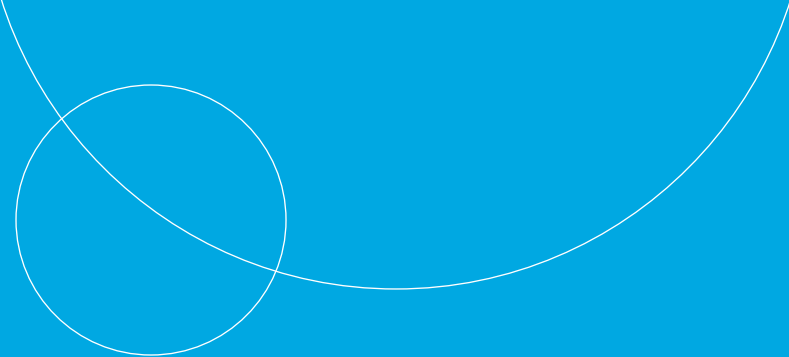




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# Recruitment for Rookies

Erin O'Neill, AVP Client Success

Samantha White, AVP Client Success

# Agenda

1. Introductions/Getting Started
2. Student Populations– Who Are We Recruiting?
3. Funnel Development through Relationship Management
4. Data and Reporting
5. RNL Resources

# Welcome Chat



# Getting Started

- Who's in the room?
- What do you hope to get out of this session?
- What do you hope to get out of your attendance at this conference?
- Why does all this stuff matter?



# Who Are We Recruiting?



# Defining Students

## Varying categories



### First-time Freshmen

- Full-time
- Part-time



### Additional Admit Types

- Non-degree seeking
- Dual Enrollment
- Re-admit



### Transfer

- Full-time
- Part-time



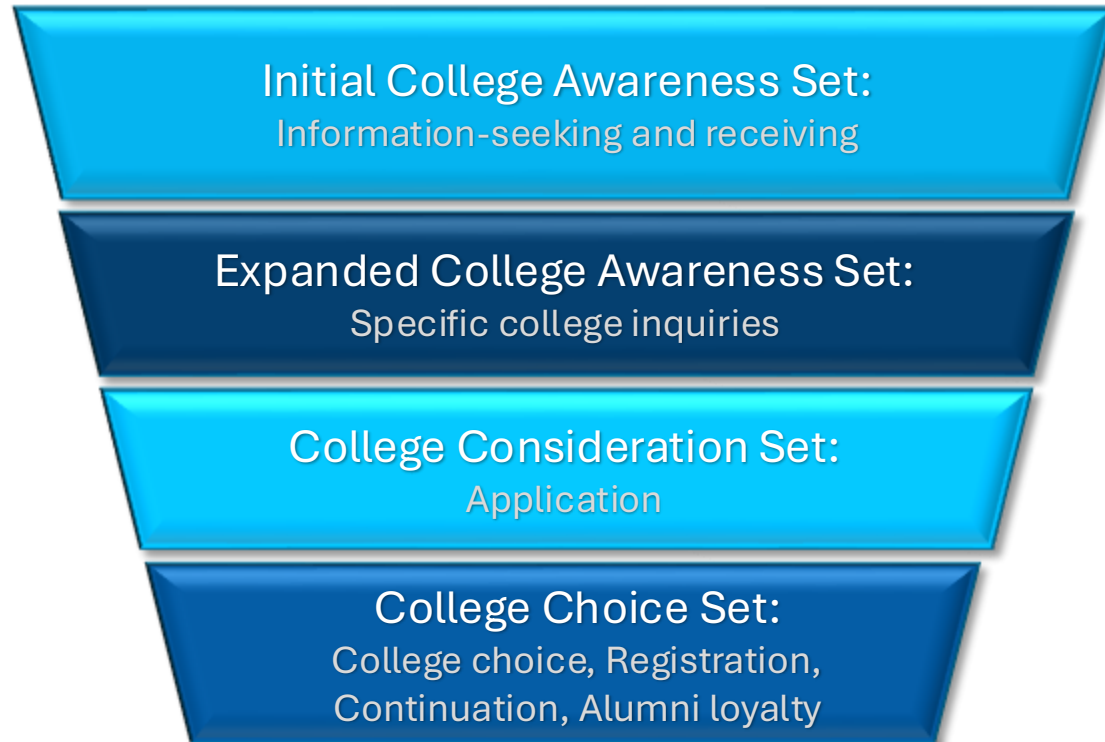
### Admissions Status'

- Full Admit
- Conditional
- Probationary

# The recruitment funnel

## Student decision-making process

The recruitment process includes intricate layers that require development of a wide variety of knowledge and skills.



# **Funnel Development and Recruiting through Relationships**





# It's all about building relationships



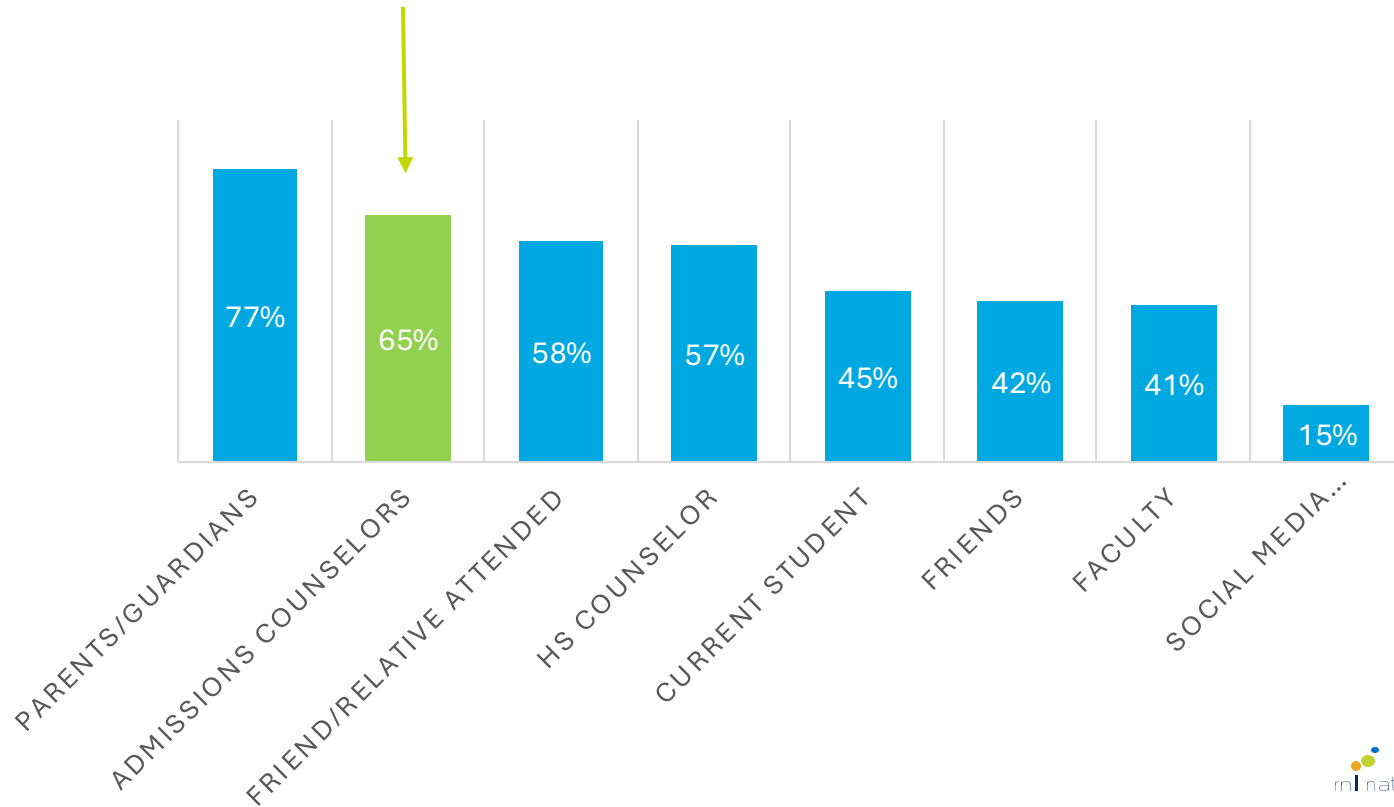
# The role of the admissions professional

## Counseling and managing



- To **assist** prospective students to make the college choice best suited to achieving their educational and career goals
- To be **knowledgeable** about and **believe** in your institution
- To **manage the relationship** between your college or university and your prospects from point of inquiry through final college decision and enrollment
- To enthusiastically and persuasively **recruit** students who are well matched to your institution
- To participating in the **planning** and **implementation** of recruitment strategies both overall and for your area of responsibility and **monitoring** of progress

# Who influences the enrollment decisions of students?



# Creating meaningful interactions

- Virtually everything done in an admissions office is designed to set-up a **personal interaction** with a prospective student (e.g., phone calls, letters, electronic correspondence).
- The best opportunity to change student behavior exists when an admissions counselor has a **face-to-face contact** with a prospective student or parent.
- Many admissions representatives squander this important opportunity. Take notes after meeting a student; what stood out? What note can you make to help you remember details for next time?



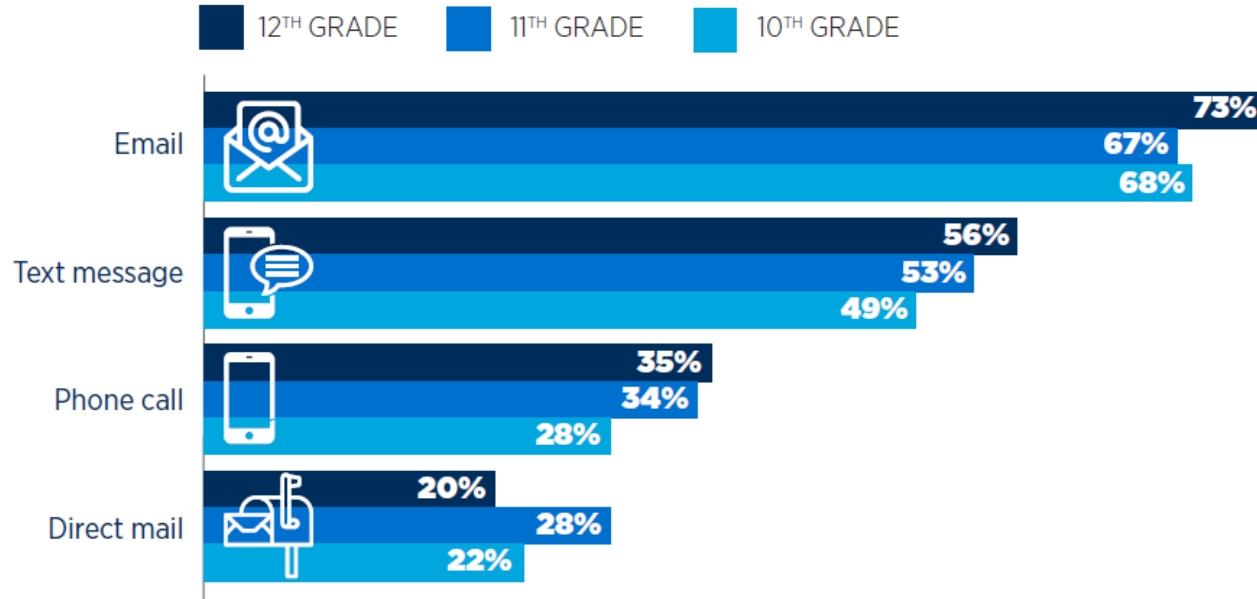
# Many campuses focus on information sharing, rather than influence



- All too often, campuses feel the need to share “information” with the student.
- The better approach is to consider **“why”** the information is important and how can our activities/contacts with students influence them to move through the funnel.

# Student preferences

## For receiving communications after inquiry



# Understand your numbers

Becoming a strong territory manager takes time and dedication



- Which high schools do the majority of the students in your territory come from? How often are you visiting?
- Who are your most influential high school guidance counselors? How often are you in touch with them?
- Decipher your admissions report, especially one specific to your territory to track trends, especially year over year

# Territory Management and Reporting



4



# Reporting and metrics

## Tracking performance

- Funnel Reporting - become familiar with your weekly admissions report
- Conversion Rates
  - Inquiry-Application
  - Application-Admit
  - Yield (Admit-Enrolled)



# Territory Management

## Owning your numbers

- First Source Analysis
  - Measuring ROI on initial source
- Contact Analysis
  - Measuring ROI on any recruitment activity
- Engagement Stream Analysis
  - Behavior/conversion by source



# RNL Resources



# RNL Resources

## Ruffalonl.com – Resources – Papers & Reports

- E-Expectations Trend Report
- Prospecting Family Engagement Report
- Discounting Report for Four-Year Institutions
- National First-Year Students and Their Motivation to Complete College
- Digital Marketing Resource Kit
- Marketing and Recruitment Practices for Undergraduate Students
- Online Student Recruitment Report

# Possible Sessions of Interest

- 25C91 – Financial Aid for Rookies
- 26F81 – Leveraging ForecastPlus Scoring Throughout the Enrollment Funnel
- 26H80 – The 2023 Family Engagement Study
- 26J80 – E-Expectations Series: Incorporating Student Preferences into College Marketing Outreach
- 26K80 – Say What? Meeting the Communication Expectations of Today's Gen Zs



**“The only source of knowledge is  
experience.”**

**Albert Einstein**

# Thank you!

**Erin O'Neill**

[Erin.Oneill@ruffalonl.com](mailto:Erin.Oneill@ruffalonl.com)

AVP, Client Success

**Samantha White**

[Samantha.White@ruffalonl.com](mailto:Samantha.White@ruffalonl.com)

AVP, Client Success



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