



# How Austin Peay State University uses Goodkind video messaging to convert more students.



Austin Peay is a public, 4 year university, in Clarksville Tennessee

During the 2023 recruitment cycle, the admissions team wanted to promote a new offer for incoming students: The Gov's Guarantee. It stated that if students signed up for orientation before May 1st, they would lock in a tuition guarantee with Austin Peay for two years.

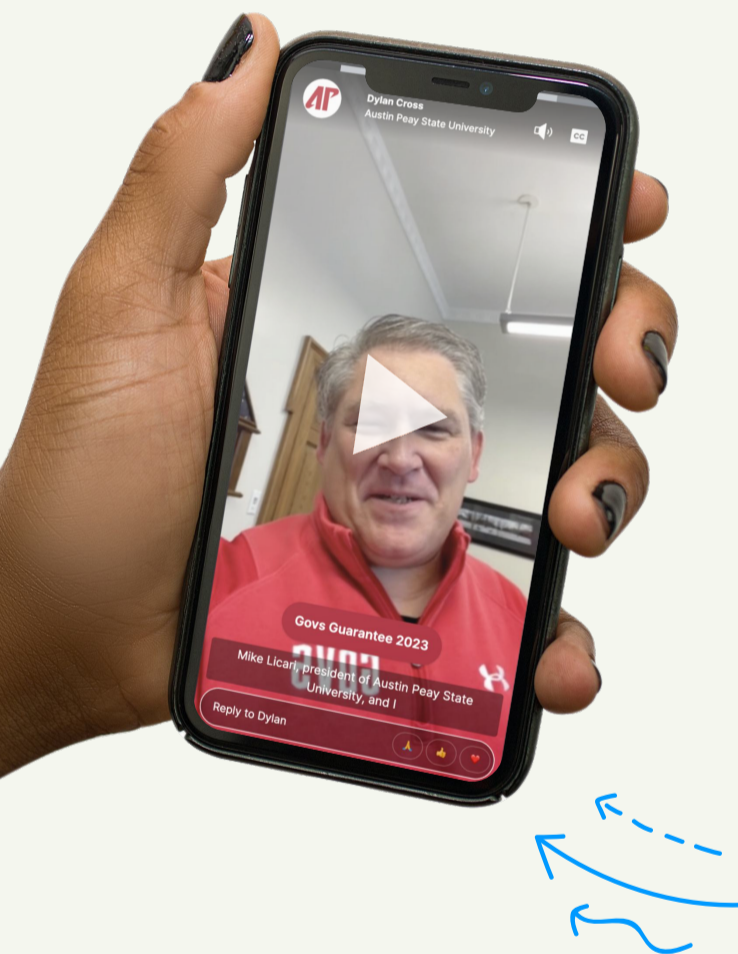
### The problem

At admitted student's day, the President of Austin Peay, Michael Licari, Ph.D., announced the Gov's Guarantee. However, **a significant number of accepted prospective students were not in attendance.**

Noting this, the admissions team had to come up with a unique way to send out this information.

### Our solution

- 🔗 Leverage personalized video messages at key moments in the student journey.
- 👉 Include specific call-to-actions into admissions team outreach.
- 👥 Increase student engagement with video messages via email and SMS.



### THE RESULT

## Austin Peay's team shortened their recruitment cycle

Video messaging greatly increased engagement vs previous email and text:

- Accelerated early deposits by getting **10%** of incoming class to confirm by January
- **92%** of students watched this video message
- **20%** of students clicked the call-to-action
- **35** students replied with intent to attend



"Students aren't answering the phone. It's easy to forget or ignore a text message...**it's much harder to ignore a person.**"



**Alejandro Herera** Director of Recruitment & Orientation at Austin Peay State University

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