



## *The Ten Commandments of Cost Effective Student Recruitment*

Steve Henderson




### *1. Maketh sure that thou knoweth thy mission – and doeth it well*

Insure that there is a clearly articulated mission that is understood and embraced at all levels of the institution and provides specific direction for the overall enrollment management effort.



### *Mission Thinking*

- ◆ What has God called you to do?
  - ◆ What are we not doing that we should be?
  - ◆ What are we doing that we should not be?
- ◆ What has God equipped you to do?
- ◆ What is God supporting?
- ◆ What market has God opened for us?



### *2. Thinkest thou clearly -- writteth it down*

Develop and implement a well thought out marketing plan that includes goals, strategies and tactics along with work plans and assignments.



### *3. Hireth thou no duds!*

Insure that there is a well trained, equipped, and motivated team that believes in the mission with each team member understanding their role within the marketing plan -- the fifth "P": people.



### *Keys in Hiring the best Admissions Recruiters and Telecounselors*

- ◆ Your first interviews must be by phone
- ◆ Separate your knowledge of this person to what is really needed for the position
- ◆ Look at the whole picture – the interview is important but not the whole thing
- ◆ Use open ended questions with the same interviewer
- ◆ Track the results
- ◆ Look for talent – you can always add experience



**4. Countest thou every jot and tittle – knowest thy research**

Get serious about the three C's of marketing intelligence and research -- the need for understanding the college, the clients and the competition -- the sixth "P": prediction.



**5. Maketh sure that thy printeth word is acceptable in my sight**

Make sure that all materials are designed to help prospects begin to experience all of the value/benefits the institution has to offer -- the need for a good understanding of the key messages that students and influencers need to hear.



**Effective Writing and Publications**

- ◆ Write about the student
- ◆ Change features of the college to benefits
- ◆ Emphasize what you can do for them
- ◆ Help them picture their involvement
- ◆ In publications the order must be: Style – Pictures – Headings – Copy
- ◆ Pictures of students with students and faculty – no talking heads
- ◆ Show some FUN – as well more serious stuff



**6. Findeth out what worketh, what motivateth, and what doeth not**

Understand the recruitment funnel, the need for an adequate supply of prospects at the top and the need for qualifying and grading throughout the process.



**Key Stats**

- ◆ 65% of eight graders have a choice set of three colleges they will consider
- ◆ Over 60% of second semester juniors have decided
- ◆ 82.5% of all students attend the school they list first on their ACT
- ◆ Fewer than 10% of those who inquire typically enroll – 90% drop out in the process



**Typical Conversion Rates**

<u>National Study: (F/T)</u>	<u>Denom-Church Related</u>
◆ Inq-App: 9.16 / 27.07	◆ Inq-App: 15.4
◆ App-Acc: 77.1 / 73.23	◆ App-Acc: 76.6
◆ Acc-Enr: 43.6 / 61.67	◆ Acc-Enr: 54.6

ABHE Data

Overall Applicant to Enroll: 54%  
FTE < 200: 57% 200-399: 56%  
400-599: 72% 600+: 47%



**7. Communicateth thou early and often – until the day of enrollment appeareth**

Utilize the incremental nudge approach and on-going personalized communication.



***Nation Research – number of contacts***

◆ Mean number of written communications:

	Today	1997
Pre-application	6	4.7
Post-application	8	5.5
Post-deposit	7	4.3



***Call early - often – beyond enrollment***

- ◆ Attempt a call to prospects at least once a month!
- ◆ Make sure someone has a phone conversation once every two months
- ◆ Follow through on issues and promises



**8. Makest thy mammon to serve thy youth**

Insure that financial aid is a proactive partner in the recruiting effort -- must be seen as a direct strategy to affect conversion and yield rates among targeted populations.



**9. Doeth what worketh!**

Incorporate the most cost-effective recruiting plans, strategies and tactics -- must determine strategies that really work for the school to effectively and efficiently achieve its goals -- making sure each strategy and tactic is tested with the 7 M's.



***The Seven M's***

- ◆ Mission
- ◆ Motive
- ◆ Market
- ◆ Message
- ◆ Media
- ◆ Measure
- ◆ Money



***10. Muzzle not thy staff with the ways of old***

Insure adequate support systems to keep the needs of this prospect in mind with every communication effort and provide the data needed for evaluation.



***Key Support issues***

- ◆ Fund the effort adequately – average cost among CCCU is now \$2,112
- ◆ Get outside help when you need it
- ◆ Get computer systems that work for you – not against
- ◆ Keep folks informed of what is going on
- ◆ Involve others where they are of best help
- ◆ Think – COST EFFECTIVENESS!



***Thanks again for being a part of this session – Blessings.***

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