

Get an
**EAGLE'S EYE
VIEW**



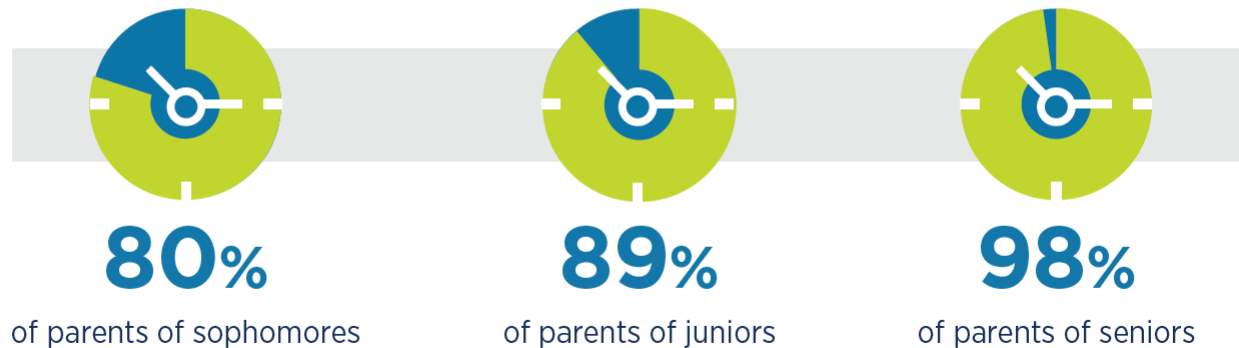
Inquiring Parents
want to know...

AND be included
in the Admissions
Process....

Parent Involvement

Parents become more engaged as the decision time gets closer

PERCENTAGE OF PARENTS THAT HAVE ACTED TO SUPPORT ENROLLMENT



COMPLETED COLLEGE APPLICATIONS FOR THEIR STUDENT



Parent Involvement

90%

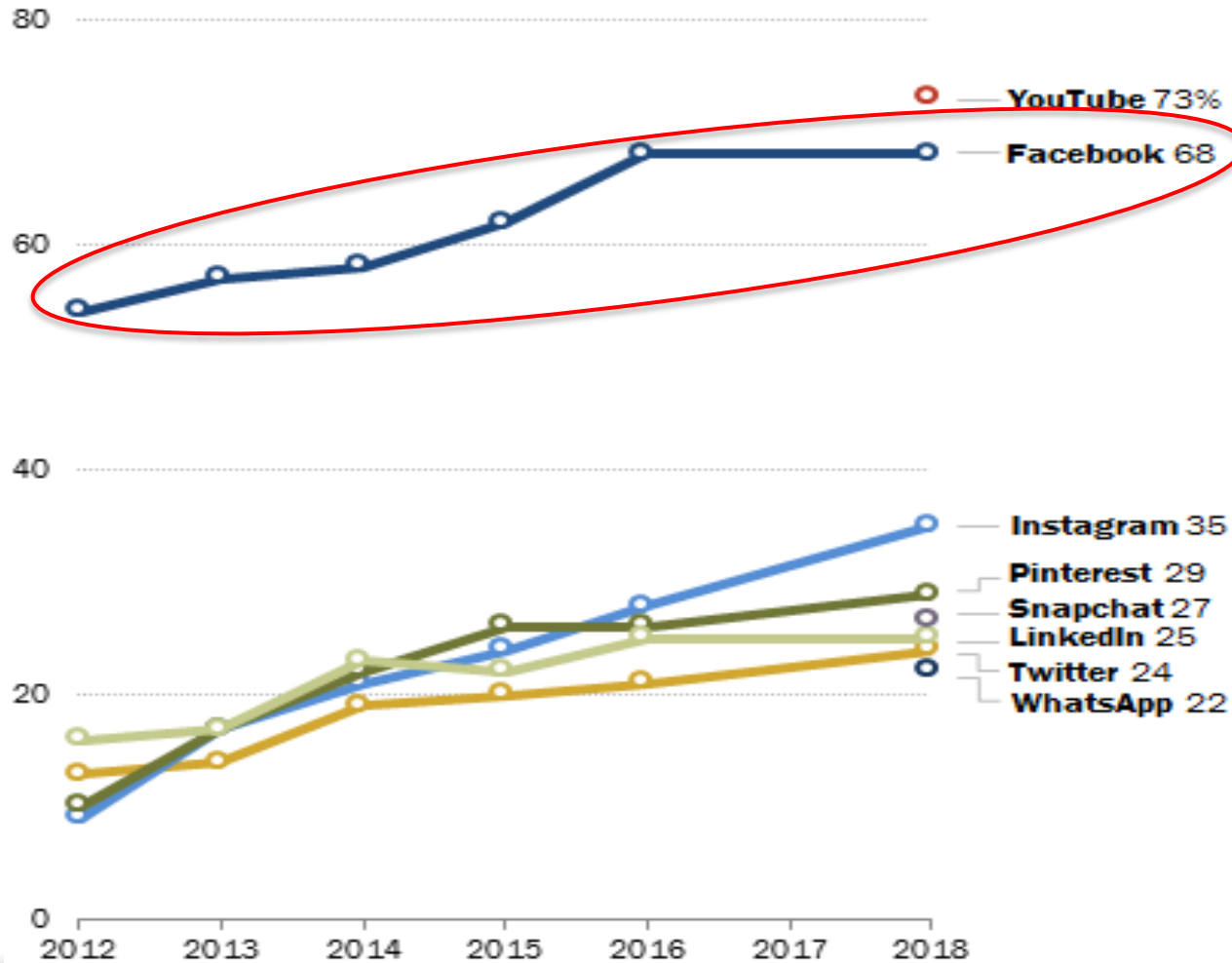
Parents of seniors who contacted a college/university on behalf of the student

More Engagement and Authenticity

A small sampling of comments show that parents are looking for:

- “a realistic perspective, rather than the rah-rah ‘this is the greatest school ever’ pitch”
- “a true feel of life there... on a daily basis”
- “an honest view of the school, with real images and real people”
- “images of the campus and what it’s like to live there”
- “a possibility to interact with current students for... (their) perspective”

Adults using Facebook



Class of 2022 Parent Facebook Page

- Keep parents informed
- Help parents develop a roadmap of what they should be doing at each stage of the process.
- Create a community where prospective student parents can connect with parents of current students
- Over 300 members joined in first week

Preparing for Facebook Live Production

- Demand: Orientation – March 19
Relevance: 1 week before orientation
- Demand: Housing and Dining – May 30
Relevance: 2 days before room selection
- Demand: Managing Your Aid and Paying Your Bill – July 9
Relevance: 1 day before students can accept loans

Preparing for Facebook Live Production

- Demand: Textbooks and Technology – July 31
Relevance: During back to school sales
- Demand: Move-In and Welcome Week – August 9
Relevance: Week before move in

Preparing for FB Live Production



Housing and Dining FB Live

Q and A - Housing and Dining

University of Southern Indiana was live. about a month ago

Apologies for the delay, we're taking your questions and answers live now on Housing and Dining!

Your video is popular with women between the ages 45-54 **Boost Post**

25 9 Shares 3.2K Views

Like Comment Share

Comments Up Next

Comments (48) Realtime Comments

Treasure Jones · 15:30 What's the most popular food plan for freshman in apartments?
Like · Reply · 4w

Kristi Steen · 14:41 Hello!
Like · Reply · 4w

Ben Luttrull · 13:12 LLC will get their assignments around July 15
Like · Reply · 4w

Cristi Hale Schieferstein · 11:47 We only see confirmation of application and contact.
Like · Reply · 4w

Cheryl Kirk · 11:21 Hey everyone when will LLC
Rachel Luttrull

RECORDED WITH SCREENCAST MATIC

Facebook Live Collaborations

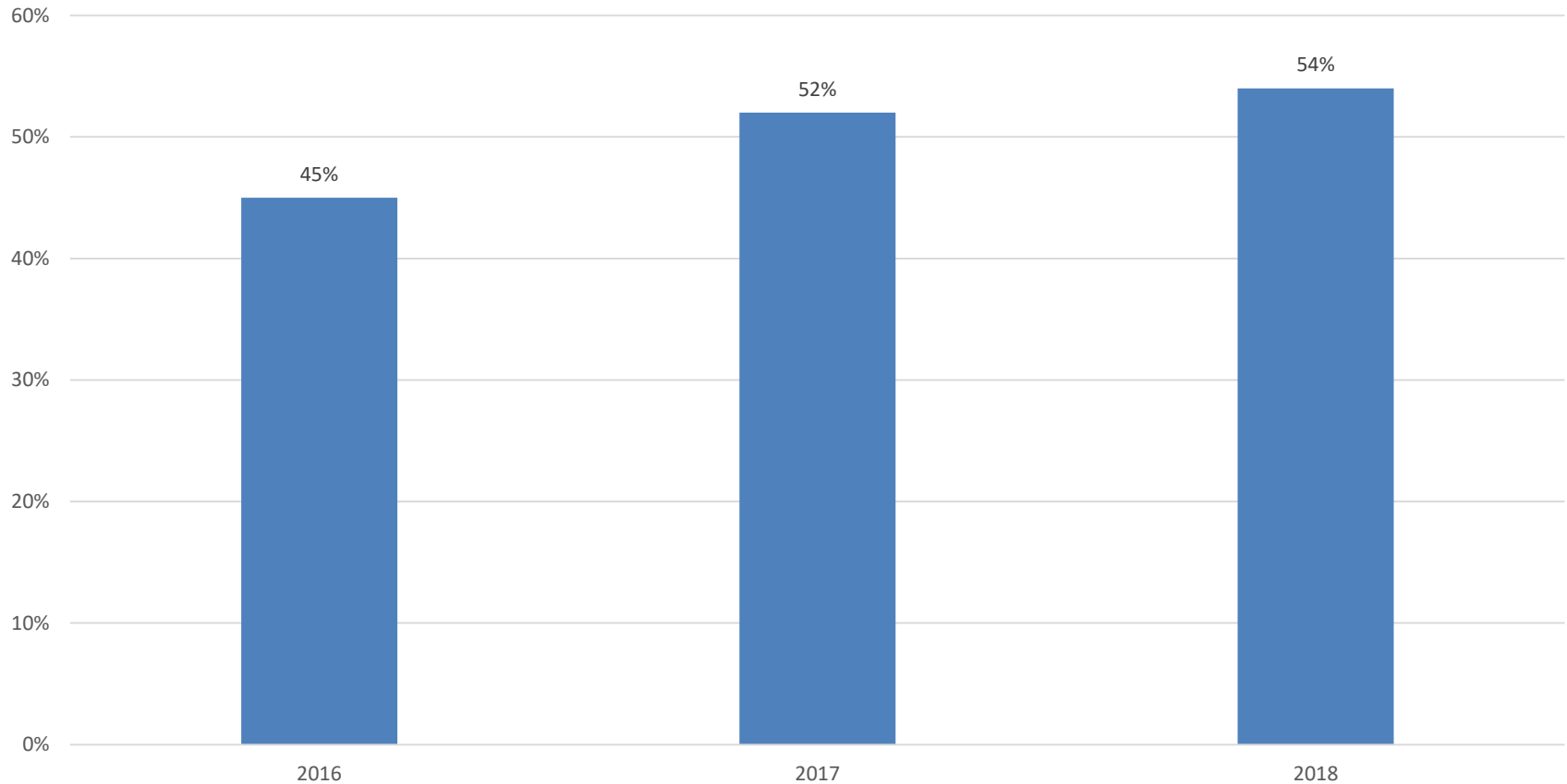
- Student Development Programs
- Current Students
- Housing and Residence Life
- Dining Services
- Student Financial Assistance
- Business Office
- Campus Store

Facebook Live Stats

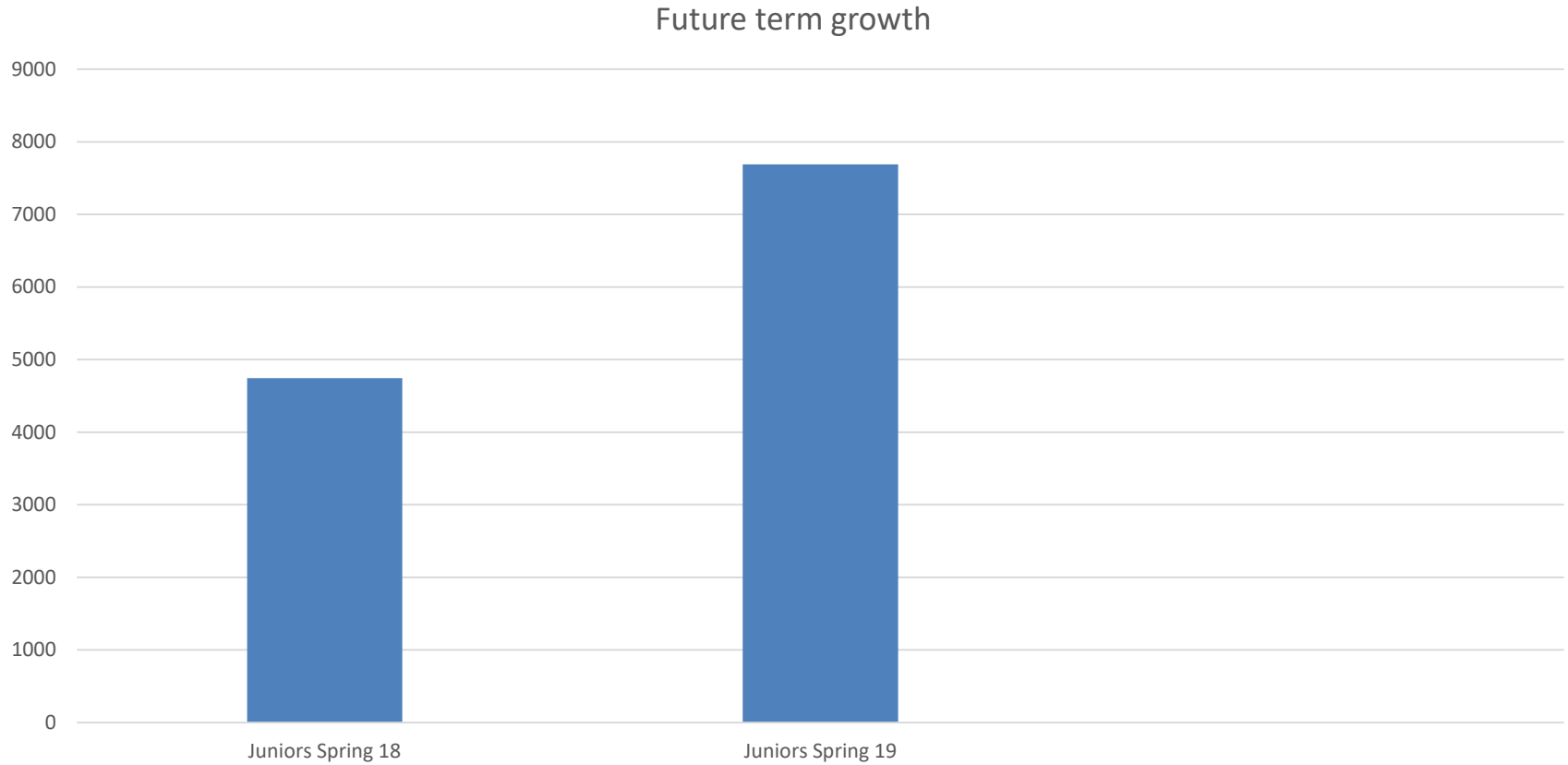
<u>Facebook Live Videos</u>	Orientation	Housing and Dining	COMBINED
Total views	2766	3220	5986
Unique views	2044	2674	4718
Total views - :30 or longer	471	548	1019
Unique views - :30 or longer	378	475	853
% all views Click-to-Play	7.52%	7.58%	7.55%
% of 30-second views Click-to-Play	24.84%	24.27%	24.56%
Video Impressions	11265	8936	20201

Parent Email Growth

Parent Email Addresses



Inquiry Pool Growth



Facebook Group Membership Growth



**Averaging 150 new members per month since February 2018*

Facebook Live Takeaways

- Reduce anxiety of new students and their parents
- Stronger collaborations across campus to support recruitment efforts
- Solidifying network of parents who can help with future recruitment efforts

Facebook Group Feedback

“I am so thankful for this group!!”

“I have been very impressed at the parent communication...”

“Glad I found this group!”

“This is our only child so I have a million questions and all this info has been amazing!”