

Case Study

University of North Alabama College of Business:

Student-centric engagement



Key Solutions:

- ▶ Paid Search
- ▶ Programmatic Marketing
- ▶ Enrollment Process Optimization
- ▶ Admissions Training

Challenge:

Facing declining MBA enrollments, the University of North Alabama was looking to redesign its marketing and recruitment strategy.


Solution:

We developed a paid-media strategy that resulted in more qualified leads. But it took more than advertising to increase new enrollments; it also required strengthened support systems to convert new inquiries into actual new students. By developing a student-centric operational model, we paired their market differentiation and digital campaign with a more optimized enrollment process.

Results:


Amidst a market saturated with MBA programs, that powerful combination elevated engagement significantly and helped UNA achieve sustainable growth.

- ▶ 185% increase in new enrollments since 2013–14, making it the state's largest MBA program
- ▶ Process optimization sped up enrollment time for incoming student by weeks
- ▶ Successfully launched a new bachelor's-level online business program with 20 enrollments in the first term



AFFORDABLE. FLEXIBLE. REPUTABLE.

A Nationally Ranked Online MBA For Less Than \$12,500.



On-campus MBA programs available in Alabama, Taipei and Suzhou.

GET STARTED AT UNA.EDU/GLOBALMBA

Location: Southeastern region

Institution Type: Public, nonprofit

Ready to grow your enrollment? Let's talk.
CollegisEducation.com

Collegis Education is a strategic partner whose revenue-growth solutions help colleges and universities maximize their enrollment potential through data-rich, technology-enabled, marketing, engagement and retention services. **In programs supported by Collegis Education solutions, partner institutions have realized average new-enrollment gains of 20% in just the first year of partnership.** With more than two decades of experience in higher education, the Collegis team develops holistic, interconnected strategies that enable institutions to realize long-term growth in accord with their mission and values.