



Creating a Post-COVID Enrollment Plan

March 30, 2022

9:00 - 10:00 a.m. EST



Today's Panelists

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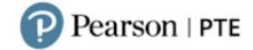
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Agenda

- Redefining the Admission Funnel
- What are Ways in Which Enrollment Has Completely Changed?
- How Do You Create a Tailored Approach for Recruitment Depending on Your Institution and Your Audience?

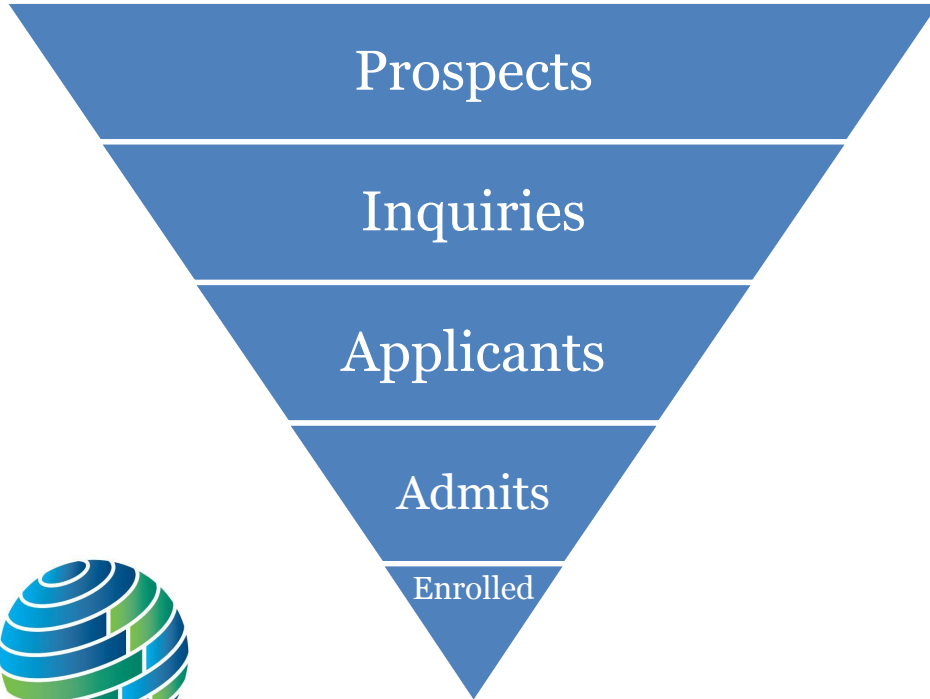


The Admission Funnel

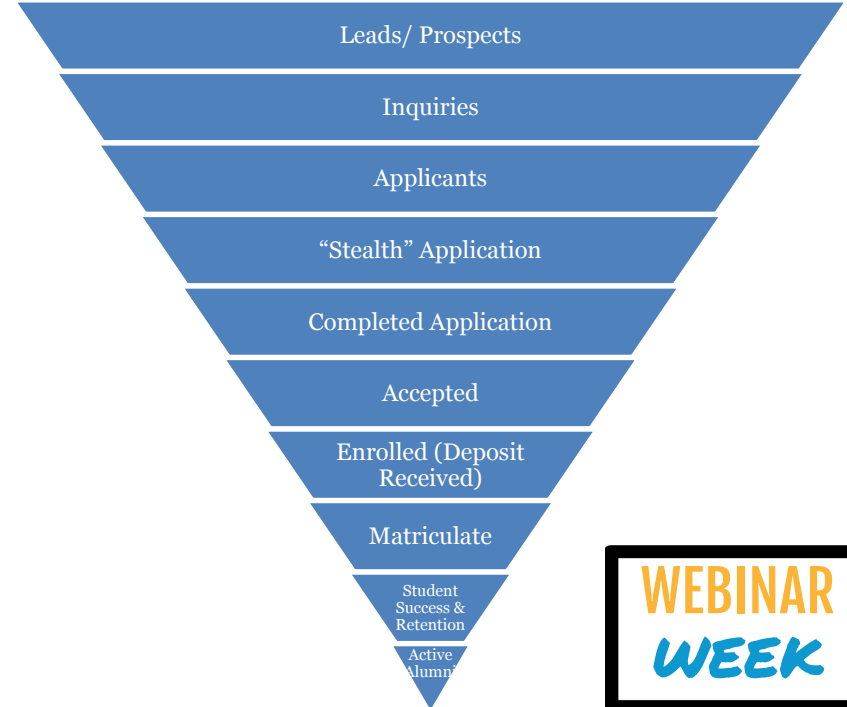


Redefining the Admission Funnel

The “old” Admission Funnel



Redefining the Funnel



Changes in Recruitment



What are Ways in Which Enrollment Has Completely Changed?

- What are some sustained activities at your respective institutions?
- What are some modified activities at your respective institutions?
- Will there be any activities that will completely go away?



Tailored Recruitment Tactics



How Do You Create a Tailored Approach for Recruitment Depending on Your Institution and Your Audience?

- Student centered
- Understanding your brand recognition
- Understanding your audience
- Filling in or supplementing efforts of university and college guidance counselors with their work with students
- “Tangible” with “virtual”



Questions?

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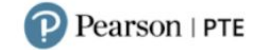
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