

YOUR PATH TO SUCCESSFUL, 11TH HOUR STUDENT RECRUITMENT

Increase your applications and yield by recruiting late-stage students.

ADVANCE 360'S FOUR STEP PLAN:

STEP 1: Advance 360 creates a qualified audience by matching fall SAT and ACT registrants and their parents to their digital devices and social media accounts.

STEP 2: We send targeted messages (display & video) to students based on their interests and majors.

- Multiple daily touch points to reach students and their parents with the communication methods they prefer
- We keep the conversation going by changing text and visuals

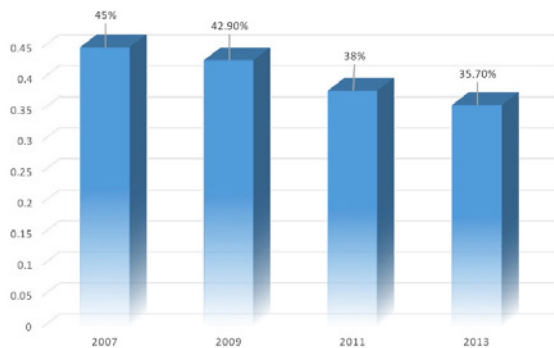
STEP 3: Messaging changes depending on actions taken and stage of enrollment journey.

- Visit our campus
- Apply today
- Last day to apply
- Financial aid applications are due

STEP 4: Tracking of all activities for ongoing campaign improvement and measurable results.

2016 REPORT ON HIGHER EDUCATION

Declining Yield Rates



Source: NACAC's 2014 State of College Admission report

The average cost to enroll one student at a **private school is \$2,232**, and **\$578 at a public school.**

Influences on Students' College Decisions



You knew how to influence students in 1996, you learned how to adapt to new channels by 2006; but, how do you speak to them now and in the future?