



Recruiting New Students

A Discussion About Marketing and the Enrollment Funnel

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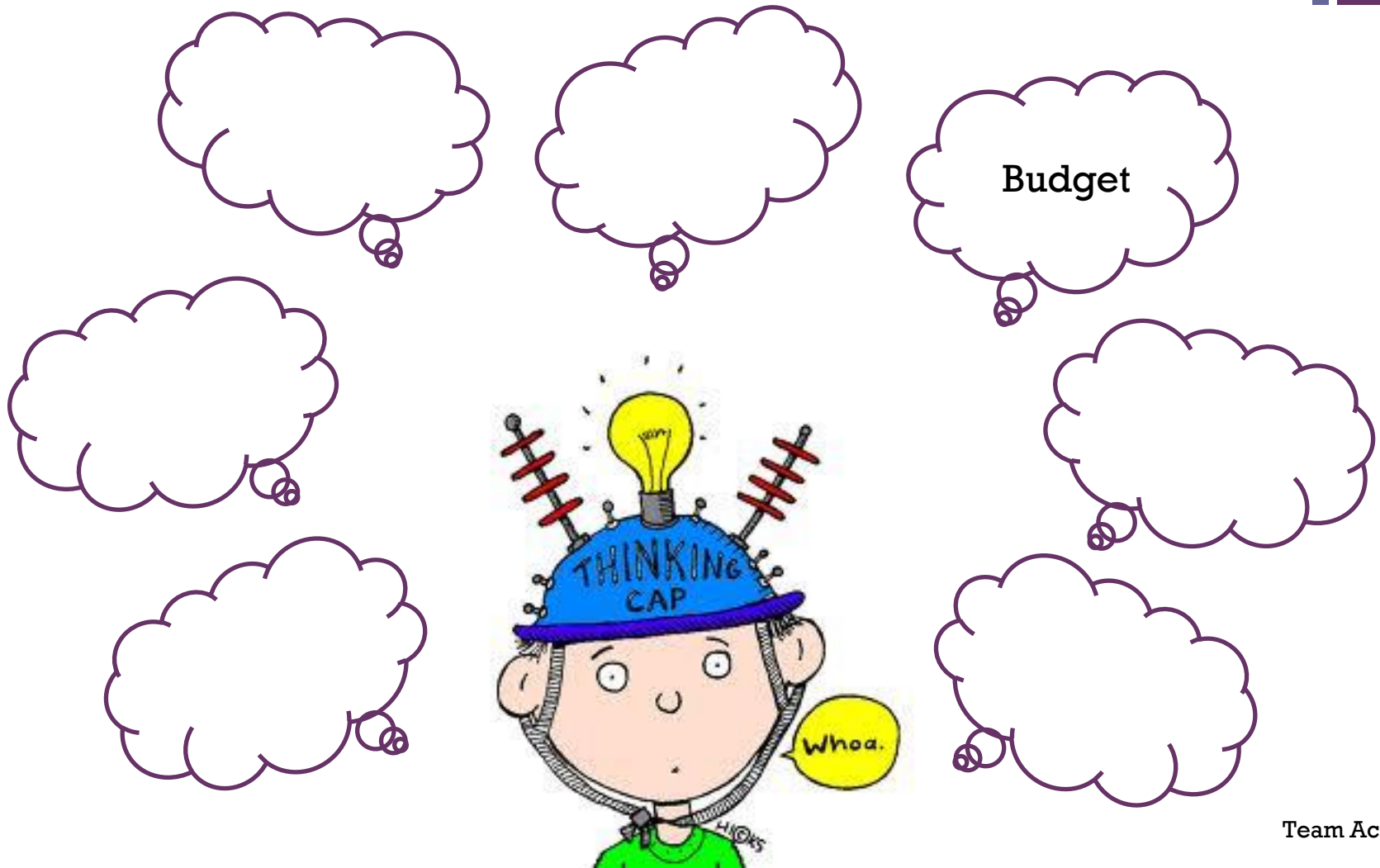
What are we going to do?
Where are we going to go?
How are we going to get there?

- Identify the marketing hurdles you're facing.
- Develop action items for overcoming these hurdles.
- By open sharing and team collaboration.





Hurdles to Effective Recruitment and Enrollment Marketing





MIX IT UP!



- Find your Marketing Team and assemble.
- Take 2 minutes to go around and introduce yourselves.
 - Name
 - Institution
 - Role at your Institution
 - Favorite pizza topping



Assumptions about the Adult Learner

*Kristen English, Director of Undergraduate Admissions
Newman University*



- Adult students have similar needs to traditional undergrads
- They know exactly how to navigate the process
- They know exactly what they want
- They will be well served by our traditional processes and business hours

+ Adult Learners Are:

Consumers who **expect** customer service.



“We’re seeing a significant drop in customer complaints since we stopped answering our phones.”



Focus on your Audience

*Veronica Schmitz, Online Learning Project Manager
Wichita State University*



- Get inside your customer's head.
- Your marketplace is not a PLACE, it's a person.
- What do you really, really know about your target audience?



+ Zero in on your approach

- Who are your most important audiences?
- What is your target geography?
 - Does your audience actually live there?
- What programs do you want to sell the most?
 - Do these programs meet the needs of your most important audiences?
- What is your goal?





- As a team, choose one hurdle from the first exercise and come up with action items for overcoming that hurdle.
- Come up with a reasonable action plan recommendation that your team could put into work to overcome your particular hurdle.
- Appoint a team spokesperson who will share your recommendation.



- Round robin sharing and discussion of recommended action plans.
- Ask questions and ask for advice.
- Take away some actions you could apply to your own efforts.

+ Now, how should our work be different?

Remember who your audience is.

Remember what they mean to your institution.

Plan accordingly.

- Identify the marketing hurdles you're facing at your institution.
- Develop action items for overcoming these hurdles.
- Share openly and collaborate as a team.

