

ENROLLMENT MANAGEMENT

WHAT A COLLEGE PRESIDENT NEEDS TO KNOW

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DEMOGRAPHIC CLIFF, ECONOMIC CHALLENGES, & MARKET SECTOR INSTABILITY

- **Impact on Enrollment**

- Highly competitive marketplace
- Discounting spiral
- College search process is less structured
- Delivery method...On-line, Hybrid, In-person, or all three?
- Deepening financial barriers for students impede access

- **Impact on Marketing and Brand Identity**

- Lots of Noise and Digital Fatigue
- Strong Brands are winning
- Sophisticated multi-channel marketing is costly



WHAT HAS YOU CONCERNED?

- First-time college enrollment
- New Transfer enrollment
- Graduate and Adult enrollment
- Retention of Current Students
- Net Tuition Revenue (Discount Rate)
- Residential Population
- All the Above 😊

THE ENROLLMENT MANAGEMENT TEAM & THE PRESIDENT

- **ENROLLMENT TEAM:**

- **MARKETING**

- Understanding Brand Identity
- Noisy and Complex

- **RECRUITMENT**

- On campus events
- Multiple opportunities to connect

- **RETENTION**

- **Always** recruiting
- High Quality Service with Outcomes

- **PRESIDENT:**

- **SUPPORT**

- Know the Brand Message
- Learn about Multi-Channels

- **PARTICIPATE**

- Be present at admissions events
- Embrace Recruitment “Thinking”

- **ENGAGE**

- Students want to connect
- Proclaim “**WHY**” to all



PRINCIPLES OF ENROLLMENT MARKETING

FOUR KEY PRINCIPLES:

- **Features**
 - Sports Business Major
- **Benefits**
 - Internships – Major Sports Franchises
- **Outcomes**
 - Guaranteed Job in Sales / Operations
- **Transformation**
 - Networking Event with Professionals from all major Franchises

Targeted Marketing

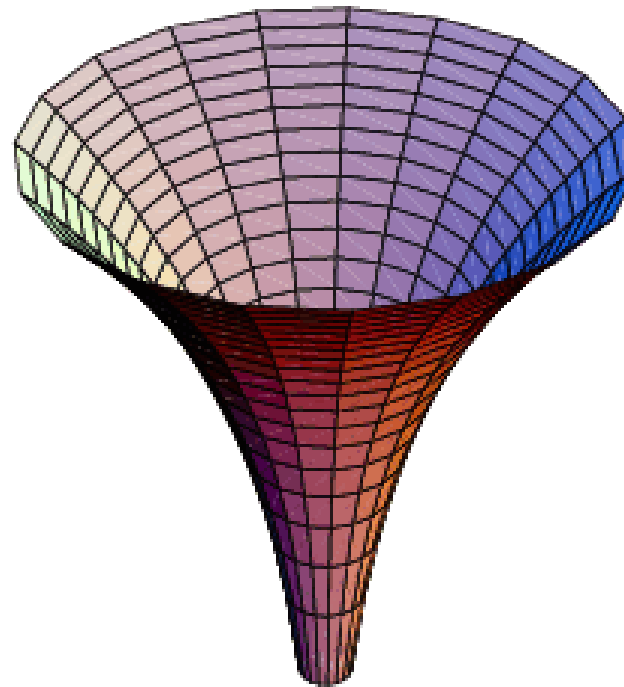


RECRUITMENT

MANAGING THE FUNNEL:

- Prospects & Inquiries
- Applicants & Completes
- Financial Aid (FASFA)
- Admits
- Deposits
- Enrolled
- Retention – Persistence
- Graduation

MULTIPLE FUNNELS:
First-year, Transfer, Adult,
Graduate, Online, Athletes
Diversity, Residential...



Conversion Rate

Admit Rate

Yield Rate

Melt Rate



WHO ARE YOUR STUDENTS?

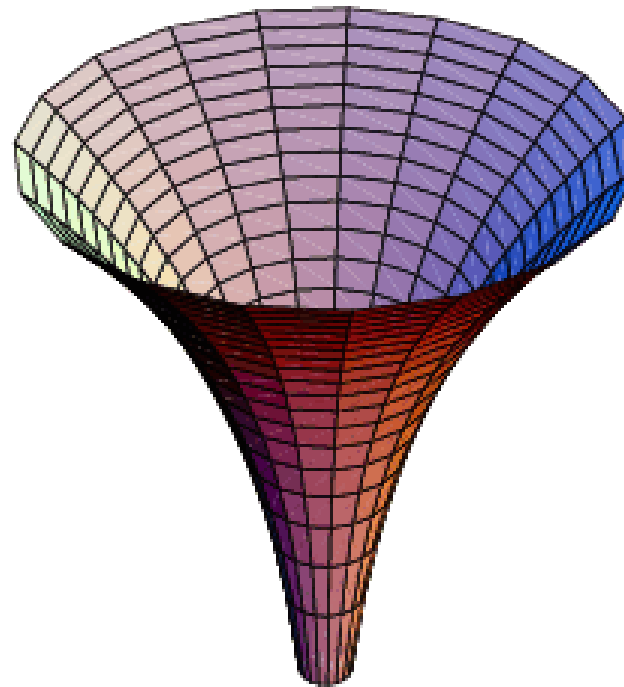
- Geo-demographics characteristics?
- Student Population?
- Average Net Tuition per student?
- Are there changes in your student profile?
- Why do your students enroll?
- Why do your students stay?

STUDENT PERSISTENCE

PERSISTENCE FUNNEL:

- On-Boarding & Orientation
- Advising & Registration
- Identify Students at Risk
- Introduction Courses
- Tracking student behaviors
- Retention fall to spring
- Retention 1st to 2nd year
- Retention and Graduation

MULTIPLE FUNNELS:
Continuing Undergraduates,
Graduate Students,
Athletes, Residential....



Registration Rate

Stop-out Rates

Course Completion Rates

Retention Rate

Graduation Rate



RETENTION - Influencers

Factors that influence retention:

- Program of Study
- High School / College GPA
- Campus Climate
- Race / Ethnicity
- Financial Support
- Remedial Courses
- Date of Application
- Date of Deposit
- Distance from Home
- Resident or Commuter
- Campus Visit
- Athlete

RETENTION - Impact

WHY FOCUS SO MUCH EFFORT ON RETENTION?

- Keeping your brand promise
- Financial impact on each student
- Institutional Reputation
- Campus Vibrancy
- Cost to replace each student
- Other Thoughts...





WHAT DO YOU KNOW ABOUT RETENTION ON YOUR CAMPUS?

- What academic major has the lowest retention rate?
- What program has the highest?
- What are the retention rates by gender?
- What are the retention rates by race?
- How many students will leave due to financial stress?

LET'S TALK

- **What is the most successful recruitment strategy on your campus?**
- **What is the most successful retention strategy on your campus?**



ENROLLMENT MANAGEMENT – Departments

STRUCTURE, LEADERSHIP, AND CULTURE:

- **Admissions**
- **Financial Aid**
- **Marketing**
- **Registrar**
- **Athletics**
- **Student Accounts**
- **Student Success Center**
- **Advising**
- **Academic Support Services**
- **Career Services**
- **First-Year Course**
- **Orientation**

ENROLLMENT MANAGEMENT - Resources

VENDORS AND PARTNERS:

- **Admissions Consulting**
 - Search
 - Social Media, Print, and Web site
 - Branding and Market Research
- **Financial Aid Consulting**
 - Financial Aid Leveraging
 - Tuition Management Services
 - Financial Literacy Education
- **Retention Consulting**
 - Annual analysis to guide strategy
 - Student Satisfaction Inventory
 - Annual Retention Goal
- **Academic Advising Review**
 - Develop and Support Advisors
 - DEI Assessment
 - Advising vs Registering

THE PRESIDENT'S ROLE

LEADERSHIP FROM THE TOP IN THE FOLLOWING AREAS:

- Evaluate and Audit
- Set Clear Strategy
- Ensure campus-wide support
- Understand the enrollment picture
- You must have Quality Data, Timely Data, and Appropriate Data
- EM Leadership is key
- Educate your Board



QUESTIONS & DISCUSSION

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