



ABHE 2025 Annual Meeting

Taking Apart Your Enrollment Strategy – And Putting it Together Again

Dave Burke – President, Legacy Higher Ed

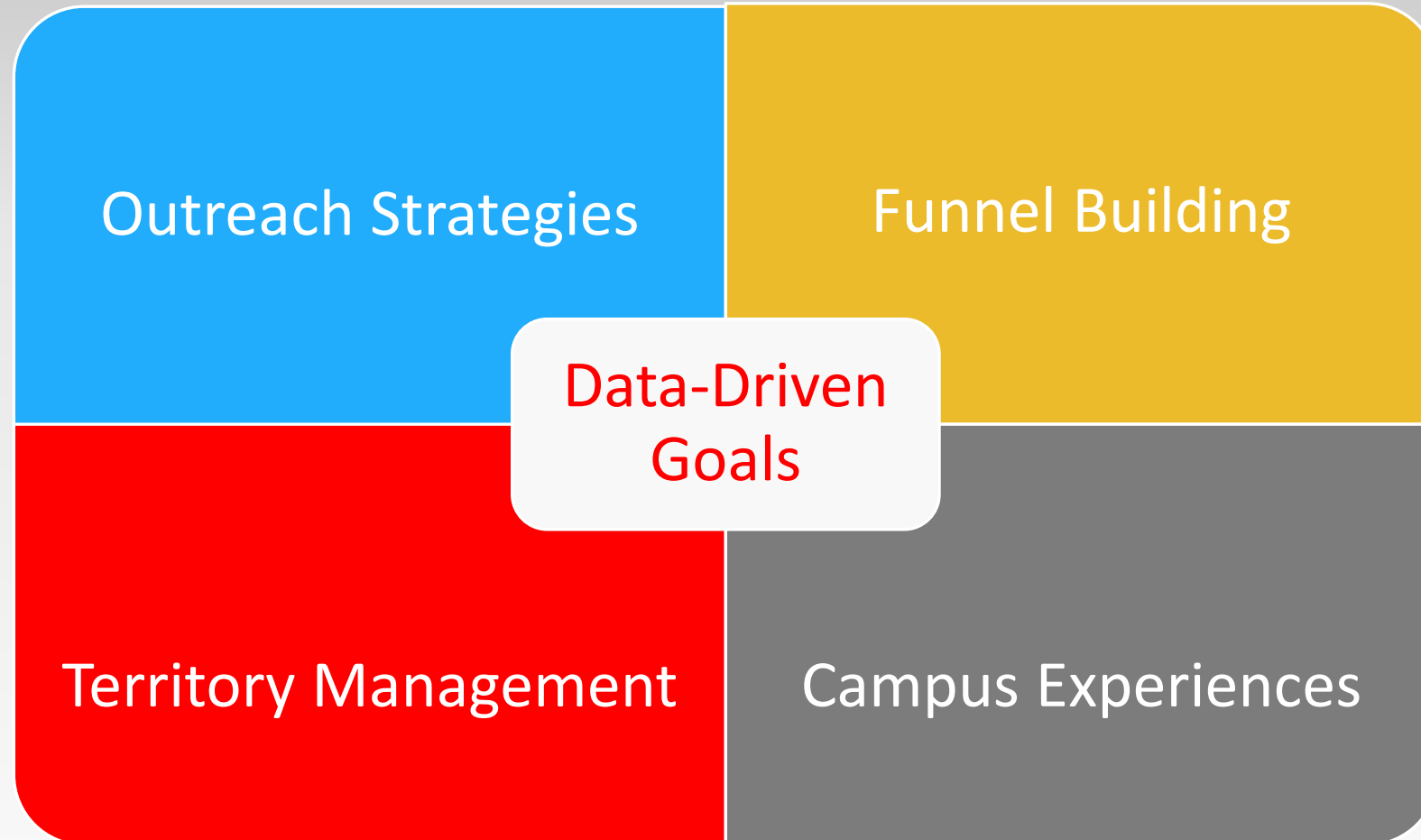
February 20, 2025

Session Agenda

- **Enrollment Strategy Components**
 - Dissecting and Deliberating
- **Producing (and Following) a Plan**
- **Resources to Follow**

Enrollment Strategy Components

Anatomy of an Enrollment Strategy



A Few Thoughts on Goals

Enrollment goals cannot be arbitrary numbers built on hope and faith alone

- What does recent performance reveal?
- What are internal and external forces affecting enrollment opportunities?
 - *Demographic Cliff*
 - *Program additions*
- Where are there opportunities within the funnel for growth?
 - *More inquiries? Higher application completion? Stronger yield from admits?*
- Does our staffing and operational budget support desired growth?

Aim at Nothing... Hit it Every Time!

Specific goal-setting leads to greater focus and success

- What categories make sense beyond “total new students”?
 - Freshman versus transfer
 - Program goals
 - Athletic teams and music groups
 - Denominational goals
- What “other” goals lead to enrollment wins?
 - Campus visits
 - Inquiry calling
 - Outreach recruitment
 - Alumni & stakeholder referrals

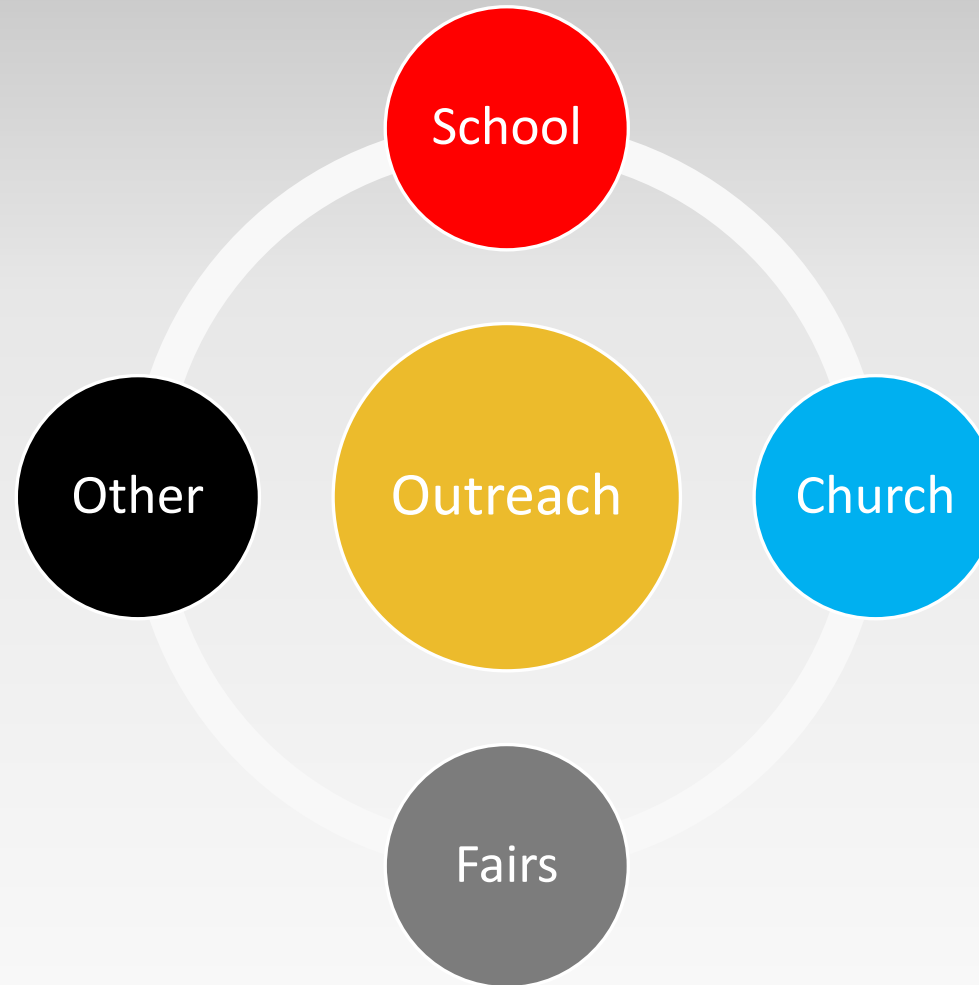
Outreach Strategies

Schools

- Assess & Refine
- Target Mission Fit
- Use Your Champions
- Pearls/Swine Factor

Other

- Camps
- Conventions/Conferences
- Christian Orgs
- Homeschool Groups



Churches

- Find Your Champions
- Provide Value
- Play the Long Game
- Temper Expectations

Fairs

- Stick to Region (ABHEs)
- Speak Distinctively
- Identify Hot Prospects
- Follow Up Fast!

Funnel Building

Search

- *Targeted Purchases*
- Communication “Blitz”

Communication

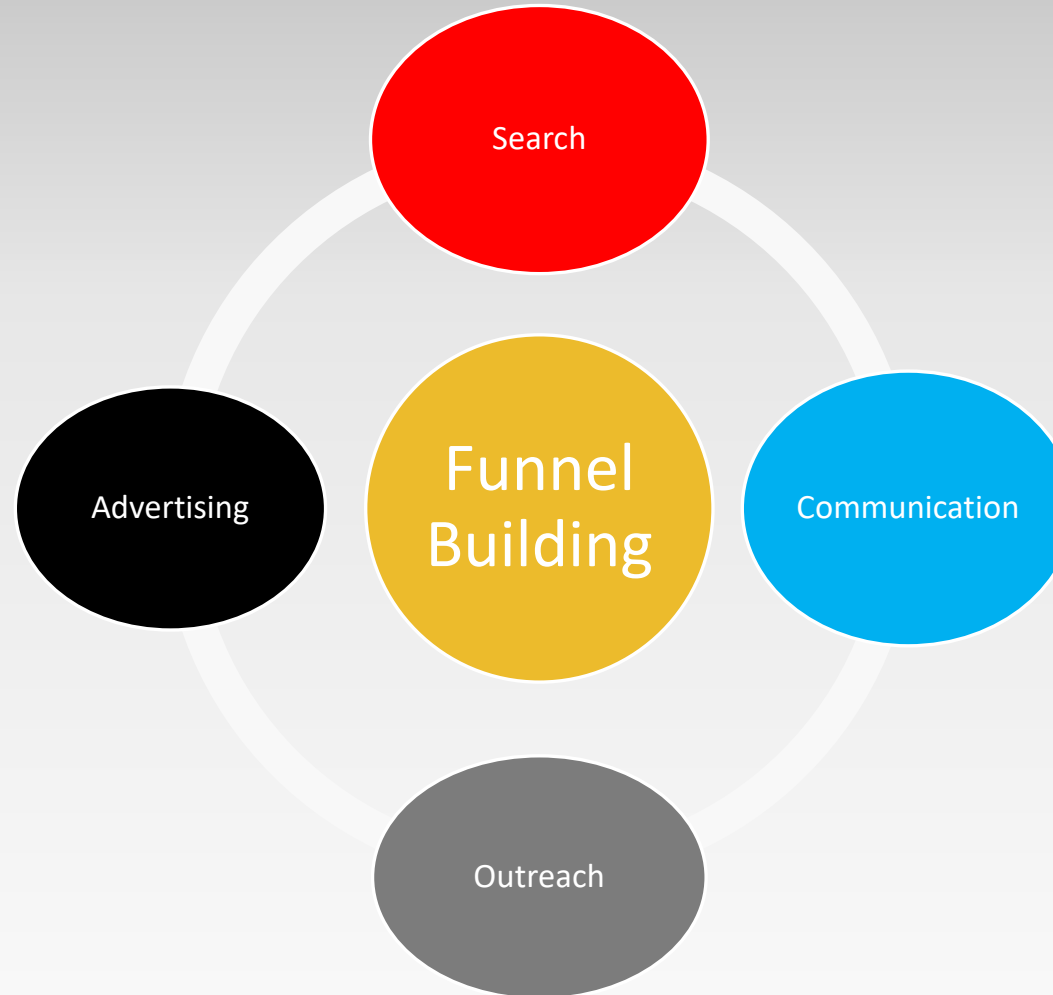
- Multi-vehicle
- Stage Appropriate
- Parent-Inclusive

Advertising

- Don’t compete with the “Big boys”
- Think Geo-fencing
- Guerilla Marketing

Outreach

- See Previous Slide ;)



Campus Experiences

Promotion

- Blanket Coverage
- Educational Approach
- Incentivize

Program

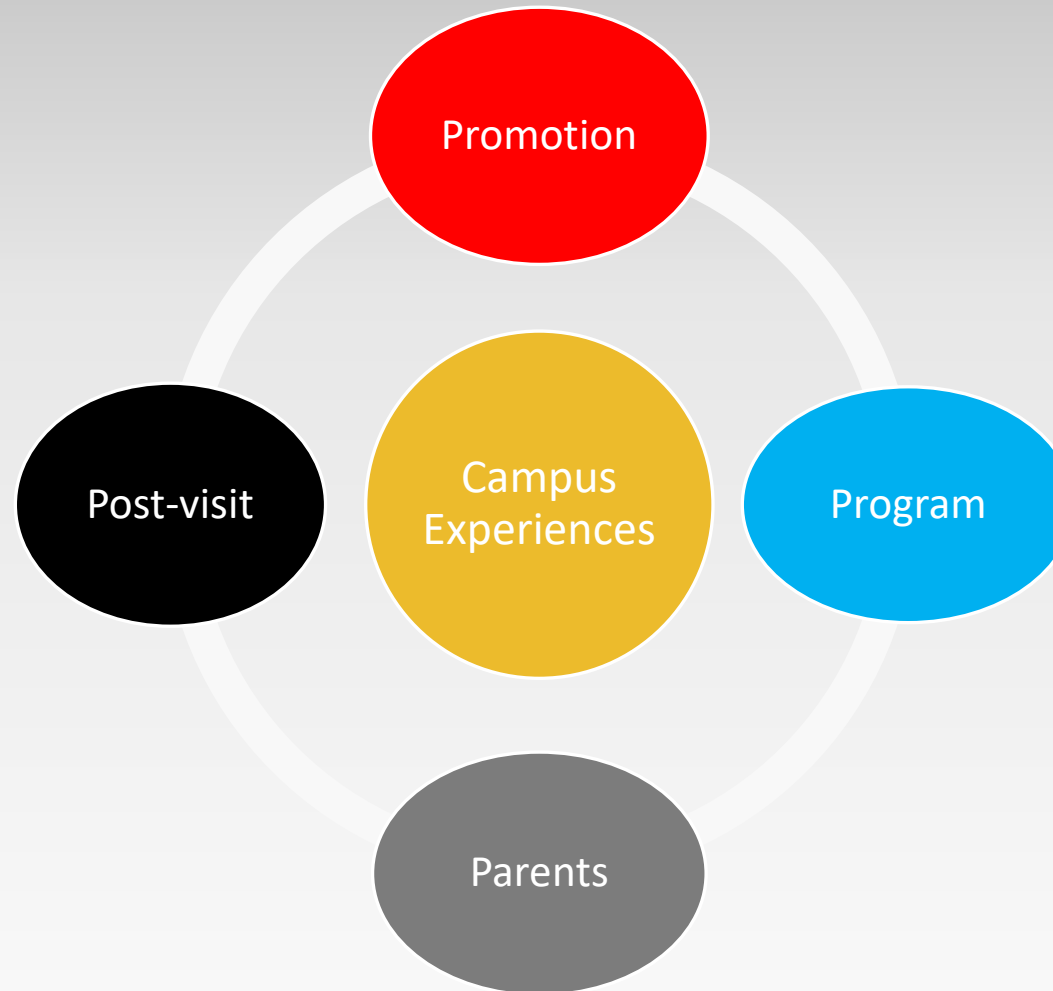
- Individual and Event Options
- Prescriptive where Possible
- Parent-Inclusive

Post-Visit

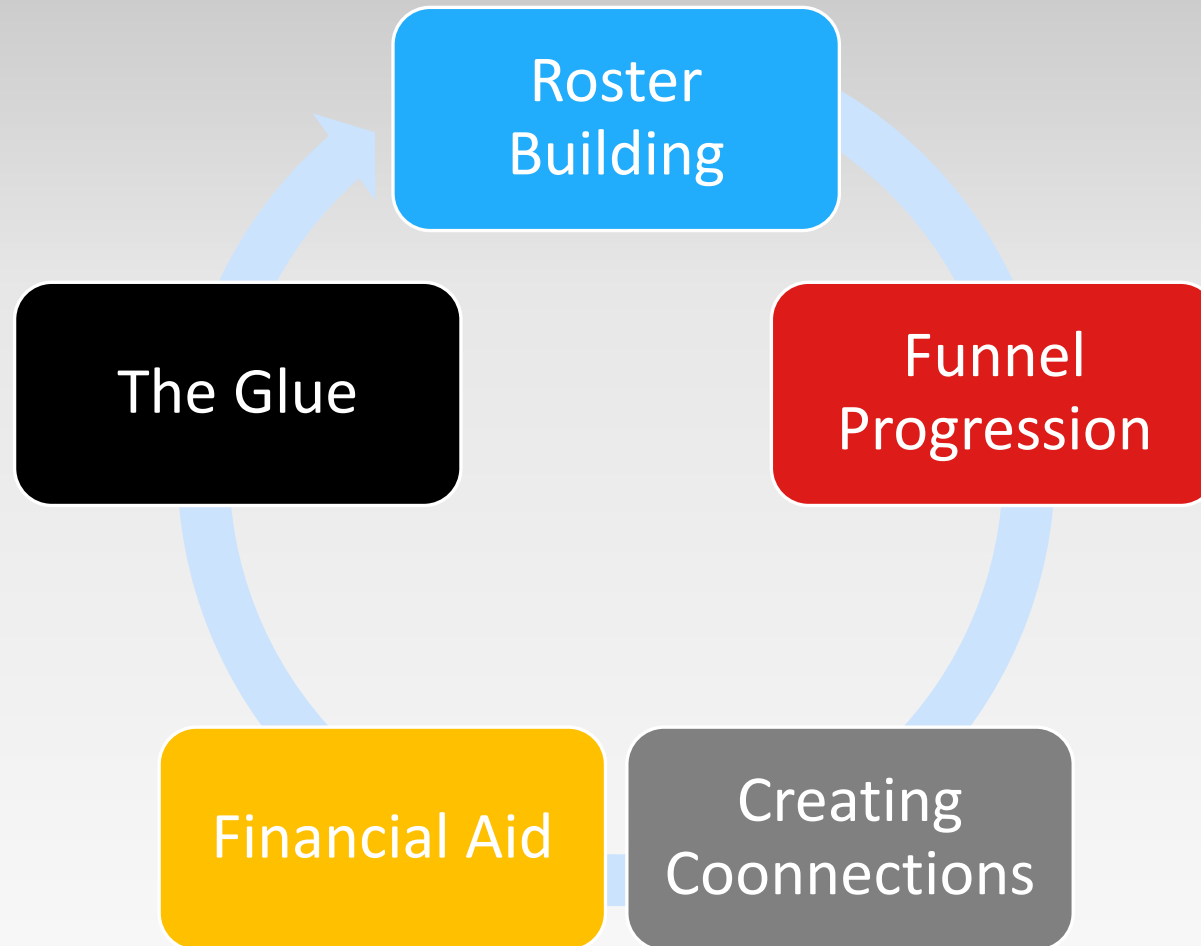
- Feedback Survey (Anon)
- Quantitative/Qualitative
- Review and Re-imagine

Parents

- Make them *feel* like Partners
- Event Tracks
- Parent-to-Parent Content



Territory Management



Territory Management

Roster Building

- Travel
- Hot Prospect Follow-up
- Inquiry Outreach
- Pre-Applicant Pounce

Funnel Progression

- Calendered Comms
- Rapid Response
- Leading Indicators
- Leveraging Influencers

Creating Connections

- Find Passion Points
- Connect with Stakeholders
- Current Student Connections

Financial Aid

- Timeliness is Key
- Follow up after Awarding
- Roles Clarity

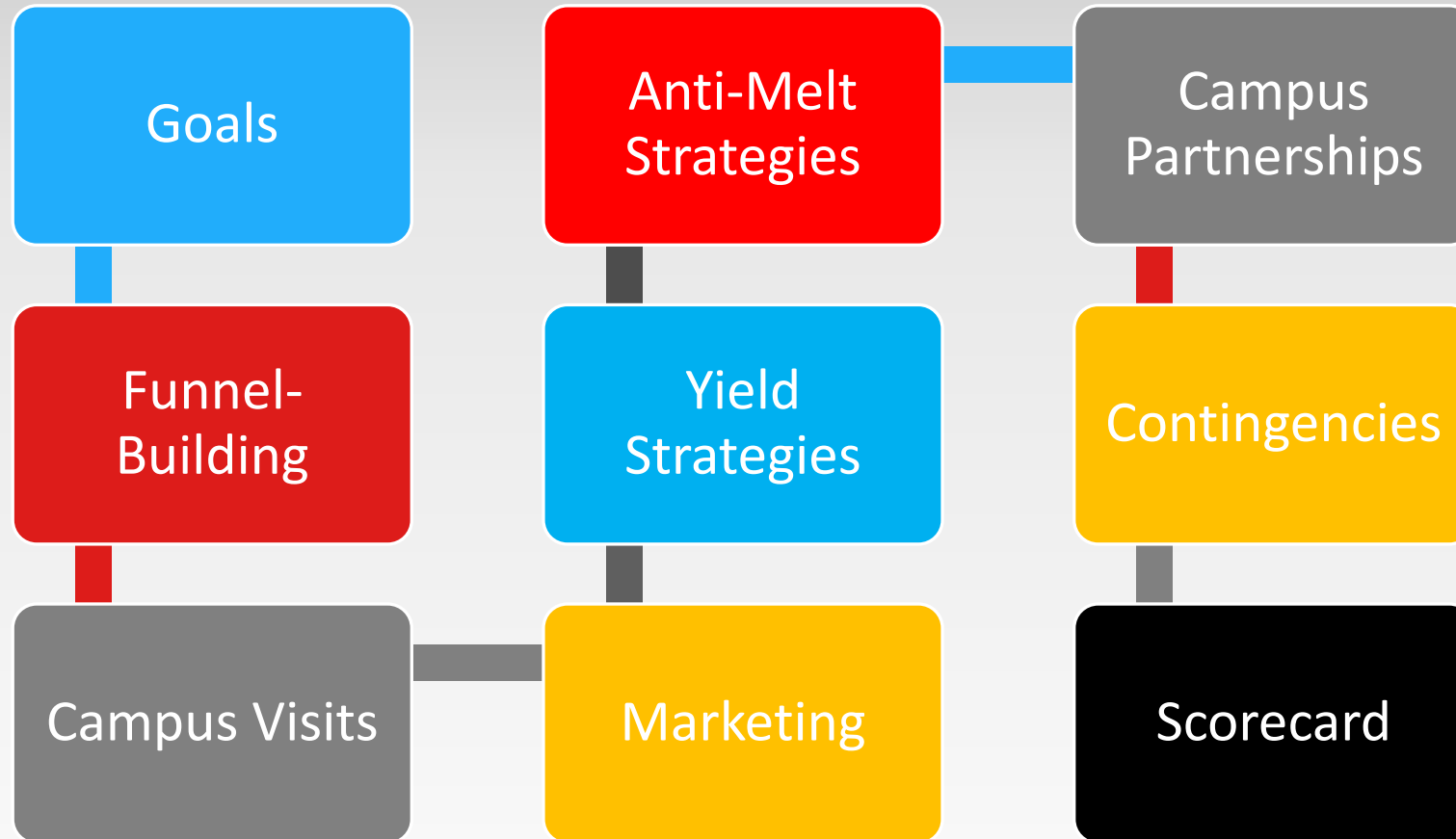
The Glue

- Have an Anti-Melt Strategy
- Peer-to-Peer Connections
- Stagger Need-to-Know Information
- Introduce Campus Voices

Putting It Together – Documenting a Plan

Formulating a Plan

Documentation is Critical – A Roadmap to Follow



Recruitment Plan Structure

- ❑ Replicable Is Key
- ❑ Shared Document
- ❑ Table Formats Work Well
- ❑ Action Plans for All Initiatives
- ❑ Use Document Links Where Appropriate
- ❑ Assign Ownership For Everything

CONTINGENCY PLANS

Throughout the admissions cycle, it will be important to benchmark where our enrollment opportunity stands as it relates to our eventual new student goal. The following contingency plans are options for implementation throughout the spring, and possibly into the summer, in order to boost funnel activity and safeguard our progress towards the established goals.

CONTINGENCY PLAN INITIATIVE	TIMELINE	OWNER	BUDGET

INQUIRY AND APPLICATION GENERATION

STRATEGY	TARGET AUDIENCE	PRIMARY OWNER	ACTION PLANS	DEADLINES
	•		•	•
	•		•	•
	•		•	•
	•		•	•

The Scorecard

RECRUITMENT PLAN SCORECARD

Instructions: On the following scorecard, score each initiative on its completion basis (not effectiveness) on a scale of 1-5, with 5 being fully accomplished.

INITIATIVE	SCORE	COMMENTS
CAMPUS VISITS - OVERALL		
Promotion efforts		
Tracking guests and follow-up		
Parent engagement- Visits		
Advanced preparations for 24-25		
OUTREACH RECRUITMENT - OVERALL		
Qualitative reporting		
Quantitative reporting		
Pre-outreach promotion efforts		
MARKETING / PROMOTION - OVERALL		
Communication plan - creation		
Communication plan - execution		
Social Media plan - creation		
Social Media plan - execution		
IQ & APP GENERATION INITIATIVES		

YIELD STRATEGIES		
PARTNERSHIPS		
Student Life		

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Financial Aid		
Academics		
Athletics		
Development		
Finance		
Maintenance		
Faculty		
CONTINGENCY PLANS (IF APPLICABLE)		

Data & Benchmarking Resources

NACCAP Research Project

AVERAGE YIELD RATES, ALL RESPONDENTS	BIBLE COLLEGE
2023 Grads Who Inquired	1,841
Inquiry to Application %	25.76%
2023 Grads Who Applied	214
App to Completed App %	60.00%
2023 Grads Who Completed Apps	120
Completed App to Admitted %	95.30%
2023 Grads Who Were Admitted	114
Admitted to Enrolled %	53.68%
2023 Grads Who Enrolled	52

School Select checkbox to add to watchlist	FRESHMEN					
	Applicants		Admits		Deposits	
	2025	2024	2025	2024	2025	2024
☒	41	45	24	13	0	1
☒	369	381	187	208	3	0
☒	52	49	7	11	0	0
☒	53	95	38	68	0	0
☒	399	327	150	125	34	26

NACCAP Research Project

AVERAGE BUDGET DOLLARS	MY SCHOOL	BIBLE COLLEGE
Advertising	\$11,200.00	\$86,425.71
Publications	No Data	\$16,582.50
Digital Media	No Data	\$22,822.18
Direct Mail	\$7,000.00	\$52,820.56
Marketing Subtotal (sum of above categories)	\$18,200.00	\$178,650.95
Travel	\$11,000.00	\$35,021.77
Campus Guest Experiences	\$3,000.00	\$16,773.79
Student Wages	\$11,200.00	\$19,979.54
Phone	\$1,800.00	\$2,242.25
Postage	\$300.00	\$2,832.17
Office Supplies	\$2,850.00	\$4,313.86

National Clearinghouse (aka “Where Are They Going?”)

The Reports - Aggregate

6	SCHOOL	SCHOOL	SCHL	PUB/		% OF	# OF	# RECORDS	# RECORDS	# STUDENTS	# AWARDED	# AWARDED
7	CODE	NAME	TYPE	PVT	ST	STUDENTS	STUDENTS	BLOCKED	BLOCKED	ON DETAIL	DEGREE BY	DEGREE BY
8								BY SCHOOL	BY STUDENT	REPORT	THIS SCHOOL	LATER SCH(S)
9												
10	55555-00	LAND COLLEGE	2	Public	TX	32.72%	53	0	19	34	0	0
11	616161-00	RIVERS COLLEGE	2	Public	TX	13.58%	22	0	15	7	0	0
12	545454-00	COMMUNITY COLLEGE	2	Public	TX	8.64%	14	0	7	7	1	0
13	515151-00	SUN COLLEGE	2	Public	TX	5.56%	9	0	3	6	1	0
14	535353-00	VALLEY COMMUNITY COLL	4	Public	TX	4.94%	8	0	0	8	0	0
15	525252-80	STAR UNIVERSITY-GRADS	4	Public	TX	4.32%	7	0	0	7	0	0
16	505050-00	ORANGE COLLEGE	4	Public	TX	3.70%	6	0	0	6	0	0
17	494949-00	COAST COLLEGE	4	Public	TX	1.85%	3	0	0	3	0	0
18	464646-00	STATE UNIVERSITY	4	Public	TX	1.85%	3	0	0	3	0	0
50												
51	TOTAL:					100.00%	162	0	45	117	3	0
52												



National Student
Clearinghouse

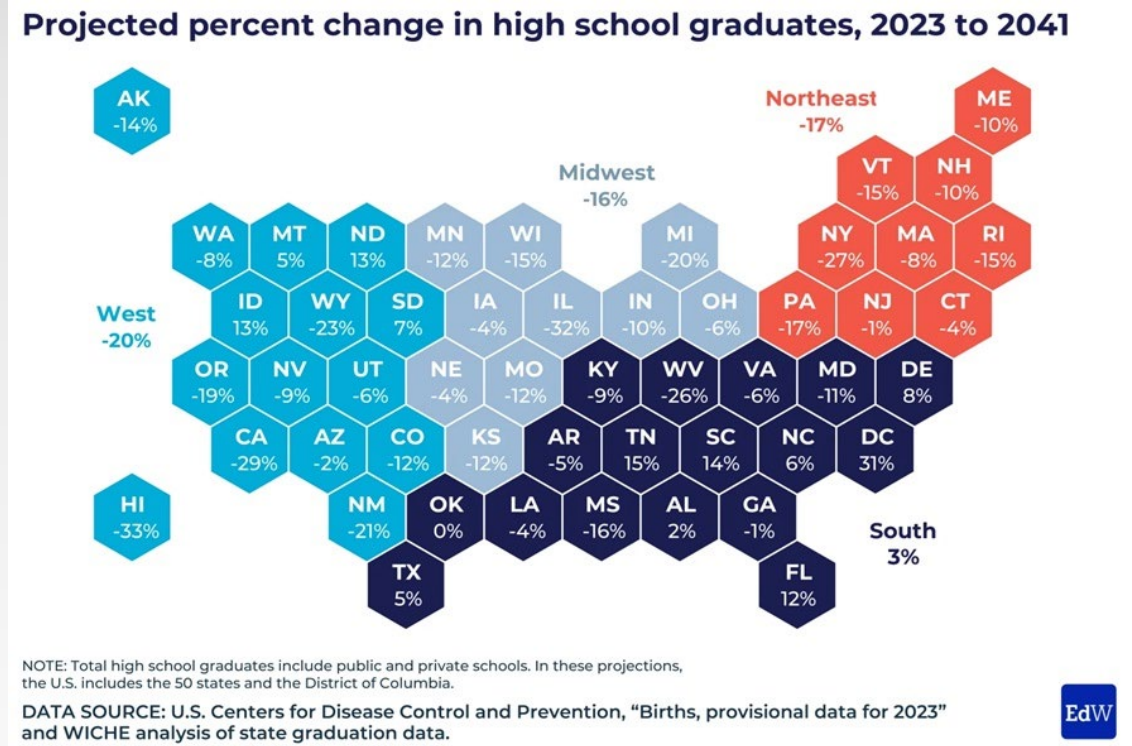
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WICHE

(Western Intercoastal Commission for Higher Education)





Thanks For Joining!

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