

LEVERAGING TECHNOLOGY TO INCREASE AND RETAIN ENROLLMENTS

STEVEN D. SABOLD – *VICE PRESIDENT OF OPERATIONS*
PITTSBURGH INSTITUTE OF AERONAUTICS (PIA)

SESSION OBJECTIVES

- REVIEW CHALLENGES AND LIMITATIONS WITH AUTOMATION
- PEEK UNDER THE HOOD OF PIA
 - Why PIA selected the applications it uses and how it may differ for other organizations.
 - What resources PIA uses to support its applications.
 - How automation has increased enrollments and efficiency at PIA.
- DISCUSS POSSIBLE APPLICATIONS

WHERE TO EVEN BEGIN?? CHALLENGES, LIMITATIONS, AND FEAR





KNOWLEDGE



TIME/PEOPLE



MONEY

ORGANIZATIONAL LIMITATIONS



LET'S BEGIN
WITH LEADS

LEAD CONTACT MEDIUM WITHIN THE LIFE-CYCLE

PRIVATE INSTITUTIONS	FIRST CONTACT	SUBSEQUENT CONTACTS
Text message	12%	61%
Email message	100%	56%
An email message with a link to a personalized URL	46%	30%
An outbound phone call to all or a selected subset	20%	46%
Digital advertising	61%	71%
Direct mail	59%	48%
Video (whether delivered digitally or via email)	20%	51%

LEAD CONTACT FREQUENCY BY MEDIUM

PRIVATE INSTITUTIONS	NUMBER OF CONTACTS		
	<5	6 TO 12	12+
Text message	41%	49%	10%
Email message	8%	45%	47%
An email message with a link to a personalized URL	30%	45%	25%
An outbound phone call to all or a selected subset	81%	16%	3%
Digital advertising	18%	59%	24%
Direct mail	64%	30%	6%
Video (whether delivered digitally or via email)	57%	33%	10%

USE OF SOCIAL MEDIA

PRIVATE INSTITUTIONS	CHANNEL		
	CAMPUSES USE		STUDENTS USE
	2020	2022	2021
Snapchat	32%	42%	74%
Instagram	95%	100%	70%
YouTube	78%	85%	62%
TikTok	N/A	56%	41%
Facebook	93%	93%	35%
Twitter	70%	71%	27%
Pinterest	4%	12%	21%
LinkedIn	49%	60%	10%

CASE STUDY OF PIA



EXAMPLE OF CONTACT TOUCH POINTS AT PIA

SAMPLE LEAD



PAID SEARCH



HIGH SCHOOL PRESENTATION

OH TXT 1



EMAIL DRIP 2



EMAIL DRIP 5

SOCIAL AD



REP TXT

EMAIL DRIP 4



RADIO

REP PHONE CALL



RETARGET AD

SOCIAL AD



OH REP EMAIL



OH EMAIL 4

EMAIL DRIP 3



OH EMAIL 1

EMAIL DRIP 1

TOUR

GOOGLE AD

REP TXT

APPLICATION

REP TXT 2

RETARGET AD

LOOKBOOK

REP EMAIL

OH MAILER

OH TXT 2

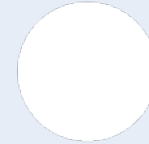
REP TXT

REP TXT

PAID SEARCH



REP PHONE CALL



REP TXT



OH EMAIL 2



OH EMAIL 3



STREAMING VIDEO



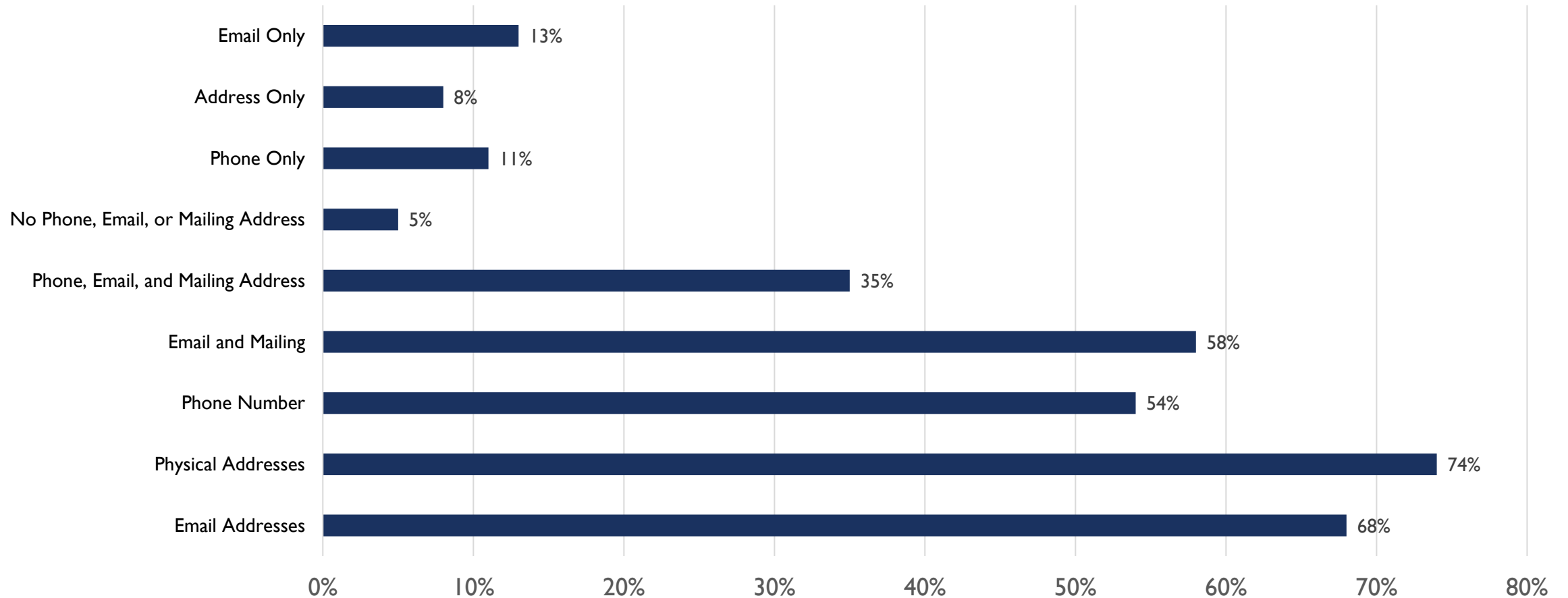
GOOGLE AD



REP PHONE CALL



PERCENT OF CONTACT TYPES FOR VERY & SOMEWHAT LEADS (PIA)



Event Type	2020-2021*	2021-2022	YoY +/-	2022-2023	YoY +/-	Avg Per Rep (6)
New Leads	4,207	19,345	360%	19,865	3%	
Web Inquiries	1,967	2,234	14%	3,954	77%	
Social Media (Facebook, Insta, Google)	0	166		760	358%	
Automated Emails (Pardot)	249,804	385,082	54%	548,709	42%	91,452
Personalized Emails (Salesforce)	28,545	23,417	-18%	28,489	22%	4,748
Text Messages Sent (Mongoose)	21,033	43,746	108%	58,811	34%	9,802
Text Responses	10,938	12,926	18%	15,602	21%	2,600
Unique Leads Texted	5,475	10,477	91%	14,614	39%	2,436
Phone Calls	33,187	30,703	-7%	32,041	4%	5,340
Visits	1,042	1,286	23%	1,436	12%	
Personal Tours	773	616	-20%	573	-7%	96
Open House Visitors	269	670	149%	863	29%	144
Applications	550	537	-2%	690	28%	115

IMPACT OF AUTOMATION AT PIA

*Covid - HS Lead Generation was almost non-existent, but PIA had a good 2019-2020 FY for lead generation to cultivate from.

APPLICATIONS TO ENHANCE AUTOMATION

There are Countless Tools That Exist For Nearly
ANY Organization



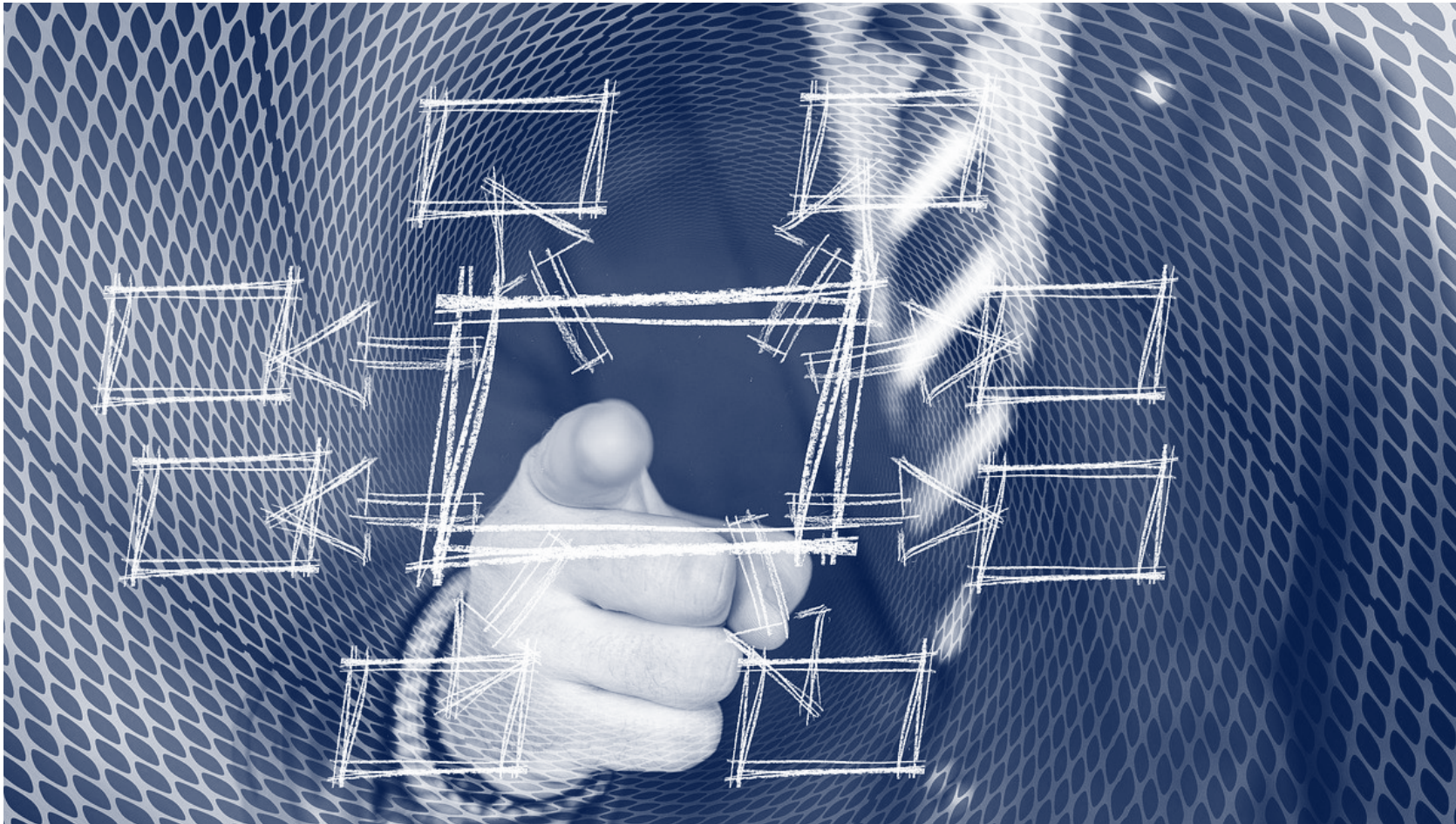
CHALLENGES IN ADDITION TO ORGANIZATIONAL LIMITATIONS:

SMALLER ORGANIZATIONS ARE MORE LIMITED,
HOWEVER, SCALED BACK OPTIONS ARE AVAILABLE

HARD TO NAVIGATE AND FIND THE RIGHT TOOLS



ESTABLISHING A BACKBONE



CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS & STUDENT INFORMATION SYSTEMS



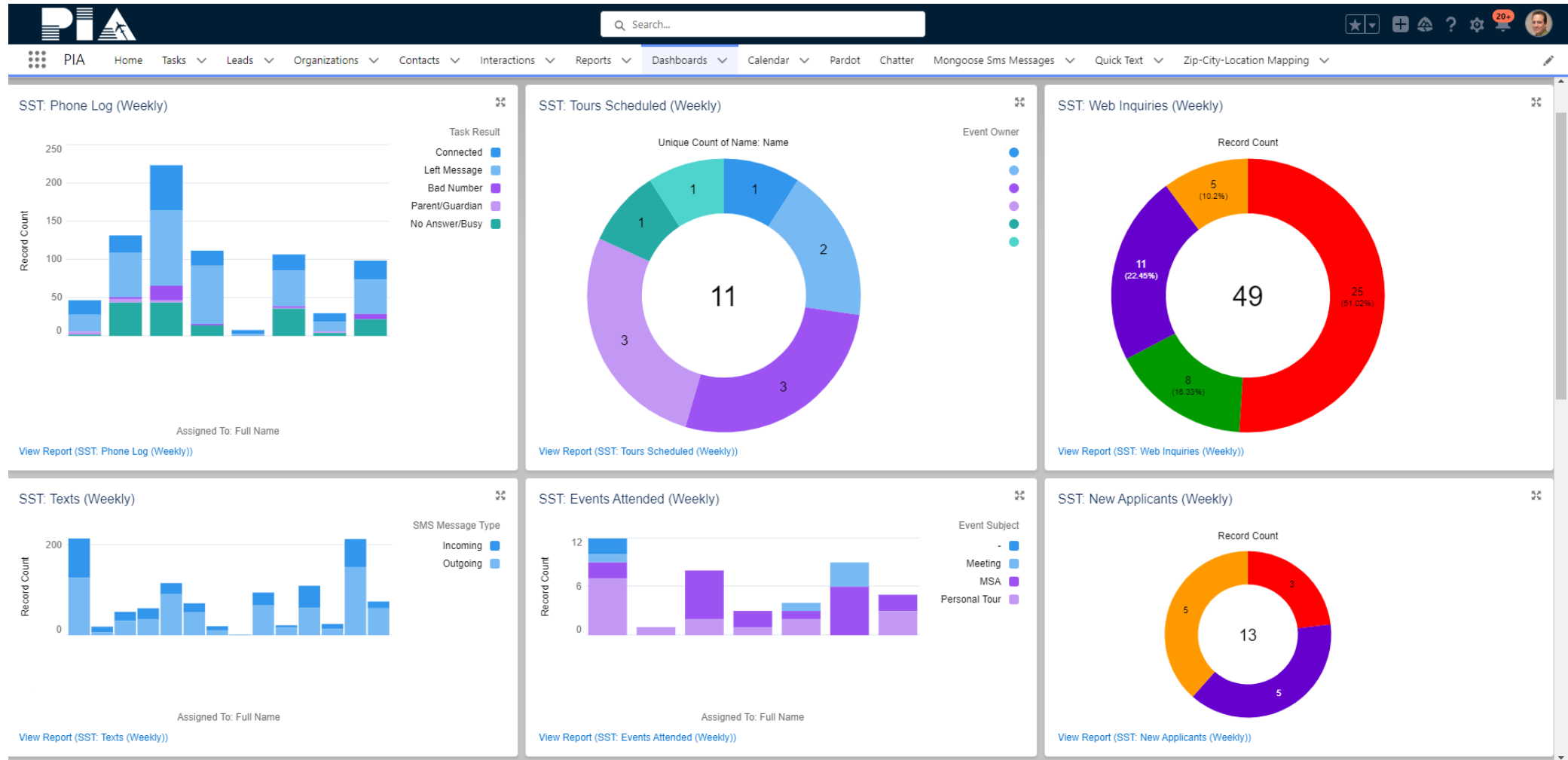
SAMPLE CRM'S

- DYNAMICS 365
- FRESHSALES
- HUBSPOT SALES
- JENZABAR
- LEADSQUARE
- MONDAY.COM
- PIPELINER
- **SALESFORCE**
- SLATE

SAMPLE SIS'S

- **ANTHOLOGY**
- BLACKBAUD
- ELLUCIAN
- GRADUWAY
- JENZABAR
- ORACLE
- POPULI
- SALESFORCE
- WORKDAY

SALESFORCE

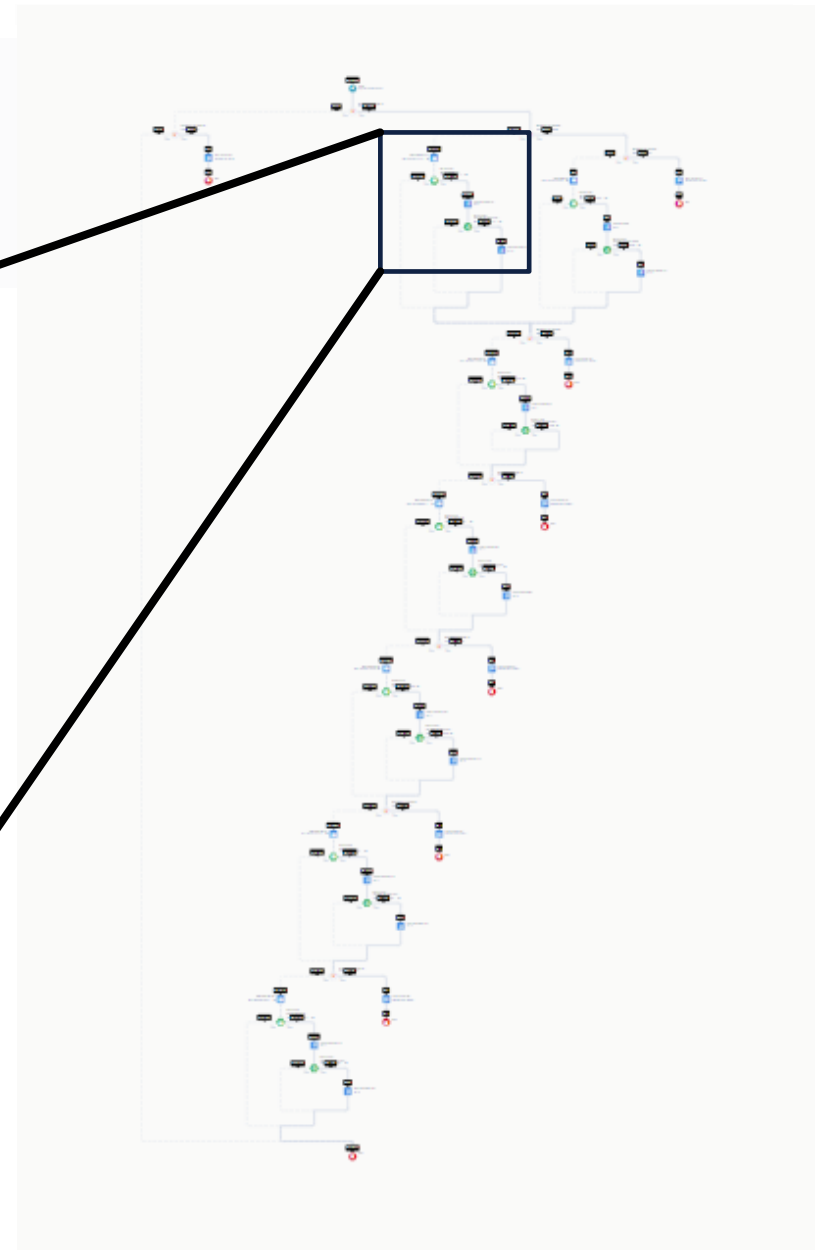
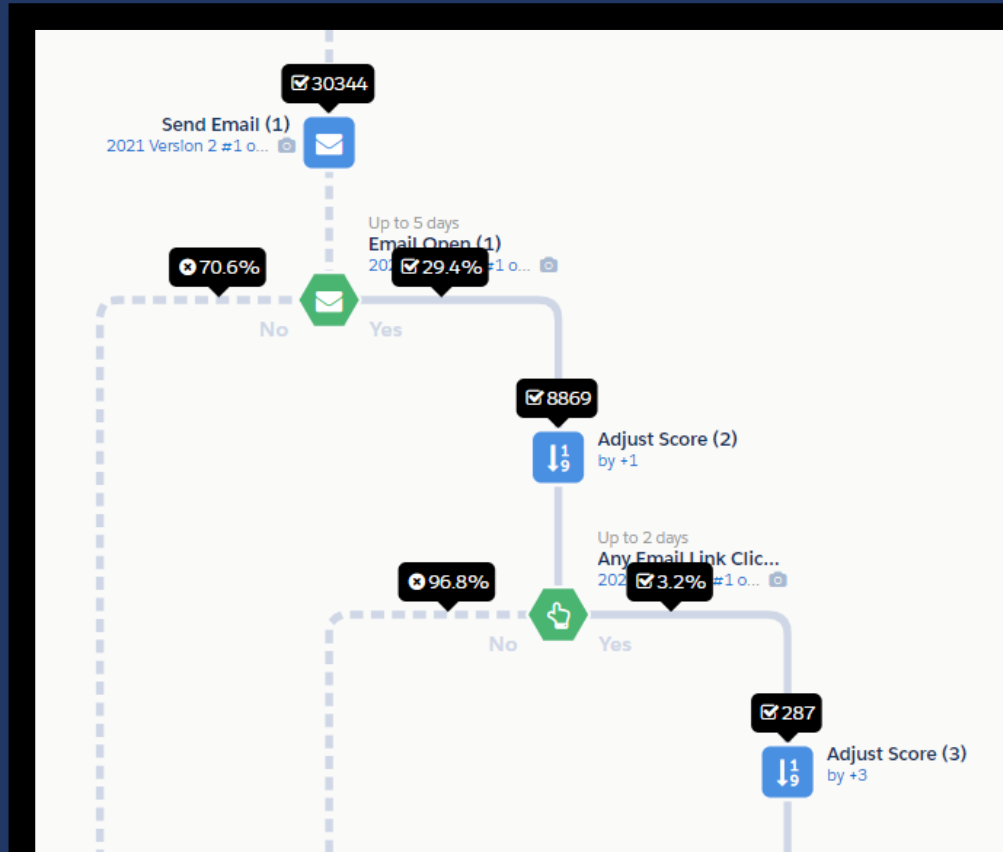


EMAIL MANAGEMENT SOFTWARE

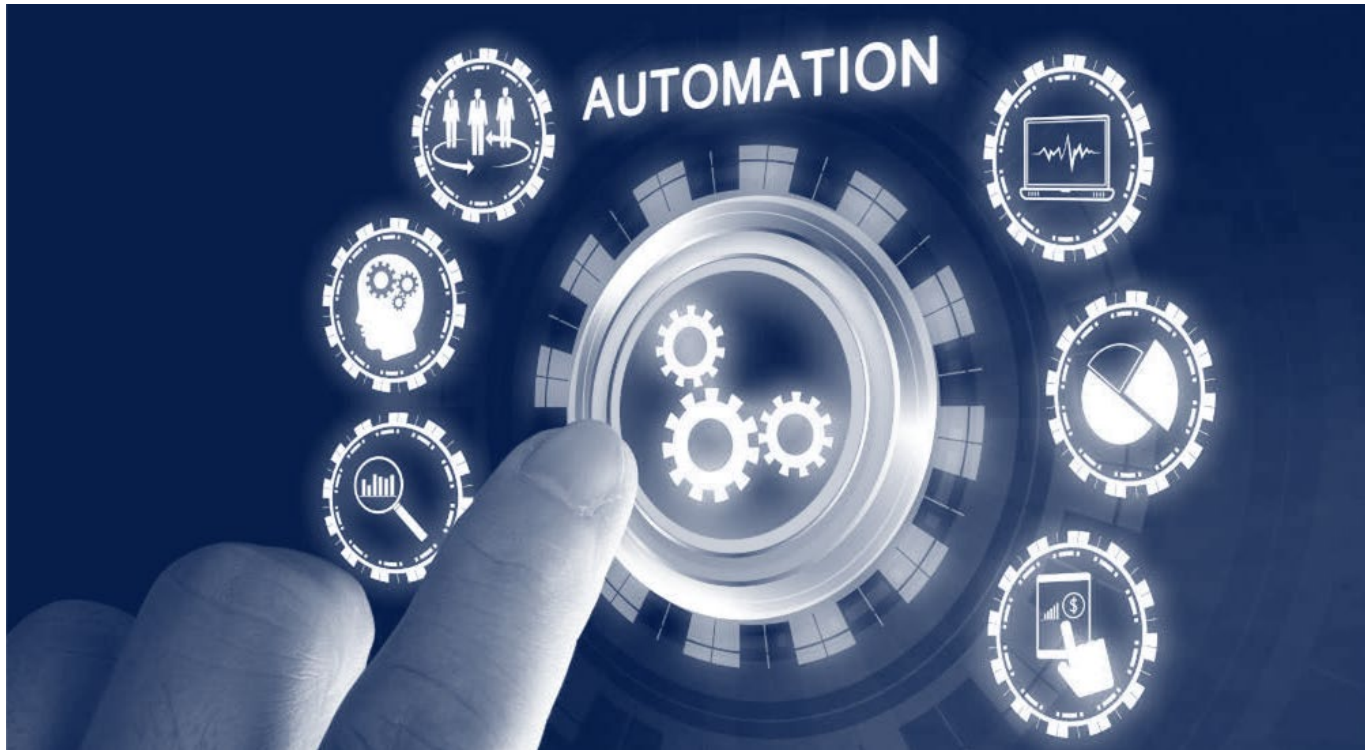


- ACTIVECAMPAIGN
- CONSTANT CONTACT
- MAILCHIMP
- **PARDOT**
- REACHMAIL
- SENDINBLUE
- SENDGRID
- ZENDESK
- ZHO MAIL

PARDOT



INTEGRATING APPLICATIONS TOGETHER



- ASTERA
- HUBSPOT
- MULESOFT
- POWER AUTOMATE*
- RAPIDAPI
- **WORKATO**
- **ZAPIER**

ZAPIER


TRIGGER

The screenshot shows a Zapier trigger configuration interface. At the top, the Zapier logo is on the left, followed by the text "Trigger" and "1. New Lead Form Entry in Google Ads" with an edit icon on the right. Below this is a section titled "App & event" containing three rows: "App" with the Google Ads icon, "Event" with the text "New Lead Form Entry", and "Google Ads" with a redacted account ID and a user profile icon. A dashed line separates this from the "Step details" section, which includes "Use Google Ads as..." with "PIA" as a value, and "Lead Form" with "Aviation Technician School" as a value. A "Close" button is at the bottom center.


Trigger

1. New Lead Form Entry in Google Ads

App & event

App  Google Ads

Event New Lead Form Entry

Google Ads [REDACTED] 

Step details [Show all fields](#)


Use Google Ads as... PIA

Lead Form Aviation Technician School


Close

ZAPIER





EVENT

Action

2. Create Record in Salesforce







App & event

App	 Salesforce
Event	Create Record
Salesforce  	

Step details

Show all fields

Salesforce Object	Lead
Last Name (required)	  1. Last Name
First Name	  1. First Name
Record Type	Aviation Lead Card Entry

POWER AUTOMATE

The screenshot displays the Microsoft Power Automate interface. The top navigation bar includes the 'Power Automate' logo, a search bar, and 'Save' and 'Flow' icons. A left-hand navigation pane lists various options: Home, Action items, Flows (selected), Create, Templates, Connectors, Data, AI builder, Solutions, and Learn. The main workspace shows a flow titled 'Notify me when a record gets updated'. The flow starts with a trigger 'When a record is created', followed by an action 'Run a UI flow for desktop'. The 'Run a UI flow for desktop' action is configured with the UI flow 'Automating data sync in Microsoft Access', and it uses dynamic values for 'Account name' and 'Level'. Below this is a 'Condition' step that branches into two paths: 'if yes' and 'if no'. The 'if yes' path leads to a 'Send me an email notification' action, which is configured with the subject 'Employee status' and a body containing dynamic values for 'Balance days' and 'Training completion'. The 'if no' path leads to a 'Post message' action, which is currently empty. A 'Dynamic values' pane is open at the bottom right, showing a search bar and a list of available dynamic values: 'Account name', 'Level', 'City', and 'Country/Region'. A '+ New step' button is visible at the bottom center of the workspace.

MANAGEMENT/SUPPORT OF APPLICATIONS AT PIA

SALESFORCE/ZAPIER:
ADMISSIONS REPRESENTATIVE
INFORMATION TECHNOLOGY SPECIALIST

PARDOT:
ADMISSIONS REPRESENTATIVE
TRAINED MARKETING MANAGER

MANAGEMENT/SUPPORT OF APPLICATIONS AT PIA

ANTHOLOGY:

ADMISSIONS REPRESENTATIVE
INFORMATION TECHNOLOGY SPECIALIST
TIER 3 SUPPORT FOR REPORTS AND WORKFLOWS

WORKATO:

TIER 3 SUPPORT FOR RESTFUL API CONNECTIONS
(MINIMAL SUPPORT REQUIRED AFTER SETUP)

ENROLLMENTS

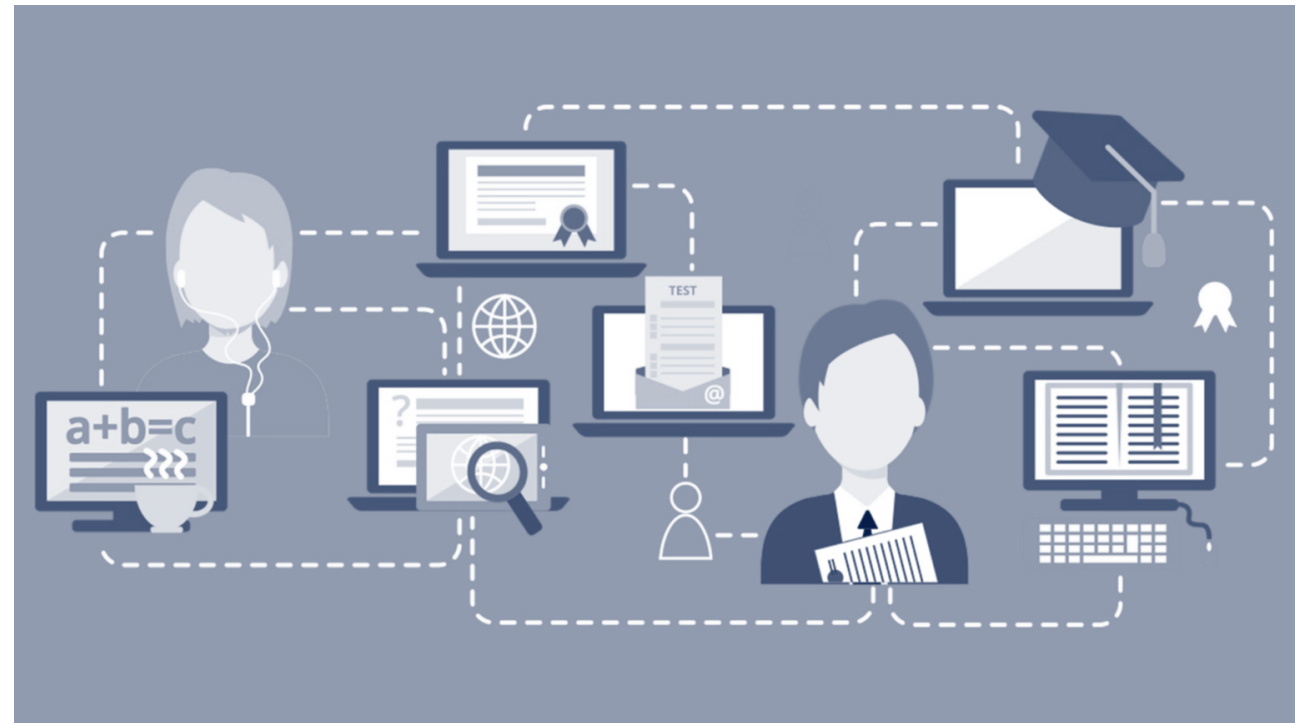


LEVERAGING TECHNOLOGY TO RETAIN ENROLLMENTS

Digital Document Collection

- Acrobat Sign
- **DocuSign**
- SignEasy
- SignNow

But Not all Documents require Signatures



STUDENTS EXPECT TECHNOLOGY

LEVERAGING TECHNOLOGY TO RETAIN ENROLLMENTS

Other Automations Leveraged

- Balance Notification Reminders
- Course Enrollment into LMS
- Direct Deposit Management
- Enrollment into Clery Act Training
- FERPA Updates
- Financial Aid Packaging Notifications





DIGITAL TRANSFORMATION

THANK YOU

SSABOLD@PIA.EDU