



Success Story

SWEET  
BRIAR  
COLLEGE



# Inspiring Women To Be Leaders

*Sweet Briar's first-year enrollment increases by over 40%*

It was only three years ago that Sweet Briar College announced that it would be closing after more than a century of preparing women to be leaders in the modern world. The school was suffering a steep decline in enrollment and experiencing “insurmountable financial challenges,” according to its administration.

But the students, faculty and alumnae rallied to save their college and the decision to close was reversed. In fact, Sweet Briar is ready to leave that near-closure storyline in the past, according to its president, Meredith Woo.

“It’s an uphill battle to let the word out that we never really did close, and that Sweet Briar is thriving,” she recently told The New York Times.

Evidence of the college’s impressive turnaround certainly can be seen with its incoming first-year class for the 2018-19 academic year, which:

- Increased by 42% from the previous year, with a total of 129 new students enrolling for the fall 2018 compared to 91 in fall 2017.
- Included students from 23 states and five countries outside the U.S., including China, Ethiopia, India, Mexico and Russia.
- Had a higher mean grade point average and SAT combined test scores compared to previous years.

“Not only is the quantity of students increasing, but also — judging by their aptitude test scores and grade point averages — more academically gifted students are making Sweet Briar their college choice,” Woo says.

Sweet Briar partners with Capture Higher Ed to connect with prospective students and increase enrollment. Capture is involved in all aspects of the student decision journey, from suspect status to enrollment.



**“It’s an uphill battle to let the word out that we never really did close, and that Sweet Briar is thriving.”**

Meredith Woo  
President, Sweet Briar College

## Capture and Sweet Briar: A Perfect Pairing

Capture’s industry-leading suite of products and services provides a comprehensive approach to Sweet Briar College’s enrollment marketing challenges.

Sweet Briar uses Capture Behavioral Engagement (CBE), Capture’s marketing automation designed specifically for higher education. CBE tracks behavior on Sweet Briar’s



# Sweet Briar's First-Year Enrollment Increases by Over 40%



SWEET  
BRIAR  
COLLEGE

website, so admissions counselors can identify which pages on the site prospective students are visiting and target relevant messages and content to them in real time.

Sweet Briar also uses Capture's Smart Direct Mail services as part of an integrated approach to increase the college's brand awareness and encourage responses and conversions across channels. Capture offers full-service design, production and mailing services.

The college also uses Capture's Digital Display Advertising (DDA), a multi-channel approach to deliver customized display ads to prospects by tailoring the content and creative of each ad for specific audience segments. These display ads promote brand awareness, increase engagement and synchronously boost the effectiveness of all other marketing campaigns.

Finally, Sweet Briar's counselors use Envision, Capture's predictive engine, to identify which prospective students to target. The only comprehensive predictive engine on the market today, Envision uses machine learning and non-linear analytics set to accurately predict not only who will apply but also who will enroll.

During each of the past two enrollment cycles, **Envision's model was 98% accurate** in predicting both applicant and enrollment predictions across Capture partners. With

this kind of accuracy, colleges and universities are able to confidently make the decisions that efficiently focus marketing time and resources while successfully shaping their enrollment class. Accurate models pay for themselves by helping institutions eliminate wasted time, money and resources in their recruiting and marketing efforts.

---

**"Not only is the quantity of students increasing, but also – judging by their aptitude test scores and grade point averages – more academically gifted students are making Sweet Briar their college choice."**

Meredith Woo  
President, Sweet Briar College

---

Sweet Briar College doesn't talk about potentially closing anymore. The campus is flourishing and looking forward to another century of offering their distinctive liberal arts education.

Since 2011, Capture Higher Ed has designed and implemented innovative marketing platforms and services for higher education recruitment and enrollment management. Capture also has expanded its platform and services to help universities in their fundraising efforts.