

Performance of Marketing Measures to Support Recruitment

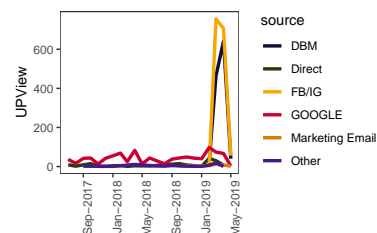
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2019-05-06

Spring '19 Travel Advertising Campaign

Marketing runs digital ads to support out-of-state recruitment coinciding with Admission's Spring Travel. This year, we decided to change our messaging to promote the RSP program; we directed students to the RSP page, <https://usm.maine.edu/office-of-admissions/new-england-regional-tuition-program>.

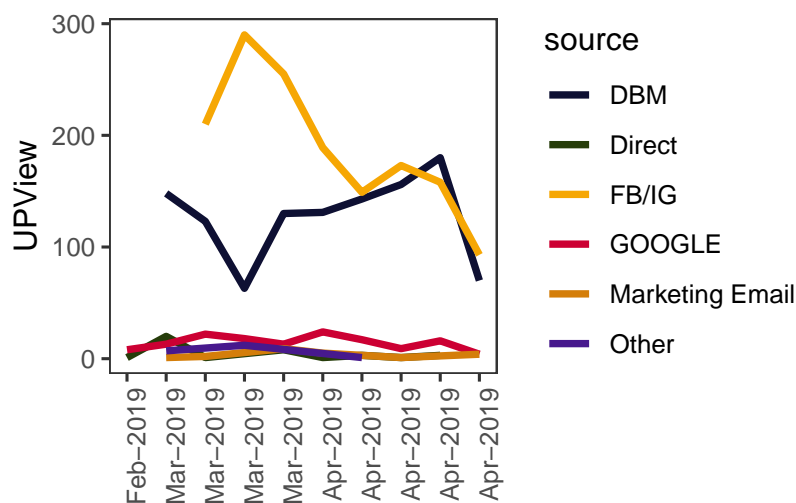
Until the launch of this advertising campaign, the RSP page got very little traffic. This can be seen in the table below and the plot to the right.



Status	UPV	BounceRate
In-Market 3/2019-present	2885	89%
Out-of-Market 7/2017-2/2019	1014	52%

Since the campaign launched, the RSP page sees 300-400 unique pageviews/week, the majority of which are driven by our digital ads.

Origin of RSP Page Traffic



Marketing Campaign Inquiries

One of the KPIs we look at on a quarterly basis is **inquiries**, i.e., the number of forms completed on one of the five campaign landing pages created for advertising campaigns. The purpose of this report is to look in to the recent increase in inquiries. In FY19 Q1, due to a year over year decline in inquiries, we hypothesized that “Gen Z” was moving away from filling out forms; this prompted us to begin considering alternative ways to engage the demographic. However, we have noted a surge in completed forms in the past two quarters and are seeking to understand more about the who is making inquiries and when.

Historical Inquiry Forms

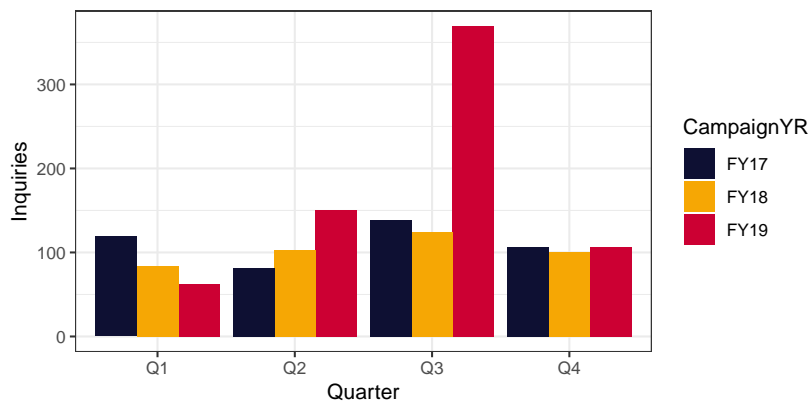
The table summarises the performance of the campaign as a whole over the past three years.

CampaignYR	Q1	Q2	Q3	Q4
FY17	119	82	139	107
FY18	84	103	124	101
FY19	63	150	369	106

Please note that the numbers for FY19 Q4 are not final. There are 2 months remaining in the quarter.

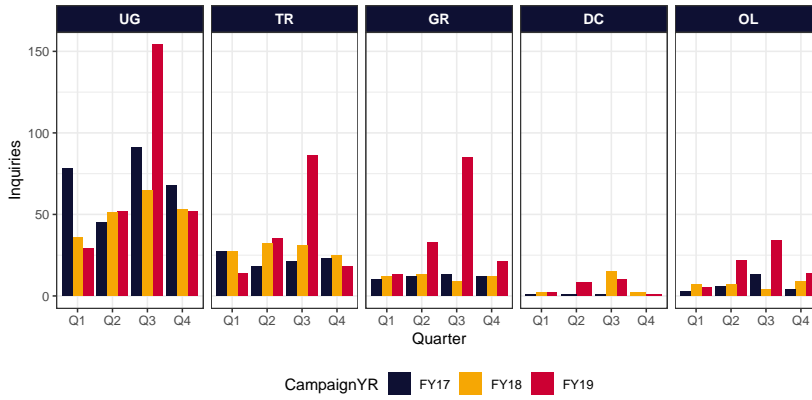
Visualization at FY Level

The following plot illustrates this quarterly historical comparison and the recent growth in FY19.



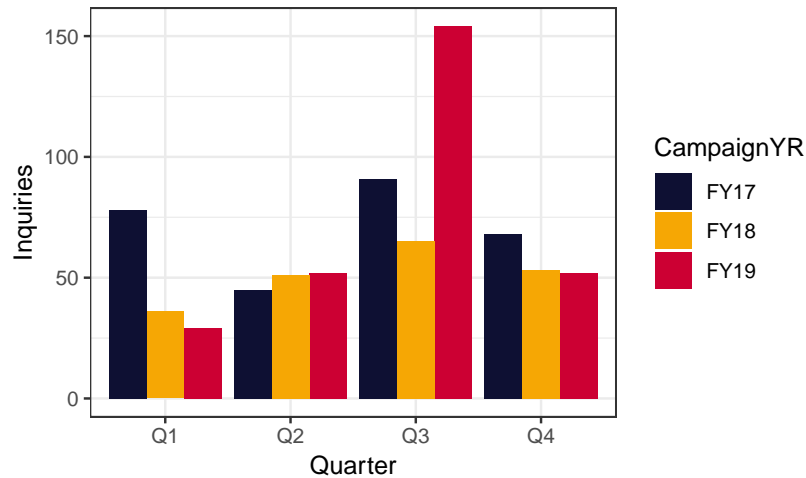
Campaign Level

Since there are five distinct campaign landing pages, we need to understand which are generating the increase inquiries. The first cluster of plots compares the growth of each campaign side by side. Then each campaign is shown in more detail.



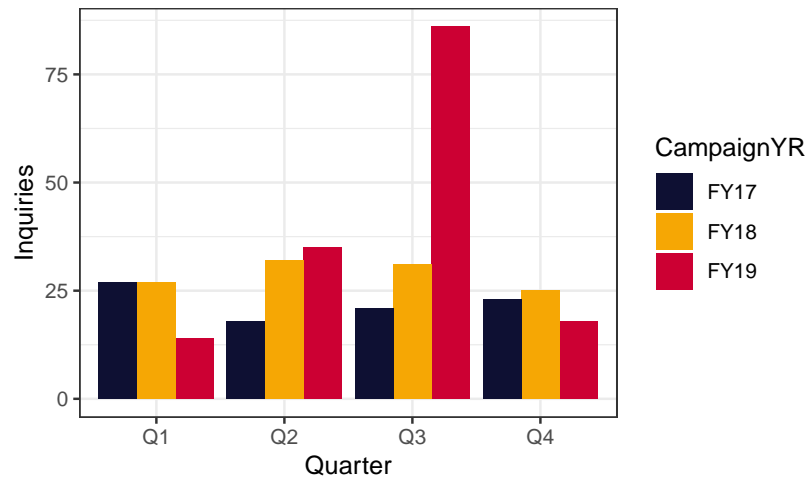
Undergraduate Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
UG	FY17	78	45	91	68
UG	FY18	36	51	65	53
UG	FY19	29	52	154	52

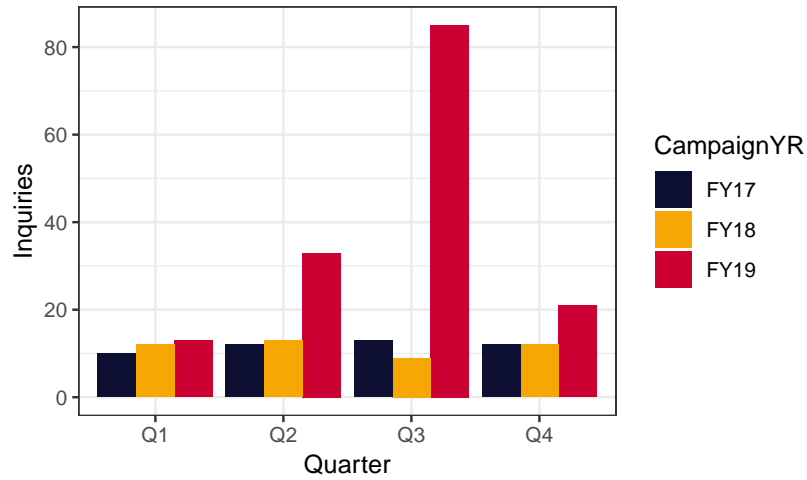


Transfer Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
TR	FY17	27	18	21	23
TR	FY18	27	32	31	25
TR	FY19	14	35	86	18

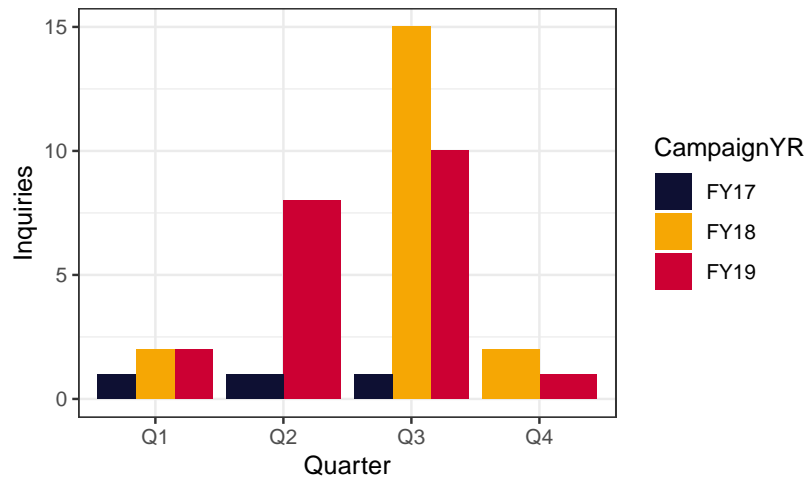
*Graduate Inquiries*

Campaign	FY	Q1	Q2	Q3	Q4
GR	FY17	10	12	13	12
GR	FY18	12	13	9	12
GR	FY19	13	33	85	21



Degree Completion Inquiries

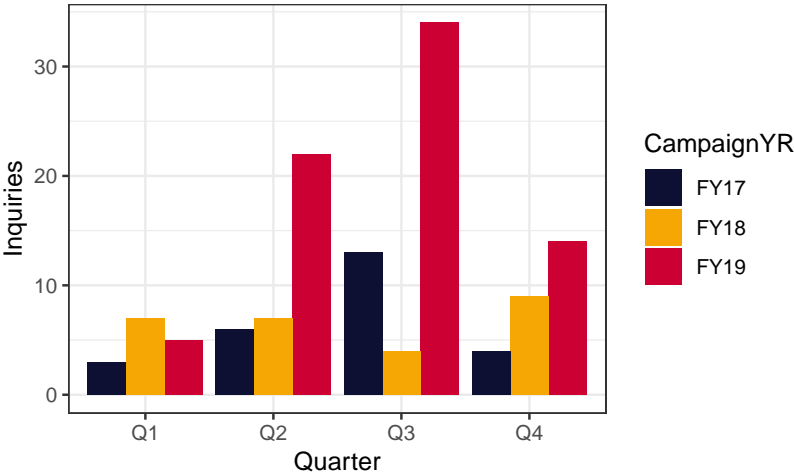
Campaign	FY	Q1	Q2	Q3	Q4
DC	FY17	1	1	1	NA
DC	FY18	2	NA	15	2
DC	FY19	2	8	10	1



Online Program Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
OL	FY17	3	6	13	4
OL	FY18	7	7	4	9

Campaign	FY	Q1	Q2	Q3	Q4
OL	FY19	5	22	34	14



Campaign Results Summary

- We see growth across all campaigns, with the exception of the degree completion program.
- Younger students are still filling out inquiries judging from the last several months.
- There is an obvious interest in online degree programs at USM.