



Growing Your Enrollment . . . Getting It Right

Presenters — Bridgett Golman, Chief Student Services Officer and
VP of Academic and Student Affairs
Monique Perry, Dean of Enrollment Services • York Technical College

8:30 – 9:30

Tearing Down the Walls of Jericho—Technology Trends & Tools to Build a Sound Enrollment/Recruitment Strategy

- ▶ Planning your work – working your plan
- ▶ Leveraging the power of a good admissions production schedule (market pool flowchart)
- ▶ Understanding the admissions funnel flow
- ▶ Knowing the vital characteristics of an enrolled student
- ▶ Setting realistic & reachable goals
- ▶ Making assignments
- ▶ Tough-minded accountability & management

9:30 – 10:00

Q & A Discussion

10:00 – 10:20

Refreshment Break

10:20 – 11:20

Moving People Towards God’s Agenda—Building a Dynamic Team & Leading Change

- ▶ Setting the right pace & expectations
- ▶ Recruiting the right people
- ▶ Motivating & accountability
- ▶ Watching & reporting the numbers

11:20 – 11:40

Q & A Discussion

11:40 – 1:00

Lunch – On your own

1:00 – 2:00

Spreading the Good News—Defining & Communicating your Brand Message

- ▶ Crafting your message
- ▶ Establishing your market presence where it counts
- ▶ Understanding the value proposition of your institution
- ▶ Selling academic programs – distinctive features, benefits & proof
- ▶ Engaging faculty & staff in promoting the brand
- ▶ Knowing your marketing edge & educational distinctives

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

No Turning Back—Closing the Sale & Getting Solid Results

- ▶ Proactively helping students make wise and timely decisions
- ▶ Building relationships with influencers
- ▶ Understanding the power of a student’s emotional connection
- ▶ Training that’s essential for building this skill
- ▶ Campus visits and other events that get results
- ▶ Timely responses at every step—from inquiry, app, financial aid, acceptance, etc.

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner & Fellowship – On your own

