

# 15C01

## Enrollment Management Matters!

Tuesday, July 15, 2008  
3:30-4:30 p.m.



National Conference on  
**Student Recruitment,  
Marketing, and Retention**

**JULY 15-17, 2008 — CHICAGO, ILLINOIS**

Convened by  
**Noel-Levitz®**

*Managing Enrollment Is the  
Best Way to Ensure Enrollment  
Goal Achievement*

**Enrollment Management Matters!**

by Gary Fretwell

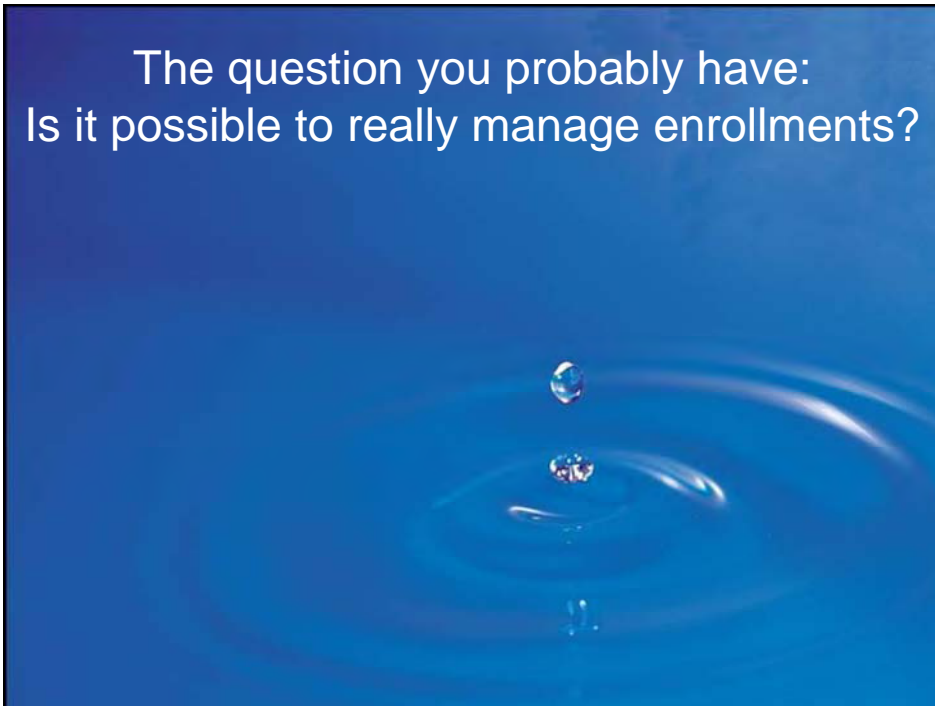
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As enrollment management professionals,  
we must guide our campus EM efforts



The question you probably have:  
Is it possible to really manage enrollments?





The good news is that there are ways  
to manage enrollment at your institution



The solution comes from paying  
attention to four major enrollment areas

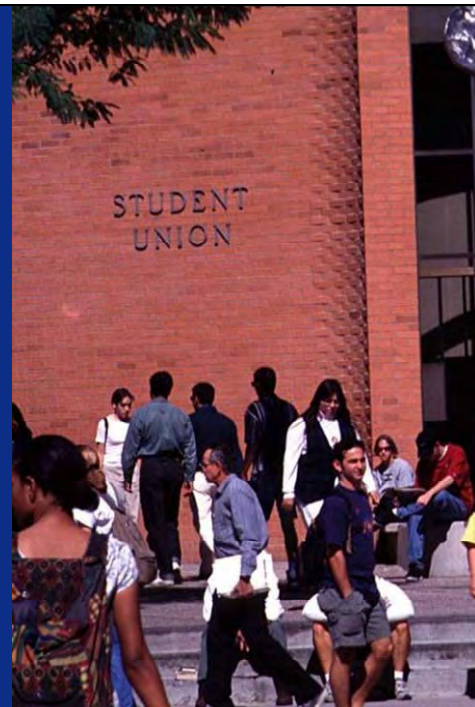


# 1

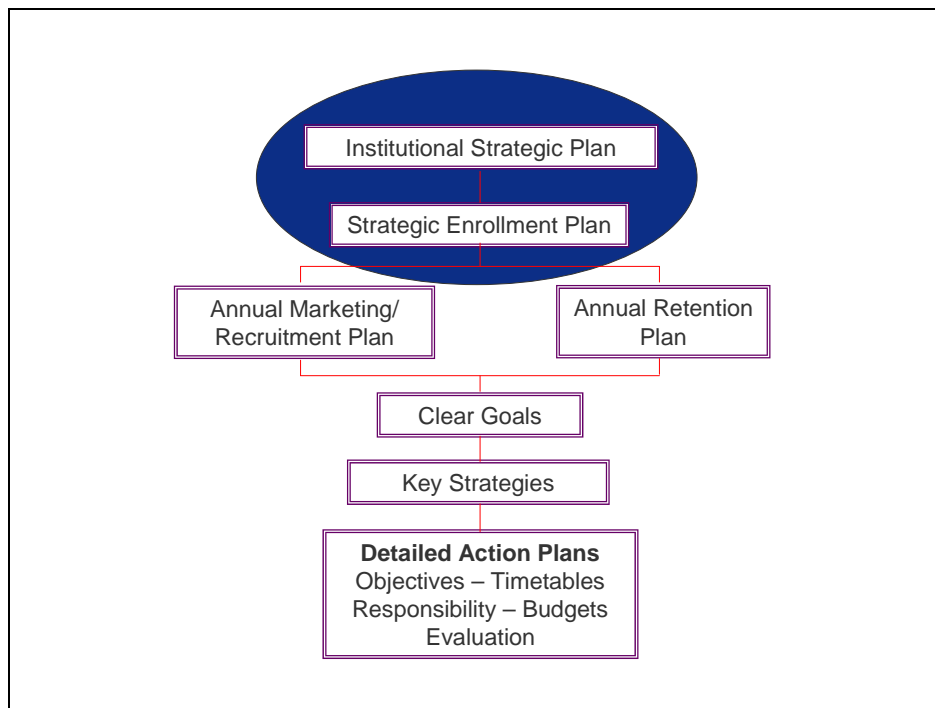
Institutional  
goal setting



First, understand  
what enrollment  
management  
includes



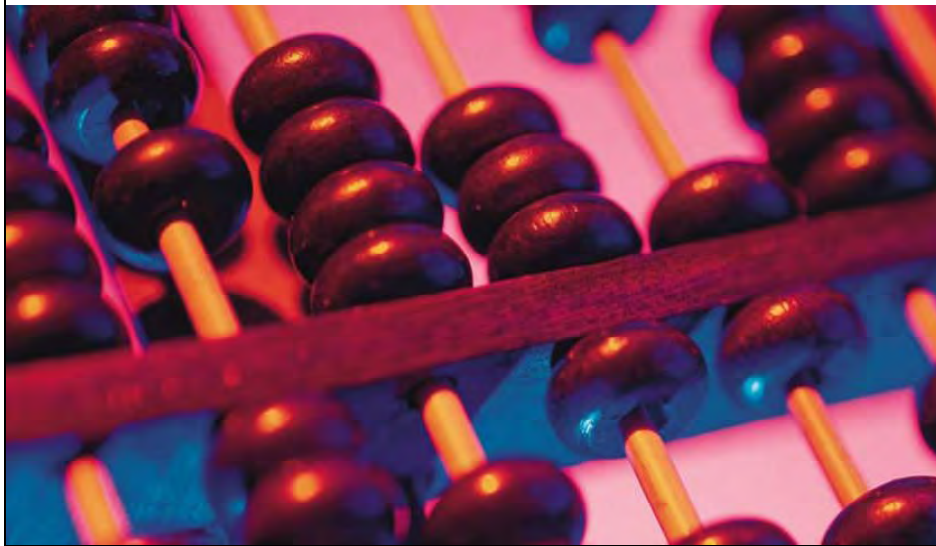
Enrollment management plans should coincide with institutional strategic plans



Marketing and recruitment plans build awareness and define action steps

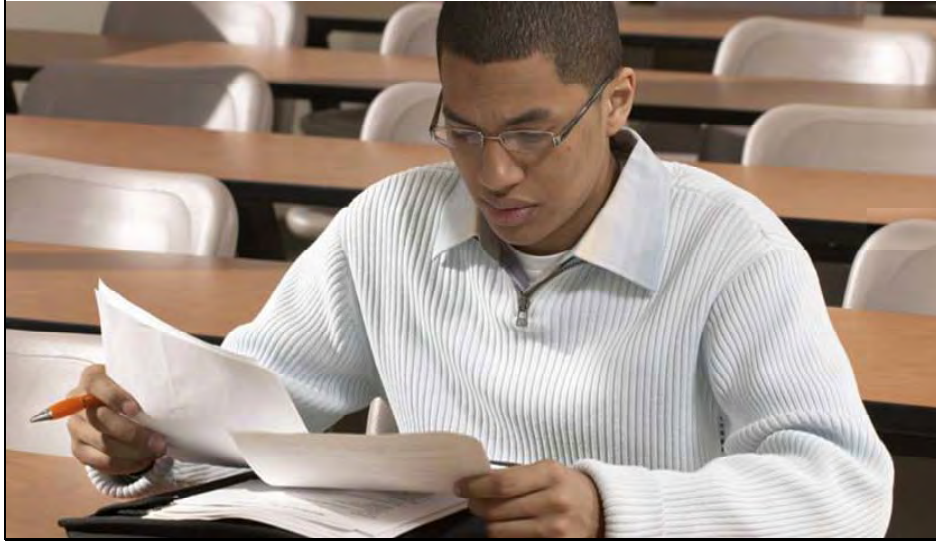


Admissions and financial aid plans facilitate enrollment of interested students





Campuswide retention initiatives ensure  
the success of enrolled students



What are your  
institution's goals?





Identify goals for key enrollment  
management indicators



Make sure there is institutional buy-in



Identify whether needed resources are available to support goal achievement



Communicate the action plan for goal attainment



Consider some  
key goals



Develop agreed-upon freshman and  
transfer new student enrollment goals





Establish any shaping goals  
for new students



Develop overall and cohort retention goals  
based on recent enrollment trends





Decide upon financial aid discount and  
net revenue goals



Remember other  
population or  
initiative goals



Does your campus have  
graduate programs?



Do you establish goals for  
nontraditional students?



Are other populations, including continuing education students, being considered?



Does your institutional strategic plan include new markets or programs?





# 2

You must develop  
a coordinated  
approach to both  
marketing and  
recruitment



Identify key  
marketing initiatives





Use trend data to begin developing  
future plans and initiatives



Establish clear messages of what the  
institution offers



Consistently communicate  
key messages



Carefully manage and coordinate  
marketing activities



Gather information  
you need to make  
good marketing  
decisions



How well are you known?





Who is your competition, and how are they differentiating from you?

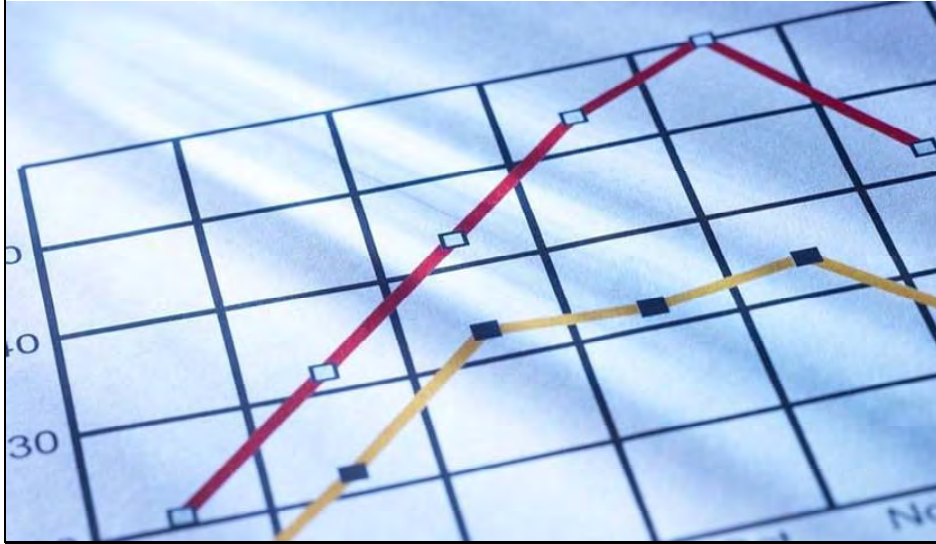


What are the benefits of your programs?





You must have up-to-date trend data



Develop a  
comprehensive  
recruitment plan to  
coordinate all  
activities

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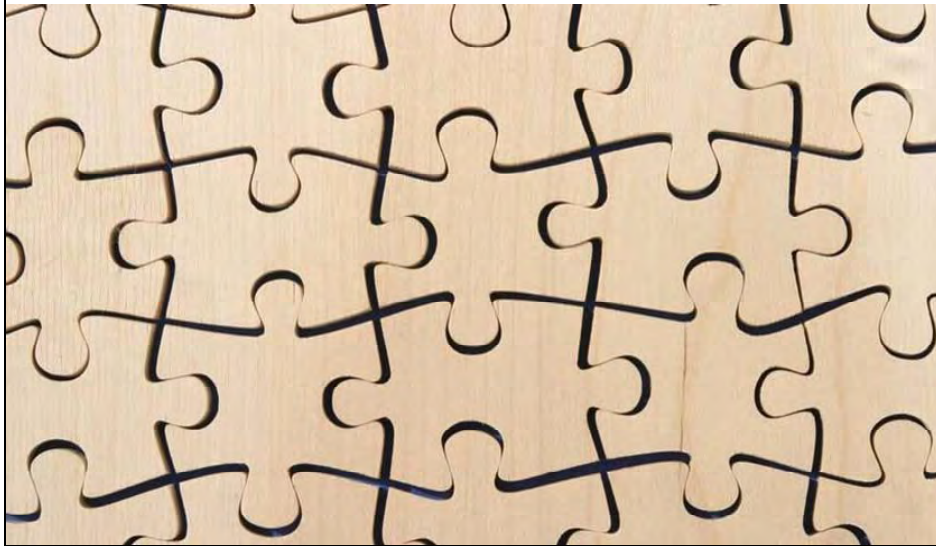
Consistently collect student interest data



Organize the specific responsibilities  
of staff, alumni, and other groups

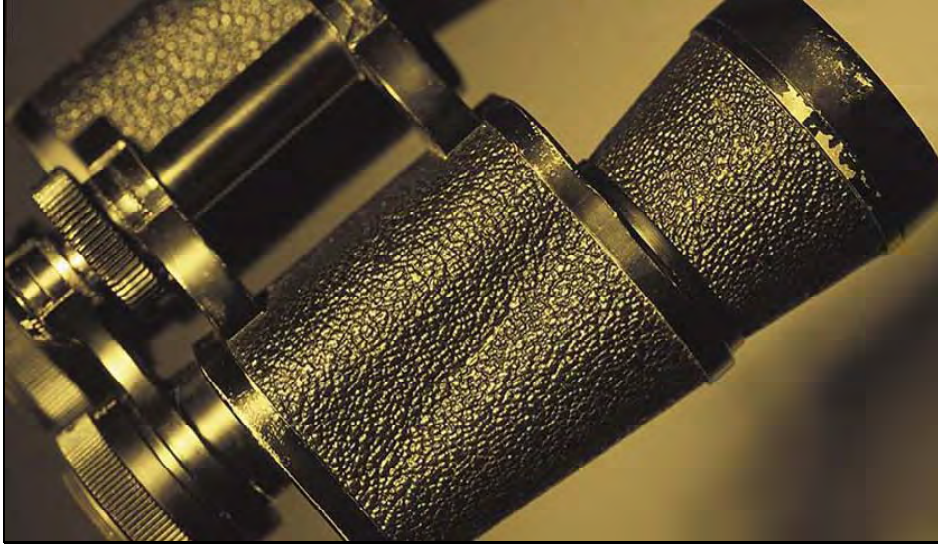


Develop a differentiated and  
segmented communication plan





Monitor the results of all activities



Develop  
clear steps to move  
students from  
initial awareness  
to application



Pay attention to sources  
of student interest



Develop a clear plan to respond to a  
student's specific interest and needs



Focus on consistently  
creating a call to action



Make sure efforts are coordinated





# 3

Build relationships  
with students  
during admission  
and financial aid  
processes



Manage the  
recruitment program



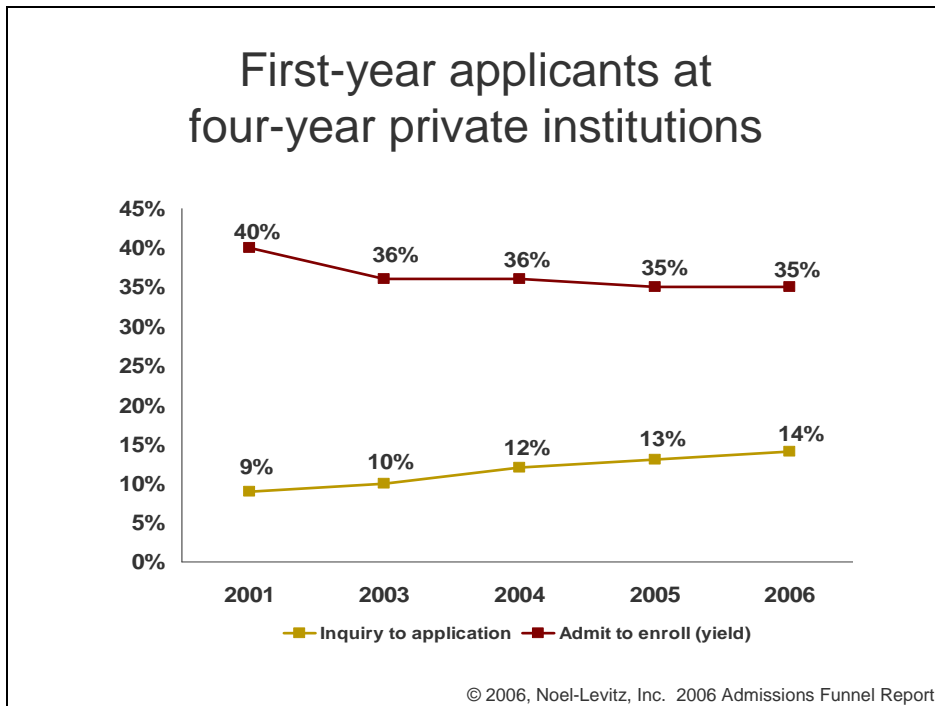
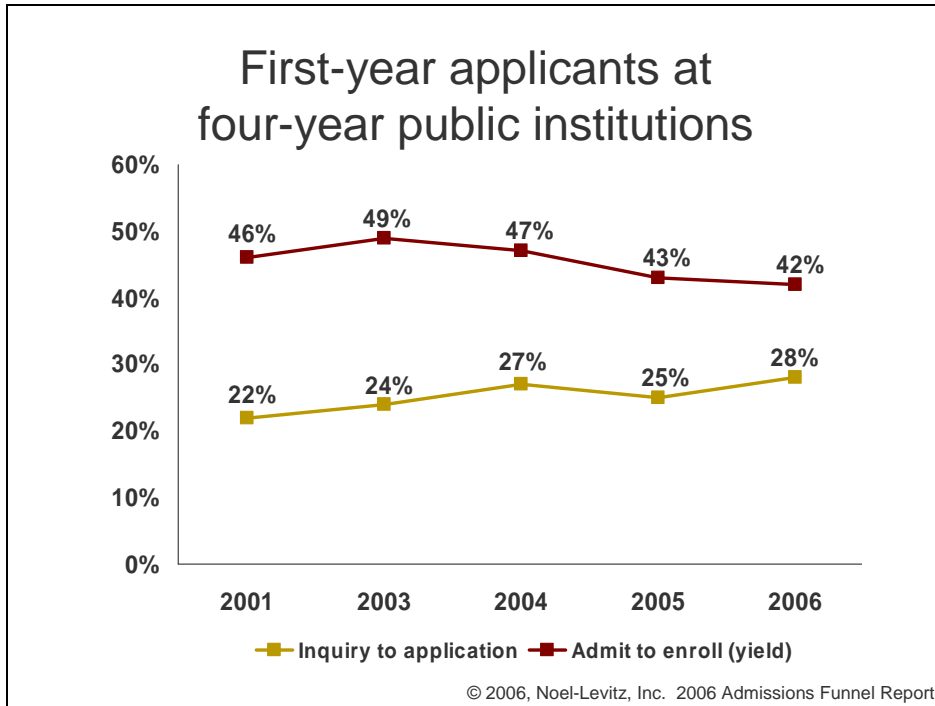
Monitor any changes in  
demographic trends



Monitor conversion rates  
throughout the funnel

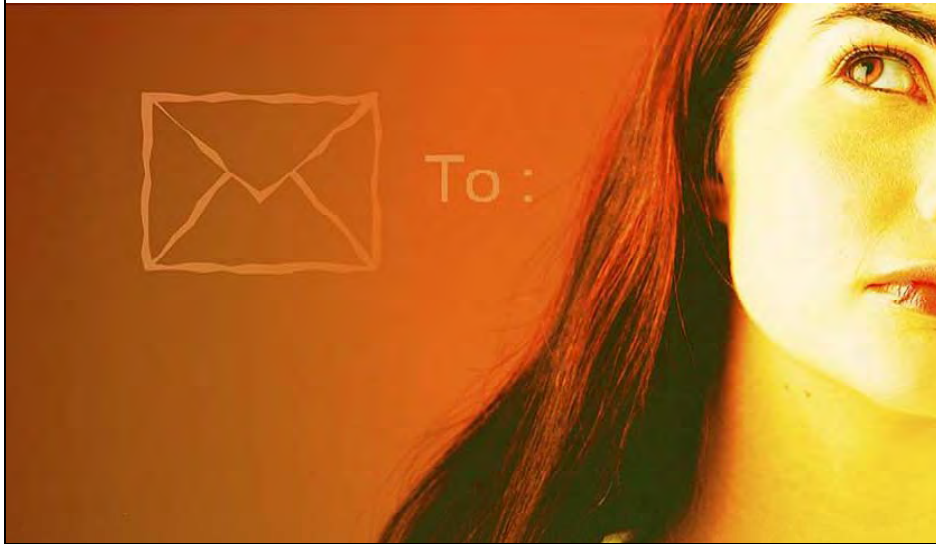


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Manage the communication flow  
to prospective students



Qualify student interest often  
and capture those results



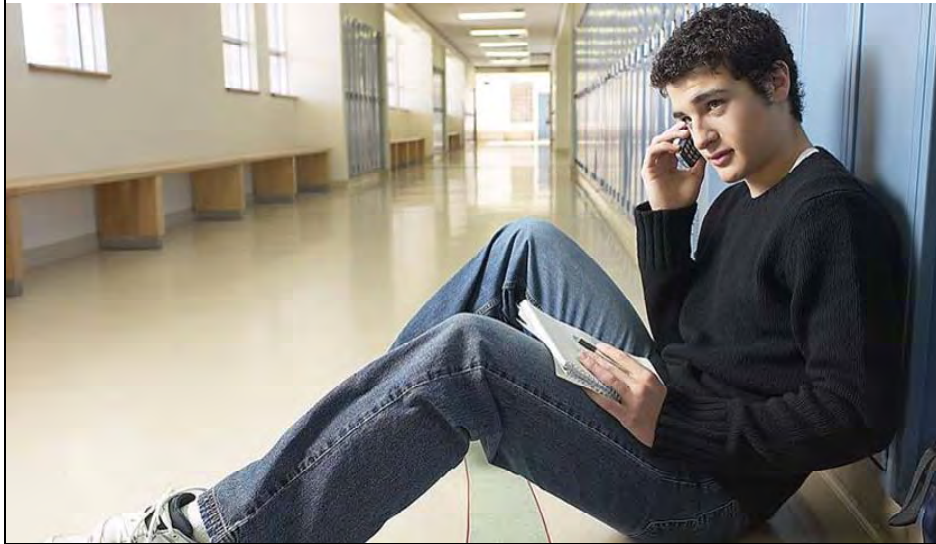
Utilize staff and others to enrich relationships with prospective students



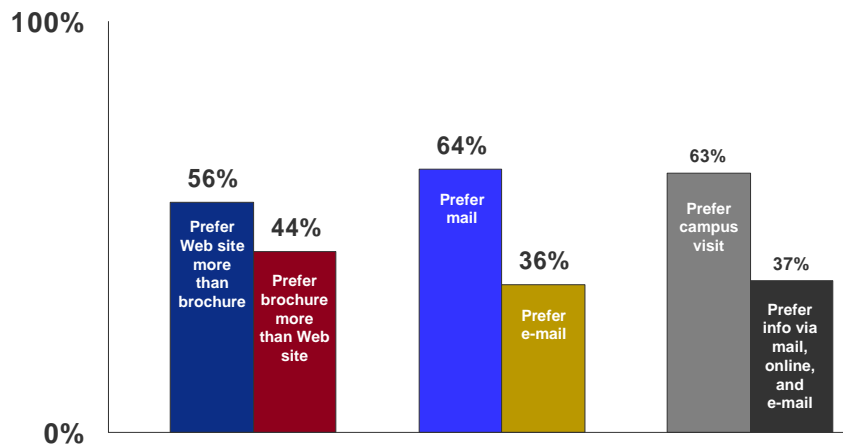
Focus on relationship building



## Identify how students want to be contacted



Students are turning to the Web more, but 64% say they still want to receive info via mail



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Engaging the "Social Networking" Generation



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## Continue communication throughout the recruitment process

Action	Before applying	After applying	Never
Sending a brochure or letter to me in the mail	80%	17%	3%
Sending me an invitation to visit campus	78%	20%	2%
E-mailing me general information about the school	80%	16%	3%
E-mailing me a personalized PDF brochure	67%	25%	8%
Calling me to talk about academics	55%	40%	5%
Calling me to talk about financing and scholarships	58%	38%	3%
Calling me to talk about student life and activities	54%	40%	6%
Calling me to talk about athletic programs	53%	35%	12%
Inviting me to participate in an online chat sessions	45%	35%	19%
Instant messaging with a representative from school	46%	37%	17%

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 Engaging the "Social Networking" Generation

## Focus on results, not just activity



Ensure accountability for results,  
not just activity, with your staff



Develop  
straightforward  
processes to  
engage and move  
the student forward



Clearly communicate next action steps  
for the prospective student



Remind students of their next step  
in writing, electronically, and in conversation



Provide students with reasons to act



Orchestrate the use of faculty, coaches, and others on campus





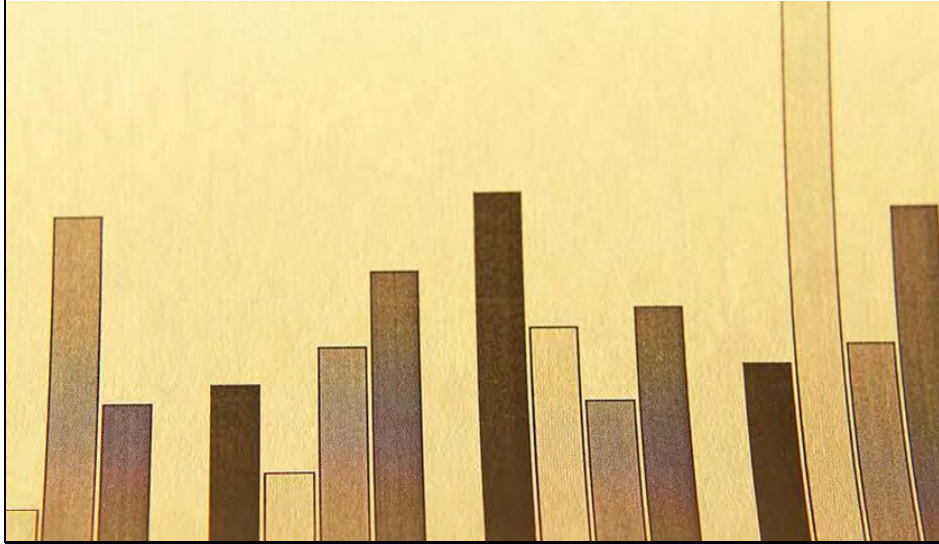
Use your  
financial aid and  
scholarship dollars  
strategically



Analyze prospective students'  
receptivity to your awards



Develop a plan based on careful  
analysis by student cohorts



Communicate and personalize your  
awarding processes and actions



Remember, you are trying to develop a plan  
to achieve all of your enrollment goals



4

Coordinate all  
retention initiatives



Develop clear  
retention goals



Collect trend data by cohort





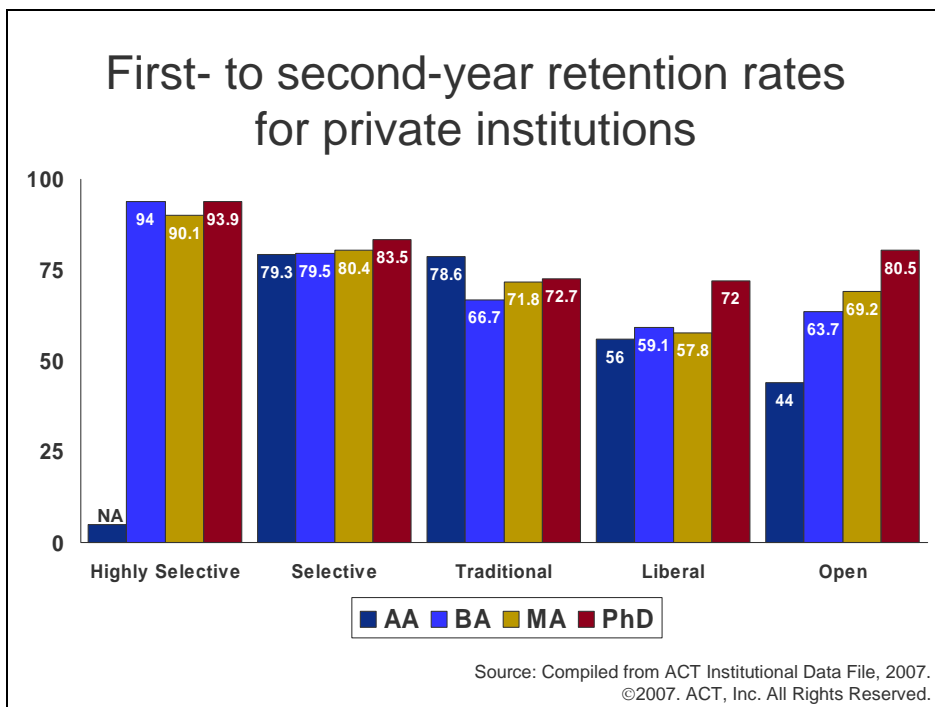
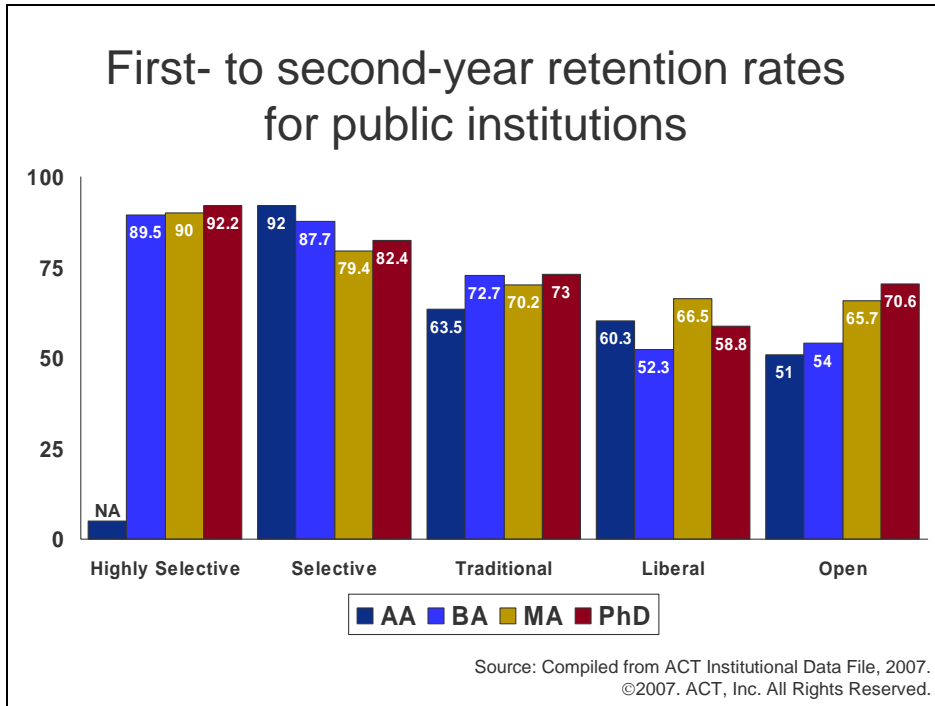
Look at retention rates between semesters  
and beyond sophomore years



Look at overall rates relative to national  
benchmarks by type of school



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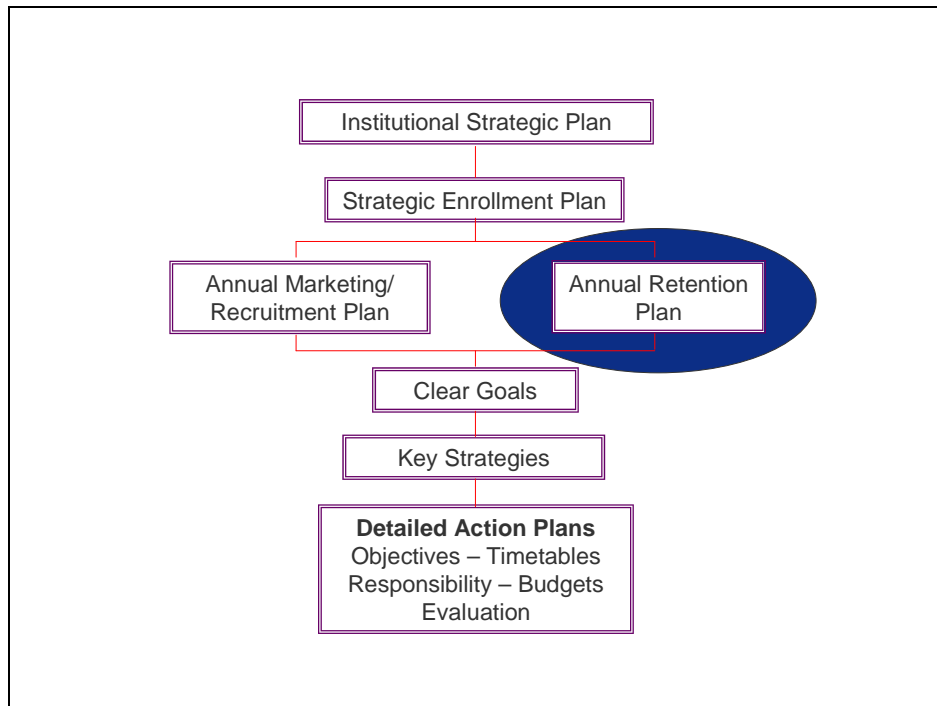
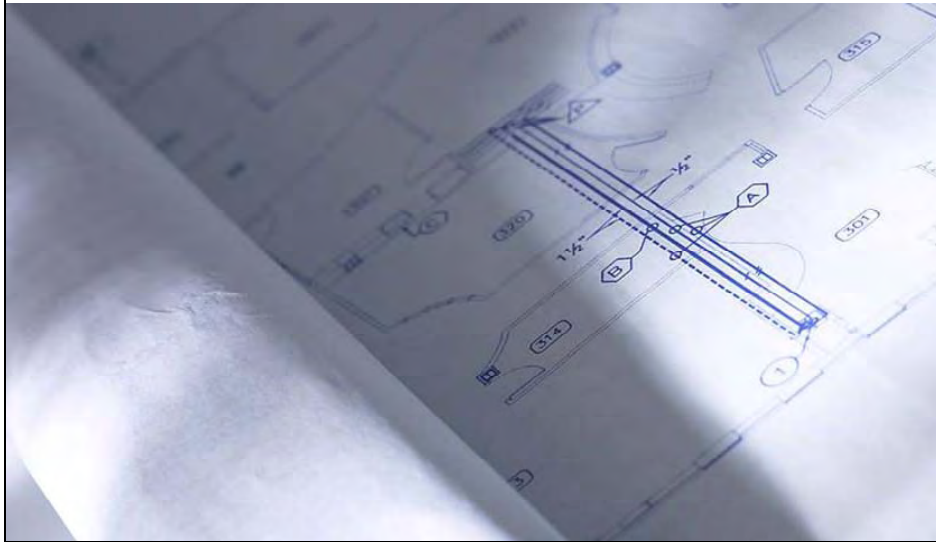
Communicate institutional commitment  
to retention and graduation goals



Develop a structure  
to coordinate  
retention activities



## Develop a comprehensive retention plan





Develop organizational structure  
to coordinate retention



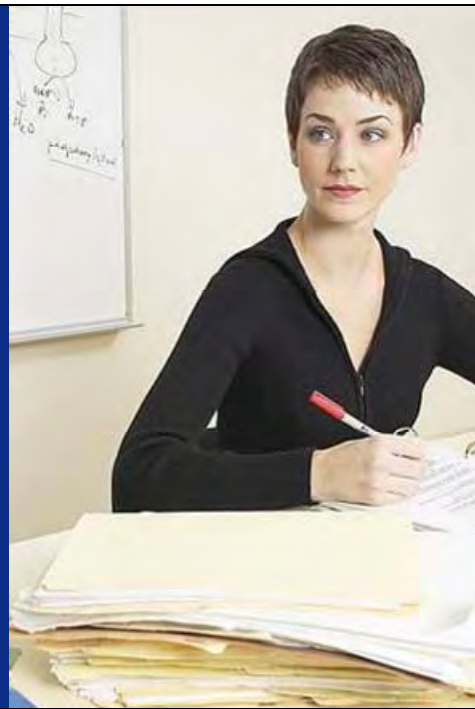
Identify a director of retention to  
manage the disparate initiatives



Include all areas in the  
retention discussion



Find ways to  
engage the faculty  
and other staff  
on campus



Remember to focus on  
academic issues



Academic advising is a key indicator



Measure student satisfaction  
and the importance of services



Focus on the connection points  
of various retention services





Focus on  
proactive, not  
reactive, activities



Think prevention, not reaction



## Develop clear early-alert systems



## Understand the “service” paradigm that must be in place



Will you start to lead in this effort,  
and where will you start?



Enrollment management must be  
managed and coordinated



Coordinate and manage all four major enrollment areas



Managing enrollment is the best way to ensure enrollment goal achievement





Your leadership can help guide the  
management of enrollment for your campus



What we think, or what we know, or what we  
believe is, in the end, of little consequence.

The only consequence that matters is what  
we do.

– John Ruskin

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