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Campus Communications Platform

Description of Platform

Strategic Communications Planning

Customized Marketing Messages

Analytics & Data Collection

Website Personalization

Rationale

Communicating effectively with students and prospects requires **planning, execution, and analysis**

Large amount of Prospect & Student Data **is readily available in Workday**

Integration with websites and landing pages allows us to utilize analytics to better understand a student's **path, interests, and actions**

Findings (so far)

Continuous use of these tools will require a large amount of data collection

Over 45,000 data points collected just from 3 email campaigns and associated landing pages

Rapidly evolving technology requires continuously evaluating data collection techniques and interpretation of results

Spam blockers, malware scanners, privacy tools – all of these technological innovations increase the complexity of accurately analyzing data

Multiple communication channels and coordinated messaging could reach more students

Based on analysis of recent emails, rates of interaction by students may be improved by expanding to other communication methods

Next Steps

Integrate personalization on web pages geared towards prospective students
Customized messaging, content, and recommendations (programs of study, search terms, etc.)

Expand data collection to capture interactions from other communication channels
Including text messages, potentially social media and MyTCC

Provide reports and dashboards in Workday via Workday Extend to show a student/prospect's recent communications
Include actions a student/prospect has taken based on those communications