Higher Education Institution Increases Admitted Student Yield by 105% with an App

Indiana Institute of Technology admissions switches from printed materials to a mobile app, saving time, reducing costs, and improving the student and family experience.

BY THE NUMBERS | *Switching from a printed booklet to an app*

375 Hours Saved
From 5 team members taking 400 hours to plan and print the booklet, to 2 team members spending 25 hours or less to create and manage the app - a 94% reduction.

29% Cost Reduction vs paper
Direct cost savings from printing the booklets, envelopes, and correction inserts generate four-figure savings for each event.

105% Student Yield Increase
After launching the app, student yield from Admitted Students Day attendees increased from 40% to 82%.

128% Influence Increase
Admitted Students Day attendees now account for 32% of total enrollment since launching the app, up from 14% prior.

CHALLENGE

Indiana Institute of Technology is a university based in Fort Wayne, Indiana with around 1400 traditional students. The admissions department started hosting Admitted Students Day in 2015 and used a printed booklet to share information. The booklet took a significant amount of labor and paper to produce.

To create the booklet, Indiana Tech admissions started planning in October, and finalized the content by January, to print and mail out booklets in February. Each family got a booklet with their schedule, session details, map, and other essential information. They were asked to bring the booklet to campus and use it as a guide.

It took around 400 hours and five employees across different departments to plan, print, and share the booklet. With no time for a reprint, several additional papers had to be printed to replace outdated booklet information. By 2020, costs had increased to $4350 per event to print booklets and envelopes alone, not including correction insert for last-minute edits. And the majority of students and families expressed it was challenging to connect to campus while sharing one booklet and shuffling through multiple papers.

When Indiana Tech hosted the first Admitted Students Day in 2015, without an app, their yield was around 40%. That number quickly increased In 2021 when they implemented an app to replace the paper booklets.

SOLUTION

The Indiana Tech admissions team attended a large educational conference and used an app to view the schedule, map, and more. The conference app was powered by Guidebook, a no-code app-building platform. The team realized they could do something similar for their event, so they reached out to Guidebook.

With no prior app-building experience, Indiana Tech admissions easily built and launched their digital guide for Admitted Students Day in 2021. The student yield grew steadily each year, leading to an 82% yield in 2023.
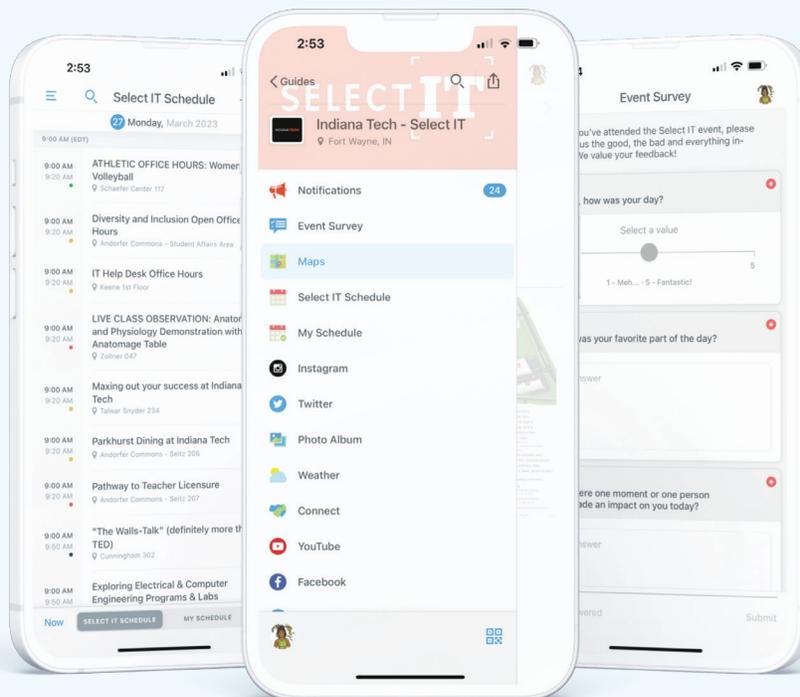
RESULTS

Custom Digital Guide
Building digital content each year now takes two people 25 hours or less. Compared to the 400 hours and five people it took to plan and print the booklet, that's a 94% reduction in time and a 60% reduction in team members required. Plus it costs at least 29% less than inflexible printed materials.

Content can be updated in real-time without printing additional materials. Plus, every campus visitor can access information on their phone before, during, and after the event - no more sharing booklets and shuffling through papers.