



Executive Leadership & Enrollment Growth

Coming to grips with the enrollment challenge!

Presented by:
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What Do We Know About...



The enrollment challenge colleges face?

What must be done to meet the challenge?

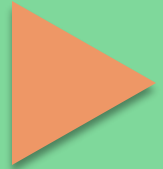
What Went Wrong at Over 200 Colleges?



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

ENROLLMENT GROWTH PLAN

TRAINING PLAN

**Taking
Executive
Action**

MARKETING MESSAGE

REPORTS AND ASSESSMENT

11 2018 admissions data at Eight ABHE Colleges

Institution	Applications	Complete	Complete rate	Accepted	Enrolled	Yield
College A	172	82	47%	82	60	35%
College B	143	70	49%	70	63	44%
College C	225	111	49%	93	65	29%
College D	79	41	52%	41	26	33%
College E	150	95	63%	81	74	49%
College F	148	38	26%	36	42	28%
College G	377	101	27%	100	45	12%
College H	302	172	57%	172	112	37%

Building Your Admissions Team

How many
recruiters do
you need?

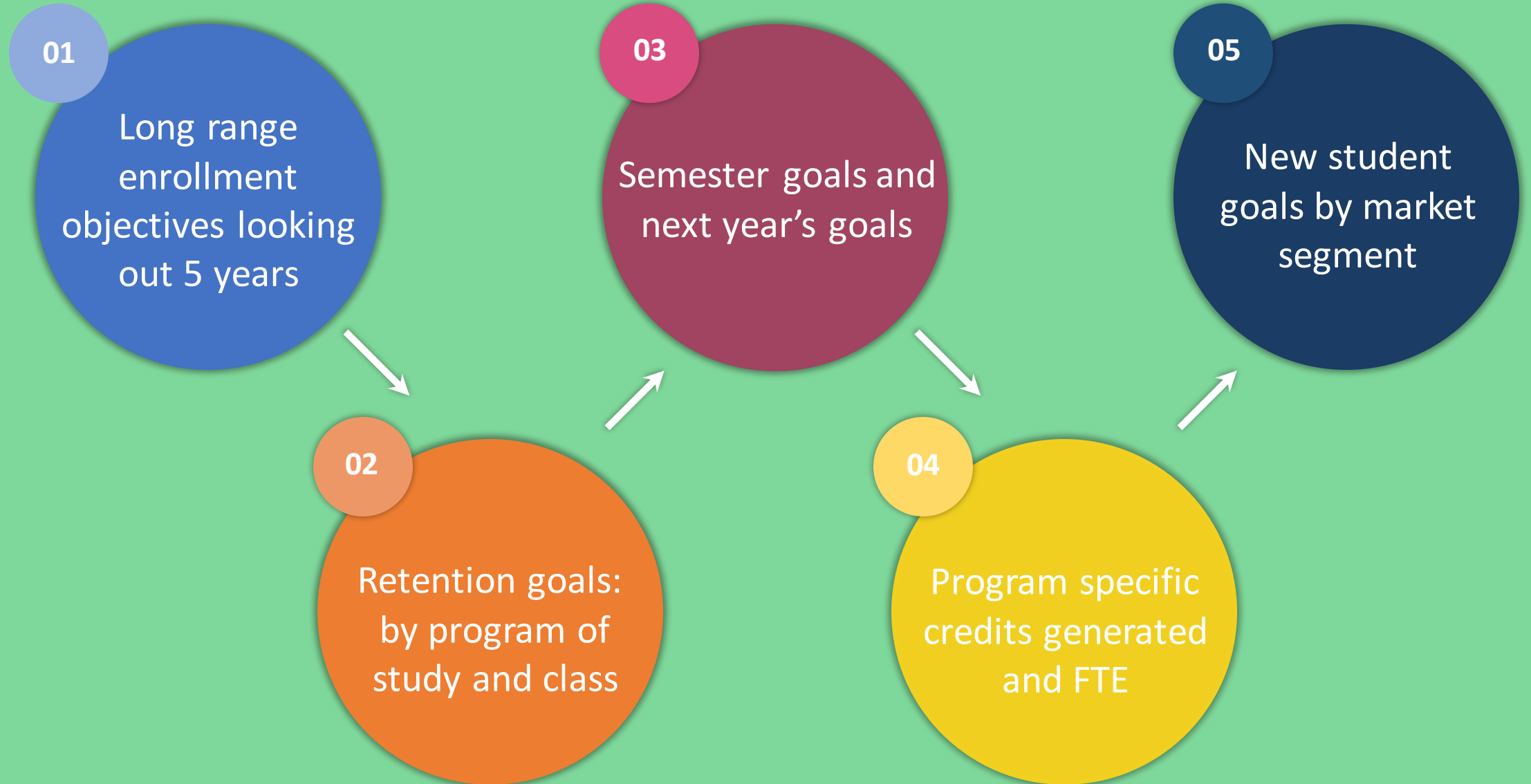
Select
admissions
officers who
can and will
LEAD!!

Set Staff
Recruiter
Goals

Maintain
high morale

Training the
team

SET 5 GOALS





Reports and Assessment

Weekly admissions production reports: October-August

Monthly, 1.admissions status report for next new semester
2.Financial Aid Packages awarded

Registration of returning students by program of study

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

	Fall 2020	Fall 2019
Applications Received:		
Applications Accepted:		
Applicant Interviews:		
Applicants Visited campus:		
Applicant FA packaged:		
Applications withdrawn/inactivated:		
Applicants net active:		
Ready-to-Register:		
Registered:		

Admission Weekly Report:

FALL 2020 ENROLLMENT

Date:

Report number:

Week of:

New
Applicants

New
Student
visitors

New
Admission
interview

New
Students
accepted

New
Ready to
Register

New
FA
Award

ADDED

TOTAL TO DATE

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

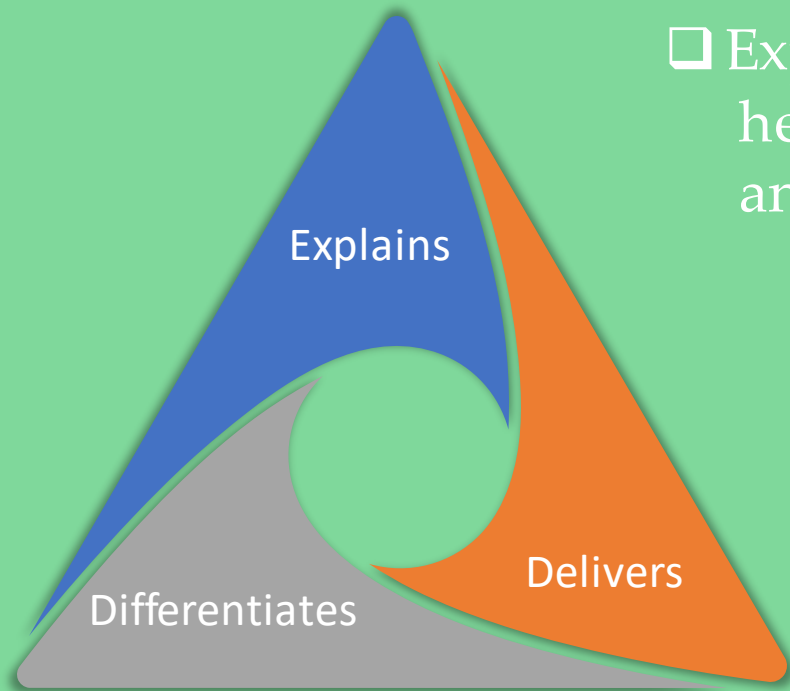
Marketing to generate awareness and interest

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

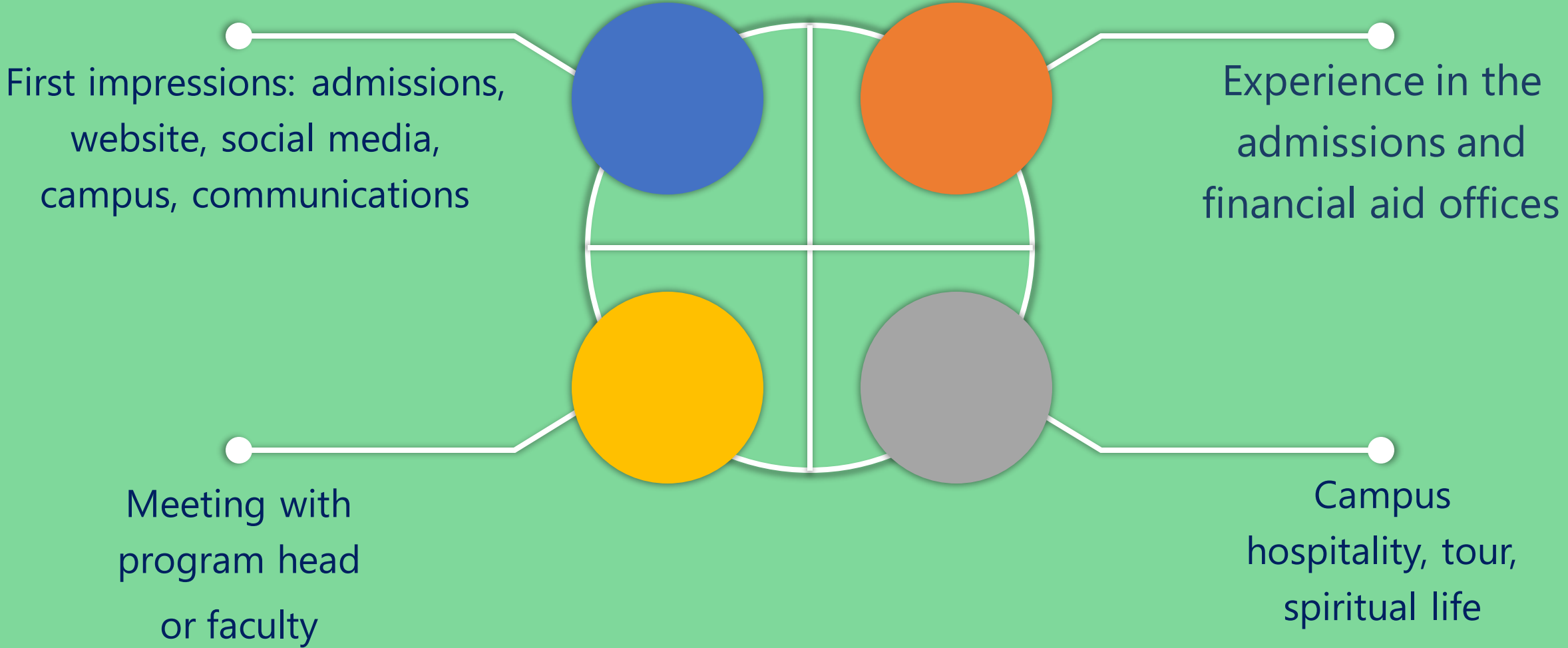
Building awareness of the
College and what does
and why it does it?

Developing a manageable
communications plan

Squeezing the most value
from marketing dollars

Managing social media
to maximize effectiveness

Create a Prospective Student's Experience



Yield Strategy...

Accepted to enroll

Stay in touch, focus on students' goals

Stay on message with all influencers

Award financial aid early, register early

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.





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

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