



**Positioning DePaul as a
Viable Educational Investment
during a Pandemic**

Background/Situational Analysis:

- Colleges and Universities throughout the US are experiencing extreme decreases in enrollment.
- For winter quarter, DePaul enrollment is down about 5% for undergraduates and down 2% at Kellstadt for graduates.
- Incoming freshman numbers nationwide have seen a noticeable decrease as many are opting to not go to college at all and have opted for a Gap year which postpones their college decision presumably until the dust settles with the pandemic issues.
- There is a risk that those opt out freshman never go to college.
- DePaul had 14% of its classes on-line, pre-pandemic. For winter quarter 2021, they have 97.5% of its classes online.
- There has been unanticipated benefits of vaulting students and faculty into the world of online learning.
- Technology issues, job losses, overall economic uncertainties have hurt higher education.



Competitive Environment

- Usual competitive set (Loyola, Northwestern, University of Illinois, University of Chicago, Robert Morris University, UIC, Illinois State University, Community Colleges, etc.)
- New pandemic based competitive set (All colleges and Universities that offer online classes)
- Alternative option for prospective students – GAP year, holding off from taking any academic action until the world stabilizes.
- The economy in general – Job losses, parents financial situation, International uncertainty, technology barriers, etc.
- Short term credentials like certificates are becoming a popular option to traditional college education paths.



Problem Statement

Making DePaul University an attractive educational option to prospective students (domestic and international), current students (retain/persist) and influencers (parents, friends, relatives of prospective students) during a pandemic.



Format for the Analysis

- 32 students worked on 8 challenges identified by DePaul Academic Affairs and Enrollment Management Administrators.
- Students had 6 weeks to work on this “consulting project” which represents 25% of their grade for the class.
- Each student developed options from a marketing perspective.
- Each week, the instructor led a class discussion addressing the 8 challenges.
- Factored in the monumental effect the Pandemic has had on higher education, in general.
- Thoughts and ideas were evaluated with an intensive look at ways to position DePaul University as an attractive investment to its target audiences.
- Each student came up with a list of alternatives and recommendations for each of the 8 challenges. The instructor compiled the lists, merged those that were similar and deleted duplicates to create the final presentation.



Student Presentation

Anabely Cabada



1.) Promoting flexibility as a value factor.



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1. Create a TV and Social media commercial that shows DePaul University adaptable to the new normal

- Showing how DePaul students are positively handling the pandemic situation
- Positively enhancing Pandemic and post-pandemic academic reality - Students from Chicago, other US states, and different countries
- Promoting the idea that this time is the best opportunity to prepare for the post-pandemic career opportunity
- Promoting innovation and technology as the best tools DePaul has to provide excellent e-learning experience
- Showing DePaul students succeeding in online classes and getting virtual internships and remote jobs after graduation
- Students with masks



1.) Promoting flexibility as a value factor.





2.) Expanding geographic boundaries for DePaul.



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1. TV, SOCIAL MEDIA ADDS THAT SHOWS:

A. The international students perspective

- The flexibility International students can have by having academic adviser and professors that speak their languages
- Promoting the benefits of having an American University degree – like getting a U.S internships and job from their home country
- Professors Office hours
- Academic advising
- Career services
- Networking opportunities, etc.



2.) Expanding geographic boundaries for DePaul.



**Study
from
anywhere
at anytime**

Enroll Now!



2.) Expanding geographic boundaries for DePaul.

1. TV, SOCIAL MEDIA ADS THAT SHOWS:

B. Promoting innovative and creative advertisement using catching animations and slogans like:

- Get a prestigious American degree from anywhere at anytime
- Guaranteed internship and job after graduation - from recognized corporations across the world (when maintaining a GPA above 3.0)
- Use student's testimonial being hired by recognized companies



3.) Promoting Advising and other Student Services to current and prospective students.



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1. An online site for current students in different majors sharing their experiences to prospects students

- Creating a blog, app application exclusively for DePaul Students from different majors who are willing to advise prospective students.
- Ask anything - we are here to help you

**Questions?
Reactions?**

Feel free to get in touch with us.



3.) Promoting Advising and other Student Services to current and prospective students.

2. Adding and promoting advising tools to D2L

3. Social media presence tailored to prospective students that shows DePaul life from students perspective

- TikTok
- Snapchat
- YouTube

DePaul

Follow us on TIKTOK, INSTAGRAM
AND FACEBOOK



4.) Making a Zoom class seem small and personal while still attending a large university.



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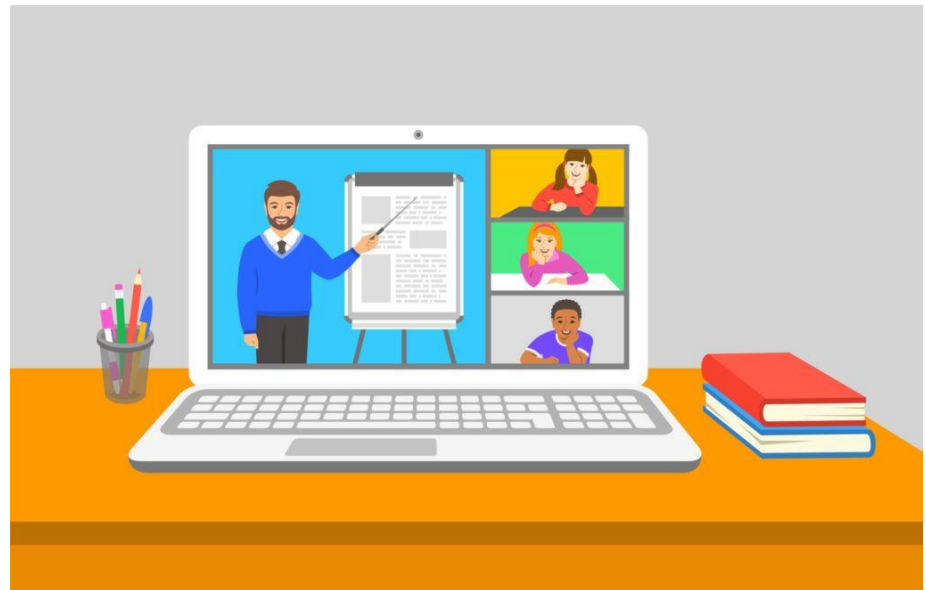
1. Showing small in-person and zoom classes as a value of personalization

2. Video and writing testimonial from students acquiring personalized learning experiences

- D2L
- TikTok
- Facebook
- Instagram
- YouTube

3. Promoting through video ads Professors calling students by their names showing a strong interaction/connection

4. Promote through creative videos DePaul Student success stories



5.) Creating awareness of student engagement activities for human moments/interactions (DePaul clubs, groups, organizations).



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- Promoting through blogs, videos, and photos DePaul Clubs, Fraternities, Sororities, organizations, etc.
- Students Testimonials from these groups.
- Sending personalized invitations to students that don't belong to these groups.
- Online magazine that shows exclusively content of DePaul groups/organizations



5.) Creating awareness of student engagement activities for human moments/interactions (DePaul clubs, groups, organizations).

STUDENTS TESTIMONIALS



Angela Clayton

Accounting

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



Gary Joelston

Marketing

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



Harley Gonzales

Film and TV

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6.) Developing a housing search engine for students (off campus).



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- Creating an app / online site / D2L function - DePaul Housing that shows:
 - Locations
 - Dormitories available
 - Roommates /matches, etc.



DePaul Housing and Roommate APP

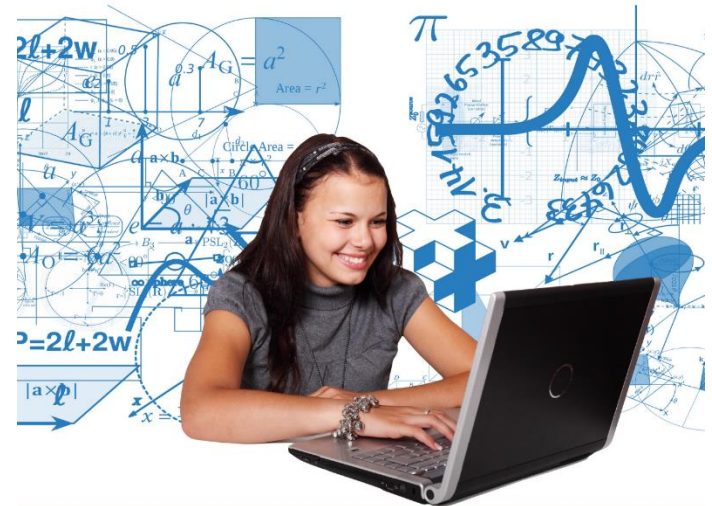
7.) Keeping student's interpersonal skills fit and ready (Career Center, other career oriented services).



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- A flexible D2L tool that has that connect directly at anytime to the career center
- Internship and jobs connections with top enterprises in the Chicago metropolitan area, as well global corporations.
- Mentors that understand different cultures
 - Alumni mentors
- Testimonials videos that show DePaul students achievements

DEPAUL
CAREER & ACADEMIC
SERVICES



SIGN
UP!

CLICK TO GET
ADVICED!

8.) Retaining current DePaul Students



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ACADEMIC RESULTS
Personalized and affordable EDUCATION

Guaranteed internships / JOB
for students with a 3.0 or above after graduation.

DEPAUL UNIVERSITY

POST-PANDEMIC DISCOUNT
Scholarships for undergraduate and graduate students

The World is your classroom
HERE WE DO

- Transform higher education into something customizable and affordable to the vast majority of people (High school graduates, first-generation college students, low-income, adult, and international students) by developing programs adaptable to financial, academic, and other necessities)
- Guaranteed internship while studying, and obtaining jobs for students with a 3.0 or above after graduation.
- Use current data to generate current/future higher education models that provide better academic and job opportunities for undergraduate and graduate students.
- Discount tuitions

8.) Retaining current DePaul Students

SUGGESTION:

Conduct a DePaul Post-Pandemic marketing campaign or video contest to get enrollment\retain students and use ideas to advertise the universities in TV, social media sites, billboards, etc.

- Max 3-4 students per team
- First place - 50%OFF of DePaul Tuition
- Second place -30% OFF DePaul Tuition
- Third place - Study abroad scholarship



Thank you

