



Building Capacity for Student Recruitment Success | University of Denver

Faced with unexpected turnover in their marketing and recruitment teams, the University of Denver turned to Noodle to rebuild their internal capacity and get back on track.

By partnering closely with the university, we provided strategic consulting services to build a strong recruitment ecosystem and implement best practices across marketing and enrollment channels. This support ensured critical projects stayed on track while setting the foundation for long-term success.



Background and Goals

The University of Denver, known for its strong local and regional brand, reputable faculty, and robust alumni network, faced challenges in scaling and optimizing its marketing and enrollment efforts. The primary objectives of the partnership were to:

- Establish a cohesive recruitment ecosystem.
- Develop a comprehensive M&E strategy.
- Implement technology enhancements and best practices.

Fragmented Support

Marketing and enrollment support was inconsistent across university and school levels.

Resource Limitations

Internal resource constraints, alongside unforeseen key Slate team departures and high turnover in enrollment leadership

Inconsistent Processes

Lack of standardization in journey mapping and KPI benchmarking across graduate programs.

Reporting Gaps

Inadequate reporting structure to measure success accurately and optimize strategies.

Legacy Configuration Remediations

As an early Slate instance, it had outdated configurations supporting ongoing processes, which began necessitating rebuilds.

New Feature Requests

The introduction of a new system opened access to features highly desired by various user stakeholders.

Solutions and Strategies Implemented

Noodle implemented a multi-faceted approach to address these challenges. Although this was a Slate consulting project, it was necessary to look at the overarching marketing and enrollment model at the University of Denver to ensure comprehensive improvements.

BUILD A STRONG RECRUITMENT ECOSYSTEM

- ✓ **Student-Centric Ecosystem:** Created a coordinated, student-centric marketing and enrollment ecosystem to improve the overall recruitment process and increase retention.
- ✓ **Positive First Impressions:** Ensured a seamless application and enrollment experience to foster long-term student success and advocacy.

SLATE M&E ENHANCEMENTS

- ✓ **Form Optimization:** Embedded optimized RFI forms in program-specific landing pages to improve conversions.
- ✓ **Email Campaigns:** Cataloged and migrated existing email drip campaigns to utilize populations, ensuring consistency and ease of support.
- ✓ **Program of Interest Entity:** Utilized entities to create a one-to-many relationship between person records and their associated interests, simplifying data management and reporting.

IMPLEMENT BEST PRACTICES BY CHANNEL

- ✓ **Paid Media Planning:** Adopted a bottom-up approach, prioritizing prospects at the bottom of the funnel who were most likely to convert, and allocating the majority of the budget to the engagement phase.
- ✓ **SEO and Content-Driven Strategies:** Focused on keyword research, optimizing site content, and leveraging digital PR to build a robust online reputation.

MEASURE SUCCESS AND OPTIMIZE

- ✓ **Holistic Analytics Framework:** Established a comprehensive reporting and analytics framework covering impression to new student add/drop, enabling data-driven optimization plans.
- ✓ **Regular Audits:** Conducted annual audits of automated communications, microsites, and landing pages to ensure alignment with brand messages and identify areas for improvement.

FOUNDATIONAL STRATEGIES

- ✓ **Program & Portfolio Positioning:** Regularly conducted audits of vertical and program levels using multiple inputs, including IPEDS, labor market data, competitive positioning, and marketing data.
- ✓ **Gather Insights through Surveys & User Testing:** Collected feedback from prospective and enrolled students to inform future programs, improve student experience, and increase retention and satisfaction.

Student Journey

A well-defined student journey was mapped out to ensure prospective students had a seamless experience from inquiry to enrollment. Key touchpoints included:



Awareness

Utilizing paid media, digital PR, and organic content to generate interest.

Engagement

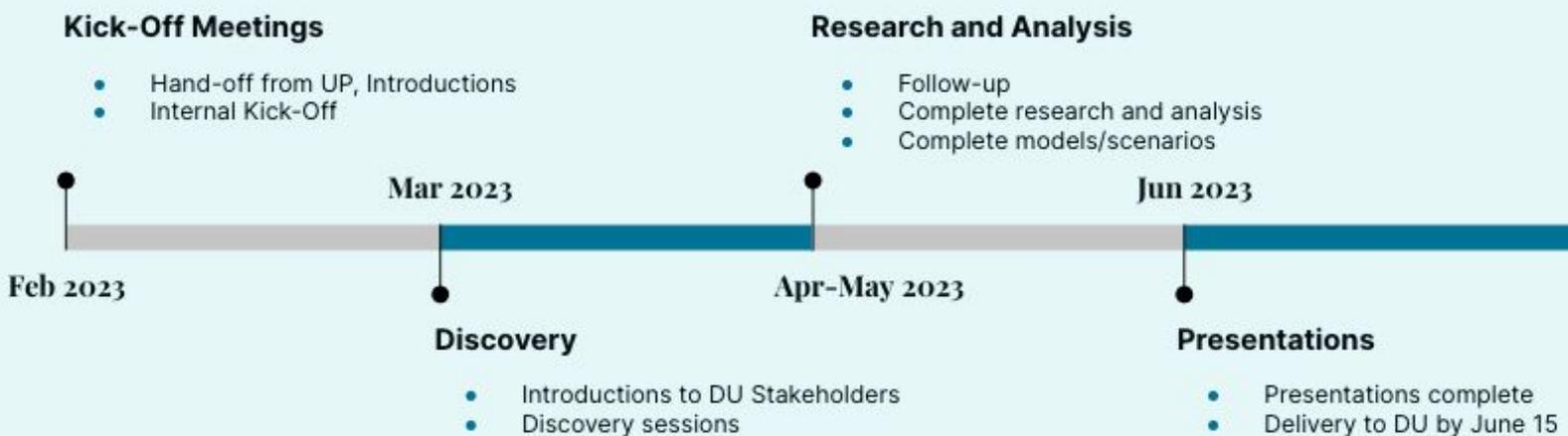
Providing helpful articles, program overviews, and streamlined applications to nurture leads.

Conversion

Implementing remarketing and yield campaigns, along with student support communications, to guide students through to enrollment.

Project Timeline

The partnership followed a structured timeline to ensure effective implementation:





RESULTS

The implementation of Noodle's strategies led to significant improvements:

Increased Engagement and Retention

Prospective student engagement and retention rates improved due to a positive application and enrollment experience.

Efficiency Gains

The recruitment process became more streamlined, benefiting both prospective students and staff.

Optimized Campaigns

Enhanced performance of marketing campaigns, with better tracking and reporting of program performance.

Notable Metrics

Examples include increased application completion rates and higher enrollment numbers, showcasing the success of the partnership.

Conclusion

This Slate consulting partnership between Noodle and the University of Denver resulted in a stronger, more efficient marketing and enrollment ecosystem. Although this was initially a Slate consulting project, it became part of a larger M&E consulting engagement.

Through strategic Slate consulting services, Noodle helped the University achieve its goals, driving significant improvements in student engagement, retention, and overall performance. This case study highlights the value of Noodle's expertise in transforming the University's M&E processes and the ongoing commitment to supporting its strategic objectives.

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