Executive Leadership & Enrollment Growth

Coming to grips with the enrollment challenge!

Presented by:
Jeremy M. Lord, ABHE Senior Fellow
What Do We Know About...

- The enrollment challenge colleges face?
- What must be done to meet the challenge?
What Went Wrong at Over 200 Colleges?

- Inattention to the importance of branding
- Product i.e. programs of study need updating
- Untrained admissions staff
- No system, reporting, or assessment of recruiting
- Leadership inattention to admissions until Spring
REPORTS AND ASSESSMENT

TRAINING PLAN

ENROLLMENT GROWTH PLAN

MARKETING MESSAGE

REPORTS AND ASSESSMENT

Taking Executive Action
<table>
<thead>
<tr>
<th>Institution</th>
<th>Applications</th>
<th>Complete</th>
<th>Complete rate</th>
<th>Accepted</th>
<th>Enrolled</th>
<th>Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>College A</td>
<td>172</td>
<td>82</td>
<td>47%</td>
<td>82</td>
<td>60</td>
<td>35%</td>
</tr>
<tr>
<td>College B</td>
<td>143</td>
<td>70</td>
<td>49%</td>
<td>70</td>
<td>63</td>
<td>44%</td>
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<tr>
<td>College C</td>
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<td>93</td>
<td>65</td>
<td>29%</td>
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<tr>
<td>College D</td>
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<td>26</td>
<td>33%</td>
</tr>
<tr>
<td>College E</td>
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<td>63%</td>
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<td>74</td>
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<td>College F</td>
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<td>College G</td>
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<td>100</td>
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<tr>
<td>College H</td>
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<td>172</td>
<td>57%</td>
<td>172</td>
<td>112</td>
<td>37%</td>
</tr>
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Building Your Admissions Team

How many recruiters do you need?
Select admissions officers who can and will LEAD!!
Maintain high morale
Training the team
Set Staff Recruiter Goals
SET 5 GOALS

01. Long range enrollment objectives looking out 5 years

02. Retention goals: by program of study and class

03. Semester goals and next year’s goals

04. Program specific credits generated and FTE

05. New student goals by market segment
Reports and Assessment

1. Weekly admissions production reports: October-August
2. Monthly admissions status report for next new semester
   2.1 Financial Aid Packages awarded
3. Registration of returning students by program of study
4. New and returning registrations for upcoming semester
**Admission Monthly Report:**

Date of Report: December 30, 2019  
Reporting Month of: December 2019  
Semester: Fall 2020  
New Student Enrollment Goal: 195 FTE  
Fall 2020

<table>
<thead>
<tr>
<th>Fall 2020</th>
<th>Fall 2019</th>
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<tbody>
<tr>
<td>Applications Received:</td>
<td></td>
</tr>
<tr>
<td>Applications Accepted:</td>
<td></td>
</tr>
<tr>
<td>Applicant Interviews:</td>
<td></td>
</tr>
<tr>
<td>Applicants Visited campus:</td>
<td></td>
</tr>
<tr>
<td>Applicant FA packaged:</td>
<td></td>
</tr>
<tr>
<td>Applications withdrawn/inactivated:</td>
<td></td>
</tr>
<tr>
<td>Applicants net active:</td>
<td></td>
</tr>
<tr>
<td>Ready-to-Register:</td>
<td></td>
</tr>
<tr>
<td>Registered:</td>
<td></td>
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</table>
### Admission Weekly Report:

**FALL 2020 ENROLLMENT**

<table>
<thead>
<tr>
<th>Week of:</th>
<th>New Applicants</th>
<th>New Student visitors</th>
<th>New Admission interview</th>
<th>New Students accepted</th>
<th>New Ready to Register</th>
<th>New FA Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDED</td>
<td>________</td>
<td>________</td>
<td>________</td>
<td>________</td>
<td>________</td>
<td>________</td>
</tr>
<tr>
<td>TOTAL TO DATE</td>
<td>________</td>
<td>________</td>
<td>________</td>
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<td>________</td>
</tr>
</tbody>
</table>
Critical Check Points

- Time elapsed since application date to acceptance date?
- Campus Visit completed?
- Date of admissions or faculty interview?
- Communications plan in place and followed
- Financial Aid packaged, awarded, and accepted?
- FAFSA filed?
Set Expectations & Verify

- **65-75%**
  - Applications completed and accepted

- **50%**
  - Applications accepted within 30 days

- **65-80%**
  - Applicants who visit campus

- **80%**
  - Applicants interviewed by faculty or staff

- **60%**
  - Accepted students to ready-to-register

- **55-65%**
  - Interviewed to registered and enrolled
The Value Proposition: The Case for Choosing Your College

- The Value Proposition in writing
- Marketing to generate awareness and interest
- Invest in media that works
- Consistently assess the message at every point in the communications flow
What is a Value Proposition

- Explains: How the College meets students’ needs, helps them define and fulfill their aspirations, and prepares them to reach their goals.
- Delivers specific benefits and builds the case why qualified students should enroll.
- It differentiates your institution and develops at least three distinctive features.
Craft Your Value Proposition

Why does the College exist?
What does the College do?
How does it do it?

What makes it distinctive?
What evidence and examples support the case?
The Marketing Challenge

Using marketing tools: free publicity, social media, affiliated institutions, engaging alumni and students

Building awareness of the College and what does and why it does it?

Developing a manageable communications plan

Squeezing the most value from marketing dollars

Managing social media to maximize effectiveness
Create a Prospective Student’s Experience

First impressions: admissions, website, social media, campus, communications

Meeting with program head or faculty

Experience in the admissions and financial aid offices

Campus hospitality, tour, spiritual life
Yield Strategy...

Accepted to enroll

- Stay in touch, focus on students’ goals
- Stay on message with all influencers
- Work with each prospective student personally
- Coordinate faculty and staff yield initiatives across campus: housing, athletics, campus life, spiritual life, career planning, health services, etc.
- Award financial aid early, register early
The purpose that drives an effective recruiter is to know their prospective students and help them add value to their lives and to get a good feeling about the College and about themselves as a student and graduate of the College.
Thank You

Jeremy M. Lord
Email: JMLord1776@gmail.com