Enrollment Management Content Summary

With membership, you'll get access to the following types of content:

Live & Recorded Webcasts

Average time to impact: 60 minutes
Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

Short Lessons & Quizzes

Average time to impact: 20 minutes
Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

Articles & Reports

Average time to impact: 10 minutes
These short pieces are written in collaboration with industry experts.

Job Aids & Printables

Average time to impact: 5 minutes
Job Aids & Printables are ready-to-use tools.

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ACADEMIC IMPRESSIONS

Admissions and Recruitment

1. 3 Videos: Critical Skills for Admissions Officers
2. The $10,000-a-Year Bachelor's Degree That Works
3. A New Approach to Accepted Student Days—Furman University
4. An Innovative Approach to Strengthening Your International Programs and Partnerships
5. Building Social Media Efforts for International Student Recruitment
6. Centralizing the Scholarship Administration Process
7. Communicating Institutional Value to Prospective Students
8. Communicating Value in the Admissions Process
9. Connecting Admissions Counselors More Effectively to Yield Outcomes
10. Considerations for Working with Commission-Based International Recruitment Agents
11. Effective Counseling Skills for New Admissions Officers
12. Enhance Your Application Process: Strategies to Measure Grit and Non-Cognitive Variables
13. Enhancing Admissions with High School Counselors: A 4-Phase Approach
14. eSports in Higher Education
15. Forming International Partnerships to Increase Enrollment
16. Getting Started: Using Social Media in Student Recruitment
17. Ideas for Academic Leaders to Engage Faculty in Student Recruitment
18. Improving Your Admissions Ambassador Program for Better Campus Visits
19. Improving Your Campus Visit Experience
20. International Student Recruitment: Maximizing Your Website Content
21. International Student Recruitment: Revamping Your Email Communications
22. Leveraging Social Media Advertising in Higher Ed Marketing
23. Managing Your Enrollment Funnel to Optimize Student Recruitment
24. Measuring and Improving Admissions Team Performance
25. Microtargeting to Achieve Enrollment Goals
26. Predictive Models for Enrollment: Showcase of Three Examples
27. Prioritizing Marketing Tactics for Adult Student Recruitment
28. Proactive Strategies for Controlling Admissions Turnover
29. Restructuring Daily Campus Visit—University of Puget Sound
30. Social Media Metrics and ROI for Admissions
31. Strategies for Building Connection with Key Admissions Stakeholders
32. Strategies to Engage Parents and Families in the Recruitment Process
33. Strengthening Admissions and Financial Aid Partnerships
34. Strengthening Yield Communications to Prevent Summer Melt
35. Strengthening Your Institutional Value Proposition
36. Using Video Effectively in Recruitment Marketing
37. Yield Rates are Declining – Why?

Enrollment Services

1. 4 Steps to Ensure Electronic and Information Technology Accessibility
2. Assessing Incoming Student Readiness for Online Learning
3. Auditing and Improving Customer Service on Your Campus
4. Avoiding FERPA Pitfalls in the Financial Aid Office
5. Bringing One-Stop Services to Students Across Campus
6. Building a University Service Culture: Case Study from Laurentian University
7. Developing an Assistance Animal Compliance Policy
8. Developing and Implementing Your Customer Service Vision
9. Disability Services: Accommodating Student Veterans
10. FERPA and Academic Advising
11. FERPA and Athletics
12. FERPA and Campus Safety
13. FERPA and Faculty
14. FERPA and Front-Line Staff
15. FERPA Checklist: What Can Never Be Shared
16. FERPA for Faculty
17. FERPA Hot Topics: Big Challenges Solved
18. FERPA Lessons and Quizzes
19. FERPA Policy and Procedure Audit
20. FERPA Regulation Basics
21. FERPA vs. HIPAA
22. FERPA: When to Involve Legal Counsel and Leadership
23. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
24. Improve Adult Student Success with Superior Customer Service
25. Offering Credit for Prior Learning Assessment
26. Online One-Stop: Improving Efficiency and Quality of Service
27. Physical Space Considerations for One-Stop Centers
28. Prior-Prior Year: Preparing Your Institution
29. Private Universities: Building Pathways for Community College Transfer Student Recruitment and Success
30. Translating Experiential Learning into College Credit with Prior Learning Assessment

Financial Aid

1. Avoiding FERPA Pitfalls in the Financial Aid Office
2. Centralizing the Scholarship Administration Process
3. Communicating Financial Aid and Affordability to Admitted Students
4. Complying with Section 702 of the Choice Act
5. Cross-Training Admissions and Financial Aid Staff
6. Customer Service Training for Financial Aid Staff

7. Increasing Student Engagement in Financial Literacy Programming
8. Prior-Prior Year: Preparing Your Institution
9. Strategic Financial Aid Allocation for Retention
10. Strengthening Admissions and Financial Aid Partnerships

Marketing and Communications

1. A New Approach: Distributed Content Strategy in Higher Ed Marketing
2. Branding Your Career Services Department
3. Communicating Institutional Value to Prospective Students
4. Connecting Central Marketing and Advancement Teams: An Innovative Approach
5. Creating a Framework for Proactive Issues Management
6. Creating a Responsive Design Framework for University Websites
7. Developing Personas in Higher Ed Marketing
8. Developing Presidential Voice: Toolkit for Marketing and Communications
9. Differentiating Your School for Adult Students
10. Effectively Implementing Your Social Media Policy
11. Ensuring Successful Outcomes with Marketing Consultants
12. Five Steps for Sub-Branding in Higher Education
13. Graduate Enrollment Marketing: Unpacking the Biggest Challenges
14. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
15. How to Write an Effective Op-Ed in Higher Education
16. Implementing Your Social Media and Branding Guidelines
17. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
18. Launching a Branding Initiative
19. Leading with Social First: A Innovative Approach to Content Creation
20. Leveraging Social Media Advertising in Higher Ed Marketing
21. Managing Higher Education Social Media Challenges
22. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
23. Mobile Web Design for Student Recruitment
24. Partnering Advancement and Communications to Enhance Your Institution's Brand
25. Prioritizing Marketing Tactics for Adult Student Recruitment
26. Selling Your Value to Adult Students
27. SEO Primer for Higher Ed Marketing
28. Social Media in Student Recruitment: Emerging Channels and Metrics
29. Social Media Metrics and ROI for Admissions
30. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
31. Staffing and Structuring a Successful Marketing Communications Department
32. Strategies to Engage Parents and Families in the Recruitment Process
33. Strengthening Your Institutional Value Proposition
34. Tactics to Increase the Visibility of Your Honors Program or College
35. Tools for Creating a Brand Culture at Your Institution

36. Using Market Research to Inform Strategy
37. Using Personas in Higher Ed Marketing
38. Using Social & Digital Data to Inform Marketing Intelligence
39. Using Student Storytelling in Higher Ed Marketing
40. Using Video Effectively in Recruitment Marketing
41. Writing Resource Manual

Operations

1. Habits of Highly Effective Higher-Ed Professionals
2. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
3. Measuring and Improving Admissions Team Performance
4. Proactive Strategies for Controlling Admissions Turnover

Retention and Student Success

1. 3 Ways to Connect Students to Career Services Early and Often
2. Academic Advising Records: Implications for Electronic Documentation
3. Academic Coaching: Models for Student Success and Retention
4. Approaches to Engaging, Connecting, and Retaining Online Students
5. Assessing the Effectiveness of Your Retention Programming
6. Attracting Mentors for Minority Students: Strategies and Best Practices
7. Best Practices in Developing a Peer Mentoring Framework
8. Branding Your Career Services Department
9. Building a More Effective Parent Relations Program
10. Capitalizing on the Dream and Design Phases of Appreciative Advising
11. Career Services Skill Building: Supporting International Students
12. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
13. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
14. Case Management 2.0: Refining Your Service for Behaviorally At-Risk Students
15. Changes that Make a Big Impact on Peer Leader Training
16. Coaching Students to Build an Entrepreneurial and Innovative Mindset
17. Co-curricular Activities to Engage First-Generation Students
18. Components of a Successful Training Program
19. Comprehensive Transfer Support: A Case Study
20. Conducting a Self-Audit of Your Retention Data and Programs
21. Connecting with Advisees from Diverse Cultural Backgrounds
22. Considerations for Your Student Population - First Year Students
23. Considerations for Your Student Population - First Generation Students
24. Considerations for Your Student Population - International Students
25. Considerations for Your Student Population - Multicultural Students
26. Considerations for Your Student Population - Transfer Students

27. Considerations for Your Student Population - Veteran Students
28. Creating a Case Manager Role to Better Serve At-Risk Students
29. Creating a Sense of Community with Graduate Students
30. Creating a Stop-Out Program to Increase Completion
31. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
32. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
33. Creating Support Structures to Help Grads Develop a Professional Identity
34. Curricular Efficiency: Improving Academic Success and Degree completion
35. Developing Academic Stamina in First-Year Students
36. Developing and Administering Mentorship Programs for Transfer Students
37. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
38. Feedback and Follow-up
39. Five Key Components of a Successful Intrusive Advising Process
40. Four Essential Components of a First-Generation College Student Success Program
41. Four Skills to Build Professional Mindsets with Students
42. Four Strategies for Successfully Advising Undeclared Students
43. Gaining Faculty Buy-In for Student Success Initiatives and Programs
44. How to Integrate Career Readiness into Curricula with Digital Badging
45. Immigration Law 101: 3 Key Issues for Compliance
46. Improve Completion through Redesigning Developmental Courses
47. Improve Student Mental Health Services Using Online Tools
48. Improving Academic Literacy for International Students
49. Improving Career Services with Data
50. Improving First-Year Student Experience Programs for At-Risk Students
51. Improving Student Engagement with Advising Communications
52. Increasing Degree Pathways for Stop-Out Students
53. Increasing the Odds for Non-Traditional Student Persistence and Completion
54. Innovative Strategies for Supporting Reinstated Students: A Case Study from Georgia Tech
55. Integrate Academic and Career Resources to Improve Student Success
56. Integrating Career and Advising Services: Session 1
57. Integrating Career and Advising Services: Session 2
58. Integrating Effective Mentorship into the Fabric of Your Campus Culture
59. Integrating Information Literacy in First Year Student Programs
60. Integrating Peer Mentors Across First-Year Student Programs
61. Inventory and Map Interventions for Use with Predictive Analytics
62. Keys to Creating a Powerful Partnership Between Advising and Career Services at Your Institution
63. Launching an Academic Success Coaching Model in Advising
64. Looking at Student “Grit” and Resilience – from Recruitment to Retention
65. Minimize the Fallout from Cyber Attacks
66. New Advisor Training: Developmental Advising via Email

67. Onboarding Spring Admits for Future Success
68. Overcoming Three Common Challenges in Online Advising
69. Practical Tactics for Building Academic Grit
70. Prioritizing Interventions through Effective Assessment
71. Providing Academic Support for First-Generation Students
72. Reframing Student Activism as a Vehicle for Student Leadership Development
73. Retaining Online Students: Expert Perspectives
74. Retention Strategy: What Holds Us Back?
75. Rethinking Career Fairs: Creating Tailored Experiences for Students and Employers
76. Selecting the Right Software for Your Learning Center Needs
77. Solving Retention Challenges with a Team Approach: A Case Study
78. Specializing Career Services
79. Strategies for Providing Better Support to Undocumented/DACA Students
80. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
81. Summer Bridge: Building and Measuring Campus Connection
82. Supporting Military-Connected Students for Success and Completion
83. Taking a Case-Study Approach to Improving Academic Advising Assessment
84. Telling Your First Destination Narrative
85. Three Solutions for Impacting STEM Retention
86. Three Strategies for Connecting Student Athletes to Career Services
87. Three Ways to Engage Online Students Outside the Virtual Classroom
88. Translating Experiential Learning into College Credit with Prior Learning Assessment
89. Translating Your Student Development Services for Online Students
90. Undercover Bosses: An Innovative Approach to Career Fairs
91. Using Data and Metrics to Improve Student Persistence
92. Using Retention Metrics to Support At-Risk Online Students

Strategic Enrollment Management

1. Aligning Finance and Enrollment Management Perspectives
2. An Innovative Approach to Strengthening Your International Programs and Partnerships
3. Assessing and Improving Enrollment Performance
4. Busting Myths Around Your Market Position: Making Data-Informed Decisions
5. Collaborating Effectively with Academics in Strategic Enrollment Management
6. Creating a Culture of Collaborative and Data-Informed SEM on Campus
7. Critical Considerations for Accelerated Degree Programming
8. Differentiating Your School for Adult Students
9. Establishing Smart Enrollment Goals
10. How One College Used the Business Model Canvas to Boost Enrollment and Develop New Academic Programs Quickly
11. Identifying Curriculum and Building Internal Readiness
12. Implementing SEM at Community Colleges

13. Key Questions to Produce Effective Data Visualizations
14. Keys to Approaching Tuition Resetting at Your Institution
15. Leveraging Institutional Aid to Maximize Net Tuition Revenue
16. Leveraging Institutional Aid to Maximize Net Tuition Revenue
17. Microtargeting to Achieve Enrollment Goals
18. Operationalizing Inter-Institutional Collaboration in Shared Academics
19. Planning for SEM at Community Colleges
20. Predictive Models for Enrollment: Showcase of Three Examples
21. Reporting to Stakeholders in Times of Enrollment Management Challenges
22. Strategic Enrollment Goals: Combining Internal and External Factors
23. Tuition Setting: Maximizing Net Tuition Revenue
24. Understanding Enrollment Management Challenges: A Program for Finance Officers
25. Understanding Key Data Trends to Inform Strategic Market Expansion
26. Yield Rates are Declining – Why?