



Increase Student Enrollment with Strategic Parent Engagement

See how six different institutions channeled parent influence into enrollment results.

CASE STUDY



Parents are students' #1 influencers.

Many colleges and universities recognize how influential families are in the enrollment process, yet they continue to send mailers "to the parents of..."

CampusESP is a modern, all-in-one family engagement platform that helps institutions share personalized, timely content with families across web, mobile, email, and text message. Parents using CampusESP receive an average 24 emails during their student's college search and selection process — and these parents are highly engaged with an average 60% open rate and 7% click rate.

CampusESP helps more than 300 colleges and universities engage more than 7 million parents. This case study evaluates enrollment results from 6 institutions (across varying institution types, sizes, and regions) and 75,000 prospective parents in the fall 2023 entry term. **Results show that:**

Students with engaged parents are more likely to apply

Students with a parent using CampusESP are

4x

more likely to apply than average

Students with engaged parents are more likely to enroll

Students with a parent using CampusESP have **yield rates**

9%

higher than average

Parent engagement predicts student enrollment

Parents in the top quartile of engagement have **students**

3x

more likely to enroll

"CampusESP is invaluable in our enrollment strategy! The data we receive allows us to prioritize outreach, predict enrollment outcomes, and see results.

— Conner Ellinghuysen, Director of Admissions at **Buena Vista University**





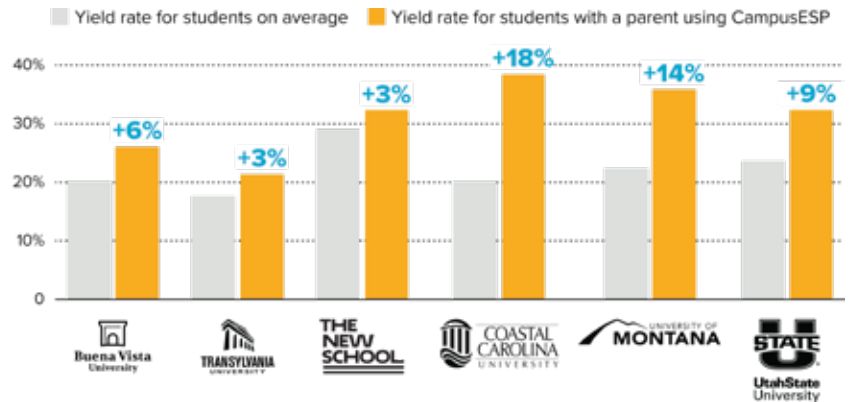
Students with engaged parents are more likely to apply.

Emails, texts, and posts from CampusESP encourage students to visit campus, complete their application, and more. Regular, automated, newsletters help families build an affinity with the institution early in the enrollment process. **Students with a parent using CampusESP are 4x more likely to apply than average.**

	 Buena Vista University Small Private (3,550 prospective parents in CampusESP)	 TRANSYLVANIA UNIVERSITY Small Private (6,990 prospective parents in CampusESP)	 THE NEW SCHOOL Mid-Size Private (14,900 prospective parents in CampusESP)	 COASTAL CAROLINA UNIVERSITY Mid-Size Public (31,400 prospective parents in CampusESP)	 UNIVERSITY OF MONTANA Mid-Size Public (6,690 prospective parents in CampusESP)	 STATE Utah State University Large Public (11,330 prospective parents in CampusESP)
Institutional inquiry to applicant conversion rate	12%	5%	20%	32%	22%	48%
Inquiry to applicant conversion rate for students with a parent using CampusESP	69%	50%	74%	76%	65%	85%
Inquiry to applicant conversion increase with CampusESP	5.7x	9.9x	3.7x	2.3x	3x	1.8x

Students with engaged parents are more likely to enroll.

With CRM integration and automated drip campaigns, CampusESP sends parents reminders to submit a deposit, apply for housing, and more — all based on a student’s stage in the enrollment funnel. In other words, institutions “nudge the nudgers” to keep students on track. **Students with a parent using CampusESP have yield rates 9% higher than average.**



Parent engagement predicts student enrollment.

CampusESP offers a predictive model to help enrollment teams focus their efforts on students most likely to yield. Parent Promoter Score™ is an index that qualifies parent engagement levels — highly engaged parents are correlated with highly interested students. **Parents in the top quartile of engagement have students 3x more likely to enroll.**

	 Buena Vista University	 TRANSYLVANIA UNIVERSITY	 THE NEW SCHOOL	 COASTAL CAROLINA UNIVERSITY	 UNIVERSITY OF MONTANA	 STATE Utah State University
If the parent is in the top quartile of engagement...	Student is 3x more likely to enroll	Student is 2.7x more likely to enroll	Student is 2.9x more likely to enroll	Student is 2.2x more likely to enroll	Student is 2.7x more likely to enroll	Student is 3.5x more likely to enroll

Parents that update their profile in CampusESP are 11x more likely to have their student enroll.