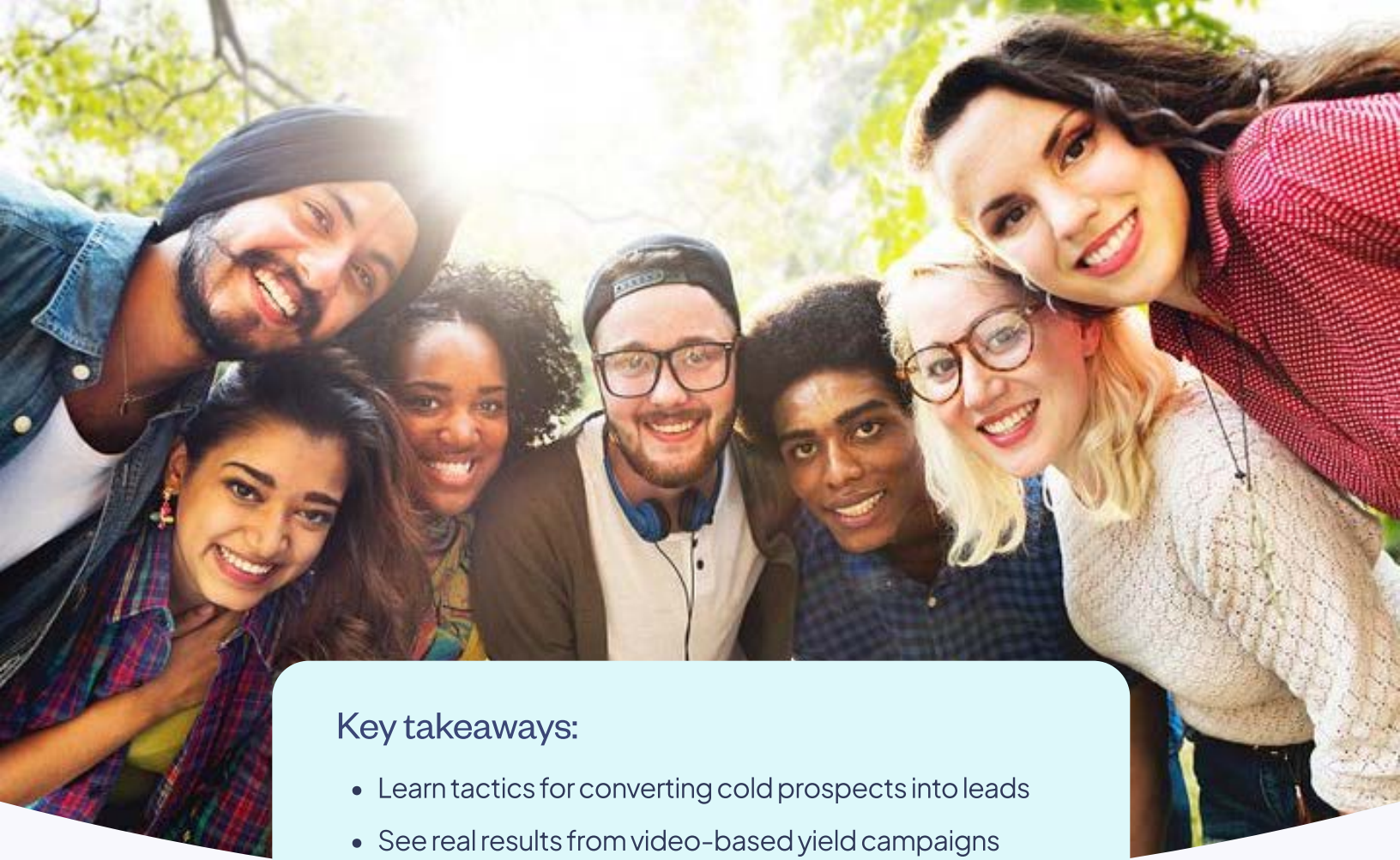




# How Centennial College enrolled cold leads with Goodkind

Learn how Centennial College used video messaging to turn unresponsive applicants into enrolled students.





### Key takeaways:

- Learn tactics for converting cold prospects into leads
- See real results from video-based yield campaigns
- Watch example videos from schools like yours

Centennial College is one of the largest public colleges in Canada, with a student body of over 25,000 full-time students each year. Due to the high volume of enrolled students, the recruitment process involves input from several different departments and is a complex journey from start to finish. Goodkind works with many large institutions, such as Centennial College, who have complex recruitment processes and a challenging time making their outreach personalized for each and every student. Centennial College now uses video as part of their student recruitment strategy. They were able to see significant ROI in 2022 for student yield as a result.





## The Problem

During their 2022 intake, after offers were sent out to accepted students, the admissions team at Centennial noticed that over 250 students had gone cold and not responded to their offers of acceptance. The team was completely *ghosted* (see our [Official Gen Z Glossary](#) for translation of this word). In an effort to improve their yield, the college sent out an email campaign encouraging students to enroll. Unfortunately, the campaign had less than desirable results. Low email open rates from apathetic students meant that the yield target remained out of reach.

## The Solution

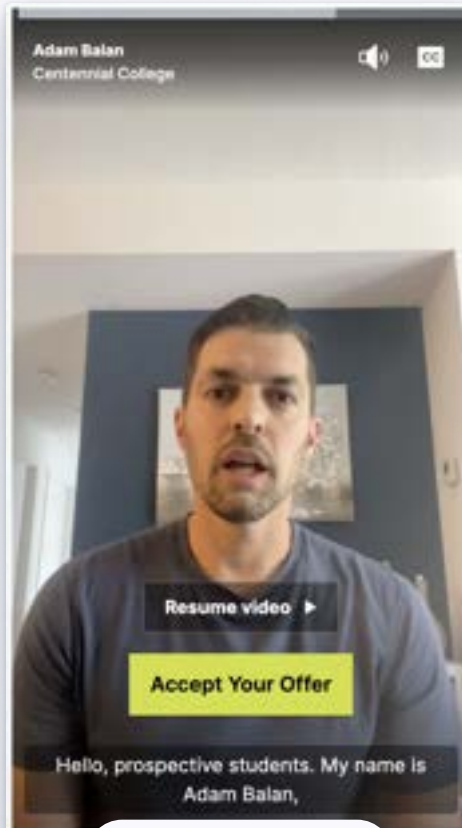
With email not having the desired effect, Centennial's admissions department decided to send Goodkind videos to the accepted students, with a simple call-to-action: "Accept Your Offer".

What's more? The videos weren't sent by application counselors or those in the department who were trying to hit enrollment targets - [the videos were recorded by students and faculty](#) of the accepting programs in order to develop a relationship with the incoming student.

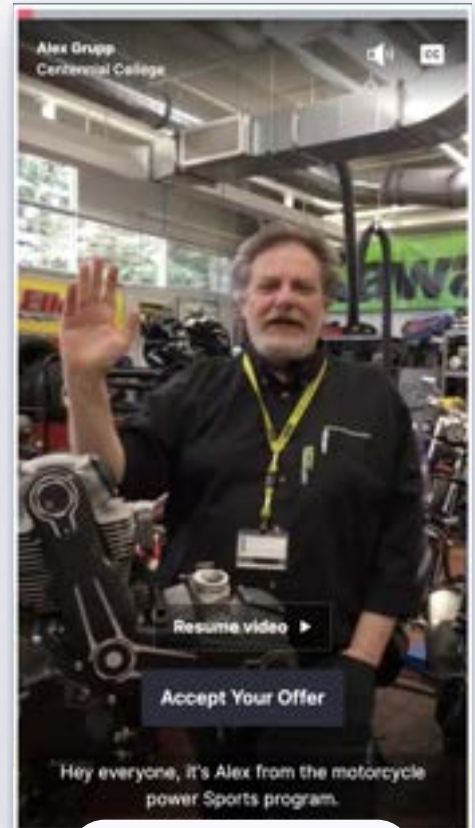
Having professors address them directly allowed students to see their future educators in a more natural environment, emphasizing the inherent authenticity of video as a dynamic form of outreach. This interaction between professor and student was key for making prospects feel like they weren't just part of a run-of-the-mill "generic" marketing campaign.



93% play rate



90% email open



100% engagement

All three videos showcased faculty in a unique way. For example, in the case of the transportation professor, recording the video from the garage where students would be working helped to paint a picture of the learning environment. **These videos saw engagement rates 3.5x higher than traditional outreach methods.** Why? Because the instructors recorded and showed initiative for their incoming cohort, featuring something unique about their discipline or themselves in the video.

## The Results

Despite using this method as an experiment and assuming very little return from the aforementioned cold prospects, out of the 278 unresponsive students who received a video, 42 were compelled to accept their Centennial offer. This yield is chalked up to those prospective students receiving Goodkind videos. The ROI for student retention by using a unique method of outreach proved undeniable in improving yield for Centennial, as described by David Handsor, Centennial's manager of admissions.

**“We started using Goodkind to complement our existing nurture campaigns focused on applicants with a low probability of enrolling. We were pleased that our video messages grabbed our applicant's attention, leading many to continue their progression through the enrollment funnel. Ultimately, we found that 15% of the applicants targeted in our video campaigns went on to accept their offer and enroll.”**

[David Handsor](#)

MANAGER, ADMISSIONS AT CENTENNIAL COLLEGE

Considering tuition ranges from \$8,000–\$21,000 over period of four years for domestic students, Centennial generated a significant amount of enrollment revenue from this video messaging program.

This outreach effort has proven that student engagement ideas do not have to be a complicated processes but, instead, must be geared towards the interests of the audience they are made for.

And, when it comes to Gen Z, video always wins.

# About Goodkind

Goodkind is a video recruitment platform used by recruitment teams to engage, excite and motivate prospective students.

With Goodkind, recruitment teams record personalized, short-form videos that are sent to prospects over email, WhatsApp and SMS. These videos are intended to bridge a human-to-human connection and make students feel more included in their potential future community, improving the school's annual enrollment rate by creating authentic connection.

Goodkind has helped dozens of schools throughout North America reach students from home and abroad with its unique, modern video messaging platform. Goodkind has been used throughout various stages of the recruitment cycle, including:

- Campus tour invites
- Application deadline reminders
- Introductions to an application advisor
- Encouraging accepted students to enroll

And several other use-cases, all designed to increase yield and reduce melt.

Want to learn more? Click the link below!

[Book a Demo](#)