GROW ENROLLMENT USING PROVEN STRATEGIES

"The metrics speak for themselves. Within six hours from inquiry, our prospective students are taking follow-up action to pursue enrollment with Embry-Riddle."

Bill Hampton

Associate Vice President of Marketing and Enrollment Management, Embry-Riddle Aeronautical University - Worldwide

Improve enrollment yield through a high touch, student-centric approach to enrollment management. EdgePro enables you to get admitted students through the door and into the classroom. By increasing your ability to provide high-touch, transparent, and proactive support to prospective and admitted students, you will see significant yield increases. And you'll gain the business intelligence you need to make timely, data-driven decisions that will improve your process.

Partnership with proven results

Our Enrollment Management solutions are rooted in years of experience and proven strategies that yield tangible results. We've helped institutions like Ivy Tech enroll 10,000 additional students. Our solutions work because they are tailored to every institution's unique needs using a methodical and effective approach:

- Define institution-specific enrollment stages based on student behavior

- Conduct a thorough enrollment analysis and strategy

- Detail a holistic enrollment communications plan

- Equip enrollment specialists to conduct personalized phone calls, voicemails, emails and 1:1 information sessions that arm students with the tools and formation they need to succeed

- Optimize a CRM solution to facilitate enrollment and provided valuable business intelligence

George Washington saw a 29% increase in enrollments within the 18 months of implementing the EdgePro enrollment solutions.

Fully customized solutions

Every customized solution is designed to nurture students through enrollment in a timely and personalized manner, while ensuring that outreach is coordinated and aligned with your institution's brand objectives:

- Extend your team via staff augmentation that can proactively guide candidates through the admissions process.

- Create compelling communications including customized promotional content that highlights your unique value propositions via phone, email, and text.

- Increase and improve student engagement using outreach strategies and technologies that maximize contact and engagement with prospects.

- Develop business intelligence: Data reporting on key performance metrics, application forecasts, and candidate feedback.

Our highly trained Candidate Support Resources are dedicated, seamless extensions of your team, available 24/7 and accessible by phone, email and mobile channels. A well-defined process and detailed knowledge base means consistent lead qualification and student engagement.

Respond quickly to inquiries and applications with proactive outreach tools that promote your brand and value proposition, optimizing engagement with marketing support and targeted messaging.

Inquiry Management

- Increase application conversation rates
- Nurture prospective students with proactive outreach and customized communications

Application Management

- Grow enrollments and application yield rates
- Optimize yield with personalized support through admissions and onboarding

Let's Talk

To learn more about how EdgePro's Enrollment Management solutions can help your institution enhance its enrollment process, please contact your EdgePro Rep at **info@NJEdge.net**

ACHIEVE YOUR GOALS WITH EDGEPRO'S ENROLLMENT MARKETING SOLUTIONS

"We needed someone to work with us, coach us, help us. The [EdgePro] team is highly responsive and experienced at marketing for Higher Ed. They genuinely care about us, and the quality of students we are recruiting. They have pride in our school, just like we do, and it comes through in the customer service and professionalism the [EdgePro] team provides."

Victoria Schmitz

Marketing Manager,
Wichita State University

EdgePro's Enrollment Marketing Solutions help Higher Ed institutions increase applications and improve enrollment yield by designing integrated marketing strategies that attract prospective students in unique and engaging ways.
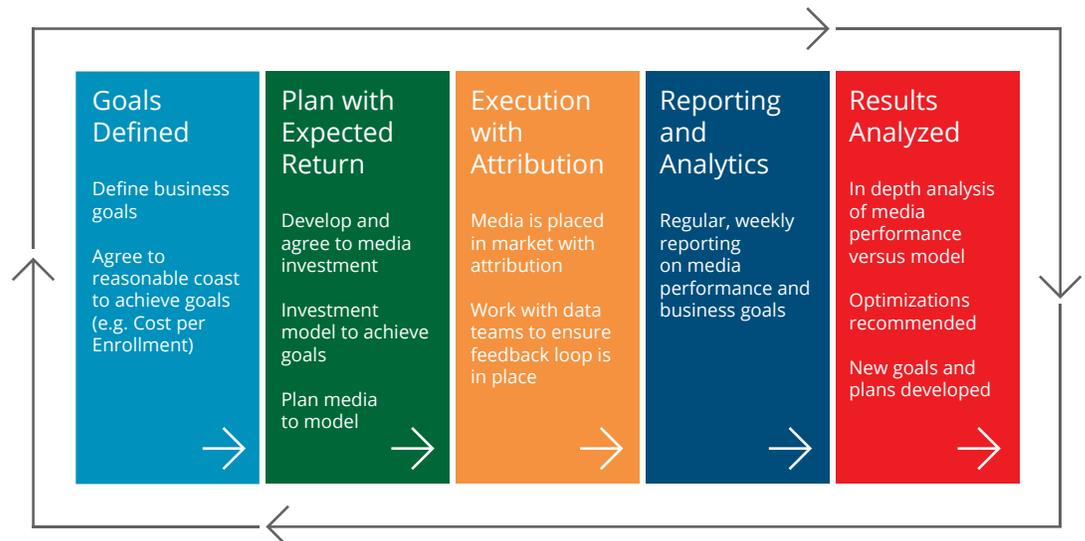
Enrollment marketing is an investment and should have a measurable return

Our marketing solutions are rooted in years of Higher Ed experience and proven strategies for improving lead conversations and enrollment rates. We don't just run campaigns or buy ads, we're an enrollment marketing team who measures success all the way through to enrollment. Our partners appreciate that our team provides regular performance reporting alongside analysis and **recommendations that they can easily act on to improve results.**

Working Together

Our secret to successful marketing is our ability to make sure you are seeing results that really matter to you, like growing enrollments or revenue. In fact, we've developed a field-tested approach that sets your marketing campaigns up for success from day one and achieves powerful results for your institution.

Our Proven Approach

Goals Defined	Plan with Expected Return	Execution with Attribution	Reporting and Analytics	Results Analyzed
Define business goals Agree to reasonable coast to achieve goals (e.g. Cost per Enrollment)	Develop and agree to media investment Investment model to achieve goals Plan media to model	Media is placed in market with attribution Work with data teams to ensure feedback loop is in place	Regular, weekly reporting on media performance and business goals	In depth analysis of media performance versus model Optimizations recommended New goals and plans developed

Edge**pro**

Driving quantifiable results through collaboration

Every solution starts with a vision. EdgePro works with your institution to understand your unique traditions, challenges, and learners to define several differentiated solution strategies for consideration. We'll even provide resources and support for building leadership buy-in.

Our customized, collaborative approach drives dramatic results, including:

› Lower cost per lead through improved organic channels

› Lower cost per enrollment through planning and optimization

› Boosts in lead volume and enrollments year over year

› Improved lead to application conversion rates

› Improved application yield rates

› Greater market awareness and brand affinity

UNIVERSITY OF ARKANSAS

$ **COST PER LEAD BELOW $100** in less than 4 months

GEORGE MASON UNIVERSITY

5X increase in lead volume from website

GEORGE WASHINGTON UNIVERSITY

8X estimated return on investment

Client Spotlight

For the last 1.5 years, EdgePro and Wichita State have partnered to achieve significant enrollment growth.

+140% INCREASE IN PROSPECTS

+159% INCREASE IN APPLICATIONS

+110% INCREASE IN ENROLLMENTS

9x ESTIMATED RETURN ON INVESTMENT

Targeted marketing, based on research, designed specifically for the students you want to reach

We help your institution talk to students in a **unique and personalized** way so you can stand out against your competition and build lasting relationships **by providing a comprehensive set of marketing services designed to moved the needle on your enrollment growth goals**. Here are some of the services we cover.

- Market Intelligence
- Investment Financial Modeling
- Competitive Assessment
- Marketing & Communication Plans
- Creative Development

- Media Buying
- Media Management
- Content Marketing
- Affinity Marketing
- SEO Optimization

*"Just six months into our partnership, we have **either met or exceeded our goals. This is a real testimony to EdgePro's ability to quickly step in, devise and implement a game plan. We could not have gotten this far, this quickly** if it had not been for our partnership with EdgePro."*

Sr. Associate Director, GW School of Business

To learn more about how EdgePro's Enrollment Marketing solutions can help your institution to grow, please contact your EdgePro Representative at **info@NJEdge.net**

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ACHIEVE OPERATIONAL EFFICIENCY WHILE ENSURING THE HIGHEST LEVELS OF END USER SUPPORT: THE HYBRID CONTACT CENTER

Today's Complex Service Environment

Gone are the days of the one-way service model via phone-call or walk-in. Today's environment has broadened to include email, chat, automated support, and self-service options. Increased user expectations and demand don't always mean increased resources, so the institutional workload pays the price.

The Challenge: Effectively Solve the Widening Service Gap

To meet the needs for on demand, 24/7 help desk and contact center solutions, we pioneered the concept of a fully "Hybrid Contact Center" solution. This is a framework designed to optimize your institutional resources and capabilities while at the same time increasing service levels and implementing cloud-based technologies to support faculty across multiple contact channels.

The "Hybrid Contact Center" concept is one that uses a combination of services and technologies, to deliver the highest levels of customer care to end users in the most efficient and effective manner. Solve internal IT challenges by:

- Removing limitations on your ability to increase advisor pay and retain top talent
- Eliminating management challenges that come with recruiting and retaining a lower wage labor force
- Creating efficiencies that drive reductions in costs and increase your IT team's capacity for more strategic deployments of internal resources
- Easily staffing for seasonality ramping up for peak periods decreasing staffing during slower seasons
- Utilizing content as a service to build a comprehensive and effective knowledge base

EdgePro's Services Team:

Handles 7+ Million support interactions per year

Employs 1,200 advisors in five global service centers

Operates 24x7, 356

Chat, email, text and self-service solutions

Collaborating to Solve Challenges:

EdgePro partners with your institution to highlight key strengths, identify weaknesses, and design a customized support strategy that meets your institution's specific needs; combining digital technologies, multi-channel communications, CRM/Help desk systems and high availability (24/7) help desk solutions.

University of Virginia

The University of Virginia considers EdgePro's IT Help Desk as an extension of their IT organization, providing exceptional service to students and faculty 24x7. With a telephony based average speed of answer of less than 90 seconds and satisfaction of 90%, EdgePro is the key to delivering a "One-Stop IT Help Desk".

Georgetown University

In 2012, Georgetown University consolidated their University Information Services help desk to EdgePro to provide 24x7 help desk services through chat, email, phone and self-service solutions. Through this partnership, over 51,000 service requests from students, faculty, staff and alumni are handled annually.

EdgePro Help Desk Services:

EdgePro's comprehensive Help Desk Solutions deliver scalable resources and technology to support a university's learning management system (EdgePro Learn, ANGEL, Sakai, Desire2Learn, Canvas, and Moodle), as well as over 100 of the most commonly used applications and technologies, including Microsoft Office, Google apps, email and collaboration technology. With EdgePro Help Desk Services, institutions can enhance student, faculty, and administrative staff support and satisfaction while delivering time savings to in-house IT resources to focus more on critical technology support, adoption, and technology expansion projects.

Learn more by contacting us at **info@NJEdge.net**

DRIVE RETENTION AND CONTROL COSTS WITH PERSONALIZED ONE STOP STUDENT SUPPORT

Expectations around customer service have changed dramatically over the past ten years, and today's students want convenient, anytime, anywhere, personalized support from their institution. Fast, reliable, high-quality one stop student support can be a critical differentiator for an institution, **driving student satisfaction rates to over 90%** and helping to significantly **increase retention rates.**

EdgePro invests annually millions of dollars in the technology capabilities of the operations centers; quality assurance of the advisors; and business processes to improve time to resolution, customer satisfaction, engagement, retention, and student success.

We create customized solutions for our partners to provide a best-in-class student experience that includes:

- **Fast, convenient, 24/7/365 support, available across multiple modalities and personalized for each student.**
- A quick scalable, cost-effective support solution leveraging technology and expert advisors in five global contact centers.
- Comprehensive program management, including real-time optimization made possible with robust reporting and live call monitoring.
- Best-in-class SmartView technology supporting intuitive self-help tools and centralized 360-degree view of student information for advisors providing support by phone, live chat, email or text messaging.
- Predictive, proactive, and highly-effective outbound communications personalized for each student.
- Deflection and automation strategies to drive down inbound volumes and lowering total cost of ownership for our partners.

One Stop Solution

| 24/7 Support Services | Live Chats | Self-Service Apps and IVR | Student Data Integration | Analytics & Student Engagement Reporting | Outbound Outreach |

Committed to your success

We work closely with our partners to create highly customized solutions designed to meet their specific goals. We're focused on achieving measurable results that drive student engagement, retention and success while leveraging new operational and cost efficiencies.

Virginia's Community Colleges

73%
Increase in financial aid utilization

90%
first-call resolution rate

KCTCS

117%
Increase in financial aid utilization

90%
first-call resolution rate

$2.4M
in student receivables collected via proactive outreach

IVY TECH COMMUNITY COLLEGE

>40%
transfer calls eliminated

96%
decrease in call abandonment

EMBRY-RIDDLE Aeronautical University
DAYTONA BEACH, FLORIDA

25%
Increase in financial aid dispersed

4 days → 3 min
reduced inquiry time

WSU WICHITA STATE UNIVERSITY

88%
student satisfaction rate

48sec
average speed to answer

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