

CASE STUDY

SIENA HEIGHTS
UNIVERSITY

Increasing Student Yield:

How Siena Heights University Stays Ahead of the Curve

ENROLLMENT
MARKETING | **EM**
by LIAISON 

The Challenge

Siena Heights University, a private Roman Catholic University in Adrian, Michigan, wanted to implement a more well-rounded and effective enrollment communication strategy. With software and service capabilities designed to improve higher education recruitment, Enrollment Marketing by Liaison proved to be an ideal partner for the school's student engagement goals.

"We liked that Liaison offers a unique opportunity to develop student outreach—at every stage of the funnel—more holistically for a traditional and online population of prospective students. The fact that we could also align all our communications with corresponding print materials made Liaison a great match for Siena Heights," explained Regina Dunn,

“It's really great to have a partner that can **continuously offer best practices, recommendations, and even out-of-the-box ideas** based on their long-standing experience in the industry and their work with other institutions.”

REGINA DUNN

*Director of Undergraduate Admissions,
Siena Heights University*

Director of Undergraduate Admissions for Siena Heights.

Dunn and her team redefined their outreach approach by collaborating with Liaison on a stronger communication plan made up of ongoing, personalized, and targeted omni-channel campaigns. Currently ahead in net deposits by over 6% for the 2023-24 school year, Siena Heights values this decade-long partnership that has helped them to consistently engage and yield prospects.

Big Impact

Tailored marketing pieces, thoughtfully developed by Liaison's in-house creative professionals, have been key in incentivizing prospective students to move through the Siena Heights admissions funnel. Dunn noted that their customized communications – including emails, texts, brochures, posters, and postcards – also serve to form a deeper connection with prospects and parents.

“This consistent, individualized outreach allows us to communicate with students in a way that caters to their unique interests and goals. It demonstrates, to both the student and their parental supporters, that we know them, care about their needs, and want them here,” she shared.

With Liaison's support, Siena Heights is now even leveraging creative collateral to showcase the value of an investment in the school. Their all-in-one financial aid and value print piece helps families to make sense of their financial aid offer, proceed with next steps, and ultimately maximize financial security.

Dunn said, “Our financial aid brochure allows us to show families what they're truly investing in when they choose Siena Heights. It's more than just a list of numbers and scholarships; it's a beautiful piece that includes noteworthy rankings and stats, a welcoming message, and a preliminary financial aid offer that's customized for each individual student.”

In addition to a wide range of communication campaigns, the Siena Heights team has incorporated a personalized microsite for any prospective student who fills out a school-branded inquiry form. On the site, students can find information unique to their admission stage and program of interest, schedule campus visits, review an admissions checklist, fill out an application, submit an enrollment deposit, and more.

Siena Heights credits Liaison for successfully guiding them toward a strategic and significantly enhanced recruitment process over the years. The school particularly appreciates the insight they gain from Liaison Account Managers and Client Success experts.

“We meet with the Liaison team regularly to discuss where we can make improvements and how we can do things differently. It's really great to have a partner that can continuously offer best practices, recommendations, and even out-of-the-box ideas based on their long-standing experience in the industry and their work with other institutions,” Dunn reflected.

Dunn is looking forward to further developing and improving Siena Heights' yearly recruitment through Liaison's continuous enrollment marketing expertise and expansive outreach platform.

Outcomes

- 6 to 10% ahead on deposits for 2023-24
- Historic freshman enrollment
- Ongoing industry insight, support, and guidance
- Enhanced yield strategy and positive student feedback

ABOUT SIENA HEIGHTS UNIVERSITY

A Catholic university founded in 1919 and sponsored by the Adrian Dominican Sisters, Siena Heights is a coeducational institution offering associate, bachelor, and graduate degrees. Siena Heights has been working with Liaison since 2013.

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.