



**DON'T GO IT ALONE:**  
Enrollment Success Through Strategic Support

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 @PSL\_HigherEd  
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## SUCCESSFUL ENROLLMENT OUTCOMES:

- Overall numbers
- The right students who persist
- More high ability
- More higher ability to pay
- More transfers, etc.

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## WHAT WE KNOW:

1. There are a lot of things out of your control
2. Working with limited resources
3. We need to work smarter, not harder
4. Maximize the investment in your recruiting
5. "Bubble" effect



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# AN ASSESSMENT

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## DEFINITION OF ASSESSMENT

- Information gathering experience
- Identifies strengths, weaknesses and opportunities
- Should be collaborative
- Not an end goal

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## WHY CONDUCT AN ASSESSMENT?

1. You are too close and don't know what you don't know – an objective view
2. Assistance in prioritizing
3. Third party advocate for change
4. Daily demands on you and your team



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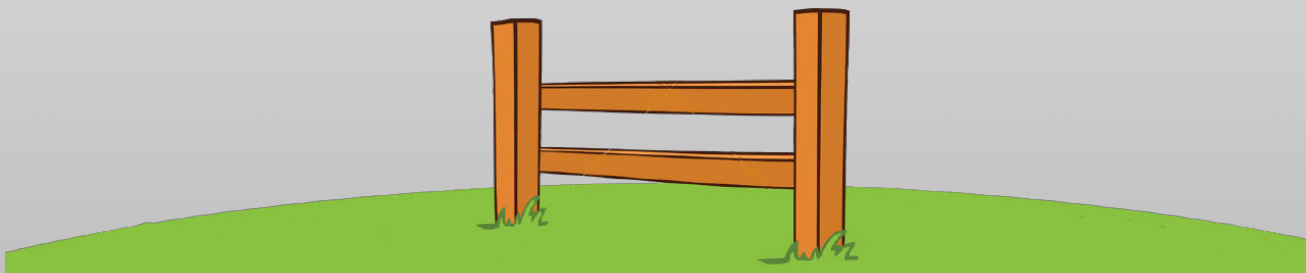
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## WHAT KEEPS YOU UP AT NIGHT?

- Did my team's actions and approach match my enrollment management plan?
- I wondered if my staffing was organized and structured to meet my goals?

### - Admissions and Marketing Assessment

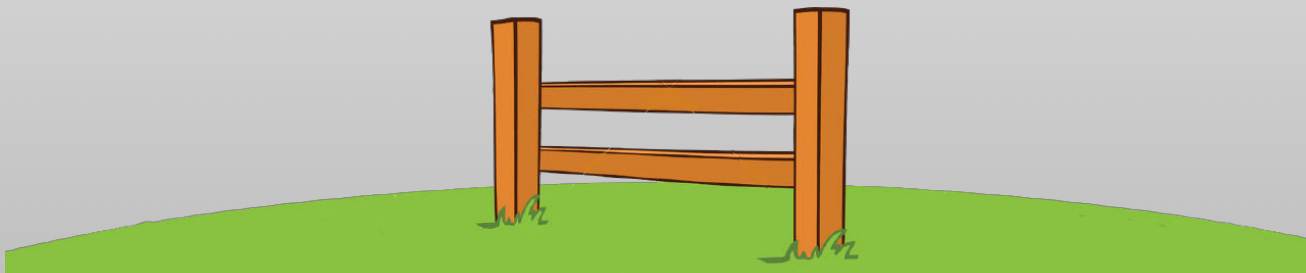


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## WHAT KEEPS YOU UP AT NIGHT?

- Was I getting the most bang for my buck with my current marketing and media plan?
- Was I using the best online strategies to reach prospective students?
- Was my university working efficiently among various offices and getting the benefit of “economies of scale” in advertising?

### - Marketing and Media Assessment

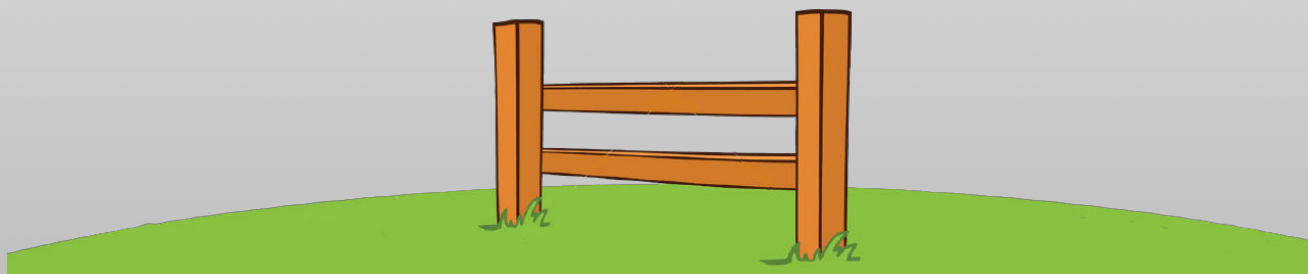


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## WHAT KEEPS YOU UP AT NIGHT?

- Were we converting applicants from our campus tours?
- Did tour guides and staff convey our key messages and brand?
- Was the tour memorable?

### - Campus Visit Assessment

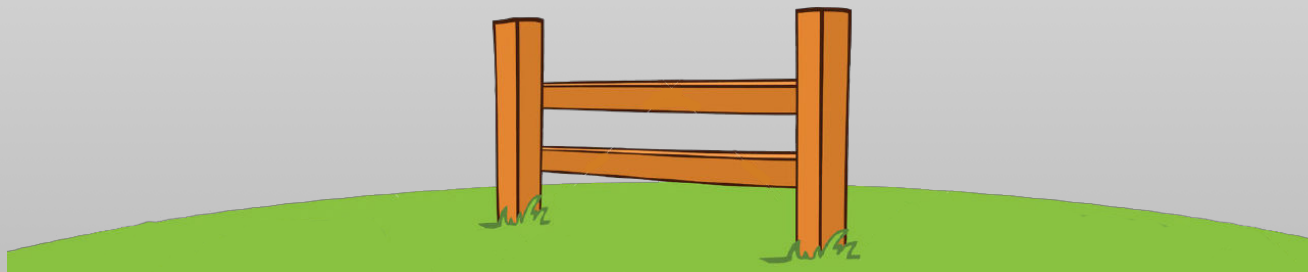


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## WHAT KEEPS YOU UP AT NIGHT?

- Does my website meet the needs of the various audiences?
- Is my website engaging and mobile-first?
- How can I evaluate all 10,000 pages of our website?
- Is my SEO optimized?

### - Web Assessment




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# CASE STUDY #1

- Premier, selective, public institution
- Approximately 4,400 undergraduate students

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# OUTCOMES

## Campus Visit Assessment

- Pre-visit communications
- Engaging information session
- Training for tour guides on key messages
- Incorporate location into the visit




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## CASE STUDY #2

- Private, comprehensive University
- 3 campuses, 9 schools and colleges
- Approximately 3,600 undergraduate students

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## OUTCOMES

### Admissions and Marketing Assessment

- Review of coding and data entry to ensure clean, clear data for informed decision-making
- Create a sales management model with proactive recruiting, especially for admitted students
- Goal setting
- Yield communications flow that expands beyond event marketing
- Expanded enrollment recruiting plan to include key segments
- Brand messaging that goes beyond a tag-line

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# CASE STUDY #3

- Graduate college in a large metropolitan area
- Focus on health sciences
- Approximately 3,000 students
- Two locations

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## OUTCOMES

### Web Assessment

- Identify a CMS and provide proper staffing before the website redesign
- Architecture and navigation should support one website for both locations
- Focus on the primary user as the prospective student
- Create a workflow that works for the staff



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## OUTCOMES

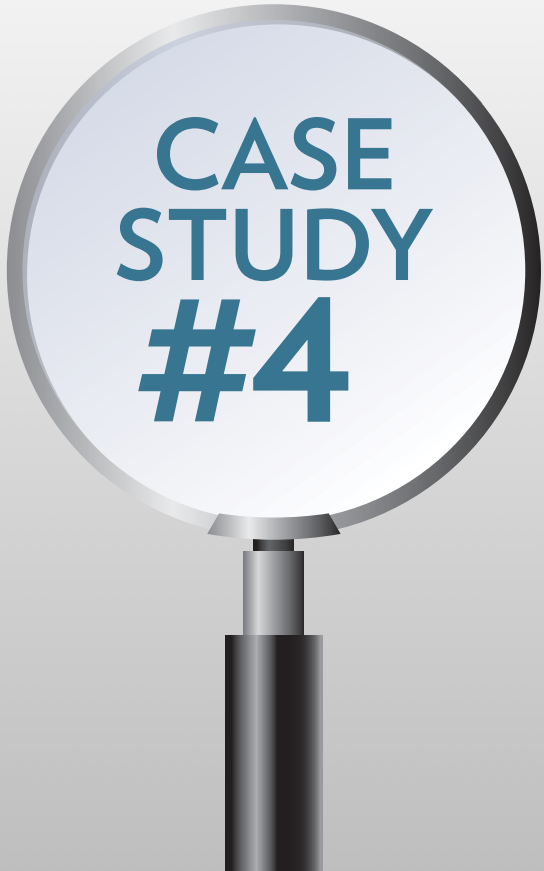
### Web Assessment

- Post-launch of new website, experienced a growth in user sessions and pages viewed per session
- Admissions pages now account for 21% of the total pageviews and 23% for the sessions
- Paid search data spiked post-launch

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# CASE STUDY #4

- Virtual campus within a private University
- Approximately 6,000 students
- 13 campus locations

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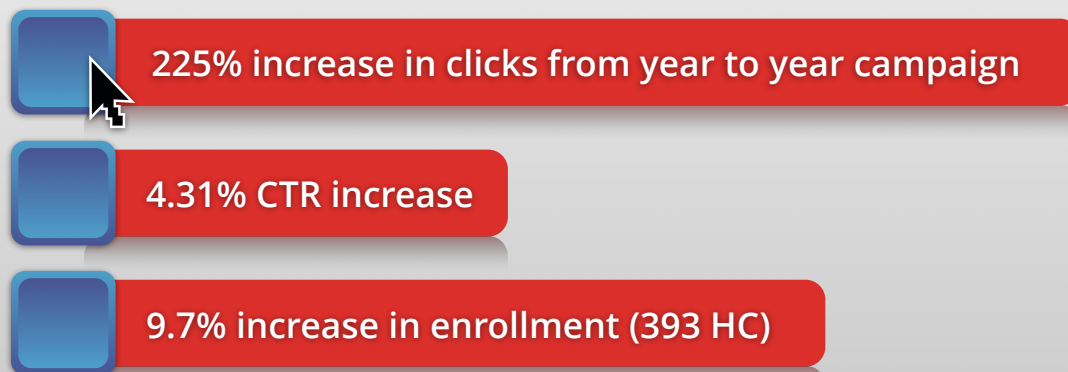
# OUTCOMES

## Admissions and Marketing Assessment

- Media focus
- Create an advertising and media plan with goal of increasing enrollment
- Concentrate media dollars around registration periods
- Create a microsite to support the advertising and media campaigns

## OUTCOMES


### Admissions and Marketing Assessment



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## CASE STUDY #5

- Largest post-secondary college in its state
- Community college serving 73,000 students
- Four comprehensive campuses plus online learning

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## OUTCOMES

### Marketing Assessment

- Build an engaging communications flow
- Create consistent messaging
- Focus on FTE
- More active recruiting
- Additional staffing
- New markets for online learning

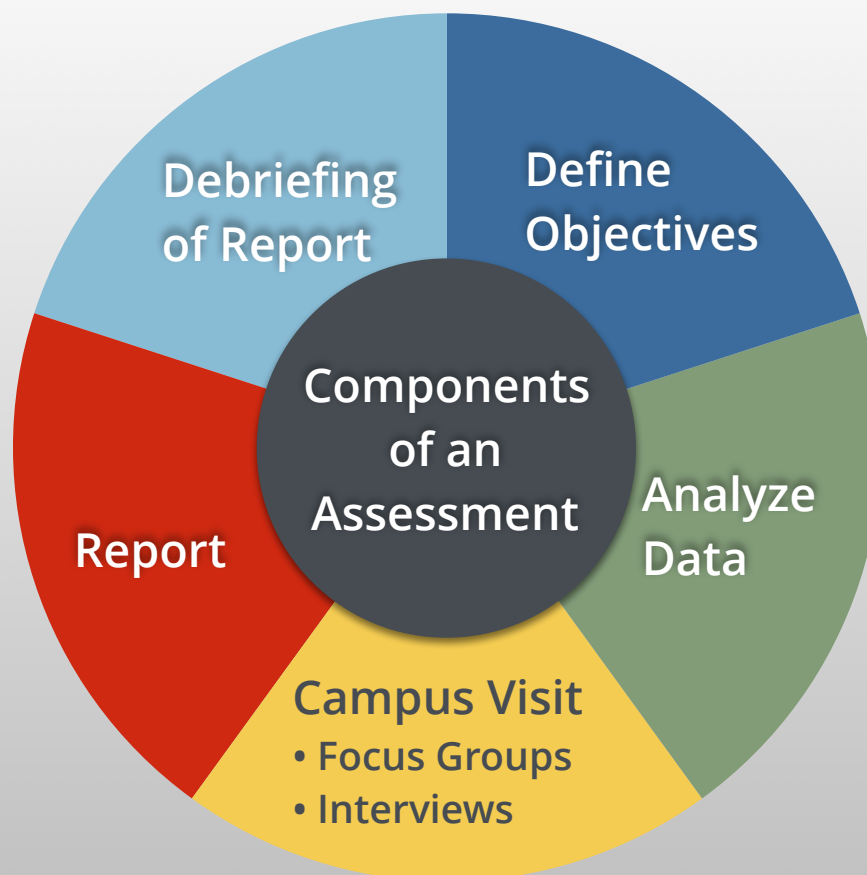




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*“Of all the consultants  
we have worked with --  
and there have been a lot --  
your report was the most  
comprehensive and showed  
that you really got us.”*

| DR. ANN MCELANEY-JOHNSON: PRESIDENT,  
MOUNT SAINT MARY'S UNIVERSITY |

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*“The Recruitment and Marketing Assessment report served as a road map for Reynolds Community College’s marketing office. We have implemented many of the recommendations and continue to utilize the assessment to assist in successfully reaching our marketing goals.”*

| ELIZABETH LITTLEFIELD: VP FOR ADVANCEMENT,  
J. SARGEANT REYNOLDS COMMUNITY COLLEGE |

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# QUESTIONS ANSWERS

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# THANK YOU

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