



TCPRA

Annual Conference.

THE FUTURE IS NOW

//

MAY.2024



PROLOGUE

Hello There.

INTRODUCING YOUR NEWEST PARTNER

TCPRA

FRESHMAN

SOPHOMORE

JUNIOR

SENIOR



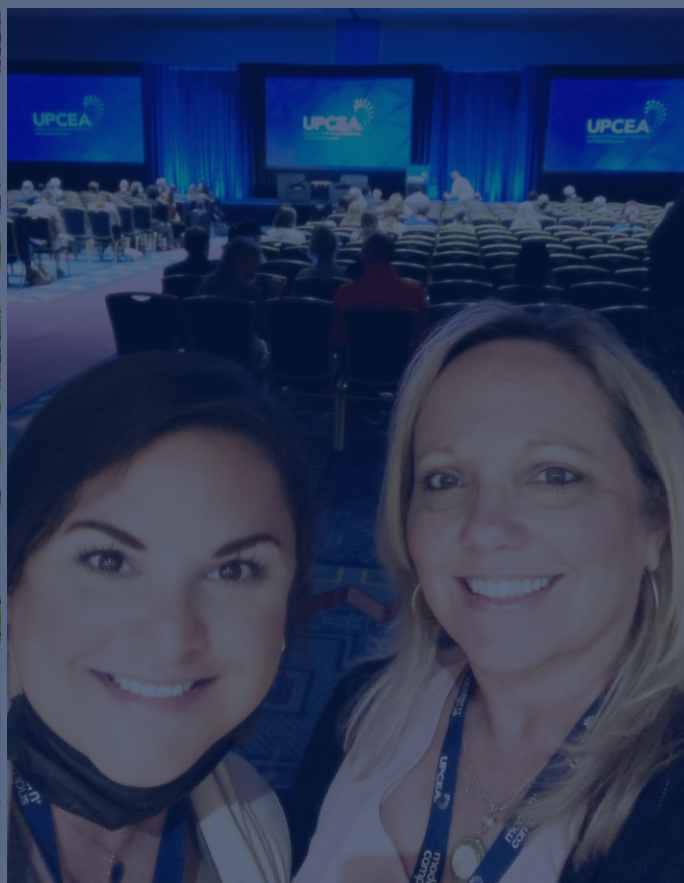
Amanda Rambo-Jackson
SALES DIRECTOR



Theresa Cottrell
SENIOR ACCOUNT EXECUTIVE



Joshua Dana Swindle
SENIOR STRATEGIST

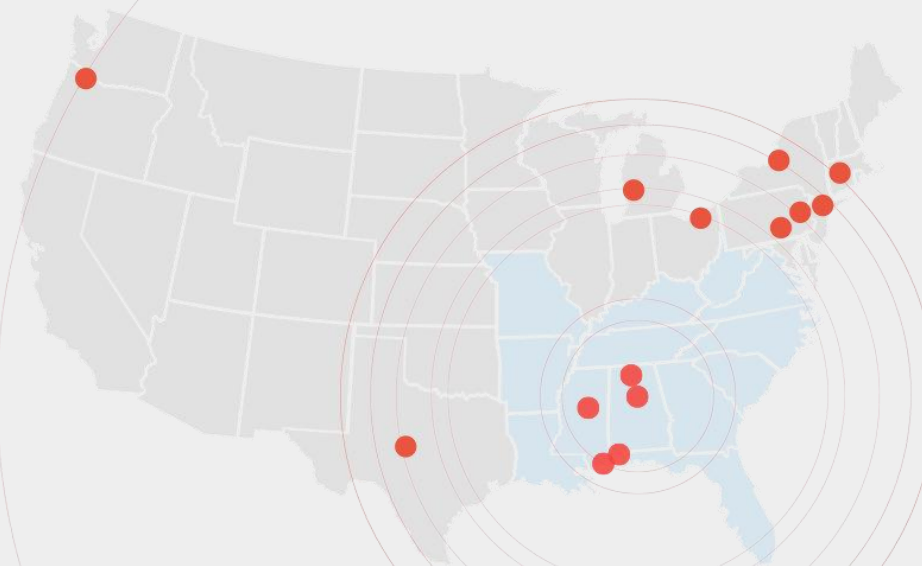


ADVANCE LOCAL

Our Parent Company

Advance Local is part of something bigger — we're a unit of **Advance**, a privately-held company founded in 1922.

We're a company grounded with rich history and driven by creative innovation and a mission to **strengthen and empower the communities we serve.**



Success by the Numbers

Advance Local is one of the leading digital media and marketing groups, with our brands reaching more than 52 million people throughout the U.S. across multiple platforms.

23

NEWSPAPERS AND
MAGAZINES

15

NEWS & INFORMATION
WEBSITES

13

ORIGINAL
VIDEO SERIES

51

ORIGINAL
PODCASTS

21M

SOCIAL MEDIA
FOLLOWERS

52M

PEOPLE REACHED PER
MONTH

OUR OPERATING COMPANIES

CONDÉ NAST

POP

Stage
ENTERTAINMENT

THE
IRONMAN
GROUP

ACBJ

LEADERS GROUP

turnitin

ADVANCE
LOCAL

MAJOR INVESTMENTS

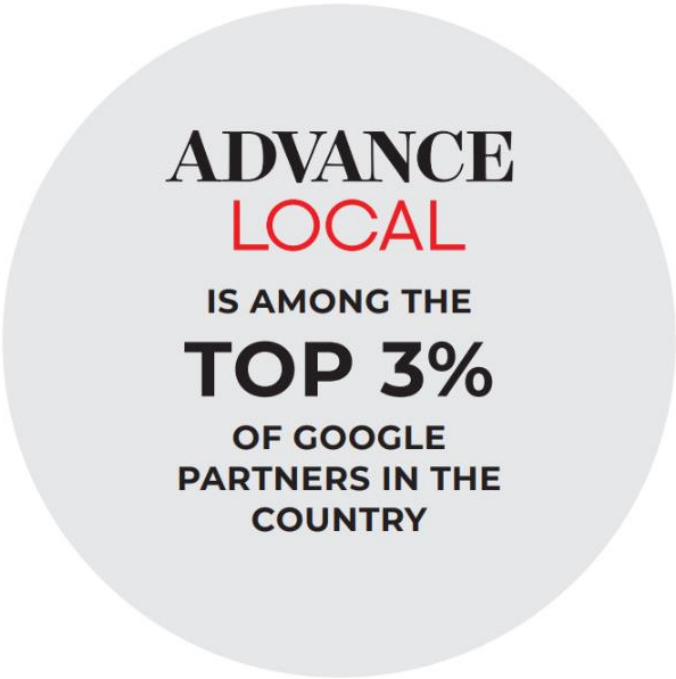
Charter
COMMUNICATIONS

WB WARNER BROS.
DISCOVERY

reddit



PREFERRED PARTNERS



TECH STACK





Advance Local

www.advancelocal.com

Campaign Management

Overview

Advance Local is one of the leading digital media and marketing groups, reaching more than 50 million people throughout the U.S., across multiple platforms.

Our company is built upon the values of Integrity, Collaboration, Accountability, Fearlessness, and Customer Focus. Always innovating and evolving, we continually look for ways to deepen our relationship with our readers and advertisers. As part of our mission, we make a difference in the communities we serve by empowering our audiences with quality news and information. We partner with our clients to help them grow.

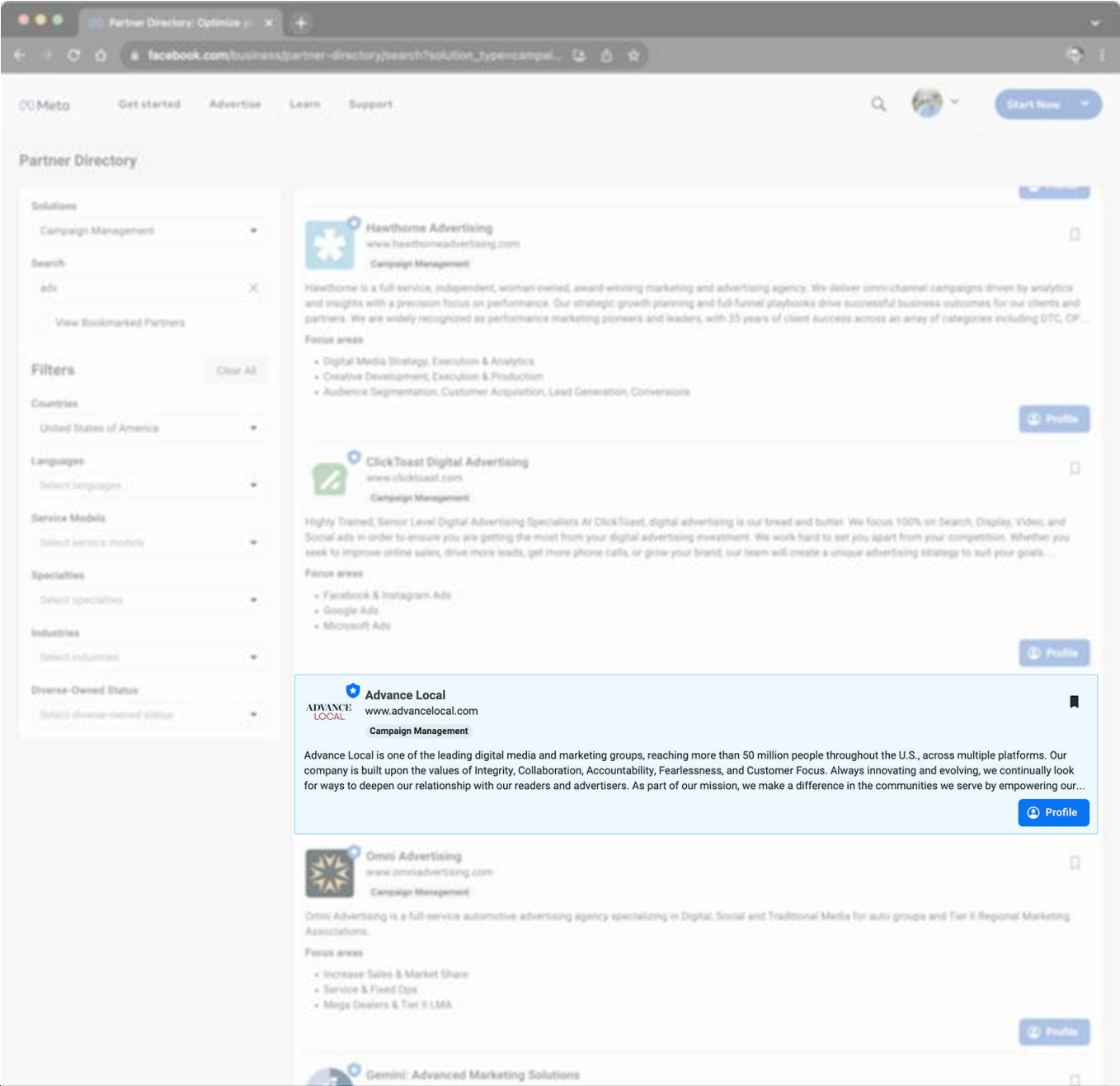
Partner details

Service Models	Industries
Managed	Automotive, eCommerce, Education, Financial Services,
Countries	Government & Politics, Healthcare, Professional Services, Retail
United States of America	and Travel



Meta Business Partner Directory

SOURCE : <https://www.facebook.com/business/marketing-partners>



< Return to directory



Advance Local, LLC

United States

Premier Partner

Our Premier Partner tier is reserved for the top 3% of participating companies each calendar year* — making it the most exclusive tier of the program.

Our certifications

Many of our account strategists are certified, with at least one certification in each of the following areas:

-  Search
-  Display
-  Video
-  Shopping
-  Apps

showing 1 - 40 of 544



Agenda.

- 1 **HIGHER EDU LANDSCAPE** (the shadow)
 - Context (Higher Education in Tennessee)
 - Top Competitor, CGR
- 2 **STUDENT JOURNEY** (the struggle)
 - UPCEA + Search Influence Data
 - Test Your Experience, Study and Improve
- 3 **SCOREBOARD** (the better world)
 - Enrollment Scoreboard
 - Start With Why (even w/ Campaign Reporting)
 - Tracking Meaningful Metrics
- 4 **BONUS ROUND: Q&A**



ACT I

Higher Edu Landscape.

THE SHADOW

TCPRA

A communications career in higher education spans many disciplines and skill areas.

As a practitioner, you must combine elements of marketing, journalism, public relations, advertising, broadcasting and government relations. Add to this a mastery of changing technology, a deep-rooted understanding of the foundations of educational philosophy **and a clear vision of your institution's goals** – both today and tomorrow – and you have the qualities that make a career in higher education communications so dynamic and rewarding.

While no institution is identical to yours, **there are issues and challenges that communicators in an array of higher education settings have in common.**

The Tennessee College Public Relations Association exists to explore these commonalities.

Formed in 1975, TCPRA is an alliance of communicators who represent the colleges and universities, public and private, two-year technical schools, technology centers and community colleges that **together define higher education in Tennessee.**

2023 EDUCATION PRIORITIES



With these foundations in mind, **SCORE** recommends three key priorities for the state to focus on in 2023:

- Advance High-Quality Instruction For Every Student
- Address Tennessee’s College-Going Decline With Urgency
- Prepare All Tennessee Students For Work

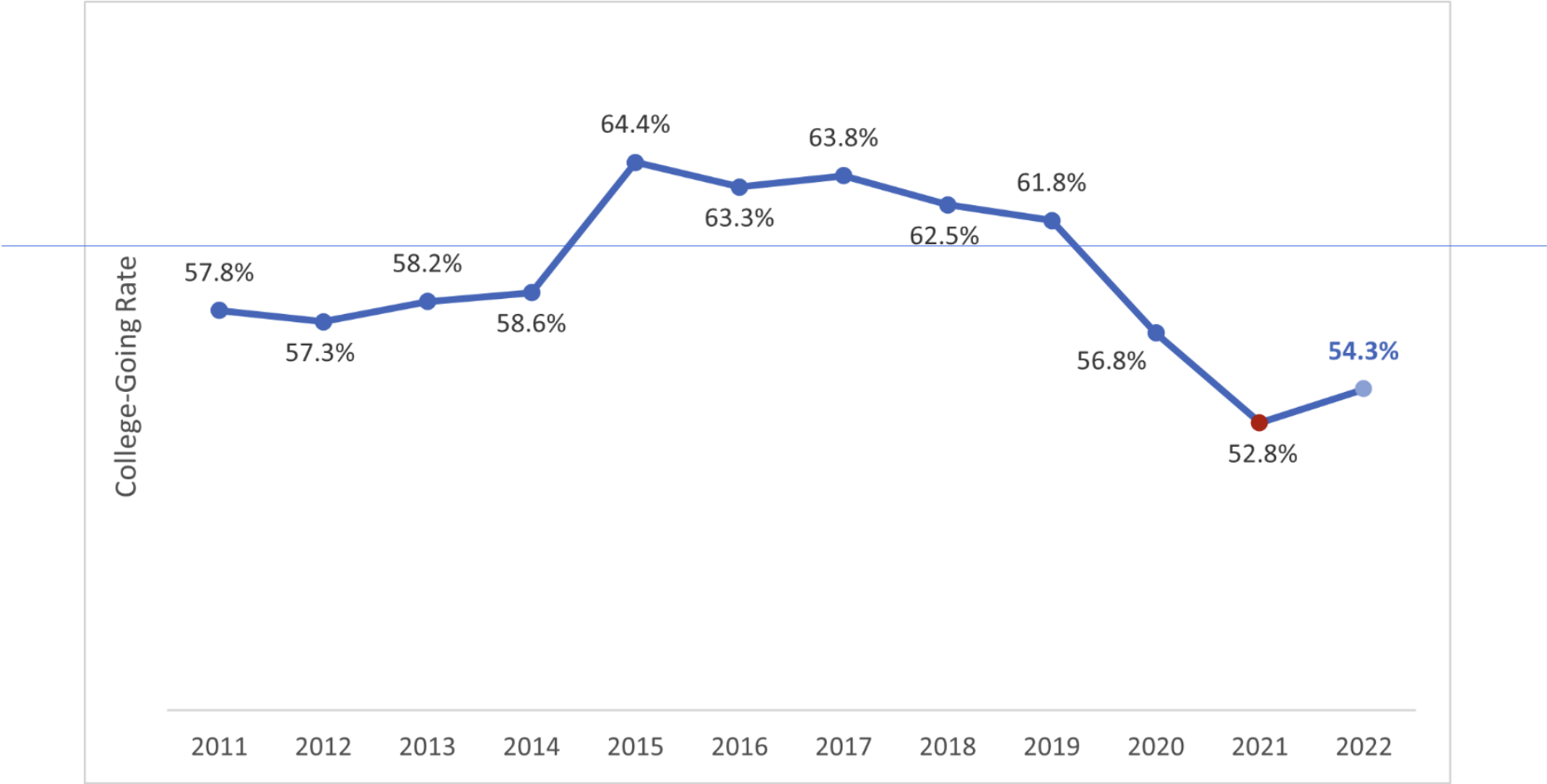


Increase the college-going rate for the high school class of 2023 to at least 60 percent.

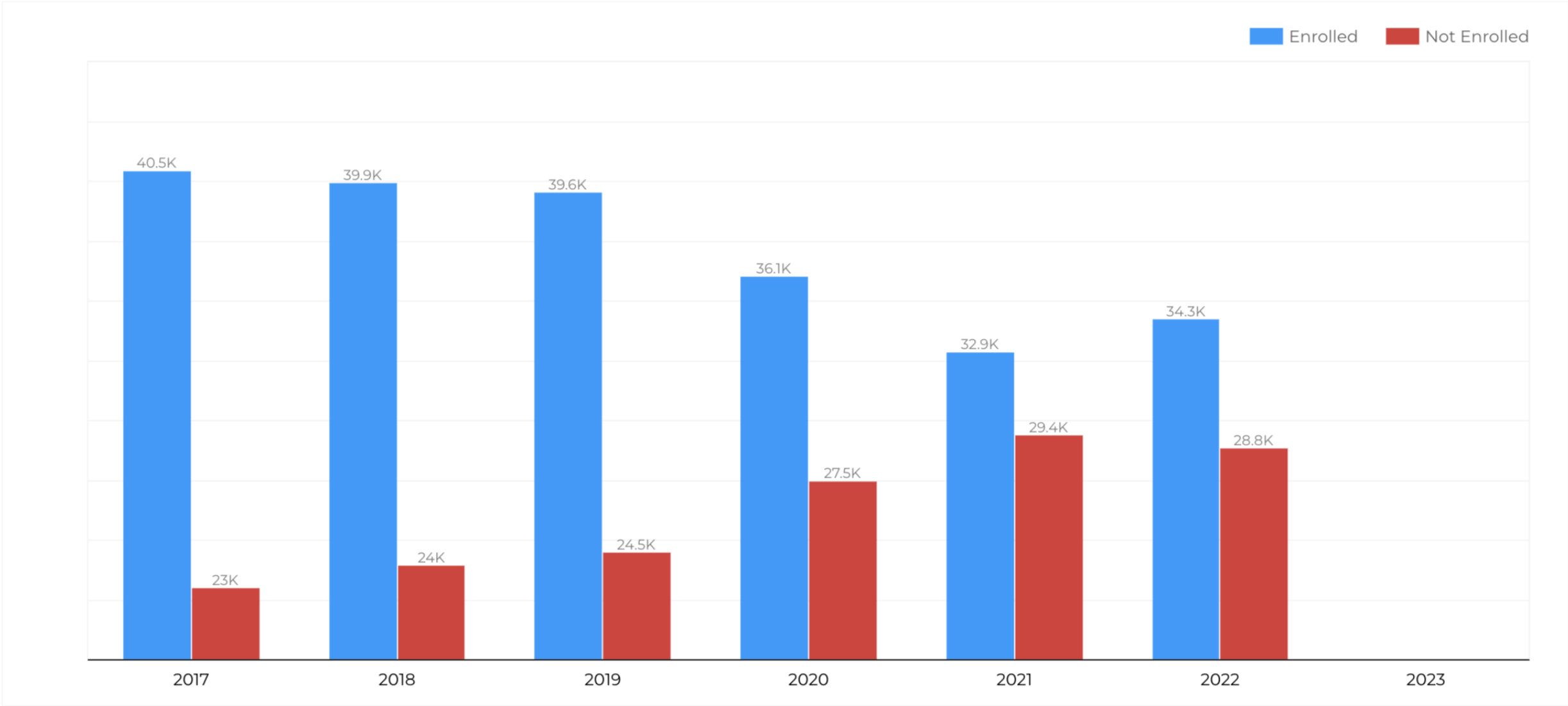
Increase adult enrollment in higher education through Tennessee Reconnect participation.

Improve coordination and alignment in education and workforce training to ensure students have portable and stackable options for greater economic mobility.

Posted on June 15, 2023 by David Mansouri

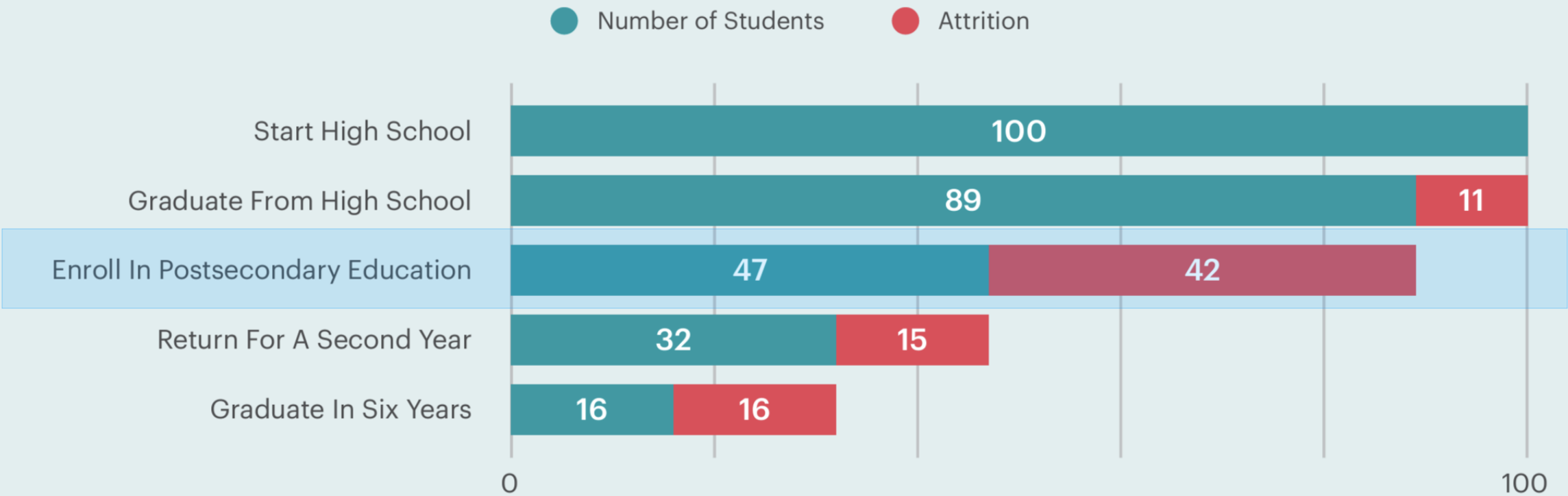


Source: Tennessee Higher Education Commission



Source: Tennessee Higher Education Commission

Less Than One-Fifth Of High School Students Successfully Navigate The Postsecondary Pipeline — Down From One-Third Prior To COVID-19



Estimated student trajectory based on success rates throughout education pipeline, 2021

Source: TDOE and THEC, 2022

Many prospective students
no longer connect the product
of a college **education with**
the outcome of a good job.

Higher Education's industry image issues are rooted in cost,
stress from career uncertainty and lack of faith in payoff.

ARTICLE: **Jon Marcus** | **December 30, 2023**

SOURCE

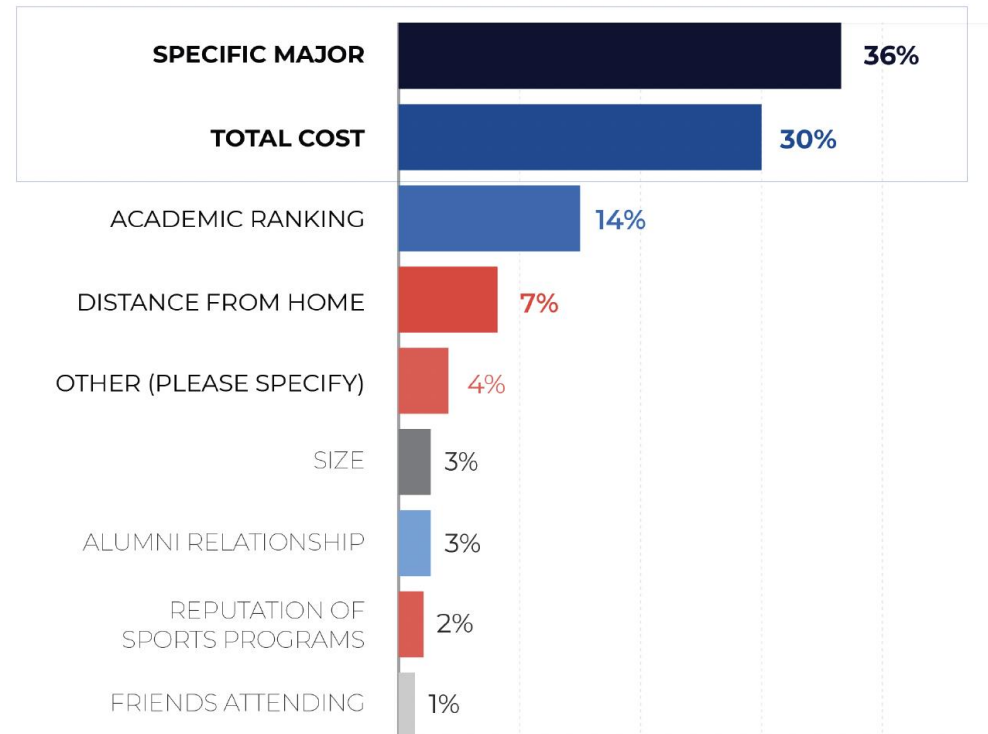
The Hechinger Report



THE HECHINGER REPORT

Ranking Factors for College Choice.

When choosing a college, what's most important to you?



SOURCE:

Advance Education Higher Education Whitepaper
2022 Student Survey

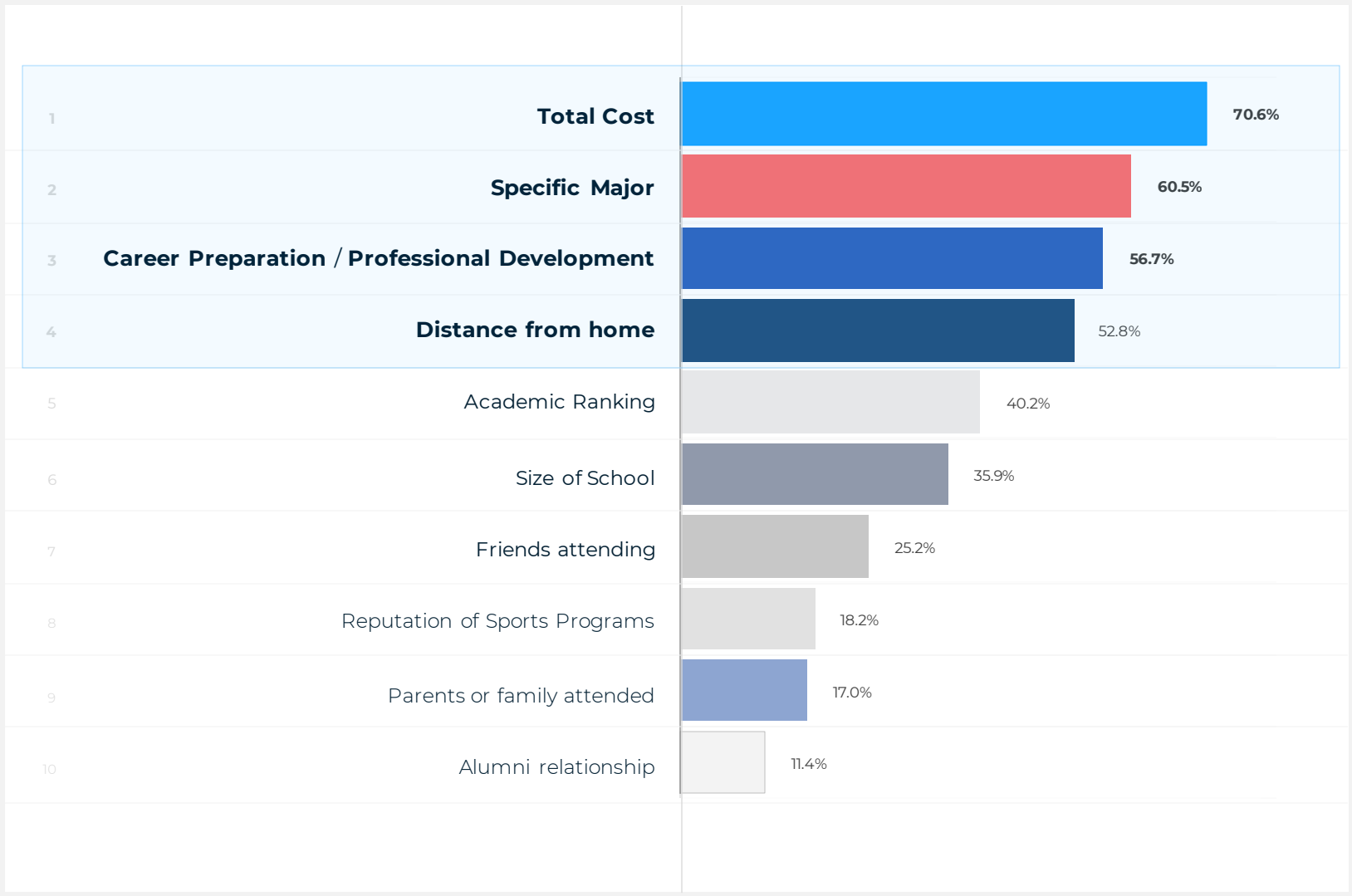


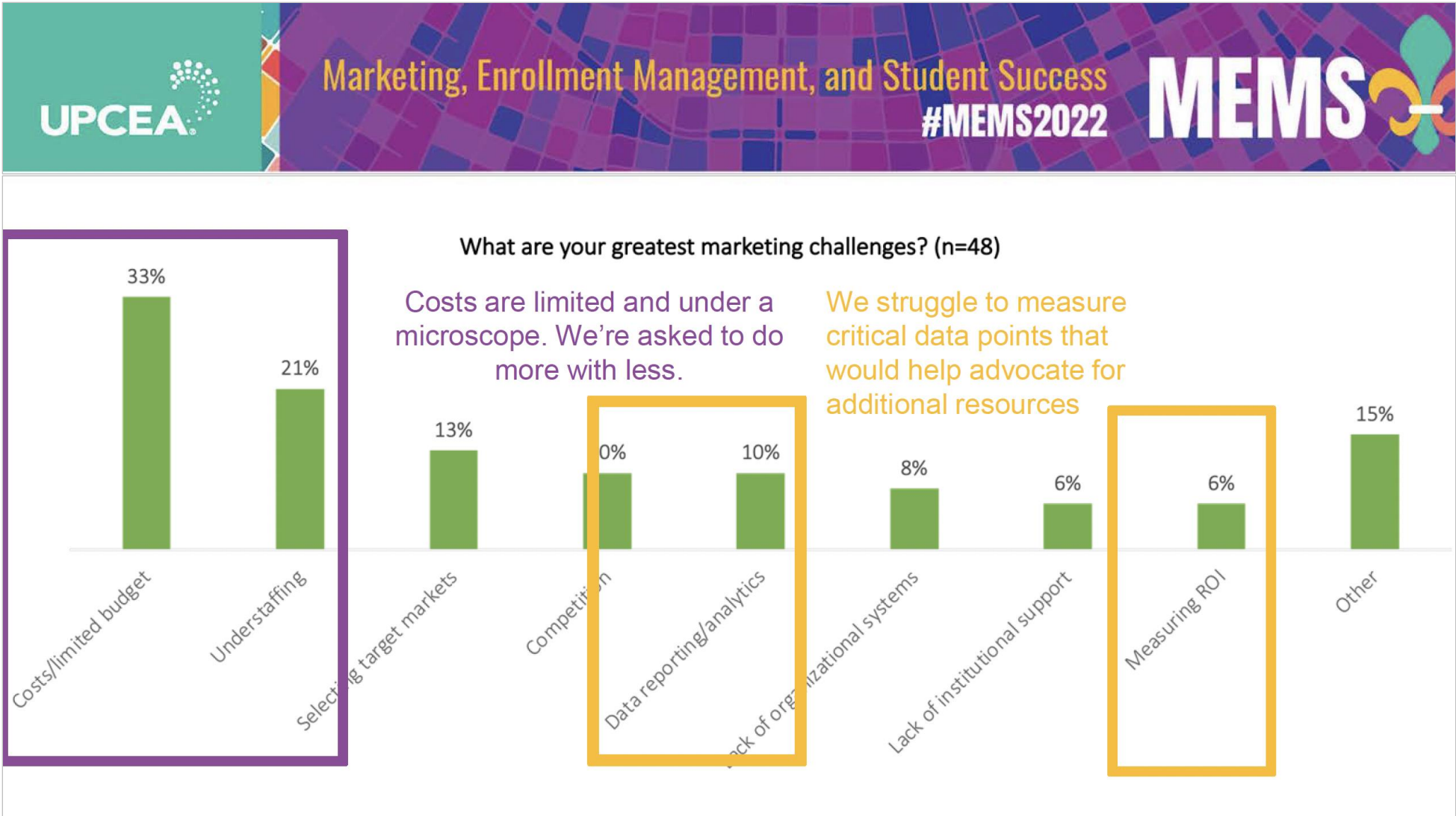
STUDENTS

What factors
most influence
your choice of
higher
education
institution?

SOURCE

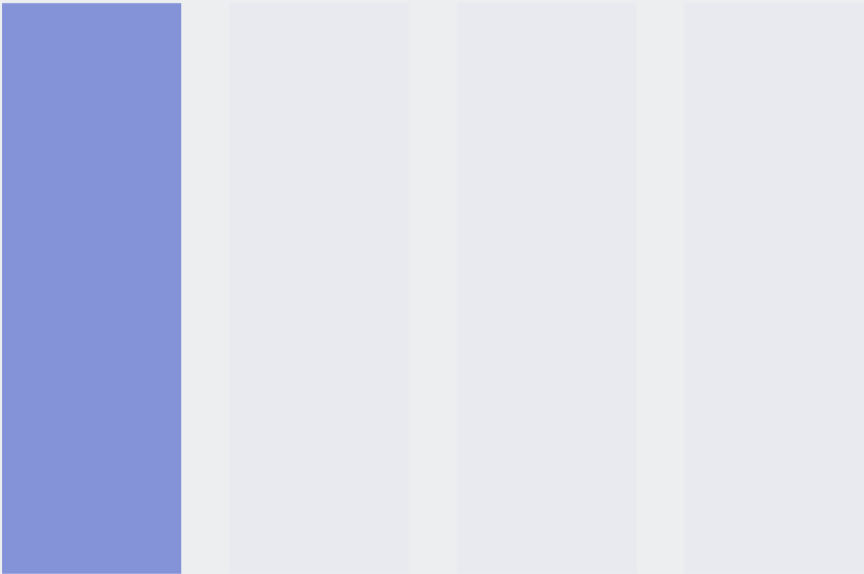
Advance Education 2023 Parent /Student Survey





If there's a single area of alignment in this year's data, it's this: nearly every higher ed CMO in the US feels a pronounced degree of pressure from leadership, with inadequate budget and staffing resources to meet those very same demands.

And while budgets are increasing incrementally, the general feeling from many CMOs is that these gains are slowly correcting a long history of underfunding, rather than serving as strategic funding that matches existing or forward-facing leadership expectations.



1 in 4 CMOs

say their institution's investment in marketing is appropriate given the expectations of the marketing department and has the budget/staff needed to meet the expectations of leadership.

LARGE SCHOOL

“While our budget has grown under new leadership, it was really underfunded prior to that. We are making up for those gaps. The institutional goals are aspirational and will require a larger budget for marketing and communications to accomplish those goals.”

— ANONYMOUS CMO

SMALL SCHOOL

“Wanting a super yacht for the price of a canoe.”

— ANONYMOUS CMO

LARGE SCHOOL

“While we have seen significant increase in marketing budgets year over year for the last three years, we still need significant investment to reach the appropriate threshold of percentage of annual revenue.”

— ANONYMOUS CMO



We have been forced to cut back significantly in our spending, but we are constantly asked to do more—and criticized for not being more visible. There is a lack of understanding of how marketing can positively impact enrollment and visibility.

— ANONYMOUS CMO FROM A SMALL SIZED INSTITUTION



ACT II

Enrollment Journey.

BUILDING YOUR SCOREBOARD + ELEVATING EXPERIENCE

TCPRA

Easier Said Than Done – Why Marketers Are Stuck on Channels

Marketers have a problem. As they face increased pressure from the C-suite, they’re struggling to understand what the C-suite wants. Despite the clear need to evolve, marketers are stuck. Though, in theory, they know outcomes are important, channel-first habits die hard.

SOURCE
Whitepaper: Outcome-based Marketing: The Case for a Perspective-Shift in B2B Marketing

Marketing Perspective

87%

agree that, compared to 2019, their department **now focuses more on achieving overarching business objectives** rather than activating channel-based KPIs and goals.

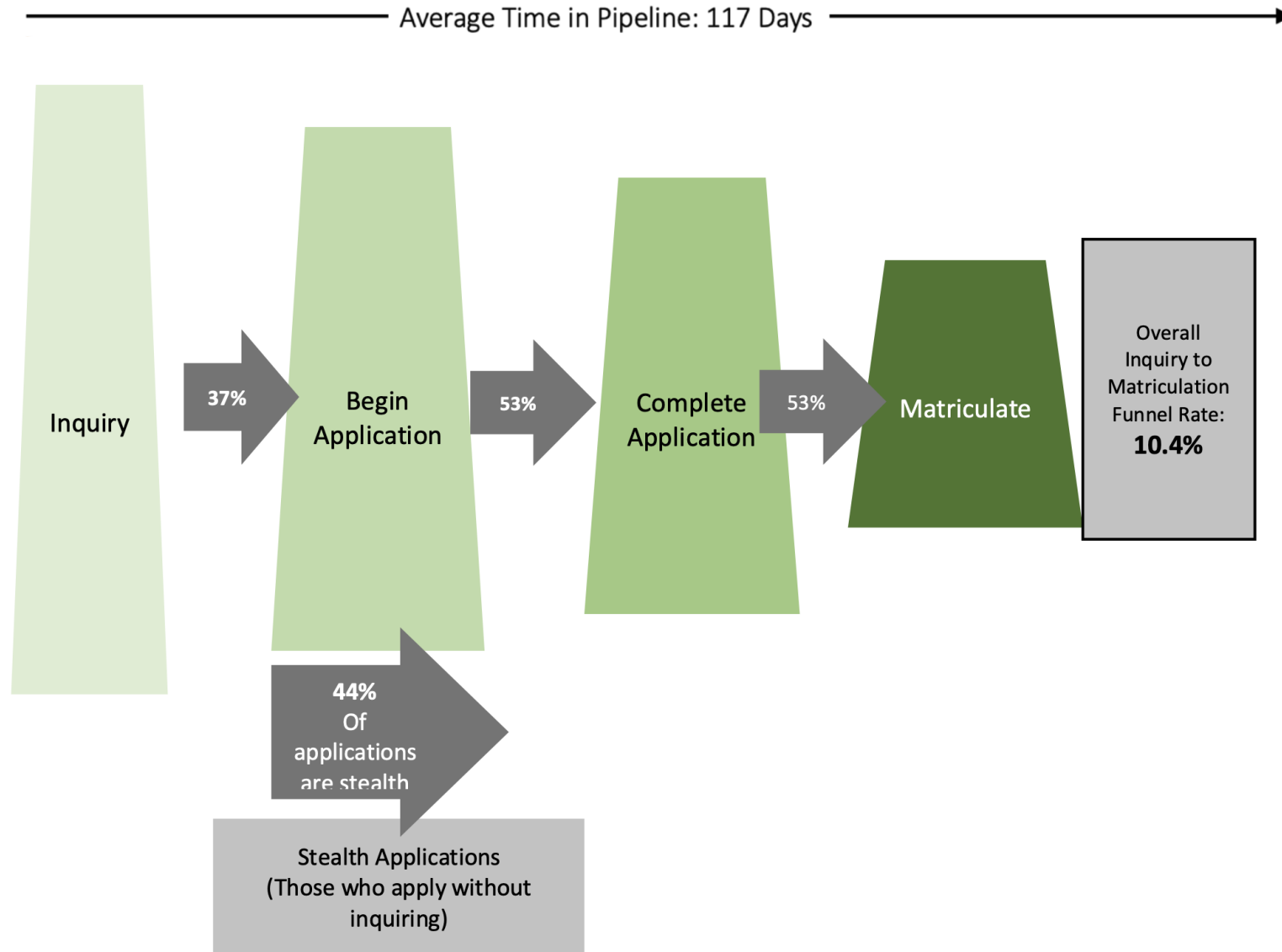
BUT ONLY

27%

start with outcomes, then set specific channel activations and KPIs accordingly.

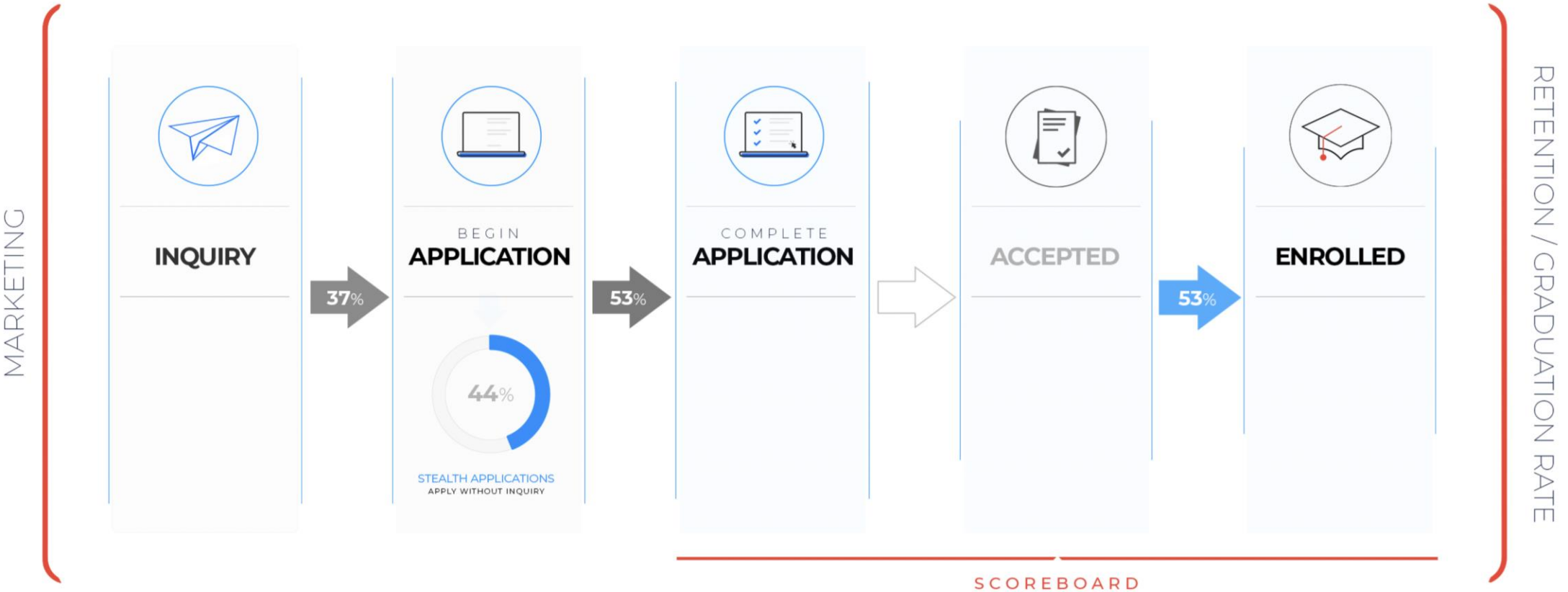
73%

still focus first on activating specific marketing channels and achieving KPIs, then connect metrics back to the outcomes.



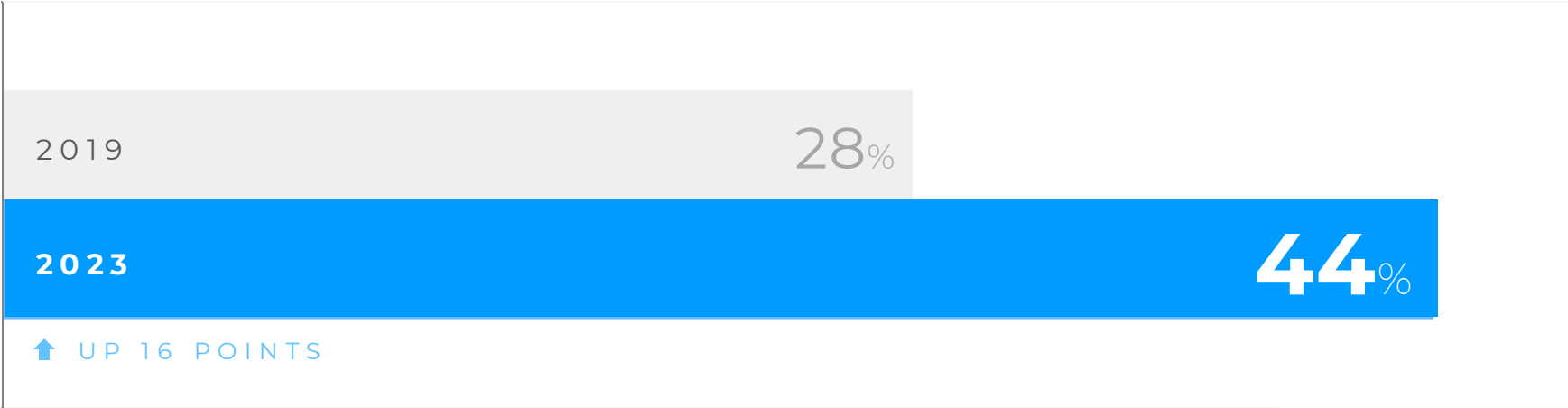
AVERAGE TIME OF STUDENT JOURNEY

117 DAYS | 3.9 MONTHS



Overall Inquiry to Enroll Funnel Rate

10.4%





Students that Inquired, then continued on to **Begin Application**



Avg percentage of individuals that **Completed Application**



Over half (53%) of individuals who complete an application **enroll in the program**



INQUIRY	Inquiry > START Application	Begin > Complete APPLICATION	Application > Enrolled	Overall Conversion % Inquiry / Enrollment
	37%	53%	53%	10.4%
1,000	370	196	104	





INQUIRY



START
APPLICATION



COMPLETE
APPLICATION



ACCEPTED



ENROLLED





ACT III

Better Stories, Better World.

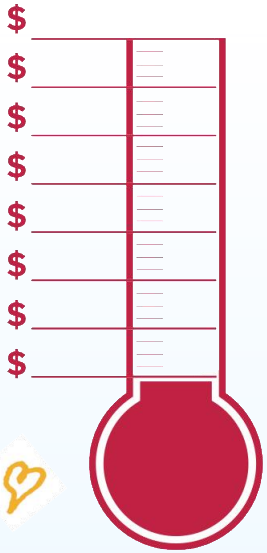
POWERFUL STORY UNLOCKS DATA EMPOWERMENT CULTURE

TCPRA



Every Dollar Makes a Difference

Our Fundraising Goal for St. Jude Kids:



©2022 ALSAC/St. Jude Children's Research Hospital (CFM 0323)

Slate Reports Unlock the Campaign Scoreboard.

TRACKING WHAT MATTERS MOST DURING CAMPAIGN - ENROLLMENTS



Inquiry
414

-



Connected
343

-

82.9%



App Started
264

-



App Submitted
254

-

96.2%



Admitted
133

-



Enrolled
112

-

84.2%

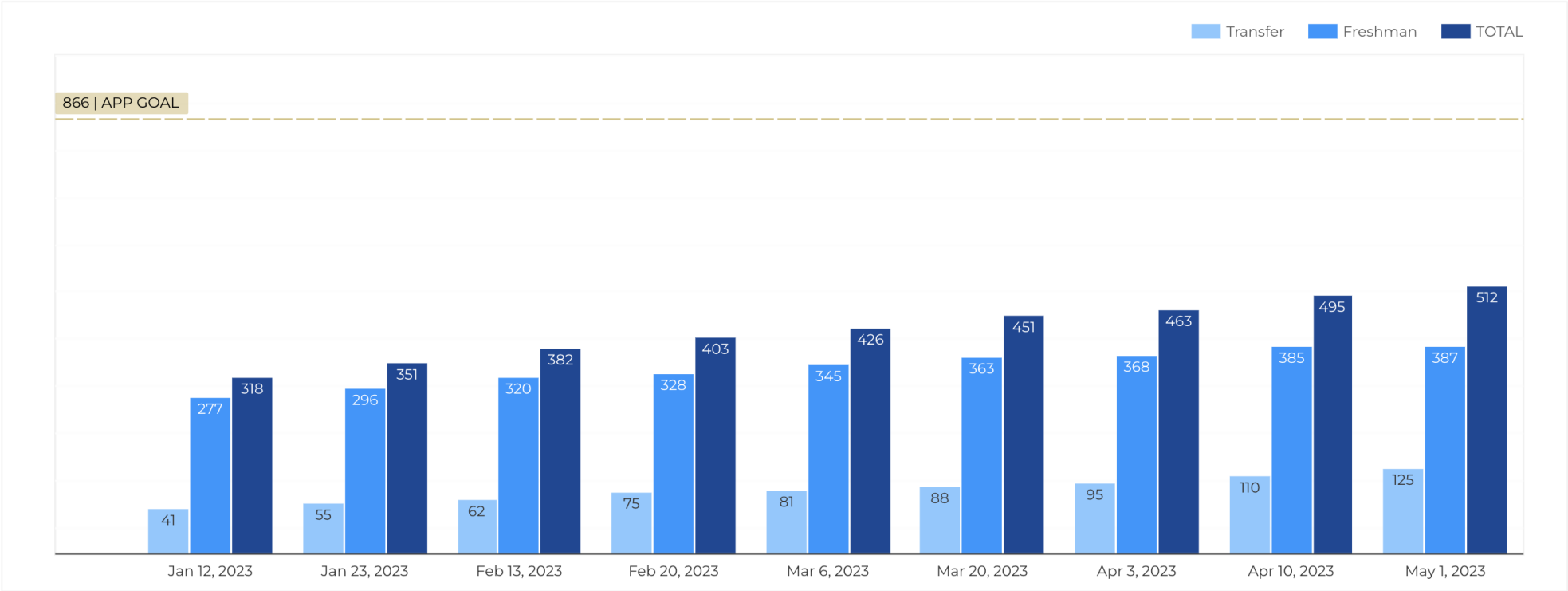
SCOREBOARD we've built for active partner using Data Studio, powered by Slate report exports
PUBLIC UNIVERSITY IN ALABAMA

TCPRA // ANNUAL CONFERENCE, 2024

ADVANCE EDUCATION

35

TRACKING WHAT MATTERS MOST DURING CAMPAIGN - ENROLLMENTS



Date (ISO Week)	Apps	Apps 2022	Admit Goal %
Week 18	512	571	36.5%
Week 15	495	519	32.8%
Week 14	463	503	31.5%
Week 12	451	472	29.6%
Week 10	426	453	28.3%

- TOTAL w/ GOAL % -

Apps

512

46.7%

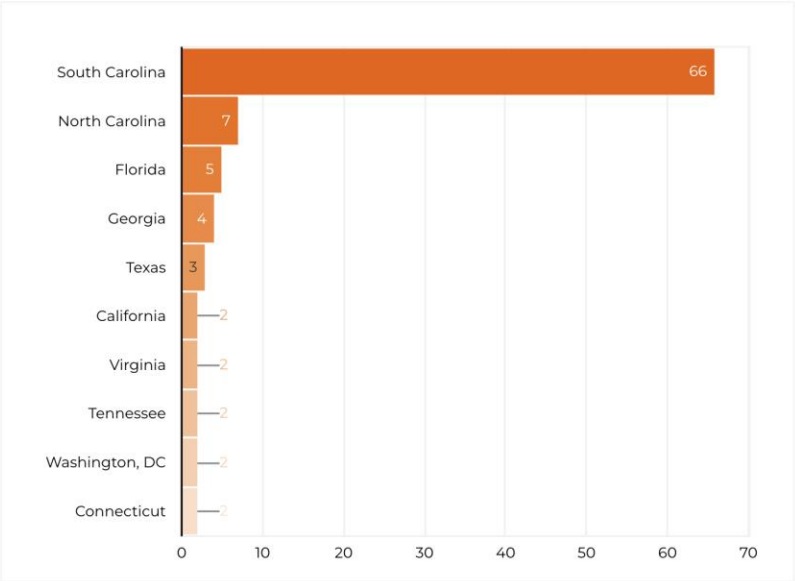
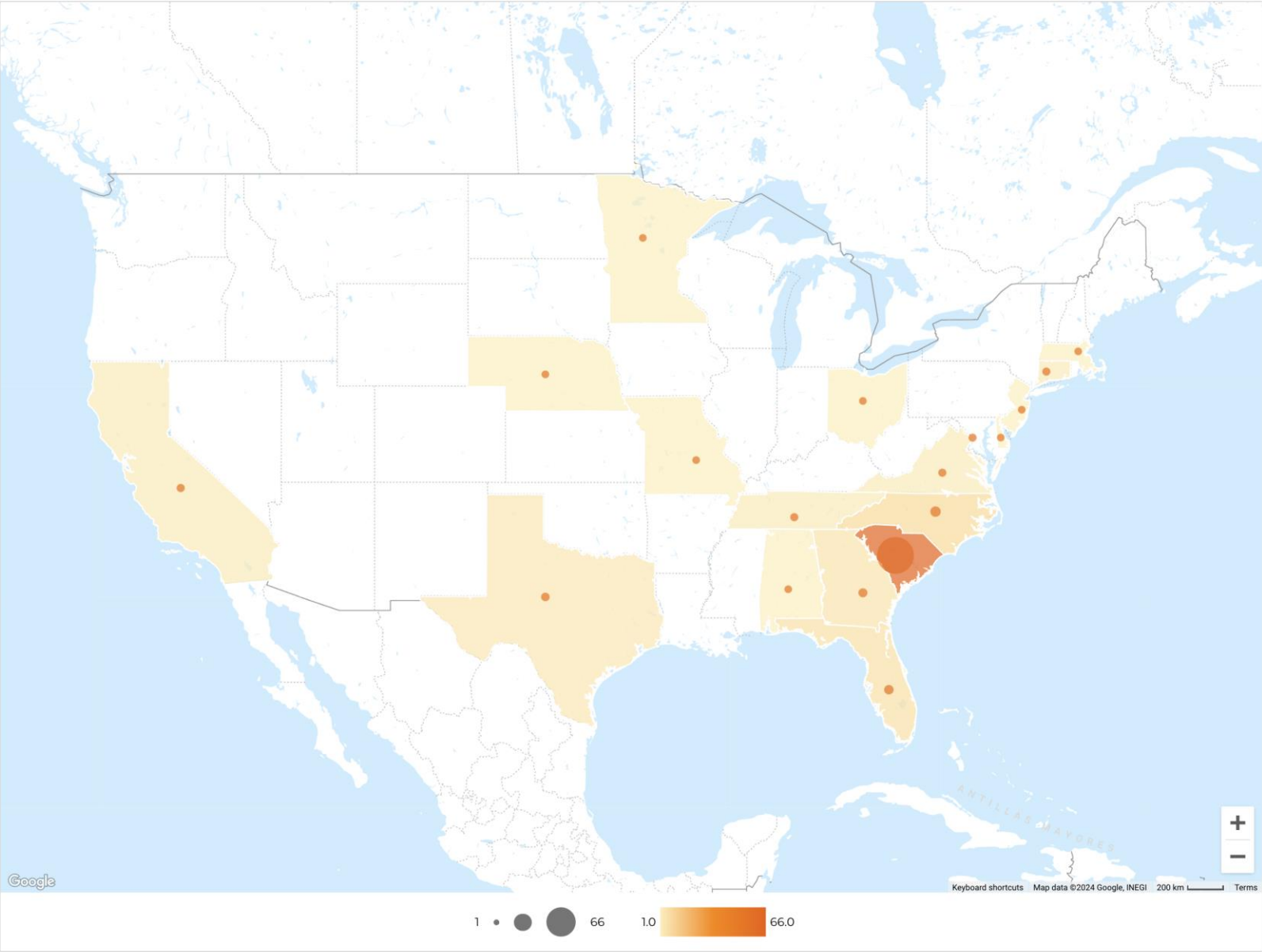
Completed

191

Admits

168

36.5%



States		Sum of Count ▾	Sum of Count
1.	South Carolina	66	62.9%
2.	North Carolina	7	6.7%
3.	Florida	5	4.8%
4.	Georgia	4	3.8%
5.	Texas	3	2.9%
6.	California	2	1.9%
7.	Washington, DC	2	1.9%
8.	Tennessee	2	1.9%
9.	Connecticut	2	1.9%
10.	Virginia	2	1.9%
Grand total		105	100.0%

1 - 20 / 20 < >

Custom Jan 1 - Apr 6, 2024

New users by First user primary channel grou... ▼		✓ ▼
FIRST USER PRIMARY CHA...	NEW USERS	
Organic Search	18K	
Direct	12K	
Paid Search	9.6K	
Paid Social	3.8K	
Referral	1.3K	
Display	387	
Organic Social	330	

View user acquisition →

Engaged sessions▼ by Session primary channel group ... ▼		✓ ▼
SESSION PRIMARY CHAN...	ENGAGED SESSIONS	
Organic Search	19K	
Direct	9.7K	
Paid Search	5.1K	
Referral	1.5K	
Paid Social	437	
Organic Social	230	
Display	86	

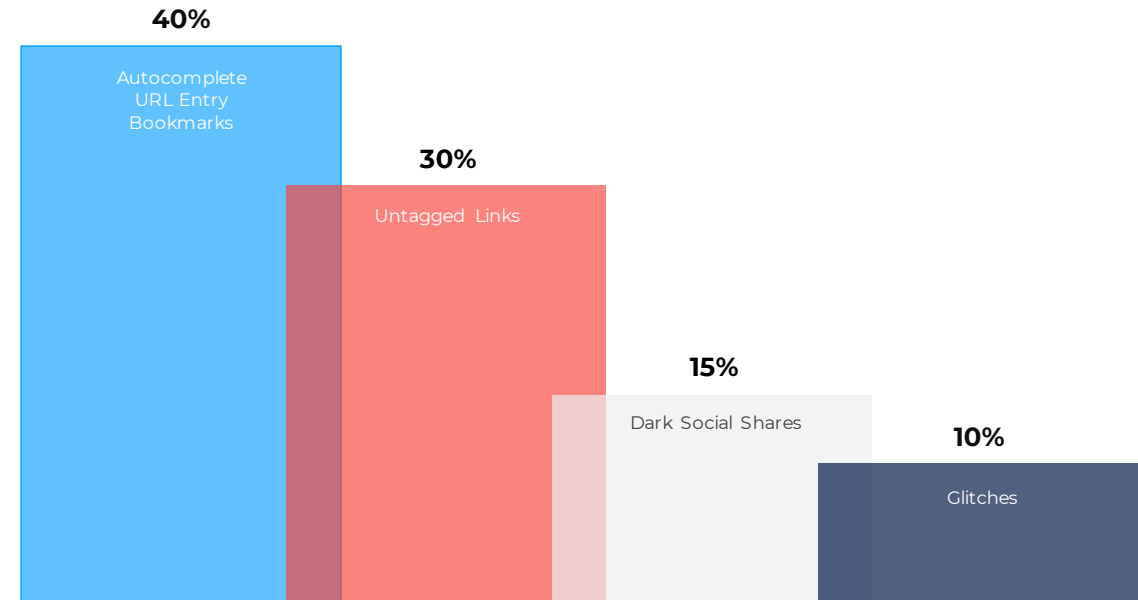
View traffic acquisition →



Definition of Google Analytics Traffic Source

Direct

Google Doesn't Know...



URL Entry/Bookmarks: 40-60%

This includes users who directly type the URL, access it from bookmarks, **or use browser autocomplete**. It often represents a significant portion of direct traffic, especially for well-known brands.

Untagged Links: 20-30%

This includes clicks from emails, secure browsing transitions, and other sources where referrer information is lost or not properly passed.

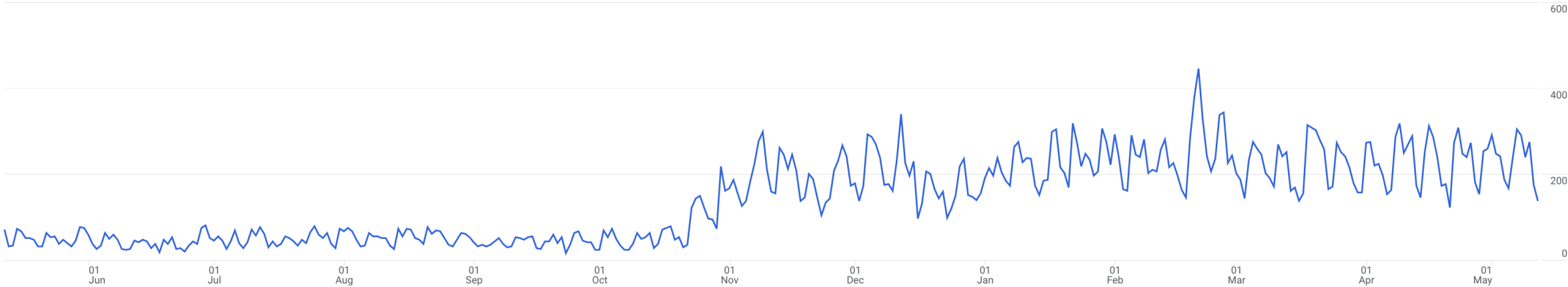
Dark Social Sharing: 10-20%

While difficult to quantify, dark social sharing via messaging apps and private channels likely contributes a notable but often underestimated portion.

Technical Glitches: 5-10%

This encompasses instances where referrer data is misinterpreted or lost due to technical issues.

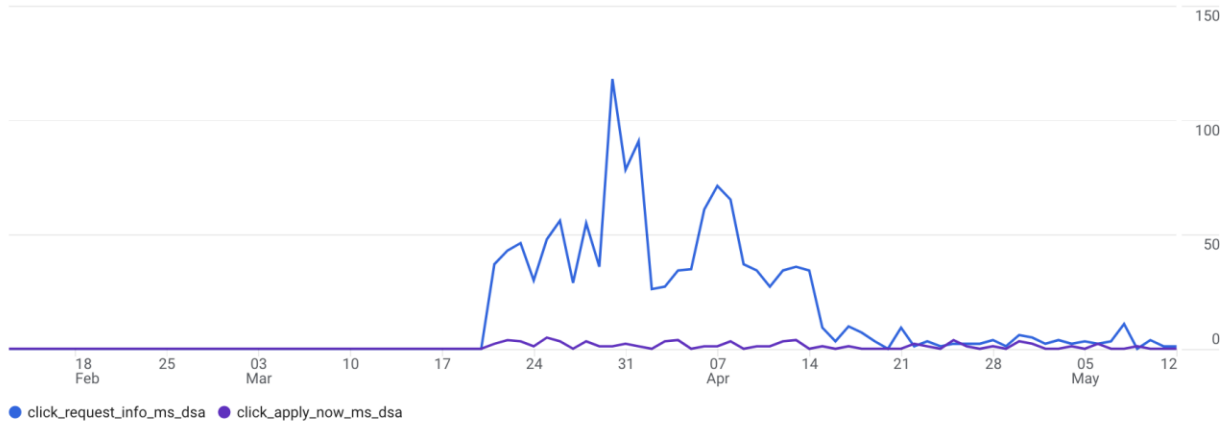
Views by Page path and screen class over time



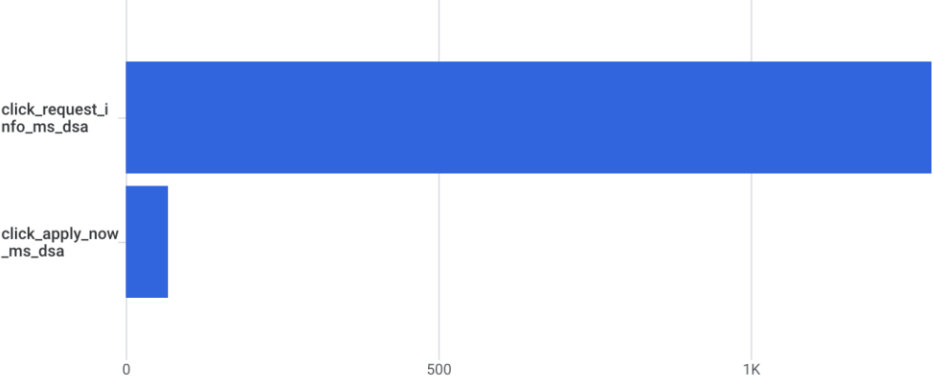
Search... Rows per page: 10 1-4 of 4

Page path and screen class ▾		Device category ▾ ×		↓ Views	Users	Engagement rate	First visits	Engaged sessions	Key events All events ▾	User key event rate All events ▾
				51,307 100% of total	36,101 100% of total	67.81% Avg 0%	23,332 100% of total	30,300 100% of total	447.00 100% of total	0.89% Avg 0%
1	/program/nursing	mobile		28,069	19,235	59.31%	11,796	14,020	346.00	1.19%
2	/program/nursing	desktop		22,847	16,640	76.65%	11,392	16,153	100.00	0.56%
3	/program/nursing	tablet		389	264	63.32%	142	202	1.00	0.38%
4	/program/nursing	smart tv		2	2	50%	2	1	0.00	0%

Event count by Event name over time



Event count by Event name



ms_dsa

⊗

Rows per page: 10 1-2 of 2

Event name	+	↓ Event count	Total users	Event count per user	Total revenue
		1,356	540	2.51	\$0.00
		<0.01% of total	0.03% of total	Avg -90.76%	
1	click_request_info_ms_dsa	1,289	498	2.59	\$0.00
2	click_apply_now_ms_dsa	67	44	1.52	\$0.00

“

Our remarkable **250% increase in applications** is a testament to the power of strategic collaboration.

Our enrollment marketing partnership with Advance Education has not only elevated the USA College of Nursing's visibility, but also ignited a passion for nursing education among aspiring students.

Together, we are shaping a future filled with compassionate caregivers and visionary leaders.

Dr. Heather Hall

University of South Alabama College of Nursing





ONLINE PATHWAY
LPN TO BSN

DNP
MSN
BSN
LPN

Keep Learning.

Flexible schedule
Career Advancement
Greater Impact

USA UNIVERSITY OF SOUTH ALABAMA
COLLEGE OF NURSING



ONLINE PATHWAY
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COLLEGE OF NURSING

Creative



Instagram Reels



Facebook Reels



Instagram Stories



Facebook Stories





“

I have learned a lot from you and your team in the short time that we have worked together.

You have changed the way that we do business.

Thanks for all that you have done for this campus.

Cassandra Conner, Ph.D.

William Carey University | Vice President, Tradition Campus

”



WILLIAM CAREY
UNIVERSITY



THE UNIVERSITY OF
TENNESSEE
HEALTH SCIENCE CENTER.

COLLEGE OF PHARMACY



The College of Pharmacy has held a longstanding partnership with the marketing team at Advance Education. **They took the time to educate me on each digital advertising product, our funding levels across products, ideal timing for different strategies, and how to optimize our inputs to get the best results.** They listened to our unique program position, strategies for the cycle, and program highlights in order to make tailored recommendations.

Each month, we review performance against industry benchmarks and make strategic adjustments. Their team allowed me to double the impact of our dollars spent and explore new markets that were cost prohibitive to recruit in person to. **The team is quick to adapt strategies and create new content based on the campaign's performance metrics, ensuring effectiveness and maximum impact of our dollars.**

I highly recommend Advance Education to any educational institution looking to redefine its marketing strategy and achieve unparalleled enrollment success.

For admissions offices, they are able to integrate directly into your needs and CRM without requiring digital marketing expertise. Here's to many more years of collaboration and triumphs!



Kara Bowen
DIRECTOR OF ADMISSIONS AND RECRUITMENT
The University of Tennessee Health Science Center - College of Pharmacy



ADVANCE EDUCATION

MARKETING AND ENROLLMENT STRATEGY



TRADITIONAL
STUDENT
ENROLLMENT



GRADUATE
PROGRAM
ENROLLMENT



ADVANCED
SEGMENTATION



MARKETING
STRATEGY AND
EXECUTION



ENROLLMENT
PIPELINE
MANAGEMENT



MARKET
INTELLIGENCE AND
DATA ANALYSIS



Thank You.



ADVANCE
EDUCATION