

Integrated Engagement Proposal

Drexel University

CARNEGIE

Dawn Medley
Vice President of Enrollment Management
 Drexel University

Dear Dawn:

Thank you for the opportunity to submit a proposal for modeling and recruitment services!

The project-at-hand has far-reaching potential for your institution. It's an opportunity to fundamentally change the way that you approach optimizing your systems for modeling and recruitment efforts. And we believe that we're uniquely positioned to partner with you.

A True Ecosystem Approach to Enrollment. We don't ascribe to the more is more, philosophy. We don't promise increased enrollment by sending to the masses through one primary channel. Instead, we collect and interpret intelligent, market-driven, student-centric data and then leverage findings to comprehensively curate your enrollment plan, including distinct and targeted content that is customized for each university.

Delivering Confidence. The more you know, the better you'll target, the smarter you'll work, the more confidence you'll have. This is what market intelligence is all about—empowering you to make important strategic decisions. Market intelligence comes from accessing the right data, asking the right questions of the right audiences, and producing an actionable and digestible analysis. We're here to help with your custom query or to optimize the tools and data you already possess. We're all about the answers without the fuss, and we only provide actionable and understandable results.

Embrace a philosophy and approach that is markedly different and fundamentally better than the prevailing standard. The power of human connection fuels our work. We leverage a basic human need to help you form strong bonds with your audiences that lead to action.

As you review our proposal, please feel free to contact us if you have any questions or would like additional information. Hopefully, this proposal will serve as a springboard for additional conversation and collaboration – we'd love to tailor our approach to your needs.

Now, let's go!

Jaime Oleksik
 VP, Business Development
 443.929.6241
joleksik@carnegiehighered.com

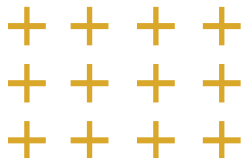
| Your Goals & Opportunities

Goals and Opportunities

Drexel's goals inspire us to engage in a deep process of discovery, deliver proven processes, and unify our teams toward specific outcomes.

From your conversation, we understand that your particular goals include:

- + **Assess current instance of Slate** to identify what is working and what isn't.
- + **Build advanced scoring data in Slate** to improve how nimble the recruitment team can be throughout the cycle.
- + **Leverage data** to develop a more sophisticated and targeted marketing approach.



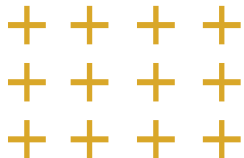
Our Commitment to Drexel University

We will develop a distinctive and strategic brand platform to elevate your national profile, promote brand awareness, and increase your enrollment pipeline.

We will work with you to develop a data-informed, Slate driven enrollment strategy.

Our inclusive process offers a comprehensive consultation, an emphasis on market research, and a commitment to developing a data-informed recruitment strategy.

- + **Work to elevate your Slate instance** to ensure you are using Slate effectively across the full lifecycle of your many student audiences.
- + **Develop easy to use scoring metrics** in Slate for your recruitment team to prioritize their efforts.
- + **Leverage data-driven research** that provides clear direction on market position strategies.



| Our Proposed Approach

SLATE ASSESSMENT CONSULTATIONS

Ensure the success of your next Slate project with help from our experts! We provide hands-on, project-specific consultations, so you're learning while your work is progressing. Our team will support yours through offline support and remote consultation calls, where you'll workshop new and exciting ways to use Slate features and tackle day-to-day operational troubleshooting.

Each month of the consultation is designed to focus on a selected topic, whether recommended or requested, in which one project call will be used for a discovery call with the following calls that month to be used to collaboratively troubleshoot based on Carnegie recommendations. Consultation hours cannot be rolled over to the next week or month; if the total allotment of hours is not fulfilled, remaining hours expire at the week or month's end.

BENEFITS OF SLATE ASSESSMENT CONSULTATIONS:

- Custom support based on areas of need
- Outside Slate expertise to address existing issues
- Flexible format to address areas of need in a timely fashion



LEAD SCORING

This is **data-driven intelligence that maximizes your resources and results.**

Carnegie's Lead Scoring assigns a probability of application to each student in your prospect pool. Together, and with this information, we will make impactful strategic and budget saving decisions to maximize your efforts. Lead scores can inform communication segmentation, recruitment plans, direct mail volumes, digital spends and early yield interventions that will impact your enrollment goals. Lead scoring helps you deploy your valuable resource where they will have the greatest impact.

BENEFITS OF LEAD SCORING:

- Run digital inquiry, prospect, admit, deposit, visit, yield, parent campaigns and more—you choose
- Use this rich data to make resource allocation decisions that allow you to change up your recruitment and marketing mix
- Inform communication segmentation, recruitment and marketing plans, and intervention tactics
- Lean on our team of consultants deliver the data as well as the action plan
- Benefits from multiple purchases throughout the cycle

STRATEGIC NAME BUY

We will deliver a name purchasing model based on your enrollment data and market intelligence analysis to ensure that **your selections are precise and have the highest likelihood of conversion**. Our **philosophy is to identify and cultivate students** who are best-fit for your institution, **moving** away from the traditional high-volume, lower-conversion Student Search of the past and **toward a more student-centric, market-mindful model which emphasizes yield and optimizes your Student Search budget**.

BENEFITS OF STRATEGIC NAME BUY:

- Built on historic enrollment data, market research, and a channel analysis your model will reflect an ecosystem approach to recruitment
 - Student Search criteria and recommendation will consider demographic, academic, socioeconomic, and source variables
 - Our recommendation will be data-driven and consider national trends, recruitment opportunities, and comprehensive sourcing options
- Managed by our team your purchased names are fully integrated in your Slate instance—from mapping to reports
- Agile and modern, our purchasing strategy includes multiple executions and ongoing monitoring for optimization

*we offer name buy consultation packages for first-year underclassmen, undergraduate transfer, and graduate.

RECOMMENDED INVESTMENT

Slate Assessment Consultations

Each month of the consultation is designed to focus on a selected topic, whether recommended or requested, in which one project call will be used for a discovery call with the following calls that month to be used to collaboratively troubleshoot based on Carnegie recommendations.

- Maximum of eight hours of Slate consultation including:
- Remote troubleshooting support
- Weekly 50-minute project calls

\$32,000 (12 month)

Lead Scoring

Using predictive analytics and leaning on our extensive recruitment experience, we build custom models to transform raw admission and recruitment data into actionable insights. We score each prospective student, helping you focus limited resources and evaluate the return on your student search investments.

\$10,000

Name Buy Consultation + Enrollment Strategy

Delivering a name-buy recommendation and diversified sourcing strategy based on your enrollment data, market research, and channel analysis to ensure that your selections are precise and have the highest likelihood of conversion.

\$24,500

Total:

\$66,500

SLATE COMMUNICATIONS

Deliver a consistent student experience with “All-in” Student Search communications. **All class levels. All stages of the Journey. All optimization moments. All channels. All of it.** Let us do the heavy lifting.

POST-SEARCH

- Application Generation
- Incomplete Application
Awaiting Submission (5 Emails)
- Incomplete Application
Awaiting Materials (5 Emails)
- Yield
- Anti-Melt

Total: \$85,000

FULL FUNNEL

- Underclassmen Search
- Senior Search
- Application Generation
- Incomplete Application
Awaiting Submission (5 Emails)
- Incomplete Application
Awaiting Materials (5 Emails)
- Yield
- Anti-Melt

Total: \$135,000

PREMIUM

- Underclassmen Search
- Senior Search
- Application Generation
- Incomplete Application
Awaiting Submission (5 Emails)
- Incomplete Application
Awaiting Materials (5 Emails)
- Yield
- Anti-Melt
- Two population- or
stakeholder-specific campaigns

Total: \$155,000

PREMIUM PLUS

- Underclassmen Search
- Senior Search
- Application Generation
- Incomplete Application
Awaiting Submission (5 Emails)
- Incomplete Application
Awaiting Materials (5 Emails)
- Yield
- Anti-Melt
- Four population- or
stakeholder-specific campaigns

Total: \$175,000

SLATE REPORTS

Singular Report

Designed to serve one population (e.g., First Year, Transfer, Graduate, etc.)

- One report (maximum of 4 report parts)

PROJECT SUPPORT

- 4-week project duration
- Up to two 50-minute project calls

\$5,000

Basic Reporting Package

Designed to serve one population (e.g., First Year, Transfer, Graduate, etc.)

- Up to three reports (maximum of 12 report parts)

PROJECT SUPPORT

- 10-week project duration
- Up to four 50-minute project calls

\$15,000

Premium Reporting Package

Designed to serve one population (e.g., First Year, Transfer, Graduate, etc.)

- Two additional (five total) reports (maximum of 20 report parts)

PROJECT SUPPORT

- 18-week project duration
- Up to six 50-minute project calls

\$20,000

Premium Plus Reporting Package

Designed to serve one population (e.g., First Year, Transfer, Graduate, etc.)

- Two additional (seven total) reports (maximum of 28 report parts)

PROJECT SUPPORT

- 30-week project duration
- Up to ten 50-minute project calls

\$25,000

Additional populations (e.g., International, Adult) can be added for a cost of \$7,500 per population.

Report part is defined as a segment of a report that returns aggregate data (e.g. by major, by geography, by high school, event type, communications campaign, origin source, etc.). Report parts have up to ten columns and ten rows for readability and report performance.

CARNEGIE

210 Littleton Road, Suite 100
Westford, MA 01886

978.692.5092

carnegiehighered.com

info@carnegiehighered.com