



Post-secondary institution uses PRIZM_{CE} to optimize recruitment efforts

INSTITUTION PROFILE

A post-secondary technical institution located near a diverse, fast-growing marketplace.

THE CHALLENGE

The institution wanted to better understand who applies for admission to focus communication

efforts and school visits to the right audiences.

THE SOLUTION

- PRIZM_{CE} Segmentation System
- Social Values PRIZM_{CE}Link
- Application data
- Sympatico / MSN e-mail prospect list

BOTTOM-LINE BENEFITS

- Understanding of who applies for admission in two actionable target groups
- A targeted list of the best high schools to prioritize school visits and messaging by reps based on the target groups

➤ The Challenge: How to be efficient with recruitment efforts?

Post-secondary recruitment for smaller institutions needs to be targeted to bring the greatest return on investment and effort. With a large, diverse market on its doorstep, the need to focus on the right prospects...and speak to them in the right way...was critical.

➤ Geography Matters

The initial process of dot-mapping applicants revealed a market area defined by physical accessibility to the campus. This process allowed the client to more clearly define the current market area so recruitment efforts are focused in the right areas and not spread too thin across a large number of low-yielding high schools.

➤ Understand Who Applies

Applicants were profiled using PRIZM_{CE}, Environics Analytics' neighbourhood segmentation system. PRIZM_{CE} classifies Canada's 53,000 neighbourhoods into 66 types based on demographics, urbanity, social values and lifestyles and allowed recruiters to understand which lifestyle types (or clusters) generate the greatest rates of application. This profile gave a fine-grained look at applicants that were assembled into "target groups" of relatively similar clusters that could be used to execute differentiated strategies where appropriate. Below are some of the clusters that made up the two different target groups.

Target Group 1 – "Security Seekers"



The Security Seekers target is ethnically diverse, often with roots in Asia. They are well-educated and middle class, but their values indicate they feel insecure about their futures. Feeling at home and accepted is important, and they trust big, well-known brands. They see having the right skills as insurance for their families against an uncertain future.

Target Group 2 – “Autonomous Strivers”



The Autonomous Strivers target is comprised of families in well-off, relatively new suburbs. Ethnic diversity is low. However, this group likes to interact with those different from themselves, are open and enthusiastic about the world's possibilities (especially technology), and are influenced by good aesthetics. Education for them is a way of getting ahead in a world of opportunity that requires initiative, drive, and self-reliance.

➤ Reaching the Target Audiences Efficiently

The learning about the target groups was put to use to communicate with them more effectively. This was done by understanding their demographics and social values (which gave insight into their world view and how they think). PRIZM_{CE} also provided a great deal of flexibility to this institution to link to its various executional programs.

- **Postal Codes** for direct mail, e-mail targeting, and website content filtering
- **Postal Walks** for unaddressed mail
- **Media rankings** for mass media buys
- **Maps** for targeting outdoor ads
- **School Catchment Rankings** for targeting the best schools for visits and tailoring positioning of the institution to the different audiences

In the end, the institution chose a two-pronged approach:

1. School catchment rankings provided a prioritized list for recruitment representatives. The institution could focus efforts in the schools that have the key target groups present in the student population. Reps were even able to “tweak” how they presented the institution based on which was the dominant target group in the catchment area by speaking to that group’s predominant social values. The institution found that 81 schools had 80+% of their students in the Autonomous Strivers group, while about 20 schools had 70+% of their students in the Security Seekers group.
2. E-mail targeting through Environics Analytics’ partner Sympatico-MSN allowed the institution to send e-mail messages differentiated by target group to households who: i) have opted in to receive e-mail marketing, ii) are in the right target clusters, and iii) are in the school catchment areas that were to be visited. This approach allowed a more proactive way of driving traffic to the institution’s website and displays in local high schools.

➤ The Results

- Better understanding of the audiences the institution is trying to reach so it could tailor its communication strategy to these two broad audiences.
- Deployment of recruitment resources against the best opportunities with the right messaging.
- Identification of which target schools were in or out of their traditional catchment area. This allowed reps to understand that distance and awareness of the school may be issues to deal with in those schools.

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