Search Influence to Present on AI Search Strategies for Higher Education at UPCEA MEMS 2025

November 19, 2025

NEW ORLEANS, LA - November 19, 2025 -
Search Influence, a digital marketing agency specializing in SEO and AI search strategies for higher education, will participate in the 2025 UPCEA Marketing, Enrollment Management, and Student Success (MEMS) Conference, taking place from December 2 to 4 in Boston, Massachusetts.

Three members of the Search Influence leadership team ? Will Scott, CEO and Co-Founder; Paula French, Director of Sales and Marketing; and Jeanne Lobman, Director of Operations ? will contribute as presenters and moderators in multiple sessions that address how AI is reshaping student recruitment, online visibility, and marketing strategy in higher education.

Now in its 34th year, the MEMS Conference brings together enrollment and marketing leaders from institutions nationwide to explore data-driven strategies that enhance enrollment outcomes and student success.

On Wednesday, December 3, at 10:00 a.m., Will Scott will present ?Are You Showing Up? How to Track Visibility in AI Search.? The session will focus on the practical steps institutions can take to measure their

visibility within generative AI platforms, including how to segment AI-driven traffic in Google Analytics 4 and Looker Studio, evaluate mentions across AI models, and select the right tools to monitor performance. Scott?s presentation will highlight the growing importance of AI Overviews and generative engines, such as ChatGPT and Gemini, in influencing how prospective students discover academic programs online.

Later that afternoon at 3:30 p.m., Paula French will co-present ?How to Optimize for AI Search: What Students Trust and What Marketers Must Do.? The session will begin with new findings from the 2025 UPCEA and Search Influence study, AI Search in Higher Education: How Prospects Search in 2025. The research shows that nearly half of prospective students use AI tools weekly and that seventy-nine percent read AI-generated summaries when exploring academic programs. French and co-presenter Emily West, Senior Market Research Analyst at UPCEA, will analyze the data to explain what students trust in AI-generated results and which factors influence their enrollment decisions. Their discussion will introduce a framework that defines three essential areas for improving AI visibility: discoverability, credibility, and content optimization.

Search Influence members will also moderate two additional sessions featuring higher education institutions sharing real-world digital marketing strategies. On Tuesday, December 2, at 2:45 p.m., Jeanne Lobman will moderate ?From Search to Success: Integrating SEO and Email Marketing to Drive Enrollment,? a session presented by Tim Grenda and Caitlin Dimalanta of San Diego State University. The panel will explore how combining SEO and email marketing creates a connected pathway for prospective students, moving them from search discovery to enrollment through consistent communication and engagement.

On Thursday, December 4, at 10:00 a.m., Paula French will moderate ?Boosting SEO and Engagement Through Testimonial-Driven Web Content,? featuring Caitlin Wilson and Krysten Cole of Boston University Metropolitan College. The discussion will examine how student and alumni testimonials can strengthen both credibility and organic search performance by turning authentic storytelling into a measurable marketing asset.

Throughout the event, Search Influence will host a booth where attendees can discuss strategies for tracking AI search visibility and learn about new tools for generative engine optimization (GEO). Visitors will also be able to request a complimentary AI Website Grader report, developed by Will Scott, which assesses how well institutional websites perform within AI search environments.

?AI is changing the rules of visibility, but institutions don?t have to guess what works,? said Paula French. ?At MEMS, our goal is to make AI search measurable and actionable, so marketing teams can confidently move forward with tactics and strategies that work.?

The MEMS Conference is presented by the Online and Professional Education Association (UPCEA), which

unites professionals dedicated to expanding access, engagement, and innovation in higher education.

For more information about Search Influence?s research and services for higher education, visit www.searchinfluence.com.

About Search Influence:

Search Influence is a woman-owned, ROI-focused digital marketing agency that helps institutions drive prospects into and through the recruitment funnel with analytics-backed strategies, including organic and AI SEO and paid digital advertising. Founded in 2006, Search Influence?s core purpose is to optimize potential. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include the Tulane School of Professional Advancement, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

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Search Influence

Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.

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