UMKC's strategy: 20,000 by 2020

- Everything we do is rooted in UMKC Strategic Plan

By 2020 we will grow enrollment to 20,000 and increase graduation rates 10% by ensuring student success through a small-college experience as Kansas City’s community engaged urban research university while leveraging our strengths in the visual and performing arts, life and health sciences, and entrepreneurship.

Who are we trying to reach? And what do we know about what they want?
Undergrad target audience

• 17-24 years olds exploring college opportunities
  – Primary: High school juniors and seniors living in the KC DMA and Kansas metro-rate counties
  – Secondary: Community college transfer students living in the KC DMA and Kansas metro-rate counties
  – Tertiary: Parents, community influencers, non-traditional
• Undergrad recruitment is only one of numerous marketing efforts under way at UMKC, FYI

How we know what they want

Prospective students
• 79,365 Midwestern college-bound juniors and seniors (2% response rate)
  – National Research Center for College and University Admissions

Current students
• 13,530 current UMKC students (30% response rate)

Faculty and staff
• 3,551 UMKC faculty and staff (34% response rate)

Alumni and community members
• 80,000 UMKC alumni and Kansas City community leaders (8.8% response rate)

What they say distinguishes UMKC

• A major urban research university set on a vibrant, green campus.
• Topnotch faculty and small class size = great education.
• Location at the heart of a thriving city with lots of arts, culture, sports -- and major companies, that add up to great jobs and internships.
• Diversity, vibrancy of student life on campus.
• Value and affordability, touting Princeton Review rating and our expanded Metro Rate.

UMKC’s No. 1 rankings vs. 13 peer institutions (MU, KU, etc.)

• #1 in Academic Quality
• #1 in Affordability
• #1 in Student Support
• #1 in Location
• #1 in College Experience
Top 5 factors nationally in making college choice

- 1. Quality of academic major or field of study
- 2. Track record of graduates getting good jobs
- 3. Track record of graduates getting accepted into good graduate programs
- 4. Affordability: Scholarships and financial aid available
- 5. Quality of faculty as teachers and mentors

Source: TeensTALK survey, STAMATS Inc.

Trends we are watching – and you should be too!

Millennials, aka Generation Y

MORE THAN A QUARTER OF THE U.S. POPULATION BELONGS TO GENERATION Y

No. 1 25.0%
Gen X 18

No. 2 24.5%
Millenials 17

No. 3 15.4%
Gen Y 13

No. 4 23.6%
Baby Boomers 12

No. 5 10.5%
The “Millennial Generation” 8
UMKC ad campaigns
2014-Present: Going places

August 2014:
New campaign launch

August 2014 to present:
Billboards, digital ads and commercials

Campaign achievements

- Spring results show display and search advertising garnered more than 11.5 million impressions and a CTR of 0.26% (beating Fall Campaign CTR)
- The video campaign achieved a quarter-million impressions and achieved a 74% completion rate (62% industry average)
- "Apply to UMKC" was most popular with over 72% conversions
- We received more than 4,500 page views/month on umkc.edu/goingplaces
- SAEM reported increase in applications during campaign timeframe, final data not yet crunched.

2015 and beyond:
Still going places

The Big Reveal!!!

Billboards
New signage at main entrance

New staircase art

Three more big ones for 2015
• UMKC Storytelling Project
• Unit-based digital marketing projects
• Unit-based strategies (Case study: A&S)
#UMKCGoingPlaces

Digital Storytelling Project

Our Students. Our Story.

Follow us on Twitter: @UMKC

I want to get my degree and become an R.N. As a nurse, I would have lots of career options.
Targeted Digital Recruiting

- Projects under way with SCE, SONHS and Bloch
  - Paid search
  - Targeting and retargeting
  - Facebook and LinkedIn marketing

Unit-based recruiting support:

- Continue crucial work with academic units to develop unit-specific plans, aimed at growing recruitment.
  - Targeted messaging
  - Coordinated look and feel on viewbook, website, all materials PR
  - Working closely with A&S leadership/faculty/staff, SAEM recruiter, CRM, etc. on marketing strategy

A&S: Hot off the presses

- Every success story has a beginning
- UMKC College of Arts and Sciences