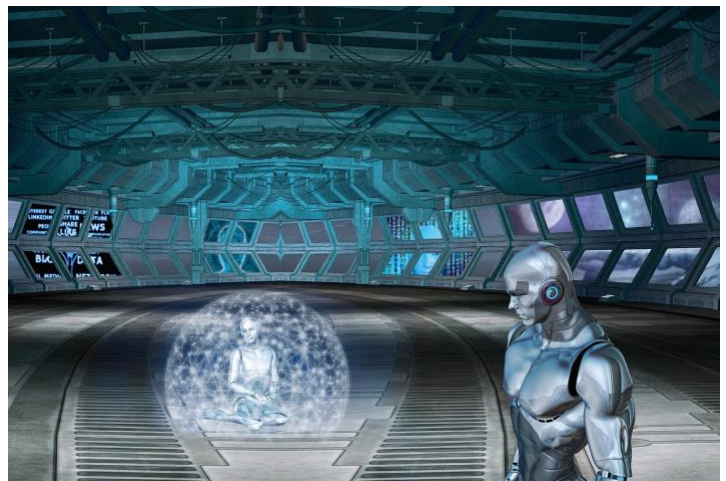


Enrollment Coaching



Enrollment Coaching

Enrollment Coaching is a dynamic process of an admission assessment combined with creating essential efficient productive business practices, team alignment and development of high potentials to achieve measurable enrollment goals enhancing net revenue.

Admission Network, LLC & Eckstein Executive Coaching



Proven Solutions

For years, I was in senior leadership impacting enrollment change at many colleges, universities and independent schools. I noticed that great enrollment leaders were burning out, quitting or moving-on due to the stress and strain of the demographic, tight budgets, and inadequate processes. Presidents and Boards were struggling to balance budgets at colleges that were driven by tuition, and nothing has changed. I wanted to improve the outcome for both students and colleges. Therefore, I combine executive coaching with enrollment management to produce and create change, craft fall classes, improve efficiency, outcomes and net revenue. I have worked at small, large, public, private, liberal arts, STEM, urban and rural. There is no magic bullet, but if you strategize, diversify, improve team performance gaps, the outcome is a beautiful thing – 100% successful outcomes in enrollment at dozens of colleges and independent schools, since 2005 even during the recession of 2008/2009 and now Covid-19. This is my framework. There is no cookie-cutter solution, magic bullet, or set recipe. All colleges and universities are different. You should be thankful because that is your edge. That is what sets you apart. The very thing that makes you different, creates your brilliance and your best outcome. Therefore, I perform an assessment of each college and/or independent school, provide you with a checklist of areas to improve upon and then I coach your senior enrollment professionals to act with efficiency and creativity. I don't just give you the recipe for success and leave. I actively coach your team to achieve your class. It really is possible, once you set your mind to it and utilize your network of influencers.



Review of Information

In order to get started assessing your operations, I will need access to the following information for the past 3 years (where feasible):

- Board reports relative to EM, facility improvements, student services and budget
- IPEDs data, HEDs data, all student surveys & feedback forms
- Historical admission data (inquiries, applications, completed applications, submitted applications, admitted, denied & enrolled) by state, admission counselor, major, ethnicity, GPA range and SAT range
- Financial Aid Models with enrollment by funding amounts, need, and gaps
- EM budgets with details of expenditures
- Territory assignments, college fairs attended and virtual and event schedule with attendance
- Campaigns, website, social media, SEO, PPC, and conversions on all leads and marketing initiatives
- Vendor relationships and dashboard information/results
- Tour script; Does it sell your value proposition?
- List of Top 10 competitors
- Admission Best Practices
- Communication Plans (Email, Text, Direct Mail)
- Application process & timeline
- Interviews of key staff and faculty



Design and Strategic Plan

- Coach team for alignment
- Develop protocols for essential efficient business practices
- Assess territories and implement change
- Evaluate tour script for impactful outcomes
- Create community partnerships
- Elevate customer service
- Leverage aid dollars



Applications

Does your application contain the information you need and only the information you need? Have you streamlined and eliminated barriers for students and families? We will review and compare your application to other competitors to eliminate the complexities and assist in eliminating the complication of redundant paperwork. Items we will review are the number of questions, application fees, deadlines, decision release dates, how and when are files reviewed and can files be reviewed virtually by all committee members? Is there a backlog and do you have enough readers? Is there an automatic admit threshold, or an automatic deny standard? Do you have enough and consistently productive vendor partnerships, providing you with quality leads that convert?



Events

Events are key and everyone's responsibility on campus to ensure success whether the event is held in a virtual or physical space. Many excellent events are held virtually with the assistance of faculty, athletic coaches, and career services, in conjunction with the admission team. The more events, the greater the enrollment so don't make the mistake of cutting back on event options. Create compelling events that are fun and entertaining yet educational about your college. Create a buzz so students want to attend and wouldn't dream of missing out. Parents too need more and more information so offer them parent only events where they can get answers to their questions. Offer big, small and different venues for your events. Also, each event needs to be orchestrated with a communication plan for promotions, presentations, speaking, event thank you messages and reporting outcomes. Event numbers also are a true indication of how your year will evolve. Watch event numbers and you will watch growth.

Metrics and Marketing

Identify your key metrics and monitor the stats daily. A small moment away from the moving train can create disaster. Are your goals to improve applications, lower admit rates, increase yield, build awareness, increase diversity or increase selectivity? Or all of the above? Defining your goals that are specific and measurable in a collaborative setting will increase team alignment, buy-in and motivation to produce. Motivation increases productivity and the bottom line. We will examine everything, your website which is your front door to many stealth applicants, your social media following and connections, email marketing campaigns in relation to your mission, vision and value and blogs and texts. You need to meet your families where they are and this means a multi-channel marketing initiative for success.



Our Edge

What sets us apart will be what sets you apart. We will work closely together in an enrollment coaching scenario, sometimes daily to ensure that your metrics and messaging are producing the desired outcomes you need to craft your class and increase your net revenue. Coaching your team through the tough moments, creating change initiatives, aligning their motivation and developing performance for resilience and the long game will be the difference that Admission Network, LLC and Eckstein Executive Coaching will deliver. We have been there and we know what it takes and when it involves bold and deliberate initiatives to create consistent enrollment year over year. Why are you waiting?

The ability to learn faster than your competitors may be the only sustainable competitive advantage.

- Arie De Geus



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