Five Things an Enrollment Manager Needs to Know/Do Now

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Group Discussion

What do you think we should know now and do now?

What about some of the more granular things?

Check on Communications

1

Communications

Is your CRM functioning properly?

Are you seeded in your own communications?

Is there a need for special-at-the-moment communications (i.e. summer melt comms)?

Do you have enough mix of 'nurture' versus 'directive' communications?

Summer is a GREAT time to AUDIT your entire communication plan (all funnel stages, all audiences, and of course those comms from other key enrollment related offices)

2

Be transparent!

" There should be no surprises! You want to make sure that cabinet and other stake holders are aware of how enrollment is shaping up each year.

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3

Know your competition

Understand Your Competitive Context

- Run your **National Student Clearinghouse** competitive data:
  - ✓ By EFC/ability to pay.
  - ✓ By academic readiness/achievement level.
  - ✓ Question: how does the competition differ by segment?

- Profile your **competitor's scholarship** programs.

- Understand how they are presenting **aid and net cost**.
  - ✓ How do they handle PLUS loan eligibility?
  - ✓ What are their payment options?

- Do they offer any incentives?
  - ✓ Four-year graduation guarantees, reciprocity in selected markets.

- How well do they present **affordability** on **their website**?

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IPEDS Data

SAT	ACT	2017-18 Retention	Graduation Rate	Academic Rating	2017-18 Disc Rate	2018-19 T & F	2017-18 T & F	2017-18 Net Price	2017-18 Enrollment	2017-18 Pell %
1112	22.0	68%	51%	137.47	65%	$45,306	$43,454	$23,785	2,023	52%
1040	20.0	74%	57%	139.00	48%	$34,900	$33,640	$26,891	2,598	39%
1150	24.0	78%	71%	149.88	61%	$43,580	$42,330	$28,205	4,075	39%
1080	20.0	71%	57%	138.50	51%	$31,920	$31,350	$24,898	1,898	49%
1180	24.5	89%	73%	162.75	61%	$46,940	$45,350	$28,188	1,842	20%
1200	26.5	84%	79%	159.00	62%	$45,597	$43,875	$28,154	1,435	28%
1105	23.0	74%	63%	143.06	52%	$37,226	$35,830	$26,912	2,494	26%
1055	21.0	74%	55%	139.94	10%	$10,802	$9,987	$22,084	7,524	36%
1174	25.0	82%	73%	155.38	61%	$43,650	$42,180	$27,877	1,910	28%
1195	26.0	87%	78%	161.69	50%	$35,160	$34,160	$27,976	3,365	24%
1125	23.0	81%	68%	151.31	54%	$43,636	$42,024	$30,090	2,417	33%
1179	25.0	80%	71%	153.69	65%	$47,290	$45,470	$26,868	2,465	31%
1230	25.5	89%	79%	165.88	63%	$52,050	$50,360	$31,351	1,515	20%
1125	23.5	84%	75%	154.31	7%	$10,412	$10,111	$19,091	15,853	26%

Competitor Benchmarking
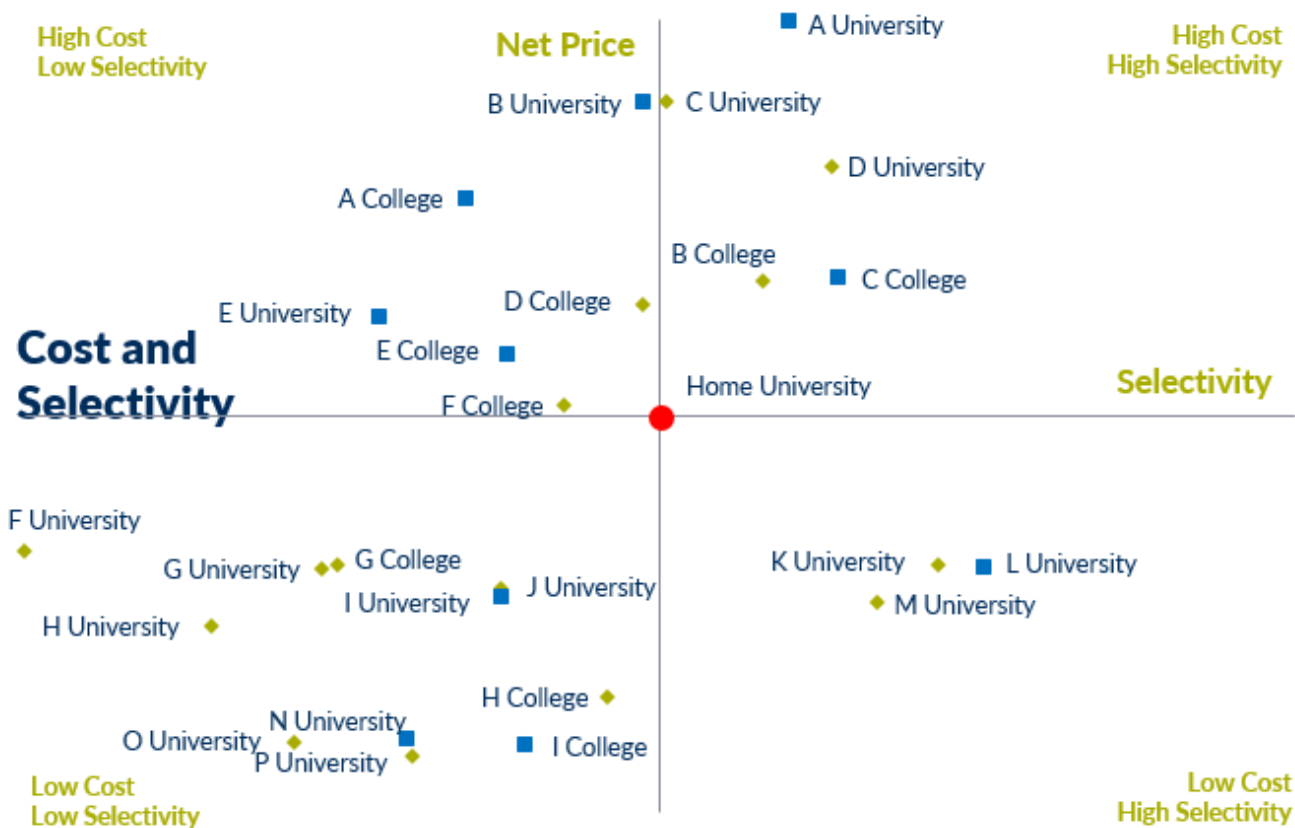
Use the College Scorecard

4

Be available

Specifically, to prospective students and their parents/families

- Greet daily campus visitors

- Be highly visible at on-campus events

- Share your contact information

- The choice to attend a college is usually based on the relationship built during the college search process

- Parents will not likely make a decision without a relationship with the school

5

Promote what you are already doing

Are there things that you are doing that are not obvious to prospective students and families?

- A four-year guarantee – do your students typically graduate in four years?

- Do non-residents qualify for in-state tuition?

- Do Pell students receive tuition and fees at 100% with all forms of gift aid (Institutional, Federal, and State)?

6

Appreciate and talk to (all) your staff

Enrollment is a high burnout job!

The Pandemic didn't help...

- Buy your staff lunch

- Walk around campus with staff and have a conversation

- Ask what they need to do their job

- Share data and performance with them

- Make sure they know what their goals are and their progress toward goal

- Celebrate the small things

What can we learn from other business models?

https://www.tiktok.com/t/ZTdoNpKAq/?k=1

It's a new world... will you be ready?

Thank you!

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