



Success Story



Jefferson



# Pushing the Boundaries of Recruitment

In the summer of 2018, Thomas Jefferson University was preparing for their second recruitment cycle after their successful merger with Philadelphia University. The admissions team was looking to keep the momentum going.

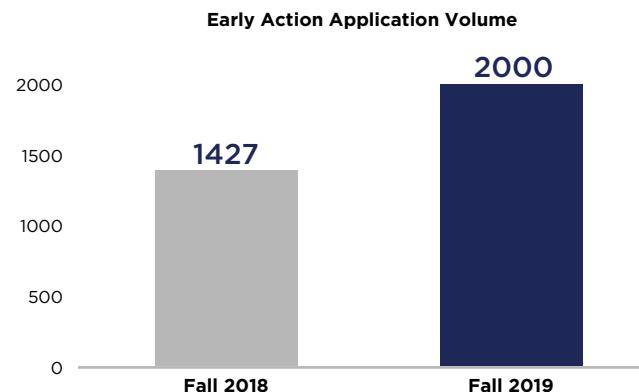
Thomas Jefferson University didn't historically recruit first-year students, but that changed when merging with Philadelphia University — an institution that served traditional undergraduate students as its primary population. The first class recruited to the new Jefferson was among the largest in history, and represented a 16% increase in first-year enrollment compared to the prior year, which was the final recruitment cycle for Philadelphia University.

With such a successful inaugural class, the admission team knew there would be pressure to maintain that growth. Fortunately, they had valued partners in the university's marketing and communications team. Together, they were looking to push the boundaries of recruitment marketing and strategy.

Capture had been brought on during Year 1 of the merger to assist with behavioral intelligence, as well as communications to junior and sophomore populations. Shortly thereafter, Capture's role expanded to include senior search consulting, email marketing and predictive modeling.

In an effort to get out of the gate at breakneck speed, Jefferson and Capture decided to proceed boldly. Using Capture's predictive analytics, Jefferson identified 12,000 prospective students with a Capture-rated high likelihood to apply. This targeted group was placed into Jefferson's inquiry pool, and scheduled to receive the brand new viewbook hot off the presses.

In prior years, the viewbook was sent to those prospects who had raised their hand by mid-August (about 10,000). The remaining 10,000 viewbooks were then sent to new inquiries as they entered the inquiry pool, a process that would take months. By leveraging Capture Behavioral Intelligence Platform via the APPLY predictive model, Jefferson was able to aggressively get all 20,000 viewbooks in the hands of prospective students by the mid-September.



## The result?

A 40% increase in applications by Jefferson's early action deadline, representing 573 additional applications from prospects. On top of the prior-year's historic 16% enrollment increase, Jefferson would go on to see another year of positive enrollment growth.

Jefferson ended the cycle with a 10% increase in enrollment over the prior year.