

Welcome to #WCETWebcast

April 18, 2019

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.



APRIL 18

Personalized Experiences for the Three Types of Adult Learners

Welcome!

Use the question box for questions and information exchange.

Archive, PowerPoint, and Resources available will be next week.

PowerPoint can be downloaded via the link in chat.

*Follow the Twitter feed:
#WCETWebcast.*



Megan Raymond
Director, Programs & Sponsorship
WCET
mraymond@wiche.edu
@meraymond



Questions from the Audience

If you have a question during the presentation, please add your questions to the question box.

We will monitor the question box and have time for Q&A at the end of the presentations.



Moderator

Megan Raymond

Director, Programs & Sponsorship

WCET

mraymond@wiche.edu

@meraymond



Presenters



Cory C. Berntson
Executive Director, Student Recruitment
Wiley Education Services



Wes Miller
Director, Content
Wiley Education Services



Wiley: Delivering Education with Impact

Globally, our resources support:

500+
leading
companies

15 million+
researchers



1 million+
students



1,200
society partners



Survey of Graduate Students:

Their Motivations,
Behaviors, *and*
Expectations

Setting the Stage

Our Target

Our research focused solely on students seeking a graduate degree.

Our Gift to You

You can download a digital copy of the complete report on the Wiley Education Services blog found at edservices.wiley.com.

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SERVICES

**Longer
Research
Process**

**Post-Lead
Student
Engagement
Matter Even
More**

**Market
Disruption
is Growing**

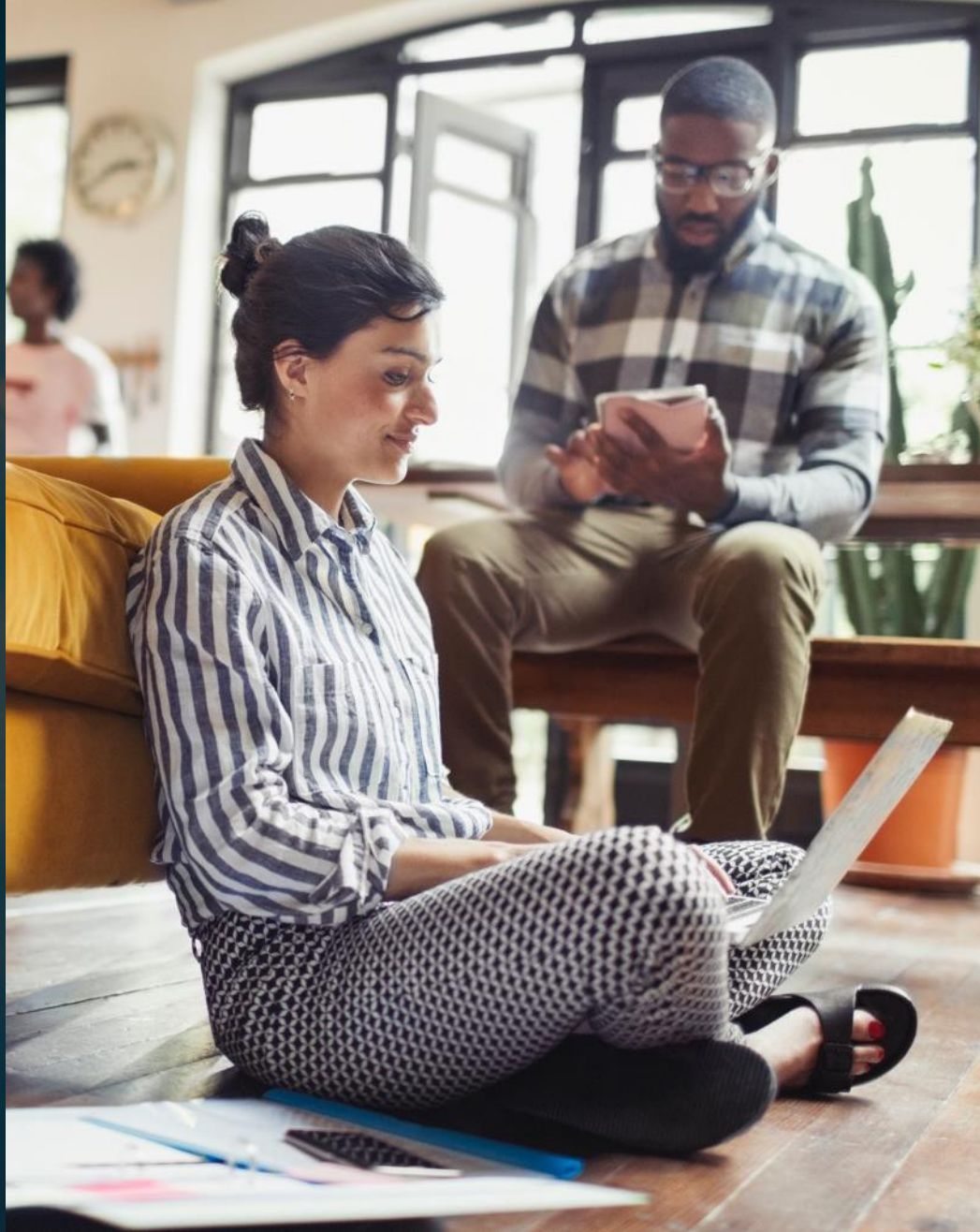
**More
Thorough
Research
Process**

**More
Choices
than Ever
Before**

**Traditional
Market
Growth is
Flat**

Key Questions

- What causes a prospect to consider higher education?
- What traits and similarities do prospects share?
- What motivates prospects to take action?
- What barriers prevent prospects from progression?
- How does prospect behavior differ by vertical of study?
- What questions do our prospects want answered?



Who Really Knows the Student?

The Student



Methodology and Approach



Research Firm



CRM Student Data



Focus Groups and Round Tables



One-on-One Interviews



Triggers and Motivations

Workplace Event Occurs

- Missed promotion
- Colleague enrollment
- Employer hosted career fair

Conversation w/Trusted Source

- Work supervisor or co-worker
- Family member
- Mentor

Motivators

- Higher salary
- Job promotion
- Competitiveness

Traits and Characteristics

- Detail-oriented and direct
- Needs trigger to prompt action
- Cites a career, not a job
- Strong foundation to build on
- Short list of “must haves”
- Rushes through research
- More likely to pay from savings
- Influencer-driven
- Unable to articulate goal
- Views research and enrollment as stressful and cumbersome
- Reluctant to engage one-to-one

Evaluation Criteria

- Ease and fit into daily life
- Proven ROI
- Employer validation
- Brand familiarity

The Launcher



Triggers and Motivations

Motivators

- Start a career
- Change a career
- Stability

Traits and Characteristics

- Youngest of the segments
- Aware of skills gap
- Degree is best solution for barrier to entry
- Goal-driven, but unaware of best path for goal attainment
- More likely to pay via loans and need reassurance of investment
- Drawn to student outcomes
- Strong desire to build confidence
- Likely to have taken a MooC, seminar, or boot camp
- Most common in STEM programs

Evaluation Criteria

- Network opportunities
- Job alignment and eligibility
- Program reputation
- Program specific differentiation

The Altruist



Triggers and Motivations

Life Stage Event Occurs

- Empty nester
- Retirement

Desire for Change

Motivators

- Desire to learn
- Aspirational
- Sees a need or problem

Traits and Characteristics

- Oldest of the three segments
- Can have discovery paralysis that causes abandonment
- Puts others first, especially family
- No clear path
- Desire flexibility as well as engagement within a program
- Drawn toward public service and the greater good
- They want to make difference
- Can lack clarity and often needs assistance. Lends to being fearful or having doubts

Evaluation Criteria

- Admissibility
- Alignment to interests
- Fit into daily life
- Support

General Themes

Primary Research and Discovery Sources



89% University Website

Prospects cited the university website as their primary source for programmatic research.

Recommendations

- A/B test elements of current website
- Optimize website architecture through student-driven UX labs
- Define content strategy as it related to omnichannel approach



79% Online Search

In aggregate, the sample cited online search as their second highest source of information when researching and evaluating a program.

Recommendations

- Conduct keyword audit and competitor analysis
- Conduct technical SEO audit
- Outline quick and long-term content opportunities



73% Admissions Consult

It is important to note that our research also uncovered one bad interaction can jeopardize the outbound call model, and cause prospects to associate that experience to all lead capture forms.

Recommendations

- Leverage admissions managers to assign audience segment
- Provide narrative based on segment and behavioral style



51% Trusted Referral

While the Advancer places high emphasis on trusted endorsements, when viewed in aggregate, 51 percent of prospects cited this or direct referral was key in their final enrollment decision.

Recommendations

- Activate on your alumni and current students
- Explore influencer opportunities

General Themes

Primary Barriers to Enrollment



Cost

Many students are still saddled with undergraduate loan debt which makes taking on an additional financial burden difficult.

Recommendations

- Be transparent about tuition
- Help simplify the FASFA process
- Message ways to offset tuition in content marketing
- Consider application waivers



Time Investment

Majority of graduate students are employed full-time and have family obligations. They don't want success in one area come at the expense of another. Many also desire a faster path to in-market.

Recommendations

- Assess program duration
- Consider credit for work experience
- Offer solutions via content marketing



Lack of Confidence

Times passed since graduate-level prospects have been in an academic setting. Online learning may be foreign, and many can't focus solely on academic studies. They doubt their ability to succeed.

Recommendations

- Offer a teaser course (test-drive)
- Explain the online student experience
- Leverage current student testimonials

Operationalizing The Learns: Enrollment Services



Customize Engagement

- We identify the student persona early in the recruitment process and use that knowledge to customize the experience
- 61% of our students identified as Advancers
- Advancers are more likely to move forward and apply
- Education programs have a higher % of students identified as Altruists



Continue to Listen

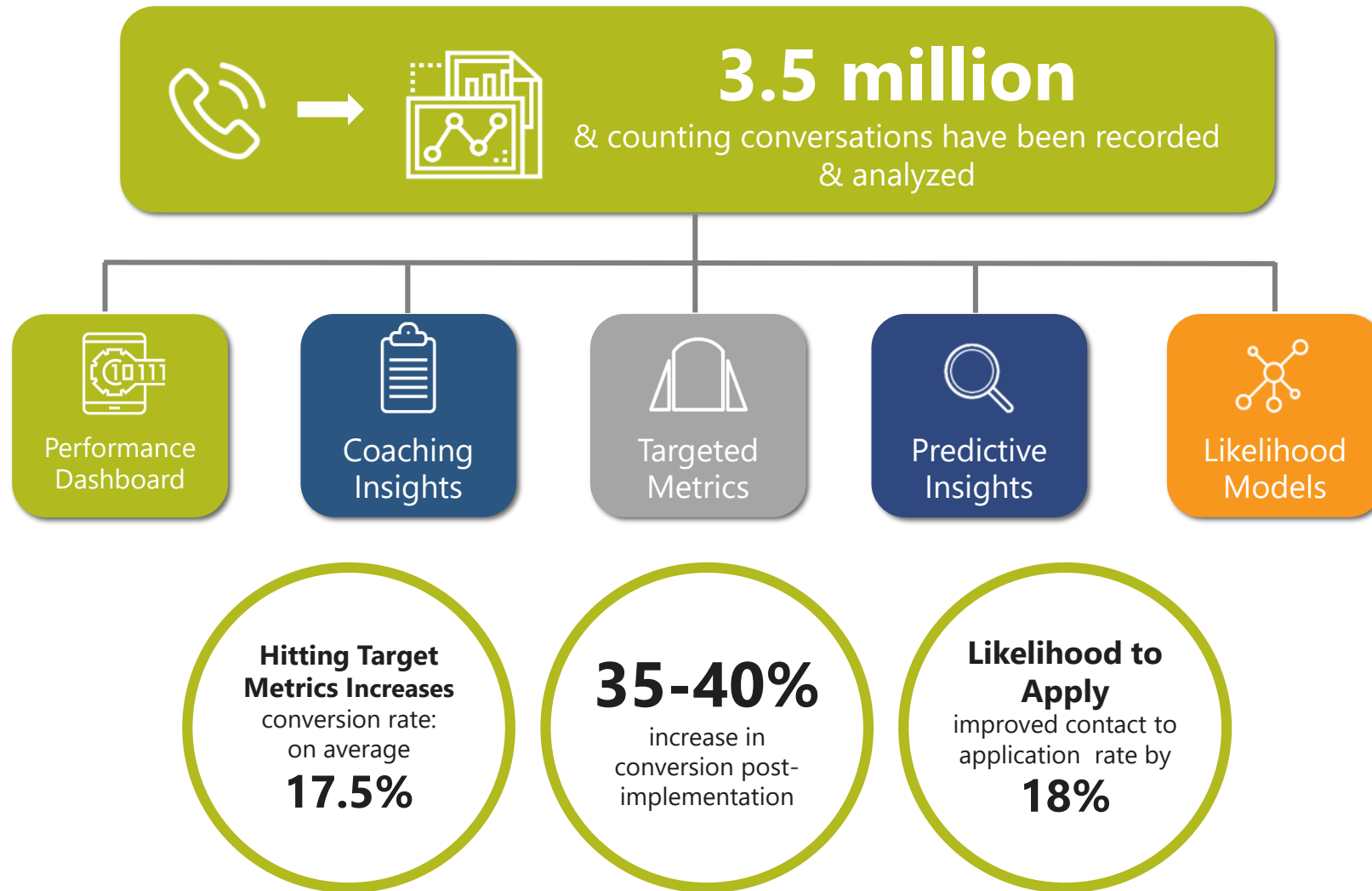
- We survey students who began their program of choice as well as those who fell out of the process
- Students tell us the 4 primary factors in their decision are:
 - Course availability
 - University reputation
 - Quality of the online experience
 - Ability to advance career
- 60% of students who didn't continue with their application cited concerns with cost and finances



Communicate Digitally

- Digitally native, adult learners are increasingly responding to non voice-to-voice engagement
- Click-to-Chat is a meaningful lead generation channel
- E-mail averages a 2-3% response rate; SMS averages 40%+
- Ongoing SMS campaigns that address students personally have allowed us to achieve a 64% response rate and improve application completion rates

Behavioral Analytics: Measuring Quality Engagement



Operationalizing The Learns: Personalized Messaging

Producing content and creative that engages and resonates.

COMMUNICATION PREFERENCE

Audience Segment

Advancer
 Launcher
 Altruist

Vertical of Study

Nursing
 Cybersecurity
 Social Work

Behavioral Style

Top Converting

Reactions
 Reactions
 Opinions

Secondary

Emotions
 Opinions
 Thoughts

Tertiary

Thoughts
 Thoughts
 Reactions



Student Persona
 (quantitative + qualitative)

Style Sheet

THOUGHTS Logical, Organized & Process Oriented KEYS TO COMMUNICATION Be specific and detailed Provide data	OPINIONS Dedicated, Conscientious & Loyal KEYS TO COMMUNICATION Show respect Acknowledge their opinions	REACTIONS Spontaneous, Creative & Playful KEYS TO COMMUNICATION Be relaxed and playful React to their humor
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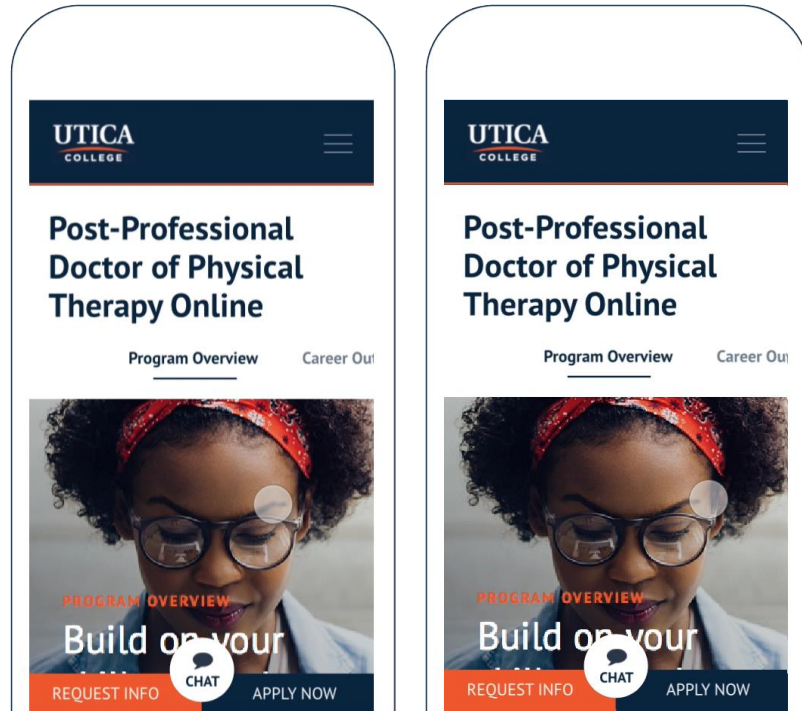
UNIVERSITY EDITORIAL STANDARDS

Omnichannel Marketing Efforts

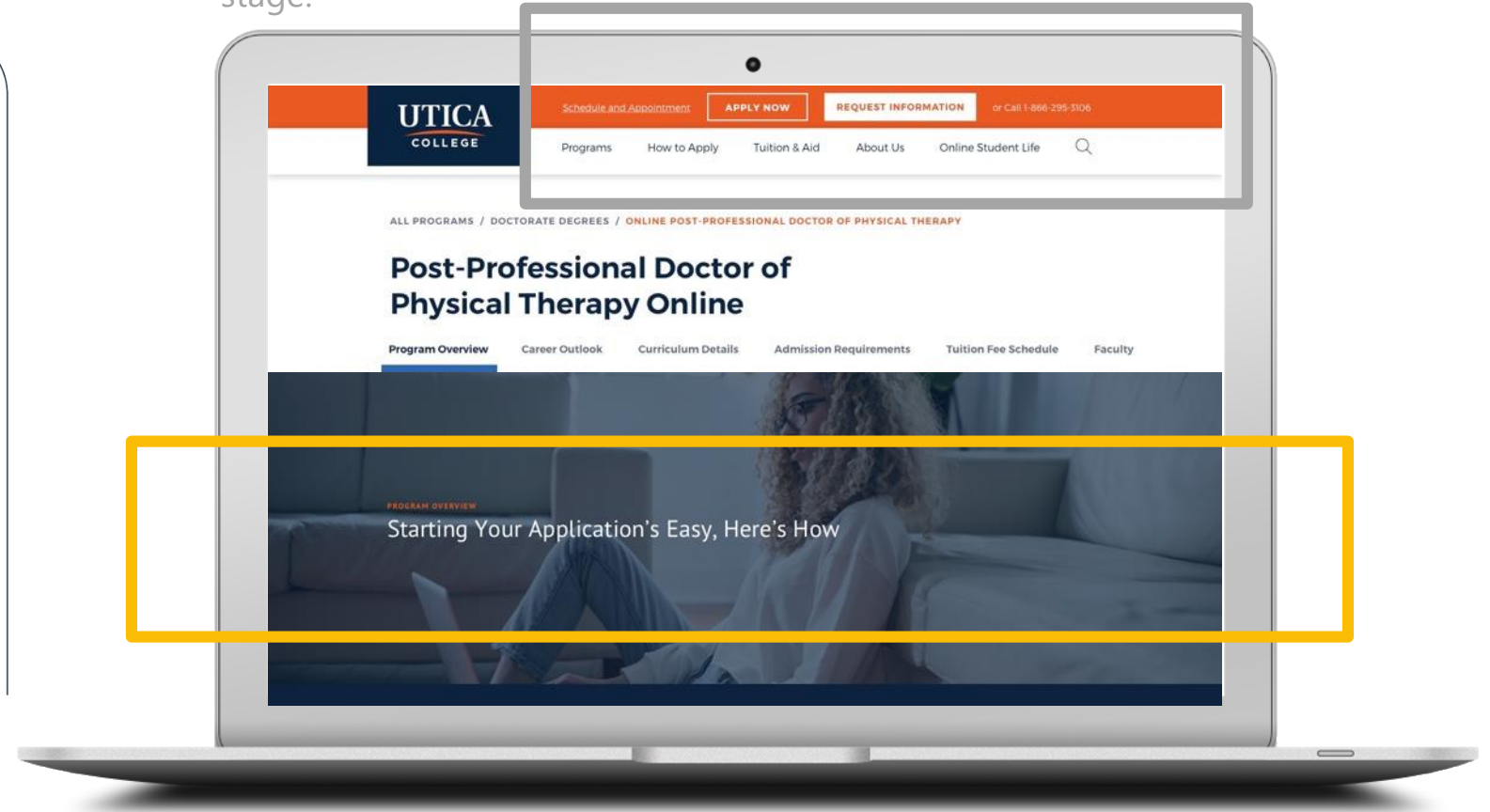
Operationalizing The Learns: Wiley Design System

Structured by students. Architected by experts. Built for conversion.

Personalized CTAs and content based on segment and opportunity stage.



Mobile Behavior



Results

Vocational Schools

-10%

Community Colleges

-3%

For-Profit Schools

-2%

Non-profit | Public

0%

Non-profit | Private

0%

Wiley Brands

6%



Questions from the Audience

Contact Information

Wes Miller: wmill@wiley.com

Cory Bernston: cbernts2@wiley.com

[@WileyEdServices](#)



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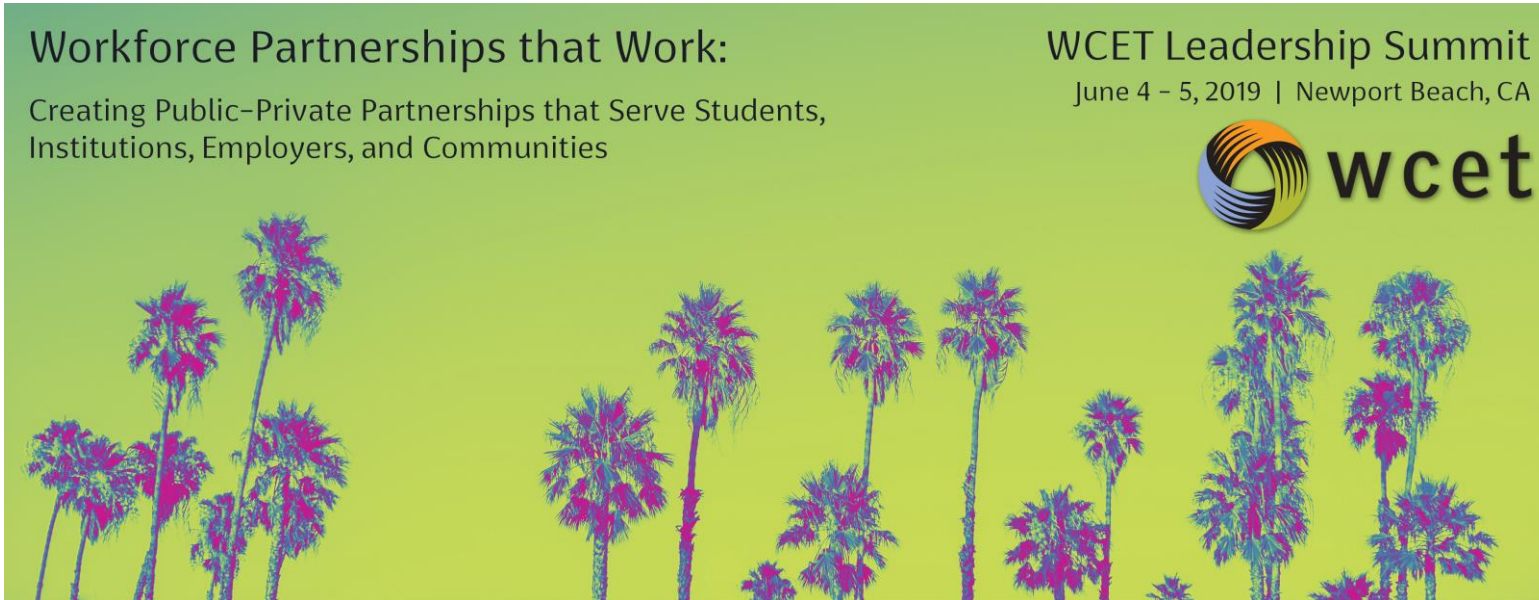
Join us for the #WCETSummit

Workforce Partnerships that Work:

Creating Public-Private Partnerships that Serve Students,
Institutions, Employers, and Communities

WCET Leadership Summit

June 4 - 5, 2019 | Newport Beach, CA



<https://wcet.wiche.edu/events/summits/workforce-partnerships-that-work-2019>



Join us for the #WCET19



Registration opens in June!

<https://wcet.wiche.edu/events/annual-meeting>





ADDITIONAL INFORMATION AND RESOURCES

Access to the resources discussed during this webcast, including the archive, will be available next week.

<http://wcet.wiche.edu/connect/webcasts>



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