Effective Enrollment Communications:

TURNING THE TRANSACTION INTO THE TRANSFORMATION
(TNT - Transformational not Transactional)
Effective Enrollment Communications

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1. The Key Processes

Understanding who you are, who you represent, and why you do this.

Understanding the market, you operate in and the students you desire to enroll.

Target student: Who is that for your school? The market you are located in
The Key Processes

How do you deliver?

What makes you different than the school down the street?

How do you grow enrollment:
- Building Trust
- Creating Urgency
- Breaking down the silos
- Build Structure
2. The Right Place at the Right Time

Prospect/Inquires & Applicants/Stealth Apps

- Completed Applicants
- Accepted Applicants
- Deposited
- Registered/Enrolled
3. Stay Fresh and Current – the Sword must be Sharp.

Be clear in the intent of the communication and the audience

Have a cohesive message

Don’t leave out the details—yet simple

Be strong—say what you mean, mean what you say

Use a variety of channels
Stay Fresh and Current – the Sword must be Sharp.

Encourage feedback from your audience

Use metrics to know how, when, and how much your audience is engaging

It’s not broke why should I care?

Ask yourself how do I infuse TNT?
“The devil is in the detail” is an idiom that refers to a catch or mysterious element hidden in the details. It derives from "God is in the detail" attributed to German-born architect Ludwig Mies van der Rohe (1886-1969). Earlier on Gustave Flaubert (1821-1880) said "Le bon Dieu est dans le detail." Meaning that things seem simple at first but are more complex or require more time and effort than expected. The earlier idea is that details are important; whatever one does should be done thoroughly.
4. Focus on the details.

Effective Communications don’t all have to be automated

To really communicate we must segment

Personalize, major, specific admissions person, even student recruiter

Use video and images that tie into your prospect

Test your communications
Focus on the details.

Optimize platforms...
minimize platforms

Write to your prospects
level...
tie in the copy

Multi Use

Timing is Everything!

Test – Retest and Optimize
5. That Special Sauce

Creativity adds the personal touch

Using emotion and maybe humor

Use images and emojis in communications

Consider short story or situational sentences

Trial and Error

Everything has a time and place—we are all human.
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Sources:
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Communicate your college’s Value Proposition
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Steps and Components of Communication Process
https://www.indeed.com/career-advice/career-development/communication-process

3 Steps to Build a HE Comm Plan for Student Recruitment
https://www.stamats.com/insights/build-higher-education-communication-plan/
STUDENT SEARCH
Digital marketing can generate the qualified leads you need to keep the top of your funnel healthy, but it can be difficult to know what strategy you should employ. One thing that is certain, however, is that it’s critical to meet prospective students where they are—their smartphone.

DIGITAL MARKETING
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COMM FLOW
Effective comm flows increase conversions. We build custom communication plans that integrate with your internal processes and that enhance your recruitment efforts through critical background messaging and activity.

DESIGN & CONTENT CREATION
Today’s students are bombarded by messaging. You must have a brand that is visually distinct and a message that is authentically you. As a critical foundation for implementing marketing solutions, we conduct thorough discovery and research that informs messaging, design, and strategy development. Our team of designers, copywriters, and higher ed consultants will work together to ensure your brand stands out so that students want in.

PRINT & MAIL FULFILLMENT
CHE is a fully operational print and mail solutions provider and is within the top 300 largest print operations in the U.S. and Canada. Our eco-friendly printing press combines the best aspects of sustainability and production while delivering high-quality materials.

CAPTIVATE CRM
Organize, engage, and invigorate your recruitment pool with Captivate, CHE’s CRM solution. With an easy-to-use interface, Captivate orders your database, tracks communications, directs counselors, and enables leadership to manage more effectively.

CONSULTING
CHE partners receive value-add regular interaction with their designated team who will provide on-the-ground consulting through regular check-ins tied to search and digital campaigns.
WHY CHE?

ONE-STOP SHOP.
Save yourself time and money with our comprehensive suite of solutions.

MISSION-BASED FOCUS.
We’ve been in your seat, understand your challenges, and personally support your mission.

RESULTS-ORIENTED.
Your success is our success.

WE THINK MACRO AND MICRO.
We attend to the sweeping strategics and tactical minutia.

YOU’LL ALWAYS BE AN “A” PARTNER FOR US.
You’ll always receive the best we have to offer.
We’re cheering you on!

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