MAPPING
THE STUDENT JOURNEY

Identify Student Personas

Prospective Touchpoints

Improving Outcomes

Engagement Stages

Targeted Nurturing
Identify Student Personas + Markets

Fictional characters created to represent a group of people and may include aspirations, demographic information, and psychographic details (hopes, dreams, fears, goals, etc.)
2022 PERSONAS

The Optimist
The Optimists are most likely to start their college search during their junior year. Majority of Optimists will want to attend a college 2 or more hours away from home. They report higher confidence in their college search than the average student.

The Prepped
Prepped students feel ready for the next step. Prepped are the most likely to start their college search early. They are the most confident group of students.

The Stressed
These students are the least likely to start their college searches early. Stressed students reported low confidence in their college search.

The Concerned
Concerned students are the least likely to plan to submit standardized test scores when they apply. They are the only students statistically more likely to rule out colleges based on the published cost.

Common UW brand themes
Grit, Independent, Innovative, Integrity, Optimism, Resilient, Adventure, Authentic, Courage, Creative, Curious, Determined
Social media marketing aids and drives:

- Discovery
- Exploration
- Comparison
- Matching
- Decision
- Application

Digital and social media marketing stats for 2020-2021 by markets.
The general steps a prospective student goes through during the awareness, interest, decision, and action phases.
### The Student Journey

<table>
<thead>
<tr>
<th>Stage</th>
<th>Actions</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td>texts, emails, brochures, mailers, digital ads, web</td>
<td>Non-responders</td>
</tr>
<tr>
<td><strong>Engagement</strong></td>
<td>texts, emails, mailers, postcards, digital ads, social media</td>
<td>Non-applicants</td>
</tr>
<tr>
<td><strong>Applicant</strong></td>
<td>mail, web, emails, visits, digital ads</td>
<td>Incomplete apps &amp; denials</td>
</tr>
<tr>
<td><strong>Accepted</strong></td>
<td>mail, web, emails, social media</td>
<td>Non-yielders</td>
</tr>
<tr>
<td><strong>Enrollment</strong></td>
<td>emails, engagement, in-person</td>
<td>Melt</td>
</tr>
</tbody>
</table>

**Funnel & Engagement**

---

*University of Wyoming*
Prospective Touchpoints

Every point of contact between our prospects and UW. This includes the website, social media, advertising, campus visits, mailers, etc.
Social Media Advertising + Engagement

Paid and organic content

Strong digital focus in primary, secondary, and tertiary markets.
Email Marketing

TOOL
Salesforce Marketing Cloud

AUDIENCES
We send 6-15 “brand awareness” emails throughout the year to:

- Freshman -500 (pre-eligibility)
- Sophomore -4k (pre-eligibility)
- Juniors -20k
- Seniors -48k

This audience consists of: name buys, prospects, inquiries, transfers, applicants, and admits. Incomplete apps and warm leads receive additional email reminders.
Traditional Marketing

Postcards and Mailers
Freshmen, sophomores, juniors, and seniors all receive direct mail marketing.

UW has a robust, dependable, and consistent communication flow. These all create the framework of connecting the student to the University. We sync the timing of our marketing campaigns to our students’ perspectives, psychology, and journey with UW, while also not overwhelming students with constant content (digital and/or tradition).

Direct mail is tangible and has a higher shelf-life than other marketing channels.
Our emails and mailer content is personalized and specific to the students' level of engagement and their needs.

**Brand**
- The World Needs More Cowboys
- The World Needs More You
- Grit, Optimism, Innovative...
- Rankings & Recognitions
- Affordability
- Friendly & Small Town Feel
- Outdoor Opportunities
- Wide-Open Spaces

**Lifestyle**
- Find Your Next Adventure
- Tips For Living On Campus
- Campus Organizations
- Student Life
- Adventure Campus
- Things To Do in Laramie
- Weather And Elevation
- Outdoor Program
- Attend A Sporting Event
- Housing Options
- Gym & Wellness Center

**Academic**
- Explore Majors
- Featured Faculty
- Brown And Gold Commitment
- Cowboy Commitment
- Student Testimonial
- Student-to-Faculty Ratio
- Study Abroad Info
- 80+ Majors
- Average Class Sizes
- Alumni Stories
- Scholarship Opportunities

**Connect**
- It's Time To Apply
- Filling Out FAFSA
- Complete Your Application
- Orientation
- WyoWeb
- Connect On ZeeMee
- Confirmation Notification
- Connect with Admissions
- Student Ambassadors
- Live Chats & Cowboy Joe
- Explore Social Media

Our prospective students are demanding a new level of service and customization. By using Salesforce Marketing Cloud automation systems, we are able to rise to the challenge.
Targeted Nurturing

Meeting prospective students where they are in their journeys and addressing their thoughts, questions, and concerns appropriately.

Ways in which we do this...

- Cowboy Joe texts
- ZeeMee
- Phone calls
- Live chat
- Personalized emails
- Visit opportunities
- Virtual tours
- Webinars
- Parent emails
- Timely calls-to-action

- Exploring majors
- Financial aid “how to”
- In-state v. out-of-state
- “Life in Laramie”
- Dining and housing
- Campus organizations
- Study abroad options
- Dedicated landing pages
- Student testimonials
- Student ambassadors

UNIVERSITY OF WYOMING
We keep guiding students to the next step. That may be a visit, application completion, conversations with students and faculty, or filing a FAFSA.

**Discovery**
Organic searching and names purchased

**Research**
Use website and reach out for more information

**Application**
Start or complete an application

**Acceptance**
Receive an acceptance letter

**Commitment**
Confirm their enrollment and commitment to UW.
Junior Prospective Student Journey Example
Goal: brand awareness, generate interest, & visit UW

Aug.
Completes info form on website, enters funnel, receives first email

Oct.
Social/digital ads sprint starts. Prospect starts seeing ads

Dec.
Visit campus options email call-to-action: schedule a visit

Feb.
Cowboy spirit and education abroad emails

April
Explore majors emails

June
Email about academics and UW professors

Sept.
Receives email “Top notch academics” and junior timeline mailer

Nov.
Campus Life email and visit campus options mailer

Jan.
Meet your counselor postcard

March
Receives FAFSA, Cowboy Commitment mailers

May
Social/digital sprint ends. College specific information, intended major postcard

July
Receives junior viewbook mailer. Schedules campus visit
Ways we can improve the student/prospect experience and hit our metrics, boost enrollment numbers, improve the student experience, and create more personalized messaging.
Creating Unified Communications, Trust, and the Brand Experience

77% of students said that personalized messages made them feel like their institution cared about their success.

Salesforce.org

62% of students indicated that personal letters received from colleges had influenced their choices.

EAB.com

48% of students reported that the communications they’ve been receiving from colleges and universities all look and sound the same. Only 8% said they feel very personal.

Niche.com
THE STUDENT JOURNEY

NEXT STEPS

Incorporating college-specific messaging into our communication flows.

University Messaging — Discover UW

College Specific Messaging — Program Overview

University Messaging — Schedule a Visit

College Specific Messaging — Student Testimonial

University Messaging — Apply Now

Working with college recruiters and marketing communication specialists from the colleges, we’ll build out email communication flows and build out from there.
WORK IN PROGRESS

When a student fills out a form and tells us they are interested in a specific program or extracurricular opportunity, if we are not sending them information about it right away, that is a missed opportunity.

Inquiries should be given information that matches our brand and what we tell them from our website and marketing materials.

STEPS TO LAUNCH
1. Meet with college recruiters and/or marketing communication specialists
2. Draft, review, and edit email content
3. Create creative content (graphics, videos, buttons)
4. Build out emails and student journeys
5. Launch comm flow
6. Evaluate performance and make necessary edits
MAKING IT HAPPEN

Enrollment management is working closely with institutional marketing on all aspects of the student journey.

College’s marketing communications specialists and/or recruiters can contact enrollment management to kick things off.

Kyle Moore
Vice Provost, Enrollment Management
kyle.moore@uwyo.edu
307.766.4898

Matt McDermitt
Manager, Strategic Enrollment Management
mmcdermi@uwyo.edu
307.766.3876
For promotional purposes. This material is descriptive only. The precise coverage offered is subject to the terms and conditions of the policies issued. Coverage may not be available in all departments. Certain sections of this report contain forward-looking statements based on outlooks, estimates, projections and assumptions. Words referring to expectations, anticipations, planning, beliefs, schedules, estimations and variations of these words and similar expressions are intended to recognize forward-looking statements, which include but are not limited to projections of revenues, earnings, cash flows. Statements are subject to certain risks and uncertainties. Many important factors could affect the operations in the future which could cause its results to differ materially from those expressed in the forward-looking statement. Please consider such risk factors. All content refers only as of the date of this report. The University of Wyoming does not assume any obligation to amend or publicly release any changes to forward-looking statements to reflect events, circumstances or modifications in expectations of this report.