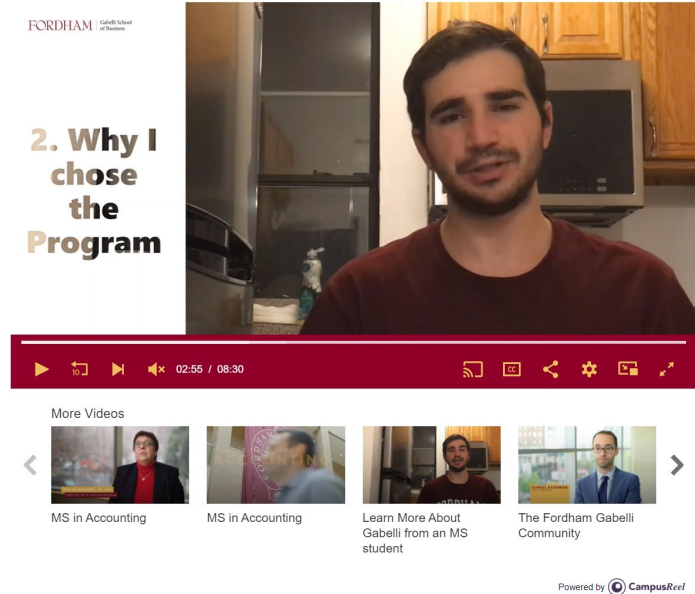
Gabelli School  
of Business

# Digital-First Transformation

## Why Digital-First?

- Post-COVID: No Going Back
- Digital-first vs digital-only
- Importance of student-driven authentic video
- Prospective international students rely 100% on digital
- 75% of Gabelli population is international. They were/are locked inside their borders.

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# Gabelli School's Digital-First Transformation

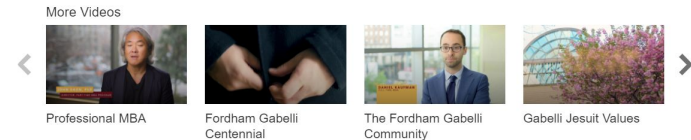
The screenshot displays the website for the Fordham University Gabelli School of Business. At the top left, the school's logo and name are visible, along with the location "New York, New York". Three red buttons labeled "Learn More", "Apply", and "Why Gabelli?" are positioned in the top right. The main heading reads "You Are Watching MBA Programs at the Gabelli School". Below this, a "Choose a Tour:" section features four circular icons representing different programs: "MS in Taxation", "MS in Business Analytics", "Professional MBA", and "MS in Marketing Intelligence". On the right side, a "ON THIS TOUR" sidebar lists three video tours: "Full-Time MBA" (Leon Lowenstein Center), "Professional MBA" (Leon Lowenstein Center), and "2022\_EMBA" (Fordham University Lincoln Center).

In just one day, 4 applicant interviews mentioned they wouldn't have heard about Fordham Gabelli without seeing our videos on CampusReel

# Video Recruitment Strategy and Process

## Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads



# Step 1: Start With Existing Content

Step-by-step process

1. **Migrate existing content onto CampusReel portal**
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads

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4.5

**Hours of Raw  
Video Uploaded**

# Step 2: Personalize With Curated Playlists

Step-by-step process

1. Migrate existing content onto CampusReel portal
2. **Scale authentic content and curate playlists**
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads

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## Full-Time MBA Student Perspectives



Meet Liz, a Gabelli MBA Student



Student Involvement at Gabelli



Meet Jason, Gabelli MBA Student



MBA Student Ayanna Egbarin - Why Gabelli?

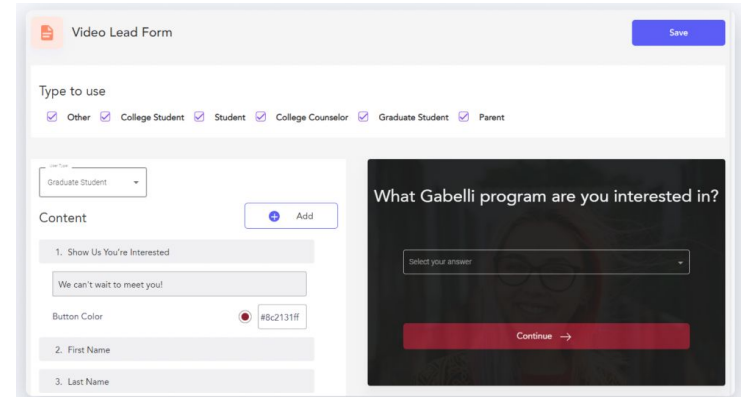
7.9

Videos Watched  
Per Prospect

# Step 3: Convert Viewers Into Inquiries

## Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
- 3. Turn on lead gen/RFI form**
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads



## Video RFI Customization

185

Leads/Yr through  
video RFI form on  
single web page

# Step 4: Build Strong Digital Presence With Video

## Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
- 4. Build out CampusReel profile and embed on website**
5. Focus resources on high-intent leads

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FORDHAM UNIVERSITY

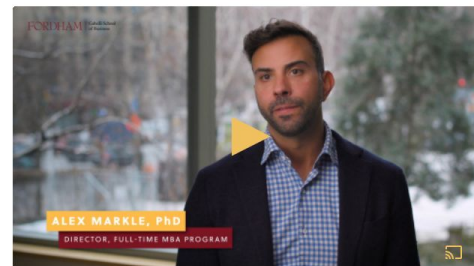


Gabelli School of Business

Menu For Gabelli School Of Business

Ready to Apply?

Start Your Graduate Application



11k

Video views on  
fordham.edu

**FORDHAM**  
THE JESUIT UNIVERSITY OF NEW YORK

Gabelli School  
of Business



# Step 5: High-Intent Leads





## Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. **Focus resources on high-intent leads**

#AuthenticRecruitment

### Featured Programs for MBA Applicants

CampusReel has partnerships with the below programs that match your interest

★ Thunderbird School of Global Management Ranked #1 for Masters in Management and Innovation		<input checked="" type="checkbox"/> Added
★ Santa Clara University, Leavey School of...		<input type="checkbox"/> Add
★ Fordham University Gabelli Three Graduate Specialty Areas Ranked Top 20		<input checked="" type="checkbox"/> Added
★ University of Maryland--College Park Smith Earn Your MBA Where Business and Power Meet		<input type="checkbox"/> Add

360

Leads/Year from  
Sponsored Lead  
Generation

# The Impact of Authentic Recruitment

Prospects that have watched videos beforehand are much more engaged, prepared with better questions, and result in more impactful and authentic conversations.

CampusReel is a great platform, tool, and partnership to allow us to share these nuggets and jewels of information and experiences that we have with our [current] students to share with prospective students.

# Fordham Gabelli CampusReel Highlights

75

## Videos Created & Integrated

23 Playlists Public on CampusReel.org

3 ½ Hours of fully edited video footage deployed

3301

## Video Views

67+ Hours of Video watched

~26% of viewers watch whole video

Avg. 2 Videos per viewer

34%

## Inquiry-to-Applicant Conversion

~15% of website visitors click on video viewing 60 Hours of content

~11% Applicant to Paid Enrollment

# Key Takeaways

## 1. Digital First

If you don't fully embrace digital, it will make for a constant uphill battle and constantly playing catch up. This doesn't mean doing everything at once, but it does mean making a commitment to invest in an active digital presence.

## 2. Stories Matter

All stories matter (both POV and curated). It's important to find "harmony" between how and when to use those professionally curated pieces and the more individual POV.

## 3. Stay the Course

This isn't necessarily an easy path for most schools. In fact, it can be a big lift in terms of resources (people and \$\$). It's important to make sure this approach is built into your strategy with clear key performance indicators. This will also help with gaining the much-needed buy-in from internal stakeholders and constituents...who probably have some say in your initial and continued funding.



# Poll

What would be the most helpful to learn next?