ATTRACTING AND RETAINING THE NEXT GENERATION OF ENROLLMENT LEADERSHIP

2023 Staff Research Project
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AGENDA

- Why this survey?
- Demographics of the respondents
- 2002 Survey
- What was perceived as positive?
- What was perceived as negative?
- What can we do about it?
- Q & A
DEMOGRAPHICS

- **201 Respondents**

- **67.16% Female/32.84% Male**

- **61.69% work for their alma mater**
DEMOGRAPHICS

- **201 Respondents**

**Time in role**
- Less than a year: 25%
- 1-3 years: 50%
- 4-7 years: 25%
- 8-11 years: 0%
- 12-15 years: 0%
- 16+: 0%

**Position**
- Admissions Rep: 100%
- Asst/Assoc Dir: 75%
- Director: 50%
- Ex. Dir./Asst/Assoc Dir: 25%
- Vice President: 0%
- Visit/Events: 0%
- Admission Support: 0%
- Marketing: 0%
WHY THIS SURVEY?

1) Feedback from leaders - difficulty retaining staff, difficulty hiring staff.
2) Great resignation? Is it real in Christian higher ed?
3) Lots of turnover in enrollment.
4) Demographics of today's employees
5) Articles, podcasts, and more
2002 SURVEY

• Article
  Why do we stay in admissions? Journal of College Admission, Spring 1993

• Key Take Aways
  • Office Culture
  • Leadership
  • Rewards
  • Freedom
  • Professional Development
91% agree or strongly agree that they find their work meaningful

**PRECEIVED AS POSITIVE**

Significant findings indicating satisfaction with the role/industry

- 82.59% agree or strongly agree that they are committed to their place of employment
- 87.57% agree or strongly agree that they take pride in their job
- 90.55% agree or strongly agree that they enjoy working in an academic environment
- 96.02 agree or strongly agree that they enjoy working at a Christian college/university
- 91% agree or strongly agree that they find their work meaningful
PERCEIVED AS NEGATIVE

Significant findings indicating dissatisfaction with the role/industry

- 65.68% were neutral to strongly disagree when asked about satisfaction with salary.
- 55.23% responded neutral to strongly disagree regarding opportunities for promotion and career development
- 55.22% indicated neutral to strongly disagree when surveyed about satisfaction with reward system
- 100% of directors and above indicated that they feel stressed by their job responsibilities
ADDITIONAL FINDINGS

• How did you hear about the job?
  • 35.32% indicated a friend told them about the opening
  • 13.93% had been students workers in the admissions office
  • Multiple people approached by admissions or institution staff. 7 were recruited by the president.

• How long do you plan to stay in your role?
  • 35.82% are uncertain
  • 23.38% 2 years or less

• I would be comfortable sharing with my supervisor that I was looking for a new job.
  • 44.78% answered neutral to strongly disagree
WHAT CAN WE DO ABOUT IT?

- 78.28% indicate a higher salary would increase job satisfaction
- 40.91% cite more opportunities for growth
- 35.3% say remote work options
- 30.3% desire a more flexible schedule
- 47.40% request opportunities for professional growth
- 42.19% ask for increased recognition
- More staff
- "Ability to set realistic goals for my team"
- Collaboration with marketing
"There needs to be way more opportunities for recruiters to celebrate achievements instead of always focusing on goals that have not been met. The culture of admissions/recruitment has this way of (unintentionally) developing unspoken feelings of inadequacy in the life of a counselor who is giving their all only to be met with constant rejection and drops and hand holding and excuses given by students who surprise us."

Survey responder from 2023 research
Q & A
THANK YOU

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