

# Driving Student Population Growth With Emerging Tech

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## Presented By:

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# A Roadmap for Driving Growth with Tech

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- **Engagement & Enroll-to-Start**
- **Hurdles in Data-Driven Decision Making**
- **Ensuring Compliance while Getting Personal**



# Engagement & Enroll-to-Start

## The Challenge:

- Primary Goal : Improving Lead-to-Enrollment
- Secondary Goal: Reduce Enroll-to-Start

## The Solution:

- Combining CRM Data with Automation Triggers
- Testing New Student Journey Touch Points



# Campaign Anatomy &

## The Tech

**CRM Status Triggers**

**Marketing Automation**

**Text (SMS)  
Message w/  
Link**

**Social  
Retargeting  
Ads**

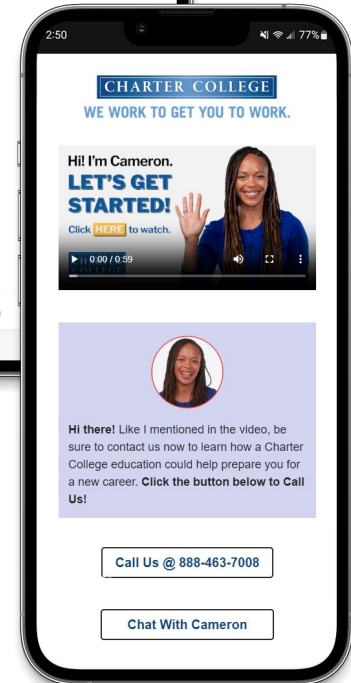
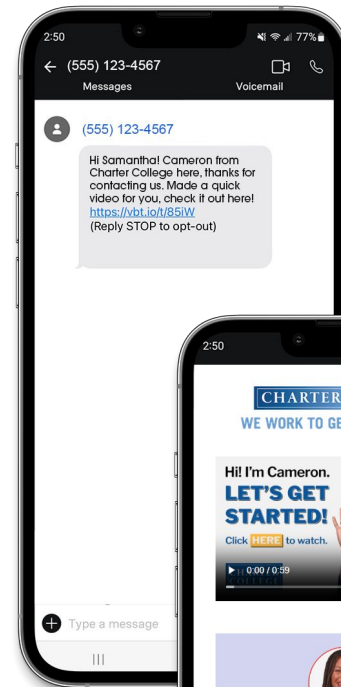
**Personalized  
Landing  
Page**

**Personalized  
Video  
Message**

**Chatbot**

**Click to Call**

**Real-Time  
Reporting  
Dashboard**



# Testing For Success

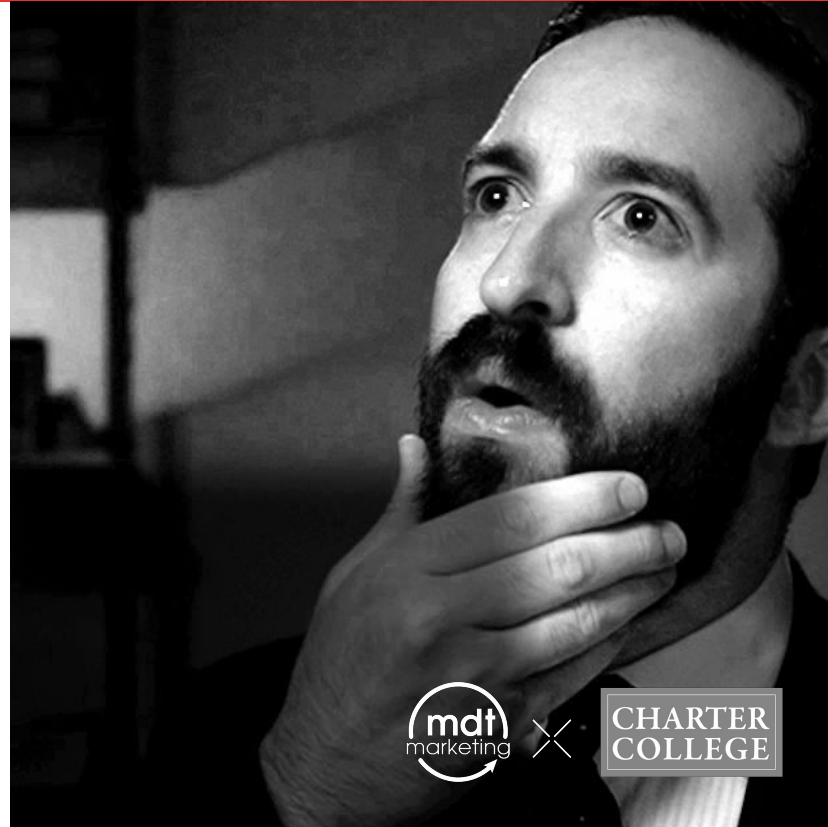
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- **Holdout Groups :**
  - **Original Vs The New**
  - **Adding Another**
- **Measuring for Success:**
  - **Start Rate**
  - **Text CTR**
  - **Conversion Rate by Campaign**
- **Engagement Metrics**



# Hurdles in Data-Driven Decision Making

- **Data Integration Issues**
- **Personalization at Scale**
- **Inconsistent Data Collection or Quality**
- **Lack of Centralized Reporting**



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# Ensuring Compliance

## Challenges of Ensuring Compliance

- Consistent Messaging
- Privacy Regulations (TCPA, FERPA)

## Strategy of Compliance

- Controlled Messaging
- Compliant Data Usage





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# Finishing Strong

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- Continuously Testing
- Personalization Beyond the Basics
- Goal Setting & Tracking Metrics
- Technology Integration
- The Future of Engagement

# Thanks For Joining Us

## Connect with Your Presenters



**Joshua Swayne**  
President/CEO of Charter Colleges



**Samantha Cornmesser**  
Innovative Marketing Manager  
with a Passion for Crafting Engag..

