

DRIVING ENROLLMENT



"We enrolled a full cohort after running our revised campaign through Pluralytics, showing a direct correlation between the platform's insights and improved engagement"



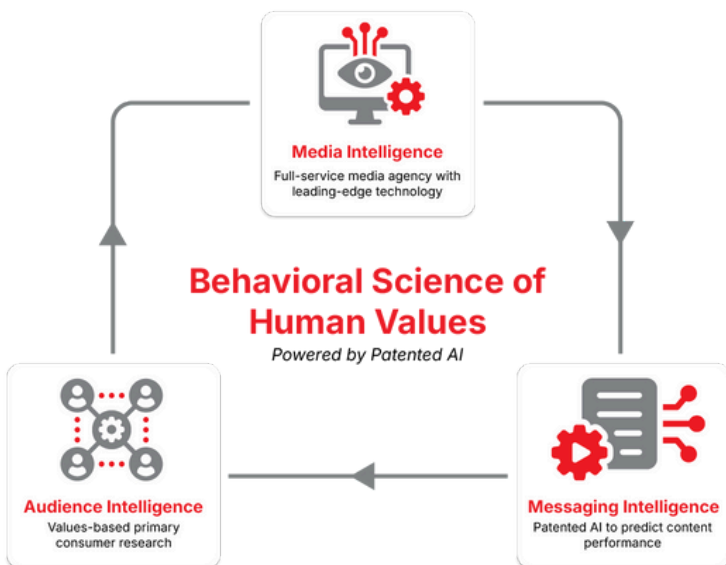
University of La Verne Office of Strategic Communications

CHALLENGES

Enrollment: In a highly competitive market, it is essential that La Verne maximize its marketing and communications effectiveness to set itself apart, grow enrollment and yield across its programs.

Inconsistent Messaging: Different university departments used varied language to communicate with the same audiences, leading to disjointed messaging.

Engagement Gaps: Identifying and addressing the disconnect in how messages resonated with specific audiences, particularly across generational lines.



pluralytics + University of La Verne

ACCOMPLISHMENTS

Full Cohort Enrollment: Pluralytics content intelligence for the Doctor of Public Administration program quickly **led to achieving FULL enrollment.** Previously, the program had been experiencing slow response for several months.



Customized Benchmarks for Prospective Students: Pluralytics developed performance models tailored to research insights about prospective students. This alignment helped ensure that the university's messaging reflected values and attributes critical to its audience.



Deep Dive Performance Analysis: Leveraging Pluralytics' AI capabilities, the university conducted an in-depth analysis of its key performance indicators (KPIs) and brand personality. This uncovered elements most likely to foster deeper, more authentic engagement.



Improved Audience Targeting: By tailoring messaging to resonate with specific audiences, the university aligned tone, language, and values to optimize communication across all platforms.



Consistent Messaging Across Platforms: Dashboards and tools like "Score My Message" ensured a cohesive voice in marketing materials, improving brand alignment across web, print, digital platforms.

WANT TO
DEEPEN ENGAGEMENT
WITH YOUR AUDIENCES?

GOALS ACHIEVED: University of La Verne grew enrollment, deepened connection with prospective students in a competitive market, and harmonized content strategy and execution.