



# Can't Do This Alone!

## Mobilizing Strategic Others to Meet Enrollment Goals

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# Overview

- Who do I need to mobilize?
- And to do what, exactly?
- What makes partnerships work?
- Discussion and questions throughout



# The Mobilization Targets

# Who Should I Mobilize?

**Every person** on campus **plays a role** in making potential students (and those who influence them) **feel welcome**, but here are your **most critical partners** (deeper dive on those in **bold**).

- **Faculty**
- **Coaches**
- Marketing
- Student Life
- Financial Aid
- **Physical Plant Staff**
- **Alumni/Advancement**

# Mobiizing the Faculty



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# Faculty

- The best thing faculty can do to attract new students? Teach and mentor well current students! This is Job One for them.
- Design your engagement strategies so as not to distract them from Job One
- And let them know you know about Job One (builds credibility when you empathize)
- FHES research with admitted students make it clear perceptions of faculty matter in the college search
  - Do they know their subject?
  - Can they teach it?
  - Will they be a good mentor?
  - How will they integrate faith/the Bible into their teaching?



# Faculty Engagement Priorities

- During campus visits
  - Especially individual/small group engagement
  - Stage classes if necessary to get your best faculty front and center (do NOT settle for whatever class is available)
- “Closing time” – as students finalize their college choice
- Shaping messaging around program distinctives (annual training time with entire admissions team)

And remember, this is a Body of Christ thing, so don't ask an ear to do the job of an eye (not all faculty are created equal when it comes to engaging with potential students) and help faculty find a comfortable way to interact (and don't forget – they might need some training)

# Faculty Talking Points

- “Let me tell you why I love teaching at Medders Bible College” – gets at passion, commitment to mission, lets the student see their heart (and if they don’t love teaching at MBC, they shouldn’t talk to prospects)
- “Let me tell you about three or four of my favorite students and what they are doing now” – gets at mentoring and outcomes, two powerful factors in college choice according to FHES research
- “Let me tell you what is distinctive about the way we teach intercultural studies at MBC” – gets at selling points (and faculty need to remember they are talking to an 18-year-old, not the ABHE accreditation team)

# Mobilizing Coaches



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# A Strong Partnership with Athletics

- Clarity about (reasonable) roster goals – by team and overall
- Clarity about who does what in recruiting student-athletes (campus visits, closing the deal, who handles the details)
- Informed scouting by the admissions team based on training by coaches
- Decisions on how the loop will be closed on college prospects who are not recruiting priorities for the coaching staff (but think they are)
- Win and lose together when it comes to meeting goals

# Roster Goals and Overall Goals

New Student Goals and Pipelines				
<b>Goal</b>	<b>100</b>	first-year and transfer students		
Athletics Roster Goals				
Sport	Roster Goal	Projected Graduates	Projected Attrition	New Student Goal
Basketball - Men	15	4	2	9
Basketball - Women	15	5	1	9
Soccer - Men	25	8	4	13
Soccer - Women	25	9	4	12
Volleyball - Women	15	5	2	8
<b>Total</b>	95	31	13	<b>51</b>
<b>Admissions Office Target</b>	<b>49</b>			



# Mobilizing Physical Plant Staff

# A Critical Partnership (often overlooked)

- Every walk a prospective student and their influencers takes across campus could be a million dollar walk
- Walk the tour route together at least once a year
- Co-own the tour route (or better yet, encourage the physical plant team to take the lead)
- Say thanks often (tangible gestures supplement words nicely)
- And for your online students, the IT staff is just as important!

# Mobilizing Advancement/Alumni

# Simple Steps

- Develop a strategy for learning about alumni kids approaching college age
- When alumni kids visit, connect parents to faculty and staff (and the alumni office)
- Utilize key alumni to help scout/spread the word/close the deal in their area
- Admissions team – scout for your colleagues to reconnect alumni, find potent connections, learn new information to pass along – bust those silos!
- Develop a systematic approach to alumni referrals (and others – read this [blog post](#) about your relational Jerusalem)

# Characteristics of Strong Partnerships



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# Strong Partnerships Involve

- Clarity on who does what – assumes a clearly-understood plan
- Regular communication on progress
- Reporting on impact – don't leave partners wondering if their activity made a difference! Include quantitative and qualitative feedback.
- Enough meetings to ensure relationships are strong – don't just send emails or spreadsheets!
- Words and gestures of appreciation – regular, public, tangible, genuine, backed by data and stories

For more information on campus mobilization, pipelines,  
and enrollment strategy, contact:

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