

SUCCESS STORY



HBCU Partner Success



Kelmscott partners with HBCUs in their calling to continue to increase African American access and success, and in particular African American males. We support the critically important societal role HBCUs serve in furthering the education of this and other diverse populations.

In 2011, a mid-sized, four-year, public HBCU (Historically Black College or University) located in North Carolina approached Kelmscott with a serious enrollment predicament. Enrollments had been falling during the past years, causing budgetary issues on campus and concerns among stakeholders. In addition, a new state rule that raised the minimum entrance requirement for admission to campuses in the state system had caused enrollments to sharply dip at many state four-year institutions. The university had also struggled to keep the student body male-to-female ratio in balance. Therefore, enrollment goals were to increase overall enrollment and increase the number of male students.

Recruiting and retaining African American males is an interest and challenge for many universities across the nation as the number who are college-bound remains low across the country. For HBCUs, recruiting and retaining this population is more than simply an interest, it is a critical part of their missions and goals.

With Kelmscott's Student Search Consulting Services, Products and Superior Execution...

Following in-depth consultation and planning, Kelmscott created a customized student search strategy utilizing a tactical mix of carefully timed electronic and print messages. Specific strategies were implemented to recruit African American students, particularly males. All communications contained compelling and engaging messaging and strong, compelling calls to action. In addition, a custom pre-populated online inquiry form was created as a key strategy to get prospects to immediately inquire and apply for admission. Search respondents were sent a uniquely designed and written variable viewbook with messaging customized to each individual student's interests, including: differing graphics and information for gender, major, sports interest, etc. For instance, messaging to African American male students were targeted to their specific interests and career goals.

Initial interest was strong with response rates for early electronic messages nearing double digits. In addition, a custom print component contained an open house invitation with a personalized design, strategic messaging and a



persuasive call to attend. The result: the university admissions staff – expecting 200 attendees – were astonished when over 600 students attended the spring open house.

In fact, the student search and enrollment results were so impressive that the Associated Press, hearing about this remarkable achievement, wrote a story highlighting this extraordinary enrollment turn around.

As Rick Hinshaw, Kelmscott’s enrollment consultant for this institution, affirmed: “Kelmscott is extremely proud to partner with this institution and work as a team to exceed their enrollment goals. Together we created a custom search strategy keeping in mind their goals and institutional strengths to help bring in a phenomenal class of students.”

..You’ll Get Results!

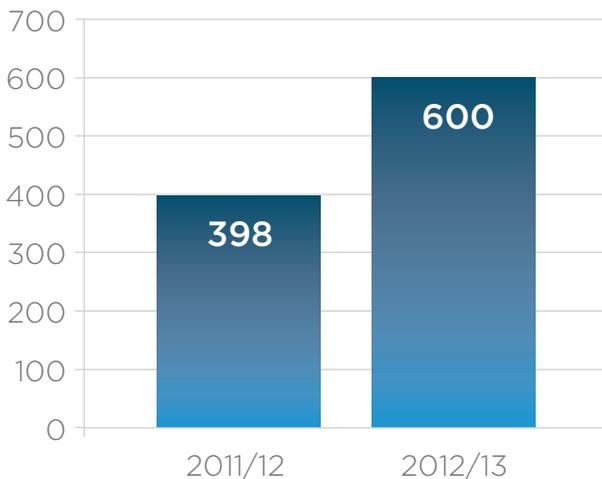
2012/13 STUDENT SEARCH RESULTS

- 18.94% overall search response rate
- 596 inquiries
- 827 secret shoppers
- 66 mobile inquiries

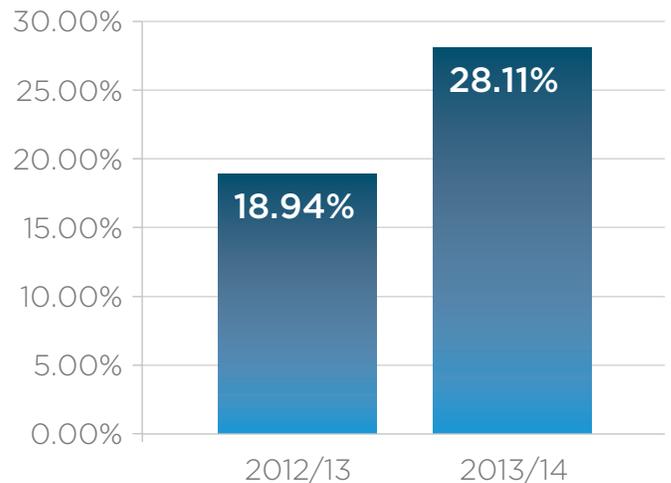
2012/13 ENROLLMENT RESULTS

- Largest group of new students in five years.
- More than 600 freshman and 245 transfer students.
- Increase of 208 first-year students, that’s an increase of 53% over the previous year!

New First-Year Students



Student Search Results Year-to-Year Response Rates





- An incredible 86% of enrolled students were in the search list!
- Reversed a downward trend in enrollment.
- Increased males numbers and lowered the gender gap.

2013/14 STUDENT SEARCH RESULTS

In this second year, Kelmscott has worked with this HBCU to further hone the student search strategies and reduce the overall costs. Thus, despite an approximately 25% reduction in search names, the university is experiencing even better results than the first year. Therefore, we anticipate even higher enrollments from this search campaign in the coming year.

- 28.11% overall response rate – that’s a 9.17% increase over last year!
- 366 inquiries to date
- 602 secret shoppers
- 78 mobile inquiries – 12 more than last year

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Customized Enrollment Management Solutions Made Simple

- Turnkey Execution
- Reach Prospective Students First
- Personalized and Targeted Messaging
- Reach Prospective Students through Direct Mail, E-Marketing and Social Media
- Real-Time Lead Generation

KelmscottEDU
●●● A FUSE COMPANY

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