



2013 Conference

Measuring Results of International Recruitment and Outreach: Offline and Online

February 18, 2013

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Sam Robfogel, Georgetown University

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Recruitment Dashboard

- **Practical**
 - Understand what you're doing and why
 - Identify (in)efficiencies
 - Budget planning / justification
 - Personnel planning: anticipate peak periods
 - Balance between inclusive and useful

Goal-Based

- **Short, medium, and long-term, e.g.:**
 - **Website**
 1. More website visitors
 2. More information requests
 3. More applications
 - **Study abroad fair**
 1. Visitors to table
 2. More qualified applications from country
 3. Enrolments – and beyond...



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Dashboard Needs

- **Processes – clear roles and calendars**
- **CRM system & tracking tools**



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KPIs

- **Inquiries (leads)**
- **Applications (opportunities)**
- **Acceptances**
- **Enrollments (sales)**
- **Cost per lead & per enrolled student**
 - Averages
 - By lead source
- **Conversion rate by lead source**



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Qualitative Indicators

- **GPAs, test scores**
- **Diversity criteria**



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Website

- **Unique visitors**
- **Site visits**
- **Countries**
- **Most viewed**
- **Search term(s)**
- **Internal click-throughs**



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Email Lists

- **Joined mailing list**
- **Self-removal from mailing list**
- **Other removal (i.e. bounce backs)**
- **Direct email contact**

Social Media

For example:

- **Twitter (followers, RTs, etc.)**
- **YouTube (most popular clips, click-through sources)**
- **Photo stream sites (most viewed, click-through sources)**



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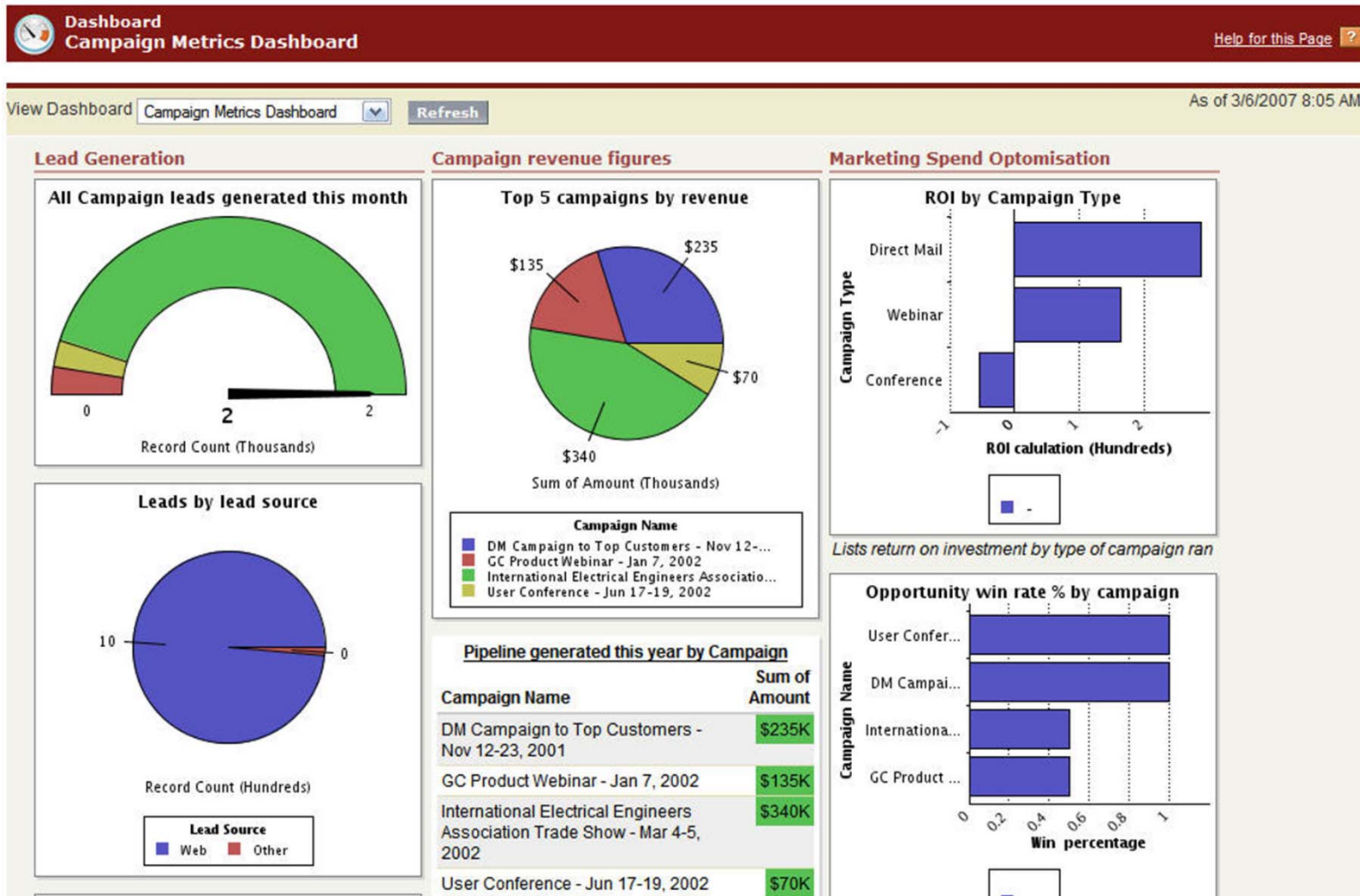
Offline

- **Events**
 - Campus tours
 - Fairs
- **Word of mouth initiatives**
 - Ambassadors
 - Faculty connections

... measuring outcomes is more challenging



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Dashboard 2013/14	Year total	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Students													
Applications													
Acceptances													
Enrollments													
Website													
Unique Visitors													
Site Visits													
Countries													
Most viewed													
Joined mailing list													
Contact through website													
Twitter													
Tweets													
Followers													
Retweets													
Replies													
YouTube													
Views													
Top clip													
Bottom clip													
Average view length													
Photostream													
Views													
Most viewed													
Least viewed													
Face to face													
Student fair													
Info session at international uni													
Campus tour													
Paid campaigns													
....													
....													

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Measuring Results Online

‘to measure is to know’

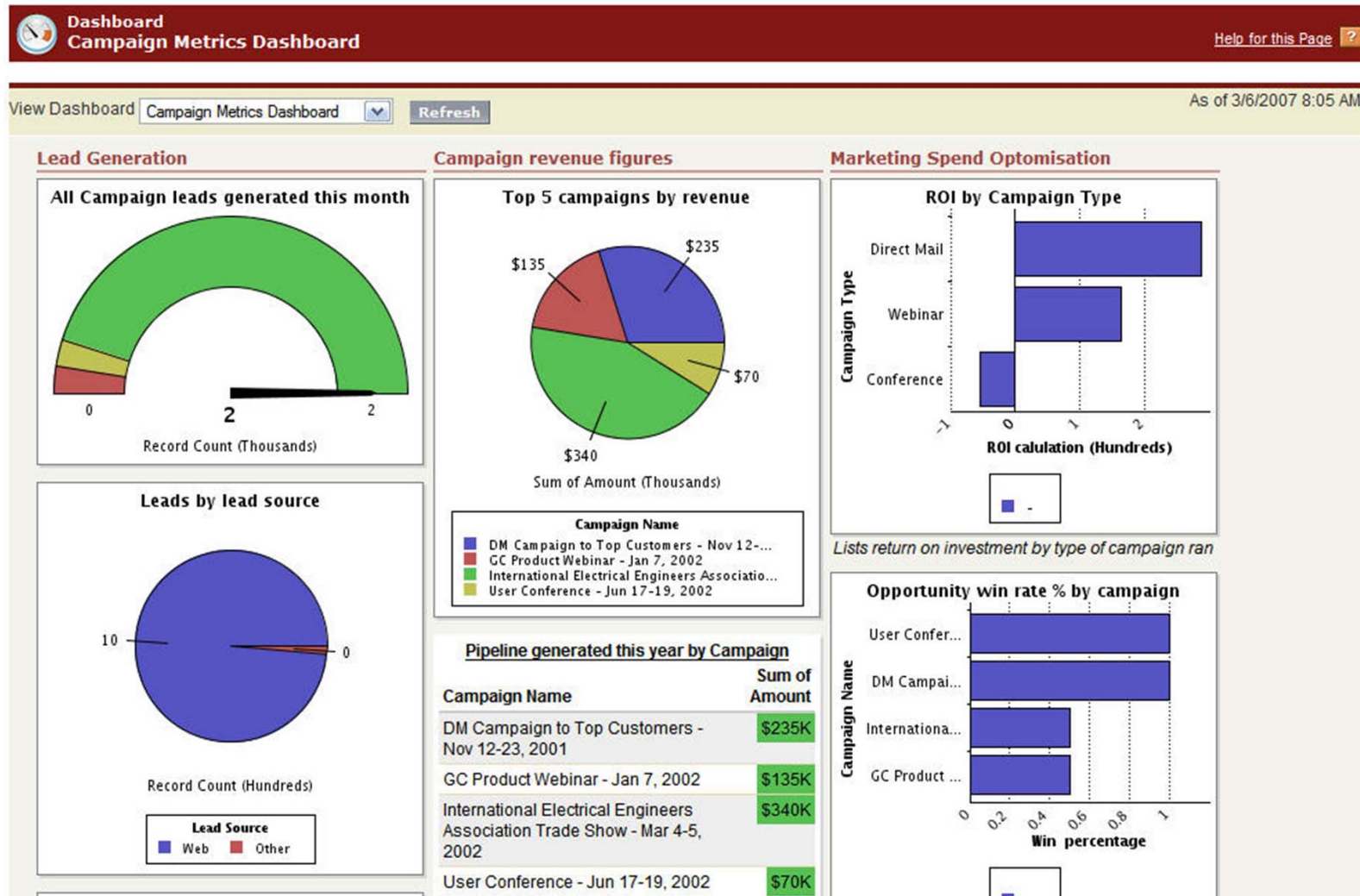
Edwin van Rest - StudyPortals

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Who has such a dashboard?

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Real Example: MSN Real Estate

- “Find a house” widgets
- Overall evaluation criterion: Revenue to Microsoft generated every time a visitor clicks

Find a new home or apartment

Existing Homes from REALTOR.com®

New Homes from Move.com™

Foreclosures from RealtyTrac.com™

Rentals from Move.com™

Price Range: \$0 — No Maximum

Enter City Select a State

Or Enter ZIP

• Senior Living • Home Plans

Existing Homes Foreclosures New Construction Rentals

Find Existing Homes for Sale

 Enter City State

or

Enter Zip

Find Your Dream Home or Apartment

City, State or ZIP

Existing homes New construction

Foreclosures Rentals

What are you looking for?

Existing Homes

New Construction

Rentals

Foreclosures

Senior Living

Home Valuation

Professional Services

Enter City State

Enter Zip

\$0 to No Max

Condos/Townhouse Single Family Home

Find a new Home or Apartment

 Existing Homes

 New Construction

 Foreclosures

 Rentals

Enter Zip or Enter City State

Existing Homes Foreclosures New Construction Rentals

Find Existing Homes for Sale

 Enter City State

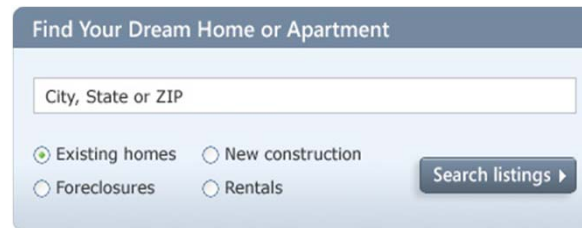
or

Enter Zip

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Answer...

the simplest



Find Your Dream Home or Apartment

City, State or ZIP

Existing homes New construction
 Foreclosures Rentals

Search listings ▶

Revenue increase over control: +9.7%

*Interesting note:
nobody from MSN Real Estate or Zaaz (the company
that did the creative) expected this widget to win*



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Tracking: End of 'Guessing Age'

To Measure Is To Know



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The Funnel Method

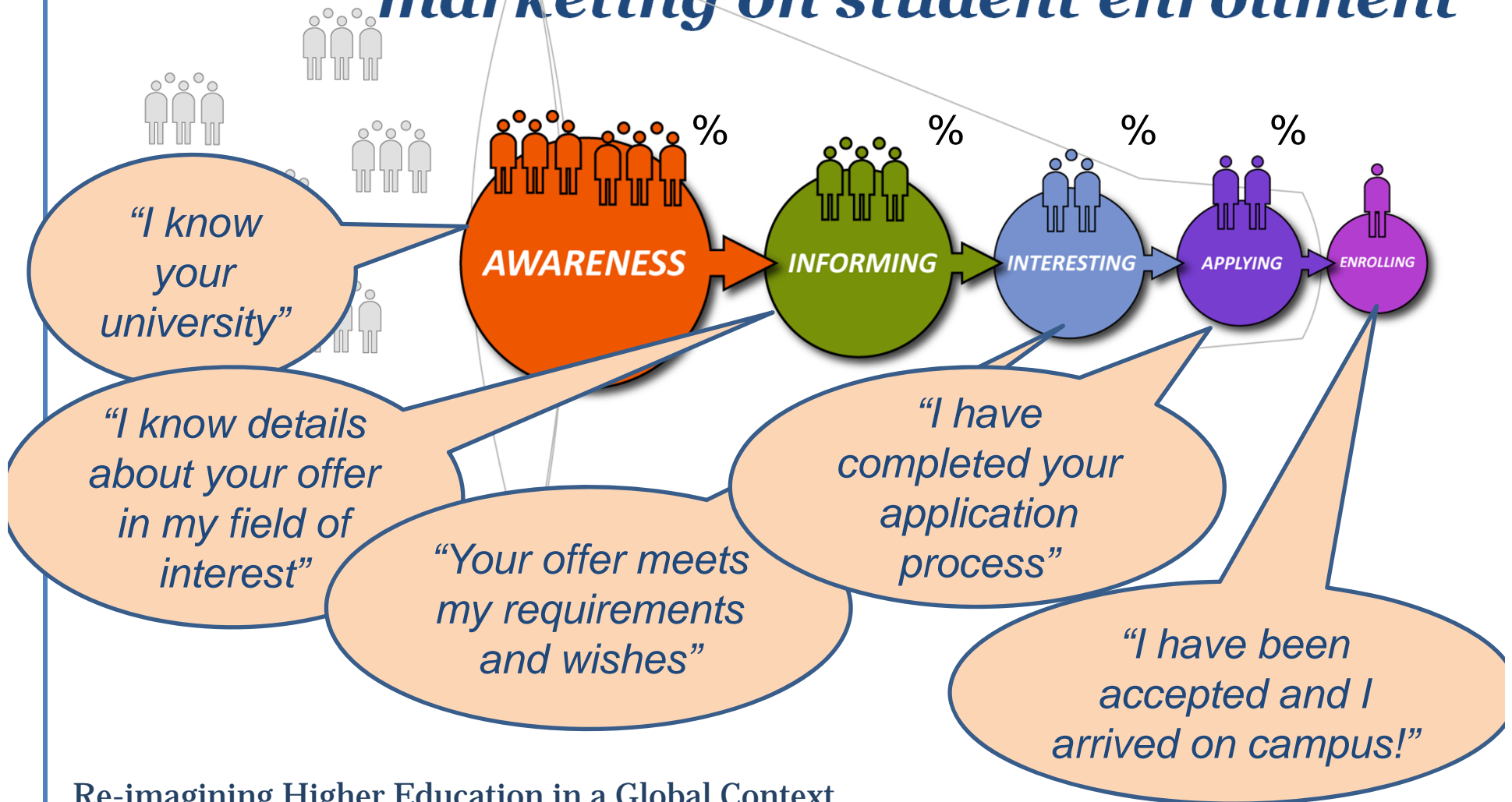
Understanding/ Improving ROI



Re-i

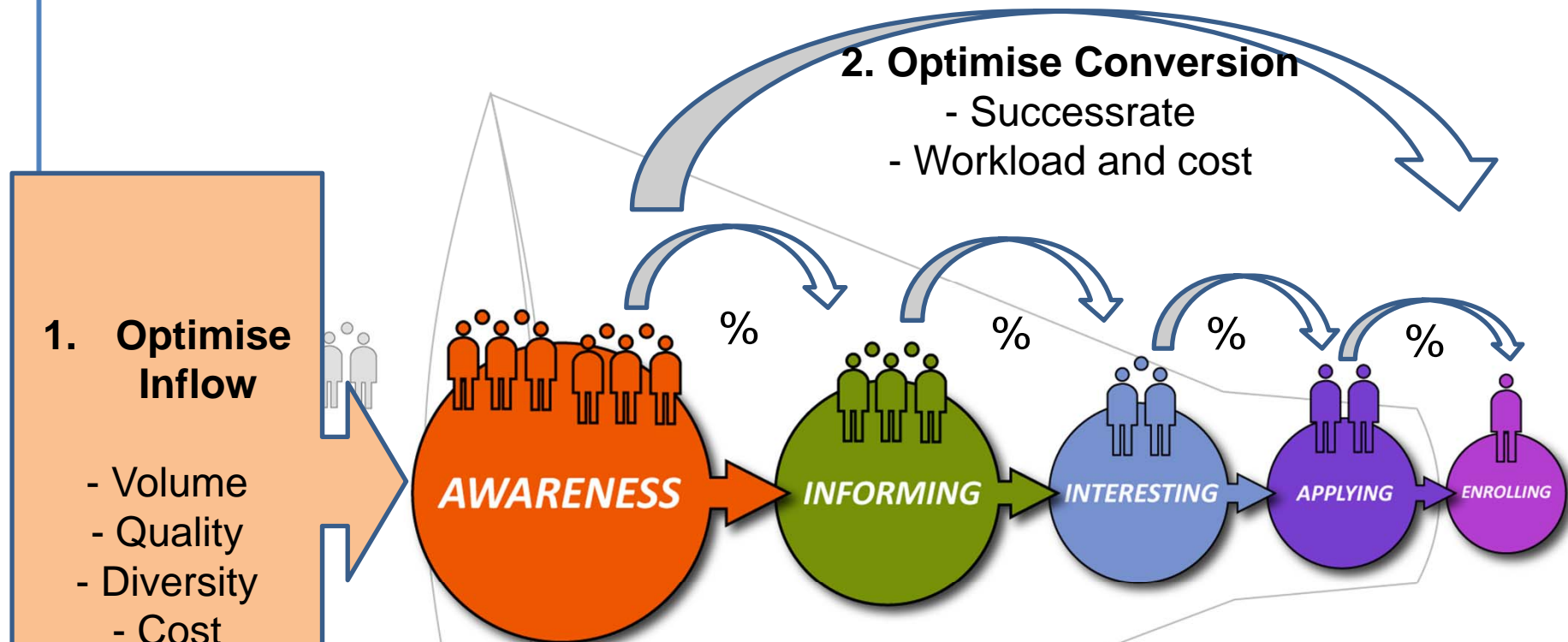
The Funnel Method

Measuring the impact of your marketing on student enrollment



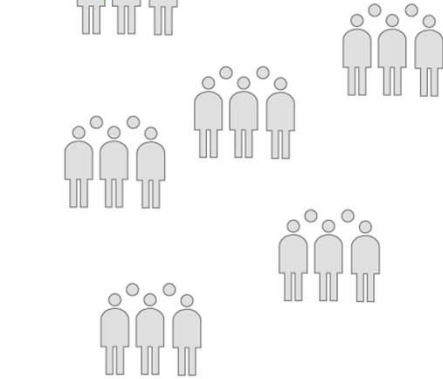
The Funnel Method

You 'only' need to focus on two end goals





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Channel/
Supplier Stats

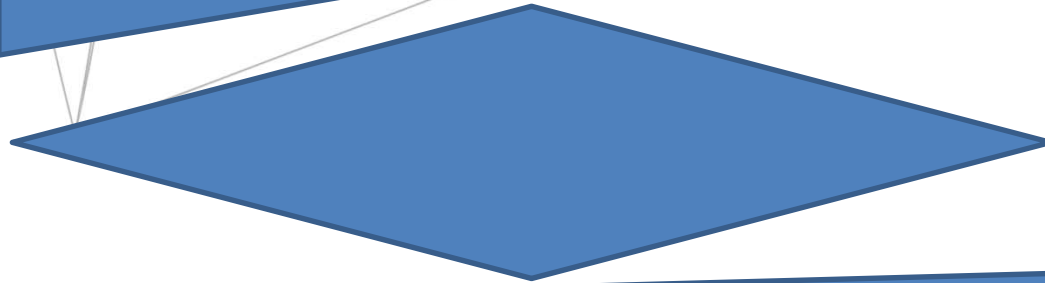
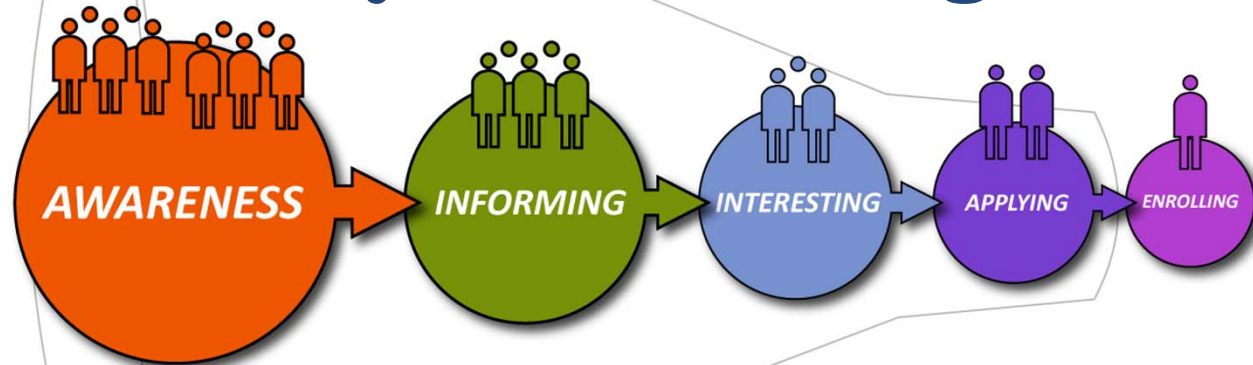
Webstats

Prospect
database/CRM

Applicant system

Personal Surveying

Key data sources – tracking – elementary in connecting the dots



Google Analytics

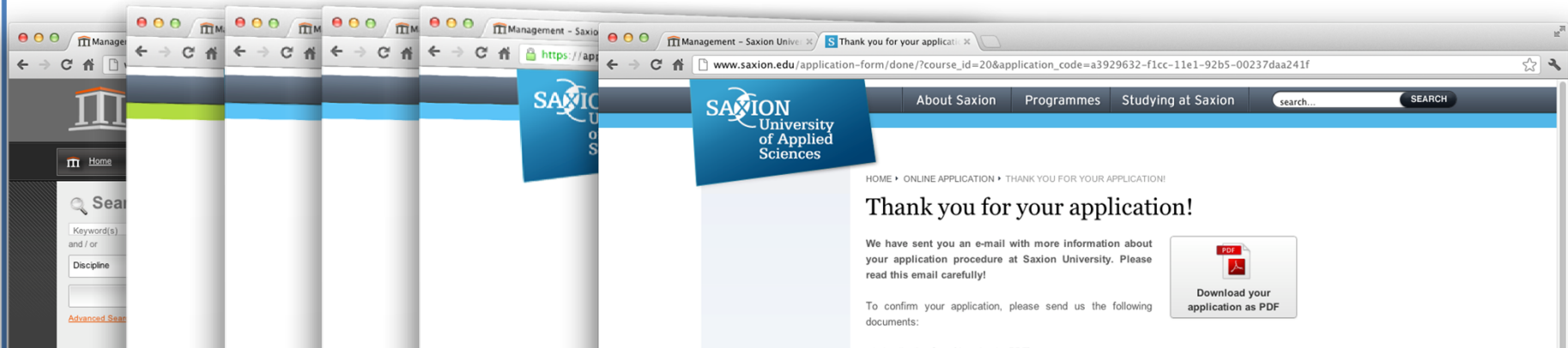


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Case study – SAXION UAS



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Saxion tracking setup





About Saxion

Programmes

Studying at Saxion

search...

SEARCH

Degree Programmes

Exchange Programmes

HOME › PROGRAMMES › DEGREE PROGRAMMES › INTENSIVE PREPARATORY COURSE

Intensive Preparatory Course

[Back to Degree programmes](#)

Course type:	Preparatory
Course sector:	Language training
Course duration:	7 months
Starting date:	February 2012
Tuition fee EU/EEA students:	€ 7375
Tuition fee: (specification)	€ 7375

Apply now 

Related content

- [Get a brochure](#)
- [General entry requirements](#)
- [Fee structure](#)
- [Faq](#)

Related courses

- [Preparatory Semester](#)
- [Preparatory Short Track](#)
- [Preparatory Year](#)

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Introduction

Course content

Requirements

Finances

Introduction

For a long time international Bachelor and Master programmes at Saxion, taught in English, have been popular with students from all over the world. Apart from the appropriate educational background, it is essential that students master the English language sufficiently to be able to follow the international courses. For students who need intensive English language preparation in order to be admitted, Saxion offers

Google Analytics Web statistics

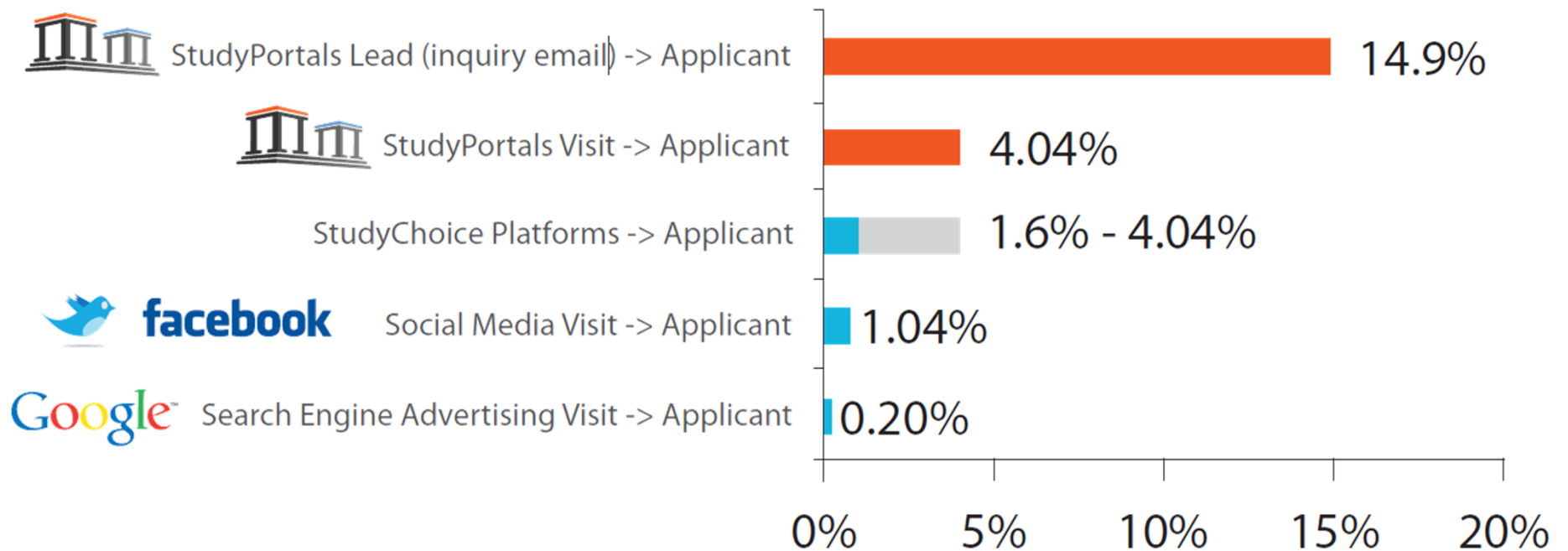
Free, online tool that measures:

- ❑ Visitor characteristics: Location, age, device etc.
- ❑ Website use: browsing behavior, which pages they view, entry & exit pages, etc.
- ❑ Traffic sources : via which websites visitors come to you, which pages they use
- ❑ OPTIONAL: Conversion to Sale, Newsletter, Lead, Application, whatever you are tracking.



Saxion Results

Measured conversion rates





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Key Take aways

- ❑ The funnel/analytic approach to online marketing
- ❑ Quick wins:
 - ❑ Look at your webstats (effective activities without web effects are rare!!)
 - ❑ Fact-based campaign evaluation: volume and quality
 - ❑ 1 Low-treshold conversion on every webpage to get students out of anonymity
- ❑ Long term guidance: build on success, learn from the frontrunners: towards a fully tracked AND OPTIMISED funnel
- ❑?

Thank you!



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International Initiatives

Enhance Georgetown's status as premier global research university through improving its capacity to operate in a global context.

- **Consulting services to the faculty**
- **Clearinghouse. Make connections.**
- **Channel resources to promising initiatives.**
- **Foster internal and external networks**
- **Promote new programs in emerging markets.**



International Initiatives: Metrics

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- **Programs launched. Sustainable?**
- **Revenue generated: tuition, fees, scholarships, research support, donations.**
- **Client (faculty) and stakeholder satisfaction.**
- **Success of related university priorities.**
- **Brand strength indicators.**

- Study Abroad Opportunities
- Faculty Research Activity
- Research Grants and Fellowships
- Alumni Travel Opportunities
- University Partnerships
- MBA/EMBA Global Residency





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Liaison Office Ideally...

- enhances research and teaching
- benefits *several* units of University
- requires small initial investment, and low (or no) on-going net expenditures
- builds and sustains *institutional* relationships – communication at various levels – from two individuals collaborating to something lasting and regenerative
- offers feasible and foreseen growth of University programs in that country



乔治城大学官方微博

<http://weibo.com/georgetownuniversity>

我要发微博

新浪认证

美国乔治城大学官方微博
修改»

图片

设置



新科学楼Regents Hall

1/6

简介

设置

乔治城大学是一所世界一流的,以学生为中心、国际化、研究型大学。学校建于1789年,是美国历史最悠久的天主教耶稣会大学。主校区位于美国首都华盛顿,在卡塔尔的多哈还设有分校区。

校训: Utraque Unum (合二为一)

代表色: Blue and Gray

别称: The Hoyas

吉祥物: Jack the Bulldog

友情链接

设置

[乔治城大学官网](#)

[乔治城大学中文简介](#)

[乔治城大学与中国](#)

[CSC-GU 博士后项目](#)

视频

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添加几个视频吧,让粉丝更好的了解你。

全部微博

全部 | 原创 | 图片 | 视频 | 音乐

搜索他说的话

搜索

高级搜索

25 1415 292
关注 粉丝 微博

我的标签

设置

乔治城 华盛顿

美国留学 通识教育

美国大学体育

国际关系 外交 法律

医学 人文社会科学

子品牌

设置



乔治城法学院

已关

乔治城大学法学院招生办

领导人

设置

添加微博帐号,让用户来一起关注他们吧。

我的粉丝(1415)





2



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GEORGETOWN UNIVERSITY

EVENTS CALENDAR

DIRECTORY

ATHLETICS

ALUMNI

LIBRARIES

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MAKE A GIFT

WORK WITH US

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History

Jesuit & Catholic Identity

Key Facts

Campus Map

Locations

Meet Our President

Board of Directors

Leadership

Meet Our Deans

Governance

Accreditation

NCAA Certification

2010-2020 Campus Plan

Visual Identity Guidelines

Departments, Centers, Programs and Institutes

Administrative Offices

乔治城大学简介

历史

学校概况

耶稣会和天主教身份特征

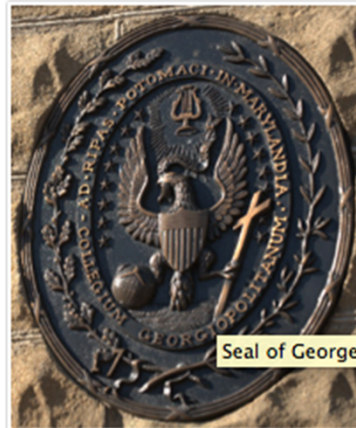
Policies & Procedures

乔治城大学简介



乔治城大学是世界上名列前茅的学术和研究机构,致力于为学生提供与众不同的学习经历,并把他们培养成新一代引领并改造世界的全球公民。乔治城大学生气勃勃,是一个由众多才华横溢的学生、教师、校友以及专业人士组成的团体,致力于将我们的科研成果、学术学识、信仰和服务应用于现实生活当中。

乔治城大学创建于1789年,是美国最古老的天主教和耶稣会大学。我们秉承建校传统,为学生提供世界一流的学习经历,通过介绍不同的宗教、文化和信仰,对学生进行综合教育,促进其全面发展。乔治城大学耶稣会的价值观念以及地处首都华盛顿的地理优势,使我们能够为学生提供一个独特的机会,让他们更好地学习和体验世界,加深对世界的理解。



Seal of Georgetown



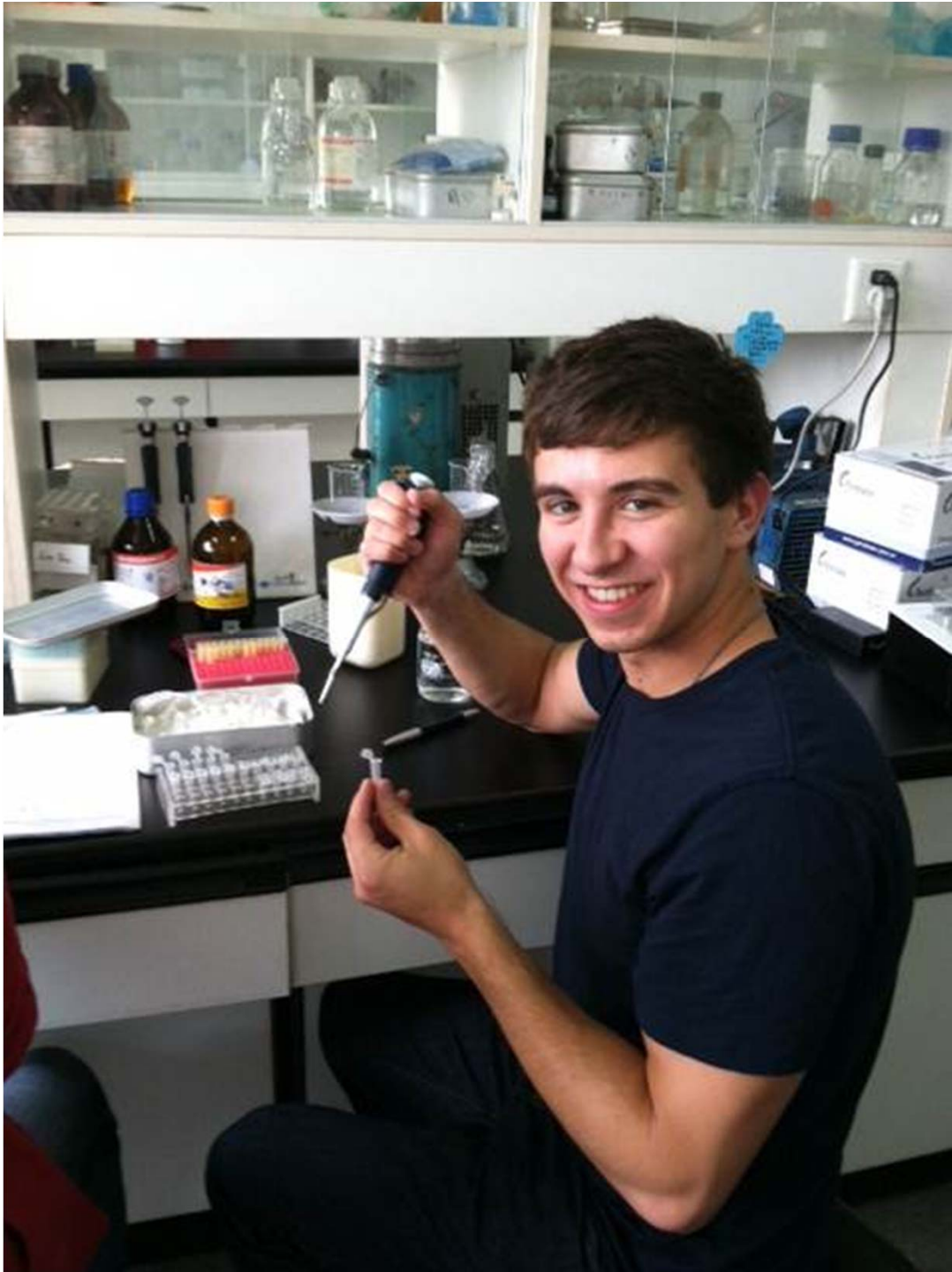
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ssr2@georgetown.edu

@SamOnLanier

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THANK YOU!

....any questions?

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BONUS SLIDES ON ONLINE METRICS

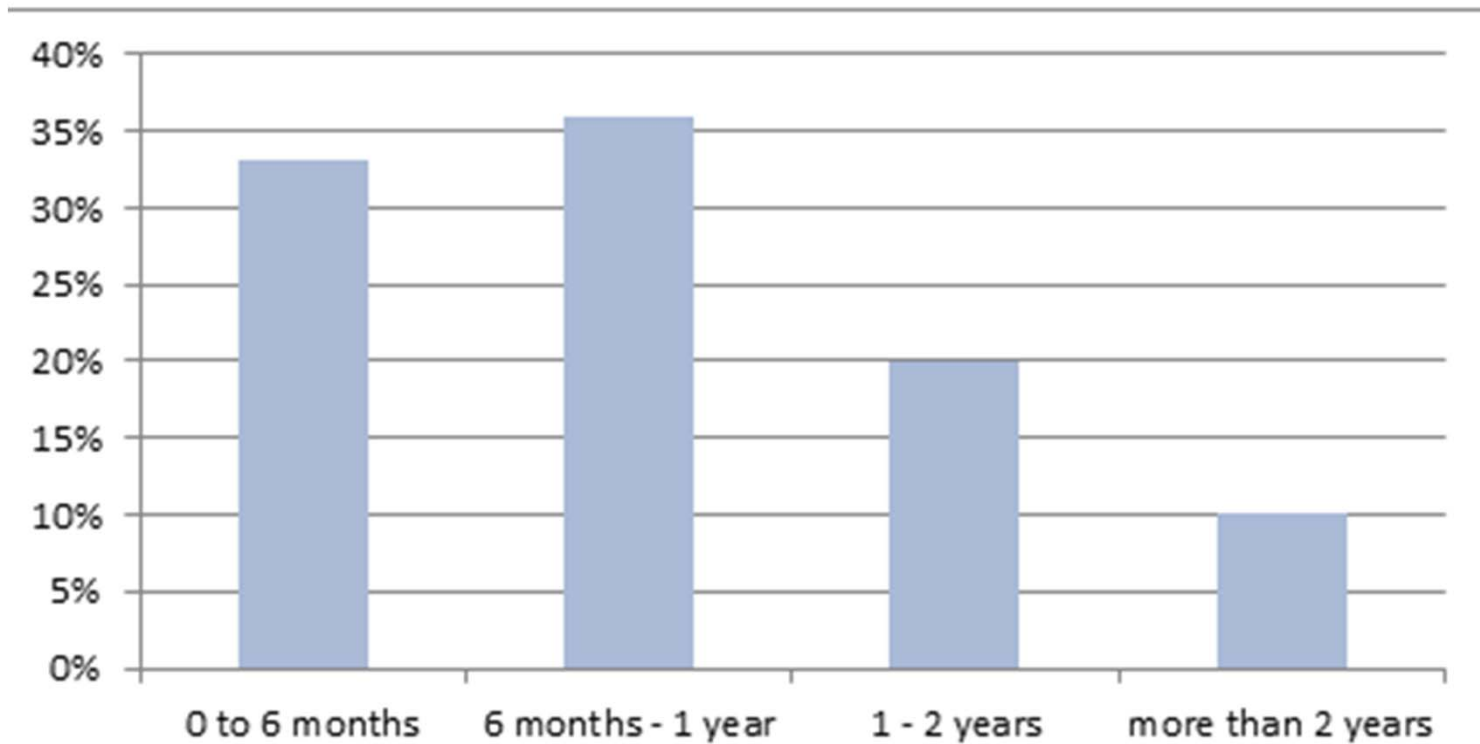
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Long Study-Choice process complicates tracking

Intended start date



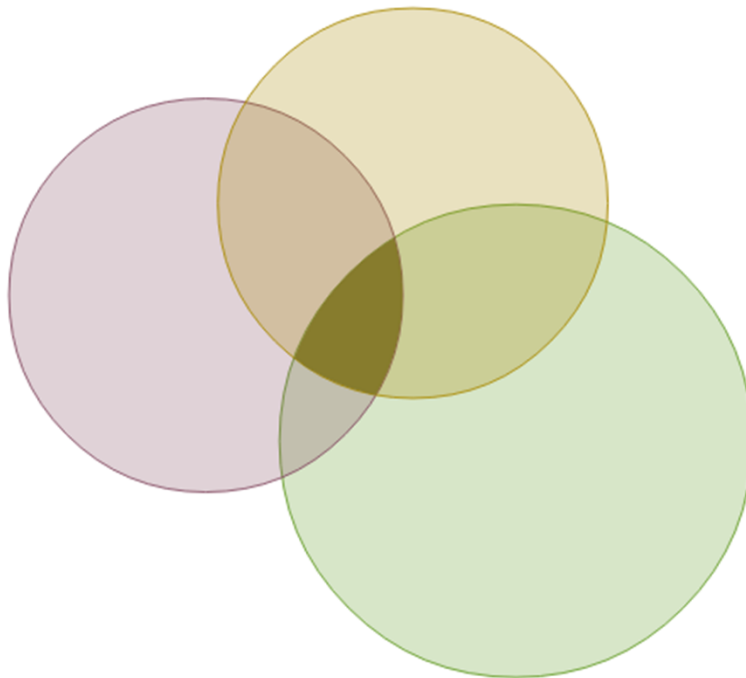
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Students use multiple Sources

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Organic Search & Referral & Direct: 2.86% (61)



The overlap areas of the circles above are approximations.

Anatomy of a conversion path (what is being tracked in this report)

First Interaction

Last Interaction

Conversion

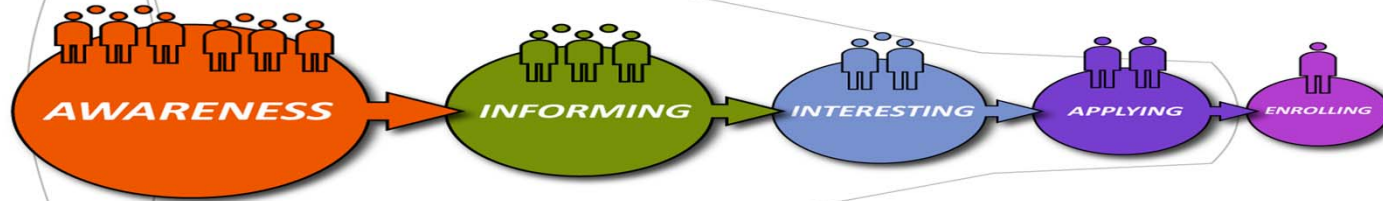








Assist Interactions

Path Length = 4 (number of interactions to conversion)

Time Lag (number of days to convert)

Channels - Compared

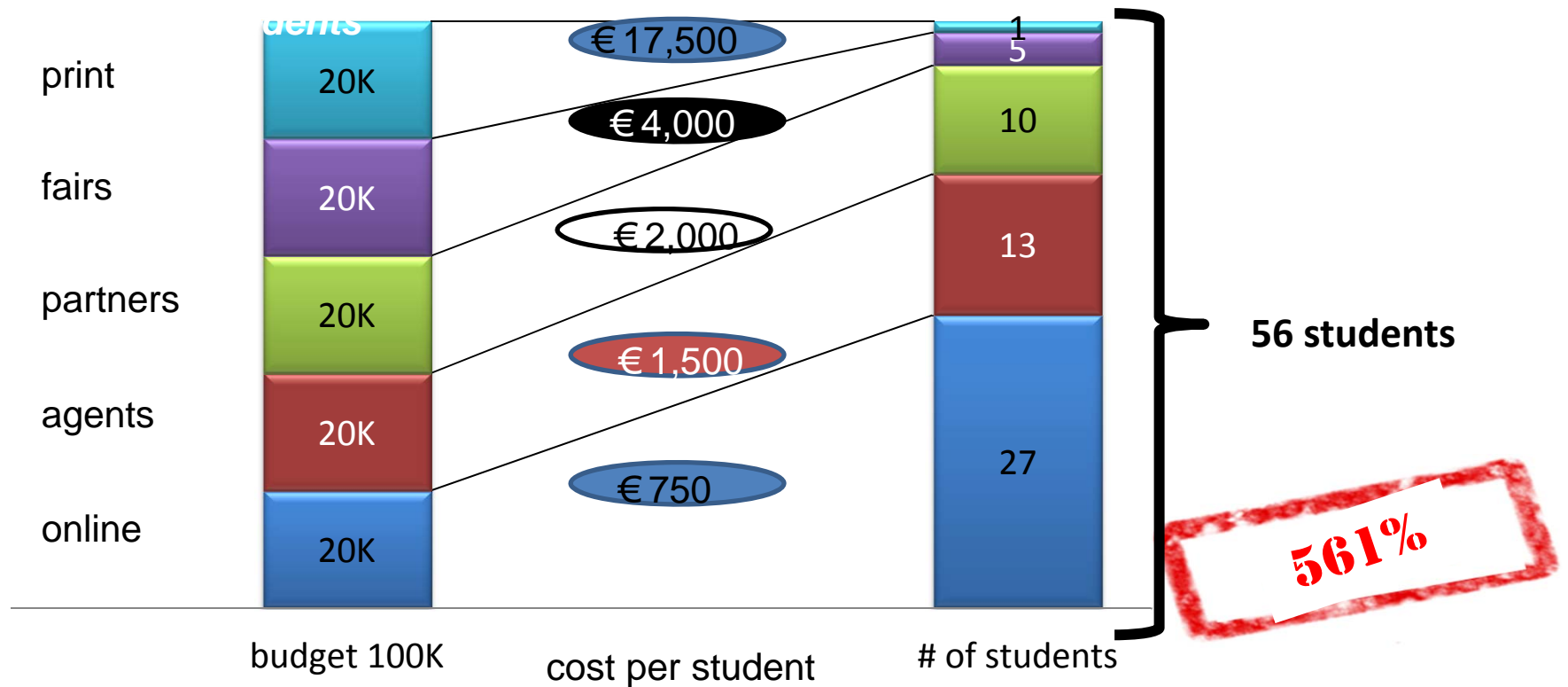


Channel	Workload	Measurability	Cost	Volume	Funnel stage
Print	☹️	☹️	☹️	☹️	
Partners	☹️	😊	☹️	☹️	
Fairs	☹️	☹️	☹️	☹️	
Agents	☹️	😊	☹️	☹️	
SEA	☹️	😊	☹️	😊	
Portals	☹️	😊	😊	😊	



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ROI on €100K budget



Optimising your ROI ROI on €100K budget

