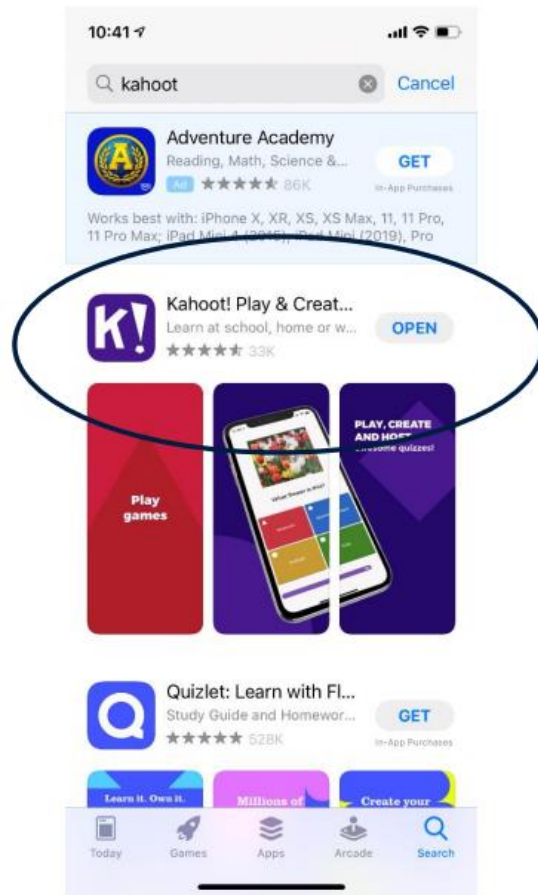


# Kahoot



1. Visit the Apple or Google Play Store on your mobile device
1. Download the Kahoot! App
2. Have app ready during closing session for a chance to win a Starbucks gift card

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# Effective Recruitment of Graduate and Online Students

SCOTT BOYER

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# Unique Features of Graduate and Online Recruitment- The Right Mix



# Unique Features of Graduate and Online Recruitment- The Right Mix

- Degree options
- Employees
- Processes
- Distinctives

# Degree Options

- What degrees to offer?
  - Market demand? What are EMPLOYERS asking for?
  - Who is involved?
    - Dean
    - Faculty
    - Provost
    - Enrollment Management?
      - Enrollment MUST have a seat at the table!
      - Online initiatives MUST be backed by the President or they will fail
      - All parties work as a team to offer the RIGHT programs
- Format offered for degree
  - Certificate? Hybrid? Online? Residential?
    - 40% of online students at all levels plan to enroll in two courses at a time (RNL)
  - Must be friendly toward adult learners

# Employees

- Attitude toward Online format?
- Faculty must be engaged with students and offer a great student experience...especially if they are adjuncts
- Support staff must understand great customer service
  - The best marketing in the world does nothing if your staff is not quick to respond to communication
- Enrollment Counselors/Recruiters must be:
  - Resilient
  - Great communicators
  - Relatable to adult students

# Process

- What barriers to enrollment can be lifted?
- Transfer Credits from other schools
- Life Experience
  - Acknowledging on the job training
- Pricing
  - Are you competitive?
  - Do you bundle costs for convenience?
  - Is it sellable?
  - Discounts or scholarships?

## Distinctives- What makes you THE place

- How do you weave Christian principles into each program?
- Customer service
- Format
- Accreditation
- Student Experience
- Partners with local organizations?
  - Degrees for law enforcement, military, etc?

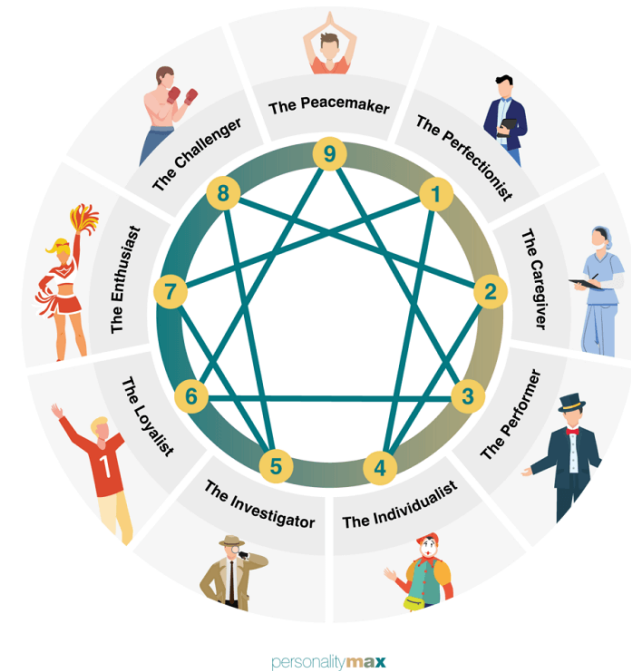


# Effective Management of Graduate and Online Recruitment- A Different Game

- Staffing
- Trust among the team
- Marketing (People cannot buy what they do not know exists)

# Staffing

- Job flexibility (working from home vs. office)
- Growth opportunities
- Hiring for growth (but not too fast)
- Enneagram



# Managing Remote Recruiters

- How do you evaluate performance for remote recruiters?
  - Investigate features that your system has for tracking activities
  - Annual goal
  - Weekly benchmarks
  - Semi-Annual Reviews
- How do you help them feel engaged with the team?
  - Face to face meetings 1-2 times per year
  - Regular meetings via Teams/Zoom
    - Two full team meetings
    - One week separating out the undergraduate and the graduate teams
    - One week of 1:1's with each recruiter (give voice to their concerns)

# Monthly Recruiter Report

Recruiter	Call	Text	Email	Contacts	Applications	Referrals
Andy	102	260	189	56	2	1
Sandy	115	86	160	63	4	2
Brandy	243	55	176	89	4	0
<b>Total</b>	<b>460</b>	<b>401</b>	<b>525</b>	<b>208</b>	<b>10</b>	<b>3</b>

# Trust

- Differing opinions are very important
- Respect is earned. Honesty is appreciated. Trust is gained. Loyalty is returned.
  - [Oscar Auliq-Ice](#)
- Avoid a culture of “yes” people
  - Must have people who can be genuine in thoughts (Gaines, 2021)



# Building Trust

## Demonstrate that you are all on the same team

- Acknowledge people who are willing to productively and respectfully disagree, and open a discussion that leads to a better solution.
- Share stories of personal failure and of lessons learned

## Make sure that you can handle the truth

- Take the time to sit down and ask questions to better understand your teams' job responsibilities and pain points so you can better lead.
- Act on the feedback. Make the tough calls required to solve the problems that come up.

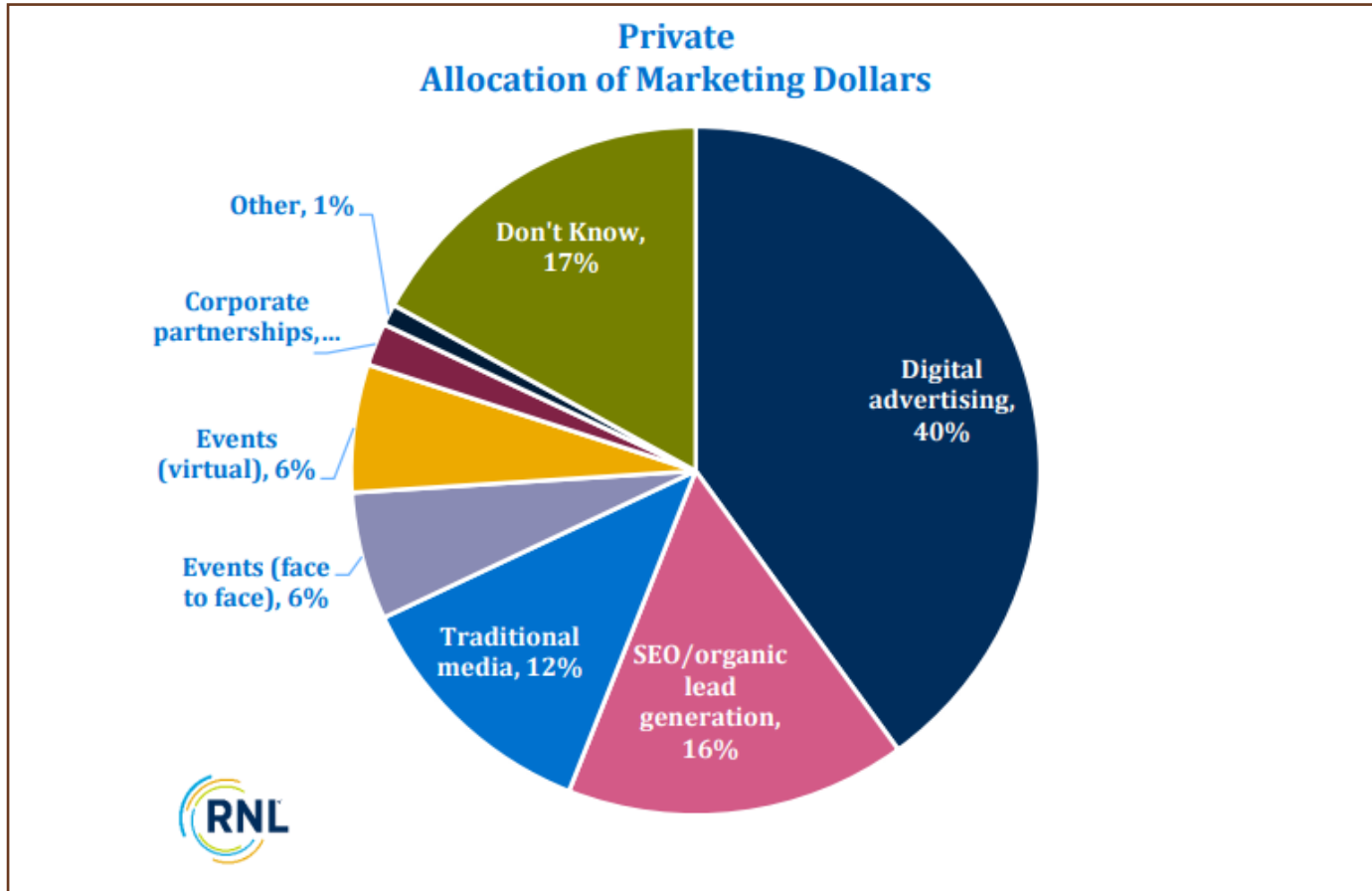
## Let people do the jobs that you hired them for

- "The best organizations have leaders who encourage teams to solve problems at the local level rather than using top-down commands. They focus their training and development programs on building local manager and team capability to solve issues on their own."  
- Gallup

# Marketing

- “Products cannot be all things to all people”- Ebert and Griffin
- Advertising must resonate with the prospective student
- Cost per student...build a formula for success
- Who is responsible for marketing? Who is involved in conversations about spend?

# Marketing- The Right Mix



Right KIND of marketing

Right AMOUNT of marketing

Right TIMING of marketing



# Data to Track and Numbers to Know- A Unique Admissions Funnel

- Enrollment goals
- Lead Sources
- Conversion Rates
- Communication Flow



# Establishing Goals

Factors that weigh in to that annual goal:

- How many students are you losing through attrition?
- How many students are you graduating?

# Conversion Rates...build a strong funnel

- Pipelines for students
  - New to the school
  - Transfer students
  - Referrals
  - Community partnerships
  - Withdrawn students
  - Alumni
  - List buys



# Lead Sources

- Where are your students coming from?
- How long is it taking to recruit them?
- Which lead sources are matriculating best?
- Top states, regions, cities they are coming from

# Communication Flow

- Plan for inquiries
- Applicants
- Accepted
- Withdrawn students
  - Know when non-paying students get sent to collections
  - Know the threshold balance allowed by Accounting
- Dropped students

# Questions?

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