

***COLLEGE &
ADMISSIONS
COLLABORATION***



IN OUR GRIT, OUR GLORY™



Students are **applying to more universities** than ever before (between 4 and 7).

Demographic shift means **there are less students** to recruit.

Students and families are **extremely price conscious.**

Competition for students is tougher than ever.

...also something about a pandemic?

**Recruitment is tough right now,
but we can meet the challenge
through collaboration.**

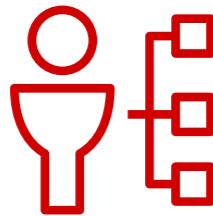
We can't do it alone.



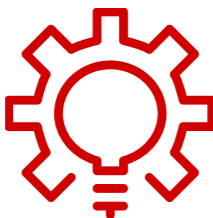
ASEM WANTS TO PARTNER WITH YOU



Our goal is to make the most of our time and money by using both to accomplish the most good possible for the university.



We believe this is best done by aligning the steps of the process to our strengths.



ASEM brings expertise in mindsets and positioning strategy.



Colleges bring expertise in their programs and the value they offer students.



ASEM WANTS TO PARTNER WITH YOU

- 1 Plug & Play Emails**
- 2 Website Strategy**
- 3 Custom Audience Targeting
(Direct Match) Advertisements**
- 4 Short Video**





PLUG & PLAY EMAILS

SPORTS



Fname,

We think you may be a good fit to study in the [College of _____](#) at Nebraska.

Through coursework, a collaborative social network, real-world experiences and faculty guidance, we can help you open doors for incredible internships and careers with major companies like [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#).

See for yourself what it could be like: tap below to watch a day in the life of [_____](#) student, [First Last](#).



[Watch a Day in the Husker Life »](#)



**Plug-and-play works
because the process is
aligned to our strengths.**

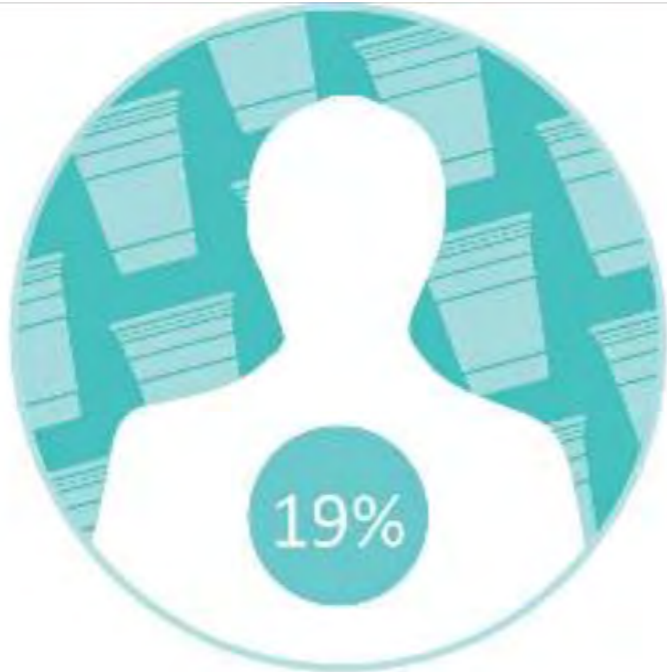




WEBSITE STRATEGY

START

STUDENT MINDSETS



SOCIAL FOCUS



EXPERIENTIAL INTERESTS



CAREER THROUGH ACADEMICS



GRAD SCHOOL BOUND



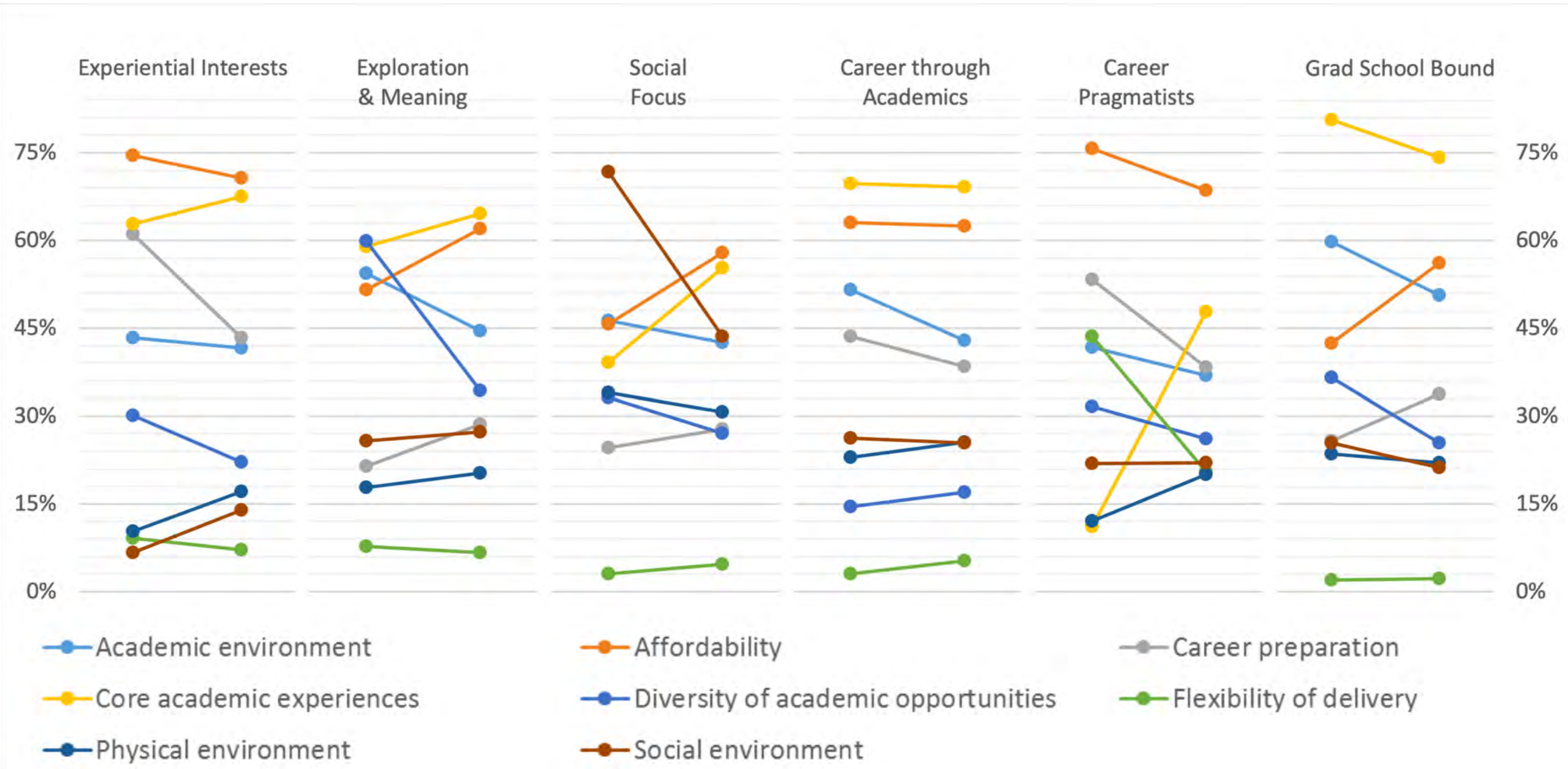
CAREER PRAGMATISTS



EXPLORATION & MEANING

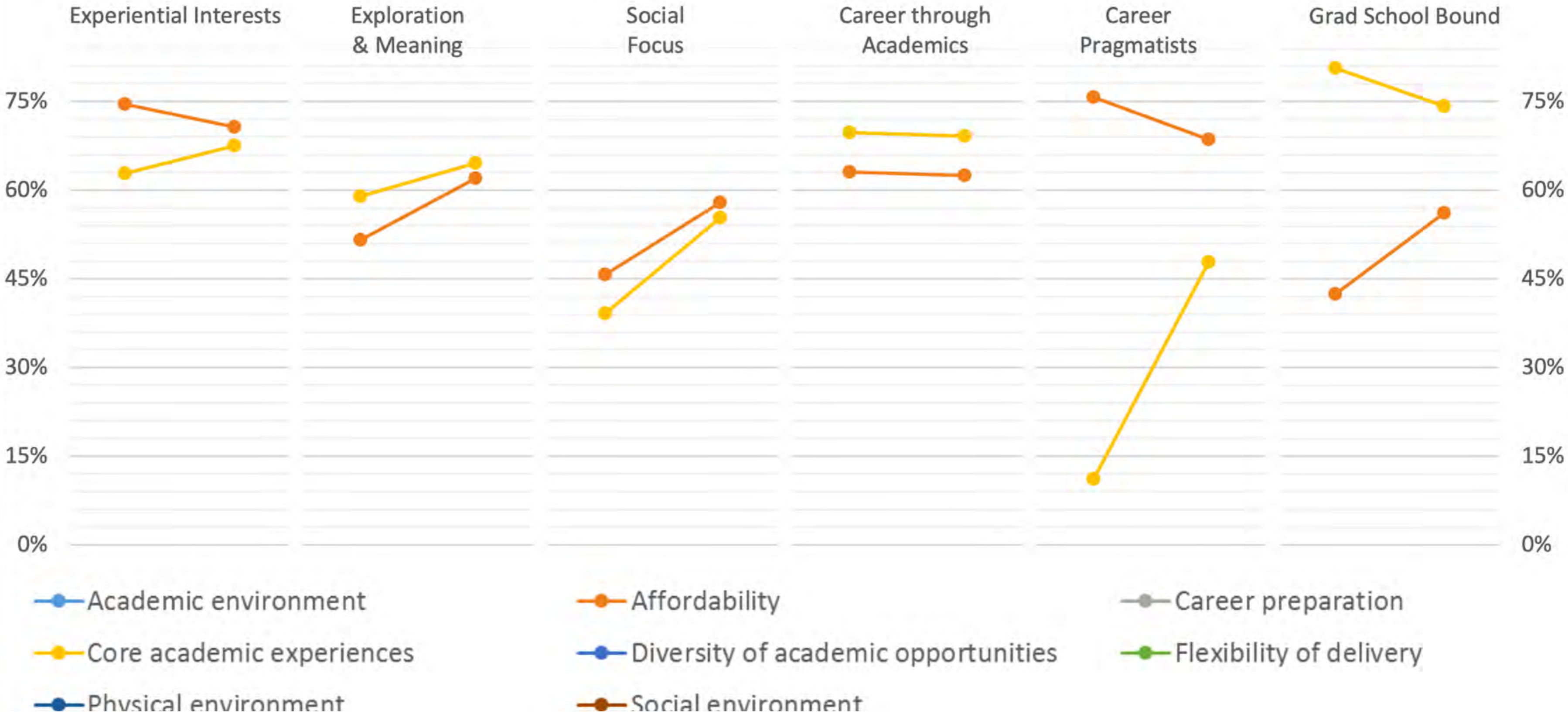


SHIFTING ENROLLMENT DRIVERS



Source: Eduventures 2017 Prospective Student Survey

SHIFTING ENROLLMENT DRIVERS



Source: Eduventures 2017 Prospective Student Survey

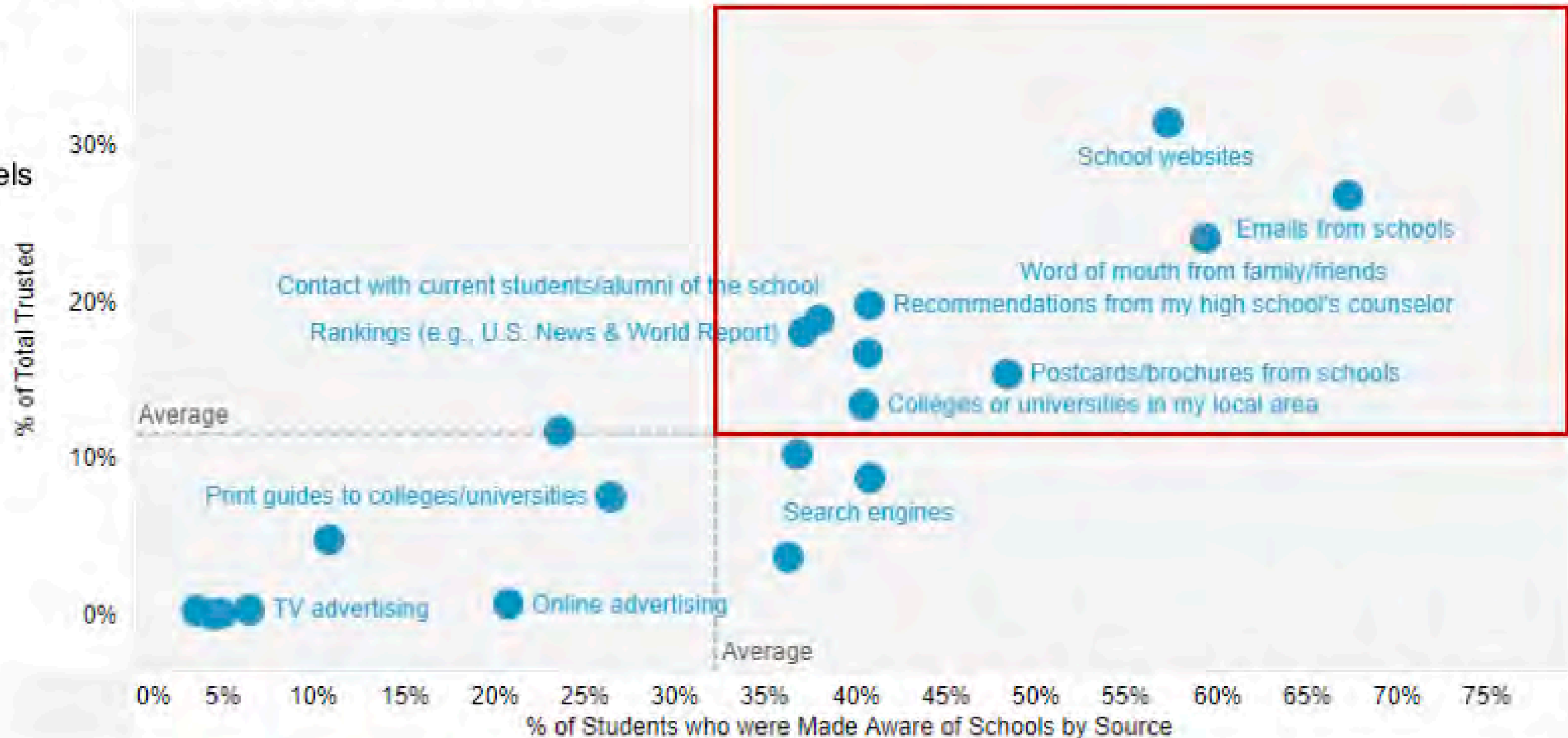
Comparing Importance and Perception

	Attribute	% "Very Important"	Students - % UNL is "Very Good"	Parents - % UNL is "Very Good"
Most important factors and areas in which UNL should focus on improving perception	Availability of scholarships and financial aid	81%	37%	30%
	Cost after scholarships and financial aid	78%	30%	29%
	Quality of one's intended major	75%	36%	54%
	UNL graduates get good jobs in their field	72%	39%	45%
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	Things to do off campus	28%	38%	59%
	Diversity of the student body	25%	29%	41%
	Opportunities for study abroad	23%	27%	40%
	UNL's proximity to your home	21%	20%	44%
	Exciting athletics program	20%	43%	73%
	Opportunities to conduct research	18%	27%	43%

Influencing Opinion of UNL

Sources Awareness vs. Source Trust

ADV results align with national research on student use and trust communication channels



YOUR MOST IMPORTANT MARKETING TOOL



48%

College websites are the most trusted and most used communication channel for prospective students.

Nearly half of college prospects go first to program websites before institutional websites.



Virginia Tech increased Liberal Arts applications **25% following departmental website improvements.**

** Source: EAB Interviews and Analysis.*

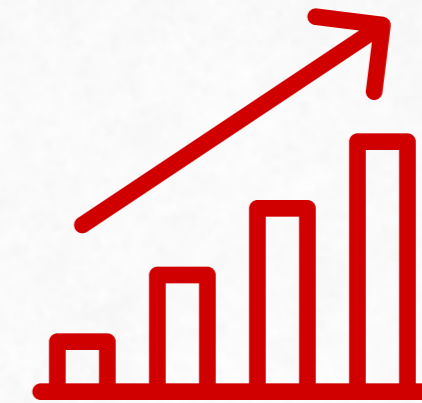
MINDSET STRATEGY



Students often start the “conversation” with us on college and departmental websites.



The opening conversation is critical to gaining student engagement; mindset segmentation improves our chances of engaging a student.



The more a prospective student is engaged, the more likely they will apply.



ASEM'S APPROACH

CAREER

*Experiential Interest
Career Pragmatist*

SOCIAL

*Social Focus
Exploration & Meaning*

ACADEMICS

*Career thru Academics
Grad School Bound*



Stretch Your Strengths as a Husker

How do you want to create your future? Learn by doing. Develop essential career skills. Expand your connections. Give back. Dive into classes. Prepare for grad school. Whatever it is, you can do it here. We believe in you, and we're ready to help you stretch your strengths to achieve your goals.



Connect to your career path.

Take your learning hands on and develop essential career skills.

[Explore Career Connections](#)



Expand your community and give back.

Develop meaningful 1-to-1 relationships and work together to make a difference.

[Explore Community](#)



Engage with Big Ten academics.

Connect the classroom to your career or build a solid foundation for graduate school.

[Explore Academic Life](#)

POSITIONING FEATURES AS SEGMENTED BENEFITS



Connect To Your Career

With more than 500 Registered Student Organizations to choose from, you are bound to find a support group of other students with similar goals and gain experience toward your career, no matter your academic discipline or dream job. Explore examples of clubs catered connected to academic programs, or tap the link below to search a list of all clubs and organizations.

Get Connected On Campus

No matter your major or interests, you can create and collaborate with peers by joining one of our many Registered Student Organizations. Explore examples of clubs related to academic programs, or tap the link below to search a list of all clubs and organizations.

Find Your Academic Community

With 500+ Registered Student Organizations, you are bound to find a club catered toward your major or interests, where you can stretch your strengths through academic collaboration with your peers and professors. Explore examples of clubs connected to colleges across campus, or tap the link below to search a list of all clubs and organizations.


POSITIONING STUDENTS AS THE "HERO"



N NEBRASKA

COCREATE

HOME | ARTICLES | VIDEOS



Real Life
Experience

LEARN BY DOING

LEARNING OUTSIDE **THE**
CLASSROOM

- TAYLER SUNDERMANN -

AUTHENTIC, SOCIAL PROOF



LIVE AND LEARN WITH YOUR PEERS

Making the transition from high school to college is easier when you're surrounded by peers who share similar interests and goals. Learning Communities (LC) are groups of students with a shared major or interest area who live in the same residence hall and are mentored by an upperclassman. Joining an LC gives you an instant community of people who like the same things, and can help you make friendships that'll last through college and beyond.

 **Nebraska Learning Communities**
@unlearncom



Well #lcbigtrip goes, this weekend has been fun! Here's some highlights from our last morning in the Windy City. We hope you all had fun getting to learn more from professionals in your future

 **Nebraska Learning Communities**
@unlearncom



Career exploration day of the #lcbigtrip was a huge success here in Chicago! Thanks to all of our sponsors and site visits for a great afternoon of fun and networking!



From Community to Career: Justice Forte

When Justice came to Nebraska from New Jersey, she wasn't sure what to expect. She found the support system she needed to succeed through her learning community. "It was really nice, especially the first couple weeks, to be able to have this group of people to do things with. On our floor, everybody had their doors open all the time and people would just pop in and talk to me, which was really nice as I got used to not having my family and friends nearby anymore."

[READ MORE ►](#)

LET'S CHAT

ANCHORED IN THE BRAND



Earn it
Every Day

DON'T WAIT TO APPLY YOUR SKILLS

At Nebraska, you won't wait to wait until graduation to apply the skills you learn in class. Through internships and co-ops, you can take what you've learned and start making advances toward your chosen career path. Not only will internships help you stretch your strengths through real-world experience, but they will also help your application stand out when applying to your first job or a graduate program.

Show 1-to-1
in Action



Find Your Strengths
and Stretch Them

University of Nebraska-Lincoln
@unlincoln



Creating New Knowledge Now

Last spring, Nebraska's Sociology Department started a new research and outreach program to engage middle school youth with science and help



Through her mechanical engineering internship at NASA, Stephanie Vavra got to design and prototype robotic manipulator for future lunar missions.

Read More ▶

Break New Ground: Riley Naughton

Through her research program, Nebraska student Riley Naughton uses cutting-edge technology like body scanners to create more functional costumes. "People have used tech like this a little bit in the costuming and design fields before, but it's really still a new practice in the fashion industry, so to be able to use it in college is awesome. I definitely haven't heard of other colleges having the tech or making use of it on a regular basis like we're able to here."

READ MORE ▶

Positive Collision of
Ideas and Experiences

LET'S CHAT



**Let's meet about
your website!**





DIRECT MATCH ADVERTISING

SPORTS

TARGETED TO MINDSET



**EXPERIENCE
YOUR CAREER**
BEFORE YOU EVEN
GET STARTED!

APPLY TODAY

N

**PREPARE
TO SCORE
THAT
JOB**

APPLY TODAY

N

**MAKE FRIENDS
THAT LAST A
LIFETIME**

APPLY TODAY

N

**BE A
CHANGEMAKER**
WE SEE YOUR POTENTIAL

APPLY TODAY

N

**GRADUATE
READY**
FOR YOUR CAREER

APPLY TODAY

N

**NATIONALLY RANKED
RESEARCH UNIVERSITY**

APPLY TODAY

N

**GRADUATE
READY**
FOR YOUR CAREER

APPLY TODAY

N

THE OPENING CONVERSATION MATTERS

+1,200%

**Ads segmented to mindset
increased engagement an
average of 12 times over
the “generic” control.**



**Creative is straightforward—
it essentially works to say
“we have what you are
looking for.”**

N

THE OPENING CONVERSATION MATTERS

N

***EXPERIENCE
YOUR CAREER***
BEFORE YOU EVEN
GET STARTED!

N

APPLY TODAY

This advertisement features a red-tinted background image of two young men looking at a document. The text is white and bold, with the main headline in italics. A white 'N' logo is in the bottom right, and a blue button with white text is in the bottom left.

***PREPARE
TO SCORE
THAT JOB***

N

APPLY TODAY

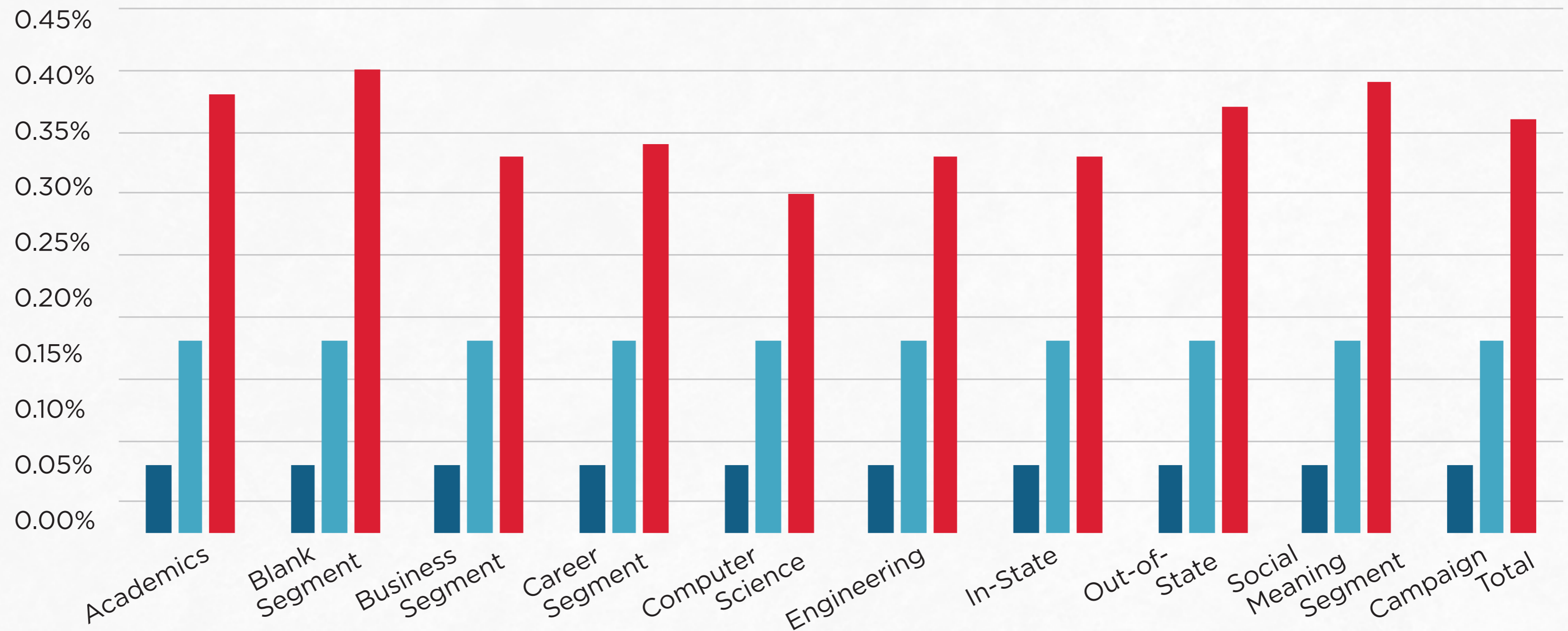
This advertisement features a red-tinted background image of two young women looking at a document. The text is white and bold, with the main headline in italics. A white 'N' logo is in the bottom left, and a blue button with white text is in the bottom right.

20x

**Higher engagement
following messaging
to “career” segment**

CLICK THRU RATE (CTR)

■ National Avg. ■ NRCCUA Higher Ed Avg. ■ UNL Avg.



RESULTS BY SEGMENT



Segmentation Name	Impressions Delivered as of 1/15/21	Clicks	CTR	Total Conversions	Conversion Rates
In-State	517,596	1,732	0.33%	118,065	22.8%
Out-of-State	378,835	1,394	0.37%	3,551	0.9%
Career	78,752	1,825	0.34%	119,639	22.3%
Social Meaning	263,062	1,027	0.39%	23,921	9.1%
Academics	220,173	846	0.38%	11,377	5.2%
Blank	582,052	2,331	0.40%	5,817	1.0%
Business	84,677	281	0.33%	3,823	4.5%
Comp Science	78,752	240	0.30%	1,273	1.6%
Engineering	107,390	350	0.33%	2,093	1.9%
TOTALS	2,769,031	10,026	0.36%	289,559	10.5%

In-State engagement was supported by the app fee waiver campaign

Engagement is the highest when the opening conversation starts with mindsets

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PROGRAM-SPECIFIC MESSAGING TEST



7,000+

Additional visits to unl.edu
driven by program ads

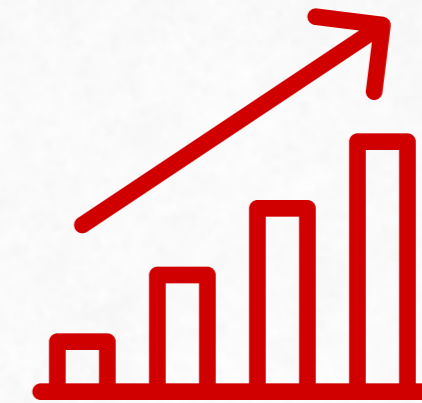
WHY DIRECT MATCH?



We can take the “opening conversation” directly to students who are already pre-qualified as possible applicants.



We can deliver the right message at the right time for students relative to their enrollment drivers, making them more engaged with us.



The more a prospective student is engaged, the more likely they will apply.





We NEED college messaging in our ads to complete our strategy.

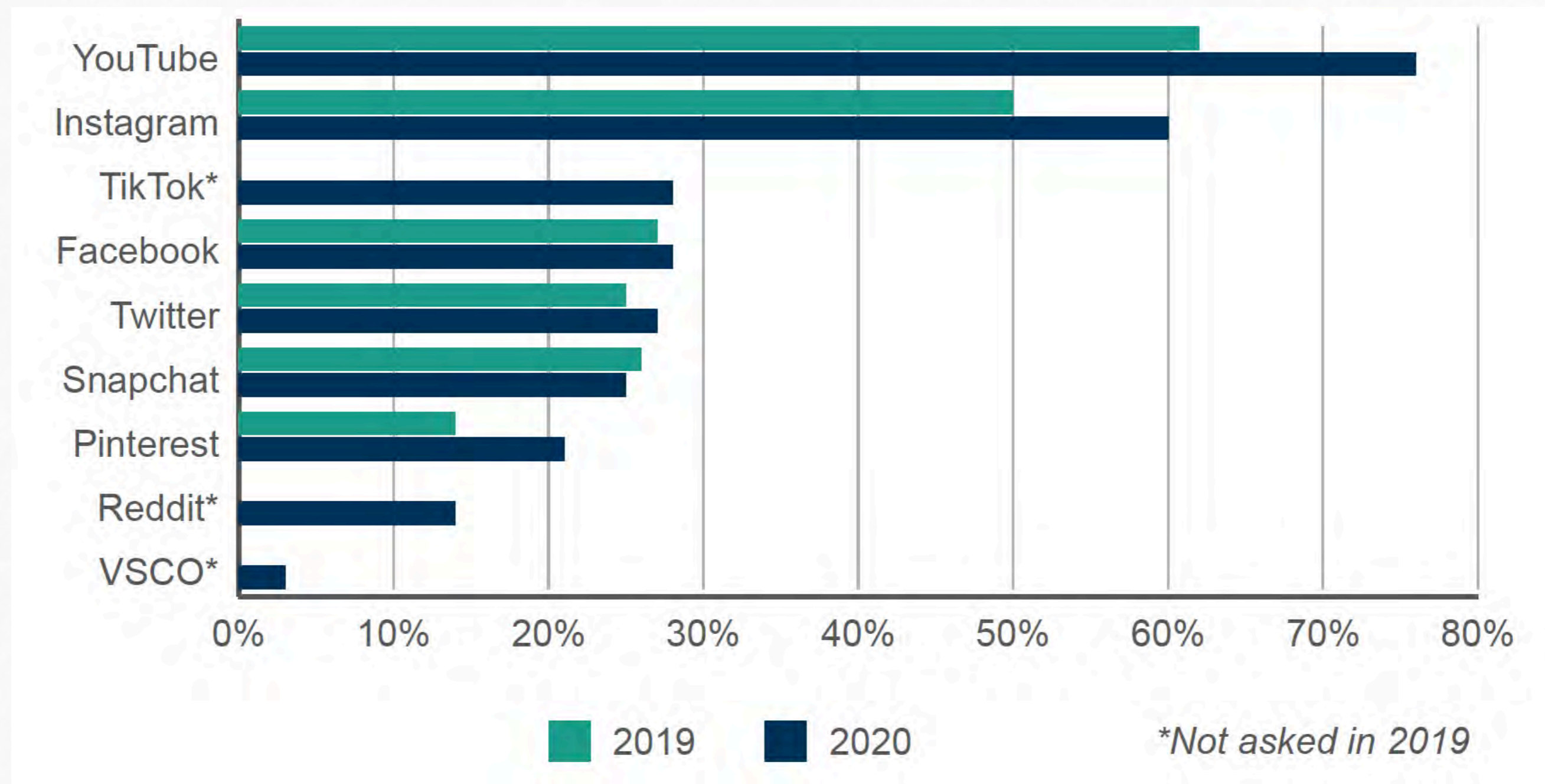
We can easily scale with minimal coordination and a \$5-10k investment from each college.



SHORT VIDEO

SHORT

3/4 OF STUDENTS USE YOUTUBE IN THEIR SEARCH



* Source: ACT/NRCCUA



“A newcomer in the 2020 pecking order is TikTok [...], TikTok only allows for short-form videos up to 60 seconds in length.

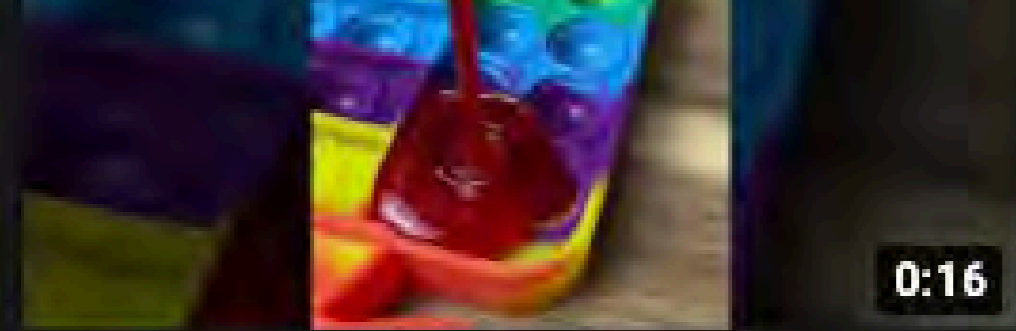
“This time restriction may make conveying a sense of an institution seem challenging, but institutions should note that students appreciate visual cues in a short, ‘bite-sized’ format.

“Younger students are more likely to say they used the platform in their search than seniors.”

** Source: ACT/NRCCUA*



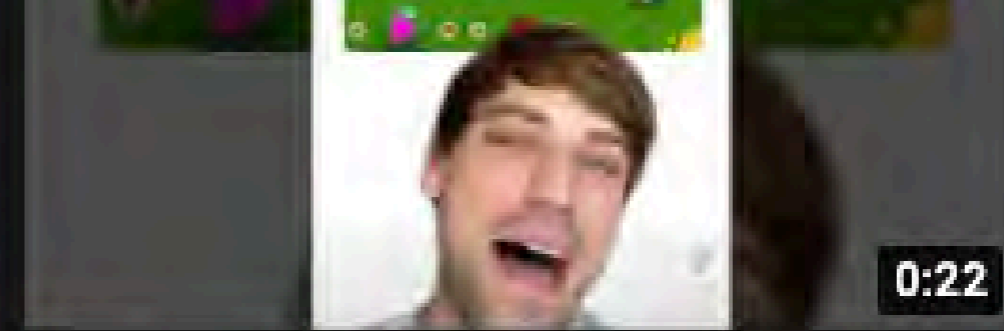
TikTok is not currently a part of our strategy.



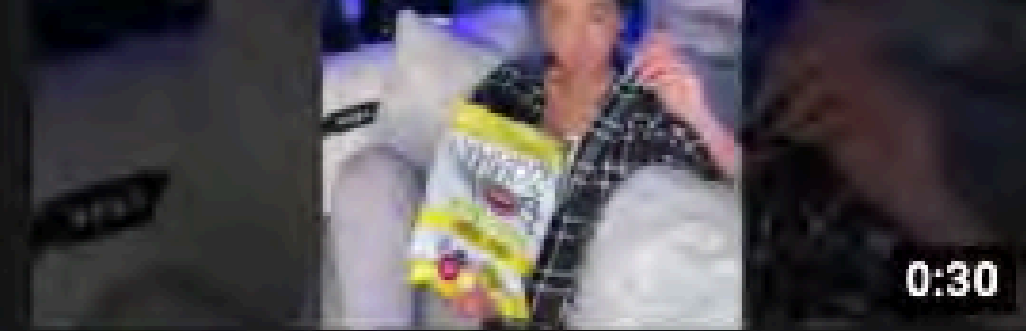
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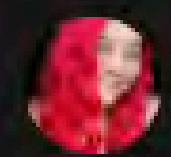
0:44



0:22



0:30



Among Us Jolly Rancher Pop-it Lollipop #shorts

Unique Daily
233K views · 17 hours ago



how to BREAK minecraft #shorts

SockShorts
439K views · 2 days ago



Trends You Forgot About #Shorts

Bentellect
428K views · 2 days ago

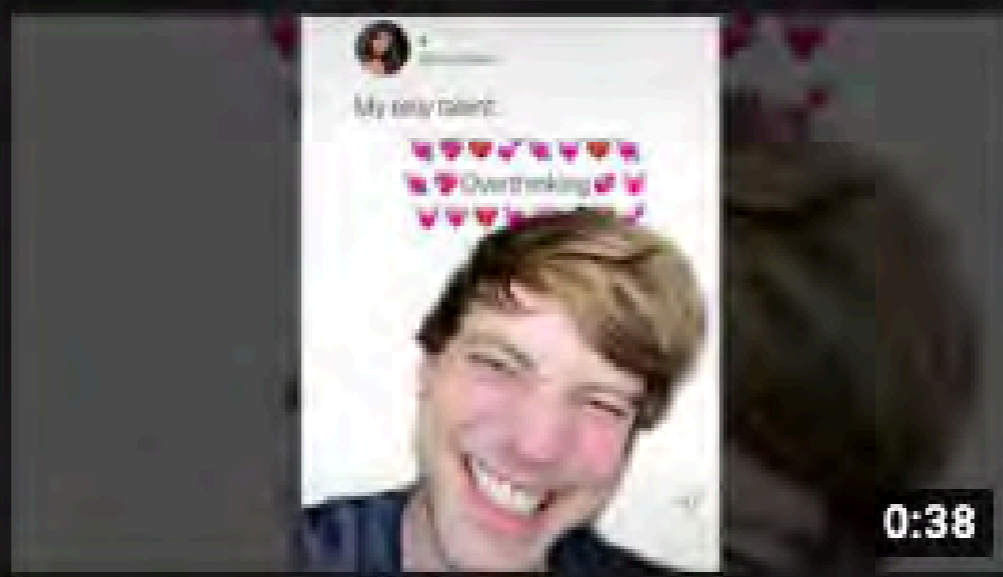


Younger VS Older siblings #shorts

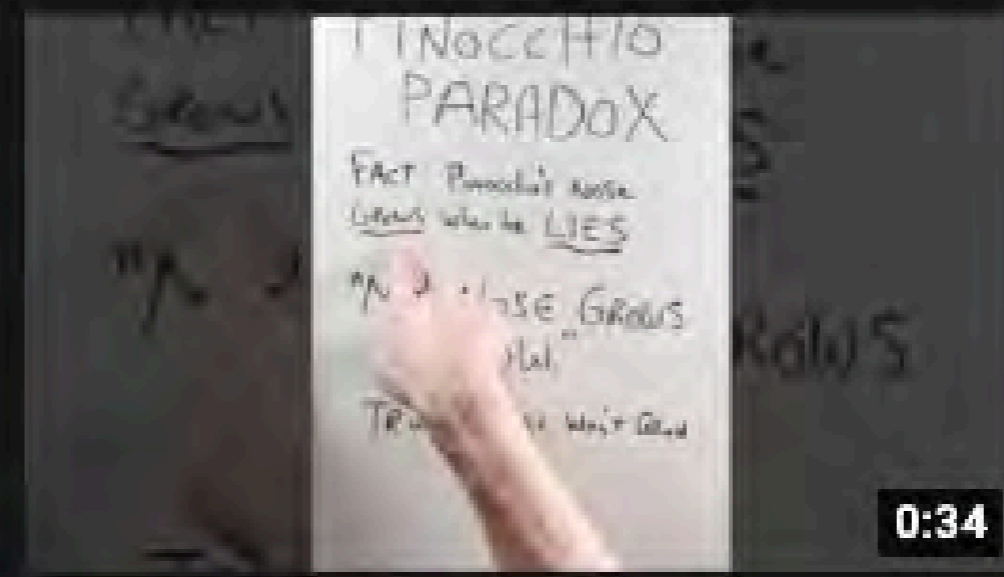
iAmJordi
99K views · 2 days ago



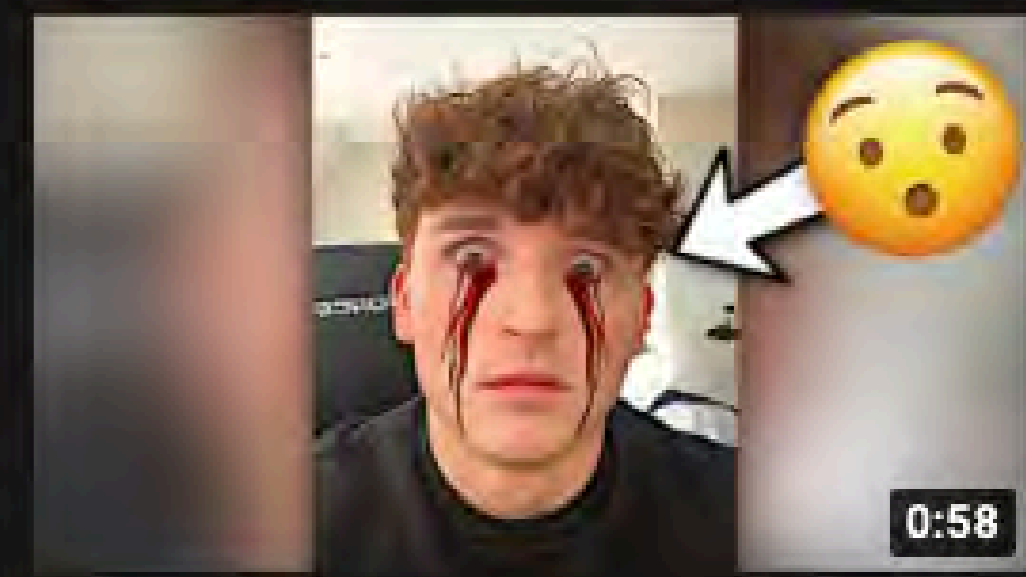
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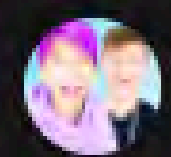
0:38



0:34



0:58



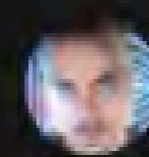
So SNEAKY! 😂 #shorts

LankyBox
11M views · 4 days ago



Reading Funny Tweets 7/9/21 #Shorts

Bentellect
294K views · 2 days ago



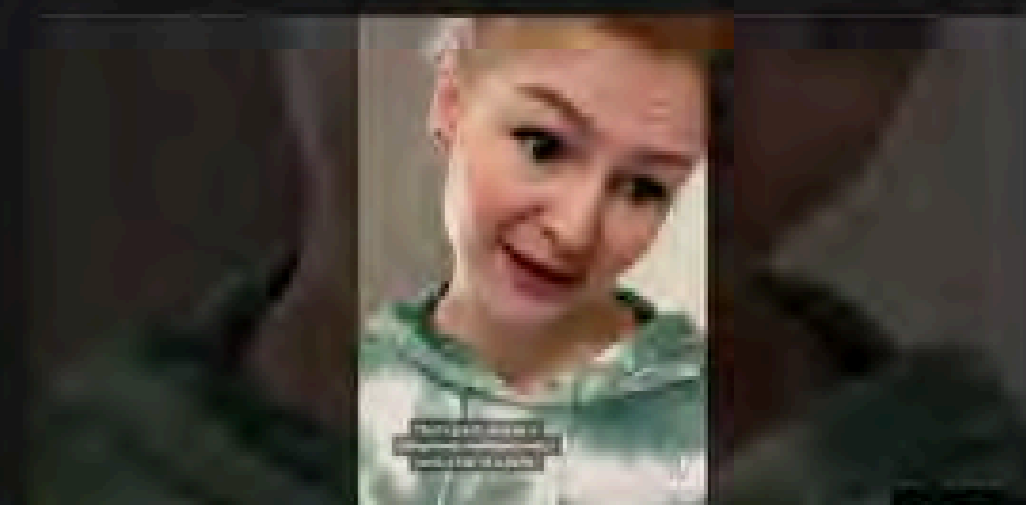
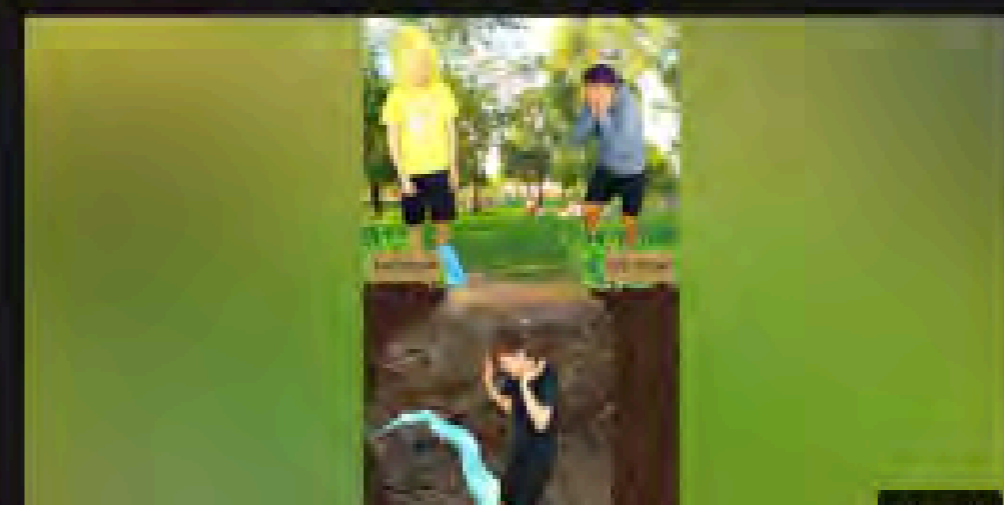
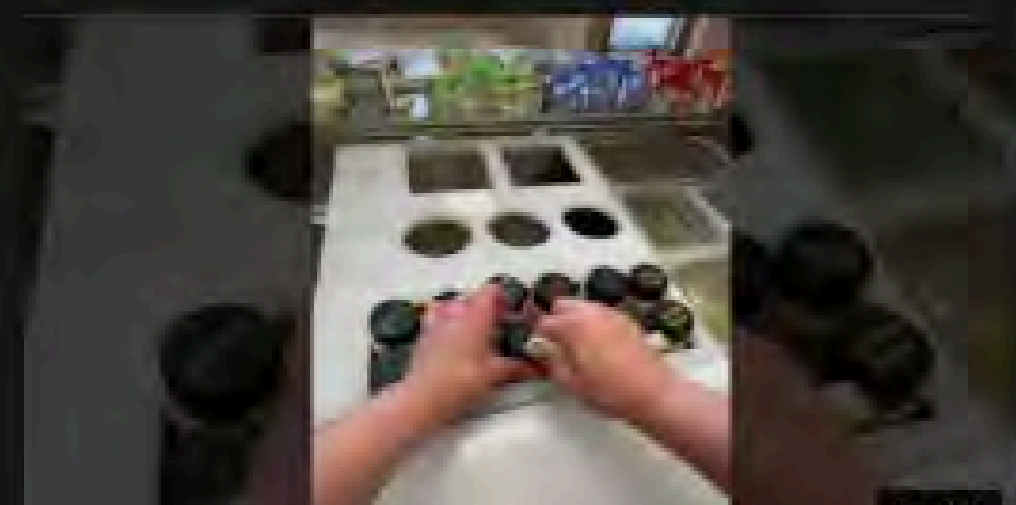
The Pinocchio Paradox #shorts

Vsauce2
81K views · 2 days ago



Not Blinking Until I Hit 1,000,000 Subscribers.....

Infinite Shorts
1.6M views · 3 months ago



VISION

One student per college creates 3 short videos per week (mindsets)

HOW

- *Colleges fund one student worker.*
- *ASEM provides strategy and constructs an editorial calendar.*
- *UCOMM provides expertise in workflow and execution.*

WHERE

Primarily: YouTube Shorts, but ALSO college sites, admissions.unl.edu, homepage, UNL social channels (IG), rich content for direct match ads, features in direct emails/landing pages





The difference between producing **ZERO** videos or producing **30 per week** is our ability to organize and collaborate.





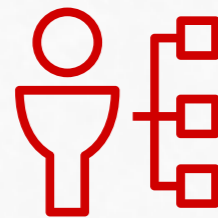
Efficiency comes from **systems**,
not **individuals**.

We're working out the **strategy**
and **process**—more to come.

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- 1 Plug & Play Emails** - *continue with the plan.*
- 2 Website Strategy** - *schedule a meeting with Andrew.*
- 3 Direct Match Ads** - *consider a \$5-10k investment.*
- 4 Short Video** - *more info soon.*



