



PRESENTATION HANDOUT



Five Things an Enrollment Manager Needs to Know/Do Now

April Bush, PhD, Vice President and Senior Consultant, RNL

Sarah Keating, Vice President, RNL

A group of four people (three women and one man) are gathered around a table in a meeting room, looking at documents and a laptop. The image is overlaid with a blue filter. The text is centered over the image.

Group Discussion:

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

A blue-tinted photograph of a university courtyard. In the foreground, there are several stone arches supported by columns. In the background, a large, ornate building with a dome is visible, surrounded by trees and a green lawn. The text "What about some of the more granular things?" is overlaid in white.

What about some of
the more granular
things?



Check on
Communications

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)



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.



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**?

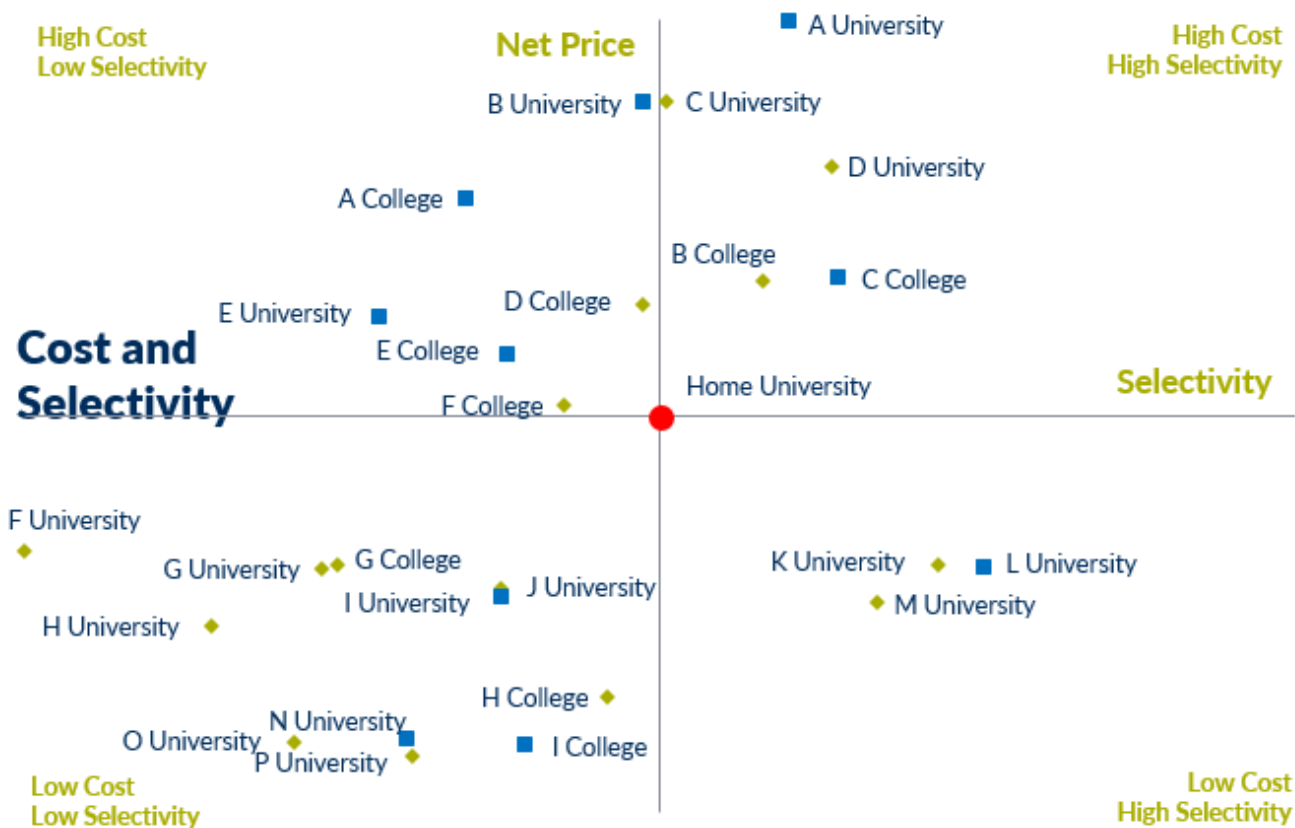
RNL Financial Aid Partners

IPEDS Data

		2017-18	Graduation	Academic	2017-18	2018-19	2017-18	2017-18	2017-18	2017-18
SAT	ACT	Retention	Rate	Rating	Disc Rate	T & F	T & F	Net Price	Enrollment	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





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



Promote What You
Are Already Doing

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

1. A four-year guarantee – Do your students typically graduate in four years?
2. Do non-residents qualify for in-state tuition?
3. Do Pell students receive tuition and fees at 100% with all forms of gift aid (Institutional, Federal, and State)?



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 from you 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>

An aerial photograph of a vast, flat landscape, possibly a coastal plain or a large field, under a clear blue sky. The terrain is mostly flat with some subtle variations in color and texture, suggesting different types of vegetation or soil. The horizon is visible in the distance, and the overall scene is bright and open.

**It's a new world... Will
you be ready?**

Thank you!

April Bush, PhD, Vice President and Senior Consultant, RNL
April.Bush@ruffalonl.com

Sarah Keating, Vice President, RNL
Sarah.Keating@ruffalonl.com