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

AACRAO Webinar

Jim Bouse
University of Oregon

March 31, 2015
What We Will Cover

• Marketing and Communications
• Viral and Personalized Video’s
• Big Data
• Social Media
• CRM
• Predictive Analytics
• Mobile
Call Me A Duck

Videos helping expand brand awareness
BYU New Spice

Study Like a Scholar
Perls of Knowledge

Location, Location, Location
“Linking data from disparate sources to answer questions you didn’t even know to ask.”

Kent Kuo
Oregon State, Dir. Ent. Computing
Big Data

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

- Andrew Barbour, Campus Technology
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.
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
Big Data

- Many V’s
  - Volume
  - Velocity
  - Variety
  - Variability
  - Veracity
  - Visualization
  - Value

- The most important V’s?
  - Veracity
  - Visualization
  - Value
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
“Free” internet.

We are not the customer, we are the product.
Social Media
Perls of Knowledge

The Insider

(Check out Harvey’s eyes at the end)
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
Where are Teens on Social?

Changes from January 2013 to February 2015
Teen Survey (sentiments)

Social Network Usage

Gary Tan (founder of Posterous), Jan. 8, 2013
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
Source: Niche
Gangnam Style

Oregon Duck Parody
Psy’s Favorites

Shout Out to the Duck
Perls of Knowledge

Harlem Shake
Social Landscape Shifts

- Rapidly changing
- Broad to focused
- Discrete channels
Woo Woo
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.”
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

  ![Tinder logo](image)

  **Friendsy**: Tinder for college students only.
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
“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 (previously Inigral, colleges only)
- Path (150 “friend” limit) [faded away in US]
Migrate to UO

Personalized Video
Perls of Knowledge

Snow Days
CRM
CRM Service

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

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

- Who
- What
- When
- Where
- Hopefully you have a “Why” you are doing this.
- Opt in
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
What Do You Want to Know?

- Only .5% of world’s data is analyzed
Where Do You Want to Be?

- Anticipating needs
- A “concierge” model
Mobile
Mobile

Part of the Where and How

Ties into the way users want to interact, timeshift.
"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
Mobile Usage

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

Personal Information Shared on Social Media, by Gender and Age

Among teen social media users, percent who post the following to the profile they use most often.

**Real name**
- Boys: 92%
- Girls: 92%
- 12-13: 89%
- 14-17: 93%

**Photo of yourself**
- Boys: 89%
- Girls: 94%
- 12-13: 82%
- 14-17: 94%

**Video of yourself**
- Boys: 27%
- Girls: 21%
- 12-13: 25%
- 14-17: 24%

**Birthdate**
- Boys: 81%
- Girls: 83%
- 12-13: 79%
- 14-17: 83%
Note: Based on teen social media or Twitter users, N=632.

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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.
Review

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

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Perls of Knowledge

The Oracle
Magic Chickens

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

Need More Stability and Focus in Your Office? Good staff meeting opener.
Central Institute of Technology

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