

TargetX & Embry-Riddle Aeronautical University

Embry-Riddle Aeronautical University increases first-year student enrollment by 27% by utilizing TargetX Schools App

Challenges

As the world's largest and most respected university specializing in aviation, aerospace, security, and intelligence, Embry-Riddle is leading the way for other multi-campus, outcome-driven institutions. Embry-Riddle has over 120,000 graduates around the globe, two residential campuses in Arizona and Florida and a variety of online degree programs offered worldwide.

Before utilizing Schools App, Embry-Riddle in Prescott, Arizona, relied on traditional enrollment strategies but was struggling to hit enrollment targets. Yield rates throughout the enrollment cycle, especially from admitted to enrolled, were low, but the office did not have the technical expertise or resources to leverage strategies beyond traditional email and phone outreach.

Solution

ERAU-Prescott implemented Schools App, a private, mobile, social community as a way to improve yield. While email and phone calls remained important to each counselor's interaction with prospective students, Schools App features, like Announcements and Private Messaging, empowered counselors to personalize interactions and engage students on their mobile devices.

At the same time, the Prescott team implemented Enrollment Intelligence, the predictive enrollment model based on activity in the app, to help them understand each student's likelihood to enroll and prioritize communication efforts.

Results

From the start, Embry-Riddle Aeronautical University-Prescott's Admissions team appreciated the "set it and forget it" ease-of-use that Schools App offered. Admitted students created their own community and engaged staff when they needed information. Plus access to powerful enrollment analytics meant the team felt ahead of the game even before the deposit deadline approached.

Since they started using Schools App, Embry-Riddle Prescott has increased first-year student enrollment by 27% and is on track to increase tuition revenue by more than \$1 million this year.



Embry-Riddle Aeronautical University at a Glance

Founded in 1925

Embry-Riddle serves nearly 34,000 students

Largest aerospace engineering program in the nation

Offers more than 100 degrees at the associate, bachelor's, master's, and Ph.D. level

TargetX Solutions

Schools App

Goals

Embry-Riddle Aeronautical University needed a solution that would:

- help reach enrollment targets;
- increase yield rates, especially from admitted to enrolled; and
- add a new channel to their recruitment strategy