

Admissions As Academic Sales

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Enrollment Challenge



Can small Bible
Colleges remain
financially viable?

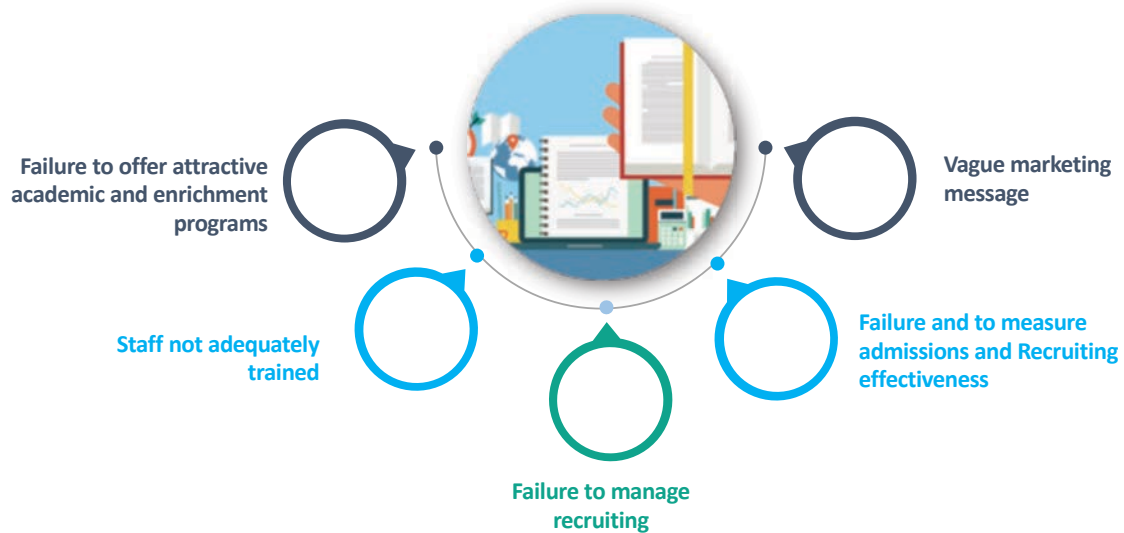


What are the
obstacles to growth?



What are the
marketing challenges?

Consistent Problems



INTEGRITY SELLING

- Relationship recruiting
- Does it have a place in college admissions?
- What is the potential impact on enrollment?



Enrollment Funnel



Managing Sales



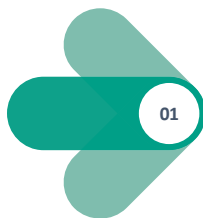
- Goals
- A Plan
- Controls
- Communications
- Production reports

Measure & Assess

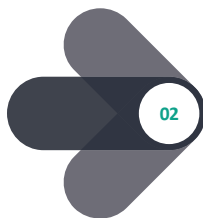
- **Marketing: Prospect Development**
- **Admissions: Yield**
- **Recruiting: Productivity**
- **Retention: Program Completion**



8 Questions To Ask



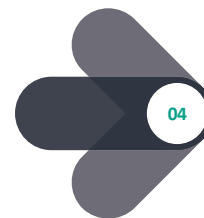
How many applications
have been received for the
Fall 2018 class?



What percentage of the
applicants have visited the
campus?



What percentage of all visiting
prospective students have
applied for admission?



What percentage of
applicants were accepted
within 30 days?

8 Questions To Ask



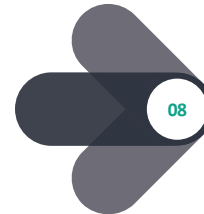
Who are your most effective recruiters?



How many FAFSAs received and packaged?

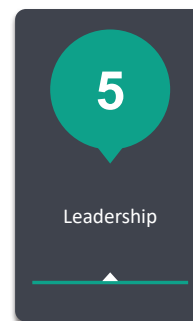
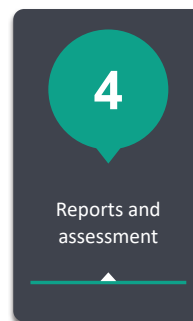
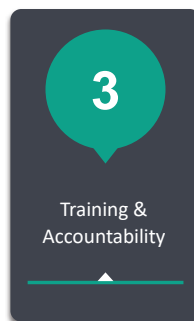
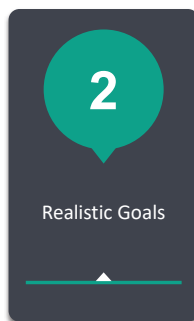
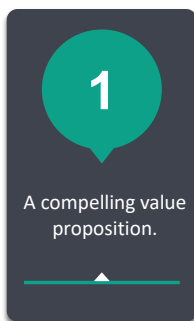


How many applicants are Ready-to-Register?



How many returning students by program are registered for the next semester classes?

5 Must Haves



A Compelling Message

Value & mission driven

Academic and
enrichment programs
that are distinctive

Career focused and
successful graduates

A case for quality with
supporting data

Realistic Goals



Goals for new students and retention by program



Recruiting Goals: New & Transfer Students



Admissions Goals: applications, acceptances,
applicant interviews, potential prospect visits, FA
packages



Ready - To - Register

- Applied
- Accepted
- Visited campus
- Interviewed
- Financial aid packaged
- Feels connected



Accountability

- Recruiters manage the enrollment funnel
- Academic Program Heads as advisor/career coach
- Financial aid staff: get FA out early & follow-up



The background of the slide shows a group of people in a modern office setting, silhouetted against large windows. They are gathered around a long table, some looking at laptops. The title 'Management Reports' is centered in white text.

Management Reports

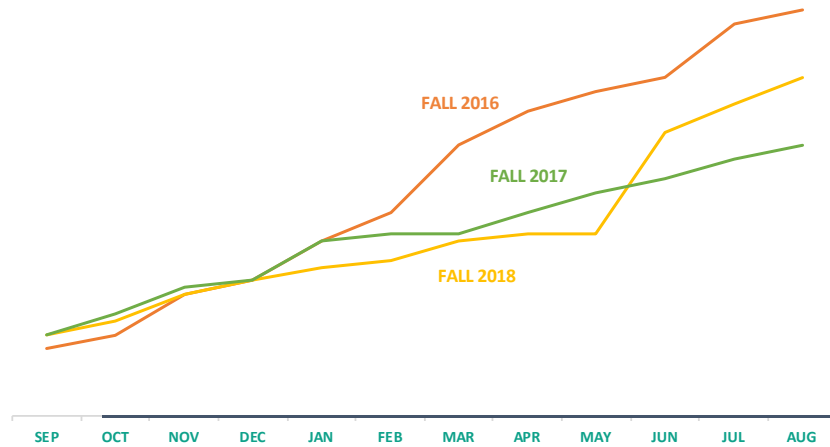
- Admissions: prospects, applicants, accepted students, prospects interviewed, FAFSAs filed, ready-to register
- Students registered: new and returning
- Financial aid packages awarded and accepted

The background of the slide features a tablet computer on a desk. The screen displays a dashboard with a pie chart and some text. A teal-colored rectangular box is overlaid on the image, containing the title 'Assessment & Trends' in white text.

Assessment & Trends

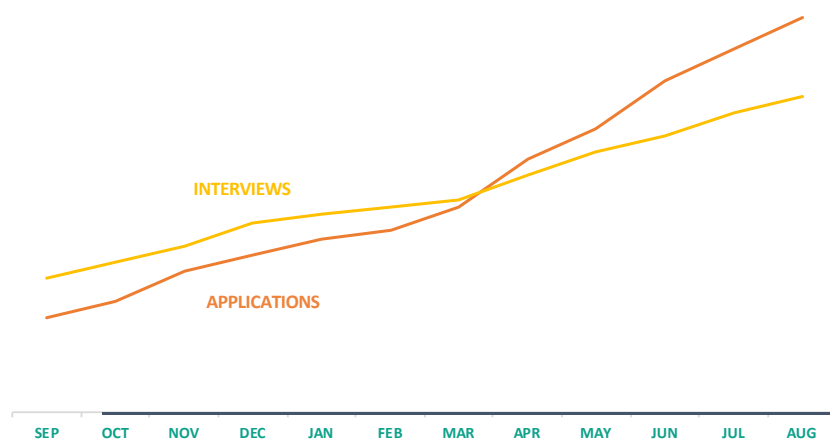
Applications For Admission Trends

FALL 2016 , FALL 2017, FALL 2018

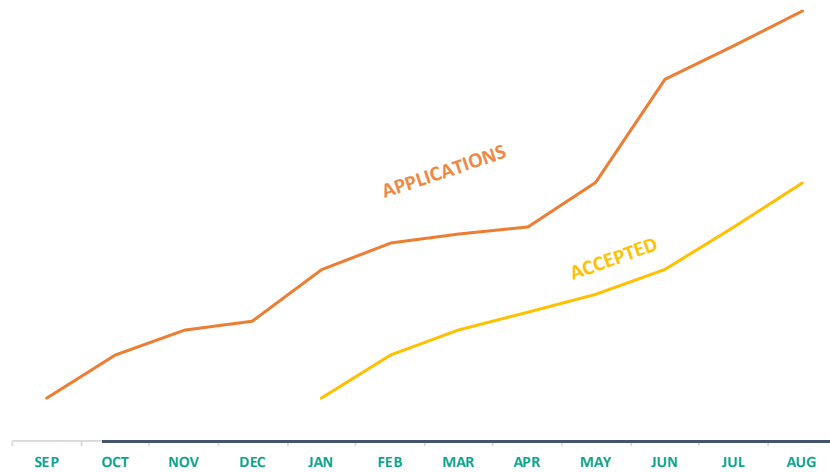


Prospective Students' Admissions Interviews

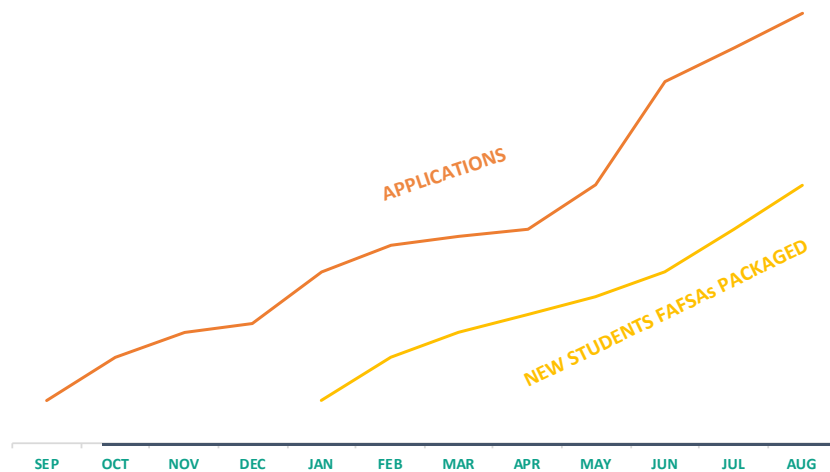
FALL 2017



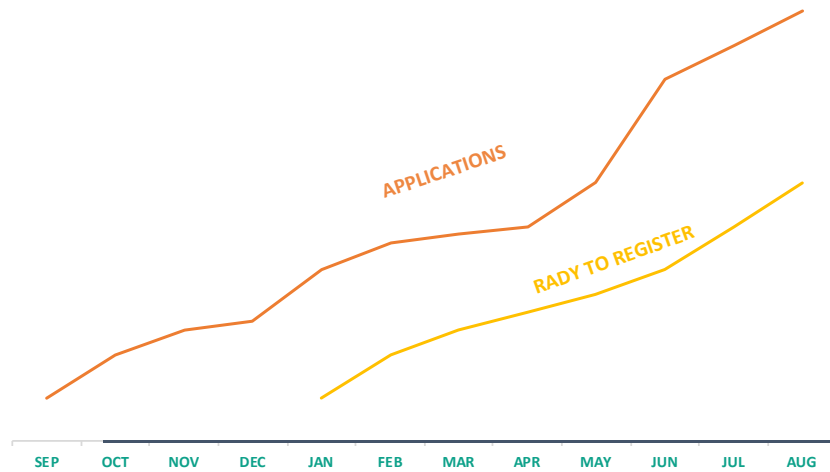
Applications & Accepted For Admission



Applications & FAFSAs Packaged



Applications & Ready-To-Register



LEADERS

Success is reflected in the standards you set.