


presented by  ECHO DELTA + 

# 3 Steps to Engage Parents This Yield Season

## PANEL INCLUDES:

**Dave Becker**, CEO at CampusESP and parent

**Jeff Kallay**, SVP of Enrollment Consulting at Echo Delta **Doug**

**Johnson**, Experience marketer and parent



# Agenda

*"Here We Are Now,  
Engage Us"*

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## Introductions

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## ***Here We Are Now***

About Today's Parents

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## ***Engage Us***

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## ***Engage Us Differently***

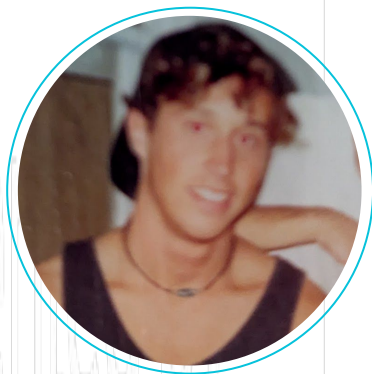
Insights & Tips to Improve Yield This Year

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## Q&A



# Today's Panel



**Dave Becker**

CEO and Co-founder  
CampusESP  
Parent



**Jeff Kallay**

SVP of Enrollment Consulting  
Echo Delta  
Uncle and College Counselor to  
Family and Friends



**Doug Johnson**

Patient Experience Officer  
Edward-Elmhurst Health  
Parent



# Two Dads and an Uncle

(We're paternal, *not* patriarchal)



# Breadth and Depth of Experience



# Capabilities and Partners

## Marketing Services



Brand Strategy



Creative Campaigns



Media Planning and Buying



Email & Marketing Automation



Web Design & Development

## Enrollment Services



Enrollment Consulting Services



Campus Visit Consulting



Admissions Representative  
Sales Training



Hyper-Targeted Name Buys

## Industry Partners





PennState



AUBURN  
UNIVERSITY



TARLETON  
STATE UNIVERSITY

Roane State  
COMMUNITY COLLEGE



Muhlenberg  
College

UNIVERSITY OF  
MARYLAND

Austin Peay  
State University



ALABAMA  
A&M  
UNIVERSITY



TRANSYLVANIA  
UNIVERSITY

Samford  
University



DUQUESNE  
UNIVERSITY



EMORY  
UNIVERSITY



Baylor University



KENNESAW STATE  
UNIVERSITY

**CampusESP is trusted  
by over 450+ colleges  
and 13 million families**



COLORADO CHRISTIAN  
UNIVERSITY

Grace and Truth



UNIVERSITY



MORGAN  
STATE UNIVERSITY



UNIVERSITY OF  
SOUTH CAROLINA



Buena Vista  
University



UNIVERSITY  
OF AMERICA



DELAWARE  
STATE UNIVERSITY

Georgia State  
University

ASU University

THE UNIVERSITY OF  
ALABAMA AT BIRMINGHAM

Wilkes



KING'S  
UNIVERSITY

SUNY



TEXAS



# Parents play an important role in your enrollment yield strategy

CampusESP looked at the impact on Fall 2024 enrollment at six different institutions:

UNIVERSITY OF MINNESOTA  
**MORRIS**

**Small Public**  
Morris, MN

 **COASTAL  
CAROLINA  
UNIVERSITY**

**Mid-Size Public**  
Conway, SC

  
**UtahState  
University**

**Large Public**  
Logan, UT

 **BAY PATH  
UNIVERSITY**

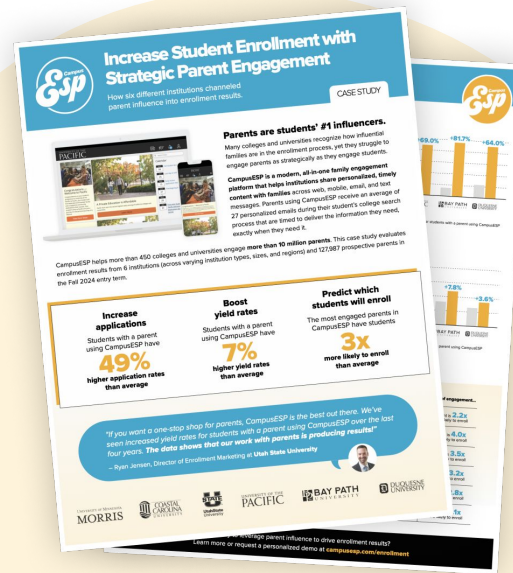
**Small Private**  
Longmeadow, MA

UNIVERSITY OF THE  
**PACIFIC**

**Small Private**  
Stockton, CA

 **DUQUESNE  
UNIVERSITY**

**Mid-Size Private**  
Pittsburgh, PA



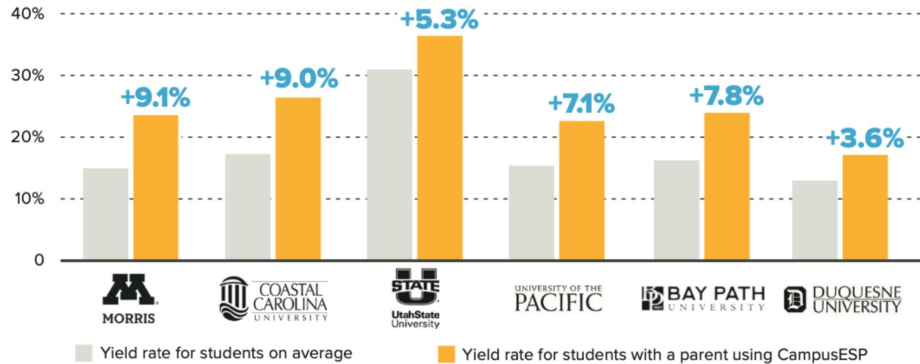
See the full study at  
[campusesp.com/enrollment](https://campusesp.com/enrollment)





## THE TOP TAKEAWAY

# *Parents influence enrollment.*



Students with a parent using CampusESP have

**7% higher yield rates than average**

# Parent Panelist: Doug Johnson

Augustana  
COLLEGE



  
THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE



?



# ***Here We Are Now***

## About Today's Parents



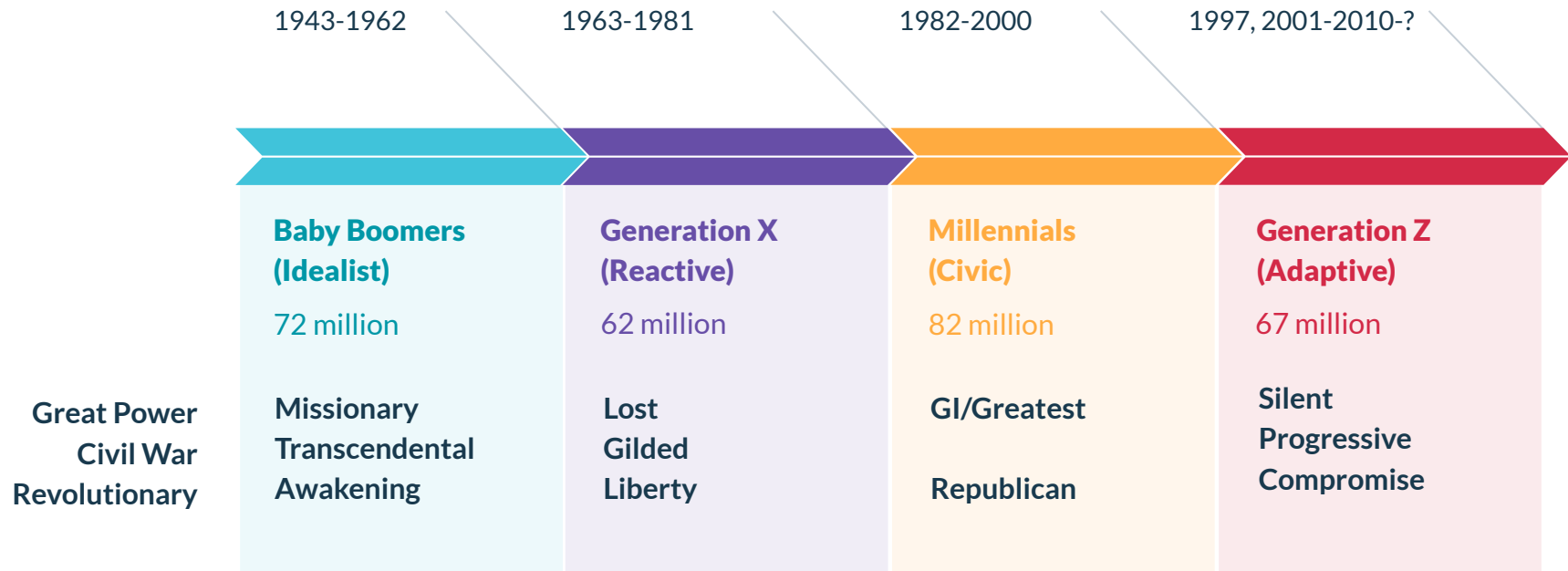




## **72% of today's college parents are Gen X**

Most parents surveyed were born  
between 1965 and 1980, making  
them part of Generation X

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*



*Lifecourse Associates - William Howe and Neil Strauss*







## It's Not You, It's Them! (Why Are Parents So Mean, and Why Don't Students Talk?)





## It's Not You, It's Them! (Why Are Parents So Mean, and Why Don't Students Talk?)



# ***Engage Us***

## Parent Engagement Data





# Uncovering the Attitudes of Today's Gen X Parents

## Prior Experiences with Higher Ed

To what extent do parents' own experiences with higher ed influence their views on higher education today? To understand further, we asked our respondents a range of questions about college experience from the highest level of education they and the type of institution they attended to how far they traveled to college and how likely they are to recommend college today to their own experience with higher education.

While we saw little difference among segments for many of our questions, we discovered a handful of noteworthy points of divergence that appear to correlate with differing views on higher education.

What type of college or university did you attend?



n=100

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## Anxious

28% of Parents

The largest segment of parents we uncovered is defined as the Anxious parent segment. The Anxious parent segment is uniquely concerned about college. They cite a variety of worries from campus safety to the financial aspect of college. Instead, they're deeply concerned about their child's success in college life. They're considerably more likely to report discussing college with their child than other segments. They're also more likely to report discussing college with their child about their own college experience. Unsurprisingly, they prefer that their child stays closer to home.

In Their Words

"My child is in your hands."

"FEMALE STUDENTS NEED TO BE PROTECTED MORE ON CAMPUS"

"I think they about parents be frustrated like me have a extras at sch setting. Parents child"

© 2023 Echo Delta

Getting to Know the Segments | 11

## Planning for College

When it comes to planning for college we found very few substantive differences across segments. Most parents report discussing or having discussed college at least weekly. In this area, Invested parents were significantly more likely to report discussing college daily than other segments. Regarding when parents start planning, 62% report planning for college before the junior year. Concerning who leads the research and decision-making process, parents report sharing responsibilities. The largest share report their child taking the lead.

How often do you talk with your child about their upcoming college or university experience?



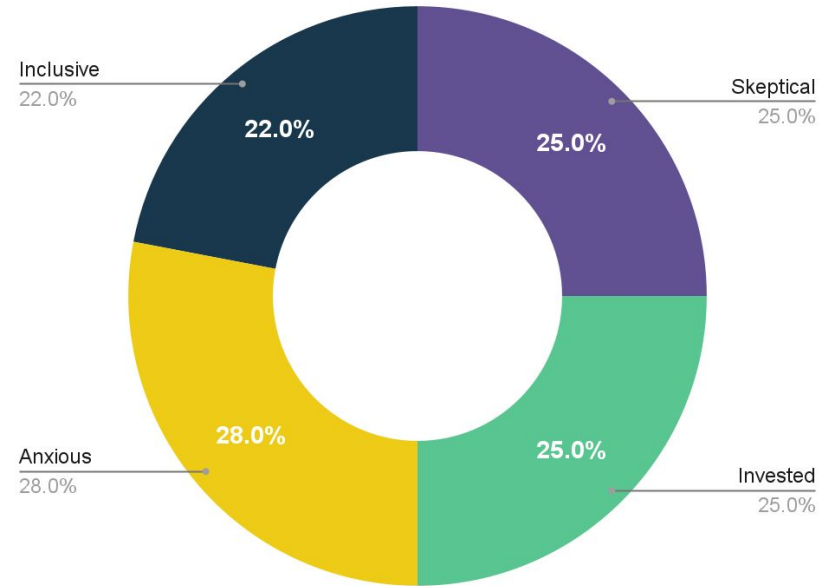
When do you believe it's best to start planning for college? (Identifying schools, going on tours, etc.)



The 4 Parent Segments | 08

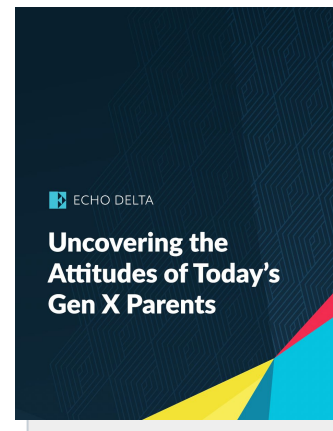


1. **Invested:** Committed to higher education and ensuring their child has a good experience.
2. **Skeptical:** Believe higher education isn't worth the cost and doesn't guarantee career success. Think the industry is corrupt.
3. **Anxious:** Concerned about safety, mental health, and their student's ability to live independently.
4. **Inclusive:** Believe higher ed should be more accessible and provide better options.



## Concerns about the College Experience

Parents' biggest concerns about their child's higher education experience include **cost of living** while attending school (57%), their child's ability to **keep up with the academic pressure** (54%), and their child's ability to **stay motivated and focused** on their education (52%).



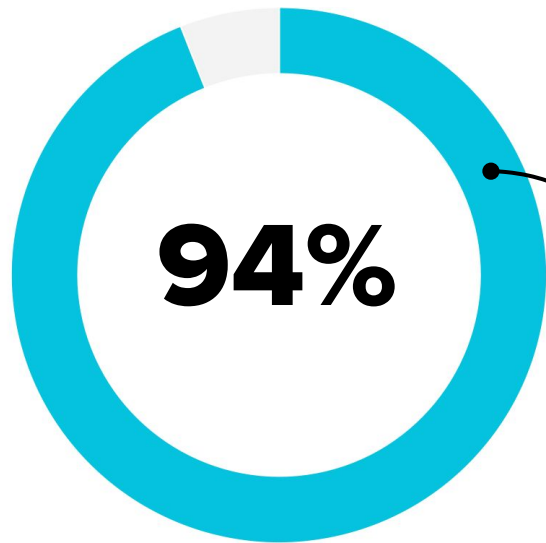
Download the Report

# 97%

of parents are **involved**  
with their students'  
college search.

Eduventures Prospective Parent Research™  
(2022)





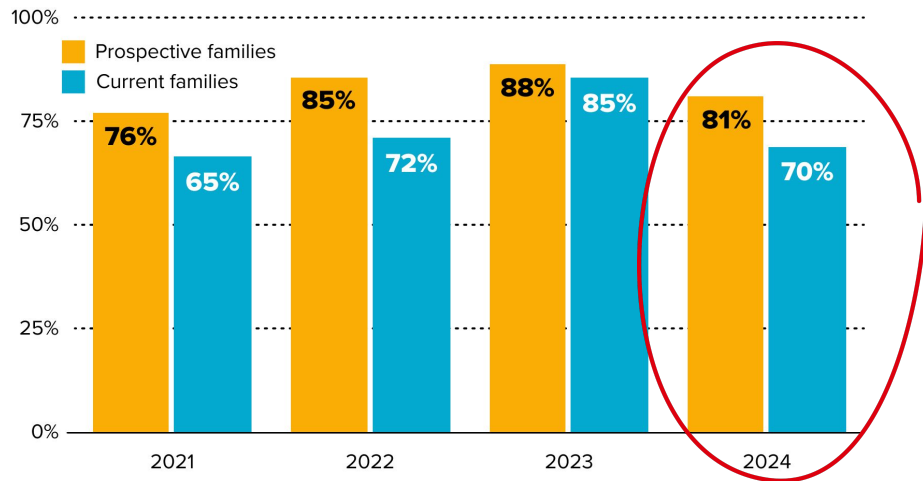
## Parents need to be part of your enrollment strategy

*RNL & CampusESP study of 11,309 prospective parents  
from 83 institutions (2024)*

### Importance of Experiences

1. On-campus visit (96%)
2. Information about the school or program your student is considering (95%)
3. **The quality of the school's communication with the parents/family (94%)**
4. Meeting a faculty member in the program your student is considering (91%)
5. Meeting an admissions staff member (91%)
6. Meeting a coach (87%)
7. Information received from a high school counselor (75%)
8. Information received at a college fair (74%)
9. Virtual visit (69%)
10. Meeting a current student's parent or family member (68%)

# Today's parents expect communication from their students' college at least weekly



*Ruffalo Noel Levitz & CampusESP studies of over 40,000 prospective parents (2021-2024)*

**81%**  
of parents  
expect  
communication  
*at least weekly*

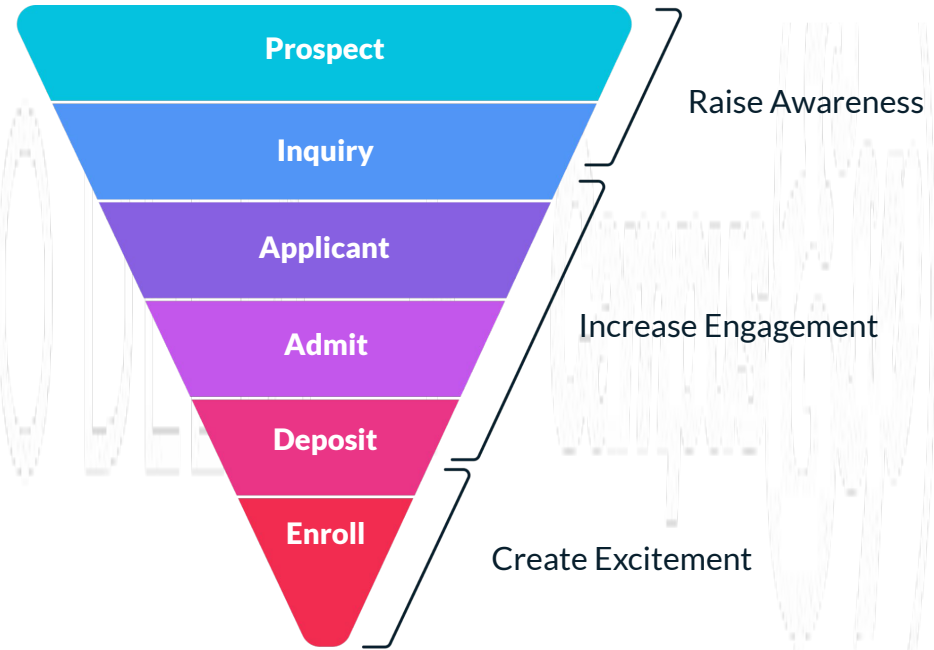
# ***Engage Us, Differently***

## Insights & Tips to Improve Yield This Year





# Put fun (engagement and excitement) in the funnel!



TIP

#1

**Communicate**  
*constantly* and *clearly*  
**about cost and financial  
aid**



# 83%

of families list financial aid and scholarships in  
the **top five** decision factors

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*

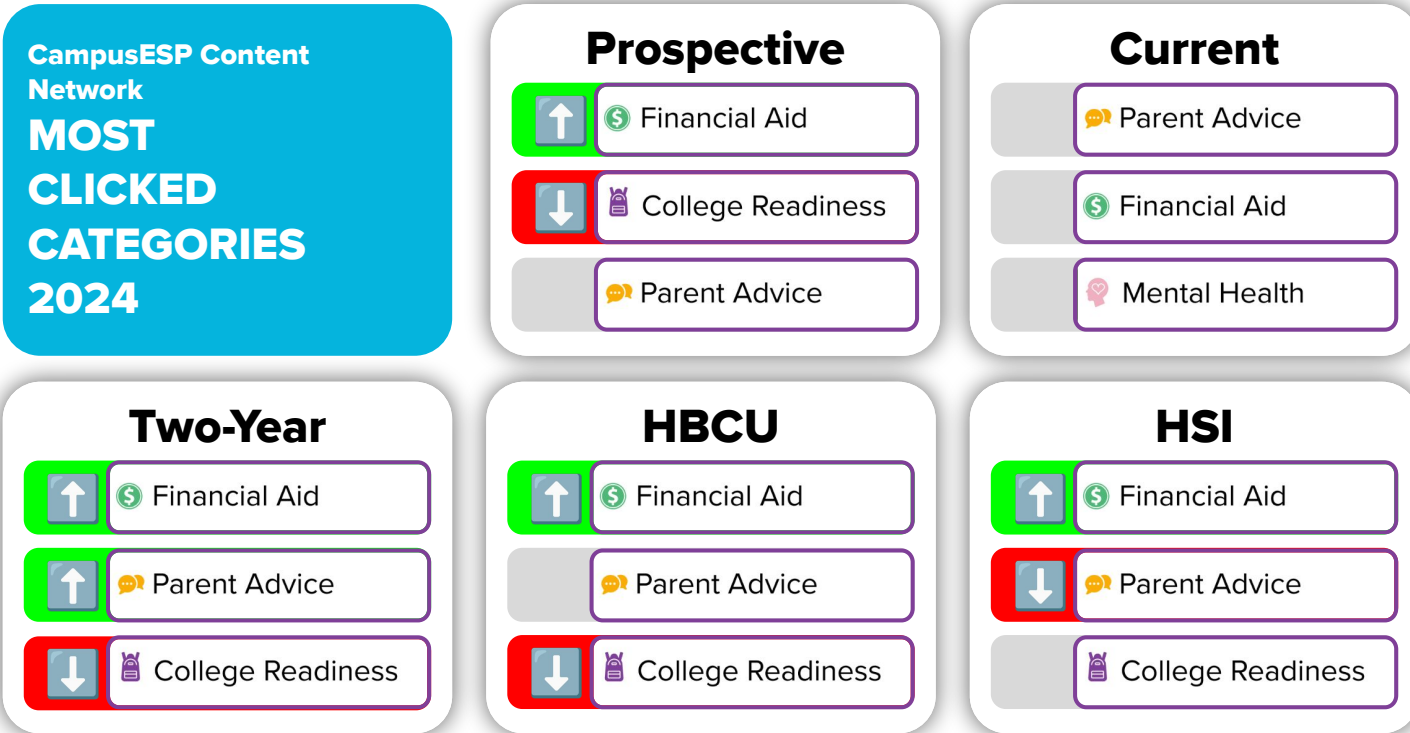
# 87%

of families believe paying for their student's  
college education will be **difficult**

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*



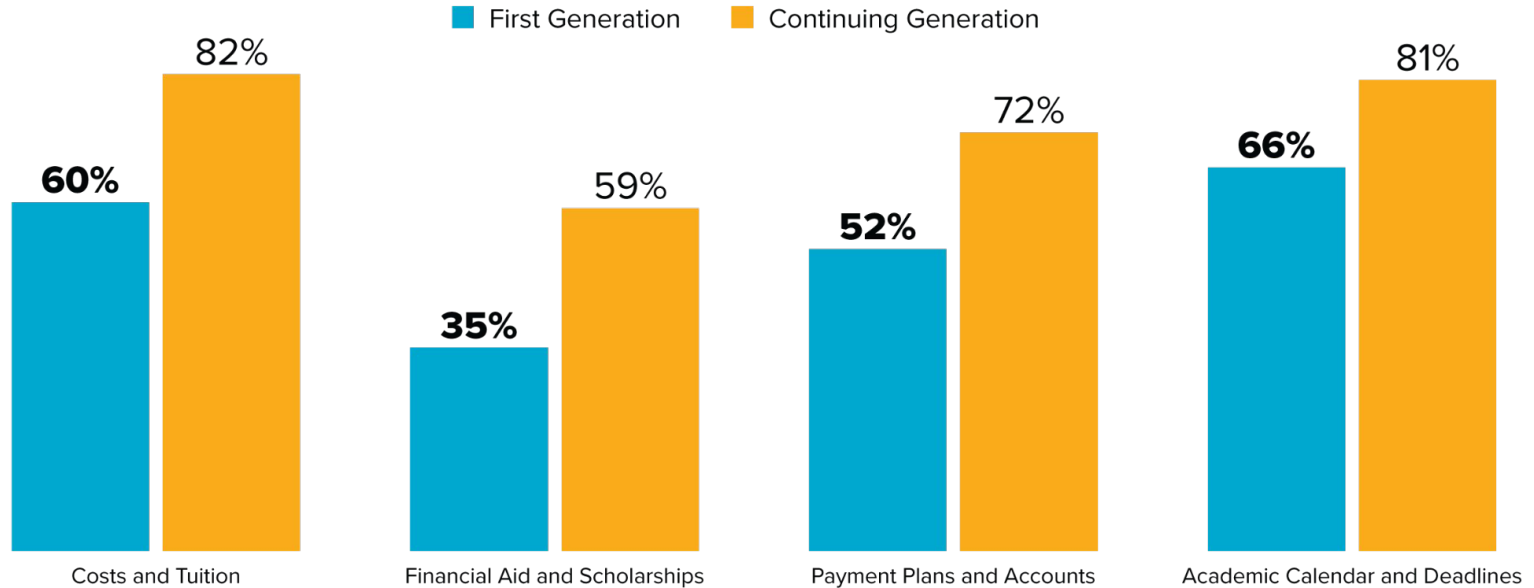
# Financial aid support is increasing in importance to families



*CampusESP Portal Data from 15,492,441 users (2024)*

# First-generation families struggle to find the information they need

## Ability to Find Information Independently



*RNL & CampusESP study of 20,487 current parents from 46 institutions (2024)*

# Steps to communicate about financial aid

- Provide clear instructions, deadlines, and to-dos
- Host parent webinars and Q&As to allow for those with questions to gain assistance
- Help families understand the difference between sticker price and net price



TIP

**#2**

**Help families  
understand the *ROI of a  
degree* with accessible  
stories about graduate  
outcomes**

# 91%

list information about the outcomes of  
recent graduates a **top-priority** topic

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*

# 65%

of parents report **difficulty** in finding information  
about the outcomes of recent graduates

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*





# Is College a Worthwhile Investment?

48%



9th grade

60%



10th grade

73%



11th grade

79%



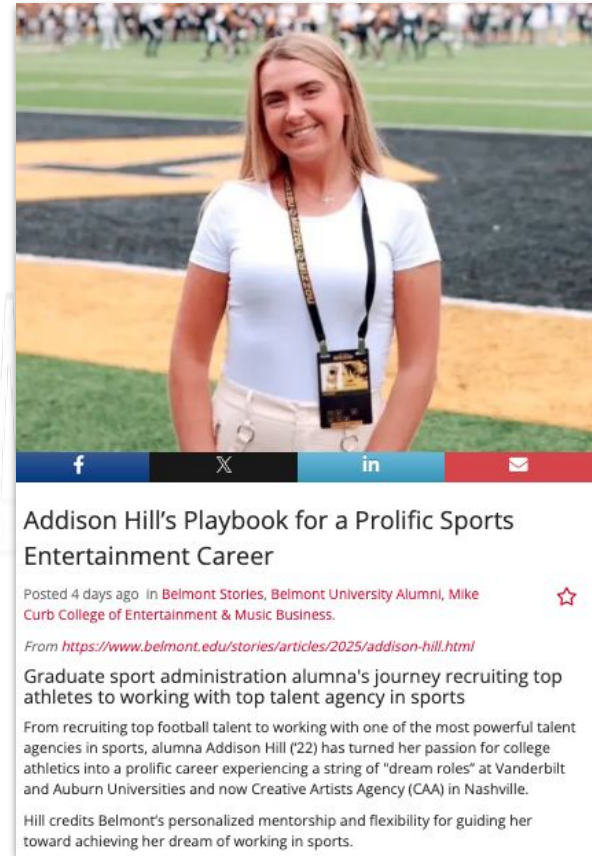
12th grade

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*



# Steps to help families understand the ROI of a degree

- Profile grads and current students who can personally share their story and success
- Share employers and average salaries of graduates to help families see the payoff
- Publicly showcase these wins to families online and on campus



# Graduate READY



Illinois College

Showcase  
outcomes across  
the “**Wallestate**” of  
your campus tour  
route

TIP

**#3**

**Create family  
*engagement experiences*  
during admitted  
student events**

# 89%

of families include a **campus tour or visit** as part of their selection process

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*





# Parents need to be part of your enrollment strategy

*RNL & CampusESP study of 11,309 prospective parents  
from 83 institutions (2024)*

## Importance of Experiences

1. **On-campus visit (96%)** <sup>1</sup>/<sub>2</sub>
2. Information about the school or program your student is considering (95%)
3. The quality of the school's communication with the parents/family (94%)
4. Meeting a faculty member in the program your student is considering (91%)
5. Meeting an admissions staff member (91%)
6. Meeting a coach (87%)
7. Information received from a high school counselor (75%)
8. Information received at a college fair (74%)
9. **Virtual visit (69%)** <sup>1</sup>/<sub>2</sub>
10. Meeting a current student's parent or family member (68%)



Virtual visits are even **more important** for **Black and Hispanic families** (75% vs. 64% for White) and **first-gen families** (75% vs. 65% for continuing gen)

*RNL & CampusESP study of 11,309 prospective parents from 83 institutions (2024)*

# 50%

of parents **expected** information  
tailored to them during a college visit.

An additional **37%** prefer there to be.

*Impact of Recruiting and Visit Experiences in 2023 Survey.*

[niche.bz/research](https://niche.bz/research)

# Steps to create family engagement during campus visits

- Promote admitted student days directly to prospective parents – they're likely the ones arranging, driving, etc.
- Include family sessions and activities during visit days

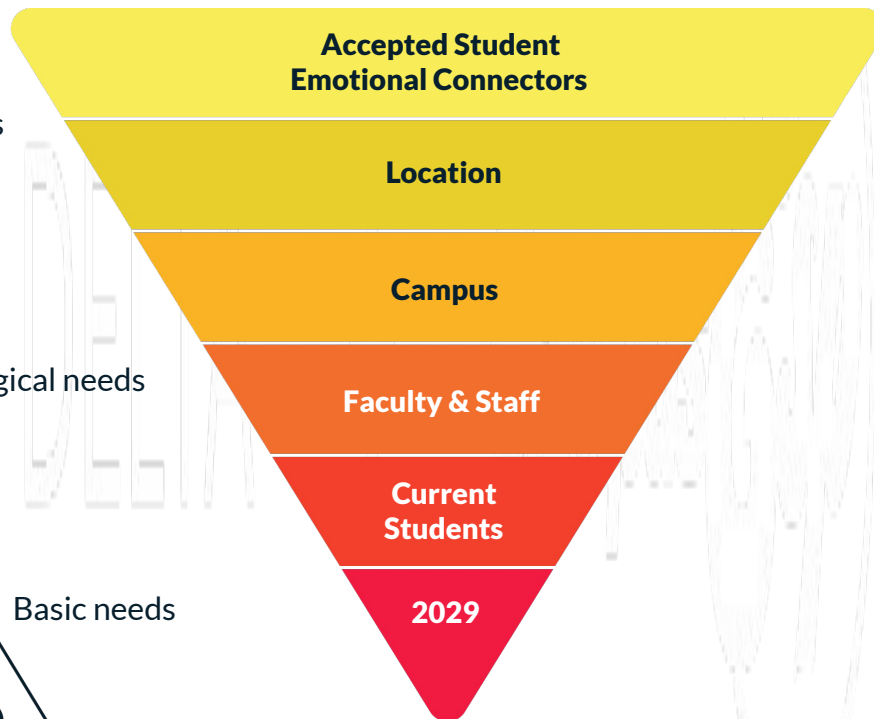
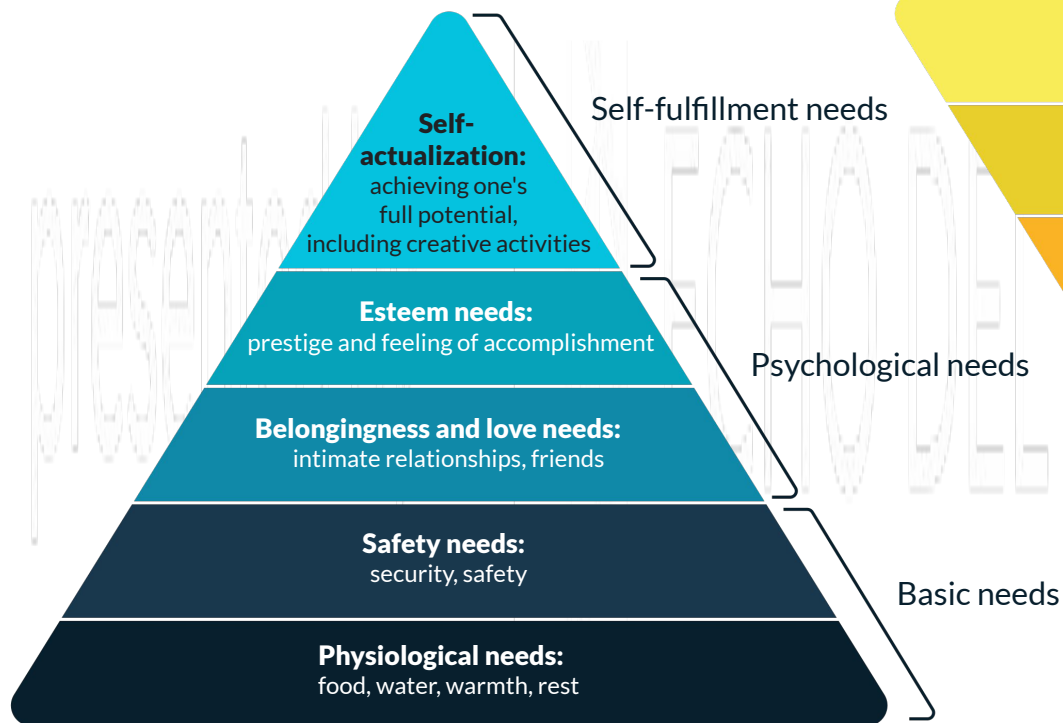


## Visit Florida Poly!

Get to know campus and learn all about what the Phoenix life is like by scheduling a tour, coming to a special event or signing up for a virtual tour. We have many options for tours and we look forward to seeing you on campus.

[Schedule a Visit!](#)

# Remember the Basics and Five Emotional Connectors of Yield



# Insights from Dave, Doug, and Jeff



# Questions or Reflections?



# Connect with Today's Panel



**Dave Becker**

CEO  
CampusESP



**Jeff Kallay**

SVP of Enrollment Consulting  
Echo Delta



**Doug Johnson**

Patient Experience Officer  
Edward-Elmhurst Health



# Thank You!



# Headline

Supporting copy or data

# Headline

Supporting copy or data