



## CASE STUDY

WHEN YOUR PROSPECTS ARE FLYING UNDER THE  
RADAR, IT'S TIME TO GO INTO STEALTH MODE.

*Quinnipiac University*

**THE**  
**Allied** GROUP

*Implementing Marketing & Fulfillment Programs.*

## > STEALTH STUDENTS CAN YOU ENGAGE AND RECRUIT THEM?

The current economic climate presents some serious challenges to private colleges and universities. This is no surprise to most institutions. A recent survey by the National Association of Independent Colleges and Universities found that **93% of private college presidents were concerned about preventing a decline in student enrollment.**

That study found that nearly half of the presidents responding **expected a 1% to 10% decline in enrollment** for the spring 2009 semester. Seven percent anticipated a decline of 11% or more.

In a typical academic year, second-semester enrollment drops at many institutions; this year many reported they anticipate larger than normal declines. Add to this the fact that students have changed their college search process and you'll see why life isn't getting any easier for admissions officials. The University of Arizona reported that between

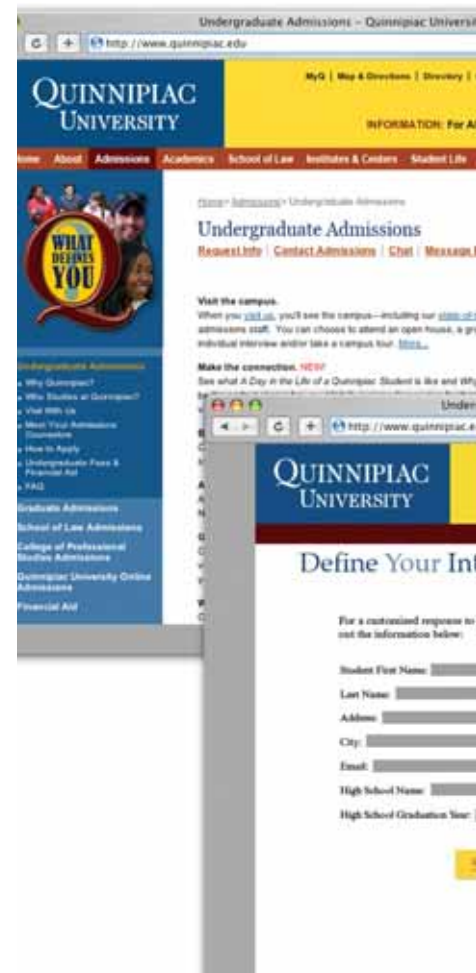
At the University of Arizona, Search responses Declined by **48%**

2006 and 2007 search responses at their institution declined by 48%. Other institutions are experiencing similar problems. High school students and their parents are not ignoring college search letters. Instead, *many students have become stealth prospects, responding to search letters by making furtive visits to the websites of schools that pique their interest.*

A number of institutions find that **20-40% of their applications come from stealth applicants.**

A 2006 study by Maguire Associates found that **21% of the colleges surveyed received 40% or more of their total**

**applications from stealth prospects.** Patricia Casey, Senior Vice President at Maguire, spoke about these students in *The Chronicle of Higher Education*: "We hear them talking about how deluged they get from mailings. They feel like the Web gives them an opportunity to put their foot in the water without having to make any kind of real commitment to the school."



**20-40%**  
of applications  
come from  
**Stealth Applicants!**

## > THE SOLUTION

Enrollment officers wonder if there's an effective solution. *Joan Isaac Mohr, Vice President and Dean of Admissions at Quinnipiac University believes she has one.*

In the summer of 2007, Quinnipiac launched a pilot Stealth Student Program in partnership with **The Allied Group**. Allied had recently won a national award for a yield program that helped produce a 14% deposit increase and a substantial return on investment for the University of Hartford. A link on the Quinnipiac website **invites those students visiting**

**the admissions section of the site to get a customized brochure for undergraduate programs.** The marketing teams from Allied and Quinnipiac deduced that real stealth students might not want to set up accounts, as programs that customize web content require. But since Harvard scholars Neil Howe and William Strauss reported that many Millennials feel pressured, the marketing teams theorized that stealth prospects might find a customized eBrochure, with a full-color hard copy to follow, an attractive alternative.



Stealth students who want an electronic brochure must give their name and email address. Those who want a hard copy must disclose their mailing address as well.



**THE Allied GROUP**  
Implementing Marketing & Fulfillment Programs.

## > THE RESULTS

The results have been outstanding. The program has added a number of qualified prospects to Quinnipiac's inquiry pool and informed admissions officials about their interests.

The program has truly excelled in its **ability to encourage students to apply and enroll**. In June, 2008, QU measured the Stealth Program's conversion and yield rates among high school seniors. Quinnipiac already converts a robust 20% of high school search inquiries into applications. But when Allied's program provided the first point of inquiry, as many as **33.8% of prospects applied** and up to **42.9% of accepted students**

**enrolled**. Yield rates for accepted students coming from this program have **nearly doubled QU's normal yield rate for stealth applicants**. These facts are impressive enough.

The program's additional potential is seen in its ability to amplify the effect of Quinnipiac's overall marketing. The university enjoys substantial conversion and yield rates. But when students who have already had some contact with QU come into the **Allied Stealth Program**, the **conversion rate more than doubles from 27% to a remarkable 63.9%**. As many as **38.8% of these students enrolled**.

*How can just offering a customized eBrochure produce numbers like these?*

**Could it work for your institution?**

If you'd like answers to these questions, please contact Larry Rondeau, *Allied's Director of Business Development in Higher Education*:

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## RESULTS

Encouraged students to **apply and enroll**

up to  
**33.8%** of prospects applied  
**42.9%** enrolled

**60%** higher conversion rate

**63.9%** conversion rate for prospects who already had some contact