Creating a Post-COVID Enrollment Plan

March 30, 2022
9:00 - 10:00 a.m. EST
Today’s Panelists

Jess Strong
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King’s Academy, Madaba, Jordan
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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

- Prospects
- Inquiries
- Applicants
- Admits
- Enrolled

Redefining the Funnel

- Leads/Prospects
- Inquiries
- Applicants
- “Stealth” Application
- Completed Application
- Accepted
- Enrolled (Deposit Received)
- Matriculate
- Student Success & Retention
- Active Alumni
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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