UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES
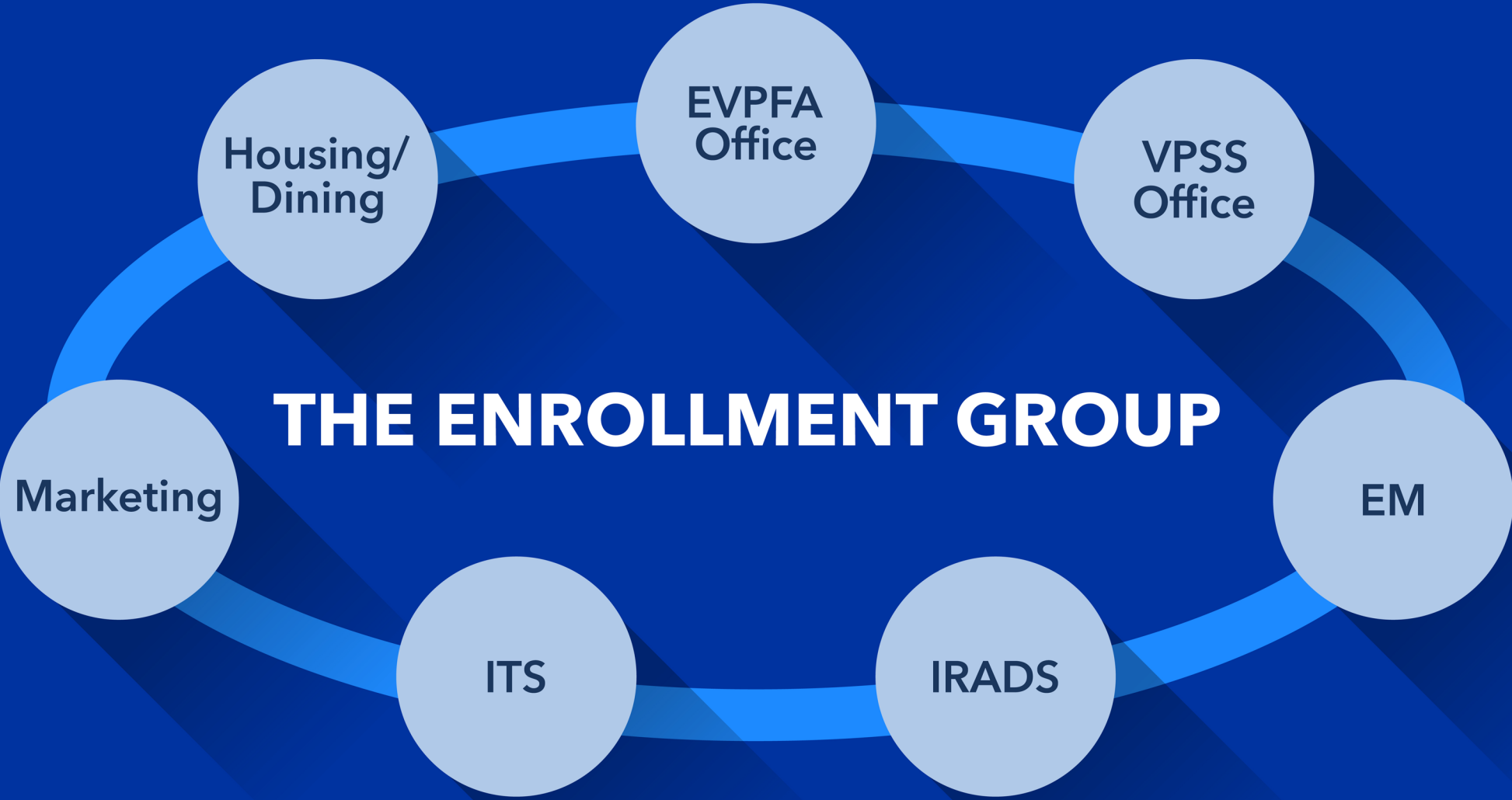
Tom Harris, Vice President for University Relations;
Interim Vice President for Philanthropy and Alumni Engagement

STUDENT RECRUITMENT: OVERVIEW OF STRATEGIES AND COLLABORATION

RECRUITMENT AND RETENTION PROCESS OVERVIEW

- Our audiences

- The student journey

- Optimizing process, operations and platforms

- Using data to drive strategy

- Collaboration with the colleges

- Right message, right person, right time

OUR WILDCATS

WHO ARE WE SPEAKING TO?

- Current high school students

- Parents and families of prospective students

- Prospective international students

- High school counselors

WHAT DO THEY NEED TO KNOW?

- What makes UK distinctive

- The value of a UK degree

- Why they will succeed at UK

- Why UK is worth the investment and commitment

- What Lexington has to offer

- What they need to do to apply, visit, enroll

WHAT DO WE WANT THEM TO DO?

- Take the next step:
  - Apply, visit, enroll, graduate

- Recommend UK to other students and influencers

- See their fit at UK

- Identify UK as a top-choice institution

University of Kentucky

THE STUDENT JOURNEY

AWARENESS

Sophomore junior outreach

Expansion to new markets

Expanded KY engagement

Strategic database building

Recruiter dashboards

CONSIDERATION

Application process improvement

High School counselors

Campus visits

College collaboration

DECISION

Test optional

Recruiter relationships

Deadline optimization

MATRICULATION

Retention dashboard

LEADS

Student support services

LOYALTY

Transition from student to alumni member

Engage alumni in recruitment efforts

FUTURE WILDCAT

FUTURE WILDCAT

CURRENT WILDCAT

CURRENT WILDCAT

WILDCAT ALUM

UK University of Kentucky
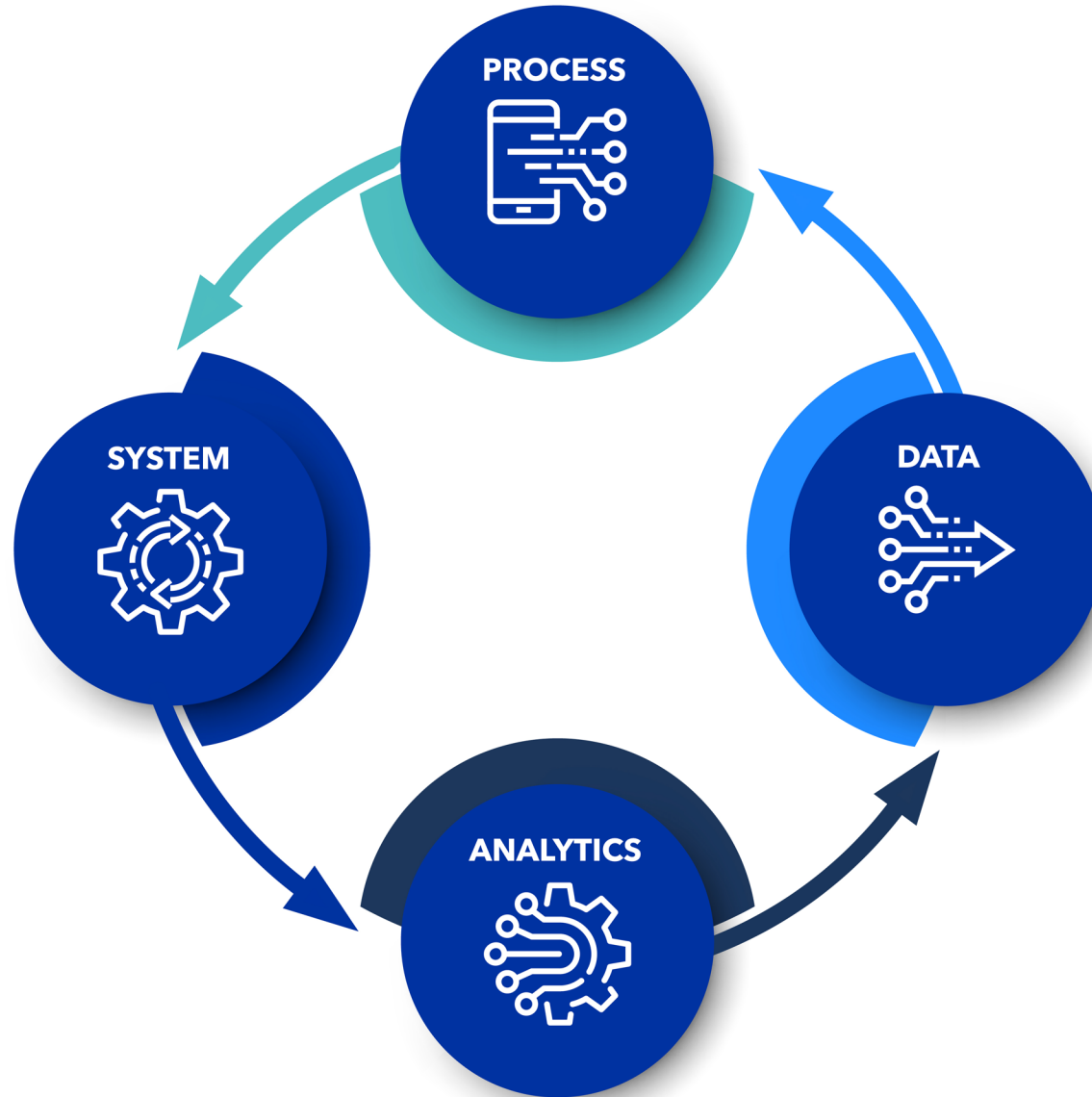
PERPETUAL ASSESSMENT CYCLE

PROCESS
- Recruitment
- Admissions
- Enrollment
- Retention
- Graduation

SYSTEM
- Salesforce CRM
- SAP SLcM
- ProSAM
- BBNvolved
- Handshake
- Slate

ANALYTICS
- Trend Analysis
- Periodic Assessment
- ROI
- Predictive Models
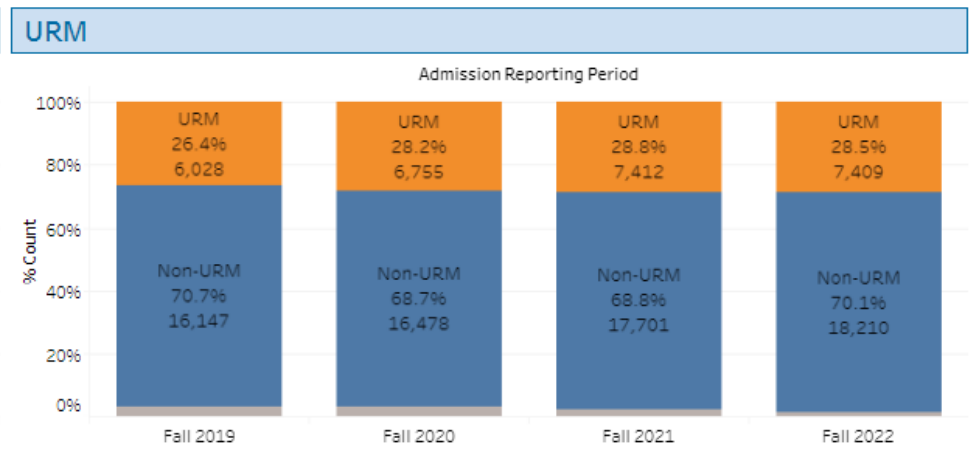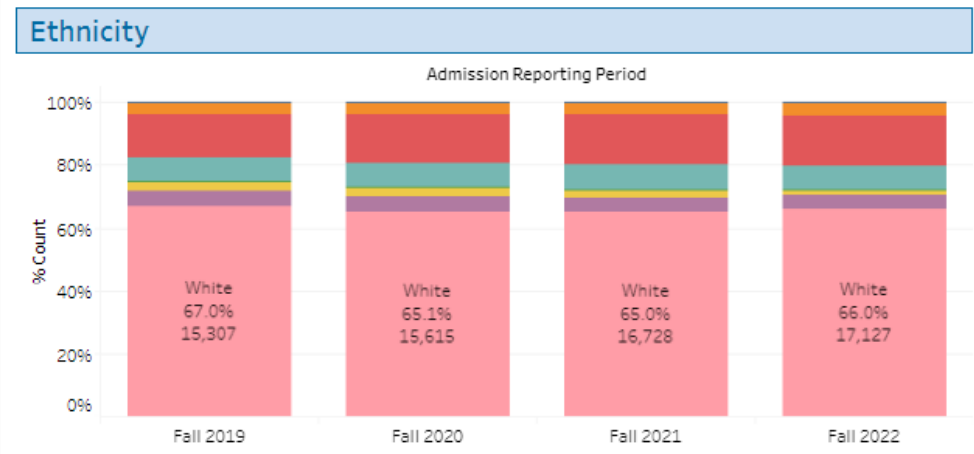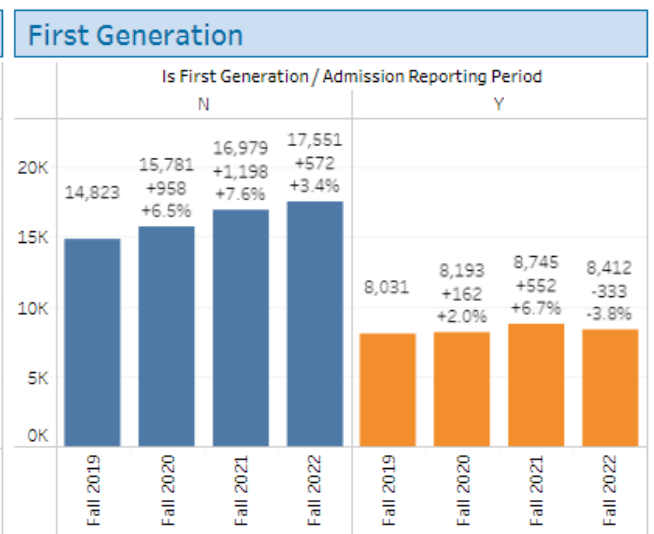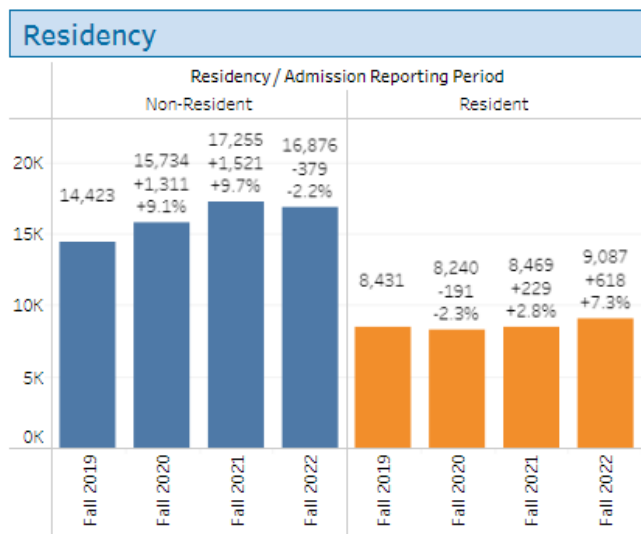- Internal and External Surveys
- Regulatory Submissions

DATA
- SAP HANA
- Operational data
- Regulatory data (CPE, IPEDS)

PROCESS · SYSTEM · DATA · ANALYTICS

University of Kentucky

Admissions Demographics

Sync Date
8/21

Admission Process Stage ❓
(All)

Most Recent Degree College
(All)

Most Recent Major
(All)

Recruiter
(All)

Recruiter Location
(All)

Ethnicity
(All)

Gender
(All)

Residency
(All)

Honors Application Status
(All)

Is International Application
(All)

Gender

Gender / Admission Reporting Period

Null
- Fall 2019: 23, +11, +91.7%
- Fall 2020: 215, +148, +220.9%

Female
- Fall 2021: 15,165, +1,155, +8.2%

Male
- Fall 2021: 10,492, +551, +5.5%

Residency

Residency / Admission Reporting Period

Non-Resident
- Fall 2019: 14,423
- Fall 2020: 15,734, +1,311, +9.1%
- Fall 2021: 17,255, +1,521, +9.7%
- Fall 2022: 16,876, -379, -2.2%

Resident
- Fall 2019: 8,431
- Fall 2020: 8,240, -191, -2.3%
- Fall 2021: 8,469, +229, +2.8%
- Fall 2022: 9,087, +618, +7.3%

First Generation

Is First Generation / Admission Reporting Period

N
- Fall 2019: 14,823
- Fall 2020: 15,781, +958, +6.5%
- Fall 2021: 16,979, +1,198, +7.6%
- Fall 2022: 17,551, +572, +3.4%

Y
- Fall 2019: 8,031
- Fall 2020: 8,193, +162, +2.0%
- Fall 2021: 8,745, +552, +6.7%
- Fall 2022: 8,412, -333, -3.8%

Ethnicity

Admission Reporting Period

- Fall 2019: White 67.0%, 15,307
- Fall 2020: White 65.1%, 15,615
- Fall 2021: White 65.0%, 16,728
- Fall 2022: White 66.0%, 17,127

URM

Admission Reporting Period

- Fall 2019: URM 26.4%, 6,028 / Non-URM 70.7%, 16,147
- Fall 2020: URM 28.2%, 6,755 / Non-URM 68.7%, 16,478
- Fall 2021: URM 28.8%, 7,412 / Non-URM 68.8%, 17,701
- Fall 2022: URM 28.5%, 7,409 / Non-URM 70.1%, 18,210

University of Kentucky

TECHNOLOGY APPROACH

Inquiry Management & Collaboration

- Over **36** prospect sources with over a **million** records in our marketing pool
- Direct collaboration with both Enrollment Management and IRADS
- Robust data integrations, business rules for greater analytics and reporting

Cross-Channel Campaign Management

- Record number of students opted-in to text messaging
- Text messaging an integral part of strategy, leading to **350,000** sent messages
- Tracking analytics from email, texting, to websites
- **33,000** calls made across faculty, staff, and student workers connecting to current and future students.

Digital Marketing Automation

- Robust and personalized automated marketing strategy with over **100** distinct touchpoints
- Use "Send Time Optimization" which targets an individual's highest likelihood of opening an email
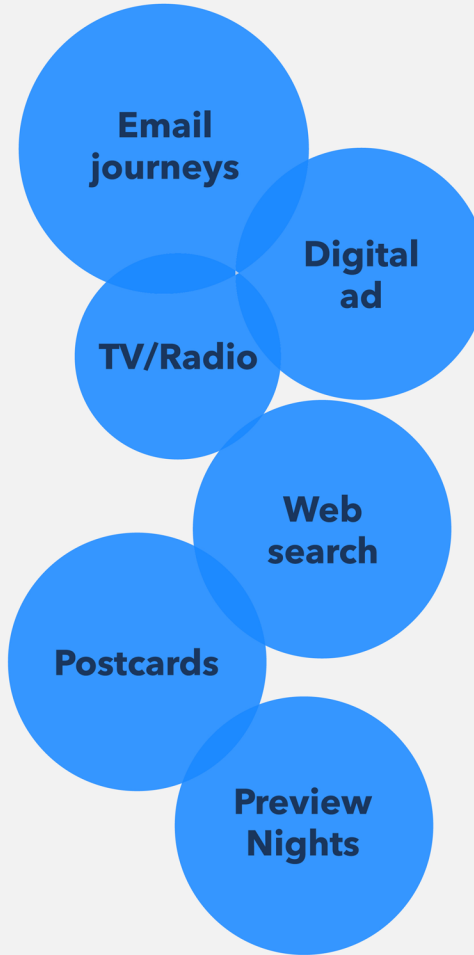- Personalized interest-based communication – partnerships with academic colleges

QUESTIONS