

How Gettysburg College Improved Conversion in Back-to-Back Years with Video



Gettysburg College implemented a strategic, video-powered recruitment plan that resulted in a **60% inquiry-to-applicant conversion rate** and a **33% yield rate**.

Through pre-recorded information sessions and videos focused on key topics in the student journey, Gettysburg's small team identified how video strategically impacts enrollment outcomes.

Challenge:



Gettysburg College needed to develop both on-demand content and live/pre-recorded event programming that would continue to engage students post-pandemic.

Strategy:

PlatformQ Education collaborated with Gettysburg College leadership to develop a dynamic approach to virtual engagement, with a focus on timely and relevant topics to students at all stages of the funnel.



Students who missed a live or simulive event viewed that same content on-demand.



Students engaged in live programming that not only created a sense of community and belonging, but also allowed questions to be answered in an approachable and interactive environment.



Call-to-action buttons were integrated into the branded platform as a means to drive conversion of inquiries and admitted students.

Results:

In back-to-back years (20-21 and 21-22), students who engaged with Conduit at the inquiry, applicant, and admit stages converted at a higher rate than those who did not. Gettysburg College saw success in the following areas:

While more admitted students entered the platform during the pandemic in 20-21, those admitted students who entered the platform in 21-22 engaged in twice as many activities (presentations viewed, links clicked, chat interactions, documents clicked, and pages visited) at a rate of **21 activities per user**.

588

admitted students

Over a two-year period, **588 admitted students** clicked the “Join the Class” deposit button while in Conduit, representing 92% of all links clicked in the 21-22 cycle.

611

prospective students

In 20-21 and 21-22 **611 prospective students** clicked the “Apply Now” button while in Conduit.

15%

higher

Yield rates were over **15% higher** in both years for admitted students who engaged with Conduit.

68

average # of attendees

Information sessions, in particular, were **consistently well-attended**, averaging 68 attendees across all live and on-demand sessions.