

Bryant & Stratton College Case Study



✓ **100,000+ messages** sent monthly to current students, prospective students, and alumni

✓ **18%** increase in enrollment for upcoming semester

✓ **Better Connections:** Reps are able to manage 7-10 text conversations simultaneously

Introduction

Founded in 1854, Bryant & Stratton College is dedicated to providing a personalized experience for its students. In 1997, the school pioneered online education, becoming one of the first institutions to offer this crucial service. Continually evolving its offerings to match students' changing needs, the college currently offers 45 career-focused degree programs and has more than 20,000 students.

With so much growth and the changing needs of their diverse student body, school leaders are constantly seeking new ways to provide the right experience. Communication obviously plays a big role in those efforts, especially given the prominence of the school's online education programs. However, as communication and cultural trends have changed in recent years, the college's ability to reach students consistently has faltered. It was clear that new communication channels were needed to ensure optimal results.

The Challenge

Bryant & Stratton College has traditionally used phone calls and emails as its primary communication channels. But many young people now simply don't like answering phone calls, listening to voice messages, or checking emails.

The college needed a channel that would help them deliver crucial communications like campus-wide alerts. The offices like student services and financial aid must constantly reach out individually to students with important information. When they attempt phone calls, the best they can hope

for is an ensuing game of phone tag. In many cases, any voicemail they leave will go unheard.

Despite this disinterest in phone calls, the fact remains that there are times when talking on the phone is required because of the amount of information that needs to be relayed. The college needed a reliable communication channel in addition to voice to prompt these calls so that they could be more effective for both parties.

The Solution

Leveraging TrueDialog's platform, Bryant & Stratton College can now send texts to students. Out APIs are seamlessly integrated with their various applications, so everything can be run from a central location. The school's teams are quickly onboarded and find collaborating easier than ever. Automation has streamlined many of the tasks that used to take up so much time.

The versatility of TrueDialog's platform supports mass texts to the student body, such as campus-wide alerts.

"The weather's always a concern for us," explains Jay Steele, the school's Unified Communications Administrator.

"Sending out a mass text saying 'No classes today' is certainly a lot easier than trying to do a notification by phone, where you're dialing each number, and it's more effective. It generally makes life easier, and I think the students really appreciate that."

On a more personal level, the college is using TrueDialog for 1-to-1, two-way messaging. This feature is especially crucial for the financial aid, student services team, and the admissions office, where 1-to-1 is the predominant method of communication.

The Result

As you'd expect, improving student connections with SMS has yielded multiple benefits for Bryant & Stratton College. Of particular note, online enrollment has been growing consistently year over year and is up 18% for the coming semester.

"Implementing a unified SMS platform is one of the things that we attribute to meeting and exceeding our enrollment goals," says Steele.

The college sends about 100,000 messages monthly, utilizing both the short and long codes that TrueDialog offers. This streamlined approach has dramatically reduced the time needed for many administrative tasks. While 1:1 exchanges are still needed, reps can now manage several personalized text conversations simultaneously. The college is seeing significant productivity increases and cost reductions, moving beyond individual phone calls to include a unified SMS platform in their communications strategy.

Thanks to TrueDialog's integrated tracking tools, the college can monitor performance and ensure it meets KPIs like student enrollment and degrees completed. The college has

created a data analytics team that reviews weekly reports to gauge the student experience and identify areas for improvement. The team also uses the data to train individual representatives and help them improve their jobs.

As Bryant & Stratton College has used SMS performance and data to focus on improvement, it has seen more than just enrollment and retention rates increase. It is also enjoying a steady stream of opt-ins to its lists and very few opt-outs. These efforts are helping the school reach students more engagingly and continue to fulfill its mission of personalized education experiences, one message at a time.

"I don't spend a lot of time with tasks in TrueDialog. It's mostly automated, and the API is simple to use. It's just straightforward and does the job. We're really happy with it."

– Jay Steele, Unified Communications Administrator