



Accelerate enrollments using a powerful three-pronged approach—produce outstanding success

George Washington University School of Business | business.gwu.edu | Washington, DC



The George Washington University School of Business (GWSB) knew they wanted to significantly increase enrollments for their suite of online and on-site business programs. To achieve significant results on an accelerated timeline, the institution knew they needed to bring in the right partner. GWSB selected Blackboard as that partner and together Blackboard and GWSB embarked on an accelerated marketing and enrollment initiative.

Building a plan

The ultimate goal of the initiative was to improve the conversion of prospective students—beginning with the upcoming year’s class. The institution knew that it needed an experienced partner to help them achieve this vision.

“In order to meet our aggressive enrollment goals, we wanted to work with a company with expertise and experience with in the arena,” said GWSB’s Sr. Assoc. Dir. of Graduate Admissions, GWSB. “We also wanted to make sure that we had a true partner, one that we could really engage in a conversation with us, one that would really listen to us and act as an extension of our team. We weren’t just looking for a vendor. We were looking for a partner with whom we could collaborate. We found that partner in Blackboard.”

GWSB and Blackboard worked closely to identify four key objectives around which they’d build an accelerated plan:

- 1. Develop a marketing campaign that is accountable for reaching qualified students.**
- 2. Develop a robust enrollment strategy for optimal lead nurturing.**
- 3. Increase enrollment funnel conversion through application completion.**
- 4. Drive revenue and enrollment for Spring 2016 and into Fall 2016.**

Once these objectives were solidified, both teams began to champion the path forward.

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 Just six months into our partnership, we have either met or exceeded the four objectives we’d established at the project’s outset. This is a real testimony to Blackboard’s ability to quickly step in and understand those objectives, and to quickly devise and implement a game plan. We could not have come this far, this quickly if it had not been for our partnership with Blackboard. I’m really looking forward to continuing to develop and grow our partnership.”

Graduate Admissions
 Sr. Associate Director of Graduate Admissions,
 GWSB

A three-pronged approach

Working closely with their counterparts at GWSB, Blackboard crafted a comprehensive game plan that would meet the school’s key objectives:



Enrollment Marketing

Informed by GWSB’s enrollment goals and the unique needs of their market, Blackboard created a marketing strategy to attract and recruit qualified students using market research, targeted outreach, and personalized communications.



Communications plan

Blackboard created a thorough communications plan that optimized GWSB's level of prospect engagement. A suite of nurturing emails was developed that followed best practices, incorporated mobile responsiveness functionality, and used content marketing tactics such as infographics, outcomes data, and social media. Each communication is now tied to a specific stage of the enrollment funnel. While GWSB was looking to quickly generate increased enrollment, the school also recognized that the professional audience for their program takes longer to decide on a program than does the traditional, two-year, on-campus MBA student. Consequently, the communication plan was adjusted to span a 16-month long period.

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Thank you so much for a very informative call. It is really exciting for me personally to be at the point in my life where an MBA is in reach. I look forward to reviewing all of the information you provided and I look forward to our follow up call. Again, thank you so much for your help!”

Happy GWSB Student

Enrollment Coaching

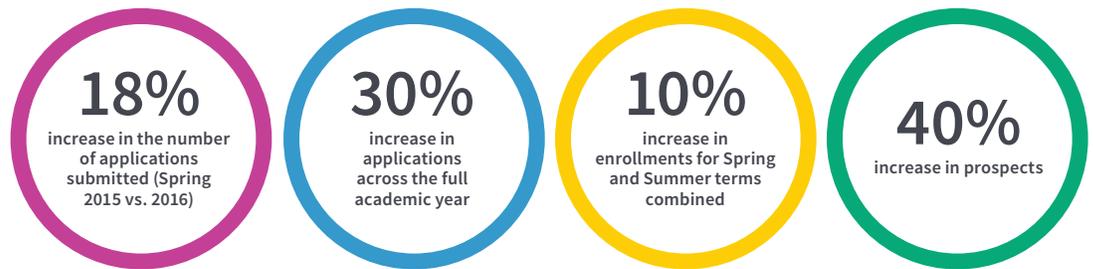
The enrollment coaching process is uniquely designed to increase conversion and yield of leads and applications, as well as increase the success rate of students after they have enrolled. Acting as a seamless extension of GWSB, Blackboard's enrollment coaches work one-on-one with prospective students early on in the enrollment process, helping them think through time commitments and troubleshoot obstacles so they can be better prepared. Another benefit is that the dedicated team of GWU coaches is available to answer students' questions quickly and efficiently, delivering a delightful customer experience that allows GWU to stand apart from other institutions.



Significant, quantifiable success

Despite having a lower budget year-over-year, the School of Business has used a potent combination of performance marketing and enrollment coaching to produce powerful results. Working with Blackboard, GWSB has increased the volume, timing, and quality of its email communications. With more interesting content, better calls-to-action, and mobile design in mind, email open rates have improved.

Under its new enrollment initiative, GWSB is also spending more time on outbound engagement campaigns to follow up on leads and develop a personal relationship with prospective students. Because of these efforts, GWSB has seen measurable results:



About Blackboard Enrollment Services

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