

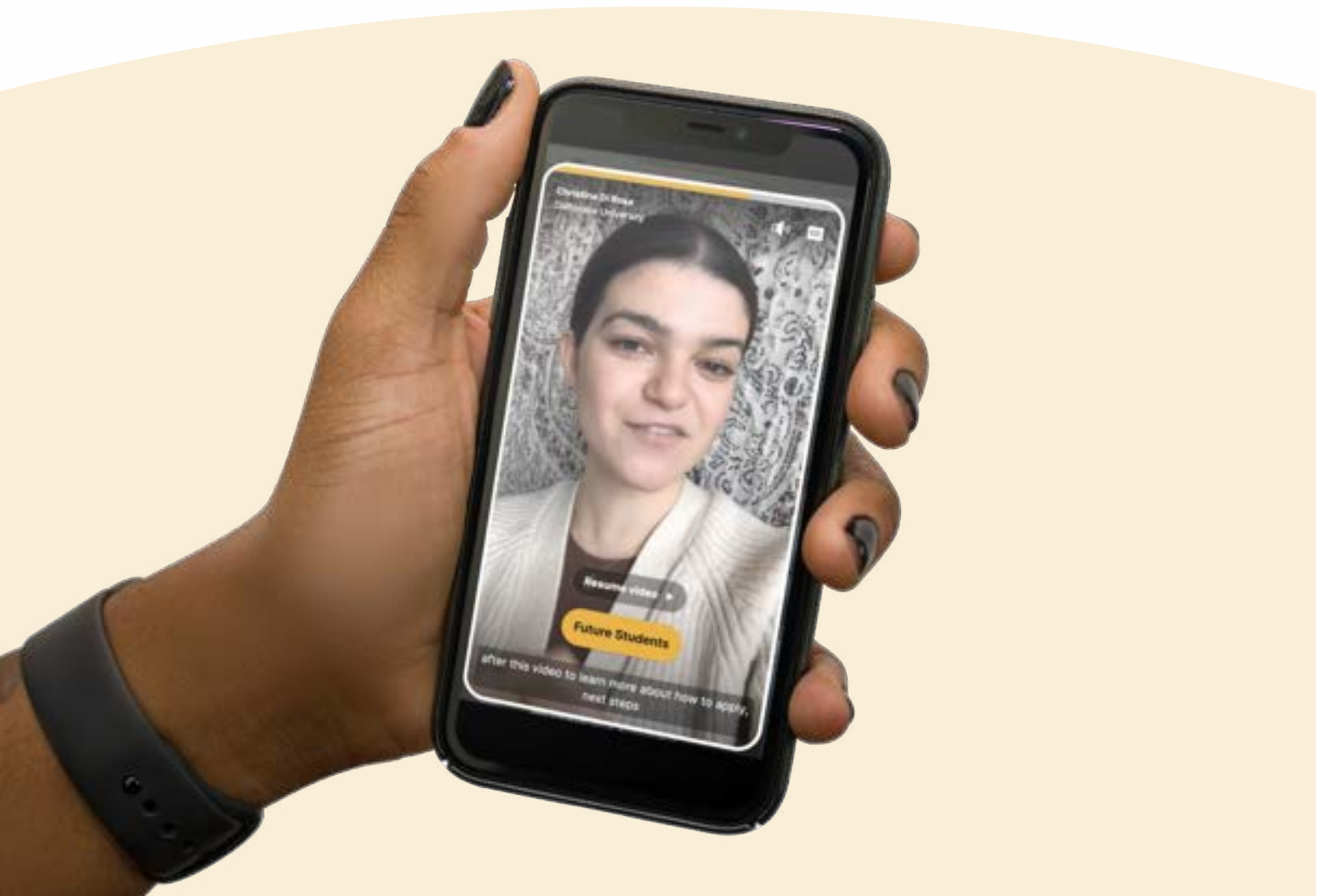


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How Dalhousie University exceeded target with video messaging

Learn how Dalhousie University put video messaging at the center of their student recruitment strategy.





Key takeaways:

- See concrete data comparing the engagement rate of video messaging vs. email drip campaigns
- Learn strategies for recruiting international students
- Learn how Goodkind can improve the efficiency of your recruitment team

When COVID-19 was at its peak, students couldn't tour college campuses or meet with recruiters in-person, as was common practice with higher ed recruiting for decades. In one of the most exciting phases of a young person's life, the human element had been lost. At this time, Monique Thomas, Assistant Registrar of Communications & Marketing at Dalhousie University, managed to recruit students both at home and internationally, eventually increasing the school's yield year-over-year.

How was this possible?

Thomas tells us, “We couldn’t see students. They couldn’t see us. Pre-COVID-19, we were traveling around the world. And, all of a sudden, that changed. We had to depend on students being engaged in virtual sessions and actually checking their emails.”

A highly personal process was instantly forced to become a digital one. But, regardless of the reasons, the task at hand remained. Dalhousie needed to recruit their next class of 5,000 students with no exceptions.

Thomas admitted that, at first, her and her team weren’t necessarily considering video messaging as a fix for this problem. “We didn’t see a need for [video], to be honest. We thought, ‘We’ll send an email or we’ll see them in-person [eventually].’ That was enough.” But due to the impact of in-person communication, Thomas admitted that they were lacking an ability to foster personal connections with prospective students. So, when she learned about Goodkind, Thomas saw value in having the ability to begin closing this newfound gap. She considered video as a form of outreach and looked into it further, researching whether this form of outreach would be worth their time.

“We saw Goodkind as an opportunity to actually get in front of students. For them to see us. To put a face to our name.”

Monique Thomas

ASSISTANT REGISTRAR OF
COMMUNICATIONS & MARKETING





Dalhousie's team of 15 global recruiters, advisors and student ambassadors have used Goodkind to communicate with prospective students in the following ways:

- **Reminding students of university updates, events and deadlines**
- **Promoting events with high school guidance counselors and faculty**
- **Nurturing and yielding applicants**

"There will always be that virtual, hybrid component. When we are going to an event, helping students feel safe by saying, "You're going to meet me," feels more personal. Not just a robot emailing [students] to 'come to our university.'" The Dalhousie team initially realized Goodkind's power with the very first video they sent. "You never know with the demographic we target," Thomas explained, "how engaged they are or how not engaged they'll be. It wasn't hard to see ROI with Goodkind. In the first video we sent - students actually responded!"

In just the first few months, the metrics indicated that videos were vastly outperforming emails.

49k video messages sent



1397 enrollment decisions impacted

Sophia, register for Welcome Session

Dalhousie's coming to a city near you. Join us for Welcome Sessions,

“We see the engagement metrics of how our Goodkind campaigns are doing, and it’s impressive. Before Goodkind, we weren’t getting much uptake on our campus tours. We thought, ‘let’s do something more engaging’. I’m hearing from advisors that we’re now seeing 10–20% more uptake on events from Goodkind videos. And we get responses from the students like, ‘Can’t wait to join. Thanks for the video.’ Those responses make our day!”

Thomas noted that, while Dalhousie’s international admissions team was the first to adopt Goodkind, it didn’t take long before the domestic recruitment and grad programs both had their curiosity piqued and wanted in on the platform.

“Internally, [Goodkind] gives more variety in what we can do and what we can offer to other stakeholders at the university.”

After adding Goodkind to Dalhousie’s admissions strategy, Thomas found benefits far beyond modernizing their communications. The team connected with international prospective students at 3x the rate of email, by featuring ambassadors from their respective countries. At roughly 30% of the student population, Dalhousie’s international community is a crucial function of their recruitment process. In 2021, Dalhousie’s first year with Goodkind, they were able to exceed their international student target by 8%. A huge feat given COVID’s impact on the international market.

Thomas says, “We saw [Goodkind] as an opportunity to reach out to [international] students. For example, our Chinese market. We have a recruiter who is Mandarin-speaking. He sends videos in Mandarin to those students, so they see him. They hear him. That’s been really impactful...It’s one thing to send an email in Mandarin that we translated. Sending a video where they can actually see somebody who looks like them, who talks like them, who understands them, who has been through the process that they’re going through. And who can really relate with them. That’s invaluable.”

Monique Thomas credits Goodkind with innovating Dalhousie’s student admissions process. “Video for sure has a permanent role in our students' admissions journey.” As an administrator, Thomas’s favorite part about Goodkind is her ability to welcome new students and support them along in their admissions journey. Video helps put a face to Dalhousie and humanizes a heavy process typically full of automations, bots and merge fields. In the last couple of years, Dalhousie’s recruitment team has been able to feel more in-touch with and inclusive of all students applying to the school.

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 advisors
- 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](#)