



Growing Leaders
for

Global Gospel Impact



[www.abhe.org/
leadership-development](http://www.abhe.org/leadership-development)

Enrollment Growth Initiative

Presenter

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WORKSHOP OVERVIEW

We know – it takes a whole campus to recruit a student. But how do some institutions do so well . . . and others flounder, even close. This workshop starts at the beginning of your enrollment strategy and analyzes all of the key elements that lead to consistent enrollment growth. Whether you are starting as an enrollment officer or you think it's time for an enrollment tune-up, come and learn what effective enrollment leaders consistently know and do to help their institutions grow.

DAY ONE | Wednesday, February 8

- 8:30 – 9:30 Session 1 — Best Practices Overview**
- What are the key components of a successful admission operation?
 - How should our enrollment operation be staffed and resourced?
- 9:30 – 10:00 Q & A Discussion**
- 10:00 – 10:30 Refreshment Break**
- 10:30 – 11:30 Session 2 — Mobilizing the Campus**
- Who do we need to mobilize?
 - What role should they play?
 - How do we ensure campus mobilization is coordinated?
- 11:30 – 12:00 Q & A Discussion**
- 12:00 – 1:00 Lunch on your own**
- 1:00 – 2:00 Session 3 — Data and Systems**
- What does the data say and what should we do about it?
 - Which metrics are most important?
 - How do we turn a lagging indicator into a leading indicator?
- 2:00 – 2:30 Q & A Discussion**
- 2:30 – 3:00 Refreshment Break**
- 3:00 – 4:00 Session 4 — Campus Guest Experience**
- How should we organize to serve guests well?
 - What does a best practice individual visit or campus event look like?
- 4:00 – 4:30 Q & A Discussion**
- 4:30 – Dinner on your own**

DAY TWO | Thursday, February 9

- 8:30 – 9:30 Session 5 — Enrollment Strategy**
- How do we decide the right mix of strategies?
 - How do we maximize our efforts with church relations to impact recruitment?
 - How we measure the effectiveness of our strategies?
- 9:30 – 10:00 Q & A Discussion**
- 10:00 – 10:30 Refreshment Break**
- 10:30 – 11:30 Session 6 — The ABHE Enrollment Growth Initiative**
- Key components
 - Weighing cost versus potential impact
 - Leveraging consulting investments
- 11:30 – 12:00 Q & A Discussion & Wrap-up**