

Optimizing the Student Journey: A Collaborative Approach to Enhancing Enrollment

Thursday, July 24, 11:15–12:15 PM

TARSHA BROWN

Personal And Professional Background

- 1 10+ YEARS IN HIGHER EDUCATION
- 2 EXPERTISE IN COMMUNITY OUTREACH AND ENGAGEMENT
- 3 EXPERIENCE IN RECRUITING, ADMISSIONS AND ADVISING



Dr. Kerwin Graham

Personal And Professional Background

- 1 15+ YEARS IN ENROLLMENT MANAGEMENT & HIGHER EDUCATION
- 2 DEAN OF ENROLLMENT SERVICES AT GREENVILLE TECHNICAL COLLEGE
- 3 EXPERT IN STRATEGIC ENROLLMENT EFFORTS, OPTIMIZING ADMISSIONS PROCESSES, AND ACHIEVING INSTITUTIONAL ENROLMENT GOALS



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



What's the Problem?

Here are some of the things we heard during discovery and discussion

1. Lack of Funnel Visibility

- Needed to define and track steps from suspect to enrolled (past census)
- No clear way to measure or manage funnel performance

2. Inefficient and Disjointed Processes

- Manual workarounds due to broken and disconnected systems
- CRM (Anthology Reach) implementation delayed full optimization
- Colleague in use, but lacked integration with communications tool

3. One-Size-Fits-All Outreach

- All applicants treated the same regardless of profile or intent
- Missed opportunities for emotional engagement and personalization

4. Stagnant Conversion Rates

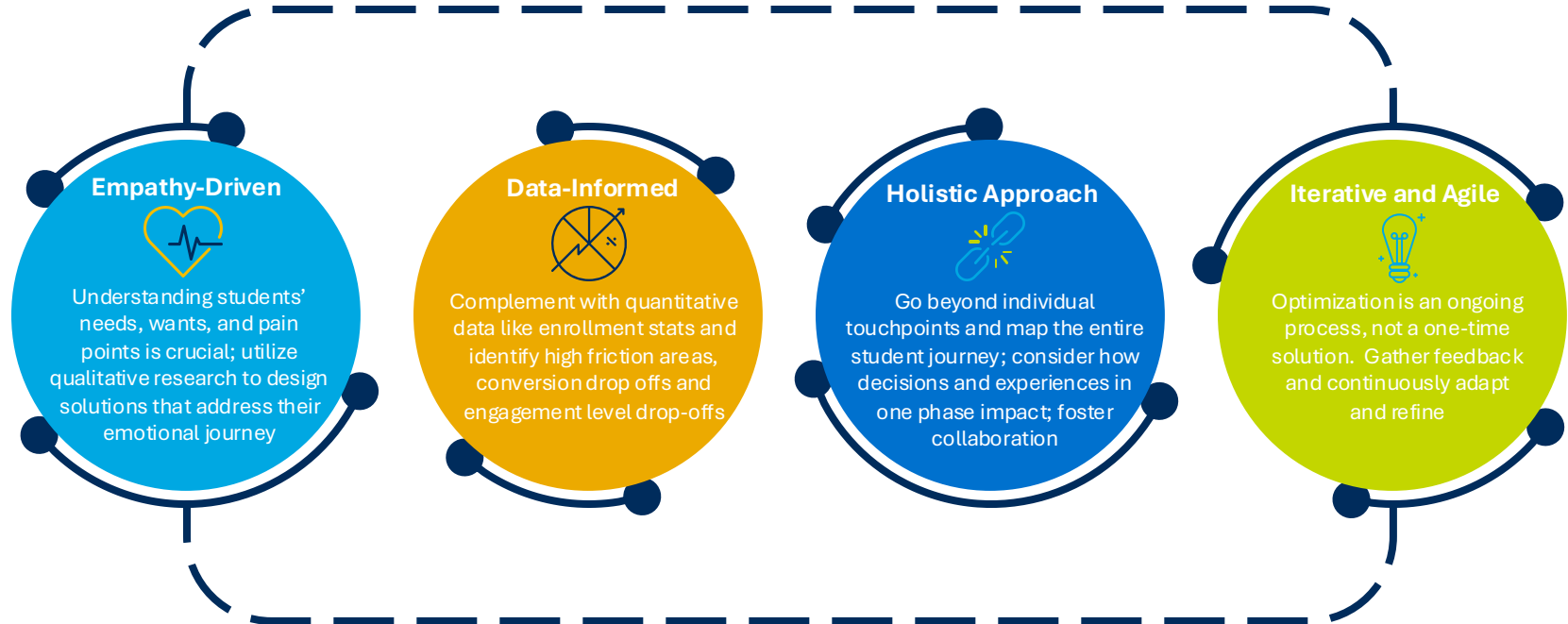
- Conversions were steady – but not improving
- Needed to tailor experience by student type to lift yield

5. Underused Data Insights

- Data was available, but action was unclear
- Wanted help understanding patterns and how to respond to shifts

Foundational to Student Journey Optimization

Student experience is at the center



Empathy-Driven



- Focus groups with students
- Persona building
- Interviews with internal stakeholders
- Shared mapping
- Shared solution building

Data-Informed



- Enrollment and other data review
- Monitor and tracking
- Validated assertions/assumptions

Holistic Approach



- Appreciative Inquiry approach sets the expectation
- Mapping exercise done in a collaborative, real environment

Iterative and Agile



- Solution building is in workshop style
- Expectations for implementing solutions and action planning is distributive and shared

Workshop Objectives

Understand Student Journey Mapping

Learn how Greenville Technical College identified key touchpoints in the student experience.



Collaborative Approach Benefits

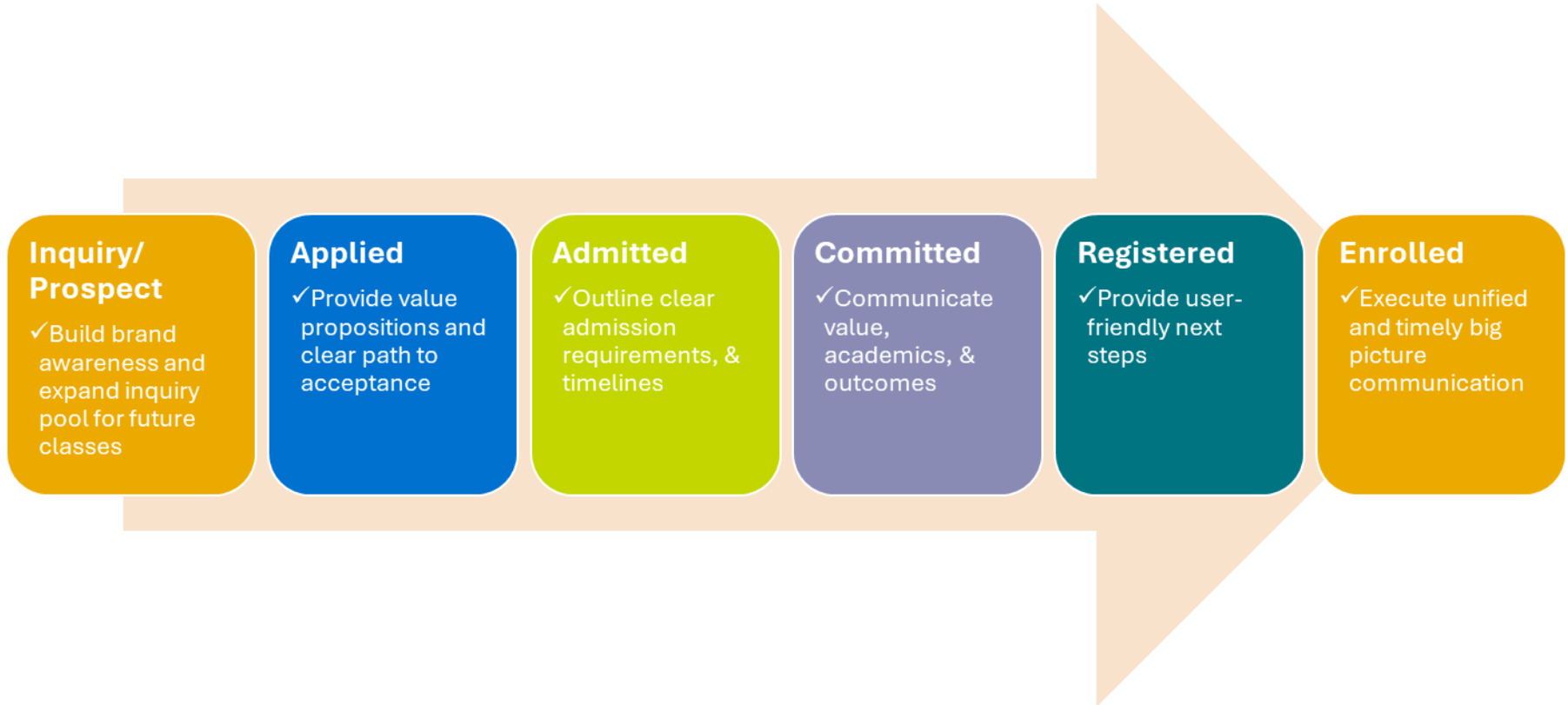
Discover the power of cross-departmental teamwork in improving processes.



Implementation Insights

Gain actionable strategies to enhance enrollment and retention at your institution.

The Student Journey Framework



Identifying Enrollment Barriers

Along the student's journey....



APPLICATION COMPLEXITY

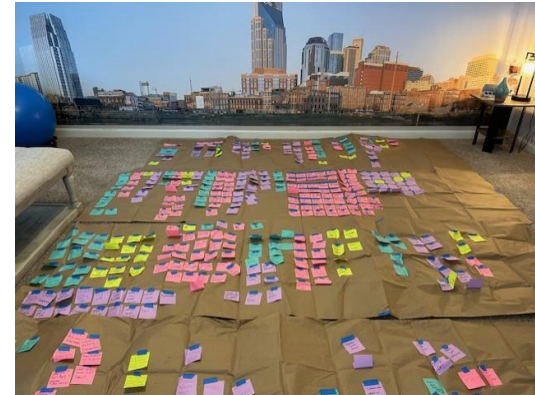
Students struggled with multi-step application processes and unclear instructions.

FINANCIAL AID DELAYS

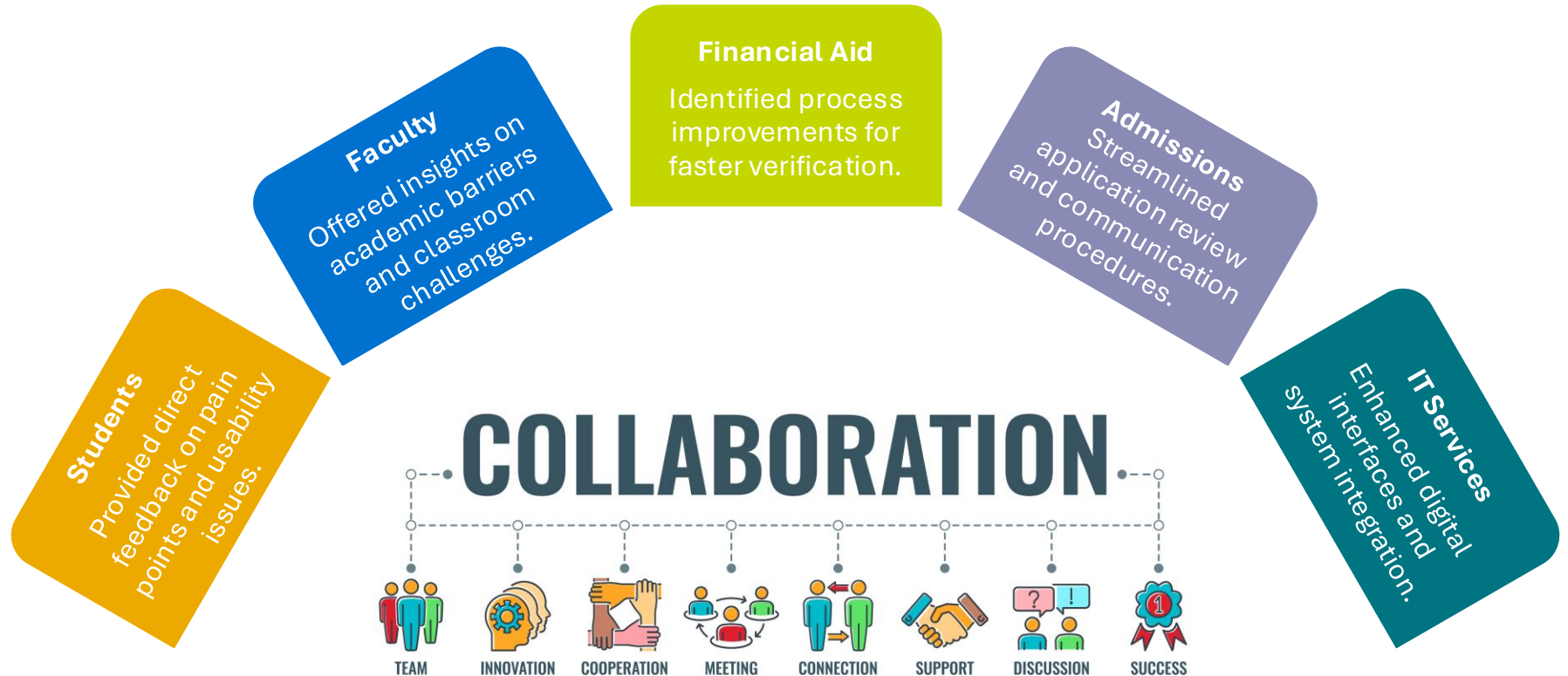
Processing bottlenecks created significant wait times for critical funding decisions.

SUPPORT ACCESS LIMITATIONS

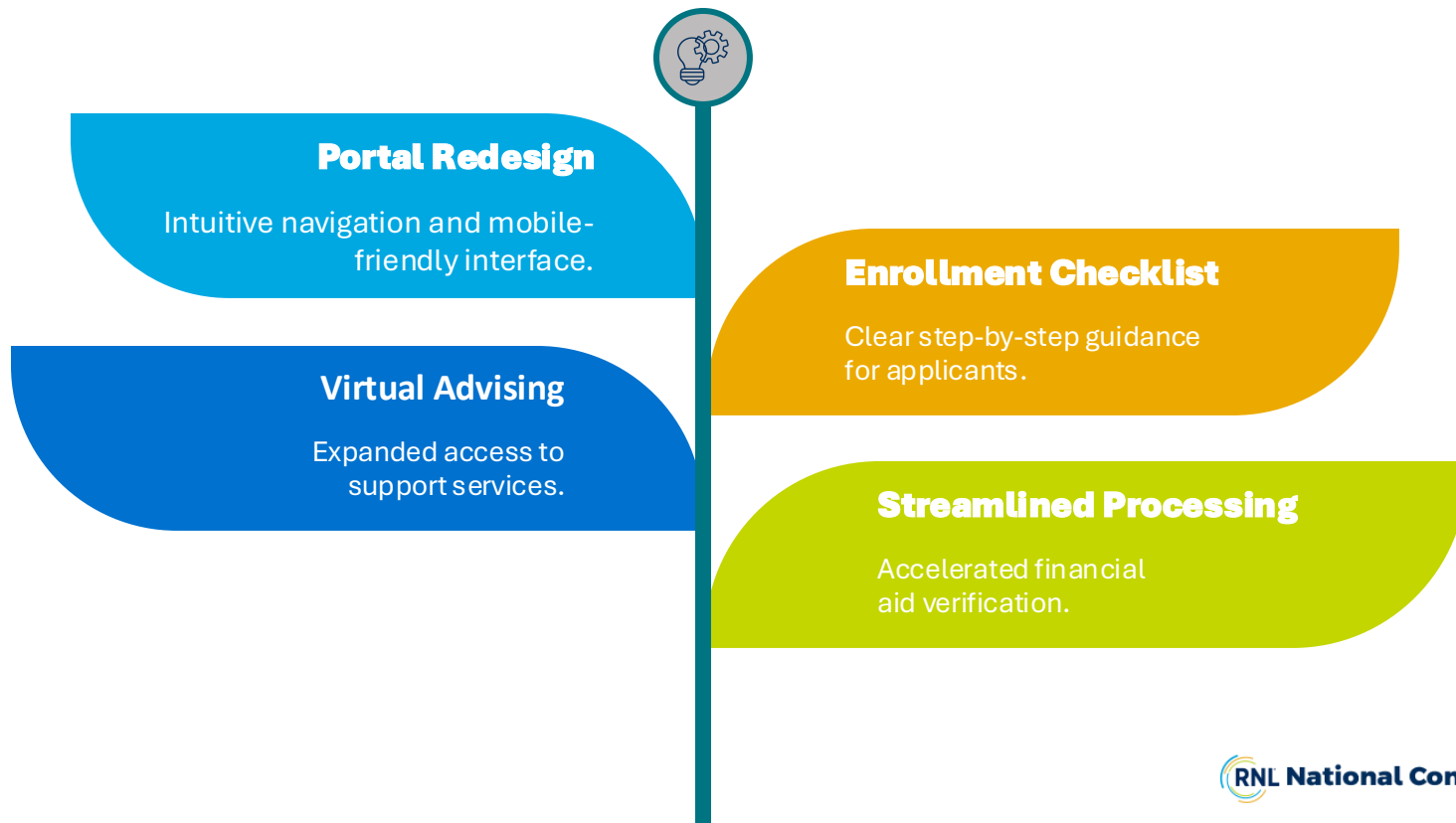
Advising services were difficult to navigate, especially for first-generation students.



Collaborative Stakeholder Approach



Strategic Action Implementation



Measurable Outcomes



33%

Application Completion

Reduction in incomplete applications.

12%

Registration Increase

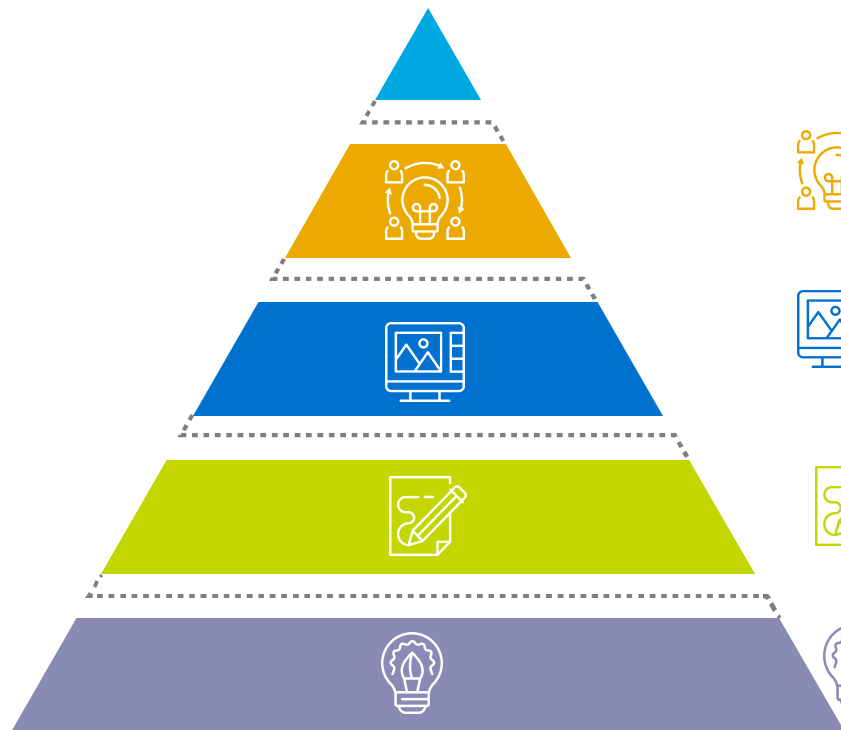
More students preparing quicker.

8.5%

Average YOY Headcount Increase

Implementation Roadmap

Top 10 Reasons for Enrollment Increase



- ✓ Expanded support across advising, call centers, and admissions
- ✓ Impact of Career Pathways Scholarship
- ✓ New initiatives like "Wrap-Up Wednesday"



- ✓ Rebranding and logo refresh
- ✓ Admissions process improvements (Ruffalo Noel Levitz insights)



- ✓ Section management improvements (tracking tool)
- ✓ Call center integration with admissions and financial aid



- ✓ Financial aid's management of FAFSA changes
- ✓ Expanded faculty advising for returning students
- ✓ Cross-division collaboration in admissions and advising

Thank You



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