ACHIEVING THE DREAM STAFF

Lisa Nitze
Vice President for Strategic Partnerships

Caitlin Donnelly
Strategic Partnerships Coordinator
AGENDA

• About the Webinar Series
• Our Panelists
  • Jeff Fanter, Senior Vice President for Student Experience, Communications and Marketing, Ivy Tech Community College
  • Brian Dycus, Director, Blackboard Education Services
• Presentation: “Investing in Success: Sustainably Implementing High-Impact Educational Practices at Community Colleges”
• Q&A and Discussion
TECHNOLOGY SOLUTIONS WEBINAR SERIES

• ATD Institutions increasingly turn to technology to improve student success outcomes

• Intended to provide information about promising technology solutions

• An opportunity to stay informed in a rapidly changing education technology environment
OUR PANELISTS

Jeff Fanter
Senior Vice President for Student Experience, Communications and Marketing
Ivy Tech Community College

Brian Dycus
Director
Blackboard Education Services
IVY TECH COMMUNITY COLLEGE

Institution Overview

• Indiana’s largest community college system
• Open enrollment vision and mission
• Performance-based funding institution

Enrollment Requirements

• New student orientation
• Assessment and placement
• Academic advising
• Timely registration
OUR AGENDA

1. Ivy Tech: Enrollment Service Challenges
2. Inbound Service Solutions
3. Proactive Outbound Solutions
4. Results: Satisfaction and Enrollment Growth
Our Service Challenges

Service infrastructure did not match student demand.

- Long lines at peak periods
- 19 minute wait times
- 50% call abandonment
OUR SERVICE CHALLENGES

[Diagram showing relationships between Student, Systems Support, Student Affairs, Financial Affairs, Registrar, Student Accounts, Advising, Admissions, Financial Aid]
Supporting students through the admissions process is central to high application yield.

- Increased investments in inquiry generation
- Losing students in the enrollment funnel
- Declining ROI on marketing investments
OUR SOLUTION: STREAMLINED PATHWAY

Students or Instructors

Technology Solutions
Blackboard SmartView

Advisors
SELF-HELP PORTALS
BLACKBOARD SMARTVIEW
SERVICE INFRASTRUCTURE: INBOUND

**Technology**
- Blackboard SmartView Software Platform
- Multi-modal communications technology
- Rapid systems integration

**Staffing**
- First line of support during business hours
- Extended hours for campus service centers
- Fast, accurate, student-centric service
PROACTIVE OUTREACH

CRM-based student outreach strategies, marketing automation, and targeted messaging.

Outreach to students and prospective students to help them move through the enrollment funnel.

Advanced reporting for enrollment funnel conversions, service resolution, and “lost sheep.”
OUTBOUND ENROLLMENT

Attends event; submits web RFI from her iPad

Contacted quickly by Blackboard advisor

Conversation about benefits of transferring to a 4-yr college after Ivy Tech

Receives personalized “transfer to 4-year college” email

Hosting Web RFI Forms
Radius CRM
Fast Response Rate
Enrollment Advisors Lead→Enroll
Strategic Comm Plans
Targeted Messaging
# IMPACT OF IMPROVED SERVICE

## Inbound Support

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Average Response Time</strong></td>
<td>18.3 seconds</td>
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<tr>
<td><strong>Call Abandon Rate</strong></td>
<td>7.8%</td>
</tr>
<tr>
<td><strong>Resolution Rate</strong></td>
<td>92%</td>
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<tr>
<td><strong>Student Satisfaction</strong></td>
<td>66.5 Net Promoter Score</td>
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## Enrollment Improvement

<table>
<thead>
<tr>
<th>Enrollment Improvement</th>
<th>2013 - 2014</th>
<th>2014 - 2015</th>
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<tbody>
<tr>
<td>Applications</td>
<td>103,318</td>
<td>95,790</td>
</tr>
<tr>
<td>Enrollments</td>
<td>45,265</td>
<td>45,996</td>
</tr>
<tr>
<td>Application Yield</td>
<td>43.8%</td>
<td>48.0%</td>
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### Graph Details
- **Application Yield** line showing a trend from 43.8% to 48.0%.

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ATD TECH WEBINAR SERIES

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KEY TAKEAWAYS

• Long-term student success starts in admissions with high-impact practices: orientation, advising, assessment, and timely registration.

• Additional service support is necessary to preserve application yield, and support the mission of open enrollment institutions.

• Investments in technology and partnerships can enable improved service infrastructure and enrollment growth.
Q & A AND DISCUSSION

Jeff Fanter
Senior Vice President for Student Experience, Communications and Marketing
Ivy Tech Community College

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Director
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NEXT WEBINAR

• Wednesday, September 16, 2015
  12:30pm—1:15pm EDT

• Have a great summer!
Thank You!