THE ENROLLMENT CHALLENGE:
TACTICS FOR EVERY DEPARTMENT

With overall college enrollments in the U.S. declining for the sixth straight year in 2017, tackling enrollment decline among higher education institutions is a challenge that reaches beyond just the enrollment office. Every department can play a role in turning the tide on falling enrollment.

ENROLLMENT

Upgrade Recruiting Intelligence

Competition for a limited pool of applicants means enrollment offices need to upgrade the strategies they use for attracting applicants and converting those applicants into matriculants.

TOOLS TO USE

Enrollment Funnel Assessment: Breakdown the inquiry-to-matriculation pipeline and spot where enrollment roadblocks occur.

Geomarket Opportunity Dashboard: Leverage attractive student profiles to find new untapped regions to target recruiting efforts.

Enrollment Choice Survey: Survey prospective students on an institution's perceived strengths and development areas.

ACADEMIC AFFAIRS

Offer In-Demand Academic Programs

Demand for academic programs depends on a variety of factors including program level, location, target audience, competitive saturation, and labor market trends. Institutions that conduct a holistic, robust program demand analysis have the best chance of attracting enrollments and running a successful academic program.

TOOLS TO USE

Degree Completions Analysis: Track degree completions to determine the volume of student demand.

Employment Projections Analysis: Study trends in future employer demand.

Job Postings Analysis: Analyze current employer demand.

Program Benchmarking: Examine competitor program offerings to determine the overall supply.

MARKETING

Create a Rich Online Virtual Experience

Help students learn more about an institution by creating a vivid and authentic online marketing experience. From basic website and email optimization to more advanced augmented and virtual reality experiences, marketing can drive enrollment by promoting brand awareness and competitive differentiation.

TOOLS TO USE

Brand Assessment Survey: Survey prospective and current students, alumni, and community stakeholders to identify an institution's brand strengths and areas for improvement.

Marketing Channel Assessment: Evaluate an institution's marketing channel utilization (website, email, social media, paid advertising, and media coverage).

U.S. News & World Report Ranking Analysis: Study USNWR ranking to spot paths to improved ranking.

Messaging Differentiation: Benchmark an institution's branding and messaging against competitors and highlight opportunities for increased differentiation.

ALUMNI AFFAIRS

Promote Post-Graduate Success

Alumni recommendations and success stories paint a vivid picture for why students should enroll in an institution. Alumni feedback and post-graduate employment tracking can capture these success stories and help promote how an institution prepares graduates for their next career step.

TOOLS TO USE

Career Tracking: Analyze alumni post-graduate outcomes and career development to spot perceived strengths and gaps and earnings expectations.

Alumni Impact & Engagement Survey: Survey alumni on the elements they valued most in their experience and what elements could be targeted for improvement.

STUDENT AFFAIRS

Cultivate a Vibrant Student Climate

Creating a dynamic, diverse, and welcoming environment helps set the tone for much of a student's experience. Student feedback on a wide range of elements that impact student life can help spot high points to promote in advertising and development areas to target for improvement.

TOOLS TO USE

Institutional Climate Survey: Survey students to uncover impressions of extracurricular activities, school amenities and resources, safety and security, culture and diversity.

FINANCE

Optimize Tuition and Aid Structure

Institutions experiment with tuition reduction strategies to address price sensitivity with prospective students. It is crucial for institutions to understand which tuition pricing model is best, their chosen model's impact on students, and how their model compares to competitors in order to utilize the model to increase enrollment.

TOOLS TO USE

Tuition & Aid Sensitivity Surveys: Evaluate tuition and financial aid pricing data and model potential scenarios to drive enrollment and maximize revenue.

Competitor Tuition Benchmarking: Study peer institution tuition pricing models.