

CASE STUDY

How a Modern Communication Switch Impacted Student Engagement & Enrollment at Montana Technological University

MONTANA
TECHNOLOGICAL UNIVERSITYENROLLMENT MARKETING | **EM**
by LIAISON 

How can higher education institutions capture a high school student's attention in today's media-driven world? Montana Technological University—a regional university in Butte, Montana with a specialized focus on Science, Technology, Engineering and Mathematics (STEM)—took proactive steps to do it effectively.

The Challenge

Montana Tech wanted to enhance their enrollment marketing communications with more personalized, engaging messaging. As a small university, however, the school had limited resources and personnel for enrollment marketing development.

“Since Montana Tech is a small school, our staff wear many different hats. We were looking for a

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LESLIE DICKERSON
Executive Director, Admissions & Enrollment
Montana Tech



team that could specifically focus on enrollment marketing and support our communication campaign goals, both through a personalized communication plan and professional writing,” said Leslie Dickerson, Executive Director of Admissions and Enrollment at Montana Tech.

Pleased with its software and enrollment marketing service offerings, Montana Tech partnered with Enrollment Marketing by Liaison to put their recruitment goals into motion. This creative partnership led to a unique change in Montana Tech’s writing style, which contributed to an 8.5% enrollment increase between 2020 and 2021.

Big Impact: Modern, Innovative Communications

Montana Tech worked hand-in-hand with the Liaison team to transform their traditional marketing communications using a more cutting-edge, relevant, and conversational voice and tone. For example, with the help of Liaison’s talented copywriters, they began to integrate humorous messaging and even memes into their prospect-based email campaigns.

Dickerson shared, “Our dedicated Liaison copywriter really understood what we were trying to do, which was so great, because you can’t exactly fake a style rebrand. We had conversations about how we wanted the messaging to come across, and then this writer came back with copy that just nailed our new voice.”

Montana Tech’s new innovative approach to enrollment marketing has helped to boost school visibility and interest. In addition to an enrollment increase, Dickerson and her team have received

positive feedback about their unique messaging, including a response from a prospective student who expressed that Montana Tech’s enjoyable college emails were unlike any other.

During a statewide meeting, the school was even recognized by another institution for the personalized elements—such as name, major, location, and funnel stage to name a few—that are now thoughtfully incorporated in Montana Tech enrollment marketing materials.

Liaison’s supportive team of writers, designers, Client Success experts, and marketing and production specialists regularly collaborate with Montana Tech to continue enhancing student communications across the admission cycle.

Results

- An 8.5% enrollment increase between 2020 and 2021—equating to an overall increase of over 80 students
- Engaging, innovative, and relevant messaging, thoughtfully crafted by Liaison’s Enrollment Marketing Creative Team
- Extensive, ongoing strategic support from Client Success experts who manage all campaign builds—including print collateral—and serve as an extended marketing team
- Time saved in enrollment marketing campaign development, from inception to delivery
- Centralized admission cycle communications through Liaison’s Enrollment Marketing Platform (EMP)

ABOUT MONTANA TECHNOLOGICAL UNIVERSITY

Montana Technological University is a leading Science, Technology, Engineering and Mathematics (STEM) university in Butte, Montana with additional program offerings in nursing, health, and professional fields. Montana Tech has been working with Liaison since 2012.

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.