



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023



Intelligent Names: The Smartest Way to Find Adult
Learners to Fill Your Funnel

+

Intelligent Names: How to Engage Parents

February 16, 2023

experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023

Speaker



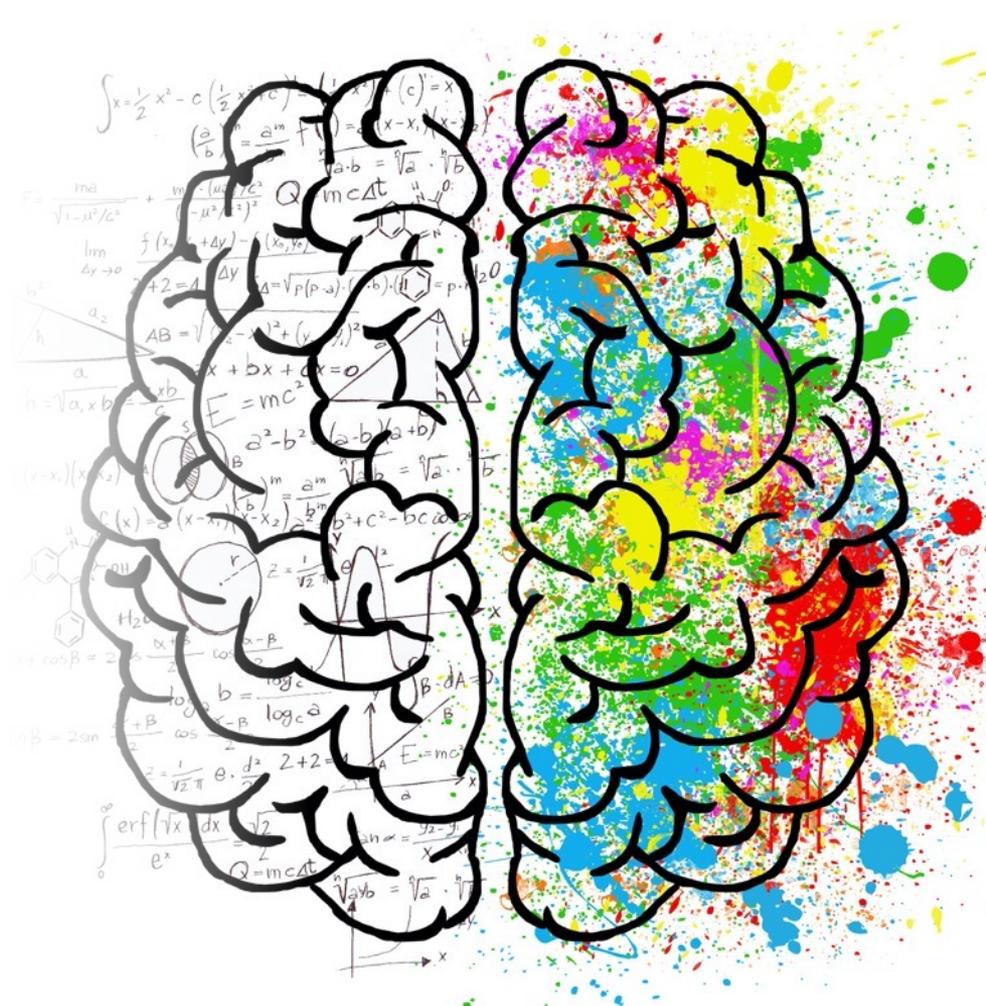
Andy Hannah

President, Othot
Adjunct Professor, Katz School of Business,
University of Pittsburgh
Faculty, International Institute for Analytics

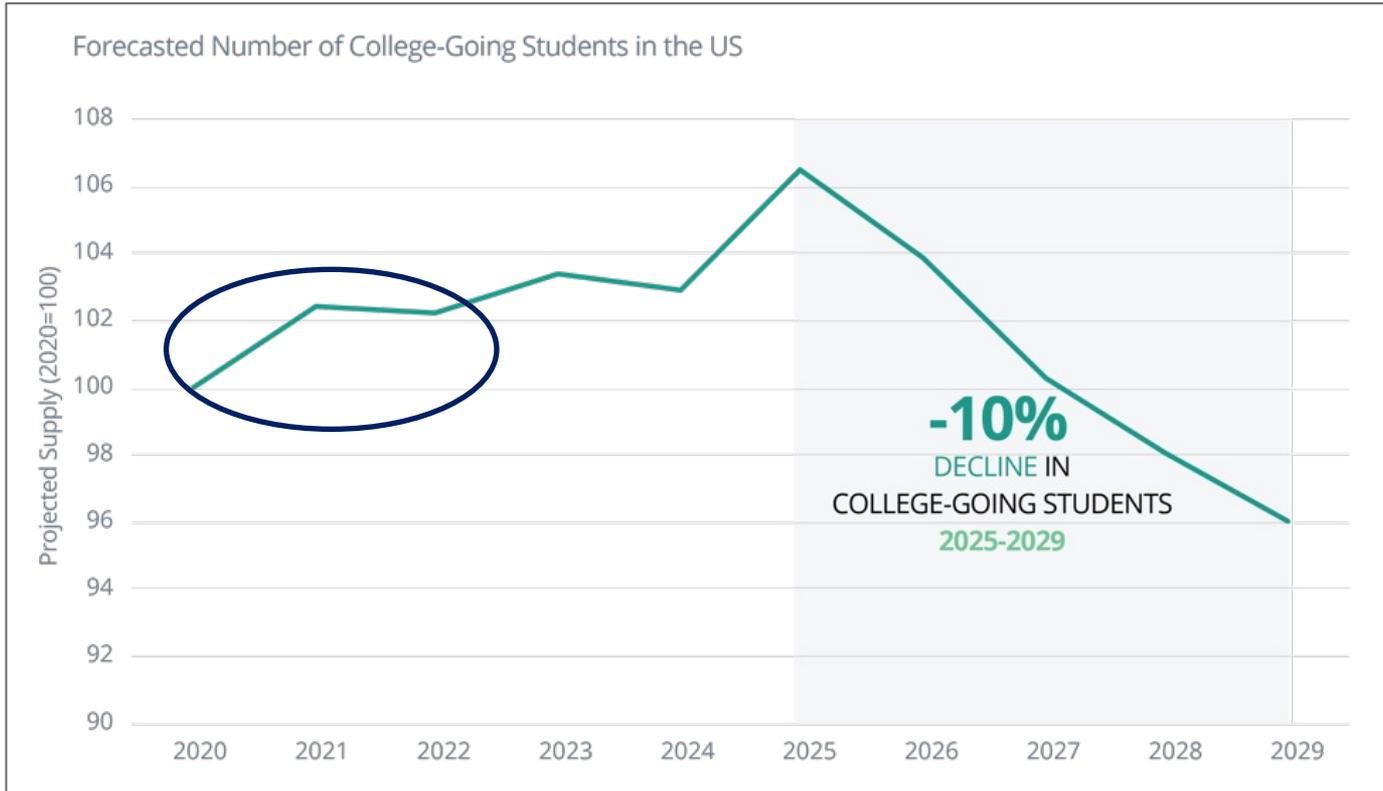


Agenda

- Let's take a historical look at the demographic cliff
- Can we disrupt the inevitable (again)?
- Intelligent Names
- What's next?
- We'll end with food for thought



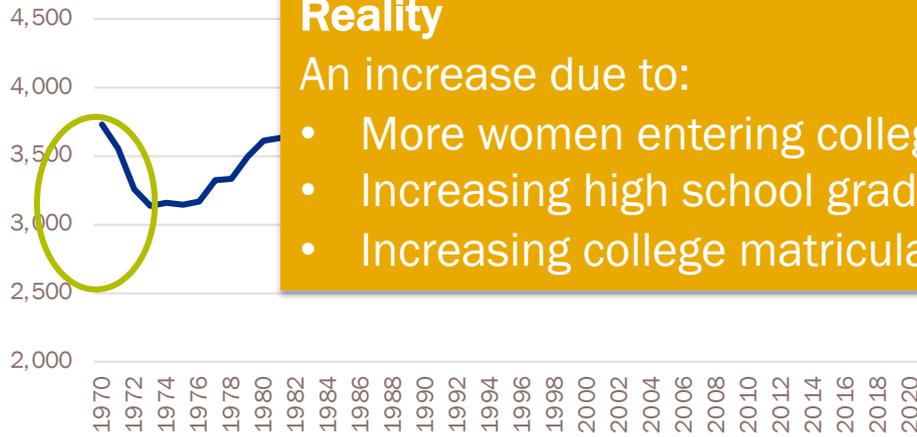
2025: The Demographic Cliff is Coming...



We've Seen this Movie Before



Live Births: United States 1970-2000



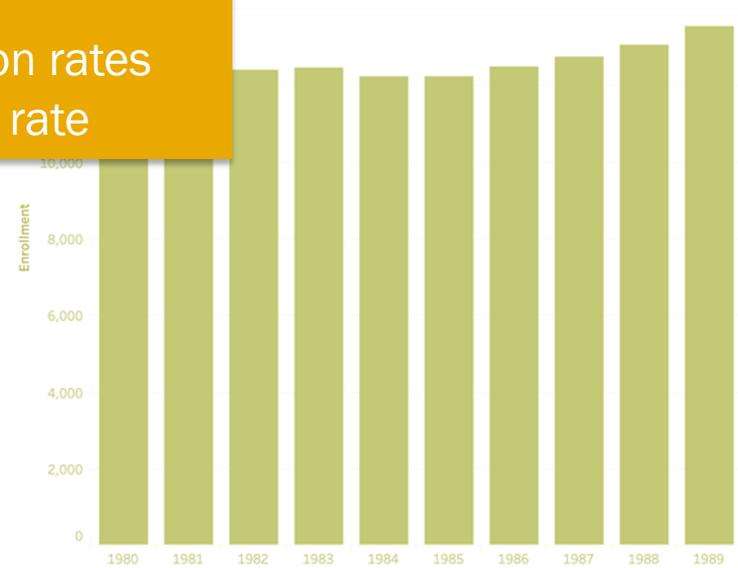
Reality

An increase due to:

- More women entering college
- Increasing high school graduation rates
- Increasing college matriculation rate

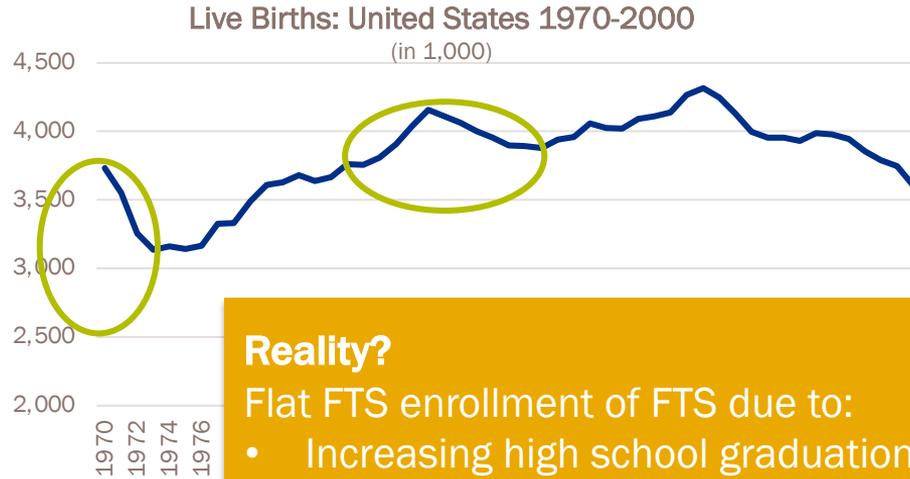
1970's Birth Dearth

National Population Enrollment



“The consensus view among educators is that enrollment will decline about 15 percent by the mid-1990s”

We've Seen this Movie Before

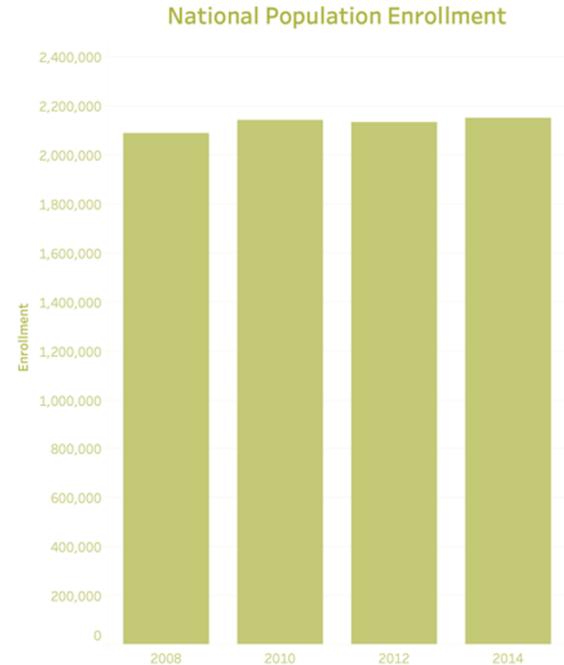


Reality?

Flat FTS enrollment of FTS due to:

- Increasing high school graduation rates in certain states
- Increasing college matriculation rate

1990's Birth Dearth



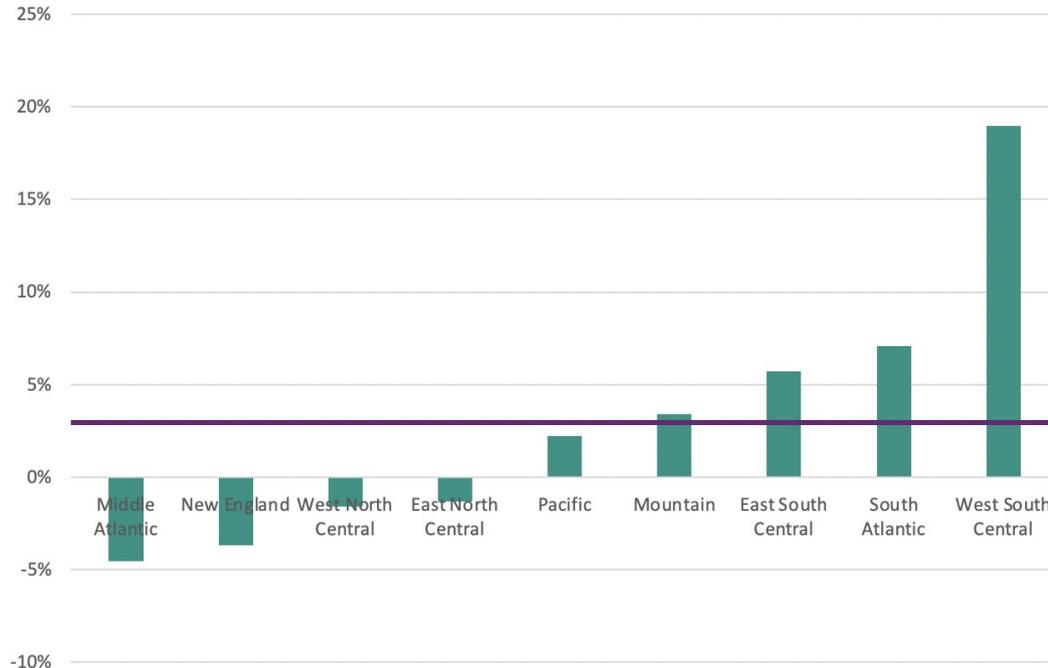
However, this flat enrollment was not the case for every region...

1990's Birth Dearth: 2008 – 2014 High School Grads

Impact depended on region



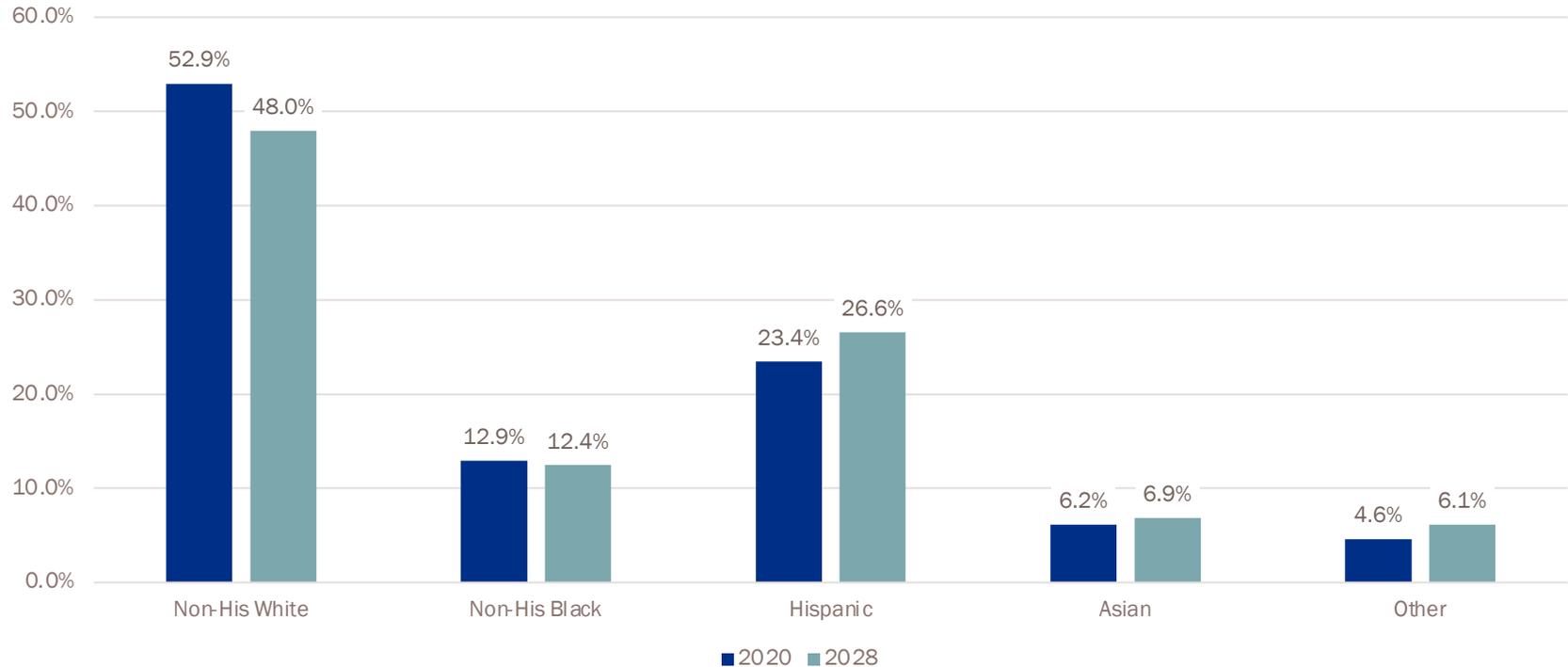
Change in Graduating High School Seniors 2008-2014



Projections: Diverse Student Population Shift



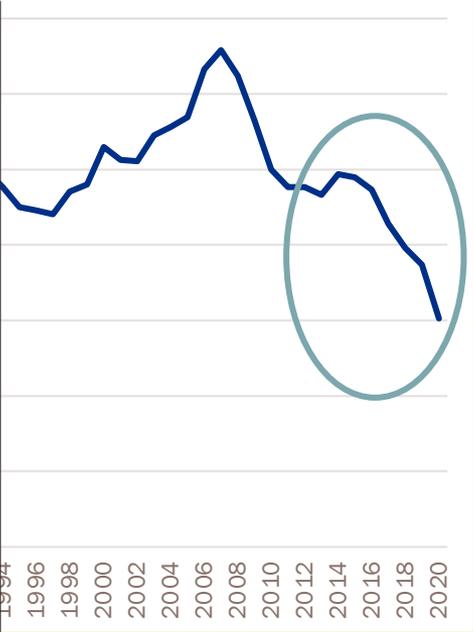
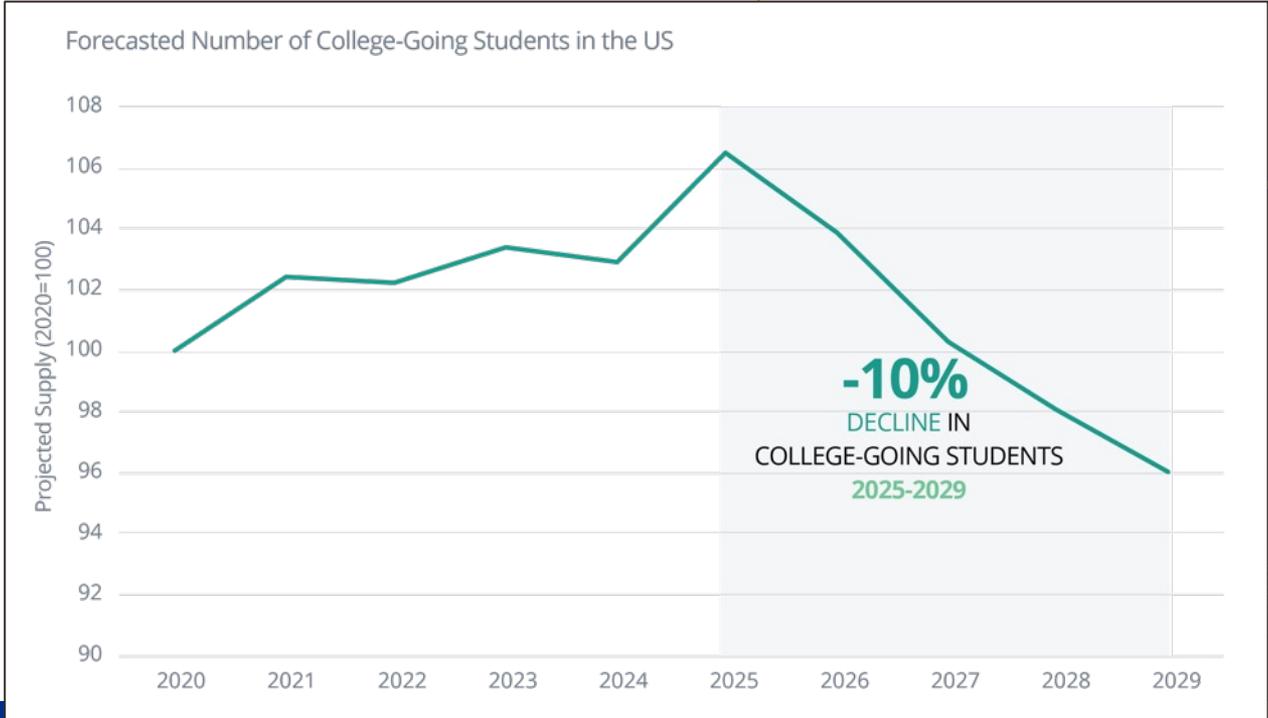
United States Blended Racial Identity Trends 2020-28



The 2025 First-Time Student Cliff is Coming (Here)...



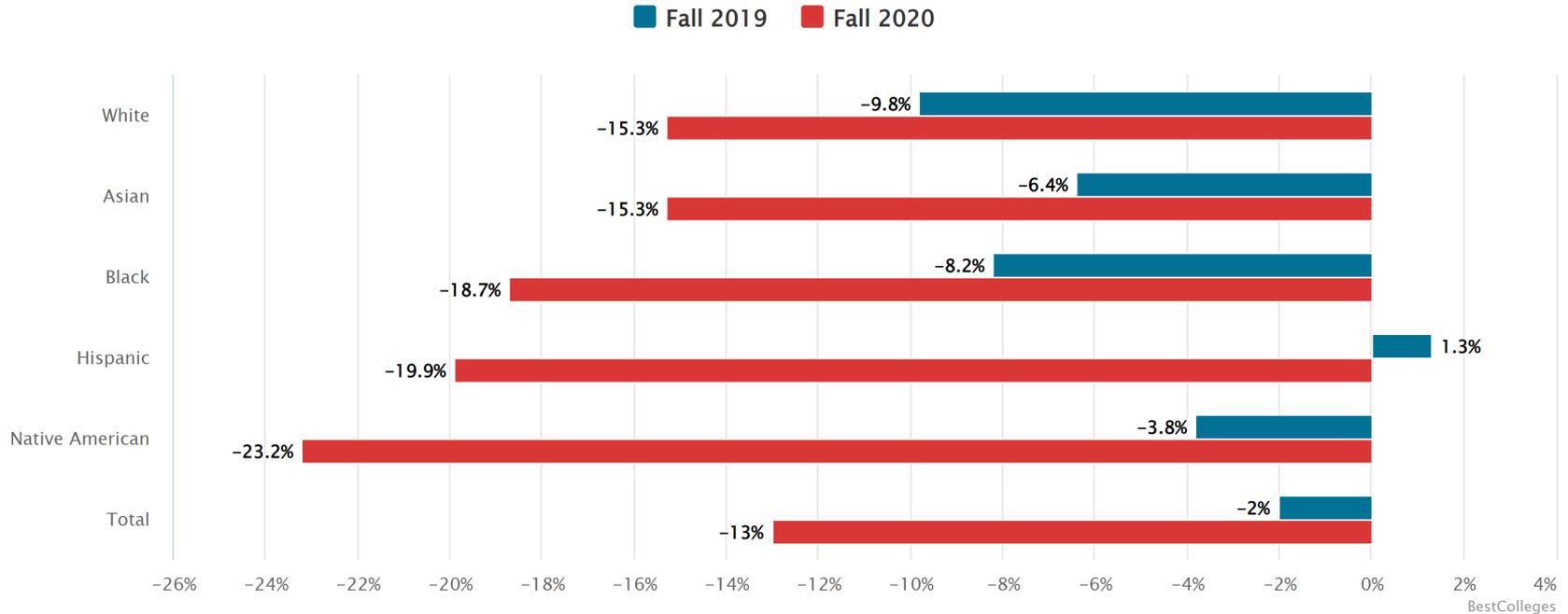
Live Births: United States 1970-2020
(in 1,000)



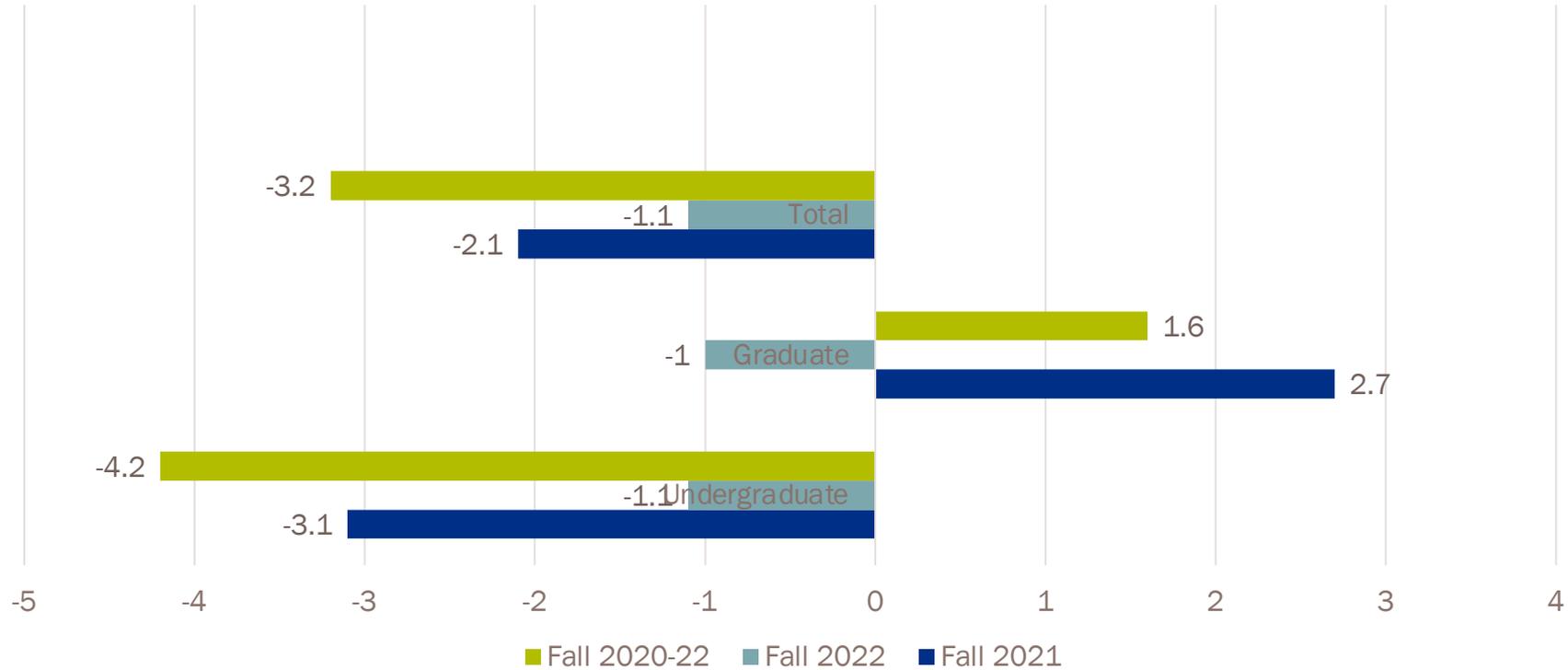
Enrollment Changes by Award Level, Sector, and Gender



First-Year Enrollment Change by Race/Ethnicity



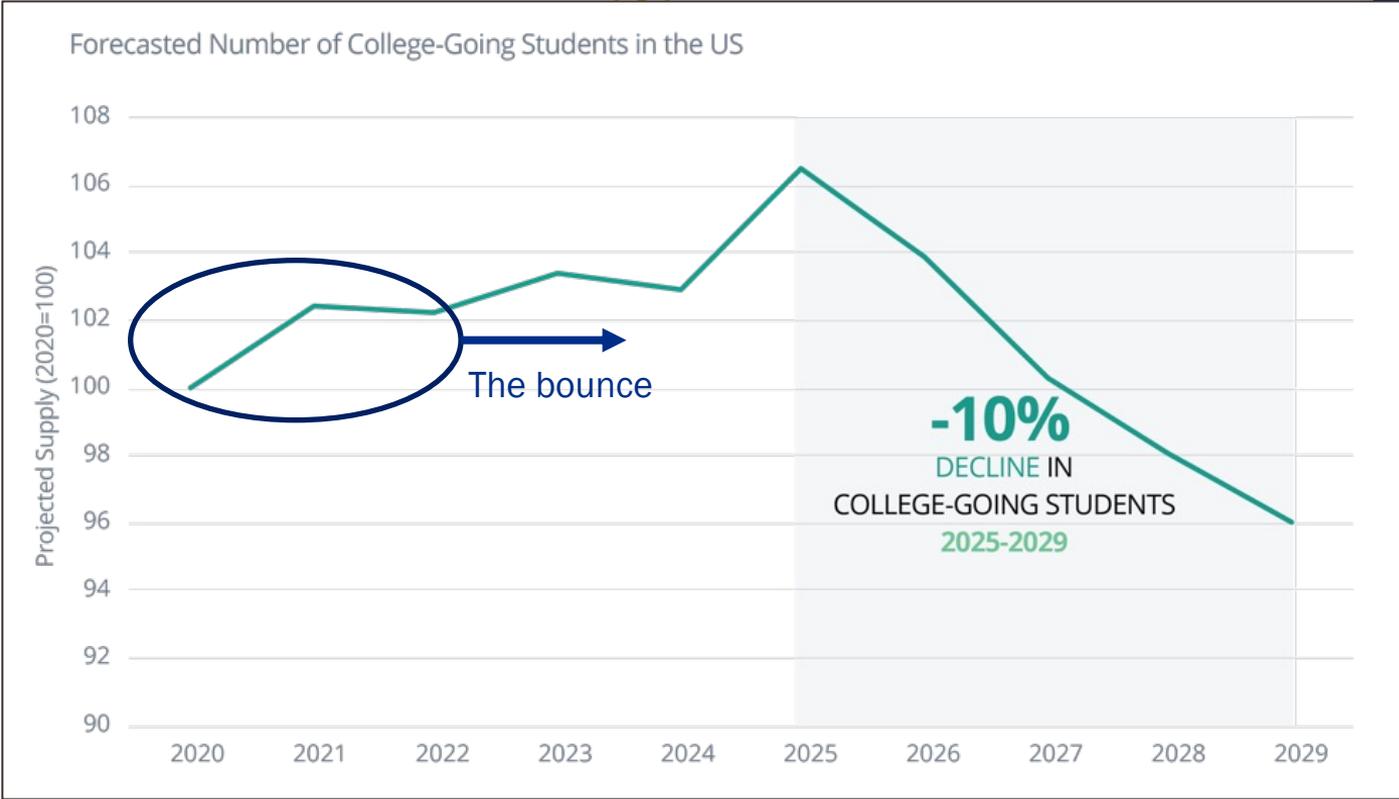
Enrollment Changes by Award Level, Sector, and Gender



Nearly **1 million fewer students** have enrolled in college since the beginning of the pandemic (including graduate students), and nearly **3 million fewer students** have enrolled in higher education in the last 10 years.



Be Ready for the Bounce



2023 Trends: US-Based Employer Layoffs and Job Cuts



1 in 3 companies anticipate laying off
30% or more of workforce

70%

anticipate hiring freezes

61%

anticipate some layoffs

- **Why is this important?**
 - We need to disrupt again
 - Gender count is tapped out
 - High school graduation is peaking
 - College matriculation percentage of high school graduates is peaking
- **What will smooth and reduce the decline AND improve lives?**
 - Adult learners (in all modalities)
 - Upskilling
 - Credentials
 - Graduate education
 - Recession and salary declines

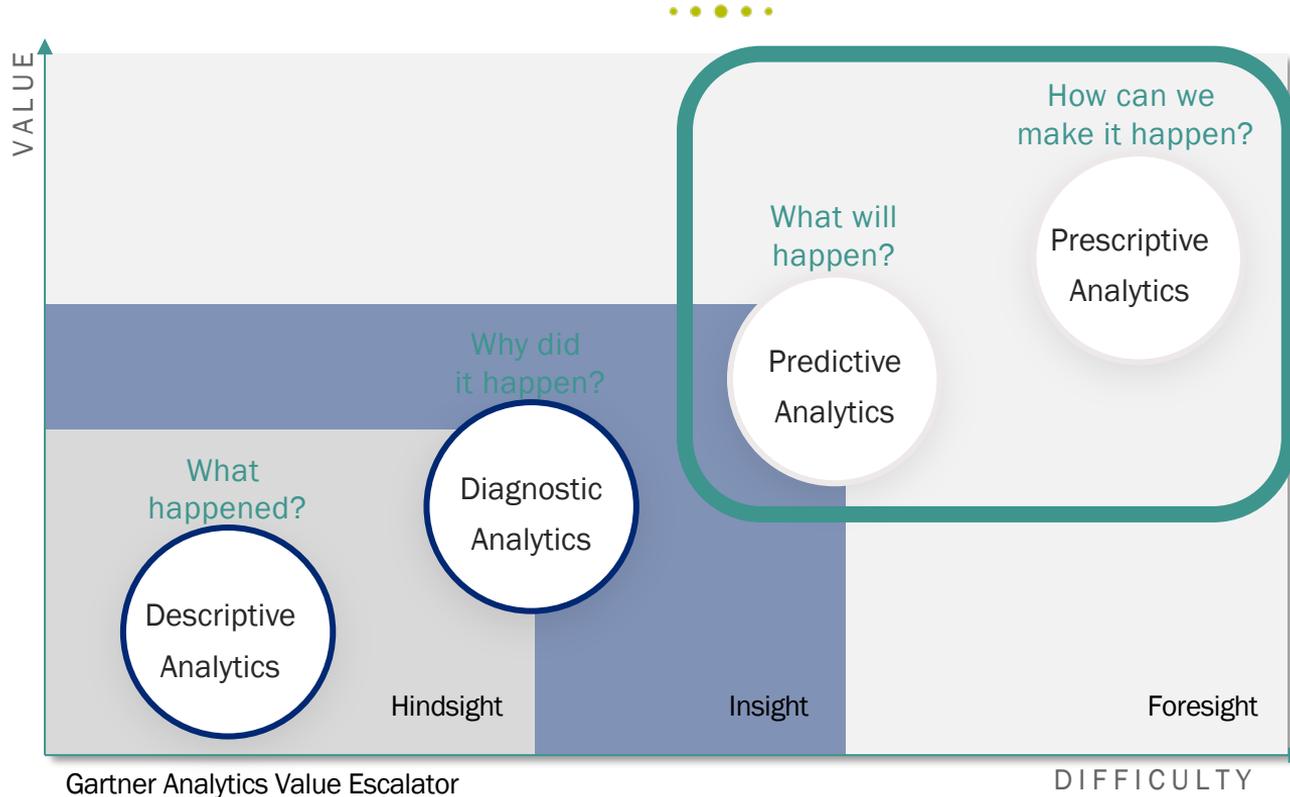




Reframing Your Approach: **“Insights”**
is the language of decision makers

• • • • •

The Emergence of AI and ML as Decision Drivers



Gartner Analytics Value Escalator
www.gartner.com



The Intelligent Funnel



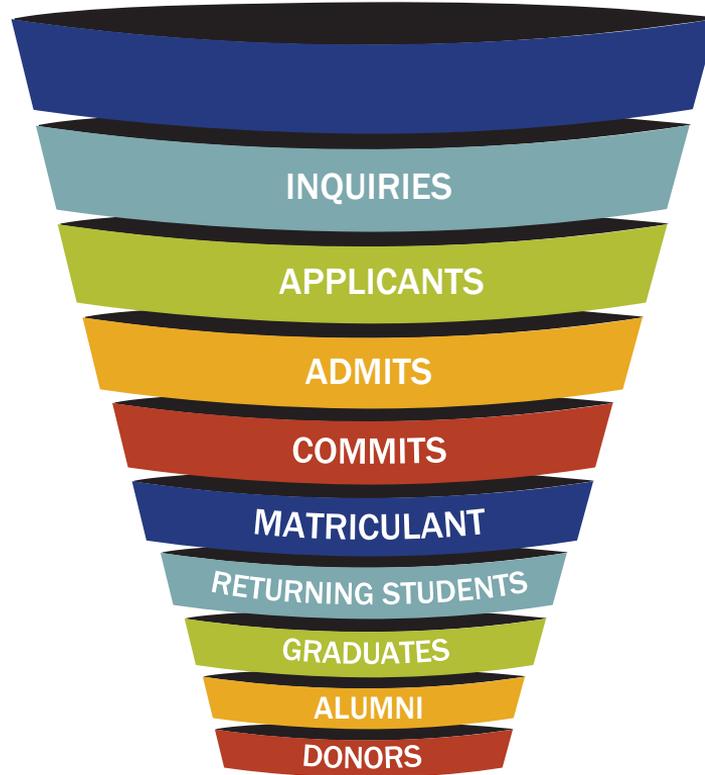
The Intelligent Funnel



INTELLIGENT NAMES™
by LIAISON

amazon.com™

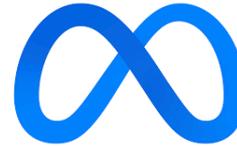
othotSM
by LIAISON



Top of the Funnel Disruption



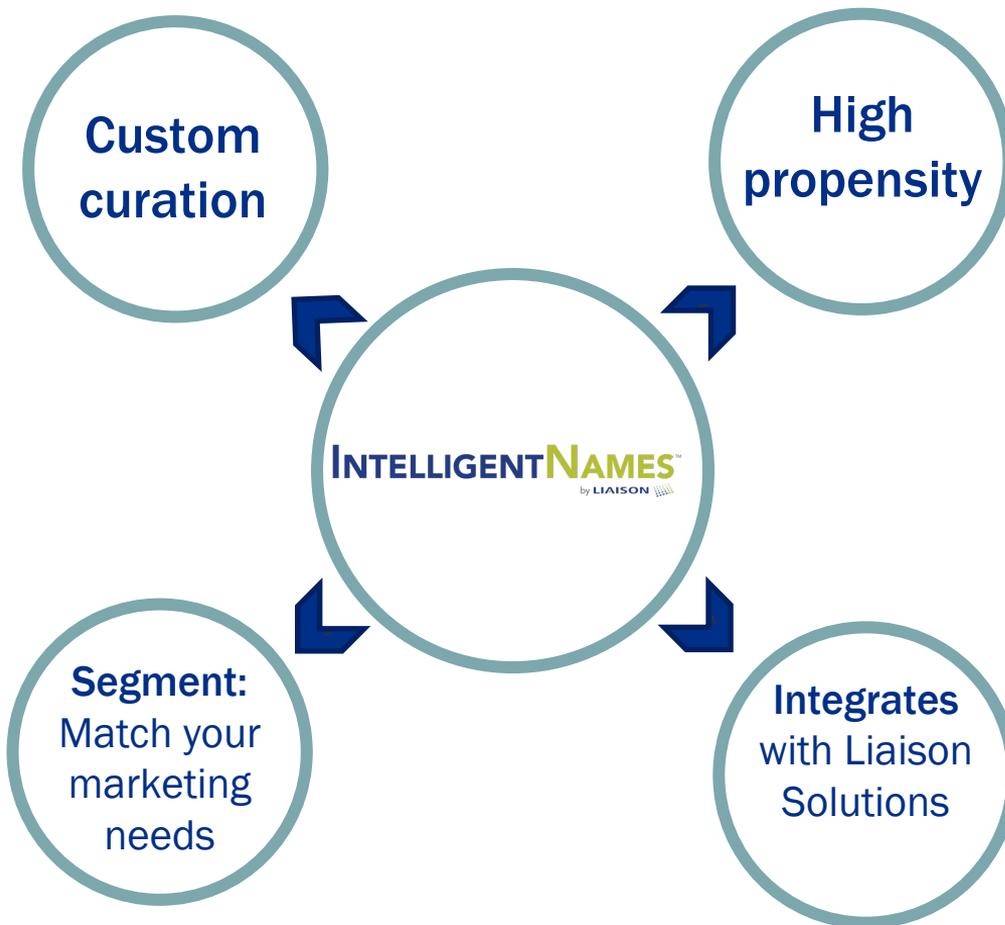
Propensity for Behavior



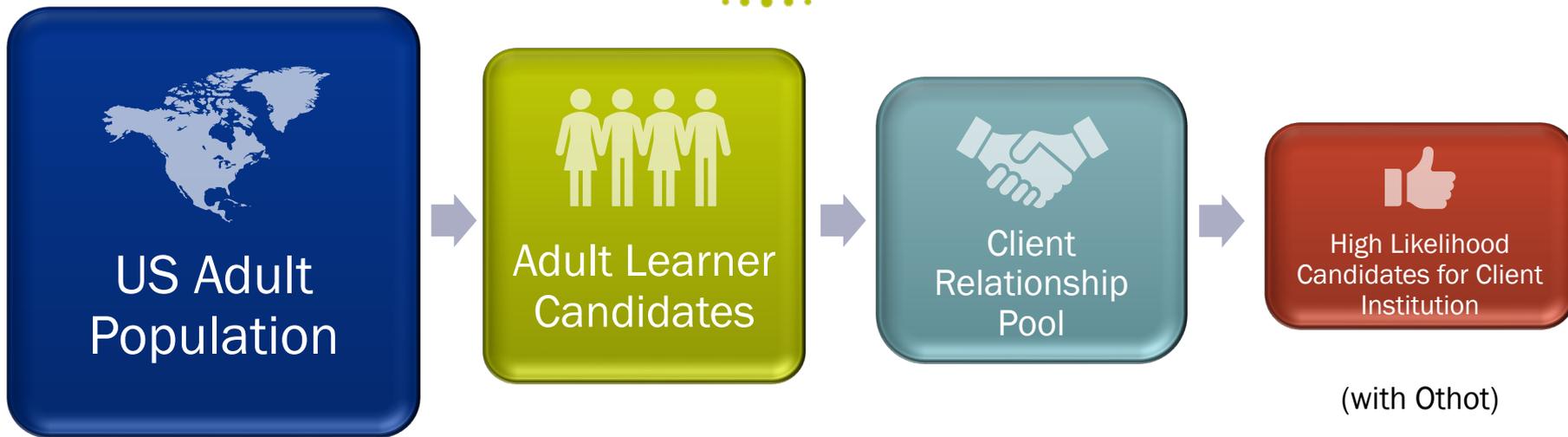
- Adult learners
- Graduate students
- Degree completers
- Transfer students
- Up-skillers (certificates)
- Parents

A customizable, cost-effective **advanced analytics solution...**

...to start **building relationships** with the best adults for your institution



Intelligent Names: Targeting the Segments and Individual



- ✓ Focused on Individualism
- ✓ Driven by “living analytics”

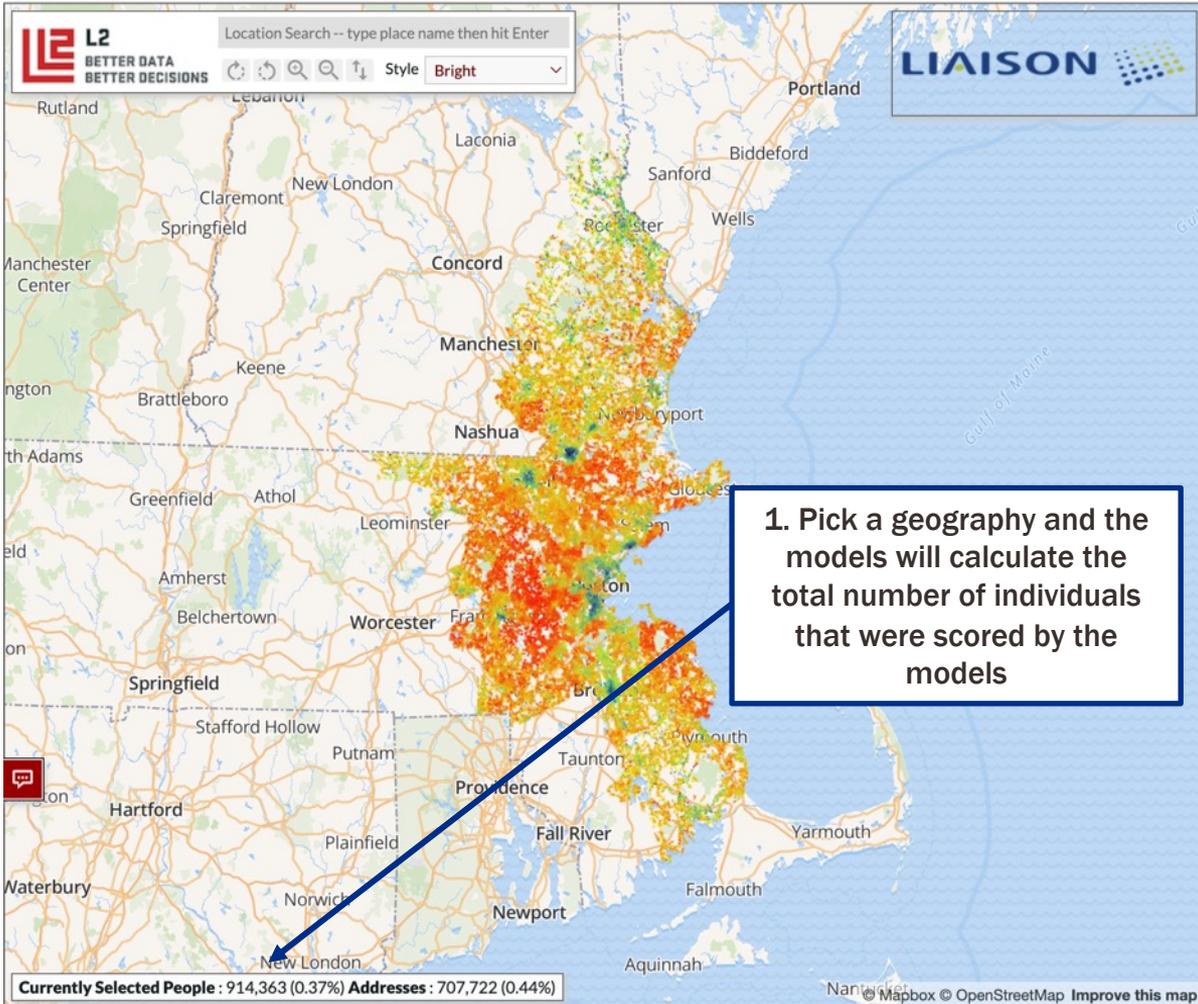
Intelligent Names: Targeting the Segments and Individual



- The entire population
 - In place
- Sophisticated survey techniques (drives propensity scores)
 - In place
- Ability to understand factors that can narrow interest to specific programs
 - Available to customize

Conceptual Construct





1. Pick a geography and the models will calculate the total number of individuals that were scored by the models

Currently Selected People : 914,363 (0.37%) Addresses : 707,722 (0.44%)

Cart (0) Sheet Charts % of Results Reset Image About

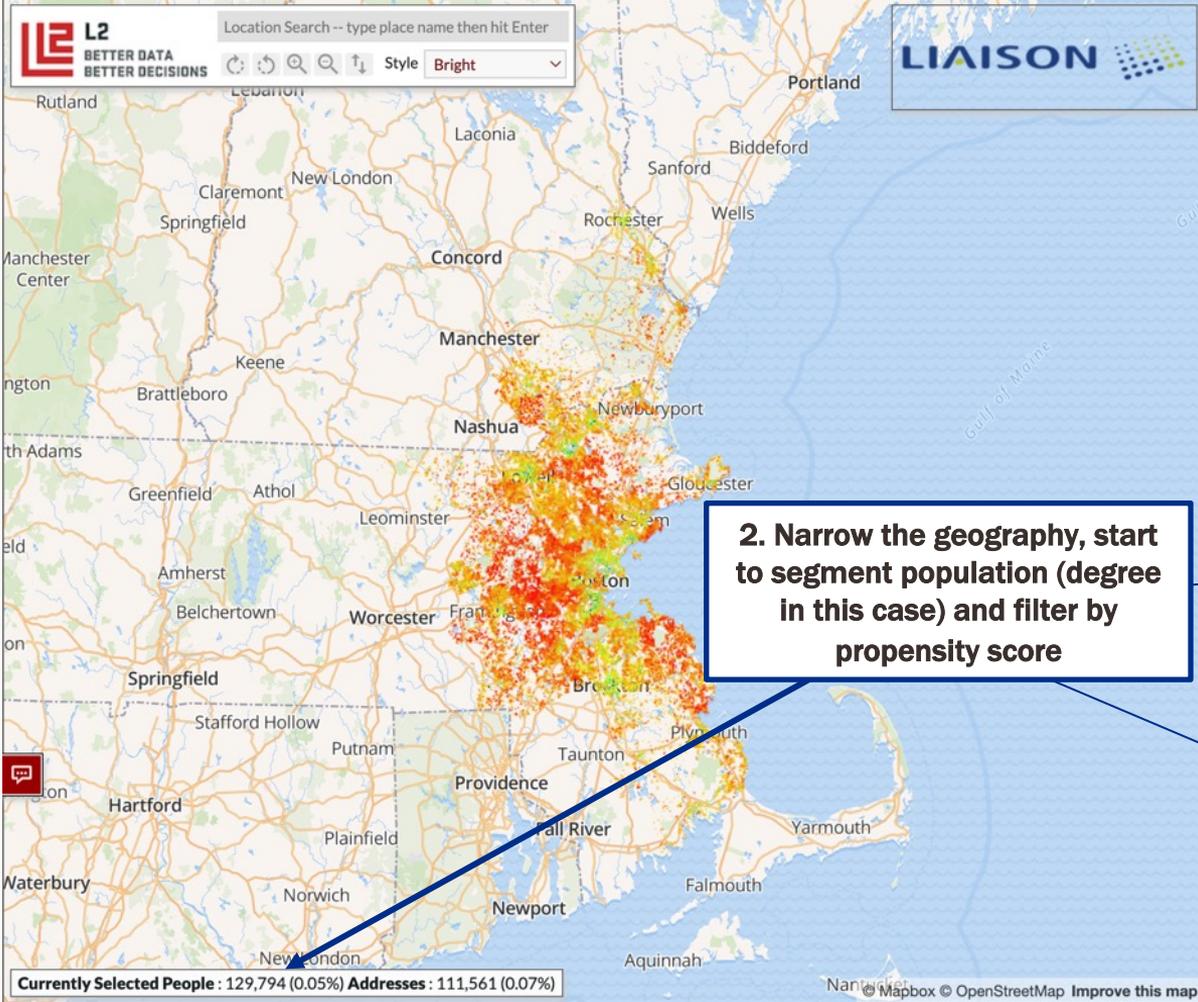
<input type="checkbox"/>	BOISE CITY-NAMPA, ID	0	0%
<input type="checkbox"/>	BONHAM, TX	0	0%
<input type="checkbox"/>	BOONE, IA	0	0%
<input type="checkbox"/>	BOONE, NC	0	0%
<input type="checkbox"/>	BORGER, TX	0	0%
<input checked="" type="checkbox"/>	BOSTON-CAMBRIDGE-QUIN...	914,363	100.000%
<input type="checkbox"/>	BOULDER, CO	0	0%
<input type="checkbox"/>	BOWLING GREEN, KY	0	0%
<input type="checkbox"/>	BOZEMAN, MT	0	0%
<input type="checkbox"/>	BRADENTON-SARASOTA-VE...	0	0%
<input type="checkbox"/>	BRADFORD, PA	0	0%
<input type="checkbox"/>	BRAINERD, MN	0	0%
<input type="checkbox"/>	BRANSON, MO	0	0%
<input type="checkbox"/>	BREMERTON-SILVERDALE, ...	0	0%
<input type="checkbox"/>	BRENHAM, TX	0	0%
<input type="checkbox"/>	BREVARD, NC	0	0%
<input type="checkbox"/>	BRIDGEPORT-STAMFORD-N...	0	0%
<input type="checkbox"/>	BRIGHAM CITY, UT	0	0%
<input type="checkbox"/>	BROOKHAVEN, MS	0	0%

- Core Based Statistical Area Name
- Core Based Statistical Area Code
- Combined Statistical Area Name
- Combined Statistical Area Code
- DMA Zone
- DMA Code
- Telephone
- Individual Characteristics
- Household Characteristics
- Census Data
- HaystaqDNA
- Private Data (2)
 - Othot Intelligent Names (2)
 - Matched (1)

<input type="checkbox"/>	Unknown	0	0%
<input checked="" type="checkbox"/>	Yes	914,363	100.000%

CLOSE

VM: 2.0.4032 | C: 1A3B | S: L208.f096 | TS: 220504.164815.88. 615 [0.4]



2. Narrow the geography, start to segment population (degree in this case) and filter by propensity score

United States (Liaison1) Minorori Hayakawa

Cart (0) Sheet Charts % of Results Reset Image About

- Metropolitan Statistical Area (1) ✓1
 - Core Based Statistical Area Name
 - Core Based Statistical Area Code
 - Combined Statistical Area Name
 - Combined Statistical Area Code
 - DMA Zone
 - DMA Code
 - Telephone
 - Individual Characteristics
 - Household Characteristics
 - Census Data
 - HaystaqDNA
- Private Data (3) +
 - Othor Intelligent Names (3)
 - Matched (1) ✓1

<input type="radio"/> Unknown	0	0%
<input checked="" type="radio"/> Yes	129,794	100.000%
 - Education (1) ✓2

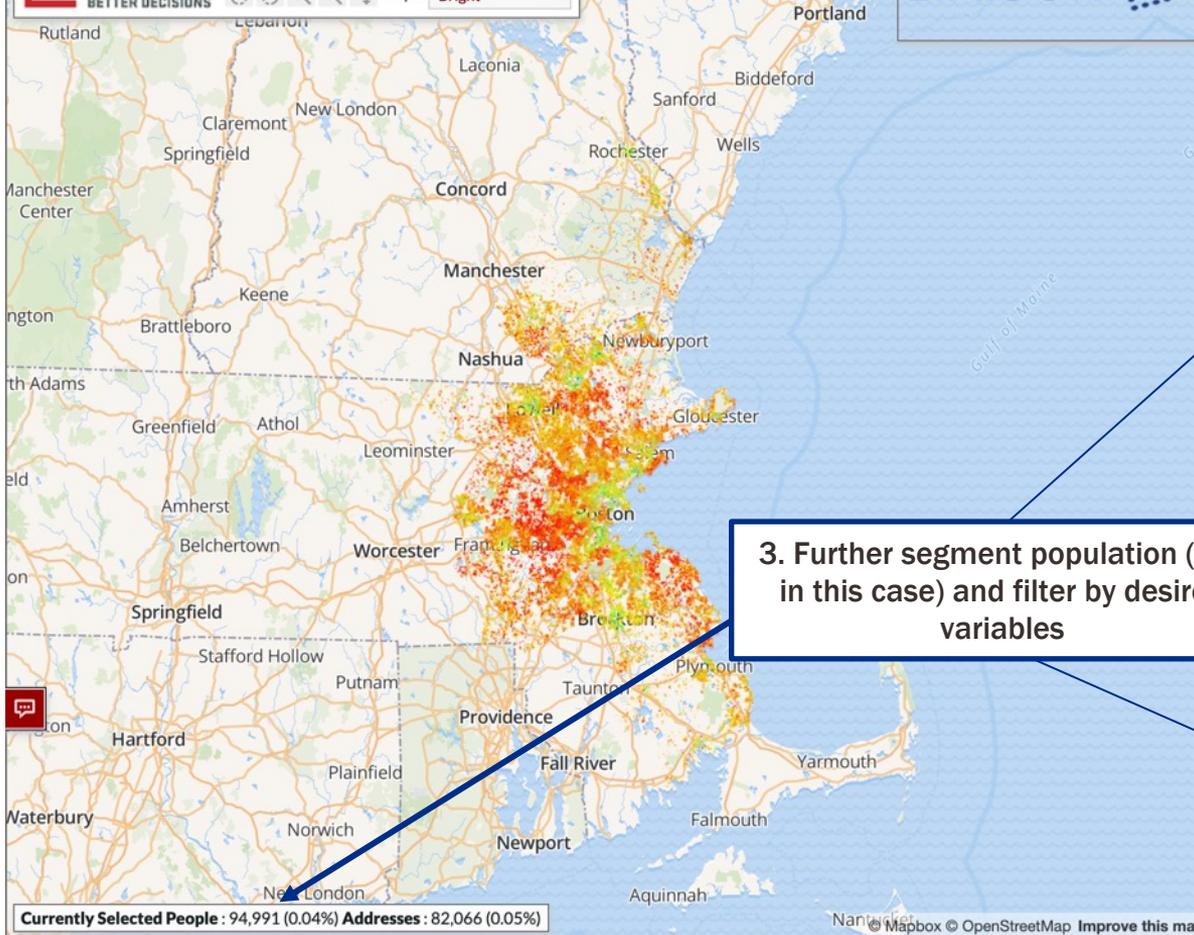
<input checked="" type="checkbox"/> Completed College	96,891	74.650%
<input checked="" type="checkbox"/> Graduate School	32,903	25.350%
<input type="checkbox"/> High School	0	0%
<input type="checkbox"/> Some College	0	0%
<input type="checkbox"/> Some High School	0	0%
<input type="checkbox"/> Unknown	0	0%
<input type="checkbox"/> Vocational School	0	0%
 - GradIntenScore (1)
 Filter by range (5 - 92)

From: x

To: x

Include Unkno...
 - Quintile Rank by State

VM: 2.0.4032 | C: 1A3B | S: L208.I096 | TS: 220504.164815.88.701 | 396.4 |



Currently Selected People : 94,991 (0.04%) Addresses : 82,066 (0.05%)

3. Further segment population (age in this case) and filter by desired variables

Cart (0) Sheet Charts % of Results Reset Image About

Individual Characteristics (1)

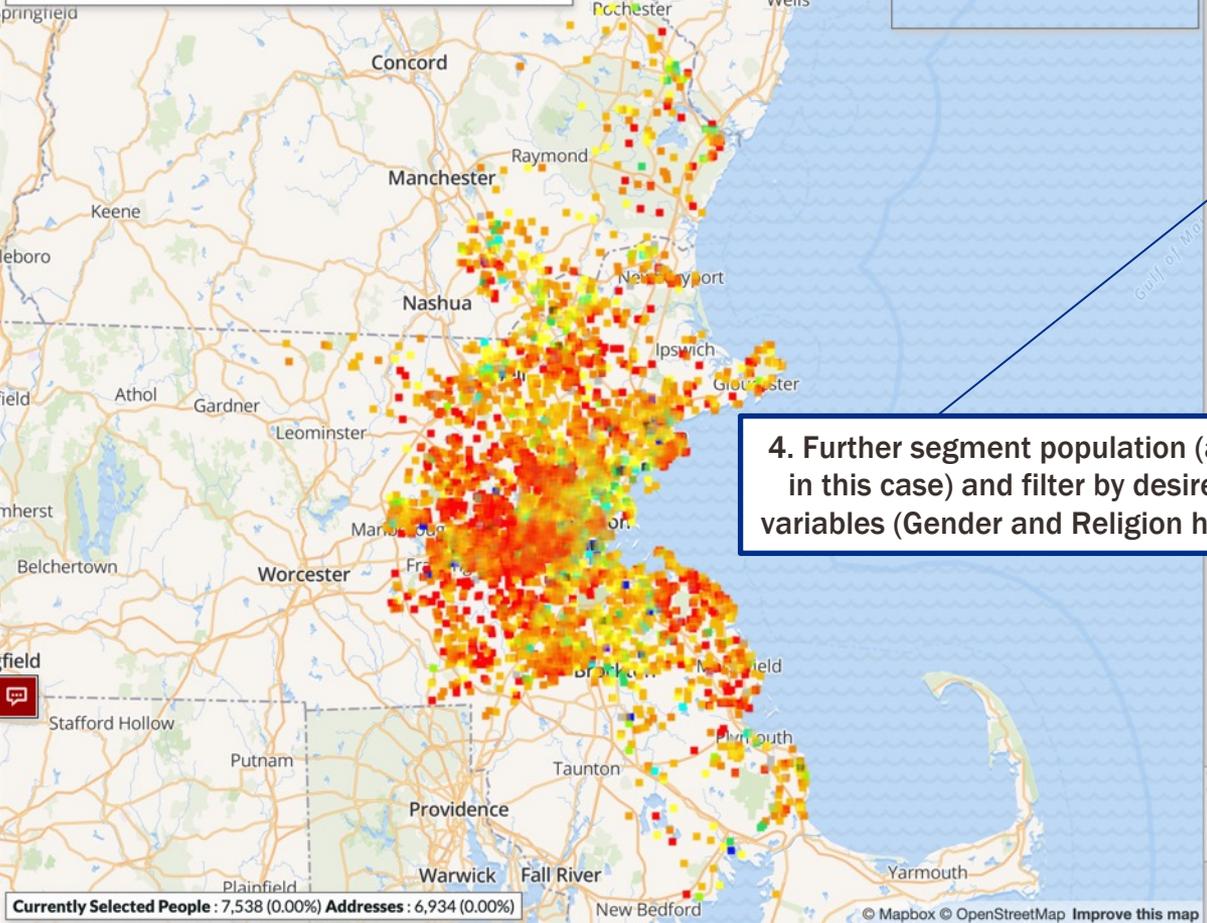
- Gender
- Age (1)
 - Inferred Age
 - Age (By Birth Date)
 - Birth Date Confidence
 - Age Range (1) 5**

<input checked="" type="checkbox"/>	Between 18 and 24	0	0%
<input checked="" type="checkbox"/>	Between 25 and 29	15,588	16.410%
<input checked="" type="checkbox"/>	Between 30 and 34	23,909	25.170%
<input checked="" type="checkbox"/>	Between 35 and 39	31,167	32.810%
<input checked="" type="checkbox"/>	Between 40 and 44	24,327	25.610%
<input type="checkbox"/>	Between 45 and 49	0	0%
<input type="checkbox"/>	Between 50 and 54	0	0%
<input type="checkbox"/>	Between 55 and 59	0	0%
<input type="checkbox"/>	Between 60 and 64	0	0%
<input type="checkbox"/>	Between 65 and 69	0	0%
<input type="checkbox"/>	Between 70 and 74	0	0%
<input type="checkbox"/>	Between 75 and 79	0	0%
<input type="checkbox"/>	Between 80 and 89	0	0%
<input type="checkbox"/>	90+	0	0%
<input type="checkbox"/>	Unknown	0	0%

- Marital Status
- Occupation Group
- Occupation of Person
- Ethnic Code
- Ethnic Group
- Hispanic Country of Origin
- English Language Assimilation
- Primary Language
- Religion
 - Buddhist 7,517 7.913%
 - Catholic 44,107 46.433%
 - Eastern Orthodox 2,634 2.773%

Mapbox © OpenStreetMap Improve this map

VM: 2.0.4032 | C: 1A3B | S: L208.f096 | TS: 220504.164815.88. 933 | 1.2 |



Currently Selected People : 7,538 (0.00%) Addresses : 6,934 (0.00%)

4. Further segment population (age in this case) and filter by desired variables (Gender and Religion here)

Individual Characteristics (3)

Gender (1) ✓ 1

<input checked="" type="checkbox"/>	Female	7,538	100.000%
<input type="checkbox"/>	Male	0	0%
<input type="checkbox"/>	Unknown	0	0%

- ▶ Age (1)
- ▶ Marital Status
- ▶ Occupation Group
- ▶ Occupation of Person
- ▶ Ethnic Code
- ▶ Ethnic Group
- ▶ Hispanic Country of Origin
- ▶ English Language Assimilation
- ▶ Primary Language

Religion (1) ✓ 1

<input type="checkbox"/>	Buddhist	0	0%
<input type="checkbox"/>	Catholic	0	0%
<input type="checkbox"/>	Eastern Orthodox	0	0%
<input type="checkbox"/>	Greek Orthodox	0	0%
<input type="checkbox"/>	Hindu	0	0%
<input type="checkbox"/>	Islamic	0	0%
<input checked="" type="checkbox"/>	Jewish	7,538	100.000%
<input type="checkbox"/>	Lutheran	0	0%
<input type="checkbox"/>	Mormon	0	0%
<input type="checkbox"/>	Protestant	0	0%
<input type="checkbox"/>	Shinto	0	0%
<input type="checkbox"/>	Siku	0	0%
<input type="checkbox"/>	Unknown	0	0%

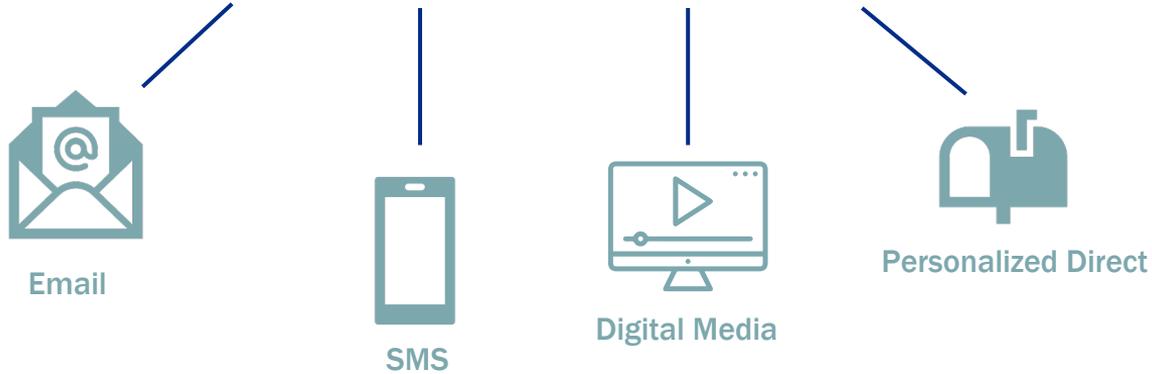
- ▶ Education of Person
- ▶ Business Owner
- ▶ Investments Personal
- ▶ Political Ideology
- ▶ Registered to Vote
- ▶ Has Email

CLOSE

What Happens Next: Market Where They Are



INTELLIGENT NAMES™ by LIAISON



The Intelligent database provides you with access to contact information

What's Next? Parental Engagement: Reach the Influencers



Application volume can be 10X higher with parental influence

- Matching students in your funnel to their parents contact information
- Using Liaison engine to have first connection to college-bound household be the parent



Food for thought



- Outcomes matter: we need to help individuals
- 36 million+ Americans left college without receiving a degree
- Get ready for the bounce
- Adult learners will fill a portion of the void
- Recognize and leverage non-linear models
- Use AI and ML to find “behave-a-likes”
- Target marketing, recruitment and financial leveraging efforts with strategic AI and ML



Q & A



experience: LIAISON 

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Thank You



Andy Hannah

President, Othot by Liaison

ahannah@liaisonedu.com

Find. Engage. Enroll.

INTELLIGENT NAMES™
by LIAISON



ENROLLMENT
MARKETING EM
by LIAISON

Introducing ...

INroll by Liaison

Identify Best-Fit Adult Learners

Tapping our proprietary Intelligent Names™ solution, we gather key insights about an individual's geographical location, degree level, demographics, and more to target the best-matched adult learners for your institution's unique programs.



Develop a Nimble Strategy

Search strategists, digital advertising specialists, enrollment consultants, and award-winning creatives collaborate to put a nimble plan in place — one that can be modified quickly based on incoming marketing data.



Drive Response with Tailored Outreach

Using powerful pre-launch surveys, our team immediately begins to segment your prospect list for tailored messaging and high response rates. Then, we unleash hyper-personalized outreach with on-brand email, print, and digital campaigns—engaging at every stage of the admission cycle.



Maintain a Sound, Full-Cycle Solution

Liaison partners with you throughout the entire admission process to target the right names... to respond in the right way... to communicate the right message... and to engage at the right time. Then we use the data gathered to do it again, improving on results through every cycle.

Differentiation



Liaison-Othot has more proprietary insights about graduate and professional students than any other organization in the world.

As a result, our models are more powerful than other solutions in the market.

Personalization

- Targeted, custom segmentation
- Increased yields
- Increased ROI
- Shape of class

Engagement

- Expected 2-5x improvement in other domains
- Direct and indirect engagement options

Value Enhancement

- CAS, TargetX, CRM, Othot Prescriptive Analytics
- EMP to develop marketing portfolio

Percentage of U.S. adults who have considered enrolling in a college degree or certificate program in the past two years, by education experience



Which of the following, if any, have you considered pursuing in the past two years?

% Reporting they have considered pursuing any of the following: bachelor's degree, associate degree, certification program

