



LEADS TO ENROLLMENT



Threads of Formation:

Weaving Discipleship Through Every Department

February 11, 2026

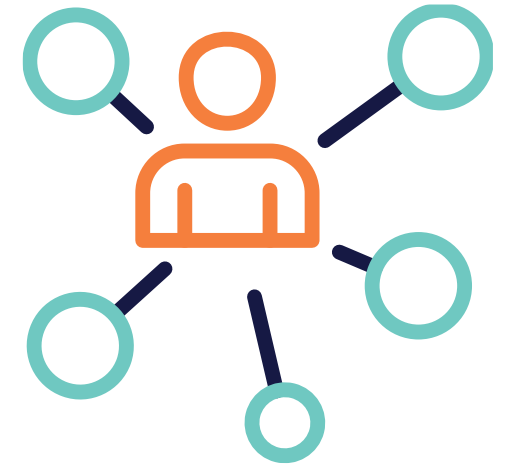


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Why Culture-Connected Recruitment Matters

- Retention begins at recruitment: Students who feel a deep sense of belonging are more likely to **persist and graduate**.
- **Culture-connected students:**
 - Engage meaningfully in campus life and leadership.
 - Thrive academically and spiritually.
 - Become lifelong supporters and alumni ambassadors.
- Recruiting for fit strengthens campus culture, reduces attrition, and **enhances academic outcomes**.



Defining Culture-Connected Students

- **Academic Alignment:** Students who match your institution's academic rigor and program strengths.
- **Values-Driven:** Students who seek out a community that supports their faith and personal growth.
- **Belonging-Oriented:** Students who resonate with your campus traditions, service focus, and community life.

The Connection Between Recruitment & Retention

- An early sense of belonging **correlates directly** with student persistence.
- **Culture-connected students:**
 - Are more likely to seek mentorship from faculty & staff.
 - Participate in campus activities & service programs.
 - Feel supported in moments of academic or personal challenge.
- Retention strategies become more effective when students already **align with institutional values.**



Building a Student Profile from Historical Data

- **Analyze alumni & graduate data to identify shared traits:**
 - Academic profiles (GPA, test scores).
 - Faith-based & service experiences.
 - Geographic regions that produce long-term contributors.
- Create a data-informed student profile that reflects your most engaged and successful graduates.
- **When to Pivot:** If your student body no longer reflects your mission, realign your recruitment criteria.

Art of Culture–Connected Recruitment



- **Visits & Events:** Highlight service, worship, & leadership opportunities.
- **Communication Flow:** Create personalized messaging that speaks to students' purpose & calling.
- **Social Media Engagement:**
 - Highlight student stories centered on spiritual growth & community involvement.
 - Showcase student-led initiatives, mission trips, & service events.
- **Student Stories:** Use real experiences to inspire prospective students.
- **Language Tip:** Use terms like 'belonging', 'purpose', and 'community' consistently.

A Culture-Connected Recruitment Checklist

- **Belonging:** Build intentional community touchpoints from inquiry to enrollment.
- **Affordability Messaging:** Demonstrate how financial aid supports their goals.
- **Purpose-Driven Communication:** Affirm personal calling in emails & texts.
- **Visits:** Incorporate mission-focused storytelling.
- **Prospect Name Purchases:** Partner with churches & denominational groups to source aligned leads.

Leveraging Data for Targeted Outreach

- **Key Metrics to Track:**
 - Inquiry-to-application conversion rates.
 - Application-to-enrollment rates segmented by mission-fit indicators.
- **Predictive Modeling:** Identify students most likely to flourish.
- **Continuous Feedback Loop:** Evaluate outreach effectiveness regularly.



Influencers in Culture-Connected Recruitment

- **Parents:** Communicate spiritual, academic, and social benefits.
- **Youth Pastors and Church Leaders:** Share student success stories.
- **Alumni Ambassadors:** Engage alumni to share transformation testimonials.
- **Faith-Based Scholarships:** Provide denominational scholarships.

Strategic Digital Marketing for Culture-Connected Recruitment

- **Targeted ads:** Reach values-aligned students.
- **Content Themes:** Highlight service opportunities, student ministries, and worship events.
- **Social Proof:** Share testimonies from students who found belonging.



Retention Begins Before Day One

- **Pre-enrollment initiatives:**
 - Invite students to mission-driven preview events.
 - Create mentorship programs with current students.
- **Summer 'melt' mitigation:**
 - Send care packages with devotionals.
 - Check-ins via personalized text and email.

Addressing Misalignment in Recruitment

- **Audit Recruitment Trends:** Identify misalignment.
- **Short-Term Adjustments:**
 - Focus on proven zip codes, schools, & faith-based organizations.
 - Shift resources to communication tactics that emphasize belonging.
- **Long-Term Strategy:** Provide faith-based scholarships.



Next Steps for a Culture-Connected Recruitment Strategy

- Conduct a communication audit for values-based messaging.
- Refine campus events & visits to deepen student connections.
- Leverage data insights to align future prospecting strategies.
- Collect feedback to assess recruitment effectiveness.

An aerial photograph of a winding road through a dense forest, overlaid with a semi-transparent blue filter. The road curves from the bottom left towards the top right. A small car is visible on the road. The text "Why Clark Higher Ed?" is centered over the road in a bold, white, sans-serif font.

Why Clark Higher Ed?

Our Comprehensive Services



Student Search



Digital Marketing



Print & Mail Fulfillment



Comm Flows



slate Preferred Partner



Enrollment Consultation

Our Distinctives



One-Stop Shop



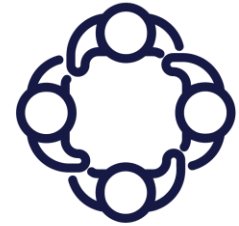
**Problem-Solving
Practitioners**



**Customized,
Not Cookie Cutter**



Mission-Minded



Holistic Approach



What **challenges have you faced** in aligning recruitment with your institution's culture & mission?



How does your team currently assess whether a prospective student is a **good cultural fit**?



What role do parents, pastors, & alumni play in your
recruitment efforts?



How do you incorporate belonging & purpose into your **communication strategy** for prospective students?



What adjustments would you like to make to your **recruitment strategy** after today's discussion?



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