



ENROLLMENT MANAGEMENT

7 Best Practices



With the challenges of being an Enrollment Administrator increasing by the day, you need every advantage you can to reach, or exceed, your enrollment goals.

To offer assistance, the experts at AnswerNet Education Services have compiled a list of 7 enrollment best practices. Not only are these best practices relevant for today's prospective students, but they also offer insight into ways to optimize tactics you have become accustomed to using.



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Determine the preferred method of communication for your students.

College students are a diverse audience with varying needs. Many younger generation students prefer SMS texting while others or non-traditional students may favor phone calls with live, human interaction.

Conduct a test at your institution by providing the exact same message in a variety of formats, including email, text, chat, live and automated calls. Record data from every interaction and determine which one was most successful.

Your in-house marketing and communication teams can help. Consider the open rate on emails or the engagement rate for your social media posts. *Which ones performed better overall? Is one yielding a better result or response rate?*

Once you determine the preferred method of communication for your prospective students, develop an appropriate and consistent communication cadence based on their stage in process.

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Develop messaging focused on parents.

Determining the right institution often involves parental input. Parents play a crucial role in many new students' enrollment decisions.

Target parents in your overall messaging strategy. Focus on the benefits of your institution from a parental perspective such as your financial aid and scholarship offerings, academic opportunities, career outcomes, and even your location. Consider what makes your institution unique from their eyes.

Involve social media in your messaging by creating a social media page focused solely on parents. Use it as a platform to convey news and other events on campus that parents would want to be informed about.

Utilize the tools available to include parents who may share a role in the decision-making process.

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Personalize student messaging.

Along with emailing prospective students consistently and keeping them engaged, **ensure that all your messages focus on the students' needs rather than the college itself.** Instead of discussing what makes your campus the premier choice, tell them how they, *as a student*, will thrive on your campus.

The same concept holds true in any type of marketing. ***If you want to sell your business, your products, or your services, you must focus less on why you're important and focus more on how your audience's life will improve.***

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Utilize a mix of omni-channel communication.

There is a reason why omni-channel communication comes highly recommended from experts. This multi-channel communication occurs when you use a variety of mediums to interact with your audience such as phone calls, voice automation, texts, chat, and emails. However, you may need to experiment to see which combination or single medium works best for you.

Open rates and response rates vary widely between texts and emails, often with texts having the most success.

Research from [a study conducted by Mobile Marketing Watch](#) shows that text messages have a 98% open rate while emails often hover on the lower end of nearly 20%.

Email is still useful as a means of communication, especially while an individual remains in the prospect stage. **However, our higher ed partners have indicated that texting is more effective, as texts are harder to ignore.** In the digital age, most students always have their phones with them and are more likely to respond to a new text notification rather than a new email.

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Invest in social media.

Social media is a valuable asset to have when marketing to prospective students. You need a strong online presence to attract new students for even the slightest consideration.

Higher education institutions have a great deal of variety when choosing their platforms.

Facebook and LinkedIn are standard starting points to simply get the message out. You also have the option of running Facebook and LinkedIn ad campaigns to broaden your reach. Still, these platforms are not the only ones to consider. Consider all the options you have available to connect with prospects such as Instagram and TikTok.

YouTube also provides value to higher education. Having a visual representation of your campus and your school's identity is a fine way to not only educate prospects but also convert them. With it, you can provide free virtual tours of the campus, giving prospective students and their families an up-close and personal experience.

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Profile current students and alumni.

Your current students and alumni are your most valuable resource. Encourage them to share their experiences and points of view.

Once you have a thorough understanding of what made the enrollment process of current students better, start creating engaging content. **Speak from the perspective of a current student and share the value your campus offers.**

Additionally, ask current students if they would share their experiences publicly – like on a YouTube video or interview on the institution’s website. ***There’s truly no better way to convince prospective students to choose your college or university than through the lens of a successful student.***

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Publicize admission criteria and stats where appropriate.

A major consideration for many prospective students is a college’s admission criteria. Understanding the minimum GPA requirement along with SAT or ACT score *ranges* (if you require standardized testing) and high school curricular requirements for entry is crucial in the decision-making process. Other areas to consider publicizing include:

- **Deadline Dates** (early admission, early decision)
- **Application Fees**
- **Tuition Costs** (in-state and out, room and board)
- **Costs of Supplementary Essentials** (provided software or devices)

Additionally, indicate if your institution participates in the Common Application if you’re one of the 900+ member colleges.

Another consideration is a school’s overall statistics. This often includes acceptance rates, graduation rates, student-teacher ratios, and diversity percentages.

It’s not always enough to publish this information on your website. These numbers need to be highly visible and voiced through your messaging. **This is where Google becomes incredibly useful.** Due to the importance and high volume of searches for school graduation rates, Google provides a specific percentage it takes from a website. However, for the search engine to successfully flag this information, ***your site needs to be properly optimized and your percentage needs to be visible.***

Does some of this sound overwhelming?

Schedule a free consultation.

AnswerNet Education Services helps higher education institutions improve their communication with students in virtually any format (via phone, email, chat, and text).

We have experts that understand the challenges you face in enrollment and retention. Whether your current call volume is too large to handle internally or your communication strategy needs a simple boost, we can help.

My name is Tony Askew, and I have worked in higher education as an enrollment manager for more than 20 years. My goal is to help you overcome these challenges. Let's schedule a time to discuss some of the specific issues you're facing. I'll provide examples of how we've helped schools just like yours.

To schedule your free consultation:

[CLICK HERE](#) for my **Calendly** page and schedule a time that works best for you.

If you'd like to speak now, please call me at:

(215) 870-2828.

