



RNL

2024 RNL Enrollment Workshop

Charlotte, NC ■ April 18, 2024

Traditional Enrollment | Online and Graduate Enrollment



Creating a Sustainable and Student-Centric Enrollment Model

Adam Connolly; Senior Vice President

What are the metrics and objectives most important to your institution's success?



Strategies Toward Sustainability



- ***Harnessing Technology***; A CRM, AI capabilities, automation, a diversified segmented communication flow, and real time data all are now required not “nice to have.”
- ***What Does Your Strategic Enrollment Plan Say?*** Lean on market research, a data driven strategic enrollment plan, initiatives that will drive sustainable enrollment, and the metrics that will determine what is successful and what is not.
- ***Addressing Staffing Challenges***; Cross training and documentation both should be best practices in every office on campus. There is never enough professional development for staff.
- ***Identifying Short/Long Term Revenue Drivers***; A successful campus must identify the priorities that will drive its mission, enrollment, and revenue. Prioritization starts with leadership but is impacted at the operational level.
- ***Is There A Vision Statement?*** The institution need to constantly be thinking about what is forward facing past a SEP, campus strategic plan, and beyond this current era of higher education. How can campus get ahead of the curve?

Motivations for a Strategic Enrollment Plan

- Prioritizing competing institutional objectives to focus internal resources and budget towards initiatives that will drive sustainable enrollment.
- Focus on both recruitment and retention planning and strategies to ensure net revenue and headcount is operating through both areas.
- Position signature academic programs (both existing and potentially new) to drive enrollment growth.
- Create to fluid, on-going, strategic roadmap that puts sustainable enrollment at the heart of decision making.
- An opportunity to include the entire campus community in on the important enrollment planning process to gain buy-in and collaborative efforts.

Strategic Enrollment Planning Scope: The institutional perspective



Strategic Enrollment Planning

The four-phase recursive process



Strategic Enrollment Planning Involves:



Program (academic, co-curricular, services, support)

Place (on-site, off-site, online, hybrid)

Price and Revenue (tuition, fees, discounts, incentives)

Promotion (marketing, recruitment, web presence)

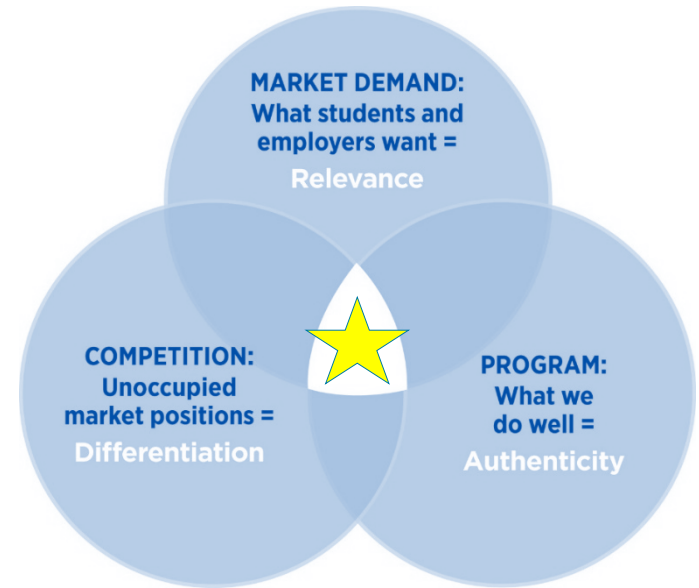
Purpose and Identity (mission, distinctiveness, brand)

Process (data-informed, integrated planning)

How Do We Maximize Our Academic Mission?

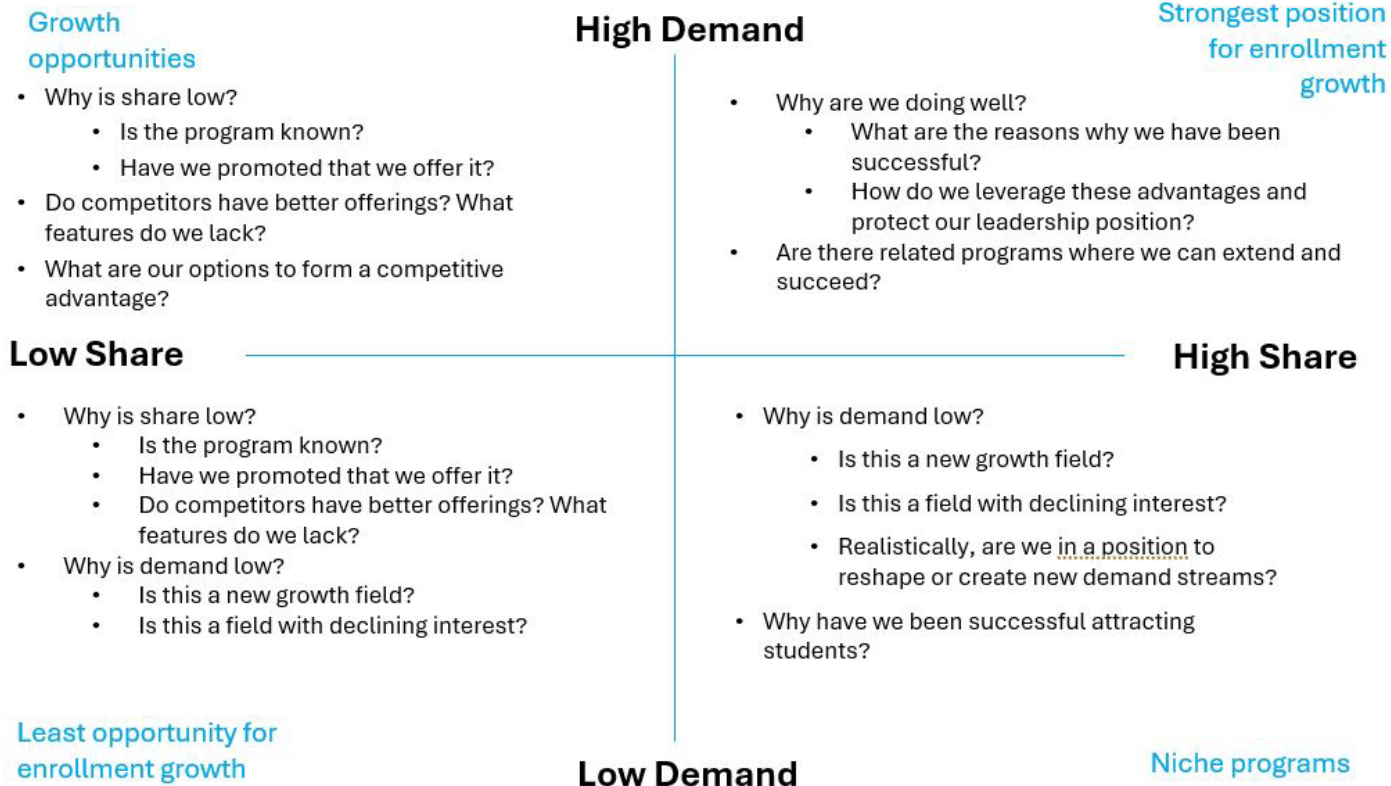
Program development processes should align relevance, differentiation and authenticity leading to viability

- **Relevance**
 - Is there demand from interested **students**?
 - Is there demand from **employers** for students with **skills** this program will provide?
- **Differentiation**
 - Differentiation **by degree**
 - Qualitatively better in some dimension
 - Geography
 - Differentiation **by type**
 - Elements of the student experience
 - Forms of delivery
 - Etc.
- **Authenticity**
 - **Passion** of faculty and staff
 - Track **record of success**
 - **Commitment of resources** for ongoing success

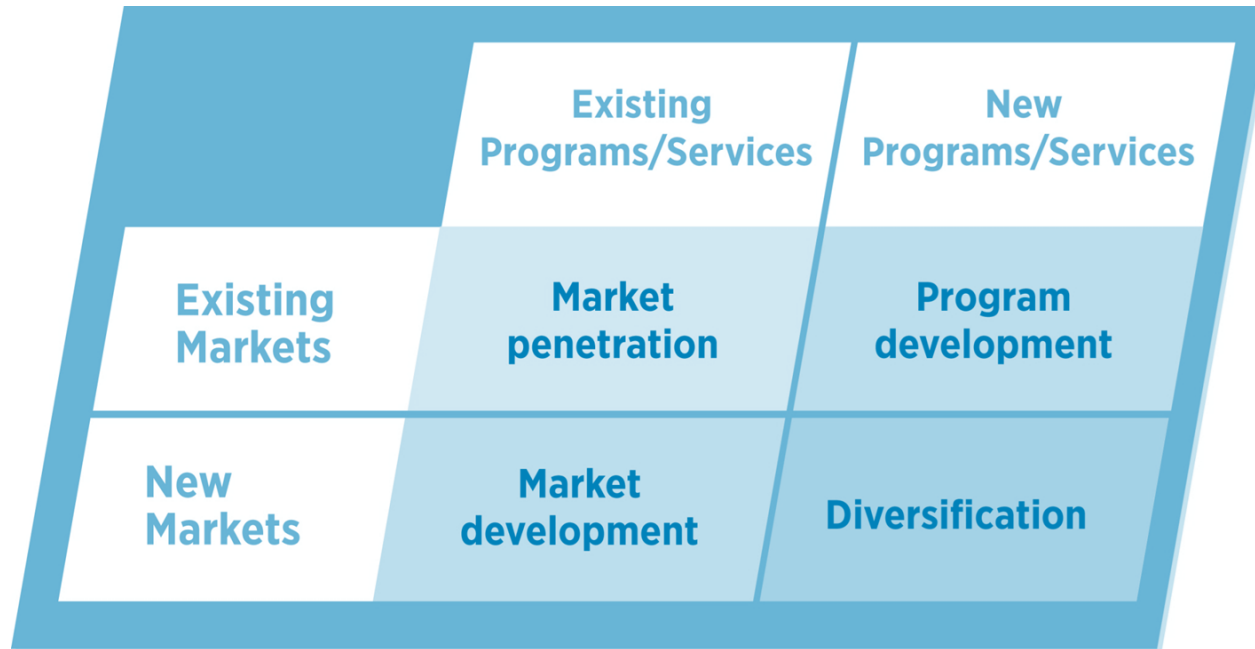


Demand/Share Matrix

Matrix position helps us know which questions to ask to build a portfolio strategy



Enrollment Growth Strategy Matrix



Price Sensitivity & Cost Conversations

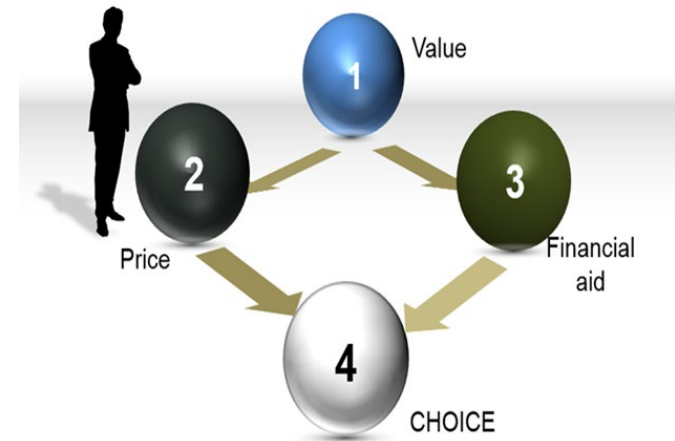
Data and Metrics

- What percentage of students don't enter your funnel due to a perceived cost?
- Messaging for cost vs messaging for scholarship.
- Student/Family qualification modeling during engagement throughout the funnel.

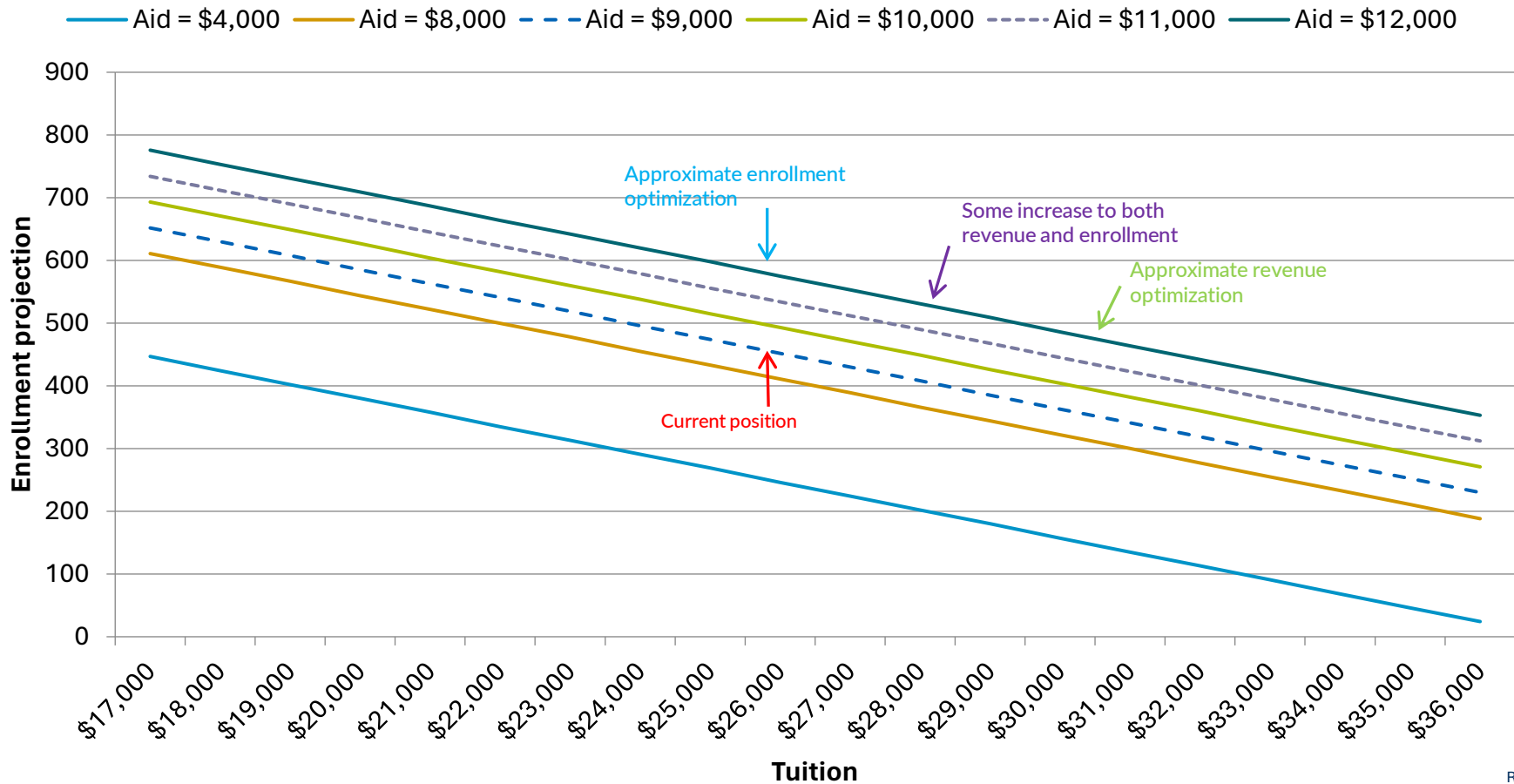
Key Opportunities

- Crafting a value message proposition at every stage of the funnel.
- Does campus know the exact students who have the willingness vs ability to pay?
- Identifying where headcount and revenue are being “left on the table” in real time.

Value, price and aid interact to influence college choice



Enrollment Estimates



Student Satisfaction Data Provides The Student Perspective To Impact Multiple Campus Efforts

- **Recruitment:** Identifying student-perceived strengths to inform key areas you will want to emphasize in your marketing materials.
- **Strategic Planning:** Providing the student voice for institutional strengths and challenges along with an understanding of why students choose to attend your institution and if you are their first choice.
- **Retention/Student Success:** By working to improve the student experience in areas that students value, you are more likely to retain the students you worked hard to recruit.
- **Accreditation:** Documenting satisfaction shifts over time to reflect where your institution is actively working to best serve your students.

Conversations To Bring Back To Your Campus

- Where are our gaps and areas of immediate opportunity regarding technology? Is campus scaling resources and using automation to optimize processes and communications?
- Does campus have a strategic roadmap that the entire community understands and is driving their strategy towards?
- What is your optimal enrollment number? How does the current marketplace resonate with your academic programs, cost, and brand?
- A conversation between marketing and enrollment could center around identifying each marketing campaign (search, application generation, digital ads, and others) and measuring what the ROI is for enrollment conversion. Can we tie back outreach and resources to actual enrollments/revenue generation?
- How will the change to the Student Aid Index and potential additional FAFSA timeline changes alter how campus in awarding, leveraging, and communicating both institutional and need based funds?

Thank you for attending!



scan to register

SPECIAL OFFER TO RNL
WORKSHOP PARTICIPANTS

**\$595 flat rate on 2024
RNLNC registration!**

Must register by 7/1/24
to receive this special offer.

Use code:
RNL595



Questions & Comments