ABSTRACT

Laurel Lane, College of Business, Metropolitan State University of Denver,
890 Auraria Pkwy, Denver, CO 80204
llane11@msudenver.edu
Emalie Whan-Traylor, University Marketing, Metropolitan State University of Denver,
890 Auraria Pkwy, Denver, CO 80204
ewhan@msudenver.edu
Michelle Britt, University Marketing, Metropolitan State University of Denver,
890 Auraria Pkwy, Denver, CO 80204
mbritt3@msudenver.edu

The University Communications and Marketing (UCM) department of Metropolitan State University of Denver (MSU Denver) is launching a 3-month (Nov-Jan) digital advertising campaign to current and re-admit students to increase spring 2024 enrollment. This campaign has three target audiences including: 1) active current students eligible to enroll, 2) newly admitted students and 3) inactive students who have stopped out within the past 1-5 years. This campaign will be led by UCM and direct partnership with Enrollment Management (EM) and Orientation, Transfer and Reengagement (OTR).
There are two unique aspects of this campaign that we are tracking: the micro-targeting as well as partnering with two other departments on campus. In the past, microtargeting was not possible, but now we have necessary data. We are also working with these two additional campus departments who care about student retention. At WDSI, we intend to share data from round one of the campaign as well as what we are learning from targeting these specific groups and working in a strategic partnership.

Keywords: Micro-targeting, strategic partnerships, retention, student marketing

"How Microtargeting and Campus Partnerships Impact Student Retention:
An Experimental Marketing Campaign"