

Enrollment, Marketing
and Communication
ANNUAL REPORT
2020-2021





Message from the Vice President for Enrollment, Marketing and Communication


Since March 2020, our campus community has demonstrated resiliency, hospitality and a commitment to the greater good. The academic year 2020-2021 was no different for the campus community at large. Specific to the Division of Enrollment, Marketing and Communication, I have been exceedingly proud of our team's continued contributions and commitment to supporting the overarching enrollment and reputational goals, especially in light of the circumstances.

Bellarmine, along with many institutions of higher education, encountered a myriad of challenges. There was no playbook for navigating these uncharted waters. This past year, most of our time and energy required balancing a respect for our effective past practices (tradition) while embracing innovation and change (transformation) — precisely what our institutional strategic plan calls us to do.

This report illuminates the outstanding efforts made by the various functions within the division. At the same time, it takes a village to support and advance our strategic priorities, so a few of the remarkable collaborative and cooperative efforts with campus partners are highlighted as well. Throughout this report, you will observe the remarkable dedication of our staff and the meaningful examples of how we've continued to remain student- and people-centered.

I am sincerely grateful for the perseverance, grace and agility exhibited by our team. We look forward to continuing to serve students, families and other constituents as well as authentically promoting the Bellarmine brand!

Go Knights!


Michael J. Marshall, EdD



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BELLARMIN

Newest Age





The global COVID-19 pandemic pervaded the entire Bellarmine community in countless ways. Nonetheless, our university stayed committed to its purpose, as well as its progress. We embraced the challenge as an opportunity to work more collaboratively, creatively, and courageously across campus. The Division of Enrollment, Marketing and Communication gratefully and proudly presents a 2020-21 annual report to showcase our collective efforts and initiatives.

**This report is designed to provide a comprehensive showcase of information within the timeframe of June 1, 2020-May 31, 2021, but is also inclusive of Fall 2021 census data to connect the impact of strategies implemented throughout Fiscal Year 20-21 with the related successes that were a result.*

The Division of Enrollment, Marketing and Communication works to strengthen Bellarmine University's enrollment and expand its profile, in support of the university's strategic plan.

Mission

To develop, implement and assess a comprehensive set of student- and people-centered strategies and tactics — in a collaborative and collegial manner — to support and advance the university's mission and vision, including the short and long-term enrollment, reputational and branding objectives.

Vision

To become the national leader in delivering best-in-class services and implementing innovative, cutting-edge student- and people-centered strategies and tactics by coordinating and collaborating with internal and external stakeholders to facilitate optimal experiences and results.

The Division consists of the following offices:

- Marketing and Communication
- Enrollment Management (Systems/Operations and Strategic Partnerships)
- Graduate Admission
- Undergraduate Admission
- Financial Aid



Office of Marketing and Communication

The Office of Marketing and Communication provides strategic marketing and communications leadership in support of Bellarmine University's mission and strategic plan, with an emphasis on enrollment and development.

- Refreshed university and athletics brands to focus on the Knight head as our primary identity.
- Completed branding work in Freedom Hall for first NCAA Division I basketball season.
- Completed a major update of website focused on user experience and key objectives.
- Began using the Meltwater Media Relations tool for news release distribution to increase our reach within and beyond our primary market. We tracked a 22% open rate and an unsubscribe rate of only 0.2%.
- Photographer/videographer Brendan Sullivan received a national CASE Circle of Excellence Award in the Series of Related Photos Category for his entry, "Bellarmine community pushes for social justice," photos that appeared in Bellarmine Magazine and online. From the judges: "Images told a story, and beautifully captured a moment in our world history." This was the Office of Marketing and Communication's second national Circle of Excellence Award in two years.

Editorial

Earned Media

- ▲ Total impressions up 205% year over year (7 billion vs. 2.29 billion)
- ▲ Total number of stories up 67% year over year (8k vs. 4.8k)

Owned Media

Total impressions up 57% year over year (125k vs 79.8k)
Represents news, magazine and blog content hosted at bellarmine.edu

Top 5 Hosted News Stories by Total Impressions:

1. Freedom Hall new home for Bellarmine basketball
2. Bellarmine students lead action for racial justice
3. Bellarmine unveils public university price match
4. Princeton Review calls Bellarmine one of nation's top universities
5. Bellarmine-JCTC partnership opens new student transfer pathway

Creative

Project Requests

Since January 1, 2021, we have received 995 project request forms.

Top Project Request Clients

- Development and Alumni Relations: 14.9%
- School of Education: 6.4%
- Student Affairs: 5.3%
- School of Business: 5.2%
- Career Development: 4.9%

Strategic Priorities Indicated on PR Form

2020 Wufoo requests v 2021 to date:

- Priority 1: 36.2% / 44.4% (+8.2%)
- Priority 2: 11.3% / 12.5% (+1.2%)
- Priority 3: 25.3% / 27% (+1.7%)
- Priority 4: 11.5% / 14.2% (+2.7%)
- Priority 5: 18.5% / 23.4% (+4.9%)
- Priority 6: 14.6% / 16.3% (+1.7%)
- Work requested that is not applicable to the Strategic Plan: 27.3% / 25.8% (-1.5%)
- Projects can address more than one priority so total is greater than 100%

Photo/Video

Our Photography & Videography Specialist and intern provided over 40 albums of new photos, allowing us to refresh our appearance on social and in print projects. On Youtube, Bellarmine went from 25K views in FY20 to 45K views FY21, and on Vimeo, we went from 20K to 50K views.

Social Media

We moved to a new social media management platform, Falcon.io, to allow more internal collaboration and better measurement of our work.

Total FY21 social media follower growth is up 6% over FY20, at 3,534 new social media followers gained across social media platforms for @bellarmineu presidential accounts, raising our total social media follower count to 60,990.

The president's social media following saw 9% growth across her social media accounts.

Marketing Design

We have designed a new series of mail pieces we're calling "Impact Guides." These five mailings replace postcards and flyers with much larger pieces with striking imagery and added content.

Most enrollment print materials now include trackable QR codes leading readers to web pages that continue their engagement. This will give us insight into how our prospective students respond to our print communications.

Analytics & Reporting

We've reviewed tracked metrics for web interactions and are optimizing the reporting strategy to provide more accurate and actionable information in programmatic reporting.

Custom dashboards that illustrate real-time data are now available for academic programs and enrollment initiatives.

Website

We published a new design for the university's home page, giving the website a fresh look with engaging images and videos.

Search Engine Optimization (SEO) efforts have resulted in a 10% increase in search traffic. Optimized user experiences have netted a 13% increase in Request for Information form submissions.



Office of Enrollment Management

The Office of Enrollment Management provides leadership and collaboration to achieve the university strategic goals by recruiting and enrolling a talented, diverse, and distinctive student body while developing opportunities to increase access and affordability. This office was purposefully reimagined to include two new areas of enrollment support with focuses on data and partnerships.

Systems/Operations

New Leadership

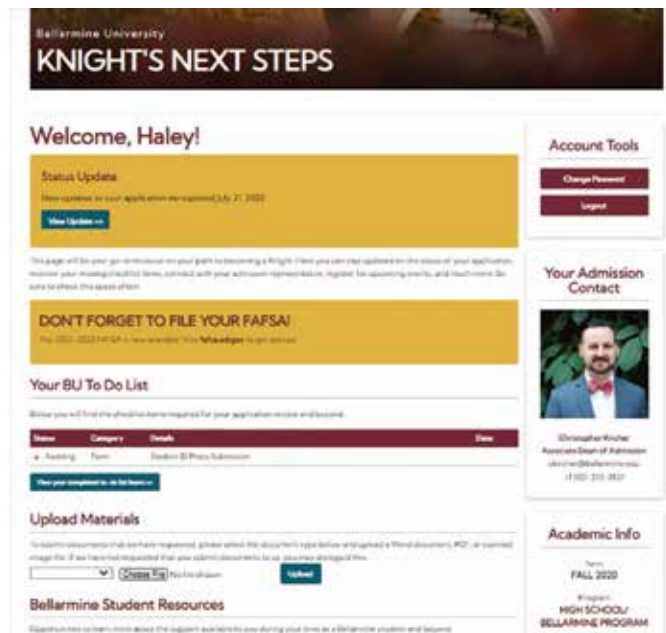
Kayla Williams became the Director of Enrollment Systems and Data Analytics within Enrollment Management at the end of 2020. Williams, who previously served as Senior Associate Director in Financial Aid, brings experience in managing systems and developing reporting capabilities within our Customer Relationship Management (CRM) and Student Information System (SIS). She will assist the division in implementing its strategic enrollment plan and creating a data-rich environment.

Accomplishments and Outcomes

- In collaboration with IT, the systems and operation team worked to integrate Centralized Application Service (CAS) applications into Slate. This integration now automates the flow of applications from CAS systems into Slate for faster processing and admission. The pilot academic program was Doctor of Physical Therapy, and they successfully integrated it in August. The Allied Health CAS and Athletic Training CAS have now been integrated as well, with a completed date of early October.
- Enrollment Management is currently working on redesigning an interactive student web portal, where applicants can begin to experience being a Bellarmine Knight while keeping track of their admission status.
- Creation of a Slate Student Portal, Enrollment Management is currently working on redesigning the experience of our applicants from an application status page to an interactive portal where they can begin to experience being a Bellarmine Knight and keep track of their admission status.

Slate email class data for new students entering in Fall 2021:

- 44.3% open rate
- 5.9% click through



132,832

Number of Slate messages received by new students enrolled in our Fall 2021 class

98.1%

Deliverability rate of Slate messages received by new students enrolled in our Fall 2021 class



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Strategic Enrollment Partnerships

New Leadership

The Strategic Partnerships and Initiatives office was created in Spring 2020 to create enrollment-specific pipelines. In Summer 2021, Dr. Jordan Rose Wiehebrink became the Director of Enrollment Strategy and Innovation, overseeing the development of the new area. Wiehebrink, who previously served as the Associate Dean of Graduate Admission, brings experience with enrollment strategies across various student populations and partnership establishment with community organizations. She is also a proud alumna of Bellarmine's PhD in Education and Social Change program.



Accomplishments and Outcomes

Since its inception in early 2020 (before the term "COVID-19" had meaning on campus), the university's cross-collaborative Strategic Partnership Team has built and pursued high-value, mutually beneficial opportunities for partnership. It is uniquely designed to support the division of Enrollment, Marketing and Communication through purposeful relationships with a variety of organizations and high-impact engagements across all student populations.

Portfolio of partnerships and programs

- Young Professionals Association of Louisville
- The Cabbage Patch Settlement House
- Louisville Century Scholars
- Lincoln Foundation, Whitney M Young Scholars
- 100 Black Men
- Black Achievers
- Louisville Urban League
- Ivy Tech Community College
- Jefferson Community and Technical College ("2BU")

JEFFERSON Bellarmine 2

Jefferson Community & Technical College 2 Bellarmine University

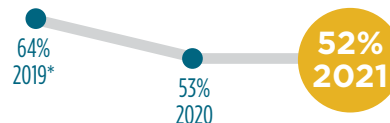
3.57

Average GPA of incoming 2BU students

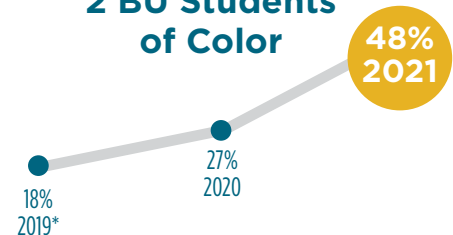
31 students attending Bellarmine through a new transfer agreement with Jefferson Community & Technical College, which is comprised of 6 different campuses.

**The partnership launched in 2020; 2019 data reflects transfers from JCTC before the partnership began.*

2BU First-Generation Students



2 BU Students of Color





Office of Graduate Admission

The Office of Graduate Admission helps students on their graduate school journey. With over 25 graduate and second-degree programs available at Bellarmine, this office provides support and guidance for students throughout the application and admission process for each individual program.



Graduate program enrollment contributed \$15,706,379 to the overall university budget.

482

Total number of new graduate and second degree students in 2021

75%

Year over year increase in Medical Laboratory Science student enrollment. Plus a 33% year over year increase in the Master of Science in Athletic Training student enrollment.

- Due to COVID-19, all recruitment efforts were moved to an online format, offering sessions to students at various stages of the enrollment funnel — inquired, applied, admitted, confirmed and enrolled — through various platforms. We were unable to go to business and university fairs as we had in previous years.
- In the summer of 2021, we enrolled 250 new graduate & second degree students versus 284 in 2020, a record enrollment semester. This included 73 DPT students and 81 Accelerated BSN students. The Master of Science in Athletic Training saw an increase of 2 students with 8 enrolled vs. 6 the previous summer.
- In the fall of 2021, we enrolled 184 students versus 205 in the fall of 2020. This included a record of 7 students in the Medical Laboratory Science program, up from 4 the previous year.
- In the fall of 2021, the top 5 programs for enrollment were: Weeknight MBA, Master of Arts in Teaching, Reading Recovery, Family Nurse Practitioner, and the Master of Science in Digital Media.
- In the summer of 2021, we rolled out the new Master of Health Science in Biomedical Sciences. This is a hybrid program that is designed to help students enhance their academic record to attend medical school. The initial cohort started with 3 students.
- In the fall of 2021, we started the second-degree program in software & data engineering. This program is 100% online. The outcomes are strong for this program, with a median salary of \$87,000 annually. The initial cohort started with 6 students.
- In an effort to increase enrollment, build the Bellarmine brand, and support the pillars of the strategic plan, a Graduate Assistant program was created. There were 12 positions approved from various offices across campus. Of the 12 positions, 8 were hired and began working this fall. The 4 remaining positions will be filled in the spring of 2022. The program with the most applications was the Master of Science in Athletic Training. The program with the most graduate assistants selected was the Doctor of Philosophy in Education and Social Change.



Ship to:
Bellarmine
University

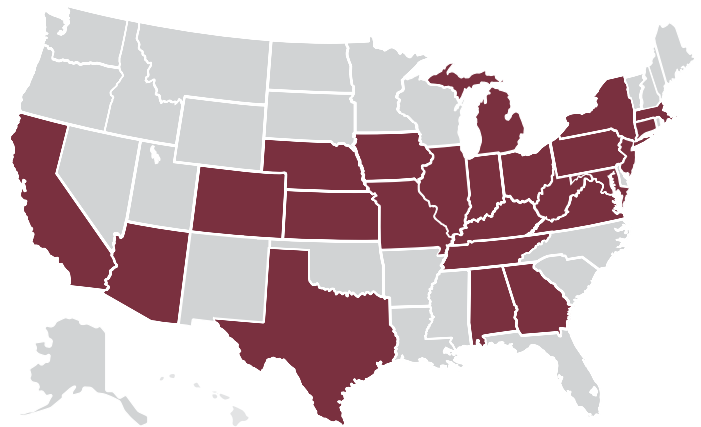
Premier Protein

Room essentials

Office of Undergraduate Admission

The Office of Undergraduate Admission helps students in their journey from high school to college and beyond. Aligned with the university's strategic priorities, they develop highly personalized pathways and intentional success plans for every student who applies to Bellarmine.

- In Fall 2021, Bellarmine welcomed 592 students in its first-year class. This is an increase of 20 students from Fall 2020, with 68% of the class residing on campus, 20% competing as student-athletes, and 15% participating in the Honors Program.
- Bellarmine's annual student demographic report reveals a greater number of students have transferred into the university than ever before. Summer and fall enrollment for transfer students is 22% above the 5-year average. Retention rates for transfer students are at an all-time high, as well.
- Top majors include Nursing, Undeclared, Business Administration, Exercise Science, and Biology.
- Secondary school profile of this class includes 66% coming from a public high school and 23% coming from a Roman Catholic school. The average ACT is 24 and average GPA is 3.61.
- 43.5% of the first-year class were test optional, electing not to use their test scores for admission.
- Gender breakdown of 34% Male, 66% Female.

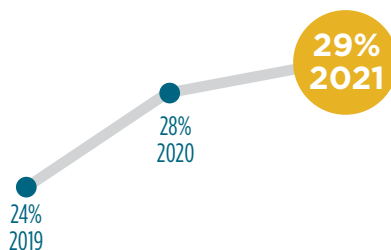


First-year students represent 10 countries and 24 distinct states/territories of the U.S.

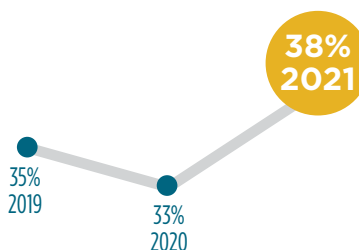
70.5%

of our first-year class originates from the state of Kentucky.

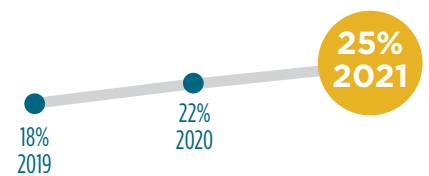
Percentage of Pell Grant-Eligible



First-Generation Students



Students of Color





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BELLARMINE UNIVERSITY



Amari Averette-Bush

BY VANDERBILT CENTURY HONOR AR

2021 & 2024

Bellarmine University

Office of Financial Aid

The Office of Financial aid provides avenues for access and affordability by strategically managing aid programs, and ensuring the university is a responsible and effective steward of its resources.

New Initiatives

The Louisville Century Scholars program was designed to foster a college-going culture among, and clear pathway for, local high school students, oftentimes first-generation to college. Bellarmine developed a multifaceted initiative targeting high-achieving students throughout these high schools in JCPS: Butler, Central, Doss, Iroquois, Seneca, The Academy at Shawnee, Waggener, and Western.

Access and Affordability

Initiatives launched in the 2020-2021 cycle for students entering in fall 2021:

Public Price Promise: The Public Price Promise is like few other scholarships in the country. It matches the direct cost of qualifying undergraduate students' state flagship university for tuition, fees, room and board, typically reducing the cost of attending Bellarmine by as much as half. It allows more students from across the nation to receive Bellarmine's distinctive private, liberal arts education within a small, close-knit community for the same price as attending a large state school.

OnCourse: Bellarmine University has taken steps to ensure that all undergraduate and graduate students will receive all required books and other educational materials at a reduced cost as part of their tuition. OnCourse ensures that all students have the materials they need on the first day of classes at a reduced cost, increasing the likelihood of academic success.

Student Financial Aid

In order to make a Bellarmine University education more affordable, the Office of Financial Aid:

- Launched the Catholic High School Scholarship for first-year students who graduated from a Catholic High School with a GPA of 3.0 or higher, with 22% of the first-year cohort qualifying
- Implemented an undergraduate tuition and fee increase of 1.5%, consistent with previous year (additionally, the new OnCourse textbook program was added to tuition cost)
- Once again did not increase room and board rates

Financial aid appeals

- We awarded 44 appeal grants totaling \$79,835.



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OnCourse

\$68M+

Bellarmine's total investment in institutional student aid

\$16M+

Bellarmine's investment in institutional aid for new first-year students





The Division of Enrollment, Marketing and Communication wholeheartedly expresses gratitude to every member of the Bellarmine community and to our external partners. Our successes are dependent upon the continued support that we receive across campus and beyond. We are excited and optimistic for 2022, and we look forward to working with each of you towards the continued growth of Bellarmine University!



Division of Enrollment, Marketing and Communication