

GET MORE STUDENTS NOW!



IDENTIFY

OPTIMIZE

DELIVER

As a higher education marketing and enrollment management professional, have you frequently heard from your administration that you need to “get more students”? That is a common refrain from the executive suite, and it almost sounds easy to do.

However, we all know the uphill challenges this brings, and this is precisely what you’ve been trying to do for years, and so is everyone else!

We at Apex Media will give you the tools and resources you need to get more students now!

We don’t use gimmicks or short-cuts, just a time-tested methodology that has succeeded for others and will work for you, too.

APEX

MEDIA PARTNERS



Forbes Magazine tells us the pool of possible students going to a traditional four-year college continues to shrink, down 7.5% since 2019! That makes it even more imperative to spend not only your marketing budget wisely, but to spend your human capital resources wisely, as well. The big question becomes how to do these things? We can help you get more students now, just as your administration has directed, and we can help you look like a hero doing it! It's just a matter of helping you understand who your students really are, what your market is and how to grow it, and how to spend your money in a way that maximizes new enrollments. We will provide you with a plan to do this that is specific to your university and its needs. Will your board carry you on their shoulders across the university lawn? Probably not, but they will think you are an enrollment management genius, and that's exactly how we like it. We give you everything you need to be successful. All you have to do is implement the framework we provide and then start enjoying your new student growth!

"COMBINED UNDERGRADUATE AND GRADUATE ENROLLMENT DECLINED 1.1% OVER LAST FALL, RESULTING IN A TOTAL DECREASE OF 3.2% SINCE 2020. THE RATE OF THE TOTAL DECLINE HAS SLOWED BY ABOUT HALF SINCE LAST YEAR WHEN IT DROPPED 2.1% AND A THIRD SINCE FALL 2020'S 3.4% LOSS. SINCE 2019, TOTAL HIGHER EDUCATION ENROLLMENT HAS NOW FALLEN BY ALMOST 7.5%".

Forbes Magazine, October 20, 2022



"In order to shift our marketing dollars to this new channel with Apex Media, that's something that takes trust and proven results. We have worked with Apex Media for 10 years now, and we have continued to increase our spend with them since the beginning, because they proved out the results of our investment."



"From the beginning, Apex Media understood our metrics and the need to obtain new students through their channels that met our cost per enroll goals, and we were pleased with their results."

Dr. Steven Peterson

Vice President for Online/Digital Learning



"For the last 4 years, Apex Media Partners has helped our team understand and execute the best audience targeting tactics and omni-platform placement strategy to launch our marketing creative as part of CSU's annual plans."

Jenna Johnson, MBA.

Executive Director of Marketing and Communication.

Apex Media has partnered with universities for decades to face the challenge of declining enrollment. We have worked with household name universities to bring awareness to their programs, through a collaborative process, to increase student enrollment. We will bring a unique, fresh, innovative, and creative solutions to each of our clients without a cookie-cutter approach. Each university has difference needs, budgets, goals and expectation. We embrace each university's mission to increase enrollment during these trying times.



PROBLEM

SOLUTION

FRAMEWORK

Higher education institutions are always looking for ways to get “the best” student while working to increase enrollments. Many times, just getting enough students to enroll for an academic year is a huge challenge. However, many institutions fail to identify the answers to basic questions, such as: What does our ideal student look like? Where do I find this perfect student? Is my marketing spend gaining the results I need? Who is my competition, and what are they doing to attract students? There are other questions that should arise, as well, such as why are students showing interest in our university, but they are not applying? Or why are they applying and not starting? Or why are they starting but dropping?

Enrolling students is like a giant puzzle. However, unlike the average puzzle, the pieces don’t always fit neatly with each other. That’s because the answers to many of the questions asked above are left unanswered, which leaves marketing and enrollment administrators frustrated by their lack of students and their inability to determine what is going wrong.

Apex Media’s framework asks the right questions, provides powerful research and insight into past, present, and future marketing and enrollment activities, and provides a comprehensive plan to help you fit together the vital pieces of the puzzle that lead to new student enrollments. Those puzzle pieces are listed in the framework below, along with what’s contained in each piece.



STRATEGIC AND COMPETITIVE RESEARCH FRAMEWORK



A|P|E|X

MEDIA PARTNERS



STRATEGY AND PLANNING

Benefits:

- Student profiles to drive applications and enrollments
- Strategies to increase market share
- Create metrics used to measure the strategy

Activities:

- Analyze marketing activities and success
- Evaluate & measure new opportunities to increase enrollments

Duration:

Four weeks to evaluate marketing campaigns, explore local, regional, national opportunities, and create metrics and strategies to measure them

SITUATION ASSESSMENT

Activities:

- Create proprietary scorecard for financial, marketing, leadership, and competitive assessments
- Develop an in-depth SWOT analysis and plan of action

Duration:

Four weeks to meet with key personnel to gather information, create and refine scorecard, and present the findings

Outcomes:

- Comprehensive assessment spanning nine areas
- Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis
- Executive level insights to advance recruitment efforts



ENROLLMENT MANAGEMENT FUNNEL

Activities:

- Assess current and past campaigns for effectiveness toward goals
- Measure brand in the marketplace
- Develop executable recommendations for new campaigns

Duration:

Three weeks to gather marketing campaigns and enrollment outcomes, determine brand effectiveness, and provide a new strategy to increase enrollments

Outcomes:

- Create marketing campaigns leading to new enrollments
- Brand equity, positioning, an awareness in the marketplace
- Campaigns tailored to the university and its offerings

COMPETITIVE INSIGHTS

Activities:

- Utilize proprietary technology to gather competitive data for traditional and digital media spending, buying, and timing of campaigns

Duration:

Four weeks to complete interviews, do competitive media research, and to develop a detailed plan

Outcomes:

- Hone student personas for messaging
- Provide intelligence about student demographics for the purpose of market segmentation to better understand future marketing investments



STUDENT PERSPECTIVES

Activities:

- Develop student survey to capture learning styles, preferences, priorities, concerns, etc.
- Create a platform for interactive response and data capture
- Analyze responses and create actionable interpretations

Duration:

Six weeks to develop the survey, collect information, analyze the data, and create a plan to reach future students

Outcomes:

- Understand students' needs versus wants
- Provide insights into students' learning preferences
- Understand habits and inclinations of students

We've helped Houston Christian University with their enrollment goals, as well as many other universities over the years. Whatever challenges you face in enrolling new students, we can help you assess the situation, create an actionable plan, and execute the vision to help your university achieve your goal of getting more students now!



Get More Students Now!

Your next start date is fast approaching, so the time to begin is now.
Let us help you develop a plan to get more students now!

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