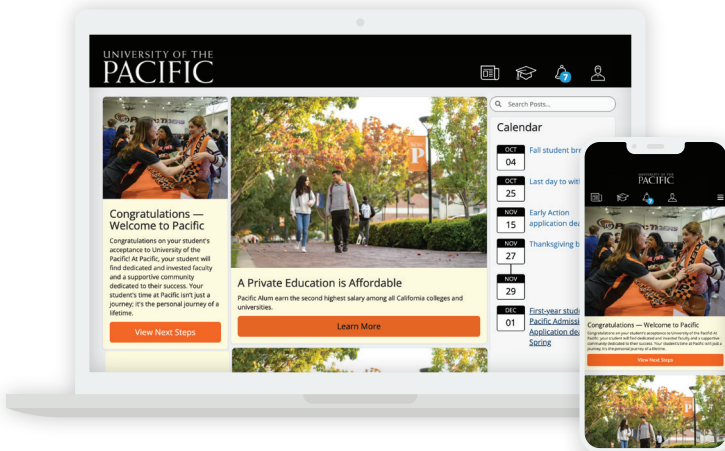




Increase Student Enrollment with Strategic Parent Engagement

How six different institutions channeled parent influence into enrollment results.

CASE STUDY



Parents are students' #1 influencers.

Many colleges and universities recognize how influential families are in the enrollment process, yet they struggle to engage parents as strategically as they engage students.

CampusESP is a modern, all-in-one family engagement platform that helps institutions share personalized, timely content with families across web, mobile, email, and text messages. Parents using CampusESP receive an average of 27 personalized emails during their student's college search process that are timed to deliver the information they need, exactly when they need it.

CampusESP helps more than 450 colleges and universities engage **more than 10 million parents**. This case study evaluates enrollment results from 6 institutions (across varying institution types, sizes, and regions) and 127,987 prospective parents in the Fall 2024 entry term.

Increase applications

Students with a parent using CampusESP have

49%

higher application rates than average

Boost yield rates

Students with a parent using CampusESP have

7%

higher yield rates than average

Predict which students will enroll

The most engaged parents in CampusESP have students

3x

more likely to enroll than average

*"If you want a one-stop shop for parents, CampusESP is the best out there. We've seen increased yield rates for students with a parent using CampusESP over the last four years. **The data shows that our work with parents is producing results!**"*

– Ryan Jensen, Director of Enrollment Marketing at **Utah State University**



Small Public
Midwest



Mid-sized Public
Southeast



Large Public
West



Small Private
West



Small Private
Northeast



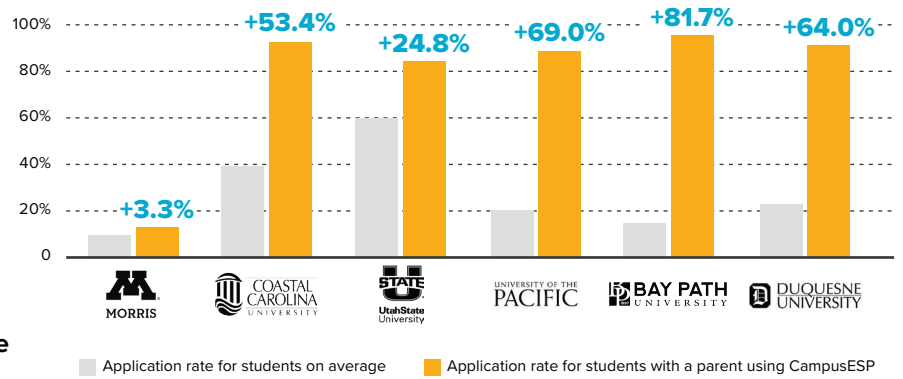
Mid-sized Private
Northeast



Students with engaged parents are more likely to apply.

Emails, texts, and portal posts from CampusESP remind families to schedule campus visits, make sure the application gets completed, and more. After all, students rarely go through the admissions process without encouragement and involvement from their families. Consistent communication keeps families in the loop, while building a connection with your institution early in the enrollment process.

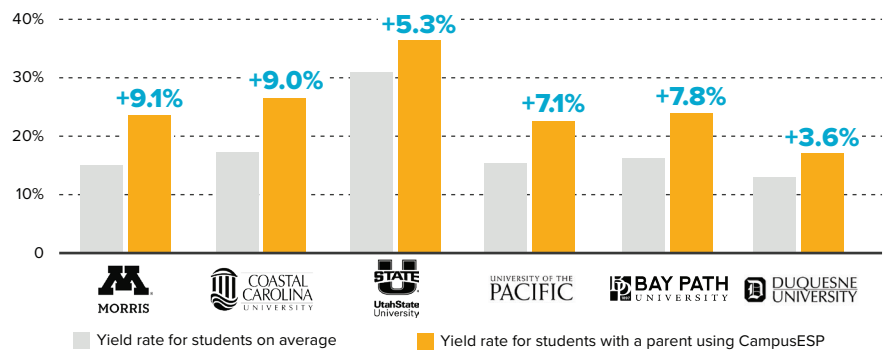
Students with a parent using CampusESP have application rates 51% higher than average.



Students with engaged parents are more likely to enroll.

With CRM integration and automated messaging campaigns, CampusESP sends parents reminders to submit a deposit, apply for financial aid, and more — all based on a student's stage in the enrollment funnel. In other words, institutions “nudge the nudgers” to keep students on track.

Students with a parent using CampusESP have yield rates 7% higher than average.



"CampusESP helps us identify who's likely to enroll – and then convert these students and their families. Our admissions counselors reach out to highly engaged parents whose students haven't deposited yet... and our deposits are currently 11% ahead of last year!"

– Mary Beth Marks, Executive Director for Strategic Enrollment Marketing & Campus Visits & Events at **University of the Pacific**



Predict which students are most likely to enroll with CampusESP's Parent Promoter Score™

CampusESP offers predictive modeling to help enrollment teams focus their efforts on the students most likely to yield. Parent Promoter Score™ is a score between 0-100 that measures parent engagement and identifies your highly interested students.

Parents in the top quartile of engagement are 3x more likely to have a student enroll.

If the parent is in the top quartile of engagement...

UNIVERSITY OF MINNESOTA MORRIS	Student is 2.2x more likely to enroll
COASTAL CAROLINA UNIVERSITY	Student is 4.0x more likely to enroll
UtahStateUniversity.	Student is 3.5x more likely to enroll
UNIVERSITY OF THE PACIFIC	Student is 3.2x more likely to enroll
BAY PATH UNIVERSITY	Student is 2.8x more likely to enroll
DUQUESNE UNIVERSITY	Student is 4.1x more likely to enroll



Ready to leverage parent influence to drive enrollment results?
Learn more or request a personalized demo at campusesp.com/enrollment