

CASE STUDY

Milwaukee School of Engineering Scores Record High Enrollment with Targeted and Automated Outreach

ENROLLMENT MARKETING | **EM**
by LIAISON 

The Challenge

The Milwaukee School of Engineering (MSOE)—a small private college in downtown Milwaukee—wanted a stronger communication plan for prospective students and a more streamlined recruiting process. With both software and service offerings for admission cycle transformation, Enrollment Marketing by Liaison was chosen to help MSOE achieve their recruitment goals.

“Liaison provided the ability to communicate with prospective students in a more direct and engaging way than MSOE had done previously,” explained Patrick Massoels, Enrollment Marketing and Admission Event Coordinator at MSOE.

Since partnering, MSOE and Liaison have

“The system is so quick and nimble—it **takes the burden from us by automating communication, tracking everything we do**, and ensuring that we’re sending the right information to the right students.”

PAUL BORANS
Dean of Admissions
MSOE University



worked closely to create ongoing, automated, and targeted admission communications through Liaison's Enrollment Marketing Platform (EMP). MSOE attributes many of the school's enrollment successes, including a record high enrollment of 800 students in 2021, to its creative partnership with Liaison. The college is projecting to surpass its 2021 enrollment number by more than 20 students for the 2022 school year.

Big Impact: Targeted, Tailored & Thoughtful

In addition to implementing omni-channel communication, from emails and personal websites to print collateral, MSOE has leveraged Liaison's enrollment marketing expertise to create a wide range of segmented student groups within EMP. For instance, open house invitations can be sent to a designated group of students who reside near the event location. The groupings have resulted in a more tailored and relevant outreach approach.

"Everything we do is group-based now. This allows us to be more thoughtful about who we are communicating with, whether it's prospective students or parents. Our counselors can also use these groupings to reach out to a specific group, such as accepted students, about things like deposit reminders," Massoels said.

MSOE has been able to take their targeted communications a step further using Liaison's variable capability for print materials. Most recently, they collaborated with Liaison to develop nine program-specific acceptance packages. These packages —crafted by Liaison's in-house team of copywriters, designers, and production specialists—are sent to accepted students based on their program of interest.

MSOE values Liaison's easy-to-use EMP for providing them with a quick and effective way to continually engage with students throughout the entire admission cycle. Communications even

expand to post-admission areas such as financial aid and MSOE's Raider Orientation, Advising and Registration (ROAR) program, which is designed to help first-year students better prepare for the transition to college.

"With Liaison, we're able to stay on a student's radar as much as possible. The system is so quick and nimble—it takes the burden from us by automating communication, tracking everything we do, and ensuring that we're sending the right information to the right students," shared MSOE Dean of Admissions Paul Borens.

Samantha Kammers, MSOE's Director of Non-Traditional Admissions added, "With Liaison's notification feature, we get notified immediately when a student inquires about our programs or applies. This makes it really easy for us to communicate with them right away, when they're still engaged and interested."

The MSOE team meets regularly with Liaison's Client Success experts and account managers to review communication performance, develop student surveys, and strategize about recruitment improvements. MSOE is looking forward to maximizing Liaison's breadth of support and insight for continual enrollment growth.

Results

- A record high enrollment of 800 students in 2021, trending up for 2022
- Automated and centralized admission cycle communications through Liaison's Enrollment Marketing Platform (EMP)
- Tailored, targeted, and thoughtful messaging using segmented groups and prospect-specific variables
- Time saved in enrollment marketing management, providing more flexibility to focus on other responsibilities

ABOUT MSOE UNIVERSITY

The Milwaukee School of Engineering (MSOE) is a private, non-profit university offering bachelor's and master's degrees in engineering, business, and nursing. MSOE has been working with Liaison for over a decade.

ABOUT LIAISON

With more than two decades of experience serving over 31,000 programs and 1000+ campuses and counting, Liaison's experts provide all of the planning, support, print management and strategy consulting you need to ensure you launch your campaigns hassle-free.