

# 15 Plays for Driving Admitted Student Engagement



Win the hearts and minds of your  
mobile-first students and families



# The plays

- ✓ Your app is the new campus
- ✓ Create a unique experience
- ✓ Reinforce the value of the degree
- ✓ Develop your engagement strategy
- ✓ Host virtual events
- ✓ Deliver virtual campus tours
- ✓ Empower storytelling
- ✓ Personalize the user experience
- ✓ Make your app the go-to resource
- ✓ Crowdsource authentic content
- ✓ Benchmark with Quick Polls
- ✓ Use Opt-In channels
- ✓ Create a sense of urgency
- ✓ Use Analyze to measure in real time
- ✓ Consider the desktop experience



# We are entering a new normal: the distributed campus.

According to a Niche.com survey<sup>1</sup> of over 35,000 high school seniors, over half are reconsidering colleges on their list. 38% of seniors and 45% of juniors plan to choose a college closer to home. Over 70% are using virtual tours to explore their potential college campuses. COVID-19 has **fundamentally changed the rules** for admitted student engagement and retention.

The situation at hand presents at once an unprecedented challenge to retain and engage admitted students, but also a unique and limitless opportunity to **digitally transform your engagement strategy** into something new, exciting, and deeply engaging for those admitted students and their families.

Only Modo Campus® provides the tools to drive that engagement, maximizing your enrollment yield while preparing this mobile-born incoming class for a new normal: **the distributed campus**.

## Use these plays as your opportunity to drive admitted student engagement with your app.



# Your app is the new campus

Uncertainty about plans to return to campus lead to the reality that all students may experience a portion of their academic year away from campus. This “new normal” presents a unique opportunity to utilize the campus app as a companion throughout the student’s journey. Throughout the student’s time both on and off campus, the app can serve as the common thread of the student’s engagement with the school and evolve with them.

## Checklist

- Consider how each part of the student experience can be brought into the campus app
- Engage departments traditionally dependent on in-person activities to bring those experiences into the app
- Include student health and wellness resources they can utilize anywhere

## Key questions

- How can you design your app experience for all users to reflect a fully distributed campus?
- What does a student’s “Day in the Life” look like to you in this new environment?
- What areas of the app experience can be delegated to departments and subject matter experts?



# Create a unique experience

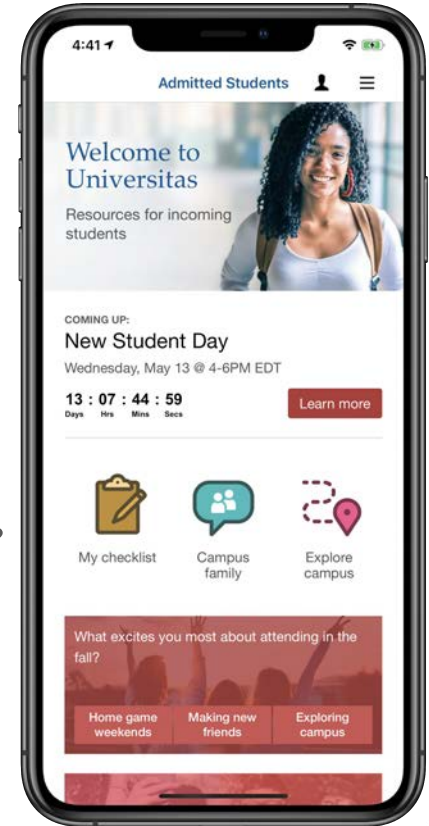
Go beyond just a module and create a new app persona to best engage your admitted students and families. Using a persona instantly segments all Communicate messaging to that audience, tailors the app experience, and allows you to evolve that experience from Admitted Students to New Student Orientation, and then First Year Experience, enabling the app to evolve with the student's journey.

## Checklist

- Approach app engagement for admitted students not just as a subset of content, but as an early access to campus life
- Provide login credentials to admitted students now to enable personalized engagements
- Use Modo Analyze™ to measure usage of the Admitted Student experience

## Key questions

- How do admitted students use your campus app for engagement today?
- How does your notification strategy change given a captive admitted student audience?
- How could you structure the app experience to continue to target and support these users through their first year?



# Reinforce the value of the degree

The cost of attending college is especially pertinent in the current climate, forcing admitted students and families to take a hard look at affordability. Reinforcing the value of the degree is important to remind users there is so much more to the degree than simply possessing it. Participation in the school's mission and values, networking opportunities, and lifetime earning potential all provide dividends far beyond the degree itself, and should play a prominent role in your admitted student outreach.

## Checklist

- Highlight both the intrinsic and extrinsic values of a degree from your school
- Engage other departments that may have identified additional relevant degree-value examples in the current climate
- Include highlights about the value of a degree from your school in live virtual events as well as ongoing engagement

## Key questions

- What alumni and industry success stories can you leverage in your messaging around degree value?
- What degree programs closely connect with current efforts to improve current world conditions?
- What networking and social opportunities exist by attending your school that you can highlight?



# Develop your engagement strategy

By providing meaningful interactions throughout the summer, your engagement strategy provides the best chances that admitted students arrive for the fall semester fully engaged and ready to commit to obtaining a degree. Your strategy should include a full schedule of planned engagements by user population, involved departments, user outreach, app content, and calls to action. Additional engagement tools like your website, email blasts, and mailers should all reference the app as the hub of admitted student engagement.

## Checklist

- Consider your traditional engagement strategy for admitted students and what aspects have been most successful
- Identify and track your user engagement plan's success metrics
- Create engagement strategies for specific populations (international, transfer, degree programs, etc.)

## Key questions

- How often do you plan to reach out and re-engage users?
- What calls to action are associated with each engagement?
- How are you continuing to move users up your ladder of engagement?



# Host virtual events

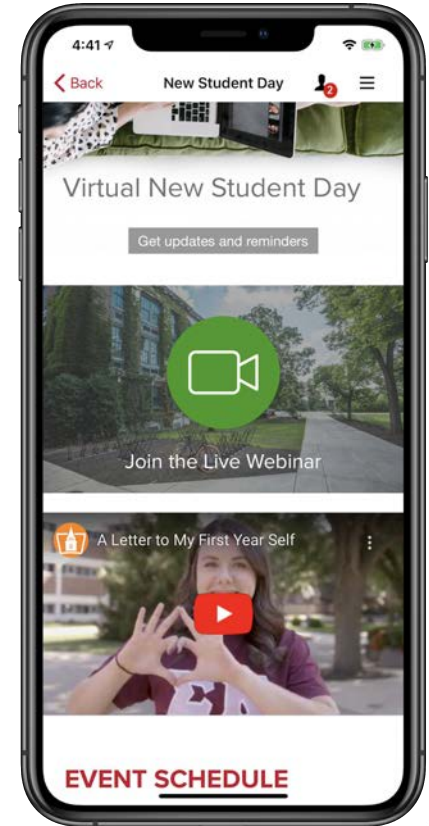
As part of a solid engagement strategy, virtual events in your admitted student experience can drive engagement and action for admitted students and families with your campus. Ahead of the event, use rich push notifications to remind users, and include an event agenda. Embed the live conference video right in the event screen, and provide in-app links to all content reviewed in the event, so users only have one place to go for all information.

## Checklist

- Consider shorter (2-3 hour) events that repeat throughout the summer
- Provide contact information for each department included in the event
- Use Quick Polls to collect feedback after each event and refine the following events

## Key questions

- What metrics should be used to measure success of virtual events?
- What calls to action should be included in each virtual event?
- What other campus departments should be involved, and may want to hold their own virtual events for specific interests?





# Deliver virtual campus tours

Admitted students and families often cite the campus visit as a key factor in deciding to enroll. Without the ability to visit campus, students are looking for a campus they want to call home. Virtual campus tours allow you to provide a taste of campus and get them excited for what awaits them for the Fall semester. You can even create multiple tours from different perspectives such as housing, campus history, or notable alumni.

## Checklist

- Engage campus departments that may already have created campus tour content
- Consider upcoming campus improvements or new construction that you can highlight as part of the tour
- Use the virtual tour screen templates in the Admitted Student Starter Kit to quickly build out your virtual tour

## Key questions

- How can you involve students to share their own memories around each tour stop?
- What calls to action can be prompted from specific tour stops?
- What unique architecture, student service, or historical tidbit sets your campus apart from the rest?



# Empower storytelling

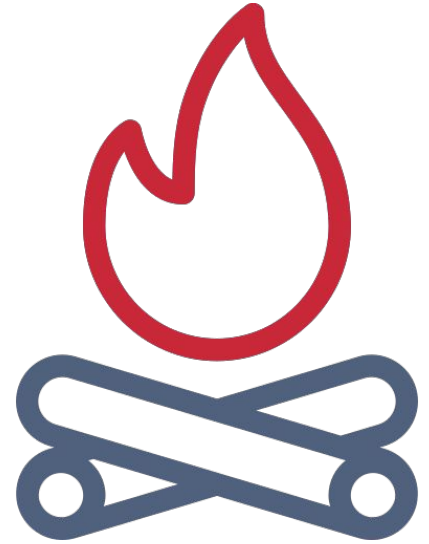
Storytelling can serve as a powerful tool for connecting with an admitted student's underlying motivation and drive to pursue higher education. Enlist authentic voices from your campus—such as tour guides, alumni, and faculty—to share the difference made by earning their degree, and use those stories in your admitted student communications strategy. Go one step further and invite admitted students to share their own stories in the app, which can encourage other students and families.

## Checklist

- Enable users to upload their photos to the app with Modo 3
- Look for opportunities to promote “hometown” success stories with admitted students in the same local area
- Find admitted students sharing their thoughts on social media and add those to the app experience

## Key questions

- Who would you choose to best represent the mission, values, and spirit of your school to an admitted student?
- What success stories might best resonate in the current climate?
- How well do you understand your admitted students' underlying motivation to attend your school?



# Personalize the user experience

Beyond providing important information to all admitted students and their families, consider delivering personalized, highly engaging experiences to each user based on their unique attributes. Modo Campus enables you to leverage authentication attributes, message individual users, and tailor screen content, all without writing any code. Take the experience further by leveraging your existing web services with XModule and XComponents to power dynamic experiences in real time.

## Checklist

- Identify attributes of admitted students valuable for targeted engagement
- Examine the benefits of admitted students receiving credentials today to receive targeted engagement
- Delegate Communicate channels and screen content to subject matter experts creating tailored content

## Key questions

- How personalized is your admitted student engagement today?
- Which groups of admitted students are historically less likely to enroll?
- If you could tailor your engagement to each admitted student, how would your engagement strategy likely change?



# Make your app the go-to resource

Admitted students and families want one place to go that has everything they need to know about attending in the fall. Providing a single, mobile-first resource enables you to simplify communications, update content the moment it changes, and eliminate obsolete information from sources scattered across the institution. It also drives departments contributing app content to co-promote it instead of a siloed resource, further driving users to the app experience.

## Checklist

- Gain buy-in from key departments to ensure your app is the information hub
- Use delegation to enable departments to continue information to the app
- Test the experience with a small group to ensure it's the right content
- Continually solicit feedback with Quick Polls and refine the experience

## Key questions

- How are departments sharing information today?
- How are admitted students and families informed about your app?
- Are answers to the most common questions easily discovered?
- What's your strategy for updating the app with new information?



# Crowdsource authentic content

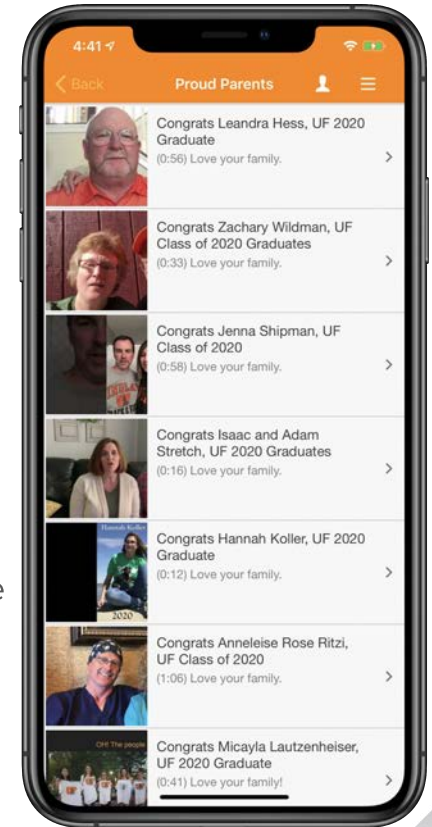
Some of the best voices about what makes your school great don't come from the Communications office, but from those experiencing life today as a student, faculty member, or alumni. Involve passionate members of your community to share their authentic voices with your admitted student audience, enabling those users to hear and see the value of the degree.

## Checklist

- Enlist knowledgeable students (like seniors and tour guides) to share their experiences
- Tap into your alumni network to find those who can communicate the value of a degree from your school
- Create a messaging campaign around these authentic stories

## Key questions

- What stories are important for admitted students to hear right now?
- If you had to pick a handful of people among your campus community to share your school's message, who would that be?
- What authentic voices might your school already be using in campus communications?



*University of Findlay enlisted parents to provide videos congratulating their 2020 graduates.*



# Benchmark with Quick Polls

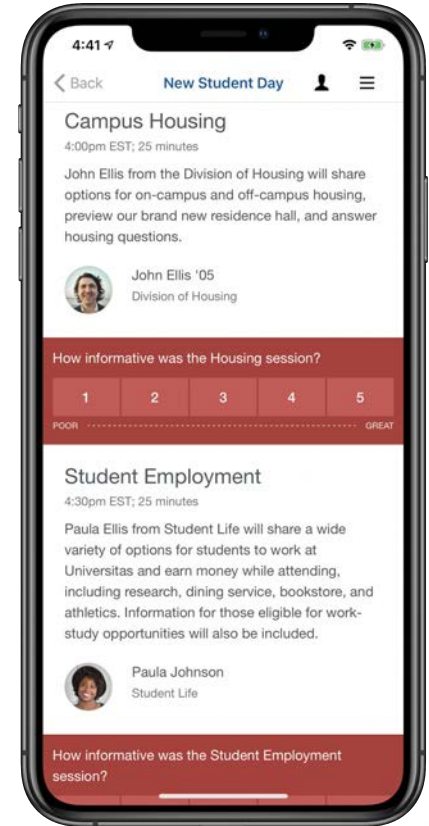
Polls are a simple way to query your audience and reveal intent that app analytics may miss. Polls are also excellent nudging tools for driving behavior such as registering for an upcoming online. Using Quick Polls in Modo 3, you can create a one-question poll and add it to your app in about a minute. The data is collected in the app and available immediately, allowing you to instantly measure user sentiment and adjust your strategy on the fly.

## Checklist

- Identify app screens where you would appreciate better understanding user sentiment
- Create Quick Polls ahead of time and schedule their availability
- Consider polling as a way to gain instant feedback on new app features

## Key questions

- What series of polls could help you understand user intent over time?
- What questions do you feel are not well-answered by traditional app analytics?
- What user actions could benefit by them being nudged by a poll?



# Use Opt-In channels

In addition to broad announcements received by all admitted students and their families, Communicate Opt-In channels allow you to create channels focused on very specific interests (such as honors students), campus affiliations (such as residence halls), or affinity groups (such as clubs). Users opt into receiving messages for these channels, ensuring that every message is highly relevant to each recipient.

## Checklist

- Create Opt-In channels for specific audiences to further hone your messaging
- Delegate channels to department communicators to share specific, interest-based content
- Consider how to drive user awareness of topics simply by making an Opt-In channel available for users to discover and opt into

## Key questions

- What messages are you hesitant to send because they only pertain to a portion of your audience?
- What campus efforts lack an easy way to message interested users?
- How can you empower student leaders to drive awareness of clubs and organizations with Opt-In channels?



# Create a sense of urgency

Colleges and universities are facing an ever-growing set of challenges to ensure students show up for the Fall semester, including other schools that may have admitted the same student and now are more aggressively competing. Creating a sense of moment and urgency can help motivate admitted students and their families to continue taking the next steps, such as attending a virtual New Student Day, selecting their housing option, or speaking with a financial aid advisor.

## Checklist

- Engage campus stakeholders to identify opportunities in the admitted student schedule to drive users to take action
- Use Modo 3 and Communicate Premium to create app content and messages now and time their release for future dates
- Identify where action has typically been slow in the past, and target those next step in your engagement strategy

## Key questions

- How could the app be used to keep users moving forward to the next step?
- What was the last engagement with your admitted student audience through the app?
- How easily can admitted students and families both find and be informed of the next event, deadline, or milestone approaching?





# Use Analyze to measure in real time

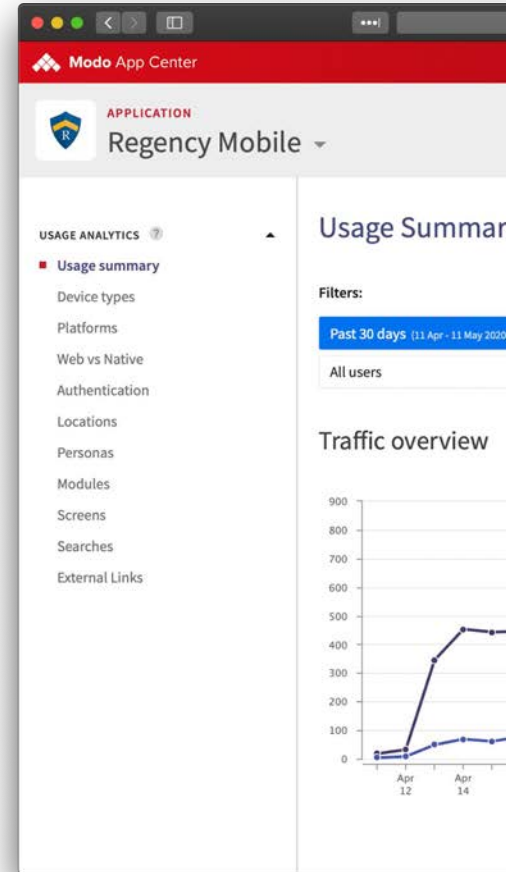
Modo Analyze™ provides usage and engagement analytics for your entire admitted student experience, allowing you to see which content is resonating with users. Every aspect of the app experience—from personas and modules to screens, calendar events, and Communicate messages—is tracked in real-time to show you instantly what is popular with users and what is trending. External links are also tracked to show the most popular URLs, email address, native apps, and more.

## Checklist

- Schedule a recurring time each week to review usage analytics (Analyze sends weekly email summaries)
- Use the “Copy Link” button to bookmark date range and filter settings and save time in the future
- Use the Searches screen to see what users are looking for, and verify that they are able to find answers

## Key questions

- What usage metrics are you using to determine engagement of your Admitted Student audience?
- How are campus departments that contribute to the Admitted Student experience involved in reviewing engagement analytics?
- How are you using metrics to correlate app engagement with user actions?



# Consider the desktop experience

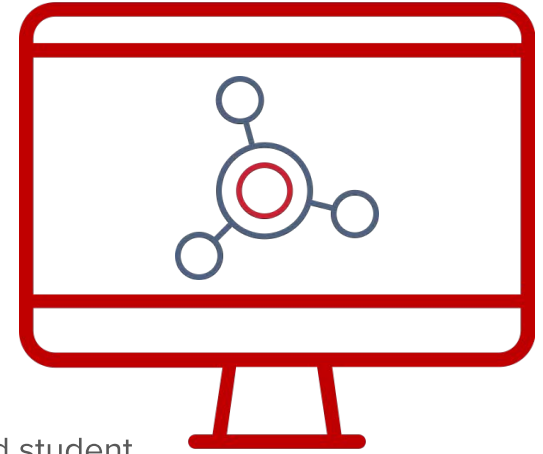
While the majority of admitted students use their smartphone as the primary device for everything in their lives, a complementary experience for desktop users is an additional important engagement channel. Family members more accustomed to a desktop can find the same information, and virtual experiences like tours and events can benefit from the larger screen. You can even extend the same Modo application as a modern campus portal.

## Checklist

- Use Modo Analyze™ to understand how users are engaging by device type
- Survey your users to better understand their uses for a mobile versus desktop device when accessing school resources
- Review your campus portal platform and how users could benefit from a single platform on both mobile and desktop

## Key questions

- What aspects of the admitted student experience might users prefer to access on the desktop?
- Can someone using a desktop or laptop find all the admitted student resources as easily as they could using the app?
- What desktop-focused use cases can you envision for these students once they begin the fall semester?



# Resources for success

Higher Ed Customers

## HIGHER EDUCATION

Modo Customer Portal

- COVID-19 Resources**  
Quickly add app functionality that engages your users during COVID-19
- Modo User Group**  
Engage with the community of customers and share best practices
- Support Center**  
Support tickets, bug reports, and an extensive knowledgebase of written solutions
- Training Videos**  
On-demand training from foundational overviews to specific how-to guides
- App Center**  
Application content, design, configuration, messaging, and analytics
- Ideas Portal**  
Share your feature requests to help bring your campus app to the next level
- XModule™**  
API documentation and developer sandbox for building user experiences with your web services
- Showcase**  
Great-looking examples to inspire your creativity, along with how-to guides
- Feed Inspector**  
Validate your data sources in dozens of formats, including JSON, RSS, iCS, KML, and more
- Customer Marketing Kit**  
Customizable templates to help market your app in print and online - no design software or skills required

## Training Resource Center

**Introduction to Modo**  
This training session is for everyone that is new to Modo. This is a brief introduction to Modo apps and Modo App Center. You'll be introduced to the various parts of the mobile app as well as oriented once you log into App

**Training videos by feature**  
Please click on one of the links below to learn that feature of Modo App Center.

- Create
- Communicate
- Analyze
- Delegation

## Screen Design Showcase & Templates

**Modo Labs Showcase**

Big Idea, College, Card Navigation, List Navigation, Main Menu, Message, Timeline

## Marketing Kit—Tools to Drive Adoption

Marketing Overview, When and Where, Template Instructions

Download the XYZ Mobile App!

## Starter Kits - Campus-Specific

**Crisis Response**  
Coronavirus Disease 2019 (COVID-19)  
Latest Update  
Universitas is closely monitoring the COVID-19 pandemic, and is working to minimize all risks to our community. All students, faculty, and non-residential staff are asked to remain off-campus at the current time.

**Admitted Students**  
Welcome to Universitas  
Resources for incoming students  
New Student Day  
Wednesday, May 13 @ 4:00PM EDT



A person with long hair, wearing a white t-shirt, is sitting at a wooden desk. They are looking at a laptop screen and their hands are on the keyboard. To the left of the laptop is a black smartphone. Further left is a white pot containing a green plant with long, thin leaves. The background is slightly blurred, showing a wooden chair and a window with light coming through. A semi-transparent white box is overlaid on the right side of the image, containing text.

Let Modo support you through the  
Coronavirus pandemic.

Visit [modolabs.com/covid19](https://modolabs.com/covid19) today.

