

## CREATING & EXECUTING A HIGHLY EFFECTIVE ENROLLMENT STRATEGY

PRESENTER: KEITH MOCK, VP ENROLLMENT MARKETING CONSULTING | LIAISON INTERNATIONAL

8:00 – 8:15      **Welcome & Instructions**

8:15 – 9:30

### **SESSION 1 — UNDERSTANDING HOW AN EFFECTIVE ENROLLMENT STRATEGY WORKS**

**Overview:** To be most effective, enrollment leaders must both see the big picture of their enrollment strategy as well as the essential parts of the process that must flow smoothly together. Let's get started . . .

- ▶ Unpacking the parts of the process — how enrollment works
- ▶ Defining key terms — learning the language of enrollment management
- ▶ Understanding your market — learning from your data
- ▶ Dissecting a comprehensive enrollment strategy

9:30 – 10:15

**Refreshment Break — Regency Foyer**

10:15 – 11:45

### **SESSION 2 — GETTING ORGANIZED FOR ENROLLMENT GROWTH**

**Overview:** After understanding the process, then it's time to put the plan together. Plan your work, then work your plan. What does this comprehensive strategy look like?

- ▶ Building your enrollment funnel — how to get started
- ▶ Setting goals — realistic, reachable, and stretching
- ▶ Making assignments with accountability
- ▶ Strategic reports — to whom and when

12:00 – 1:00

**Buffet Lunch — Regency Foyer**

1:00 – 2:15

### **SESSION 3 — BUILDING & LEADING A WINNING ENROLLMENT TEAM**

**Overview:** Growing enrollment is rarely a solo sport. It takes a team that's trained well, led well, enjoys good synergy and knows how to make academic sales. Build and lead your A team.

- ▶ Recruiting & training admissions leaders with the right gifts, disciplines, and attitudes
- ▶ Empowering your team for academic sales — understanding the enrollment decision
- ▶ Leveraging financial aid for maximum results
- ▶ Strategic reports — to whom and when

2:15 – 3:00

**Refreshment Break — Regency Foyer**

3:00 – 4:15

### **SESSION 4 — CREATING COMMUNICATIONS THAT PRODUCE RESULTS**

**Overview:** Relationships with prospective students are built with effective communications. Creative, consistent, timely communications that help a student through the decision process is essential. Think through your communications, and make it work . . . better than ever.

- ▶ Understanding the role and power of a CRM
- ▶ Crafting your message that connects with your market
- ▶ Building a proactive communications sequence
- ▶ Tapping the potential of your website and social media

4:15 – 4:30

**Wrap Up**

6:00 – 8:30

**CONNECTIONS DINNER — SAK COMEDY LAB — *Sponsored by Columbia International University***  
Ballroom B/C/D