

Empowering Online Recruitment Success: Strategies for Training, Retention, and Support

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Agenda

1. Welcome & Warm-Up
2. Who Are Online Learners & What Drives Them?
3. R.I.S.E. Conversations & Value Proposition
4. The Four P's & Handling Concerns
5. Wrap-Up



Welcome & Warm-Up



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Dr. Reena Lichtenfeld

Personal and Professional Background

- 1 25+ YEARS IN ENROLLMENT MANAGEMENT & HIGHER EDUCATION
- 2 SENIOR VP, CONSULTING SERVICES, RNL
- 3 ENROLLMENT LEADER, STRATEGIST, COACH, AND CONSULTANT TRANSFORMING HIGHER EDUCATION OUTCOMES



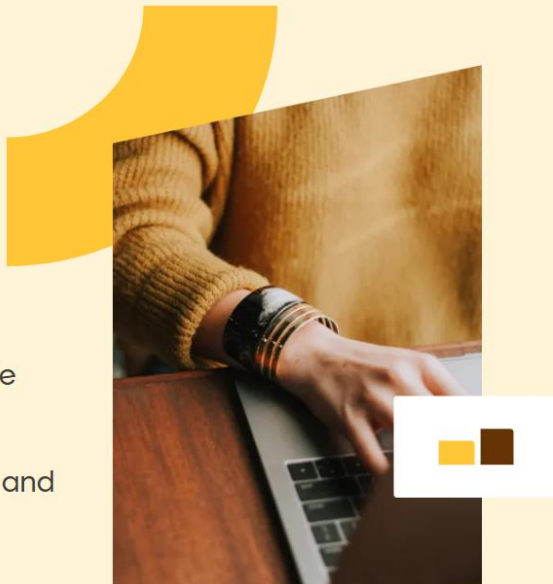
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Who Are Online Learners & What Drives Them?



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National Center for Education Statistics

Nontraditional students

- According to NCES states that 75% of students can be defined as nontraditional. This includes students who are older than 25, part-time, and those who have delayed enrollment or are financially independent.
 - 26% work full-time.
 - 36% work part-time.

Source: [Nontraditional Undergraduates / Definitions and Data](#)



75%

Nontraditional Students

Common Characteristics of Traditional vs. Nontraditional Learners

A Nontraditional Student	A Traditional Student
Delays enrollment into post-secondary education or starts, stops, starts, stops.	Enrolls in college right out of high school.
Attends college part-time while working full-time.	Pursues college on a continuous full-time basis.
Financially independent and needs to support self or family, so completion timeframe varies.	Completes their bachelor's degree in 4 to 5 years.
Typically, has dependents other than a spouse and/or may be a single parent.	May have had family support or the ability to work part-time or not at all to focus on their education.
Family tradition or expectation is to go to work after high school.	Family tradition or expectation is to go straight into college after high school.
Are mid-career professionals, so they attend college to advance their careers or achieve personal goals.	Attends college to learn about and pursue a career.
Might be a Military Veteran	

Nontraditional Students

Nontraditional Student Facts

1 out of 4 nontraditional students are parents.

1 out of 3 entering freshmen are first-generation students.

2 out of 10 nontraditional students are single parents.

6 out of 10 nontraditional students attend part-time or can only take 1 or 2 classes at a time.

Up by more than 15% in the last 20 years, Hispanic Americans now attend college at a rate equal to the national average.

46% of nontraditional students earn wages or salaries that put them 200% below the federal poverty level.

47% of people entering college are over 25 years old, and 40% of those are over 35.

80 Million people ages 25-65 have graduated high school but do not have a college degree. Meaning 1/2 of the U.S. adult working-age population are prospective students.

What Appeals to Them?

What are students looking for at their institution?

Learning Preferences

Typically, students can go to school 100% online, blended, and some programs at the local campus

Career Prospects

Students can earn a degree to help them get into a growing industry, where they may have the opportunity to move up and earn more



Schedules That Work

Students can take one to two classes at a time, making it easy to balance school, life, and work

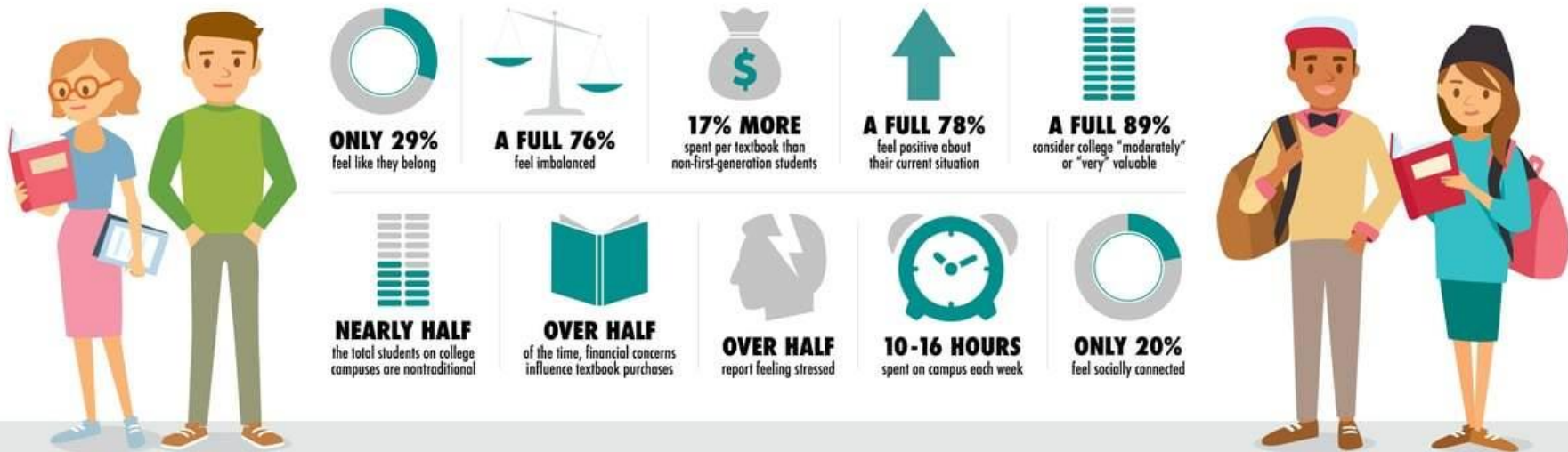
Flexibility

Students can continue their life responsibilities while also earning their degrees

Obstacles

The 3 F's

BY THE NUMBERS: NONTRADITIONAL STUDENTS



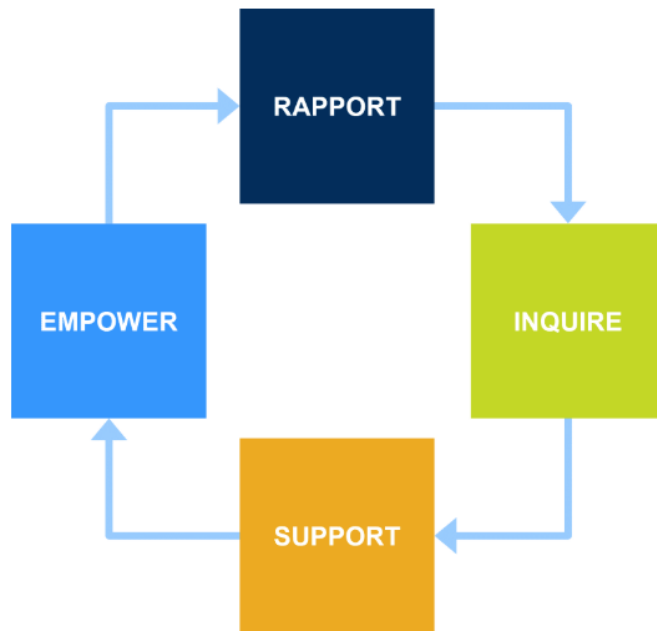
Source: [10 Things You Need to Know About Nontraditional Students](#)

R.I.S.E.

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R.I.S.E. Technique

Build. Empower. Achieve.



RAPPOR: Establish a strong foundation to build a lasting and successful relationship with each student.

INQUIRE: Ask powerful and thought-provoking questions.

SUPPORT: Help students with guidance, development, accountability, and motivation.

EMPOWER: Enable students to take ownership over their own actions, journey, and goal achievement.

Build Rapport

Introduction

“Hi Sam, this is John, your Admissions Counselor with Success University. In this conversation, I’d love to get to know you a little bit and discuss your future goals so we can determine if we have a program that will be a good fit for you. I can then help with the next steps, too. What has prompted you to look into continuing your education?”

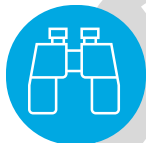


Inquire

Ask powerful questions

Goal: Uncover student's previous education to determine admissibility, uncover barriers

Past Experience



Goal: Uncover the student's motivation or driving force for earning their degree

Motivations



Current Situation

Goal: Understand what the student has going on in their life to help them understand that school can fit and that work-life balance is possible (online, flexible schedules, etc.)



Future Goals

Goal: Discover a student's future goals and to have them paint the picture of what it looks like with a degree

Support (Care)

Provide knowledge and support

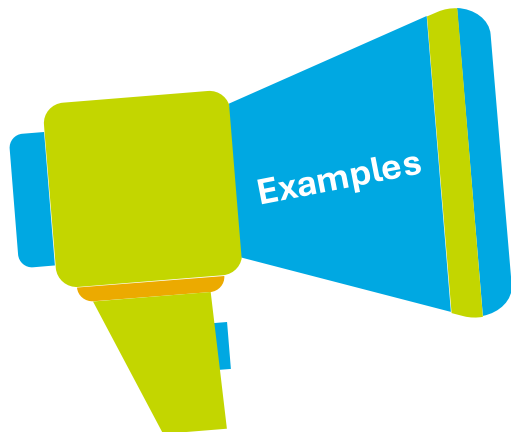
- Be the expert. You need to know the programs and industry including jobs and careers that align with the specific degrees your institution offers and your student is interested in.
- Based on the information you learned from the student, guide the student.
- Deliver your guidance by linking a feature and a benefit. Don't dump a host of information that doesn't pertain to the student's scenario or conversation.

Supporting Student Concerns Examples

Getting Started	"Based on what you said, the program I recommend is the bachelor's or master's degree in X. The reason I recommend that program is that you said [fill in what the student said], and that degree will help prepare you for a career in that field."
Money	"You mentioned money being a concern. I want to let you know that we work with many students who are concerned about their ability to pay for their education. I would like you to know that we work with you, in helping you apply for financial aid loans and grants. After you apply we will be able to help you determine what you are eligible for and help set you up with a financial advisor for further counsel. In addition, I can direct you to scholarship websites where you can research and apply for applicable scholarships. How do you feel knowing you have options like financial aid and scholarships to assist you with your program cost?"
Fear	"I understand that you are nervous to get back into school again. I want you to know there are many services to help make sure you are successful. For example, we have tutor.com which allows you to log in and speak with a tutor, or have your papers reviewed for plagiarism or grammar so you can make adjustments before you submit it to your instructor."
Time	"Time is usually a concern for most students. We do have programs that are 100% online which will allow you to continue meeting your life responsibilities and further your education. You will be able to log into your classroom any time when it's convenient for you to participate and submit your assignments. How do you feel now knowing you have an online option available?"
Learning Style	"Based on what you said, [you like to learn in class, you do better when working with people in person, and you have the time] our ground program will be more suitable for your learning preference."

Empower

The purpose of Empower is to enable the student to take ownership of their goals, future, and educational journey



Next steps

"The next step is for you to fill out the free application for federal student aid (FAFSA). When can you be at a computer with your tax documents for me to help guide you today or tomorrow?"

Empower

"Thank you for sharing everything with me today. I am very excited about your educational journey and future goals. Tell me, when are you planning on enrolling and starting your future?"

Follow-up

"Let's get back on the calendar in a couple days to see how far you get in the process and where I might be able to assist you as you complete the application."



The Four P's and Handling Concerns

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The Four P's

Program, Price, Pace, and Probability

Program	Price	Pace	Probability
Which degree program is best for the student's situation? Fully online, on the ground, or a combination?	Where can the student find funds to aid in the total cost of their education?	How quickly does/can the student complete their degree?	What is the chance of the student taking the action to begin their education now?

Program

Examples: Tie to student's motivations and goals

“Based on what you said [recap motivation/future goals] the program that will best meet your goals is [share a program name]. How does that sound?”

“The program I recommend is the bachelor's in business management because it is most aligned with your future goals of becoming a manager and moving up within your industry. What do you think?”

“You mentioned that you have a dream of becoming a leader in the tech world and that you see yourself working with people, developing their skills, and leading a team or company. Therefore, I recommend you get your master's degree in business administration focused on Information Technology. Does that sound good?”

Program

Tips to overcoming barriers

Listen to the student's needs and barriers.	Address all their barriers or concerns with empathy and passion.	Use industry knowledge to help overcome their program barriers.	Know your partnered institutions business, degrees, and industry.	Address the barriers and concerns and then move forward with a temperature check or jump back into your conversation. Do not pause and wait.
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Price

Addressing curiosity regarding cost and how to fund

To transition to cost, you can say “How were you planning on paying for your education?”

“As a student, you have many options available to fund your education. But because everyone’s situation is different, it’s important that you discuss your payment options with me as part of planning for enrolling with us.”

“As we discussed, this program is \$X per credit hour. Have you considered how you will pay for your education or would you like me to review some options that are available to you?”

Price

Tips for discussing pricing and cost



Solution-oriented

Mention a solution or recommendation for how the student will pay for their education. For example, "You may have options like financial aid to help you pay for your education."



Financial Awards & Aid

Prompt and remind the student to apply for scholarships (internal and external) and complete the FAFSA.



Be Honest

Be upfront and honest with the student to continue to build trust.



Exude Confidence

Be confident and keep it simple. This is an investment in their future.

Price

Tips for overcoming barriers

After you recommend a program and gain the students' commitment you should review the cost of the program and discuss a plan for how the student will pay for their education.

Additional items you may discuss include: How financial aid works (loans and grants), scholarships they may qualify for, payment plans, tuition assistance, military funding, etc.

- Listen to the student's needs and concerns.
- Address all their barriers or concerns with empathy and passion.
- Use industry knowledge to help overcome their price barriers.
- Use the student's motivations and goals to help them see value in their degree.
- Address the barriers and concerns and then move forward with a temperature check or jump back into your conversation. Do not pause and wait.
- Use temperature checks to make sure the student is on the same page and listen for any hesitation that may need to be addressed.

Pace

Goal – student verbalizes that NOW is the right time to begin on the future

Based on what you said [recap motivation/future goals] and wanting to get there quickly I recommend you get started right away. Our next start date is [insert the closest start date], I would like to walk you through the application so we can reserve you a spot in that class.

The best time to get started is now. The sooner you start progressing toward your goals the sooner you will graduate and have that degree. Go ahead and go to your computer, I will walk you through the application.

Based on the credits you mentioned, you should only have XX time to complete your degree. However, after you apply, we will review your previous transcripts and apply the credits to your program where we can. Then your academic advisor will give you more details on the time to complete your program and set a graduation date.

Pace

Tips for discussing pace

- Explain how the student can continue progressing with their education now while maintaining their life responsibilities.
- Draw on what you learned about the student during your RISE conversation, specifically drawing on information the student shared about their present life responsibilities or situation.
- Remember to link the institutional features by bridging the benefits to the student situation.
- Give an estimated time to completion but remind the student that it's dependent on them starting right away, the number of transfer credits, and staying on track with a standard course schedule.

Pace

Tips for overcoming pace barriers

Listen

Listen to the student's needs and concerns.

Empathy

Address all their barriers or concerns with empathy and passion.

Be a Knowledge Expert

Use industry knowledge to help overcome their pace barriers.



Value-oriented

Use the student's motivations and goals to help them see value in their degree.

Flow

Address the barriers and concerns and then move forward with a temperature check or jump back into your conversation. Do not pause and wait.

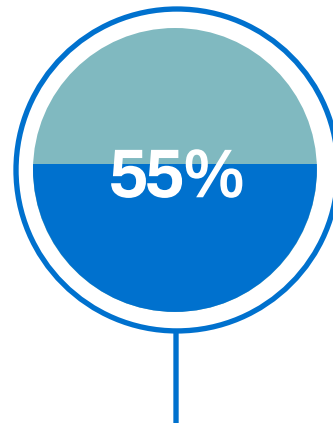
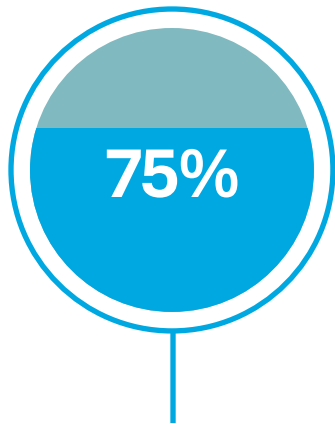
Temp Check

Use temperature checks to make sure the student is on the same page and listen for any hesitation that may need to be addressed.

Probability

Goal – assess the likelihood that the student is going to take action

Probability is the student taking action and moving forward. In order to help the student progress you will need to build a plan for a program and aid the student to fully close the application. You can seamlessly transition to the close if you have discussed the program, price, and student concerns (which you are doing throughout the conversation).



Probability

Tips for discussing probability



If you haven't addressed the student's concerns, now is a good time to address them. Be sure to overcome concerns using features and benefits.



Be assumptive with your close to make the close a seamless transition; don't pause.



You are the expert; be confident.

Probability

Tips for overcoming objections: time, money, and fear

- Listen to the student's needs and concerns
- Address all their barriers or concerns with empathy and passion (storytelling is a great technique)
- Use industry knowledge
- Use the student's own motivations and goals to help them see value in their degree
- Share features and benefits and link them to the student's concern, this will help them overcome

Time for Online	"I understand that making time for your education can be difficult, many students have the same concern. One of the benefits of going to school 100% online is that you can log on and complete your assignments and participation on your schedule and from the comfort of your own home. This will allow you to balance both life responsibilities while progressing in your education. How do you feel now knowing you will be able to log on and manage school around your current responsibilities?"
Time for Ground	"I understand that making time for your education can be difficult, many students have the same concern. One of the benefits of going to school with NLU is that you have an amazing support system to help you build a schedule that is manageable and we can discuss how to fit in 15-20 hours into your week while maintaining your current life responsibilities. How do you feel knowing you will have a schedule in advance that is manageable?"
Money	"I understand money is a topic of concern for many people. We will walk you through the FAFSA so you can determine what you are eligible for. In addition to the FAFSA, you can apply for private loans and scholarships. You will also be able to speak with the finance department and work with them on setting up a financial plan to help you fund your education. How do you feel knowing you have those options to help you with your education?"
Fear	"I understand. Jumping back into school or progressing your education can be challenging. Here at [institution name] we have 24/7 tutor support and we have a software system called tutor.com which allows you to submit your papers before your instructor sees them, this way you can make changes before submitting your assignments. How do you feel knowing you have those resources available?"

Wrap-Up

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Review

Enrollment strategies for long-term retention and success

Here's what we covered:

- Who are online learners and what motivates them
- The RISE technique (pop quiz – what do the letters stand for?)
- The Four Ps (bonus – what do these letters stand for?)
- What else? Emerald certification, for online recruitment counselors, also includes:
 - Defining deeper motivations
 - Features, benefits, and linking
 - Overcoming obstacles
 - Financial aid

Thank you!



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