Managing Key Performance Indicators (KPI’s) for Enrollment Growth

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WHAT SCOREBOARD ARE YOU WATCHING?

Retention Focused Training Gap Programs Bible Institutes
Acceptances Personal Touch YWAM
Online Education New Programs Goals
Current Students Partnerships
Mission Fit Adding Sports
Homeschool Enrolled
Conversion Dual Enrollment
ROI Faculty Involvement
Feeder Schools

Goals

Completion

Leveraging Technology

Program Days

Athletics

Deposits

Campus Visits

Adult Learners

Yield

Report

 Scholarships

Conversion

Mergers & Acquisitions

First Year to Second Year

Net Revenue

Dual Enrollment

Campus Visits

Alumni

Mission Fit

Partnerships

Gap Programs

Bible Institutes

New Programs

Retention Focused

Training

Acceptances

Online Education

Current Students

Mission Fit

Homeschool

Conversion

ROI
The New Marketing & Sales Funnel

Marketing, Admissions, IS
New Reality

Applicants/Acceptances/Deposits/Enrolled

Enrolled: Scholarship Package/Discount Rate/Net Tuition

This is what we measure.
What is winning?

- Do I work the funnel or have a funnel?
- What are we accountable for as a team?

Setting Goals

- Do I know the score from last year?
- Do I know why we won or lost?
- Who studies game film with me?
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Campus Visit: Do they really fit?
How are you leveraging the co-curricular?

Campus Culture: Everyone is recruitment/retention.
Are you praying for students?

Biggest Hurdles to Institutional Growth

- Shift in Mindset; Everyone is Part of Recruitment and Retention
- Growth-Oriented Culture
- If you cannot work across departments, you cannot work at LBC | Capital
- Student Success and Engagement (Retention)