AI Enrollment Management Pro

$2,495.00/yr

AI Enrollment Management Pro is an annual membership that gives you and your team access to practical and actionable training on the most critical issues facing higher education. Membership includes access to:

- Free live and on-demand webinars within your membership area
- A member dashboard and individual logins for your whole team, no limits
- Institutional usage data to track the ROI for your department or office
- Discounts on in-person conferences within your membership area

AI Enrollment Management Pro Listing

Admissions & Recruitment

1. Beyond the Basics: Leveraging LinkedIn to Reach Adult Prospects
2. Building Social Media Efforts for International Student Recruitment
3. Communicating Institutional Value to Prospective Students
4. Considerations for Working with Commission-Based International Recruitment Agents
5. Getting Started: Using Social Media in Student Recruitment
6. Improving Your Campus Visit Experience
7. Incorporating Faculty in Student Recruitment
8. International Student Recruitment: Maximizing Your Website Content
9. International Student Recruitment: Revamping Your Email Communications
10. Managing Your Enrollment Funnel to Optimize Student Recruitment
11. Measuring and Improving Admissions Team Performance
12. Microtargeting to Achieve Enrollment Goals
13. Prioritizing Marketing Tactics for Adult Student Recruitment
14. Proactive Strategies for Controlling Admissions Turnover
15. Social Media in Student Recruitment: Emerging Channels and Metrics
16. Social Media Metrics and ROI for Admissions
17. Strengthening Yield Communications to Prevent Summer Melt
18. Strengthening Your Institutional Value Proposition

Enrollment & Student Services

1. Auditing Customer Service on Your Campus
2. Bringing One-Stop Services to Students Across Campus
3. Developing and Implementing Your Customer Service Vision
4. Disability Services: Accommodating Student Veterans
5. Improve Adult Student Success with Superior Customer Service
6. Online One-Stop: Improving Efficiency and Quality of Service
7. Physical Space Considerations for One-Stop Centers

Financial Aid

1. Avoiding FERPA Pitfalls in the Financial Aid Office
2. Communicating Financial Aid and Affordability to Admitted Students
3. Complying with Section 702 of the Choice Act
4. Cross-Training Admissions and Financial Aid Staff
5. Increasing Student Engagement in Financial Literacy Programming
6. Prior-Prior Year: Preparing Your Institution
7. Strategic Financial Aid Allocation for Retention

Marketing & Communications

1. Communicating Institutional Value to Prospective Students
2. Creating a Responsive Design Framework for University Websites
3. Creating Brand Awareness in the Adult Student Market
4. Differentiating Your School for Adult Students
5. Effectively Implementing Your Social Media Policy
6. Ensuring Successful Outcomes with Marketing Consultants
7. Implementing Your Social Media and Branding Guidelines
8. Launching a Branding Initiative
9. Managing Higher Education Social Media Challenges
10. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
11. Mobile Web Design for Student Recruitment
12. Partnering Advancement and Communications to Enhance Your Institution's Brand
13. Selling Your Value to Adult Students
14. Social Media Metrics and ROI for Admissions
15. Staffing and Structuring a Successful Marketing Communications Department
16. Strengthening Your Institutional Value Proposition
17. Understanding Key Data Trends to Inform Strategic Market Expansion
18. Using Social Media Ambassadors and Hashtag Campaigns to Improve Content Curation
19. Using Student Storytelling in Higher Ed Marketing
20. Using Video Effectively in Higher Ed Marketing

Orientation & Transitions

1. Building a Comprehensive Sophomore-Year-Experience Program
2. Customizing Orientation for Transfer Students
3. Developing Academic Stamina in First-Year Students
4. Improving First-Year Student Experience Programs for At-Risk Students
5. Increasing Student Engagement in Financial Literacy Programming
6. Integrating Information Literacy in First Year Student Programs
7. Integrating Peer Mentors Across First-Year Student Programs
8. International Student Orientation: Using Peer Mentors to Improve Your Program
9. Onboarding Spring Admits for Future Success
10. Online Orientation: Focusing on Student Learning
11. Summer Bridge: Building and Measuring Campus Connection

Strategic Enrollment Management

1. Assessing the Effectiveness of Your Retention Programming
2. Creating a Stop-Out Program to Increase Completion
3. Differentiating Your School for Adult Students
4. Finance and Enrollment Partnerships: Achieving Your Net Tuition Revenue Goals
5. Institutional Collaboration: Shared Enrollment
6. Keys to Approaching Tuition Resetting at Your Institution
7. Leveraging Institutional Aid to Maximize Net Tuition Revenue
8. Measuring Academic Program Cost and Demand
9. Strategic Enrollment Goals: Combining Internal and External Factors
10. Understanding Enrollment Management Challenges: A Program for Finance Officers
11. Understanding Key Data Trends to Inform Strategic Market Expansion

Registrar & Compliance

1. Avoiding FERPA Pitfalls in the Financial Aid Office
2. Developing a Self-Harm Compliance Protocol
3. Developing an Assistance Animal Compliance Policy
4. FERPA Essentials for Faculty
5. FERPA Policy and Procedure Audit
6. FERPA Regulation Basics
7. FERPA: When to Involve Legal Counsel and Leadership
8. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
9. Offering Credit for Prior Learning Assessment
10. Prior-Prior Year: Preparing Your Institution

ai ACADEMIC IMPRESSIONS