

No One-Size-Fits-All Solution! - Customize Your Communication Channels To Reach Your Target Audience

Li Chang, Research Associate

Research and Advisory Services (RAS) | World Education Services, New York

lchang@wes.org | www.wes.org/RAS

Michelle Kowalsky, Director of International Admissions

Western New England University

mkowalsk@wne.edu | www.wne.edu

Sarah Heminger, Assistant Director for Doggett International Center

Springfield College

sheminger@springfieldcollege.edu | www.springfieldcollege.edu

WES Research & Advisory Services

- **Research-based consulting solutions on student mobility, international enrollment, and transnational education**
 - Evidence-based, customized solutions specific to your institution
 - Nearly 40-years' experience in working with international students and higher education institutions
 - Access to over 85,000 foreign educated individuals through credential evaluation service

- **Download free research reports from wes.org/RAS**
- **Subscribe to [monthly newsletter](#)**



WESStudentAdvisor.org: Free Advice from International Admissions Experts



- HOME
- ABOUT
- WEBINARS
- CAMPUS SPOTLIGHT
- EXPERT BLOG
- STUDENT BLOG
- CALCULATE GPA
- FAQ

WEBINARS

WES Student Advisor presents a FREE webinar on:

MBA Admissions: What Do U.S. Business Schools Want?

October 10th 8:00AM EDT
Riyadh 3:00PM | New Delhi 5:30PM | Beijing 8:00PM

[Register Here](#)

advisor@wes.org

EXPERT BLOG



Mr. Donald Back
Director of Virginia Tech's Language and Culture
Campus Spotlight: Virginia Polytechnic Institute University

[Read more about how to make your application](#)



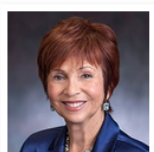
Mr. Lawrence ("Larry") Bell
Director of International Education
Campus Spotlight: University of Colorado Boul

[Read more about how to choose the best ESL pr](#)



Ms. Kimberly Johnson
Director of International Graduate Admissions
Campus Spotlight: Oregon State University

[Read more on choosing between a masters and](#)



Ms. Evelyn Levinson
Director of International Admissions
Campus Spotlight: American University

[Read more on applying to schools the right way.](#)



Mr. Raymond Lutzky
Senior Director of Graduate Enrollment and Adm
Campus Spotlight: Polytechnic Institute of New

[Read more on studying science and engineering](#)

CAMPUS SPOTLIGHT



Subscribe now to receive exclusive tips from U.S. Admissions Experts

CONNECT WITH US



NEXT UPCOMING WEBINAR:

MBA Admissions:
What Do U.S. Business Schools Want?
Thursday, October 10th 8:00AM EDT
[REGISTER HERE](#)



#WESresearch



A Research perspective

Research findings
Recommendation



Agenda



B Institutional practice

Capacity building
Effective applications

WES Research & Advisory Services



Read the summary: <http://buff.ly/16kzV31>

Share the video: <http://buff.ly/1917xMV>

01
WES Research & Advisory Services
Trends in International Students Mobility

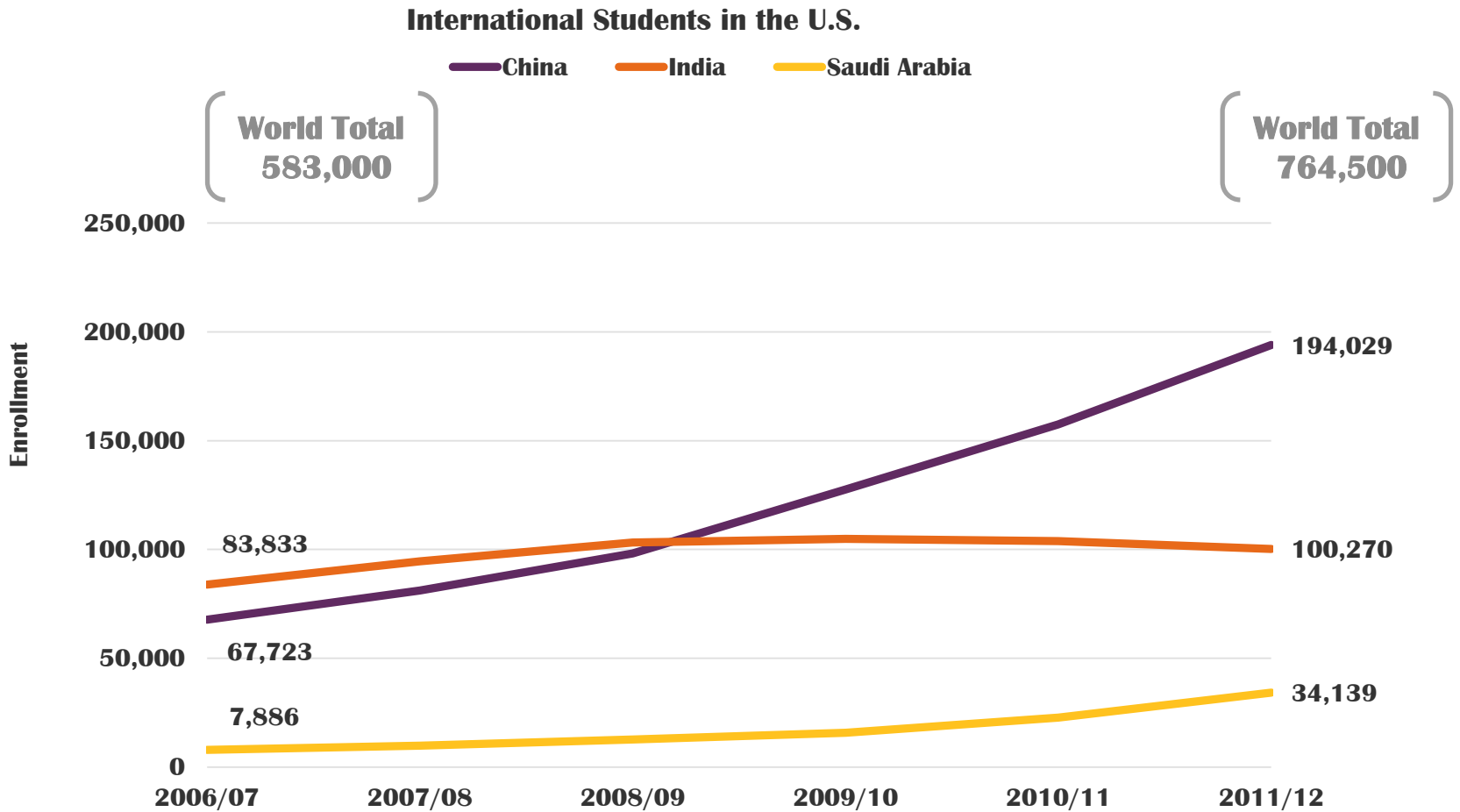
02
WES Research & Advisory Services
Not All International Students Are the Same

05
WES Research & Advisory Services
International Student Segmentation

03
WES Research & Advisory Services
Beyond More of the Same

04
WES Research & Advisory Services
International Student Mobility Trends 2013

Exponential Growth of International Students...



Source: IIE Open Doors 2012.

Effective & informed international recruitment strategies

01

Recognize the diversity of international students

02

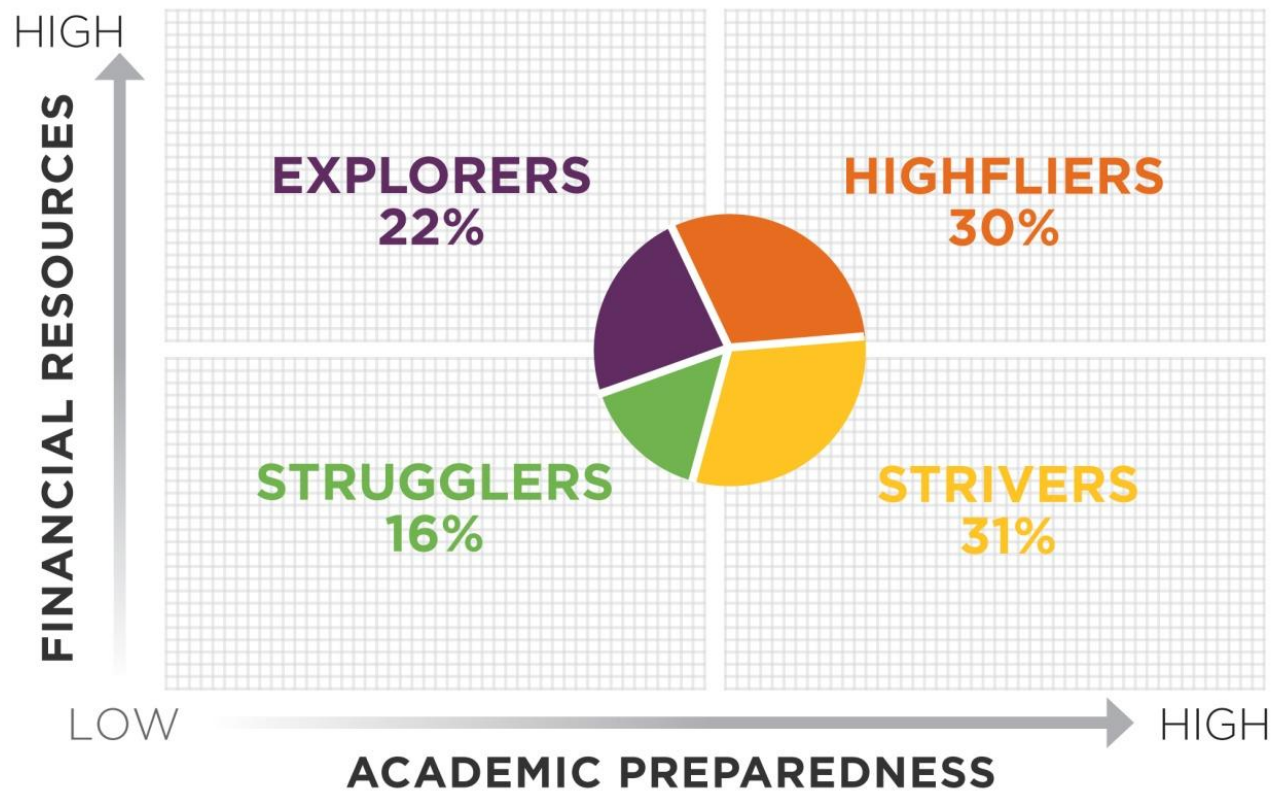
Adapt to the changing needs of students.

03

Employ an analytics-driven approach to formulate international enrollment strategies.

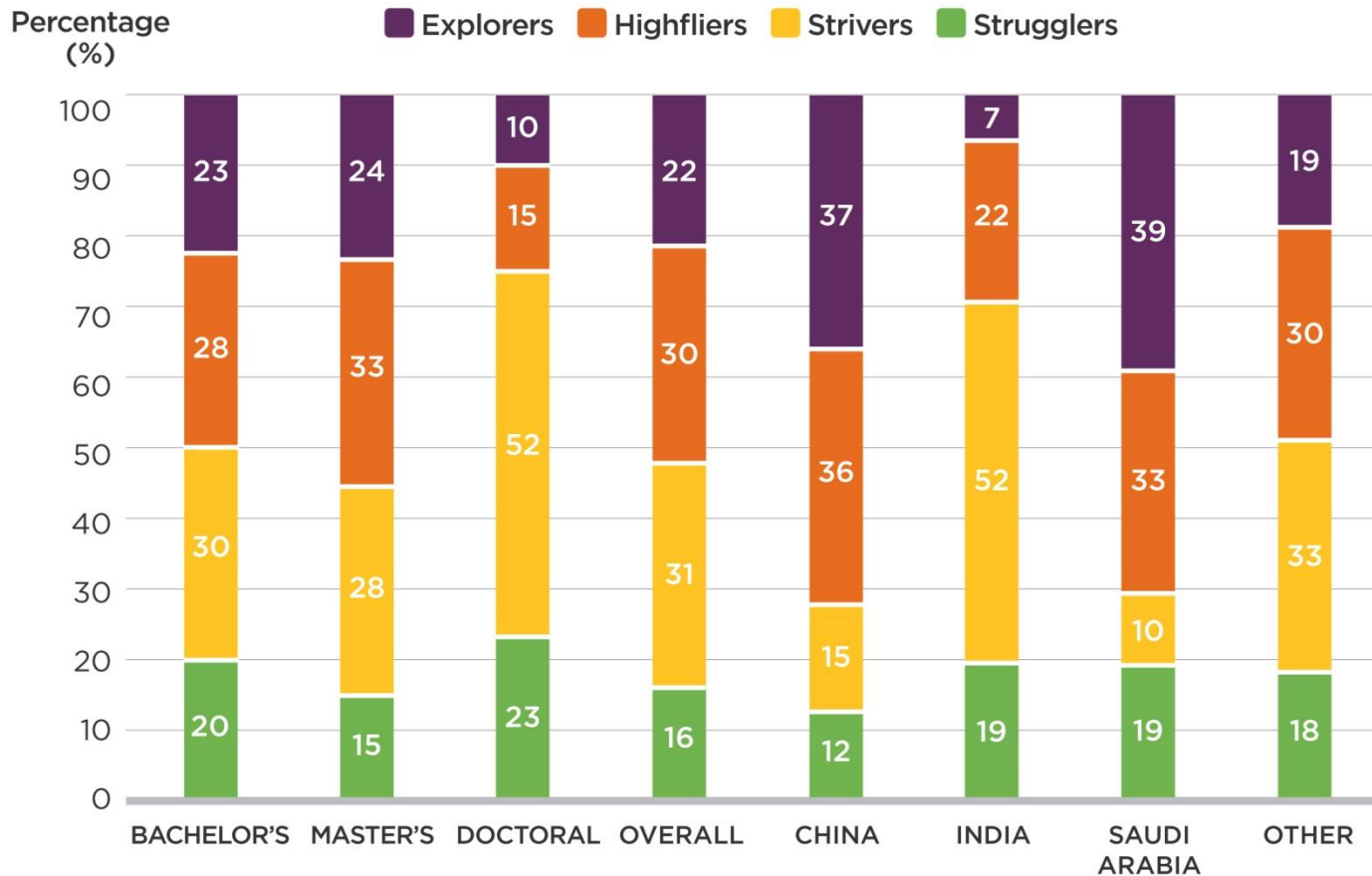
01

Recognize the diversity of international students



01

Recognize the diversity of international students



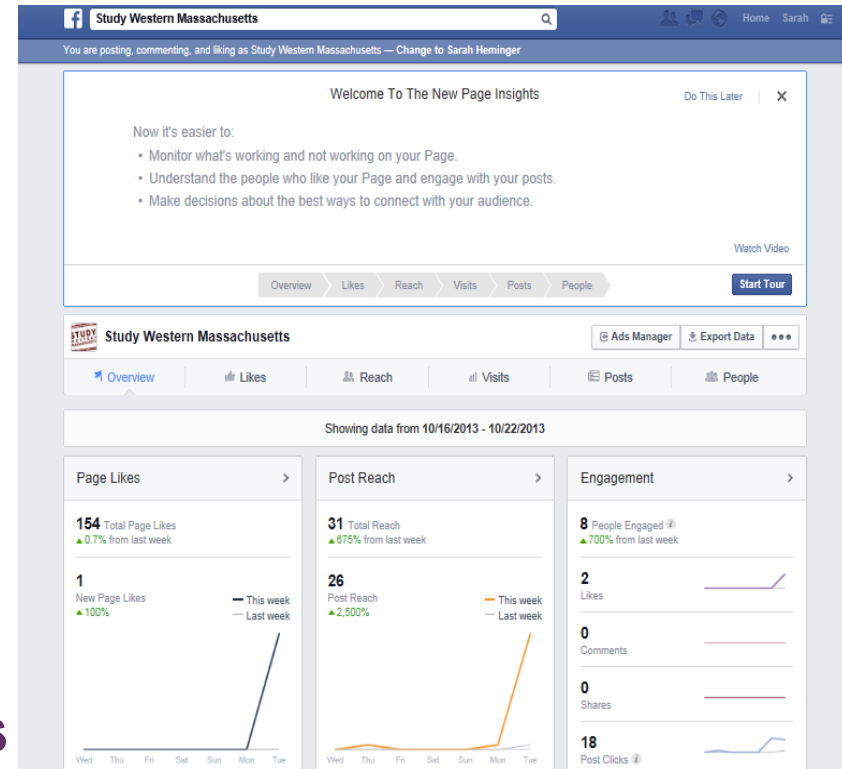
Springfield College- Filling in the Gaps

- **Historically conservative administration**
 - **MarCom constrained**
 - **Hesitant to engage in Social Media**
- **Data poor**
- **Very few resources**
- **No precedent for international enrollment management**

Where to start?

Internal Data

- **MarCom**
 - **Google Analytics**
 - **Social Media performance**
- **Alumni Relations**
- **Office of Development**
- **Admissions**
- **Student Surveys/Focus Groups**



Combine Internal & External Data- get the big picture!

▪ External Data:

- Open Doors
- EducationUSA & US Dept. of Commerce
- WES
- Zinch White papers, Envisage International- International Education News, ICEF Monitor- Marketing Intelligence Weekly Wednesday Highlights, etc.
- World News & Events

Voice from respondents

“Update all information about the program, courses, faculties. Most importantly they should be able to guide students with courses that can **align with their future career prospects**. The courses which a student can opt to select a particular career stream.”

- An Indian respondent

“They could post information regarding **scholarships and financial opportunities** because most students need a guarantee that the school can help them finance their education.” - A Striver, Master’s

“I guess I would like colleges/universities to engage students in a way that they feel that they are wanted at the universities. Tell the students about what they can look forward to when they go there and not just about research or study opportunities but also the **recreational activities** that can be done there.” – An Explorer, Bachelor’s

“I hope that the colleges share more information about the **students' background they accepted**, and about **their preference of students**, but not just about the basic requirements. If they can share these information, anywhere should be okay, of course their websites are the best choice, because we cannot know the reliability of the information in other social media easily.”

- A Chinese respondent

02

Adapt to the changing needs of students



EXPLORERS

**gain valuable life experience;
support services, including English language training**

student services, location, and cultural or religious accommodations



STRIVERS

**more financial pressed;
value program content**

over half of doctoral respondents

**from comparatively
wealthy families;
reputation**

Deem reputation second only to program content and course offerings.



HIGHFLIERS

need financial and academic support

One third listed tuition and financial aid among their three most important Information needs.



STRUGGLERS

Case Study: Pace University – Global Pathways



Search >>

- Partner universities
- Our courses
- Useful information
- How to apply
- About us
- News



Pace University

For more than 100 years, Pace University has been committed to preparing students from all over the globe to become leaders in their fields. The University provides education that combines exceptional academics with professional experience, plus an open door to all the advantages of studying, working, and living in New York City.

 [Contact Us »](#)

 [Download brochure »](#)



Western New England University – Customized Viewbook

The screenshot shows a Windows Internet Explorer browser window displaying the Western New England University (WNE) Admissions website. The address bar shows the URL: <https://www1.wne.edu/admissions/index.cfm?selection=doc.6291>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The address bar also shows a search engine (Bing) and various icons for security and navigation. The browser's toolbar includes a search bar, a home button, and various utility icons. The website content is displayed in a blue and yellow color scheme. The main heading is "Admissions" and the sub-heading is "Our Digital Viewbook is all about YOU!". The page features a navigation menu with links for Prospective Students, Current Students, Parents, and Alumni. A search bar is located in the top right corner. The main content area includes a "Log In" button and a "Forgot Your Password?" link. The footer of the browser window shows the Windows taskbar with several open applications, including EMAS Recruitment Pro, Microsoft Outlook, and the Digital Viewbook website. The system clock shows 5:06 PM.

Admissions

WESTERN NEW ENGLAND UNIVERSITY | **WNE** | [Connect2U](#) | [Directions](#) | [Directory](#) | [Contact Us](#)

[Prospective Students](#) | [Current Students](#) | [Parents](#) | [Alumni](#) | [Quick Links](#) | [GO](#) | [A-Z Index](#)

Home > Admissions > Digital Viewbook

WELCOME

- [President's Message](#)
- [Login](#)
- [Create an Account](#)
- [Request Information](#)
- [Social Media](#)
- [What's New?](#)
- [For Parents](#)
- [Digital Viewbook](#)
- [Publications](#)

ADMISSIONS PROCESS

- [Requirements](#)
- [Transfer Students](#)
- [Veteran Students](#)
- [Online Application Instructions](#)
- [Apply Online](#)
- [International Students](#)
- [Download an Application](#)
- [Tuition Deposit](#)
- [Deposited Students](#)

Our Digital Viewbook is all about YOU!

When you create a Western New England University account, we'll design a customized digital viewbook all about you—your major, and your interests in varsity athletics, clubs, and student organizations. Then, your personalized viewbook will be emailed to you to review and share with your parents and friends as you consider the possibilities of becoming a student at Western New England University.

Such individualized attention is all a part of the personal approach we take to learning at Western New England University.

During the college search process, we know you're bound to consider a variety of majors or areas of interests. That's why we've designed the Digital Viewbook to be easily modified. You can log in to your account as often as you need to change your choice of major and interests, and a new viewbook will sent to you.

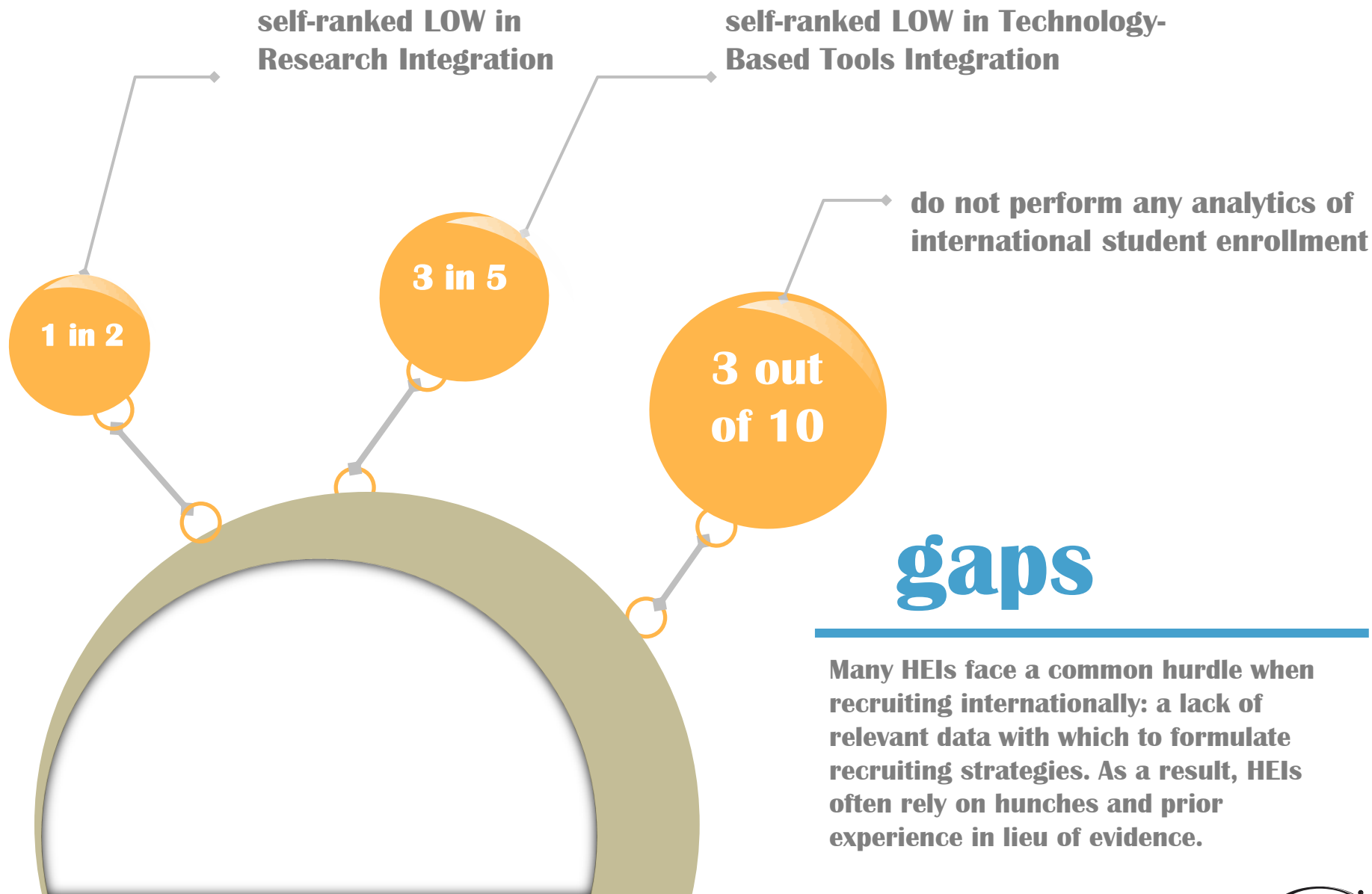
USERNAME
 PASSWORD
[Log In](#)
[Forgot Your Password?](#)

[Leave a message](#)

03

Employ an analytics-driven approach to formulate international enrollment strategies.





Many HEIs face a common hurdle when recruiting internationally: a lack of relevant data with which to formulate recruiting strategies. As a result, HEIs often rely on hunches and prior experience in lieu of evidence.

Choose a right CRM



Google for nonprofits



Western New England University

- **Student Database – provides a wealth of information which helps to shape future recruitment**
 - Source Code
 - Country of citizenship
 - US address
 - Admissions Decision
 - Visit dates
 - Interest level
 - Etc.

EMAS Report: Frequency By Source Code

BusinessObjects

Frequency By Source Code

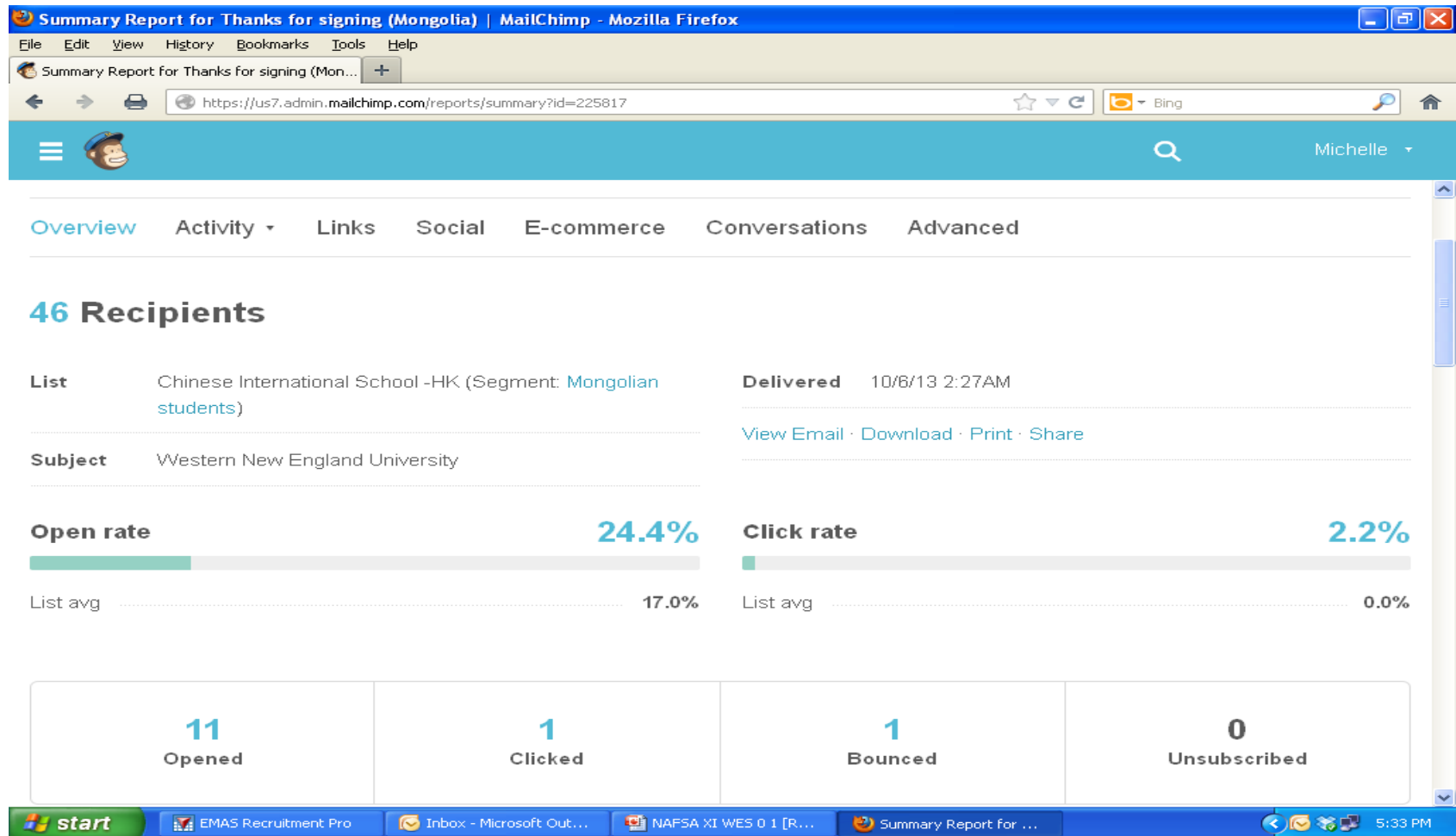
(Query: International)

Source code	Frequency	Percent
504	Agent - Burgeon Ed	2 0.58
524	Agent - China Access	2 0.58
522	Agent - College Study US	43 12.50
507	Agent - Cultural Wave	2 0.58
509	Agent - GlobalVision	3 0.87
508	Agent - IDP	21 6.10
516	Agent - ISES	9 2.62
530	Agent - Kings College	5 1.45
533	Agent - Lawand	5 1.45
529	Agent - Open Abroad	4 1.16
528	Agent - Raj Consultants	26 7.56
501	Agent - World Ed Group	4 1.16
112	Application	26 7.56
114	Application material	1 0.29
523	Arab Study US A	3 0.87
354	Athletic Department	1 0.29
221	Boston Academy of English	2 0.58
215	Boston Academy of English Visit	1 0.29
703	CE GMAT Scores	2 0.58
723	CE GRE Scores	5 1.45
640	Campus visit interview	3 0.87
250	College Fair	5 1.45
115	Comm on App Inquiry	56 16.28
123	Comm on Application	17 4.94

start | EMAS Recruitment Pro | EMAS Report: Freq... | Inbox - Microsoft Ou... | Study Western Mass | NAFSA XI WES 0 1 [...] | 5:19 PM



Email Analytics



Track and test email campaigns



Upcoming Webinar Next Week:

China Focus: Insider Tips to Apply to U.S. Universities
中国留学生聚焦现场: 美国招生专家、学生大使为你分享留学申请诀窍及建议

Are you a Chinese student and need some expert advice on applying to schools in the U.S.? How do you choose the institutions which best fits your unique strengths and interests?

If you are asking these questions, then join WES Student Advisor for a **FREE webinar on April 26th, 2013**. You will learn tips on how to navigate the complex admissions process, what admissions officers are looking for in applications, and resources to help you transition into U.S. classrooms.

想来美国留学?也在茫茫云海中寻找高校申请秘籍?想知道如何选择最适合你的学校?

如果你有同样的疑问,如果你也想来美国求学,如果你对学校申请有困惑,加入我们!4月26日周五北京时间晚8点WES留学指导为你呈现免费的在线讲座。你将了解美国高校申请流程及技巧、招生办青睐的学生特质以及能让你有效融入美国课堂的资源。

Join Us Friday, April 26 at 8:00AM EDT | 8:00PM Beijing

[Register Here](#)

LIMITED TO THE FIRST 100 STUDENT REGISTRANTS!
仅限前100名注册听众

Webinar Calendar:

26 April - China Focus: Insider Tips to Apply to U.S. Universities ▶

23 May - India Focus: What U.S. Admissions Means for You ▶

Quick Links

Tips from Admissions Experts ▶

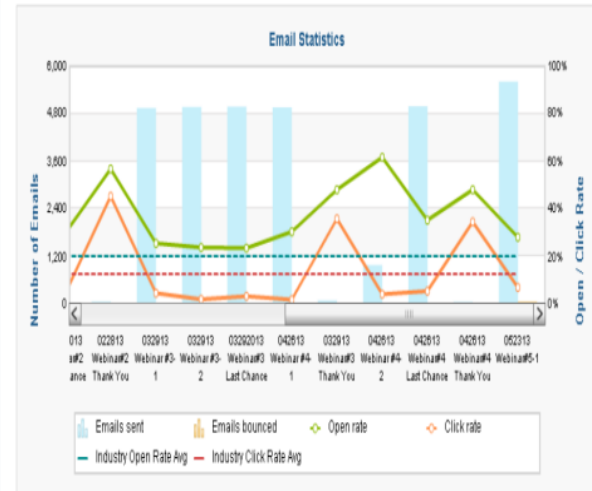
Read about student experiences ▶

Campus Spotlight Blog ▶

test campaign

Emails: Reports

View Graph



track open & click rates



Concrete Applications at Springfield College

- Website Design
- Print design
- Target regions
- ROI

A screenshot of Facebook Analytics for a post. The post features a woman in a white shirt. The analytics show:

24,073 Paid Reach [?]	445 Engagement [?]	\$10.64 Budget Spent
---------------------------------	------------------------------	--------------------------------

Engagement breakdown:

- 19 Post Likes
- 2 Link Clicks
- 424 Photo Clicks
- 27 Page Likes

Audience and Payment section:

Add Budget **\$11**

The increased budget will reach an estimated 42,000 - 78,000 people.

Buttons: Add Budget, Close

Footer: 24,073 people saw this post | \$4.36 Left

A screenshot of the Springfield College website. The navigation bar includes: About, Admissions & Financial Aid, Academics, Student Life, Athletics, News.

Content sections:

- Safety**: Springfield College is a safe community. The Department of Public Safety is located on campus and easily accessible to students. Students can pursue their academic goals and enjoy campus life knowing that their safety is a high priority. The College has established emergency procedures, as well as safety and security measures.
- Location**: Located on the shores of Lake Massasoit, Springfield College is a traditional New England campus in western Massachusetts. The College is within close proximity to restaurants, museums, parks, concert venues, shopping malls, and is only a short drive, bus or train ride from Boston and New York City.

A map shows the location relative to Boston, Philadelphia, Baltimore, Washington DC, and New York City.

MENU

Campaign Tracking

May 21, 2013 - Jun 20, 2013

Campaigns

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

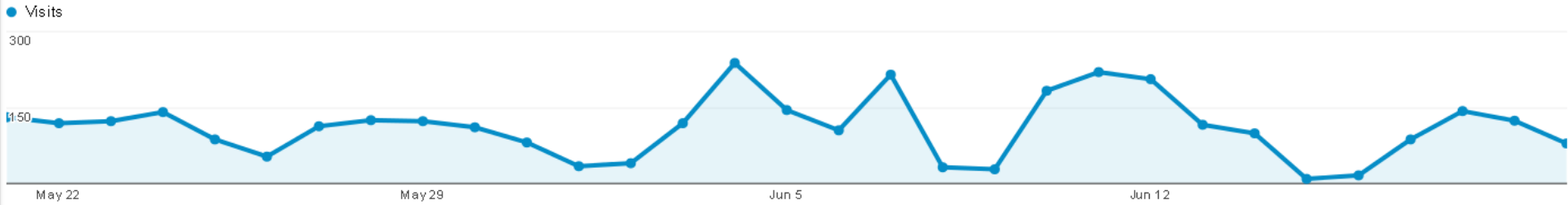
% of visits: 0.87%

Explorer

Site Usage | Goal Set 1 | Ecommerce

Visits vs. Select a metric

Day | Week | Month | [Chart Icon] | [List Icon]



Primary Dimension: Campaign | Source | Medium | Source / Medium | Other

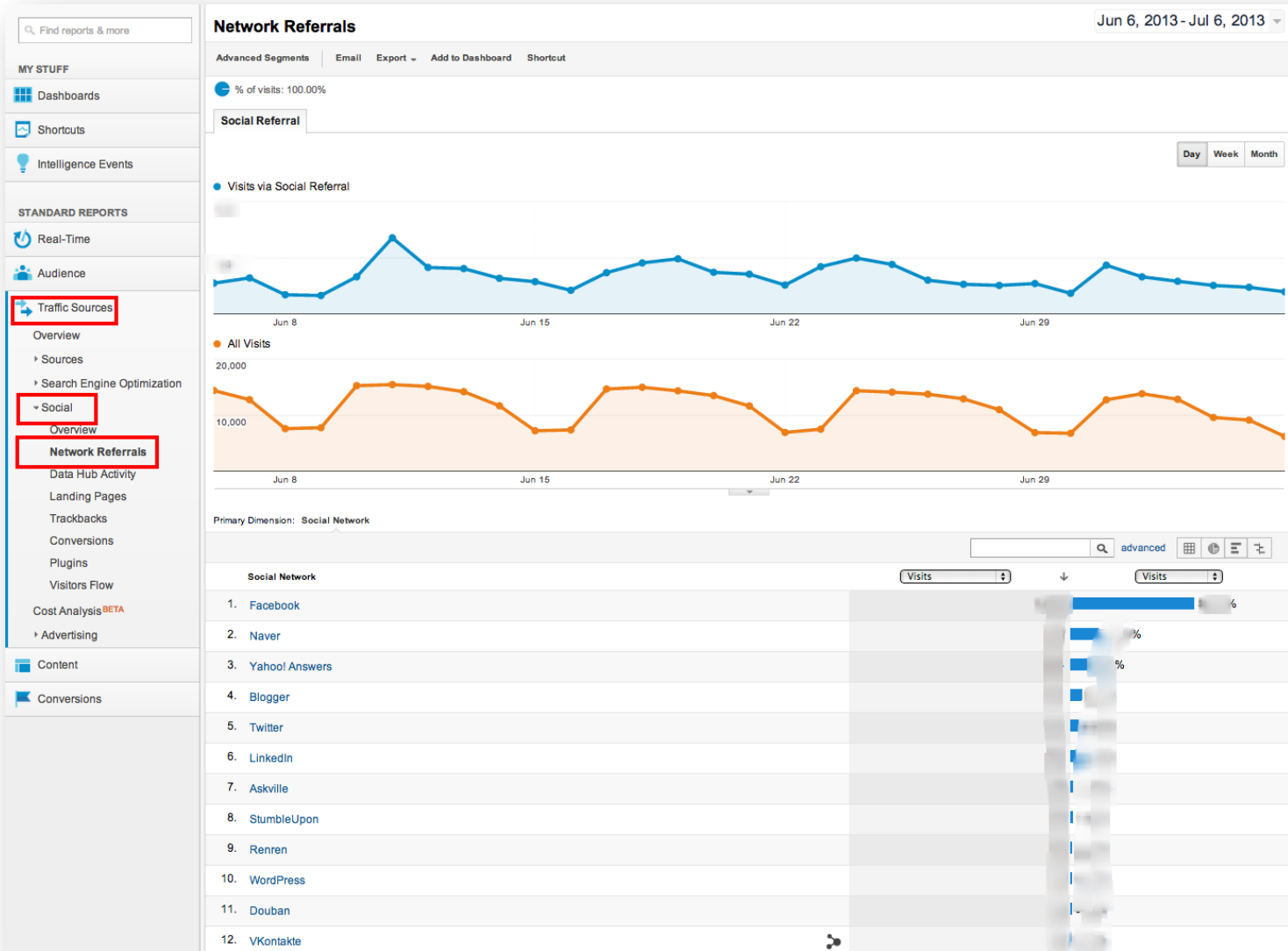
Plot Rows | Secondary dimension | Sort Type: Default

Search: advanced [Grid Icon] [Refresh Icon] [List Icon] [Print Icon] [Full Screen Icon]

Campaign	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
	% of Total: 0.87% (338,119)	Site Avg: 3.66 (-16.73%)	Site Avg: 00:04:38 (-20.80%)	Site Avg: 44.18% (-6439%)	Site Avg: 42.10% (730%)
1. [Blurred]					



Choose right social media channels



Optimize page layout based on content popularity

Google Analytics

changliemail@gmail.com Settings My Account Sign out

Find reports & more

- MY STUFF
 - Dashboards
 - Shortcuts
 - Intelligence Events
- STANDARD REPORTS
 - Real-Time
 - Audience
 - Traffic Sources
 - Content**
 - Overview
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - AdSense
 - Experiments
 - In-Page Analytics**
 - Conversions

In-Page Analytics

ALL » PAGE: /index.asp

Advanced Segments Add to Dashboard Shortcut

% of pageviews: 2.46%

In-Page

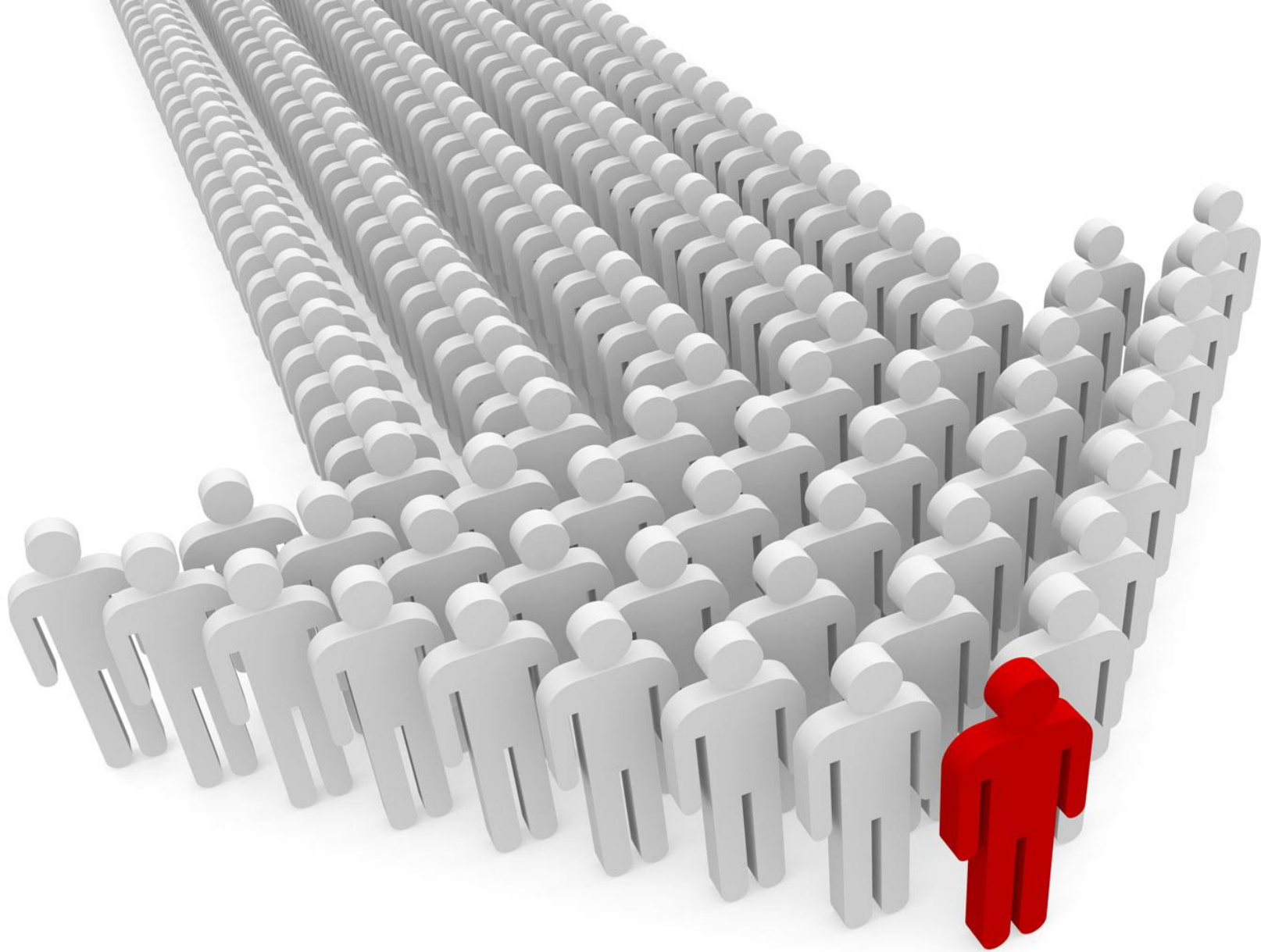
Site Usage

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
%		Site Avg	Site	\$	Site

Clicks with more than: 0.10%

Show bubbles Show color Browser Size

The screenshot shows the WES website homepage with several content popularity overlays. The WES logo and tagline 'INTERNATIONAL EDUCATION INTELLIGENCE' are at the top. Below is a 'Welcome to World Education Services' section. The main content area features three columns: 'For Students', 'For Job Seekers', and 'For Immigrants'. A 'Credential Evaluation' sidebar is on the right. An orange bar at the bottom indicates a 11% click decrease for the 'For Immigrants' section.



Effective & informed international recruitment strategies

01

Recognize the diversity of international students

02

Adapt to the changing needs of students.

03

Employ an analytics-driven approach to formulate international enrollment strategies.



Q&A

Li Chang, Research Associate
World Education Services
lchang@wes.org | www.wes.org/RAS

Michelle Kowalsky, Director of International Admissions
Western New England University
mkowalsk@wne.edu | www.wne.edu

Sarah Heminger, Assistant Director, Doggett International Center
Springfield College
sheminger@springfieldcollege.edu | www.springfieldcollege.edu

Recommended citation:

Chang, L., Kowalsky, M & Heminger, S. (2013, October). No One-Size-Fits-All Solution! - Customize Your Communication Channels To Reach Your Target Audience. Session presented at 2013 NAFSA Region XI conference, Stowe, VT.