Leveraging Authentic Student-Led Video to Drive Enrollments
Meet Our Presenters

Matthew Pellish
Vice President
CampusReel

Deleney Magoffin
Associate Director for Undergraduate Admissions and Campus Visits
Springfield College

Lawrence Mur’ray II
Senior Assistant Dean of Graduate Admissions
Fordham University, Gabelli School of Business

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Roadmap for Today’s Discussion

1. Solving for the New Digital Landscape
2. Springfield College’s Magic
3. Fordham University Gabelli School of Business’ Story
4. Lessons Learned
1. People watch an average of 16 hours of online video per week, a 52% increase in the last two years.

2. 83% of marketers generate leads through video.

3. 80% conversion increase by adding videos to landing pages.

4. 65% higher click through rate on emails with video content.

5. 96% of people have watched an explainer video to learn more about a product or service.
You Can’t Go Home Again

College Search continues to deliver little value to students...

The digital world of today’s search & shop students...

16 Hours
Average time people spend per week watching online videos

82% of Internet Traffic
Will come from video by 2022

66% of People
First turn to videos to learn about a product or service

...but most of today’s college search sites...

Typical college sites display data, images, and text but provide little opportunity for engagement and return visits.

Students skim data, images and text in search of value and “fit”, but move on swiftly before engaging with institution or converting into inquiry.

Low Engagement
Low Intent
Low Conversion
Few Visits to Campus
Embracing Digital-First, Not Digital Only

Launched as an e-commerce site in September 2011 when it consolidated its 270 unique websites each selling a unique home good category. Includes other unique brands of AllModern, Birch Lane, Joss & Main and Perigold.

Challenges of competition with giants like Amazon.com make Wayfair rethink e-commerce strategy.

$13.7 billion in net revenue 2021
Why Do We Need **Student Stories**?

**Trust**
Authentic, honest, unscripted video content builds a sense of trust with prospective students, lifting the veil and giving them an inside look into the real on-campus student experience.

**Connection**
Through a diverse, student-centered video library we can build connections with various prospective student persona types by matching them with video content from on-campus mentors that come from a similar background and have shared similar experiences.

**Belonging**
Students aren’t shopping for a sweater, a new phone, or a cup of coffee, they’re searching out a home away from home. Once the numbers have been crunched and the lists have been built, ultimately the college decision comes down to ‘fit’ or a sense of belonging.

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Problems with Traditional Video

- You need more video than ever to satisfy the demands of Gen Z but traditional video is...
  - Extremely Expensive
  - Time Consuming, and Outdated Quickly
  - Not Enough Content, with Little Customization
  - Unclear ROI
Digital First through **Good Content**

Good content means authentic videos.

- SBCC – Meet Anna From Brazil
- Texas State – Trey’s Journey as a Transfer
- St. Mike’s College – Meet Max Men’s Soccer Captain
- SDSU – Intro to Lizzie’s Chill Spot – Turtle Pond
- ASU – Rachel Explores the Aviation Program
- HBS – Rob Walks the Campus and Classrooms
- Slipper Rock Univ – COVID Dining Options with Hannah
- UVM – Nick Describes First Year Res Life
- RIT – Yoherrmy’s First Semester Recap
- College of the Muscogee Nation – Samantha talks paying for school
- Vanderbilt – Virtual Life in the MBA for Jacob
- The King’s College – A Day in the Life in NYC
Engage Students Where They Are

Engaging Video Content Powers Every Point in the Digital Search Process

1. Short List
2. Inquiry
3. Application
4. Accepted
5. Deposit
6. Enrollment

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Source: ending firmansyah from Noun Project
Survey says...

68% Important to Very Important

How important is video to your future recruitment strategy? (n=357)

1. Not Important 1.1%
2. Slightly Important 9.8%
3. Moderately Important 21.0%
4. Important 35.3%

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Poll

What are your biggest challenges creating a digital-first recruitment strategy leveraging video?
About Deleney

Deleney Magoffin

Associate Director for Undergraduate Admissions and Campus Visits

Springfield College
About Springfield College

Founded in 1885
Humanics philosophy
We develop leaders!
98% career placement rate
12-to-1 student to faculty ratios
Birthplace of Basketball
The Springfield College student profile

Private College
2,188 undergraduate / 887 graduate students
100 acres of lakefront property
5 regional campuses + online programs
Springfield College Challenges

**Location**
Located in Springfield, MA
90 minutes from Boston and 2 hours from NYC
Brand is most understood and recognized in this part of the country

**Competition**
Highly saturated Northeast market; 250 colleges and universities to compete with
Number of students graduating high school has been decreasing for a decade

**COVID-19 Dilemma**
Most success yielding students who come to see Springfield’s campus
Pre-pandemic reliance on campus visit shifted to showing what sets Springfield college apart virtually!
Realized Springfield was “Behind the 8 Ball” when COVID-19 hit

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Embrace a strong virtual presence, especially during the pandemic when there was no other way to “feel” the magic of Springfield College.

Listen to what today’s college-bound student wants to know, see, and feel when they are going through the college search process.

Create a robust digital library that tells a comprehensive story about Springfield College.

Supplement curated videos with authentic, student-driven and focused videos that more easily connect with students.

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Empowering Student Storytellers

How to develop a team of volunteer students who create strong student-led videos.

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Step 1: Identify a Partner

A Partner Who:

● Ideally is a student
● Self starter
● Accountable and curious
● Fosters student-to-student engagement
● Coordinates the process
● Loves your college as much as you do

Jamie from Springfield College Sharing Student Stories
Step 2: Identify a **Group of Students**

A group that:

- Is diverse
- Already engaged
- Shares general testimonials
- Is looking for a way to give back

Make it easy by:

- Feeding questions, setting the stage
- Require limited time commitment
- Remove all roadblocks from participation

*Building a Volunteer Student-Led Video Program*
Step 3: Empower the Most Engaged

From that group, invite most engaged students to bring to life their interest areas and highlight things they are already involved in. Make students feel like the brand strategists!

Ideas:

- Day in the life of a student
- BTS of an event
- Showcase offices on campus
- Work-study opportunities
- Grab a meal with a student
- Join the huddle
Step 4: Form a VLOG Squad

Form a VLOG Squad who work together to help vlog admissions events and campus life.

Identify students who are highly involved in student activities/campus life

Gain momentum by getting group buy-in and creating a campus event schedule

It’s always a work in progress
Step 5: Hype The Hype Crew

Hype up the people who hype up your college.

- Share their videos
- Make Tik Toks with your College’s President
- Name credibility!
- Appreciate the little things
Showcasing the Springfield Magic

Campus Tour

Reed Hall Tour at Springfield College with Justin
Massasoit Hall Tour at Springfield College with Janna & Ella
Health Center at Springfield College
Blake Arena at Springfield College

Athletes - What wearing THE Jersey Represents

Finding the Perfect Academic-Athletic Mix at Springfield College with Haley (Lacrosse)
More Than a Number on the Springfield College Cross Country and Track & Field Team with Ricky and Kate
Pursuing Business and Gymnastics at Springfield College with Billy
Comradery in the Classroom and the Ice Hockey Field at Springfield College with Joe
Showcasing the Springfield Magic
Showcasing the Springfield Magic

Blake Arena
Both Men’s and Women’s Basketball and Volleyball practice and host home games at Blake Arena. This space is also utilized for gymnastic competitions and Homecoming during homecoming. Other events such as a capella concerts, end-of-the-year banquets, and classes also use this space.

Videos & Pictures
Blake Arena at Springfield... 00:47
Springfield College’s Blak... 00:55
Springfield College CampusReel Highlights

92 Videos Created
9 Playlists Public on CampusReel.org
2 hours and 51 minutes of fully edited video footage

2913 Video Views
~40 Hours of Video watched
~40% of viewers watch whole video
Avg. 3 Videos per viewer

35K+ Partner Site Video Calls
4 Videos/Playlists Embedded on springfield.edu
Viewed 3285 times
19 Hours of video viewed on own site

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Lessons Learned

- Doubt exists
- Students know best
- Choose a versatile video platform
- Make it easy to contribute
- Meet students where they are at
- Lead gen forms are your friend!
- Gratitude is free and should be handed out often
- Be kind to yourself! Rome wasn’t built in a day
Digital-First Strategy to Broaden Reach and Drive Enrollments

Lawrence J. Mur’ray II
Senior Assistant Dean of Graduate Admissions
Fordham University’s Gabelli School of Business
About the Gabelli School of Business

- 1,618 graduate / 2,742 undergrad
- Jesuit Education
- Social Innovation
- Industry Connectivity
- Working to building a reputation surrounded by competitive brands
- Need a more intimate approach to connect with the students.
- Multimedia, especially video with CampusReel, helps them do just that.

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Digital-First Transformation

Why Digital-First?
- Post-COVD: No Going Back
- Digital-first vs digital-only
- Importance of student-driven authentic video
- Prospective international students rely 100% on digital
- 75% of Gabelli population is international. They were/are locked inside their borders.

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In just one day, 4 applicant interviews mentioned they wouldn’t have heard about Fordham Gabelli without seeing our videos on CampusReel.
Video Recruitment Strategy and Process

Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads

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Step 1: Start With Existing Content

Step-by-step process

1. **Migrate existing content onto CampusReel portal**
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form and embed on website
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads

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4.5 Hours of Raw Video Uploaded
Step 2: Personalize With Curated Playlists

Step-by-step process

1. Migrate existing content onto CampusReel portal
2. **Scale authentic content and curate playlists**
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
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Full-Time MBA Student Perspectives

Meet Liz, a Gabelli MBA Student

Meet Jason, Gabelli MBA Student

MBA Student Ayanna Egbarin - Why Gabelli?

7.9 Videos Watched Per Prospect
Step 3: Convert Viewers Into Inquiries

Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. **Turn on lead gen/RFI form**
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads

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185 Leads/Yr through video RFI form on single web page
Step 4: Build Strong Digital Presence With Video

Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. Focus resources on high-intent leads

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Video views on fordham.edu
Step 5: High-Intent Leads

Step-by-step process

1. Migrate existing content onto CampusReel portal
2. Scale authentic content and curate playlists
3. Turn on lead gen/RFI form
4. Build out CampusReel profile and embed on website
5. **Focus resources on high-intent leads**

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Leads/Year from Sponsored Lead Generation
The Impact of Authentic Recruitment

Prospects that have watched videos beforehand are much more engaged, prepared with better questions, and result in more impactful and authentic conversations.

CampusReel is a great platform, tool, and partnership to allow us to share these nuggets and jewels of information and experiences that we have with our [current] students to share with prospective students.
Fordham Gabelli CampusReel Highlights

75 Videos Created & Integrated
23 Playlists Public on CampusReel.org
3 ½ Hours of fully edited video footage deployed

3301 Video Views
67+ Hours of Video watched
~26% of viewers watch whole video
Avg. 2 Videos per viewer

34% Inquiry-to-Applicant Conversion
~15% of website visitors click on video viewing 60 Hours of content
~11% Applicant to Paid Enrollment
Key Takeaways

1. **Digital First**
   If you don’t fully embrace digital, it will make for a constant uphill battle and constantly playing catch up. This doesn’t mean doing everything at once, but it does mean making a commitment to invest in an active digital presence.

2. **Stories Matter**
   All stories matter (both POV and curated). It’s important to find “harmony” between how and when to use those professionally curated pieces and the more individual POV.

3. **Stay the Course**
   This isn’t necessarily an easy path for most schools. In fact, it can be a big lift in terms of resources (people and $$). It’s important to make sure this approach is built into your strategy with clear key performance indicators. This will also help with gaining the much-needed buy-in from internal stakeholders and constituents…who probably have some say in your initial and continued funding.
Poll
What would be the most helpful to learn next?