

TACKLING THE UNIVERSITY AFFORDABILITY PERCEPTION

Demonstrating the value of your university to society through targeted campaigns

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BACKGROUND

Research findings

- Value/Cost
 - Higher education is unaffordable
 - You graduate with exorbitant level of debt
 - Financial aid will not meet financial need for students below a certain income level
 - Economic value is declining/some students would be better off in trade school
 - Endowments get most of their money from tuition
- Differentiation
 - It doesn't matter where you go to college
 - All degrees are the same
 - The reason you go to college is to prepare for a job
- Purpose
 - The general public does not benefit from university research and academics
 - Universities are too liberal and don't welcome free speech

DISCUSSION

- Are you seeing these misperceptions in your institution?
- What other misperceptions are you experiencing?
- Do you see any differences based on demographics?

U - M A F F O R D A B I L I T Y C A M P A I G N



GO BLUE
GUARANTEE



CAMPAIGN GOALS

①

Increase application and enrollment rates among high-achieving, in-state students with family incomes up to \$65,000.

②

Increase communication of U-M as an affordable, high-value institution that is within reach to qualified in-state students at all income levels.

MARKETING OBJECTIVES

- Communicate to families in Michigan making up to \$65,000 that they are eligible to receive free tuition, and may be eligible for further aid to defray the cost of attendance (room and board, fees and books)
- Communicate that U-M is affordable for all in-state students, including those with family incomes above \$65,000
- Communicate that U-M is the most affordable public university in the state for students with financial need
- Reach influencers in the college application process

TARGET AUDIENCES

PRIMARY:

- High school students and their families
- Counselors in Michigan high schools
- Community-based organizations/partners

SECONDARY:

- General public
- State and national media
- Stakeholders (elected officials, donors, alumni)
- In-state high-achieving high school juniors and seniors at all income levels

2017 TACTICS

- Earned media/news coverage
- Owned social media posts (U-M's Facebook and Twitter accounts)
- Sponsored social media campaign (Facebook and Instagram)
- Original content created for social media
- Cinema advertising
- In-stadium signage for home football games
- :30 radio spots for each U-M football game
- Big House marquee advertising

2017 TACTICS

- Office of Enrollment Management:
 - Slice of Life, View of the U, Application Workshops and M is 4 U events
 - High School Counselor Workshops and Promoting the Publics event
 - High school college fairs
 - Financial aid outreach events

Supporting materials:

- Table tents
- Retractable banners
- Flyers
- Table cloths
- Brochure
- Website

CAMPAIGN GRAPHICS



— YOU CAN —
GO BLUE!

**TUITION SUPPORT FOR QUALIFYING
FAMILIES WITH INCOMES UP TO \$180,000**

IN-STATE STUDENTS | ANN ARBOR CAMPUS



**GO BLUE
GUARANTEE**

FOUR YEARS OF
FREE U-M TUITION

**IN-STATE STUDENTS | \$65,000 & UNDER FAMILY INCOME
ANN ARBOR CAMPUS | EFFECTIVE JANUARY 2018**



GO BLUE GUARANTEE/
YOU CAN GO BLUE
SPLASH PAGE

The splash page features a blue and yellow color scheme. At the top is the University of Michigan logo. Below it is a banner that reads "GO BLUE GUARANTEE" and "FOUR YEARS OF FREE U-M TUITION". A sub-header specifies "IN-STATE STUDENTS | \$65,000 & UNDER FAMILY INCOME | ANN ARBOR CAMPUS | EFFECTIVE JANUARY 2018". The main content area asks "Are You a Michigan Resident with a Family Income Less than \$65K?" and provides information about the guarantee. Two blue buttons offer options: "If you're applying to U-M" and "If you're already enrolled at U-M.". Below this is a link for families with income over \$65K. Two video thumbnails are shown, one featuring President Schlissel and another featuring Kedra Ishop. At the bottom, a section titled "Our Commitment to Affordability" includes three icons with statistics: "#2", "2 of 3", and "97%".


ADMISSIONS
WEBSITE
LANDING PAGE

The landing page is a screenshot of the University of Michigan Undergraduate Admissions website. It features a blue header with the "Undergraduate Admissions" title and a search bar. A navigation menu includes "About U-M", "Academics + Majors", "Life at Michigan", "Costs + Aid", "Apply", and "Explore + Visit". The main content area is titled "Go Blue Guarantee" and mirrors the splash page design, including the "GO BLUE GUARANTEE" banner, the "FOUR YEARS OF FREE U-M TUITION" headline, and the eligibility question. A sidebar on the left lists navigation options like "Costs", "Financial Aid", and "Michigan Residents". A right-hand sidebar contains a box titled "IS YOUR FAMILY INCOME MORE THAN \$65K?" with a link to learn more. At the bottom, there are sections for "Why Choose Michigan", "Majors & Degrees", "Value of a U-M Degree", and "Next Steps", each with a corresponding button.

VIDEOS SHARED VIA SOCIAL MEDIA

University of Michigan
Sponsored · 🌐

"We will find a way to help you afford a spectacular college education."
#GoBlueGuarantee #LeadersandBest #GoBlue



Every student with an interest in higher ed


GO BLUE GUARANTEE
Learn if you qualify
GoBlueGuarantee.UMich.edu

Learn More

Like Comment Share

University of Michigan
Sponsored · 🌐

YOU CAN GO BLUE!: "You can come to Michigan and the whole world opens up to you."
#YouCanGoBlue #LeadersandBest #GoBlue




U-M: AN EXCEPTIONAL VALUE
Explore your options
admissions.umich.edu/you-can-g...

Learn More

Like Comment Share

University of Michigan
Sponsored · 🌐

YOU CAN GO BLUE!: "U-M is committed to keeping a world-class education within reach of all Michigan residents."
#YouCanGoBlue #LeadersandBest #GoBlue



EXPLORE HOW YOU CAN GO BLUE!
Explore your options
admissions.umich.edu/you-can-g...

Learn More

Like Comment Share

University of Michigan
Sponsored · 🌐

Offering FREE tuition for in-state students with a family income \$65K and under.
#GoBlueGuarantee #LeadersandBest #GoBlue



GO BLUE GUARANTEE
Learn if you qualify
GoBlueGuarantee.UMich.edu

Learn More

Like Comment Share

BIG HOUSE MARQUEE



IN-STADIUM ADVERTISING



CINEMA ADVERTISING



EVENT MATERIALS



DISCUSSION

- Are you deploying similar tactics?
- Have you seen success in certain tactics over others?
- What marketing mix do you find most effective?

HIGHLIGHTS—EARNED MEDIA & U-M CHANNELS

- 220+ stories in news outlets nationwide
- National media coverage, including: *The Chronicle of Higher Education*, *Forbes* and *USA Today*
- 6.93M impressions of the #GoBlueGuarantee hashtag on Twitter
- Utilized U-M channels:
 - *University Record* story —
13,321 pageviews (12,284 unique) | 3:56 average time on page
 - goblueguarantee.umich.edu —
61,525 pageviews (52,972 unique) | 6:00 average time on page | 17.6% return visits
- President Mark Schlissel incorporated into speeches and op-eds

HIGHLIGHTS—EARNED MEDIA & U-M CHANNELS

- Office of Enrollment Management recruitment efforts:
 - Over 2,300 prospects and parents reached through themed events (e.g. Slice of Life, View of the U)
 - Over 500 counselors reached through Promoting the Publics and 200 counselors attended the High School Counselor Workshops
 - Over 500 high school college fairs/visits

HIGHLIGHTS—PAID DIGITAL CAMPAIGN

- Over 8 million ads shown to the target audience
- Reach:
 - 81%+ of the 142,000 student/parent audience
 - 30%+ of the 1,500,000 statewide audience
- Over 1.5M actions (likes, views, clicks, shares, etc.) taken on the ads
- Ads viewed an average of 5.63 times
- More than 9,000 visitors directed to goblueguarantee.umich.edu (with 1,400 form fills)
- 300K+ audience members captured for remarketing purposes

HIGHLIGHTS—OUT OF HOME ADVERTISING

Cinema (September 1–October 27):

- 17 theaters in West Michigan, Mid-Michigan, and the Upper Peninsula
 - 415,305 impressions

U-M Football/Basketball (September 16–January 9):

- In-stadium/arena and radio:
 - 484,500 fans in-stadium/arena
 - 960,000 radio listeners

U - M AFFORDABILITY CAMPAIGN

2017 CAMPAIGN INSIGHTS



2017 CAMPAIGN INSIGHTS—DIGITAL CONTENT

Student Audience

- Most popular ad content is moving graphics (GIF) layered over iconic imagery (e.g. Diag) Top performing GIF had over 400K views.
- Videos were less effective, but ones that featured students outperformed others. Student videos reached 45K of the 140K target audience.

General Audience

- Coach Harbaugh video performed best with 10x the number of views compared to the next most popular video.

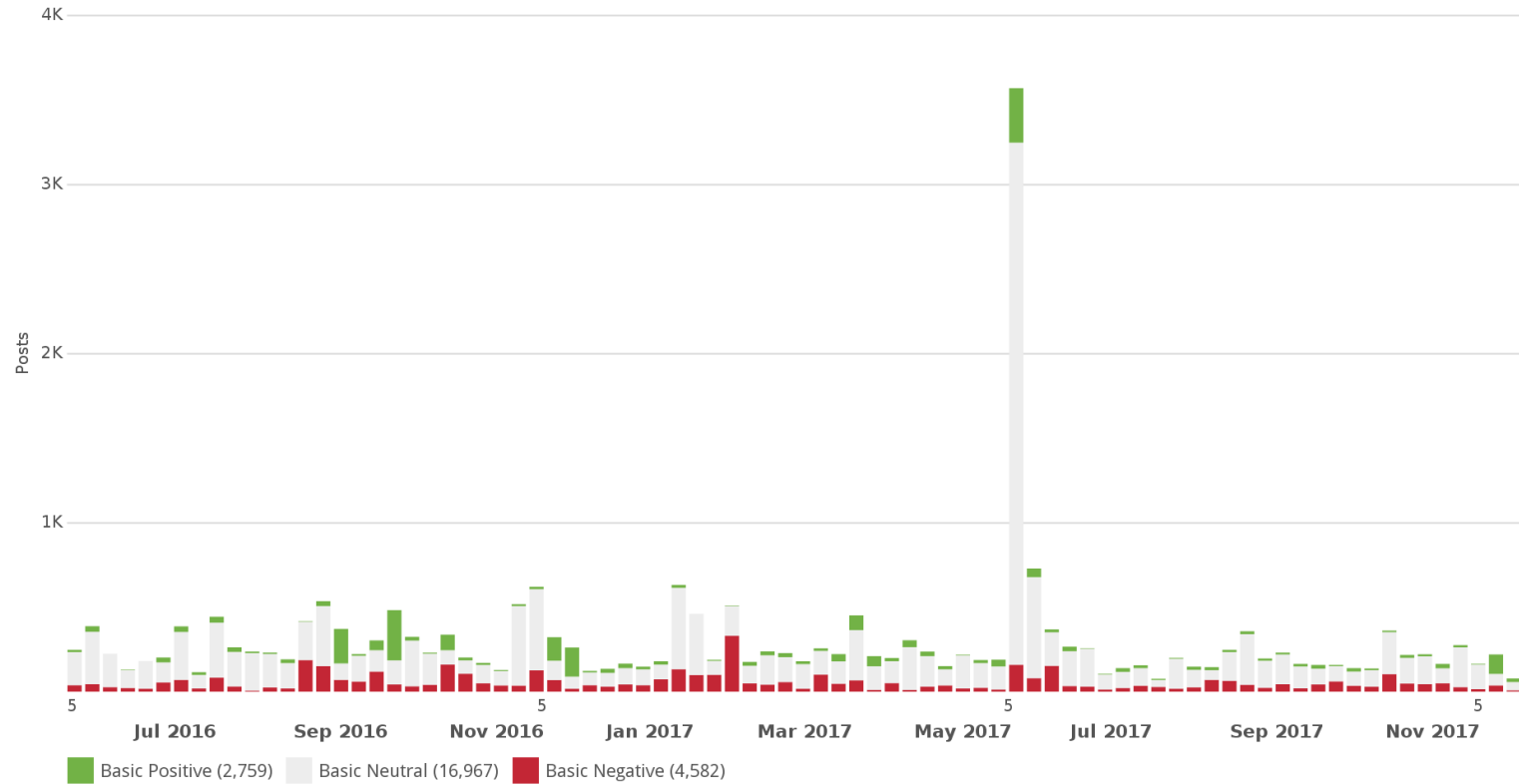
Recommendations:

- Continued use of influencers/celebrities for General Audience
- Use of color, text, robust visuals in first three seconds to engage viewers
- Pin GBG content on the top of U-M channels for longer engagement

2017 CAMPAIGN INSIGHTS—MEDIA, OOH ADS AND OEM

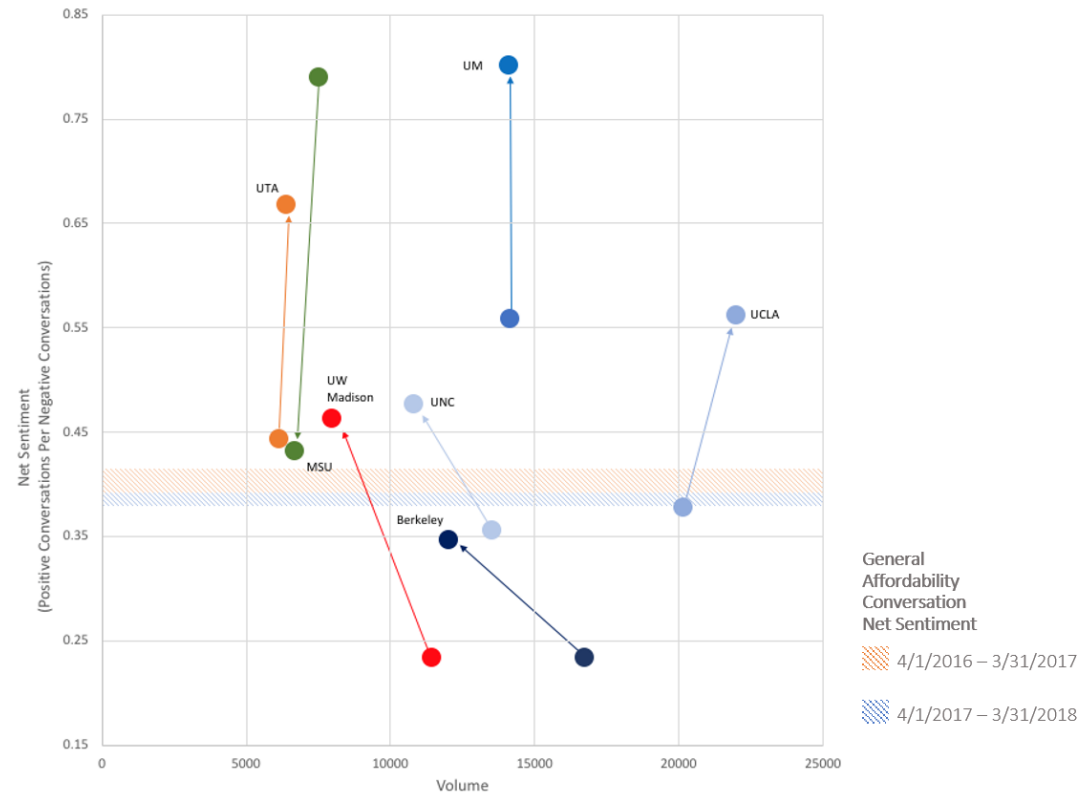
- Ongoing media is recommended to keep GBG top-of-mind
- Pitching new statistics to select national media prior to general release would be most effective
- Include content created for social media in news pitches
- Cinema, Athletics in-stadium and radio advertising is hard to measure, but know from research and anecdotally that it can have a high level of recall
- Continued effort on Admissions website to capture prospective student information (with 1,500 form fills as baseline)
- Early application findings:
 - 10% increase in in-state applications
 - Anecdotal references to GBG in regard to application motivation
 - Demand exceeded supply of materials at recruitment/financial aid events

SENTIMENT ANALYSIS



College Affordability: U-M — Volume of Posts (Basic Sentiment) from 6/1/16 to 12/31/17

SENTIMENT ANALYSIS



DISCUSSION

- Are you surprised by any of these insights?
- What are you using to measure sentiment?
- What trends are you seeing in applications?

U - M A F F O R D A B I L I T Y C A M P A I G N

2018

Go Blue Guarantee Campaign



TACTICS

- **Influencers and partners** (U-M leadership, Deans, alumni, community based groups, student outreach groups, HS counselors, campus communicators)
 - Toolkit to include marketing assets, handy facts, FAQs, etc.
 - President Schlissel speaking opportunities
 - Inclusion in statewide communication efforts
- **Media**
 - Release of U-M application and enrollment data
 - Ongoing GBG news
- **Owned U-M social media**
 - Video testimonials, animations, static posts with strong call to action

TACTICS

- Paid digital advertising
 - Audience-targeted campaign across Facebook, Instagram, **Twitter, Google Display**
 - **Geofenced digital ads in areas to influence specific audiences (e.g. policymakers)**
 - Inclusion in other U-M storytelling efforts
- Media advertising
 - Regional print publications
 - Radio
 - U-M Athletics (Stadium marquee, IMG network radio ads, ticketholder email)
 - Cinema
- Update OEM print and event materials and website as needed

Animated
GIF

U-M'S COMMITMENT TO AFFORDABILITY

GO BLUE GUARANTEE FOUR YEARS OF **FREE U-M TUITION**
\$65,000 & UNDER FAMILY INCOME | ASSETS BELOW \$50,000 | IN-STATE STUDENTS | ANN ARBOR CAMPUS

GO BLUE GUARANTEE **TUITION SUPPORT**
FOR QUALIFYING FAMILIES WITH INCOMES UP TO \$180,000
IN-STATE STUDENTS | ANN ARBOR CAMPUS

LEARN HOW AFFORDABLE A WORLD-CLASS UNIVERSITY CAN BE
goblueguarantee.umich.edu

LEARN HOW AFFORDABLE A WORLD-CLASS UNIVERSITY CAN BE
goblueguarantee.umich.edu

GO BLUE GUARANTEE



GO BLUE GUARANTEE



TRACKING AND MEASUREMENT

- Applications and enrollment of targeted students
- Attendance and materials distribution at events
- Media placements
- Social media engagement
- Advertising impressions
- Website traffic
- Lead generation and email open rates (inc. Michigan Impact)
- Counselor engagement
- Crimson Hexagon sentiment analysis

TRACKING AND MEASUREMENT

Initial results – 8/28/18-9/7/18

- 412K impressions over all paid channels: Facebook, Instagram, Snapchat, Google Display and YouTube
- 6,000 visits to the goblueguarantee.edu website (average of 500 visits/day) – 30% lift in traffic compared to the same time period last year
- Over 275 form fills for additional Go Blue Guarantee information

DISCUSSION

- Thoughts, comments, insights?

THANK YOU!

