



Communications System Gets Accepted! University of Texas at San Antonio

THE SITUATION

With more than 28,400 students enrolled in 131 undergraduate and graduate degree programs, the University of Texas at San Antonio (UTSA) is the second-largest component in The University of Texas System.

The Admissions Department at UTSA was looking to improve its communications with both current and prospective students. The university had historically used various means of communications including direct mail, email and student callers. However, the number of enrolled students at UTSA was about 150 fewer than it had been at the previous year. UTSA was looking for a more effective and efficient manner of reaching out to these students to ultimately increase enrollment.

THE SOLUTION

UTSA's Admissions Department decided to implement a voice marketing campaign with One Call Now to aid in its communications efforts with prospective and admitted students. Calls were sent out to remind admitted students about upcoming events and orientation sign-ups, alert admitted students about the status of an incomplete application and more personally inform high school juniors about the school itself.

THE RESULT

By implementing the One Call Now notification service, UTSA went from being down 150 enrolled students to being ahead by 250 students compared with the previous year—400 MORE enrolled students. Mission accomplished!

UTSA was also very impressed with the provided data and tracking metrics, which allowed the school to closely monitor the results of the campaign. They were even able to determine that the vast majority of message recipients listened to the calls in full—something the school had never been able to monitor with other forms of marketing like direct mail.

For the University of Texas at San Antonio and other universities, One Call Now is a reliable, easy-to-use and trackable method to reach prospective students and increase enrollment.

CONTACT US TO LEARN MORE!

877.698.3262 | onecallnow.com

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“Working with [One Call Now] vastly improved our communications with admitted and prospective students. Since implementing our voice campaign, we have seen a significant increase in enrolled students—which was our ultimate goal for the spring semester.”

JEFF MAYO, COORDINATOR OF COMMUNICATIONS & SPECIAL EVENTS, UNDERGRADUATE ADMISSIONS, UNIVERSITY OF TEXAS AT SAN ANTONIO

INDUSTRY

Education

LOCATION

San Antonio, Texas

PROBLEM

Decreased student enrollment prompted need for improved communications with current and prospective students

PAYBACK

Significant increase in student enrollment and improved tracking metrics

REPLACES

Various means of communications including direct mail, email, and student callers