

NOVEMBER 10-13, 2024

LAS VEGAS, NV

2024 AMA SYMPOSIUM FOR THE MARKETING OF HIGHER EDUCATION

Brian Piper, University of Rochester
Jeremy Tiers, Tudor Collegiate Strategies

The Messenger Matters

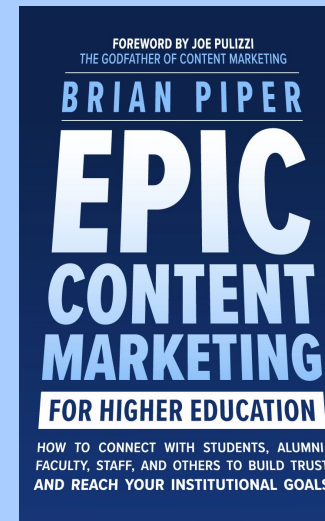


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[Getmyslides.info](https://getmyslides.info)

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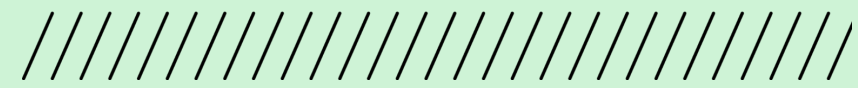
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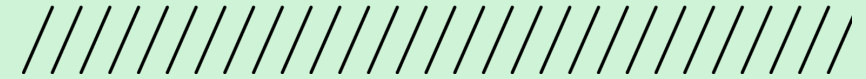


jeremy@dantudor.com



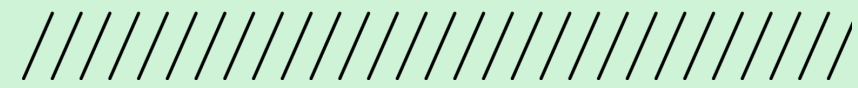
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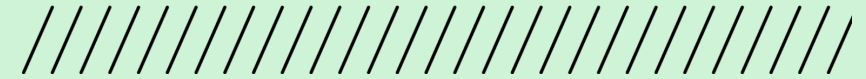
Thanks for choosing to join us!

Our goal for you, and what we're going to cover today.



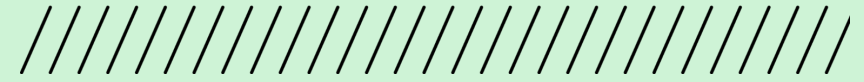
3,271





“We want emails and texts from a real person so that we can feel like we're actually wanted by the school and aren't just being sold to. I take more interest in colleges that contact me with a representative who takes the time to get to know even a tiny bit about my situation.”

“We don't want emails and social media posts that merely say what the college students do. We need personal testimonies and a student's point of view so that we can see ourselves through them.”



Kids Love Content

Gen Z daily use

6 hours on mobile

71% more than 3 hours of online video

Gen Alpha daily use

64 minutes of online video

65% of 8 - 10 YO spend 4 hours on social media



Gen Z and Gen Alpha want to be creators



BRANDS

Gen Zers Still Really Want to Be Influencers

The young cohort's desire to become social media tastemakers hasn't changed since 2019, despite increased scrutiny of the influencer marketing space, writes brands analyst Ellyn Briggs



Getty Images / Morning Consult artwork by Kelly Rice

By Ellyn Briggs

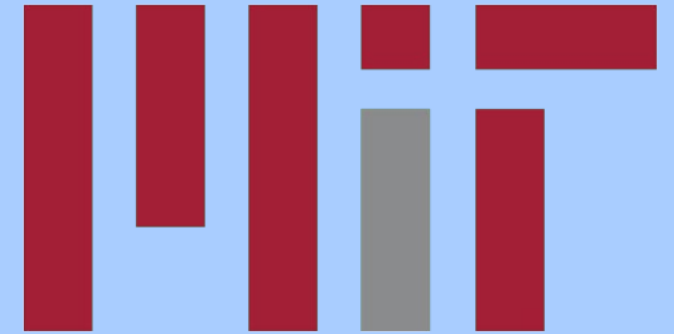
October 04, 2023 at 5:00 am PDT

Share

Students can be our best advocates



Schools are integrating student creators ...and other creators



BOILER AMBASSADORS



Students want to learn



THE BIRD'S NEST

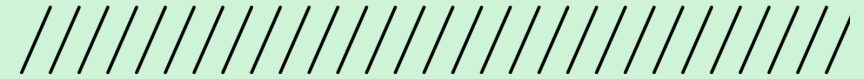


Kids Hate AI



**We need to prepare our
students for the future**

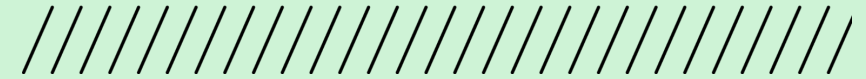




Kids Want More Personalization

17.9%





What Helps Content Feel Personal?

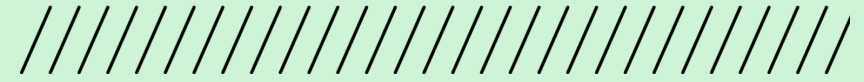
“The email came from an actual person at the school.”

“It was from the same person who I met at my school and who called me.”

“It just seemed like they were talking directly to me instead of it feeling like I’m being group emailed.”

“They added personal experiences from others who attended the school.”

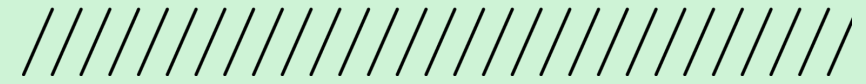




What You Can Do Now:

Change your sender



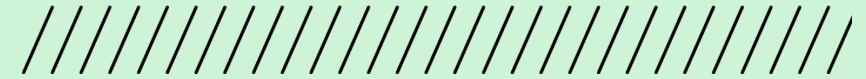


What You Can Do Now:

Change your sender

Change the language you use





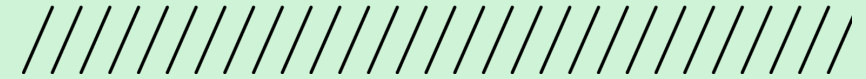
What You Can Do Now:

Change your sender

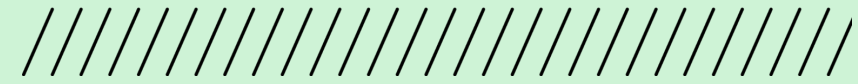
Change the language you use

Incorporate the current student POV



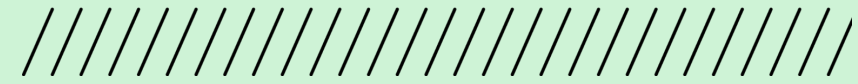


Why Is The Current Student Point Of View So Important?



Edelman Trust Barometer

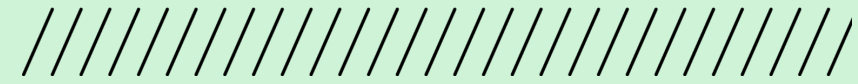




What You Can Do Now:

Gather new student feedback



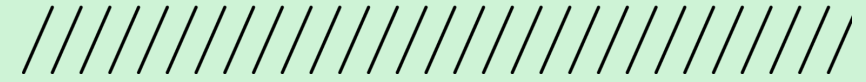


What You Can Do Now:

Gather new student feedback

Gather current student feedback





What You Can Do Now:

Gather new student feedback

Gather current student feedback

Build a Storybank



Content Marketing

Provides value

Targets specific audience

Helps achieve goals



Value of Content Marketing

Creates awareness

Builds trust

Creates audience

...potentially, community



Value of AI



Midjourney



HeyGen



descript



NotebookLM



AI – Authentic Interaction



Photo credit: Midjourney

AI – Applied Ingenuity



Photo credit: Midjourney

Value of Having a Team Of Student Content Creators

- Hire student interns each semester
- Empower them to create and advise on content for prospective students
- Include them in leadership meetings and strategic planning discussions



Integrating AI into the Student Ambassador Workflow

Training for the Future World

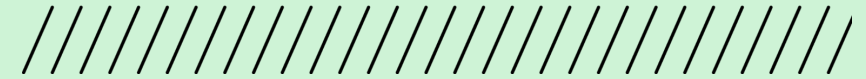


Integrating AI into the Student Ambassador Workflow Creativity



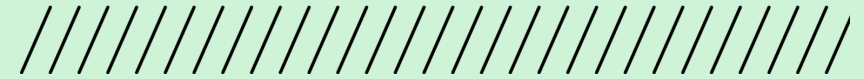
Integrating AI into the Student Ambassador Workflow Teamwork





Email Campaign Example:

- Sent from an actual person (Admissions Counselor)
- Written in a conversational and relaxed tone
- On a singular topic
- Offers the current student (or parent) point of view
- One CTA that encourages engagement (i.e. a direct question)



Email for all Senior Inquiries

Suggested Subject Line: You will feel supported here

<Student's First Name>, I was thinking about how important feeling supported and having a sense of community is when you're considering a college.

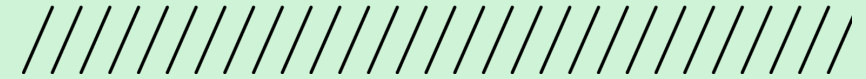
A lot of our new students tell me they feel "seen" by their professors and other staff on campus. I've got more on that to share with you:

"The most impactful thing that's happened to me here is realizing that every professor genuinely cares about my success. In high school half of the teachers cared and half either couldn't be bothered or were unwilling to listen to why I was having difficulty and how I could receive help without having the work done for me. I've never been averse to doing the work, but being willing does not mean being able. I was fully expecting to have to explain my anxiety to professors here and explain why I fidget in class or need to do something with my hands to listen and engage. Not a single professor has mentioned it. Every single one has said something along the lines of as long as it isn't disruptive I can do whatever I need to be successful."

<Student's First Name>, what kind of community do you want your future college to have? Send me your thoughts and tell me more about that sometime this week if you can.

Thanks!

<Admissions Counselor Info>



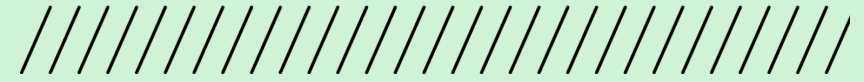
Yearlong Results:

34-56% open rates with inquiries and prospects

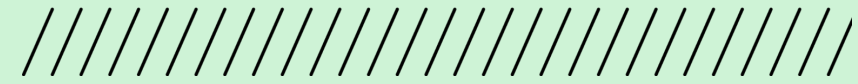
48-67% open rates with admitted students

57-81% open rates with confirmed students

3-11% click rates + hundreds of responses for admissions counselors



2.8x



The Biggest Payoff!

The “feel” of campus

#1

How the admissions staff treated me throughout the process

#3

Talking/Connecting with a Dean or a Professor

#9

The history of the school

#19

The school’s brand/name recognition

#17



If you want to get and keep Gen Z's attention, personalized, relevant, and relatable communication is the expectation.

Involve your current students more in content creation, execution, and measurement. Incorporate their feedback more in your email campaigns and on social media.

Prospective students are influenced by their peers and those connections have and will continue to influence many enrollment decisions.

Students want to be creators and need to build their personal brands.

Content marketing can be a powerful tool for brands, business or personal.

AI is here and evolving quickly. Students need to understand how to use it to amplify their humanity, individuality, and authenticity.

Technology can create challenges for socialization and interaction, but AI can also help create opportunities for teamwork, collaboration, and community.

THANK YOU

Brian Piper, University of Rochester

Jeremy Tiers, Tudor Collegiate Strategies





Q&A



Resources:

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giveaways



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podcast



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