



How Georgian College builds community with Goodkind

Learn how Georgian College wins over students and faculty with video messaging





Key takeaways:

- Learn strategies for increasing engagement with students through video messaging
- Learn how Georgian succeeds with SMS on their first try
- Discover how schools use Goodkind to cultivate a positive school image with all students

As more schools around the globe use Goodkind, the number of ways of using video messaging ("use cases") continues to grow. It's clear that there are many unique opportunities to reach out to students during the recruitment process and video is a great way to send reminders and remain personalized. But one thing Georgian College has realized is that Goodkind isn't just about ensuring that students will show up for class on the first day. Georgian's Pathways Officer (and former Recruitment Specialist), Nicole St. Pierre, sends a video to a unique cohort of students every week that just simply says 'thank you'.

"There's so much value in [that video] because it just says 'thank you for choosing Georgian.' Because we don't need to have business for every single video. We don't need to ask people for money every single time. How about we just send information because we want to say thank you for choosing us over literally any other place in the entire world you could go?"

The idea for this video came from St. Pierre asking herself what more she could be doing for the students. Goodkind was very commonly used to bring students through the funnel - from application to enrollment. "It's important to have the conversation - what is our intention with this platform?" She tells us that **"The biggest change we've seen with Goodkind is innovation."**

And the innovation at Georgian College is clear. As Pathways Officer, St. Pierre was looking for opportunities to use Goodkind to change their typical processes. "If there's communication that needs to go out to students, I always say 'Why don't we have a video for that yet?'" In her work, St. Pierre is tasked with finding alternative routes for students who haven't been accepted to their desired program. After receiving a list of these students from the registrar's office, she looks over and sees what other programs can be offered to the student that may be aligned with their original goals. She highlights that a student might not even consider such a route until it's presented to them. This strategy inspires videos like [this one](#), where students not accepted to the paramedic program are offered a spot in the firefighter program instead.

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Nicole St. Pierre
PATHWAYS OFFICER

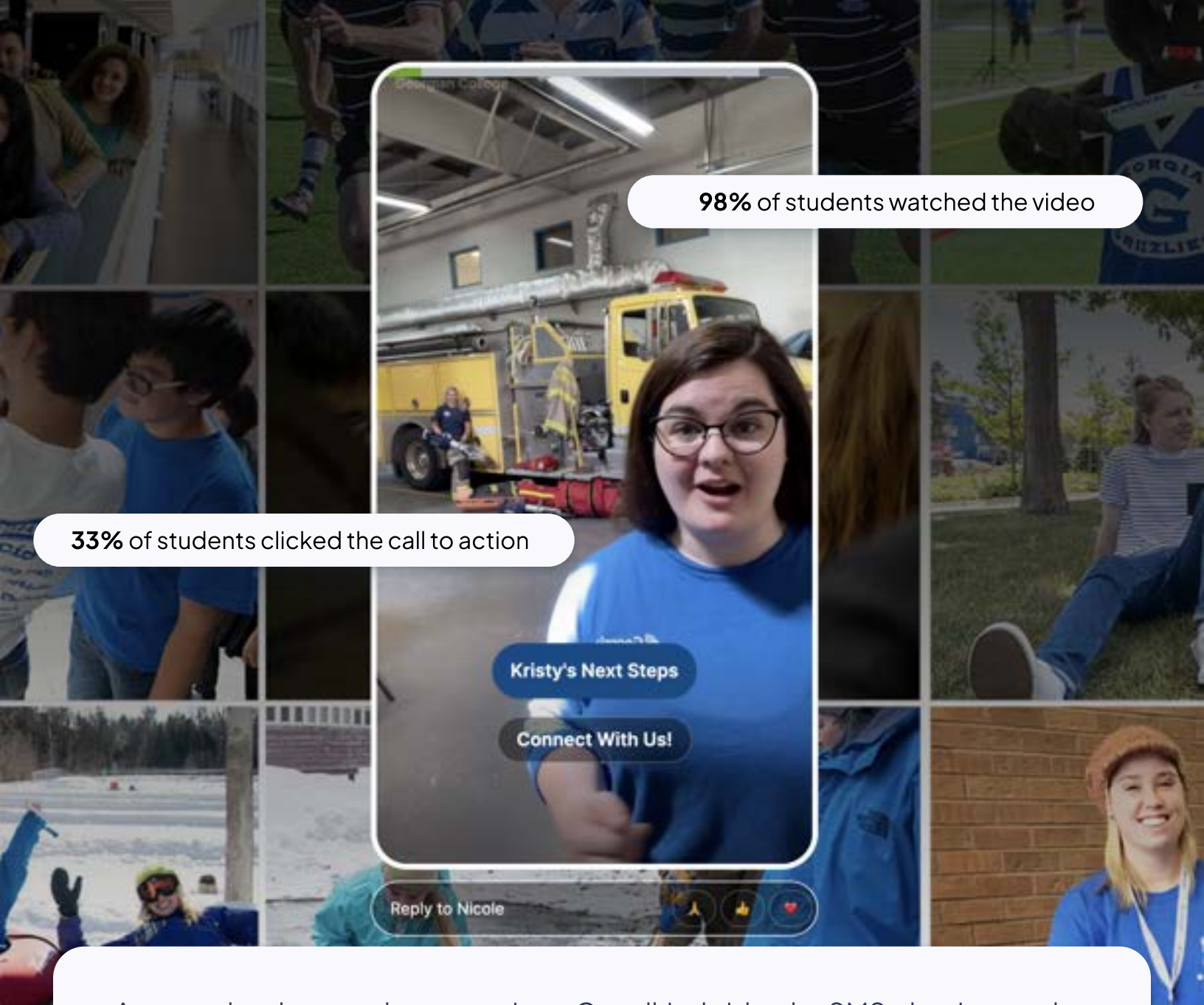




The success with Georgian's video messaging strategy is consistent, as **they see an average of an 80% open rate on all videos sent to prospective students**, four times as high as the average email open rate (21%). St. Pierre assumes the reason is that she approaches video messaging with a simple rule: "If I wouldn't personally watch a video, I won't send it." This means adequately preparing before recording and keeping in mind the appropriate length to cater to a student's attention span (more on this in our [2023 recruiting doc](#)).

But view rates aren't just about video strategy. They're also about managing expectations.

"When you sign up for notifications from a store, you always get an SMS to say 'thanks for signing up, you are now subscribed.' I thought that was a really interesting idea to do with our videos because students will know that more will be coming from that number." The subscription confirmation encouraged students to save the number in their phones and understand the difference between continued video communication vs. spam texts.



33% of students clicked the call to action

98% of students watched the video

Kristy's Next Steps

Connect With Us!

Reply to Nicole

As a result, when students receive a Goodkind video by SMS, they're much more likely to watch it, since it comes from a trusted, recognized source. In fact, Georgian College has sent nearly 17,000 Goodkind video messages since they signed up and only about 150 have been sent via email. SMS is almost entirely their preferred route of contact, contributing to 1/3rd of all prospects engaging with their outreach.

Taking these methods into consideration, it is clear that Georgian College understands its student body well. This has allowed St. Pierre and fellow recruiters to be consistent with current students, highlighting the value of using Goodkind throughout a student's journey from recruitment to graduation.

Several campaigns showcase the efficacy of this. Notably, Georgian recently sent out a video campaign to students to encourage them to apply for summer co-op opportunities. While this was usually done via email, the department had a feeling video would garner more attention. The results were clear, as the video held a 98% watch rate. St. Pierre explains that the video just “made sense” in this instance. “For a video encouraging co-op sign-ups, you just place a button on the screen that says ‘find jobs here’. It makes things really simple for the student.”

Another use-case of student success occurred when students in the nursing program needed to submit an updated placement form to the registrar. A video was sent out to students to ensure that they got the information about the opportunities as soon as possible. Previously, it would have just been individual calling, which St. Pierre describes as a time-consuming, manual process. “Doing a 1:Many campaign is just so much easier. Click here. Here’s the document and all the information. [Goodkind is] such a wonderful tool for that communication.” And, as St. Pierre reports, the efforts to lean into student success with video messaging were also giving valuable time back to faculty as well.



And speaking of faculty, St. Pierre notices that the inclusion of them into video campaigns has fostered new relationships amongst the college staff. “Goodkind helps us bridge interdepartmentally. Recruitment is going to different departments and asking ‘how do you want to do this? I’m not the subject matter expert here. So, what do you want to tell the students? You tell the story.’” As a result of this, St. Pierre notes: **“I saw people that wore fire for their programs. You can’t communicate passion over email the same way you can over video.”**

The result of the Georgian recruitment teams’ efforts are apparent to Nicole, who now gets recognized on campus by students. “I really enjoy doing the videos because it’s about that connection... they come to campus and say ‘Hey Nicole! I saw you on that video. Thank you so much for doing that for me.’” In fact, it’s not uncommon for a student to ask where Nicole is when they first visit campus, as her video signals a personality at Georgian that students feel authentically connected to. St. Pierre sums this notion up by telling us “It’s not just a marketing tool. **Goodkind’s nature is community.**”



About Goodkind

Goodkind is a video-first recruitment platform used by recruitment teams to engage, excite and motivate prospective students.

With Goodkind, recruitment teams record personalized, short-form videos that send to prospects over email, WhatsApp and SMS. These videos are intended to bridge a human-to-human connection and make students feel more included in their potential future community, improving the school's annual enrollment rate by creating authentic connection.

Goodkind has helped dozens of schools throughout North America reach students from home and abroad with its unique, modern video messaging platform. Goodkind has been used throughout various stages of the recruitment cycle, including:

- Campus tour invites
- Application deadline reminders
- Introductions to an application counselor
- Encouraging accepted students to enroll

And several other use-cases, all designed to increase yield and reduce melt.

Want to learn more? Click the link below.

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