



VENNFRAME
AI ENABLEMENT

IMPACT REPORT

Behaviorally informed yield marketing

A case study in governed AI implementation and strategic conversion, measured against the client's own records.

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\$1.51M

confirmed incremental tuition revenue, one twelve month cycle

36.8%

conversion lift against a four year baseline

600+

annual communications assets under AI editorial governance

This report documents a yield marketing campaign the author designed and led as head of marketing and communications at a graduate school within a leading research university in New York. The engagement predates Vennframe and was delivered in an in house staff role. Institutional details are generalized to respect the organization's privacy. All figures, methodology, and research citations are preserved in full.

Vennframe does not serve colleges or universities. This report is published as evidence of method: governed AI systems, a baseline captured from the client's own records, and results reported against that baseline. The architecture is sector agnostic.

Executive summary

In spring 2025, a graduate school at a leading research university in New York launched a behaviorally informed yield campaign targeting admitted students to a clinical graduate program. The strategy combined behavioral insights, early and segmented communication, peer engagement, and community building to deepen commitment and improve decision making among admitted students.

What made this campaign different from a standard enrollment push was its backbone: two custom AI systems designed and built specifically for this work.

Maroon Quill is a governed editorial system that enforces brand voice, institutional compliance, and messaging consistency across every asset the campaign produced. Nothing went out to students unless it passed through Maroon Quill's policy layer. Over 600 communications assets per year now run through it.

Torchlight is a strategic intelligence system that sources, synthesizes, and verifies cross industry research in behavioral science, enrollment marketing, and UX design. It translated academic research into actionable campaign architecture: sequencing decisions, persona targeting, cadence, and channel strategy. Every research citation in this report was surfaced, cross referenced, and validated through Torchlight.

Both systems are custom GPTs powered by OpenAI, conceived, designed, and developed by the author. They are not off the shelf tools. They were purpose built to solve a specific institutional problem: how do you scale high touch, behaviorally informed communications without losing quality control or drifting from approved messaging? The architecture is repeatable across organizations and industries. Section II describes both systems in detail.

The results

- A five year high in applications
- The highest deposit and registration rates since 2021
- A confirmed tuition revenue increase of approximately \$1.51 million, with up to \$2.37 million projected under the deposit based maximum scenario described in Appendix B
- A conservative five year incremental tuition revenue impact estimated at \$7.9 to \$8.5 million, assuming the confirmed 2025 yield lift is sustained without further improvement and annual tuition growth of 2 to 6 percent, as detailed in Appendix B2

This report outlines the campaign's strategy, measurable outcomes, and the behavioral science principles that shaped its success. More importantly, it documents a replicable model: governed AI systems that enforce policy, accelerate production, and deliver measurable revenue impact without sacrificing compliance or brand integrity.

I. Context and objectives

The program has long been a strong applicant draw due to its clinical rigor, commitment to social justice, and institutional values. However, conversion from admitted to registered had plateaued despite steady application numbers.

Spring 2025 objectives

- Increase deposit to registration yield
- Establish connection with admitted students earlier and more meaningfully
- Differentiate the program from competitor offerings
- Develop a scalable, behaviorally grounded framework for institutional replication

EAB's Recruiting Gen P white paper emphasizes that post pandemic graduate students are driven by community, identity alignment, and clear value signaling, which reinforced the strategic pivot toward behaviorally informed outreach.

II. Strategy overview

The strategy was developed in house by the school's marketing and communications office and led by the author in his role as head of marketing and communications, integrating insights from EAB, Ologie, and behavioral marketing research sourced through AI supported analysis.

The AI infrastructure: Maroon Quill and Torchlight

To ensure speed, consistency, and ethical alignment across a high touch yield sequence, the campaign ran on two custom AI systems, both conceived, designed, and developed by the author. Each has a distinct job, and the separation is intentional. One system builds the campaign. The other decides whether the institution would actually send it.

SYSTEM 01 · EDITORIAL GOVERNANCE

Maroon Quill

Maroon Quill is a custom GPT that standardizes institutional voice across distributed teams and high volume communications. It was configured with the institution's full editorial standards, including its brand voice guide and compliance rules, so the definition of "on brand" lived in the system rather than in any one editor's head.

Maroon Quill does not draft from a blank page. It evaluates and revises. Every asset in the campaign was scored against a defined rubric covering voice authenticity, brand alignment, editorial compliance, and readability before it shipped. Work that cleared the rubric moved forward. Work that did not was revised and rescored. Nothing reached a student inbox without passing this review.

The campaign proved the model, and the school kept it. Maroon Quill now governs more than 600 communications assets per year, spanning enrollment campaigns, executive communications, and digital storytelling.

Torchlight

Torchlight is a custom GPT that turns behavioral research and engagement data into campaign decisions. In this engagement it did two jobs.

First, it served as the research engine. Torchlight sourced, synthesized, and verified cross industry research in behavioral science, enrollment marketing, and UX design, and it cross referenced every citation that appears in this report against its original source.

Second, it served as the campaign architect. Torchlight works from four inputs: who the reader is, where they sit in the decision funnel, what offer they are weighing, and what the institution wants to say. From those four inputs it produced the campaign's sequencing decisions, persona aware messaging, cadence adjustments, and channel selections, each grounded in a named behavioral principle rather than instinct.

How the systems worked together. The two systems ran in sequence, with a human operator passing work between them and applying editorial judgment at each step. Torchlight proposed the strategy and the message architecture. Maroon Quill scored the resulting copy against institutional policy. A person approved every asset before it shipped. When either system could not verify a claim against an approved source, the item went to that person rather than to a student. Uncertainty routed up, never out. Vennframe builds on the same principle today.

The campaign was further informed by behavioral economics literature, public research from EAB and the Nielsen Norman Group, cross industry UX research including Nimble's 2023 work on selective attention and email design, peer institution case studies, and internal enrollment strategy consultations with institutional partners.

The campaign launched earlier than in previous cycles and stratified admitted students into priority and standard cohorts based on application timing and behavioral readiness. Message timing was guided by engagement forecasts informed by projected student availability.

Core tactics

- Peer to peer engagement via the Unibuddy platform
- A marquee community event featuring alumni and industry professionals
- A twelve touchpoint email sequence delivered by faculty, staff, students, and leadership
- A simplified admitted student FAQ and handbook, built for clarity and action
- Behaviorally designed messaging structure: emails followed an inverted triangle layout, progressively narrowing content to guide the reader toward a single, bold CTA button. This design mirrored patterns from email UX research where inverted pyramid structures reduce cognitive load and drive action (Nimble, 2023)
- Modest GPA based financial incentives, initiated by institutional leadership

III. Funnel performance

As of February 2026; registered count finalized at census.

Year	Applied	Admitted	Deposited	Registered
2021	318	169	59	38
2022	283	187	65	38
2023	291	174	49	39
2024	327	199	53	37
2025	329	179	60	52

Revenue impact

With tuition revenue estimated at \$107,940 per student across the two year program lifecycle, the 2025 lift of 14 additional registered students over the 2021 to 2024 average equates to \$1.51 million in confirmed incremental tuition revenue, with up to \$2.37 million under the deposit based maximum scenario described in Appendix B.

The lift, expressed both ways (versus the 2021 to 2024 average)

- Prior four year average registered, 2021 to 2024: $(38 + 38 + 39 + 37) / 4 = 38$
- Final 2025 registered: 52
- Absolute lift: 52 registered against a baseline of 38, a gain of 14 registrants
- Percentage lift: $14 / 38 = 36.8\%$ increase

IV. Key behavioral levers and design strategies

A. Curated email sequencing with strategic voice variation

What we did. We designed a twelve touchpoint email sequence featuring varied senders, including faculty, staff, current students, and leadership. Each message aligned with a key decision point and included a single, clear CTA.

Why it worked. The sequencing balanced authenticity with clarity, improving engagement and reducing email fatigue. Voice variation increased trust and resonance by matching sender type to the student's stage in the decision.

Evidence. EAB's survey on admissions communications shows yield rates improve when students receive messages from multiple trusted institutional voices.

B. Simplified resources (handbook and FAQ redesign)

What we did. We redesigned key resources for clarity, mobile responsiveness, and accessibility, removing extraneous content and prioritizing essential next steps for admitted students.

Why it worked. Reducing cognitive load enabled faster, more confident decision making and reduced dropout at critical enrollment moments. Simplified resources also eased decision fatigue during a period when students were weighing multiple offers against high stakes deadlines.

Evidence. Nielsen Norman Group confirms that minimizing complexity in content improves usability and engagement. Gino (2016) in Harvard Business Review notes that decision fatigue significantly impairs judgment and follow through.

C. Community anchoring via strategic event

What we did. Hosted a student centered event with alumni, faculty, and employers, reinforcing community values and post graduation outcomes.

Why it worked. Emotional salience and community belonging helped convert admits to registrants.

Evidence. EAB's Gen P report confirms that in person and hybrid events create strong enrollment signals.

D. Peer led outreach (Unibuddy platform and student ambassadors)

What we did. Used Unibuddy to facilitate real time chats between current students and admits. Outreach was coordinated with student ambassadors.

Why it worked. Social proof and trust in peer voices helped overcome uncertainty and reduced friction.

Evidence. Unibuddy case study, Queen Mary University of London.

E. Early access and modest financial incentives

What we did. Opened applications earlier and offered modest one time financial awards for early depositors, tied to academic performance.

Why it worked. Anchored in behavioral science, these incentives rewarded early commitment and reduced decision delay.

Evidence. EAB's research on financial nudges in enrollment strategy confirms the power of modest, well timed rewards.

V. Lessons learned and replication recommendations

- Community centric yield campaigns significantly outperform transactional approaches.
- Multi stakeholder voice sequencing improves trust and engagement.
- Early nudges and simple incentives accelerate decision making.
- The core framework of peer outreach, event anchoring, and targeted email sequencing scales to other programs and industries.

- Strategic curation was key to success. Each element was coordinated with care, which required focused collaboration and planning. While labor intensive, the approach delivered outsized results and offers a replicable model for high impact yield strategy.
- The AI infrastructure of Maroon Quill and Torchlight enabled scale without sacrificing voice integrity, making the system more repeatable year over year.

Why this matters beyond enrollment. Strip away the sector vocabulary and the problem is universal: a high stakes decision audience, a fixed deadline, a distributed team producing communications at volume, and an institution that cannot afford a single off brand or noncompliant message. Any organization matching that description can run this architecture. The governed editorial layer and the behavioral strategy layer do not care what the product is.

VI. Appendix

A. Email flow summary

The campaign deployed a twelve touchpoint email sequence across the yield cycle. Senders included the program director, admissions counselor, director of admissions, a graduate assistant, a current student ambassador, faculty, and the interim dean. Each message featured a single, bold CTA aligned to a specific enrollment action.

#	Email	Sender role	CTA
1	Welcome packet	Program Director	SUBMIT YOUR ADMISSIONS RESPONSE
2	Event invitation	Admissions Counselor	RSVP NOW
3	Paid training and funding	Program Director	EXPLORE OPTIONS
4	Event reminder	Program Director	CLAIM YOUR SEAT
5	Testimonials	Director of Admissions	HEAR OUR STUDENTS' STORIES
6	Quick resource reminder	Graduate Assistant	FIND ANSWERS FAST
7	Peer outreach	Current Student	JOIN OUR ONLINE COMMUNITY
8	In person learning benefits	Faculty Member	(Informational)
9	Deadline reminder	Director of Admissions	DEPOSIT NOW
10	Dean's letter	Interim Dean	(Values and mission)
11	Final countdown	Director of Admissions	CLAIM YOUR SPOT
12	Second reminder	Director of Admissions	ACT NOW TO JOIN YOUR COHORT

B. Tuition revenue impact analysis

Updated with final registered count.

Between 2021 and 2024, the program averaged 38 registered students per year. Final census registration for the 2025 cycle is 52 registered students, a confirmed increase of 14 additional registrants compared to the four year average.

- Tuition per student: \$107,940
- Confirmed increase: 14 students
- Revenue from confirmed registrants: $14 \times \$107,940 = \$1,511,160$

In addition to the confirmed registrants, 60 students submitted deposits, signaling strong intent to enroll. If all 60 had ultimately registered, the increase over the historical average would have been 22 students:

- Potential increase: 22 students
- Maximum revenue impact: $22 \times \$107,940 = \$2,374,680$

Projected range. The campaign produced a confirmed impact of \$1.51 million in additional tuition revenue, with an earlier cycle deposit based maximum scenario of \$2.37 million. This figure does not account for any tuition increases for the 2026 to 2027 academic year.

B2. Five year conservative projection (AY 2025/26 through AY 2029/30)

Same lift each year; tuition increases 2 to 6% annually; two year revenue per student.

Conservative rule. Hold the lift constant at 14 incremental registrants per cohort, the confirmed lift against the 2021 to 2024 average, even though capacity expansion suggests upside.

Known inputs

- Incremental registrants per year (lift): 14
- Tuition per student (two year lifecycle, AY 2025/26 baseline): \$107,940
- Baseline incremental revenue per cohort (AY 2025/26): $14 \times \$107,940 = \$1,511,160$

Scenario 1: low tuition growth (2% annually)

Cohort (AY)	Tuition per student (2 yr)	Incremental revenue (14 students)
2025/26	\$107,940	\$1,511,160
2026/27	\$110,099	\$1,541,383
2027/28	\$112,301	\$1,572,211
2028/29	\$114,547	\$1,603,655
2029/30	\$116,838	\$1,635,728
Five year cumulative		\$7,864,137

Scenario 2: high tuition growth (6% annually)

Cohort (AY)	Tuition per student (2 yr)	Incremental revenue (14 students)
2025/26	\$107,940	\$1,511,160
2026/27	\$114,416	\$1,601,829
2027/28	\$121,281	\$1,697,939
2028/29	\$128,558	\$1,799,815
2029/30	\$136,272	\$1,907,804
Five year cumulative		\$8,518,547

Five year conservative range (same lift, tuition growth 2 to 6%): \$7,864,137 to \$8,518,547 in incremental gross tuition revenue.

Notes on conservatism

- No additional yield improvements are assumed beyond the confirmed lift.
- No compounding effects from increased teaching capacity are included.
- No brand halo, referral, or cross program lift is included.

C. Behavioral research works cited

Foundational texts

Baumeister, R. F., and Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117(3), 497 to 529.

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Nimble. (2023). *Selective Attention and the Inverted Pyramid of Email Design*.

Harvard Business Review. (2016). Gino, F. *Don't Make Important Decisions Late in the Day*.

EAB. (2023). *Recruiting Gen P: A New Framework for a New Generation*.

Unibuddy. (2023). *Queen Mary University of London Case Study*.

Custom AI systems (designed and developed by the author)

Maroon Quill (2025). Custom GPT powered by OpenAI, conceived, designed, and developed by the author to support editorial governance, message sequencing, and brand consistency.

Torchlight (2025). Custom GPT powered by OpenAI, conceived, designed, and developed by the author to support behavioral strategy, campaign decisioning, and sequencing across channels.

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