

CONNECT | HIGHER
EDUCATION
SUMMIT

STEALTHS, STARTS, STOP-OUTS

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Stealth, Starts, and Stop-Outs



• **Stealth Applicants**

Discuss Brand Marketing
and Adult Learners

Multi-source Attribution
Needs

First Contact is Application

Possible Needs of a
Stealth Applicant

Contact Strategy Needs



• **Starts**

Review top hurdles to
starting classes

Discuss strategies to
overcome challenges



• **Stop-Outs**

Review your Data

Appreciative Advising
Model

STEALTH APPLICANTS



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Brand marketing and Adult Learners



- Often not targeted for adult learners
 - Use of images
 - Outcomes focused, not friends focused
- Likely to attract stealth applicants

Multi-source attribution

- Promote online degrees and make information available through multiple formats
- Digital channels resonate with online students
 - Search engine listings
 - Email
 - Website
 - Facebook ads
- Less predictable was the apparent impact of traditional marketing efforts
 - 30% influenced by television commercials
 - 23 % attended college fairs
 - 16% attended open houses in person
 - 13% attended virtual events
 - Prospective students are most likely to visit a college's website (41%)



First Contact is Application



- May be underqualified
- Not necessarily a problem with marketing
 - They connect with your message
 - “lead the pack”
- Opportunity to recruit for another program that is a better fit

Possible Needs of Stealth Applicants

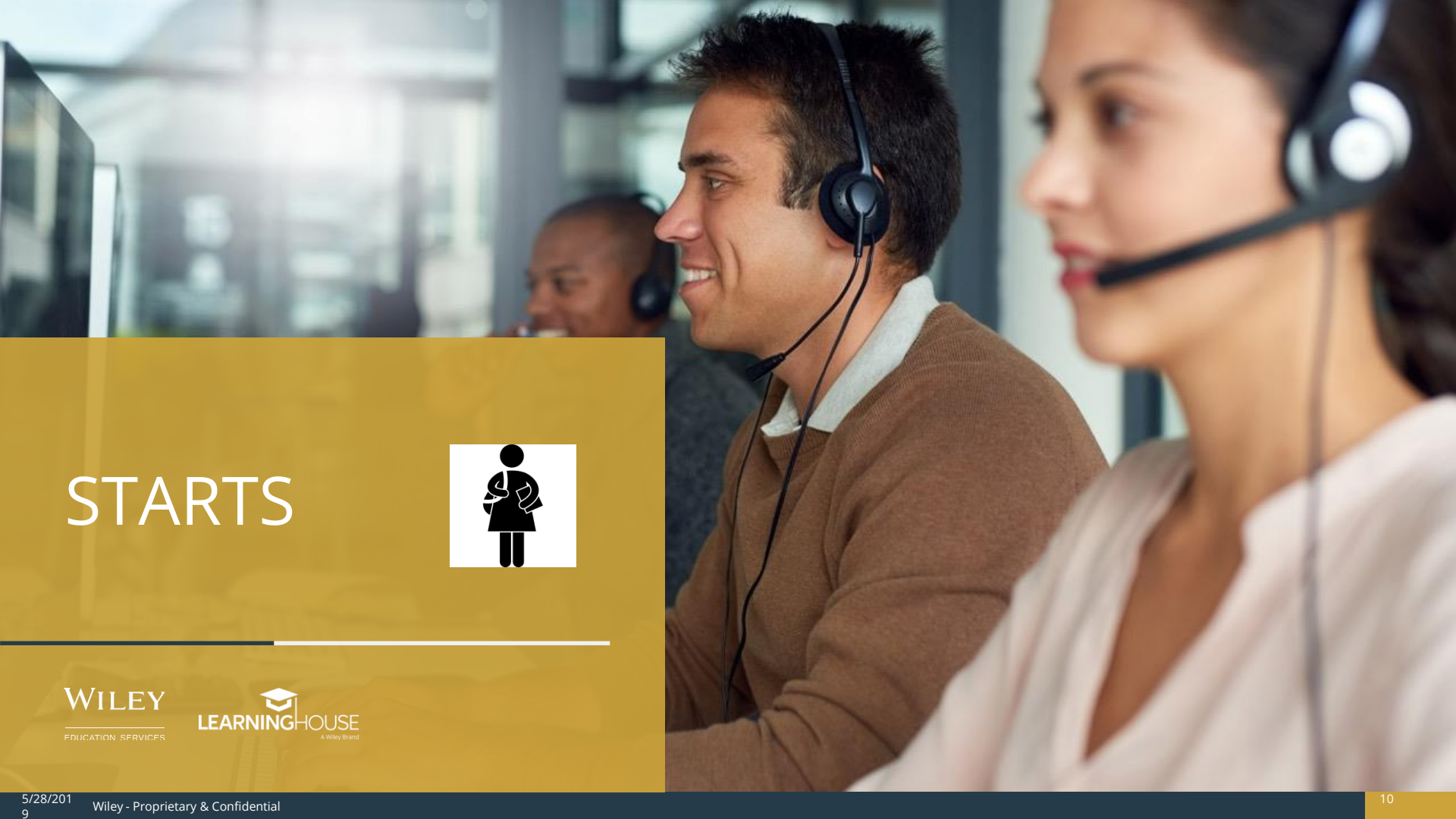


- May not want v2v as preferred communication
- Have done their homework, but could have misinformation
- Shopping more schools (Aslanian report – 49 schools)
- Accept without v2v

Contact Strategy Needs



- Speed to contact/outreach
- Call, text, and email within minutes of request
 - Personalize emails
 - Minimal graphics
- Stalking versus Supporting
 - 15 in 10
- Monitor contact rates
 - 3 day, 10 day, 30 day, 90 day



STARTS



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Top Hurdles to Starting for Stealth Applicants



- Cost
- Time investment
- Lack of pre-reqs
- Lack of standardized testing
- Lack of confidence
- Documents
- ROI
- Career paths



Ways to Overcome Challenges

- Tuition planning
- Transcript collection
- Pre-evals



Ways to Overcome Challenges

- Admission requirements geared towards adults
- Register students on their behalf
- Schedule availability (best practice – 1 year out)



Ways to Overcome Challenges

- Minimal pre-reqs
- PLA options - Alvernia example
- Motivation focused interview
 - Identifying the core motivation for learning opens the door for connections between the learner's goals and the curriculum design
 - Focus is on the connection between the curriculum and the learner's goals



Ways to Overcome Challenges

- Career planning
- Career focused interviewing
 - Describe your personal strengths
 - Describe ideal career
 - Review job market trends
 - Suggest aligned academic plan

STOP OUTS



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Review your Data

- Aslanlian report – leave for academic reasons primarily
- Review of top courses with D/F/W grades compared to stop outs
 - Confirmation of self image as a failure
 - Look at enrollment notes for expressions of concern
 - Look at data by course and by program and by start date



Appreciative Advising Model



- Use Appreciative Inquiry Interview Questions
 - Discovery: How have you overcome obstacles in your past academic experiences?
 - Dream: How will completing this degree improve your life?
 - Design: What is the next step to make sure you are prepared to succeed?
 - Destiny: When will you complete that next step? How can I help you make sure it happens?
- Reflect back on motivation from enrollment conversation
 - Make sure it's documented
 - Envelope from Philly center example for campus students too



Questions?