Enrollment Management Marketing and New Media in the Era of Big Data

AACRAO Webinar

Jim Bouse
University of Oregon

March 31, 2015

Student Life Cycle
1. Prospect
2. Admitted
3. Enrolled
4. Graduate
5. Alumni
6. Donor

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What We Will Cover

- Marketing and Communications
- Viral and Personalized Video’s
- Big Data
- Social Media
- CRM
- Predictive Analytics
- Mobile

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Call Me A Duck

Videos helping expand brand awareness

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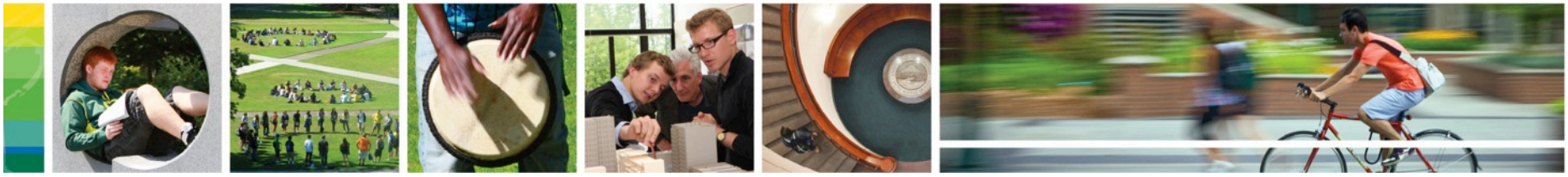
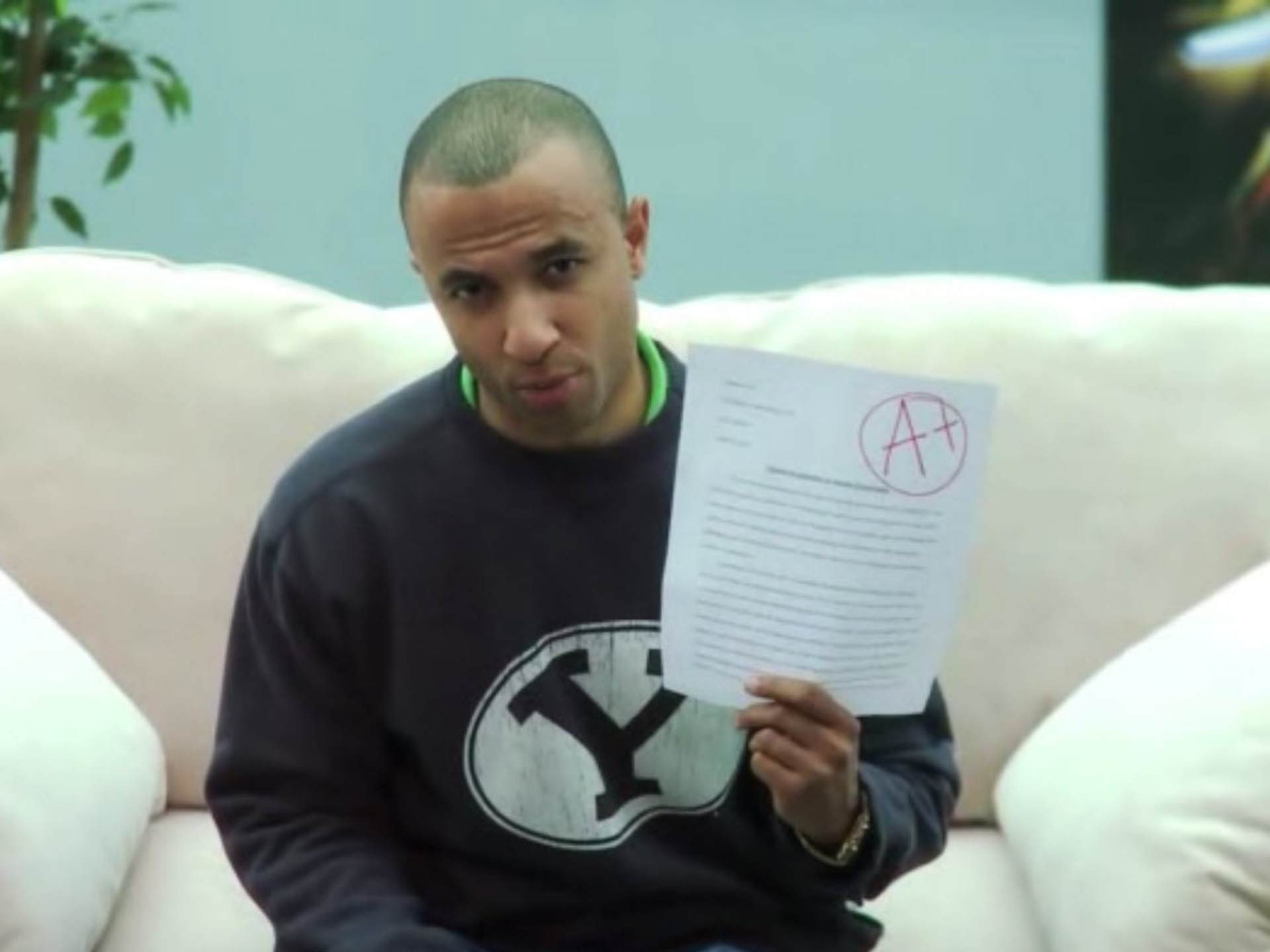
BYU New Spice

Study Like a Scholar




A+

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Perls of Knowledge

Location, Location, Location

OH DAM!

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Big Data

"Linking data from disparate sources to answer questions you didn't even know to ask."

Kent Kuo
Oregon State, Dir. Ent. Computing

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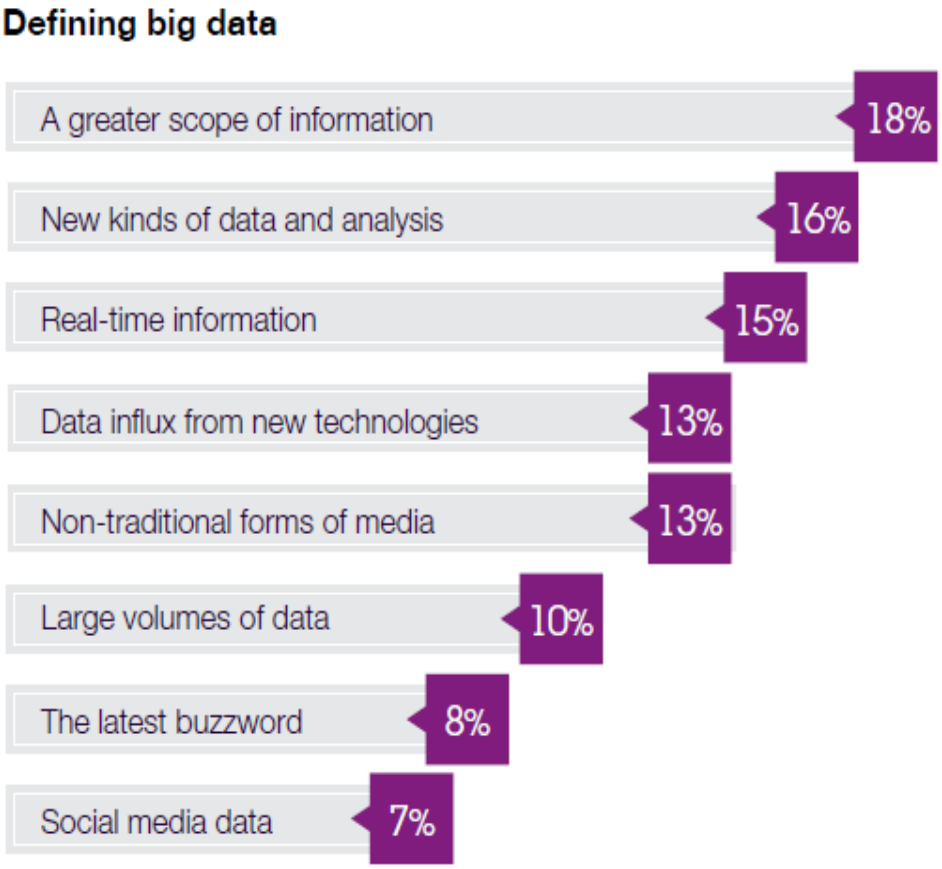
Big Data

"Sifting through the sea of information in search of trends and truths."

- Andrew Barbour, Campus Technology



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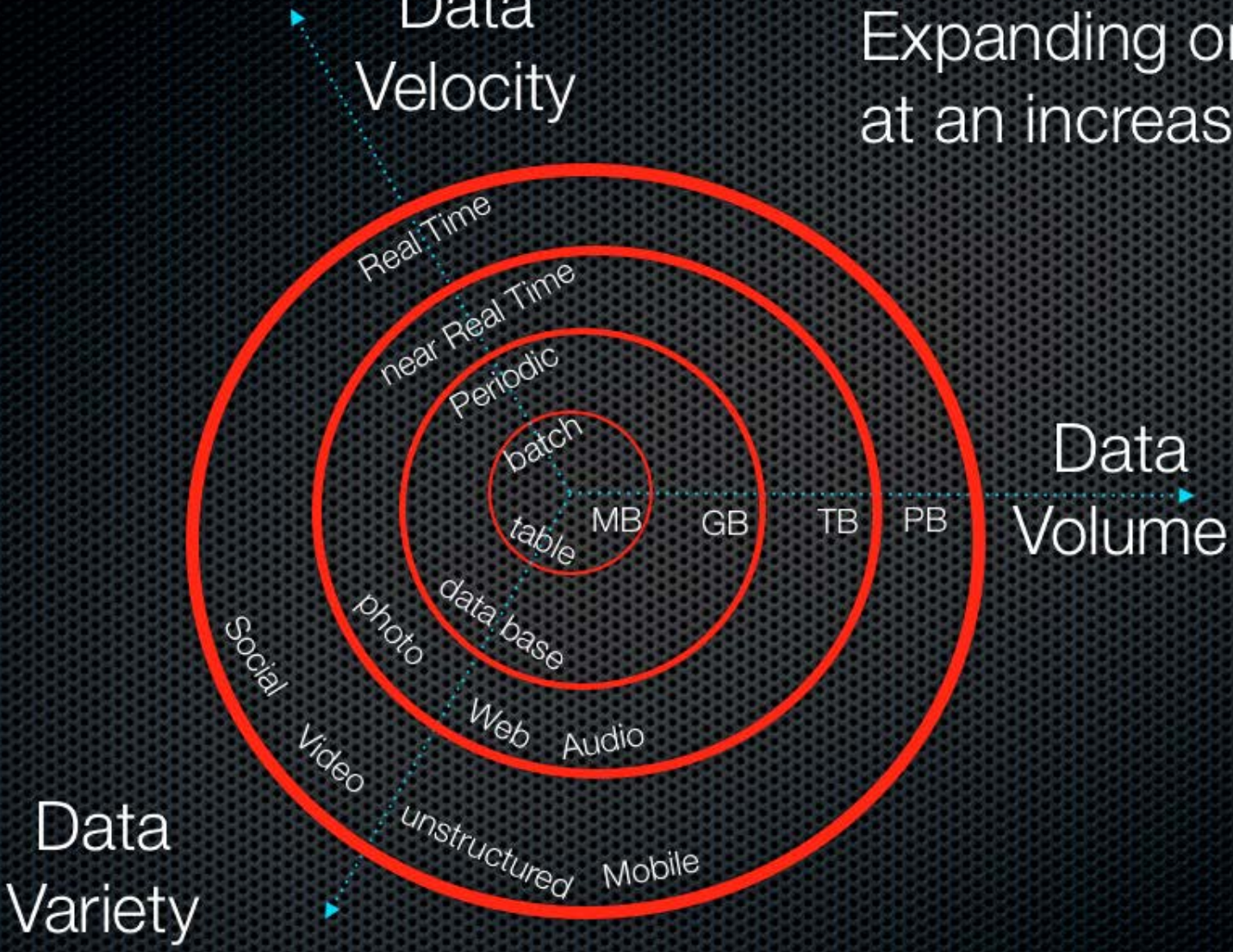
Big Data

- The original V's: Volume and Velocity

- The 3 V's
  - Volume
    - Velocity
      - Variety

Big Data: Expanding on 3 fronts at an increasing rate.



Graphic credit - Diya Soubra

Big data in dimensions

Volume

Data at scale

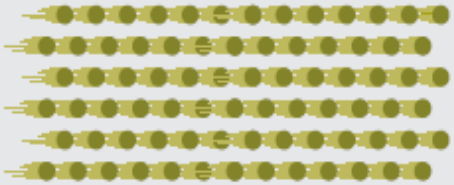
Terabytes to petabytes of data

Variety

Data in many forms

Structured, unstructured, text, multimedia

Velocity



Data in motion

Analysis of streaming data to enable decisions within fractions of a second

Veracity

Data uncertainty

Managing the reliability and predictability of inherently imprecise data types

Graphic Credit: IBM

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Big Data

- Many V's
  - Volume
  - Velocity
  - Variety
  - Variability
  - Veracity
  - Visualization
  - Value
- The most important V's?
  - Veracity
  - Visualization
  - Value

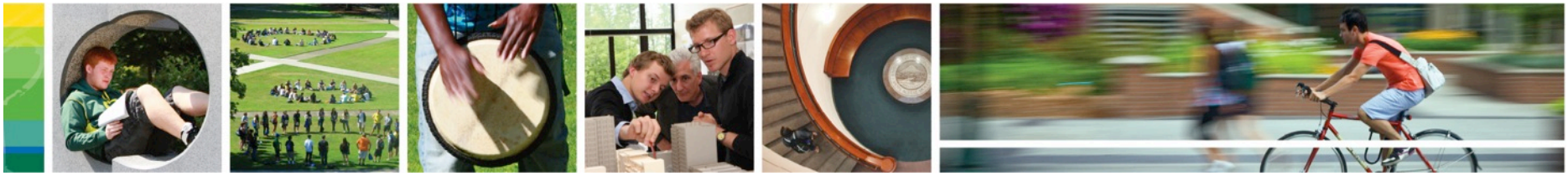

Photo credit: Slate.com

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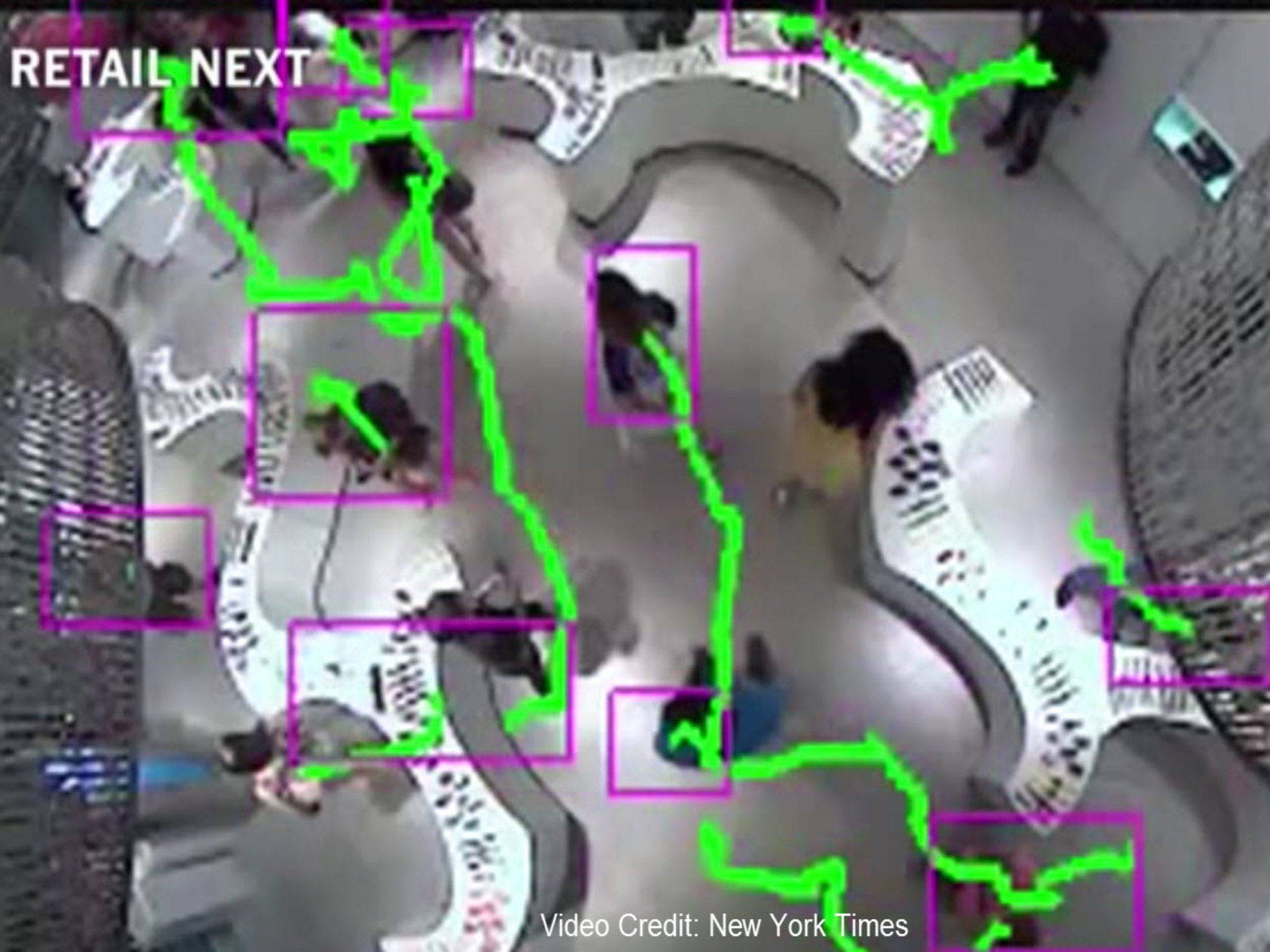
Big Data: Analytics, Tracking, Prediction

- Target pregnancy ads
- RFID. Prism consortium.
- Big Brother is here and he is us. Walmart infrared. Video tracking
- Amazon to Facebook example


RETAIL NEXT
Video Credit: New York Times

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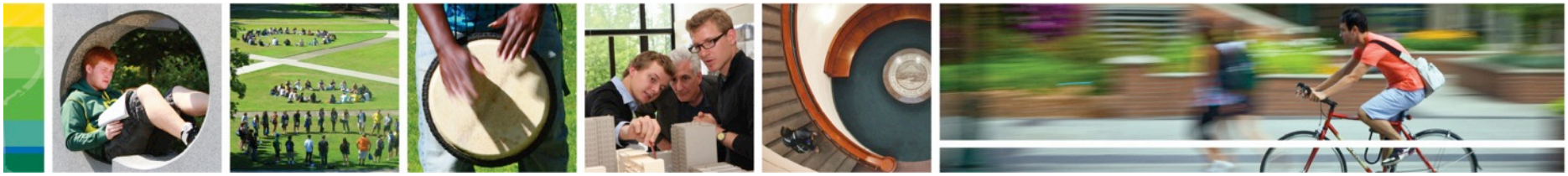
“Free” internet.

We are not the customer, we are the product.



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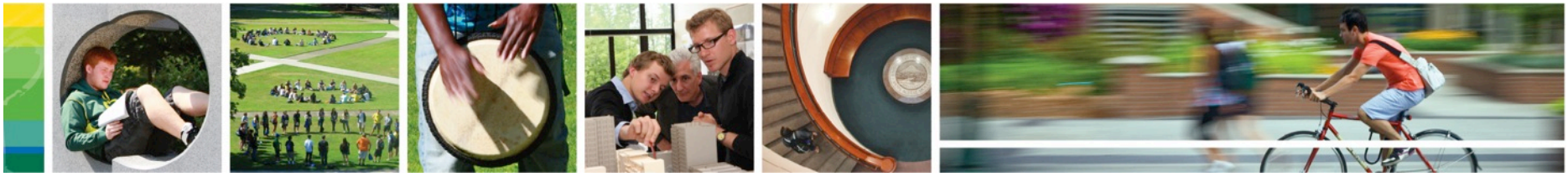
Social Media



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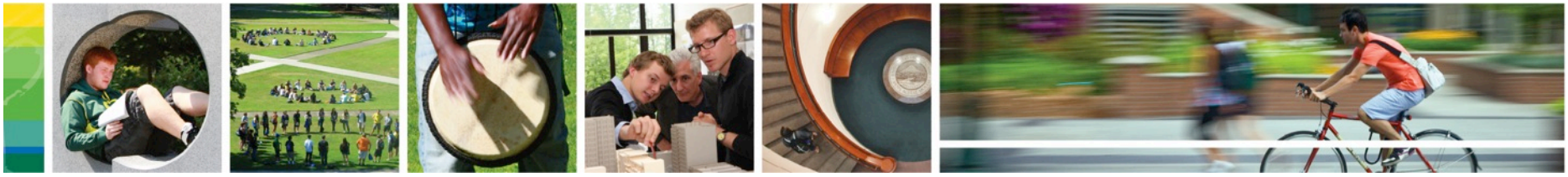
Perls of Knowledge

The Insider

(Check out Harvey's eyes at the end)



CO-FOUNDER OF TWITTER
ATTENDED UNL 1990-92

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Listen and Monitor

There are more channels than ever.

- Facebook (1.23B +, 76% Mobile)
- Google (24+ PB/day)
- Twitter (500M+, 284M active)
- College Confidential (Hobsons)
- Instagram (200M)
- YikYak
- Google Maps, Apple iOS, review your campus

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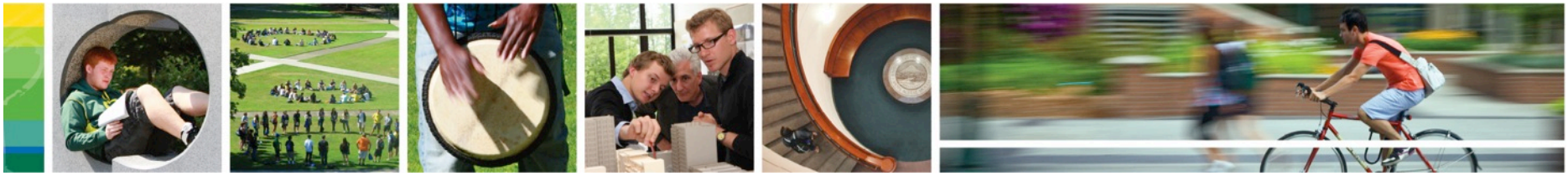
Where are Teens on Social?

Changes from January 2013 to February 2015



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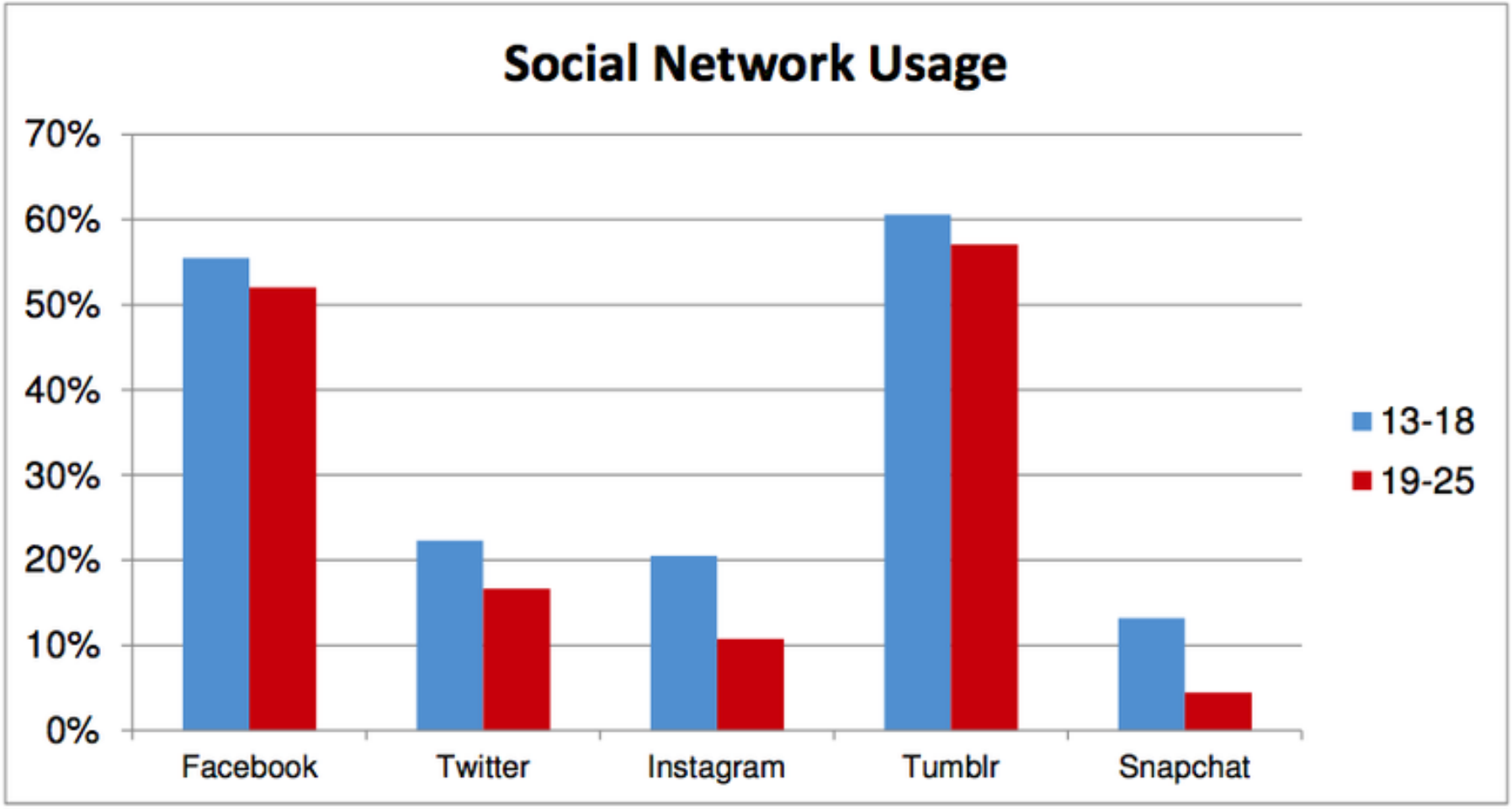
Teen Survey (sentiments)



Gary Tan (founder of Posterous), Jan. 8, 2013

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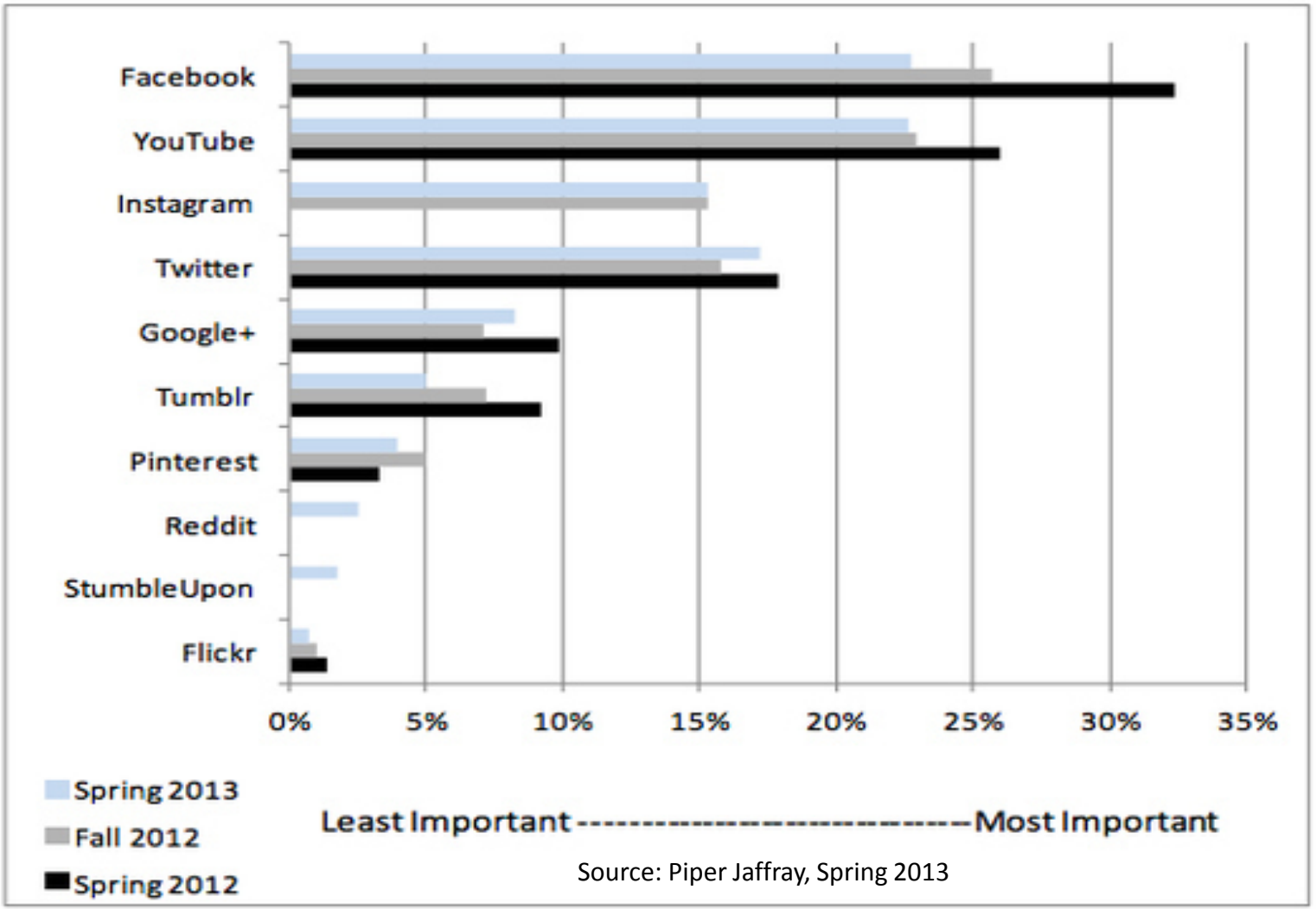
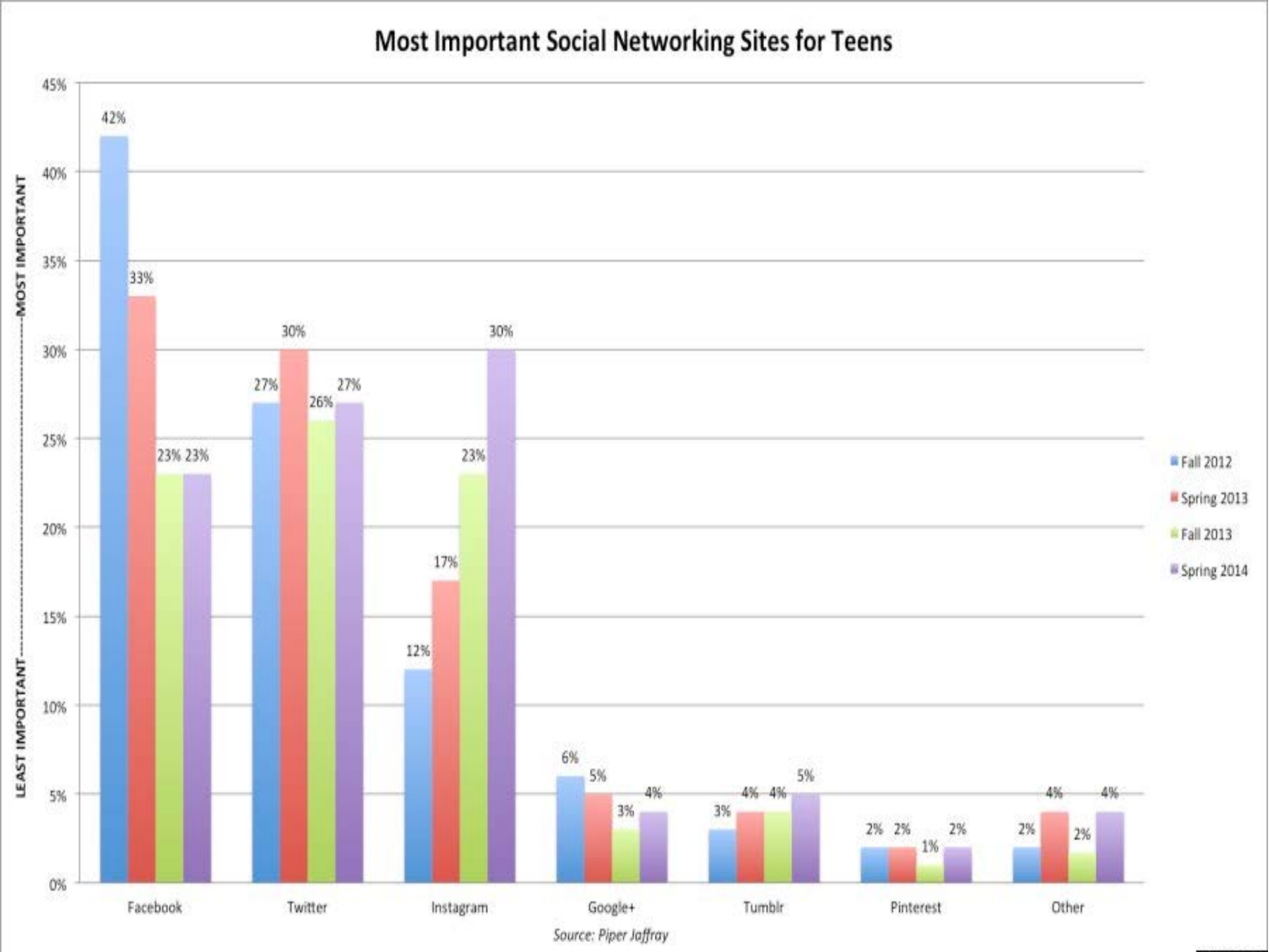
Some Schools on Tumblr

http://higheredsocialmedia.tumblr.com/post/35452524815/list-of-universities-on-tumblr

Most Important Social Media Sites For Teens



Source: Piper Jaffray, Spring 2013


Most Important Social Networking Sites for Teens
LEAST IMPORTANT----------MOST IMPORTANT
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
42%
33%
23%
23%
27%
30%
26%
27%
12%
17%
23%
30%
6%
5%
3%
4%
3%
4%
4%
5%
2%
2%
1%
2%
2%
4%
2%
4%
Facebook
Twitter
Instagram
Google+
Tumblr
Pinterest
Other
Fall 2012
Spring 2013
Fall 2013
Spring 2014
Source: Piper Jaffray

Instagram

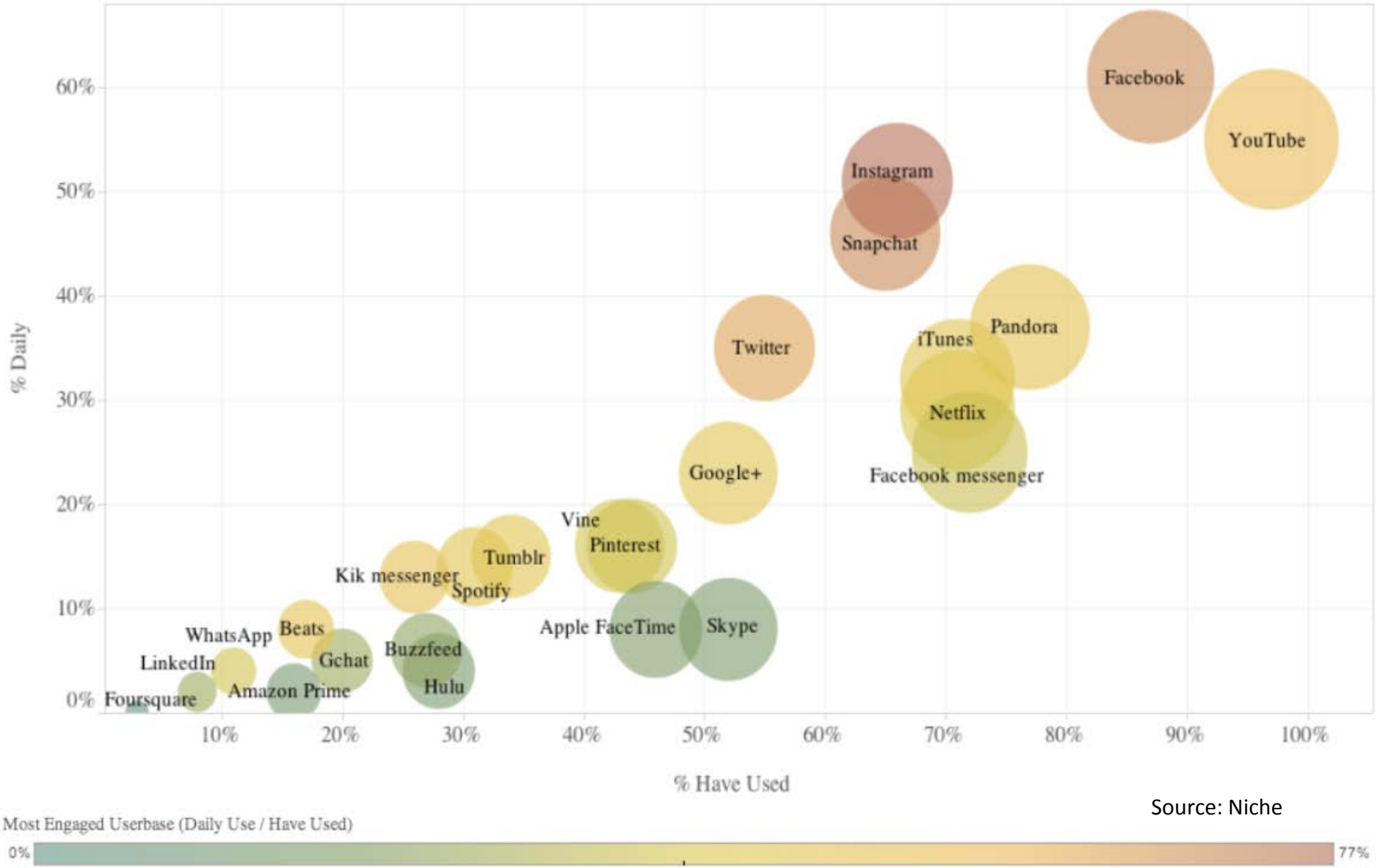
WINNER: Most Engaged Users

Facebook

WINNER: Most Daily Users

YouTube

WINNER: Most Widespread Usage



Source: Niche

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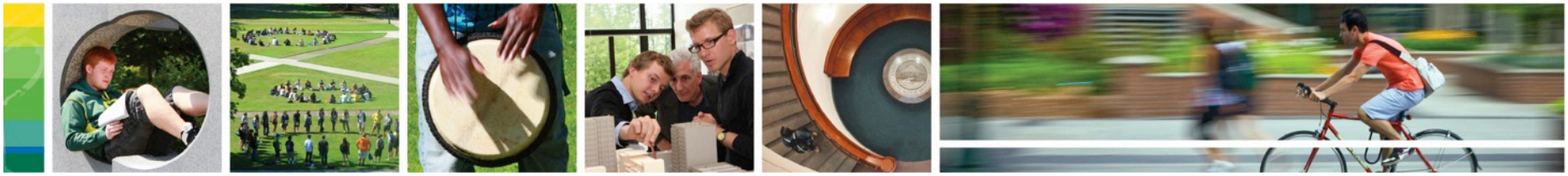
Gangnam Style

Oregon Duck Parody



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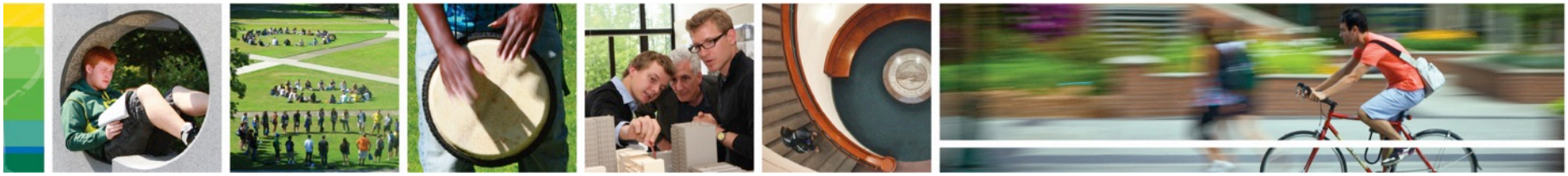
Psy's Favorites

Shout Out to the Duck



fuse

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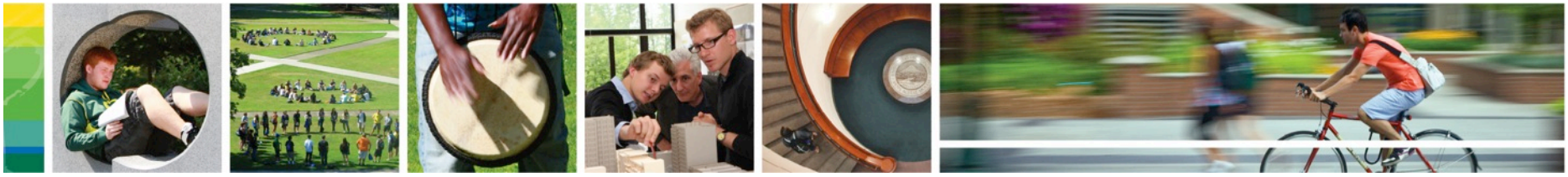
Perls of Knowledge

Harlem Shake



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Social Landscape Shifts

- Rapidly changing
- Broad to focused
- Discrete channels

Woo Woo

Video credit: Adobe, Inc.

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Ask the Right Questions

Top Write-in Votes on Teen Social Survey

- **Snapchat:** 200m vs 200m for Instagram
- **Kik:** 120m users, videos, memes
- **Wanelo**: Socially curated shopping
- **WhatsApp**: 600+M mobile-first chat app
- **Vine:** "Vine is doing to YouTube what Twitter did to Blogger."

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Other Social Channels

- **YikYak**
- **Whisper**
- **Imgur**
- **Reddit**
- **Meerkat/Periscope**
- **4Chan**

Other Social Channels

- **Tinder:** "They (teens) care that it made digital flirting acceptable without feeling weird."

-Brian Wong, founder of Kiip

Friendsy: Tinder for college students only.

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Teen Trends

"The trend, particularly with the younger demographic, seems to support more **specific social networks** — statuses on Twitter (30%), photos on Instagram, pin boards on Pinterest, live stream on Pheed and short videos on Vine."

-Prerna Talreja,
Policymic, Media and Tech, April 2013

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Teen Trends

"Friends and the Internet dominate teen influences and combine in social media environments. Instagram and Twitter are the two most used social media sites, implying teens are increasingly visual and sound bite communicators."

– Fall 2014 Piper Jaffray survey of 7,200 teens

The Original Facebook?

Uversity
Formerly Inigral

- **Uversity** (previously Inigral, colleges only)
- **Path** (150 “friend” limit) [faded away in US]

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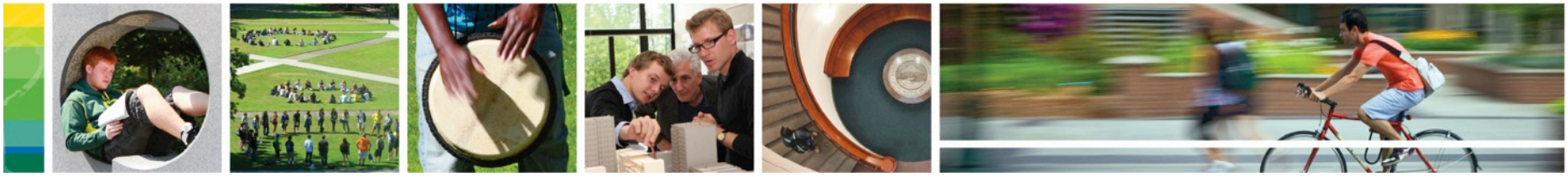
Migrate to UO

Personalized Video



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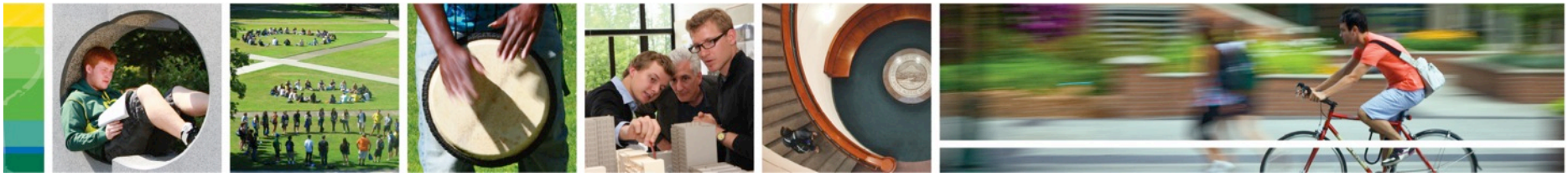
Perls of Knowledge

Snow Days



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CRM

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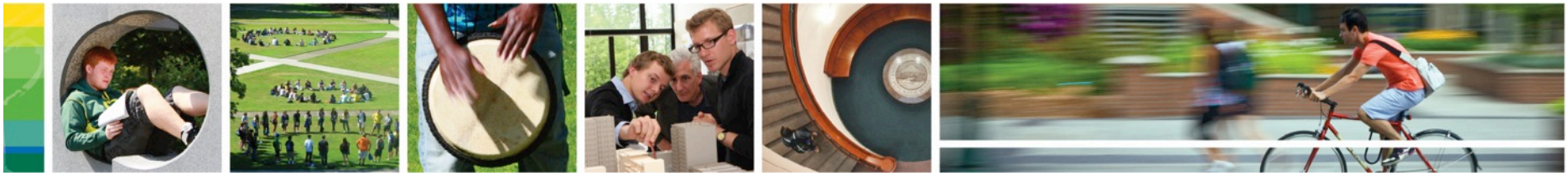
CRM Service

- Be smarter than you have been in the past
- Be more effective
- Need to appear more unified and cohesive



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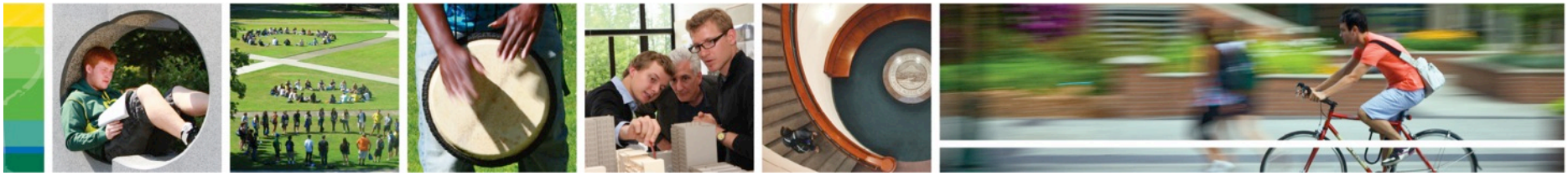
CRM Action

- Automating actionable intelligence
- Delivering to student and the school
- Centralized comms policy: don’t overwhelm



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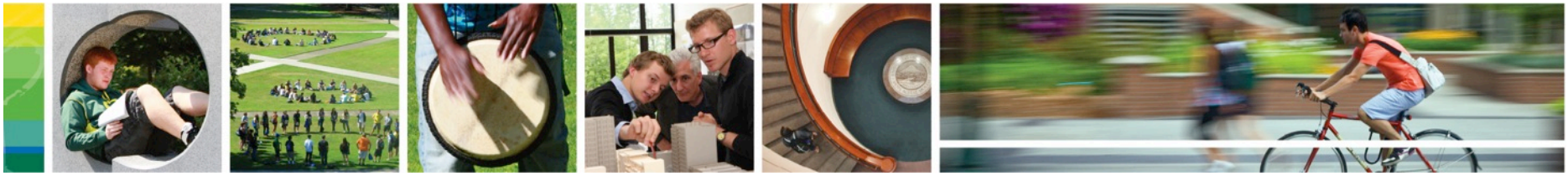
Relevant Communications

- Who
- What
- When
- Where
- Hopefully you have a “Why” you are doing this.
- Opt in



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Predictive Analytics

What Do We Want To Know

What Happened
Reports
Dashboards

What Is Happening
Real-Time Analytics

What Is Likely
Predictive Analytics

Why Did It
Forensic Data Mining

Why Is It
Real-Time Data Mining

What Should I Do
Prescriptive Analytics

Graphic credit: Kent Kuo

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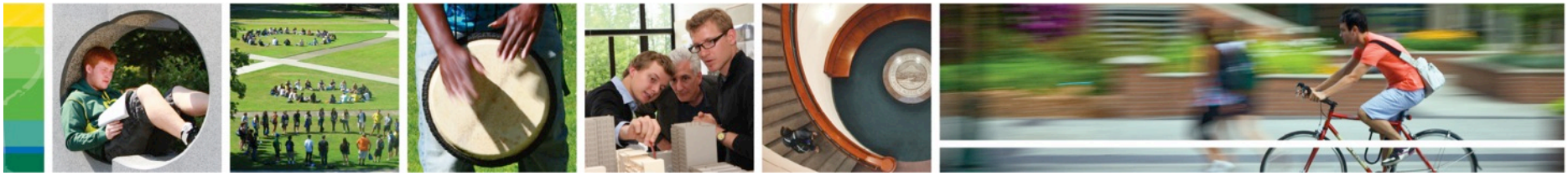
What Do You Want to Know?

- Only .5% of world's data is analyzed



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Where Do You Want to Be?

- Anticipating needs
- A “concierge” model

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Mobile

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Mobile

Part of the Where and How

Ties into the way users want to interact, timeshift.

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Mobile Data Dev

"One of the most valuable lessons I've learned over my career is that if you don't log each and every click or event, you can't reinvent that information….and pull it into a big data structure."

Brian Lent, cofounder and chief technical officer of Medio. April, 2013

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Mobile Usage

- Custom tour of class schedule
- 3D path finding
- Geo-fencing
- Location aware segmentation
- Laundry

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Burge North

01 - In Use
est. time remaining 1 min

02 - In Use
est. time remaining 5 min

03 - Available
cycle ended 9 minutes ago

04 - Available
cycle ended 9 minutes ago

05 - Available
cycle ended 24 minutes ago

06 - Available
cycle ended 7 minutes ago

07 - In Use
est. time remaining 35 min

08 - Available
cycle ended 5 minutes ago

09 - In Use
est. time remaining 32 min

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You are Mobile

"[In the future], the Internet will disappear… you won't even sense it, it will be part of your presence all the time." –Eric Schmidt, CEO of Google

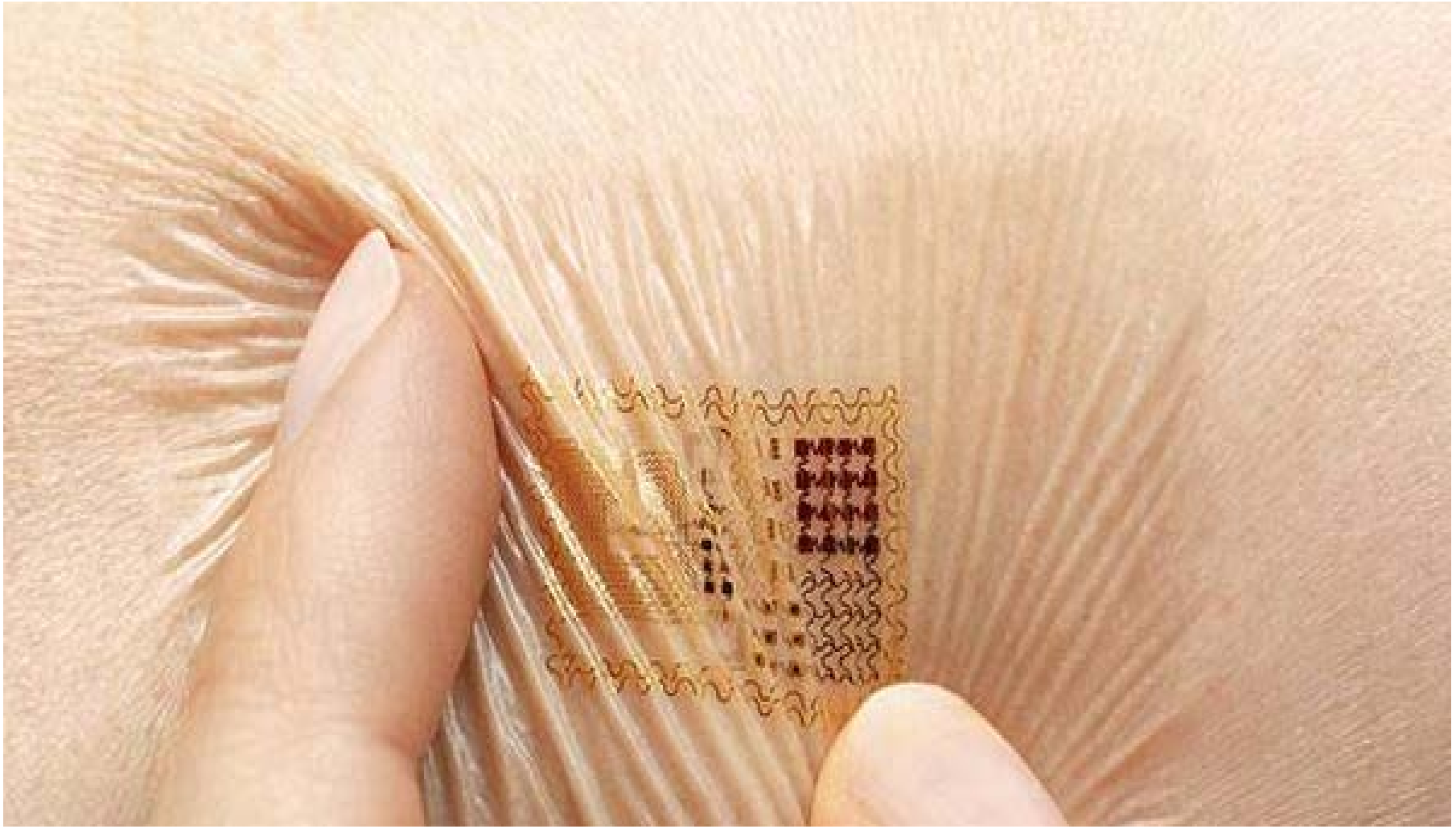

Photo credit: MC10

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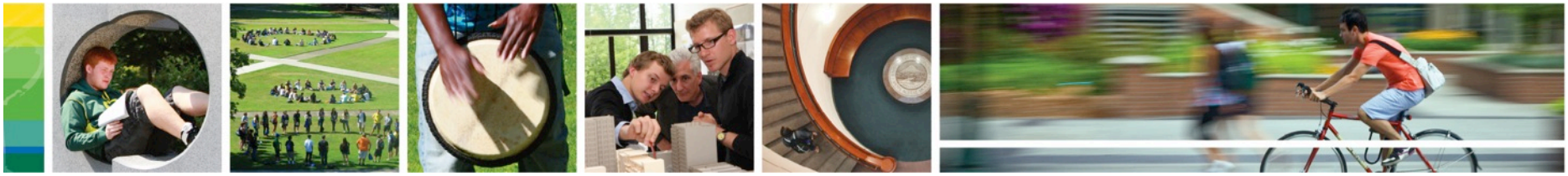
Gameification

Three stages

1. Informed users
2. Connected users
3. Users acting on information they receive

Leveraging motivation beyond the fiscal:

- Health tap
- Klout
- Fitocracy
- Facebook “Likes”
- Foursquare



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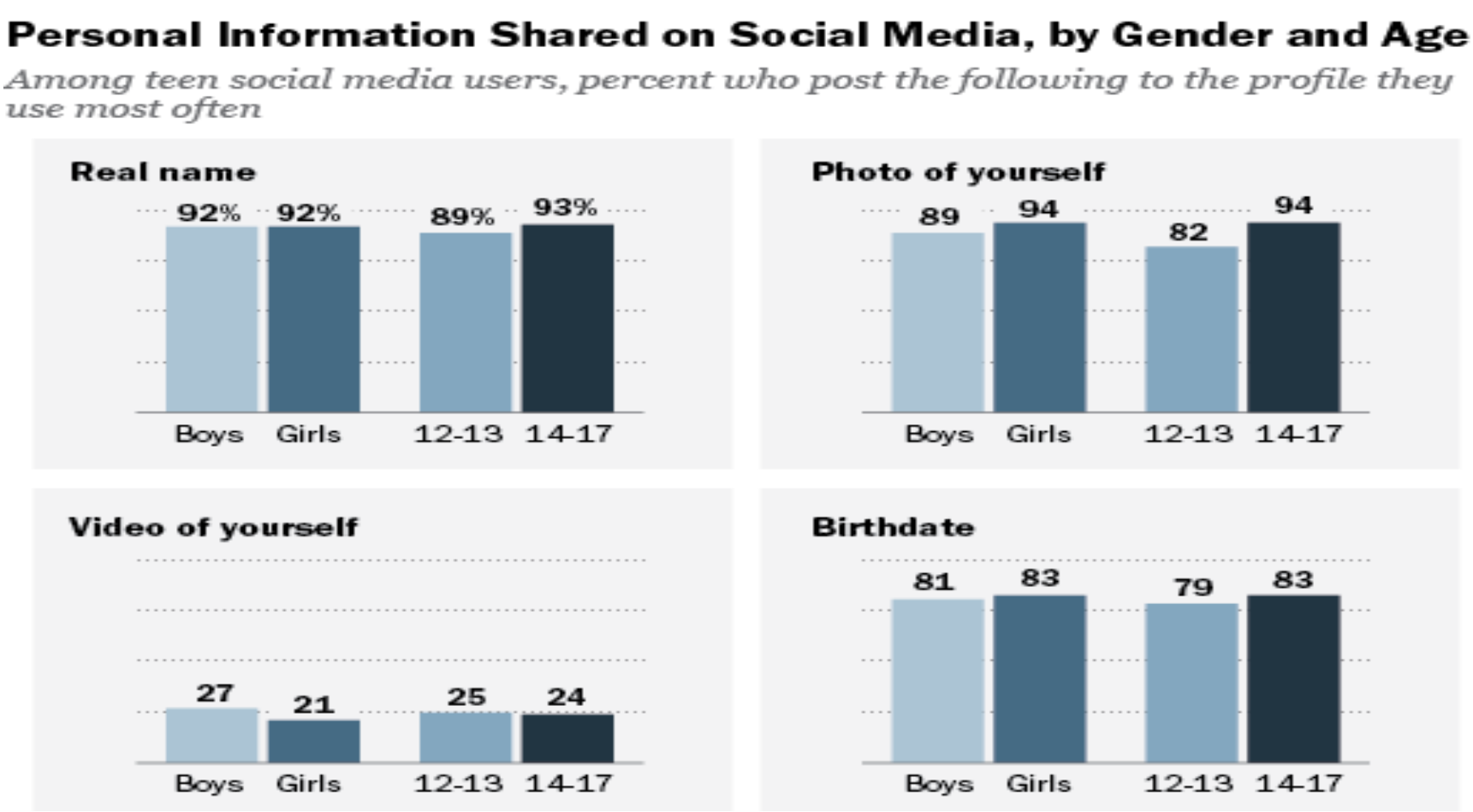
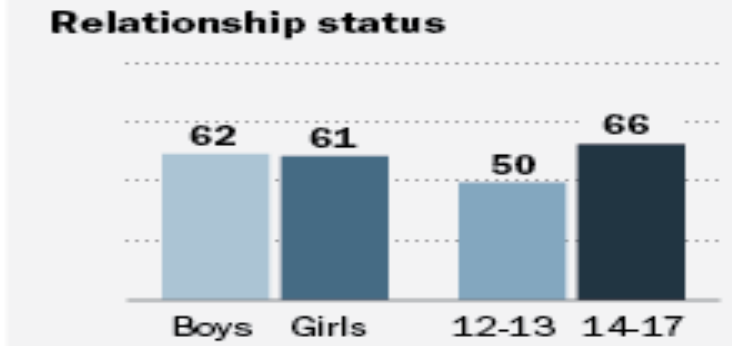
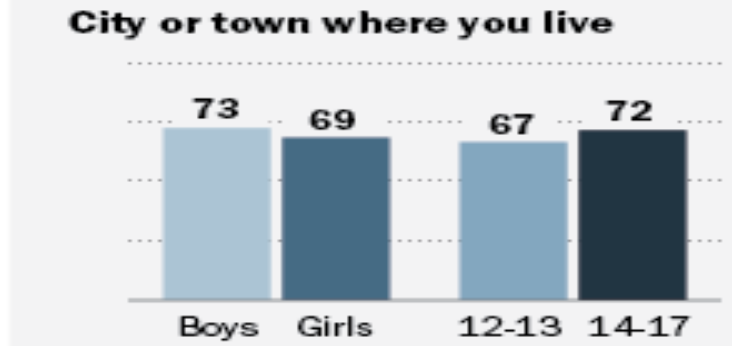
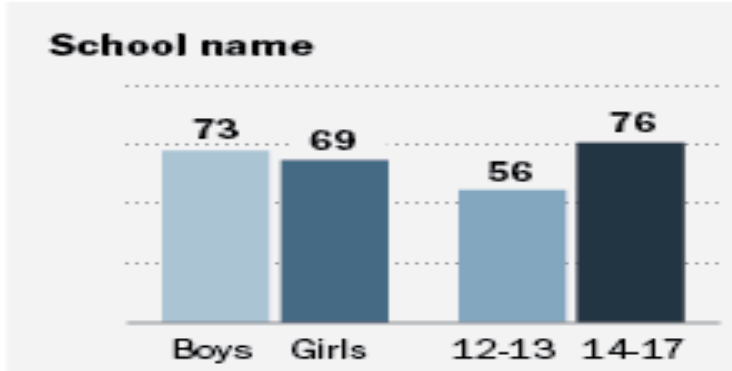
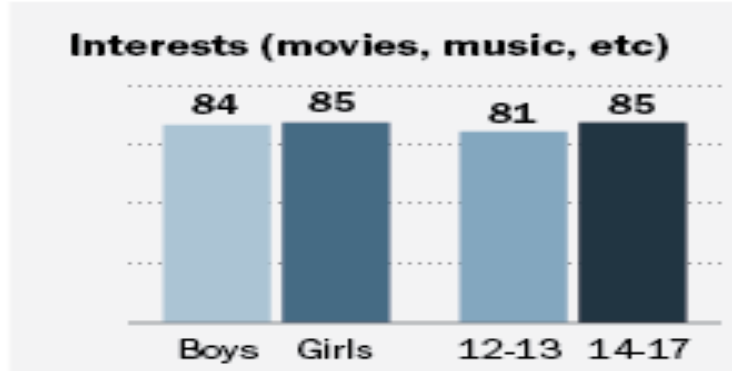
Privacy?

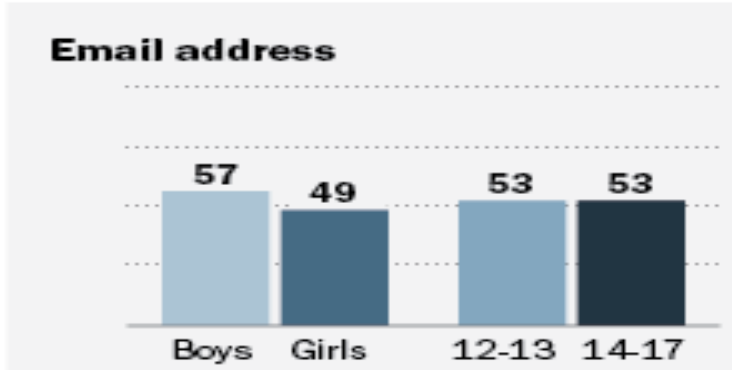


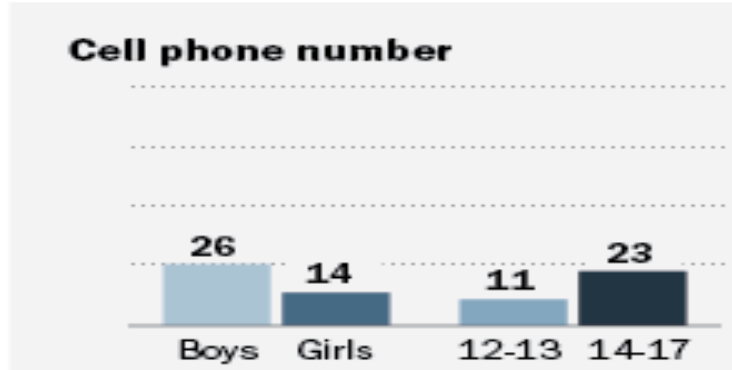












Note: Based on teen social media or Twitter users, N=632.

PEW RESEARCH CENTER

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The Long Game

•If we are successful bringing students to us, how does that model continue through matriculation, enrollment, graduation, alumni experience to potential donors?

•How do we continue to meet heightened expectations, especially if we help create them? Avoid dissonance.

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Review

- Marketing and Communications
- Viral and Personalized Video’s
- Big Data
- Social Media
- CRM
- Predictive Analytics
- Mobile

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Questions?

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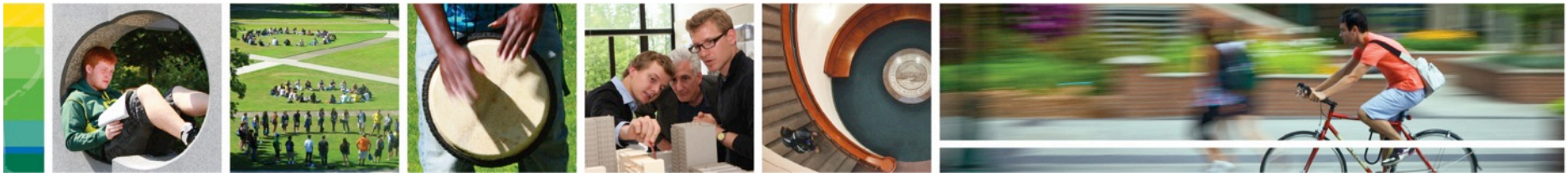
Perls of Knowledge

The Oracle



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Magic Chickens

Need More Stability and Focus in Your Office?
Good staff meeting opener.

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Epic Splits

Need More Stability and Focus in Your Office?
Good staff meeting opener.

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Central Institute of Technology

Likely the most boundary pushing admissions video.
Perth, Australia
(not for the easily offended or faint of heart)