

Maximizing enrollment is critical to your institution's growth and success. But are you executing the right strategy around student recruitment, support and retention?

## SERVICES:

### STRATEGY AND PERFORMANCE

- Develop quantitative and qualitative performance management goals to align strategy and drive improvement
- Develop a coaching approach with structures and content customized to your enrollment team's needs
- Design training and continuous improvement plans based on productivity and targets
- Create formal inquiry management policies on speed to contact, advisor KPIs (Key Performance Indicators), CRM audits, and daily, weekly, and monthly matrices

### LEAD CONVERSION AND NURTURING

- Develop materials to assist students' decision to enroll, including communication plans and scripts to optimize contact points
- Create key performance management measurements of the effectiveness of employees
- Construct a comprehensive lead nurturing process, including: communication plans, phone scripts, email templates, call training and analytics (e.g. measured time from student request to first contact), and KPIs for all student-facing staff and activities (including effectiveness and learning outcomes)

### STUDENT JOURNEY AND RETENTION

- Create or update existing enterprise software and analytics systems to improve the entire student lifecycle experience
- Design a strategy to provide students with the support and resources they need to succeed
- Help students find and secure employment after graduation through career services, employer partnerships, and student engagement programs

### VENDOR MANAGEMENT

- Develop a vendor management process for communication center, enrollment, or inquiry and digital marketing services
- Make sound financial decisions backed by transparent analytics
- Negotiate and review key contracts
- Provide RFP submission and evaluation support

**Our goal:** to help your institution design a best-in-class enrollment management process. By coaching and training your enrollment team, EducationDynamics can help you meet the needs of post-traditional students by optimizing:

- Performance
- Communication
- Training
- Inquiry Management
- Nurturing and Retention

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