

SAINT LEO UNIVERSITY – CASE STUDY

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About Saint Leo University

Saint Leo University, Florida's first Catholic institution of higher learning and largest Catholic university in the Southeast, offers over 40 programs to meet the academic, spiritual, and professional goals of both traditional and over 13,000 non-traditional distance, adult and military continuing education students. Saint Leo provides a solid liberal arts education, with the mission to be "a leading Catholic teaching university of international consequence for the twenty-first century."

Challenge

Saint Leo University wanted to increase enrollments for its online MBA program in an efficient and cost-effective manner. Saint Leo decided to find a strategic partner that understood the needs of the university, yet was able to bring the expertise and technology required to compete for online students. Saint Leo wanted a proactive partner to provide recommendations to continually improve its recruitment efforts, and one that would understand and integrate with its entire online enrollment management process.

The school's enrollment management requirements included:

- A full service solution that worked seamlessly within the school's framework;
- A solution designed to meet recruitment goals and assist with retention;
- A partner that understood and would protect the school's image and reputation;
- A profitable relationship that would increase enrollments and maximize the school's ROI;
- A solution that would enable Saint Leo to successfully compete against regional as well as national for-profit institutions.



Solution

After reviewing several potential partners, Saint Leo selected Greenwood & Hall for enrollment management support, and its sister company enCircle Media for marketing. Both were selected based on their education industry expertise and open, communicative approach to partnerships. Saint Leo felt the Greenwood & Hall family understood both their online and overall enrollment management goals.

The following was created and implemented:

- A complete branding strategy, touting the school's strengths while positioning it against its competitors.
- A unique search engine marketing strategy to better identify prospective students.
- Integration between marketing and enrollment counselors, ensuring streamlined operations.
- A strong lead follow up plan, ensuring Saint Leo University recruiters would be the first to contact prospective students.
- Enrollment counselors were trained by the school at the school so counselors clearly understood the institution's brand and strengths.
- A continuous improvement plan that included regularly scheduled and ongoing enrollment counselor training, both by G&H leadership and remotely by university program directors.
- Ongoing weekly meetings with university leadership to review performance and continuously optimize the campaign and processes.

Results

Marketing/Lead Generation:

- Increased year to year lead volume by 118% by optimizing campaigns geographically, demographically, by programs, and designing targeted landing pages;
- Improved lead to enroll conversion by 41% utilizing search generated leads;
- Reduced lead cost by 32% through campaign optimization.
- Developed presence on major social networks and reached out to communities , growing Facebook members from 140 to 10,000;
- Created the largest following on Twitter for any private non-profit institution.

Recruiting/Enrollment Management:

- Through the lead follow up plan, recruiters increased the likelihood of students enrolling by 296%;
- Enrollment counselors become over 45% more efficient by focusing only on motivated, qualified students;
- Reduced cost per enrollment by over 31%;
- Increased year-to-year enrollments for one program by over 300%!

The partnership was so successful Saint Leo eventually expanded the relationship to include financial aid support, student services support, retention counseling, and enrollment management for all online programs. Saint Leo continues to prove to be one of the most successful private, non-profit online schools, and has expanded its partnership with Greenwood & Hall to launch a new division to help other institutions succeed!



“The achievement of our very ambitious enrollment targets for Saint Leo University's Center for Online Learning,

now one of the largest online non-profit programs, was, in no small part, a direct result of Greenwood & Hall's expertise and ability to accommodate our needs. They became our partner, with their enrollment counselors, managers and leadership adopting our mission and values as their own. Their advice, based on solid data and market research, helped us focus on offering the right academic programs and targeting the right students. Greenwood & Hall has a tradition of great customer service and building solid relationships that help you increase enrollments, retention and student satisfaction.”

Gary Bracken
Vice President of Enrollment
Saint Leo University