

# ENROLLMENT MANAGEMENT

Get connected with expert training to help you identify best practices, replicable models, and practical solutions to the challenges you face at your institution. Whether you have day-to-day, “in the trenches” challenges or institution-wide initiatives you need help getting off the ground – we’re here to help.

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- Library includes hundreds of additional tools, resources and articles
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## Admissions and Recruitment

1. Admissions Skill-Building: Core Training for New Counselors: Communicating Value in the Admissions Process
2. Admissions Skill-Building: Core Training for New Counselors: Effective Counseling Skills for New Admissions Officers
3. Admissions Skill-Building: Core Training for New Counselors: Strategies for Building Connection with Key Admissions Stakeholders
4. Building Social Media Efforts for International Student Recruitment
5. Centralizing the Scholarship Administration Process
6. Communicating Institutional Value to Prospective Students
7. Considerations for Working with Commission-Based International Recruitment Agents
8. Getting Started: Using Social Media in Student Recruitment
9. Improving Your Admissions Ambassador Program for Better Campus Visits
10. Improving Your Campus Visit Experience
11. Incorporating Faculty in Student Recruitment
12. International Student Recruitment: Maximizing Your Website Content
13. International Student Recruitment: Revamping Your Email Communications
14. Managing Your Enrollment Funnel to Optimize Student Recruitment
15. Measuring and Improving Admissions Team Performance
16. Microtargeting to Achieve Enrollment Goals
17. Predictive Models for Enrollment: Showcase of Three Examples
18. Prioritizing Marketing Tactics for Adult Student Recruitment
19. Proactive Strategies for Controlling Admissions Turnover
20. Social Media in Student Recruitment: Emerging Channels and Metrics
21. Social Media Metrics and ROI for Admissions
22. Strategies to Engage Parents and Families in the Recruitment Process
23. Strengthening Admissions and Financial Aid Partnerships
24. Strengthening Yield Communications to Prevent Summer Melt
25. Strengthening Your Institutional Value Proposition
26. The \$10,000-a-Year Bachelor's Degree That Works

## Enrollment Services

1. 4 Steps to Ensure Electronic and Information Technology Accessibility
2. Assessing Incoming Student Readiness for Online Learning
3. Auditing and Improving Customer Service on Your Campus

4. Avoiding FERPA Pitfalls in the Financial Aid Office
5. Bringing One-Stop Services to Students Across Campus
6. Developing an Assistance Animal Compliance Policy
7. Developing and Implementing Your Customer Service Vision
8. Disability Services: Accommodating Student Veterans
9. FERPA for Faculty
10. FERPA Hot Topics: Big Challenges Solved
11. FERPA Policy and Procedure Audit
12. FERPA Practice Lessons & Quizzes: FERPA and Academic Advising
13. FERPA Practice Lessons & Quizzes: FERPA and Athletics
14. FERPA Practice Lessons & Quizzes: FERPA and Campus Safety
15. FERPA Practice Lessons & Quizzes: FERPA and Faculty
16. FERPA Practice Lessons & Quizzes: FERPA and Front-Line Staff
17. FERPA Practice Lessons & Quizzes: FERPA vs. HIPAA
18. FERPA Regulation Basics
19. FERPA: When to Involve Legal Counsel and Leadership
20. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
21. Improve Adult Student Success with Superior Customer Service
22. Offering Credit for Prior Learning Assessment
23. Online One-Stop: Improving Efficiency and Quality of Service
24. Physical Space Considerations for One-Stop Centers
25. Prior-Prior Year: Preparing Your Institution
26. Private Universities: Building Pathways for Community College Transfer Student Recruitment and Success

## Financial Aid

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

## Marketing and Communications

1. Branding Your Career Services Department
2. Communicating Institutional Value to Prospective Students
3. Connecting Market Research to Strategy in Higher Ed: Using Market Research to Inform Strategy
4. Connecting Market Research to Strategy in Higher Ed: Using Social Media & Digital Data to Inform Marketing Intelligence
5. Creating a Framework for Proactive Issues Management
6. Creating a Responsive Design Framework for University Websites
7. Creating Brand Awareness in the Adult Student Market
8. Developing and Using Personas in Higher Ed Marketing: Developing Personas in Higher Ed Marketing
9. Developing and Using Personas in Higher Ed Marketing: Using Personas in Higher Ed Marketing
10. Developing Presidential Voice: Toolkit for Marketing and Communications
11. Differentiating Your School for Adult Students
12. Effectively Implementing Your Social Media Policy
13. Ensuring Successful Outcomes with Marketing Consultants
14. Five Steps for Sub-Branding in Higher Education
15. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
16. Implementing Your Social Media and Branding Guidelines
17. Launching a Branding Initiative
18. Managing Higher Education Social Media Challenges
19. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
20. Mobile Web Design for Student Recruitment
21. Partnering Advancement and Communications to Enhance Your Institution's Brand
22. Prioritizing Marketing Tactics for Adult Student Recruitment
23. Selling Your Value to Adult Students
24. Social Media Metrics and ROI for Admissions
25. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
26. Staffing and Structuring a Successful Marketing Communications Department
27. Strategies to Engage Parents and Families in the Recruitment Process
28. Strengthening Your Institutional Value Proposition
29. Tools for Creating a Brand Culture at Your Institution
30. Using Student Storytelling in Higher Ed Marketing
31. Using Video Effectively in Recruitment Marketing

## Operations

1. Proactive Strategies for Controlling Admissions Turnover
2. Measuring and Improving Admissions Team Performance

## Retention and Student Success

1. Academic Advising Records: Implications for Electronic Documentation
2. Academic Coaching: Models for Student Success and Retention
3. Assessing the Effectiveness of Your Retention Programming
4. Branding Your Career Services Department
5. Building a More Effective Parent Relations Program
6. Capitalizing on the Dream and Design Phases of Appreciative Advising
7. Career Services Skill Building: Supporting International Students
8. Case Management 2.0: Refining Your Service for Behaviorally At-Risk Students
9. Changes that Make a Big Impact on Peer Leader Training
10. Coaching Students to Build an Entrepreneurial and Innovative Mindset
11. Conducting a Self-Audit of Your Retention Data and Programs
12. Connecting with Advisees from Diverse Cultural Backgrounds
13. Creating a Case Manager Role to Better Serve At-Risk Students
14. Creating a Stop-Out Program to Increase Completion
15. Curricular Efficiency: Untapped Strategies for Improving Academic Success
16. Customizing Your Peer Mentor Program: Best Practices in Developing a Peer Mentoring Framework
17. Customizing Your Peer Mentor Program: Components of a Successful Training Program
18. Customizing Your Peer Mentor Program: Considerations for Your Student Population - First Year Students
19. Customizing Your Peer Mentor Program: Considerations for Your Student Population - First Generation Students
20. Customizing Your Peer Mentor Program: Considerations for Your Student Population - International Students
21. Customizing Your Peer Mentor Program: Considerations for Your Student Population - Multicultural Students
22. Customizing Your Peer Mentor Program: Considerations for Your Student Population - Transfer Students
23. Customizing Your Peer Mentor Program: Considerations for Your Student Population - Veteran Students
24. Customizing Your Peer Mentor Program: Feedback and Follow-up
25. Developing Academic Stamina in First-Year Students
26. Engaging and Retaining Online Students: Approaches to Engaging, Connecting, and Retaining Online Students
27. Engaging and Retaining Online Students: Using Data and Metrics to Improve Student Persistence
28. Four Skills to Build Professional Mindsets with Students

29. Gaining Faculty Buy-In for Student Success Initiatives and Programs
30. Immigration Law 101: 3 Key Issues for Compliance
31. Improving Academic Literacy for International Students
32. Improve Completion through Redesigning Developmental Courses
33. Improve Student Mental Health Services Using Online Tools
34. Improving Career Services with Data
35. Improving First-Year Student Experience Programs for At-Risk Students
36. Improving Student Engagement with Advising Communications
37. Increasing Degree Pathways for Stop-Out Students
38. Increasing the Odds for Non-Traditional Student Persistence and Completion
39. Integrating Career and Advising Services: Session One
40. Integrating Career and Advising Services: Session Two
41. Integrating Career Services Throughout the Student Lifecycle
42. Integrating Information Literacy in First Year Student Programs
43. Integrating Peer Mentors Across First-Year Student Programs
44. Launching an Academic Success Coaching Model in Advising
45. Minimizing the Fallout from Cyber Attacks
46. New Advisor Training: Developmental Advising via Email
47. Onboarding Spring Admits for Future Success
48. Online Writing Centers: Providing Quality Services
49. Practical Tactics for Building Academic Grit
50. Predictive Analytics for Improved Student Success Interventions: Inventory and Map Interventions for Use with Predictive Analytics
51. Predictive Analytics for Improved Student Success Interventions: Prioritizing Interventions through Effective Assessment
52. Proactive Advising: Five Ways to Impact Undergraduate Student Success
53. Retaining First-Generation Students: Strategies for the Classroom and Beyond: Co-curricular Activities to Engage First-Generation Students
54. Retaining First-Generation Students: Strategies for the Classroom and Beyond: Providing Academic Support for First-Generation Students
55. Rethinking Career Fairs: Creating Tailored Experiences for Students and Employers
56. Selecting the Right Software for Your Learning Center Needs
57. Solving Retention Challenges with a Team Approach: A Case Study
58. Specializing Career Services
59. Summer Bridge: Building and Measuring Campus Connection
60. Supporting Military-Connected Students for Success and Completion
61. Taking a Case-Study Approach to Improving Academic Advising Assessment

62. Telling Your First Destination Narrative
63. Three Solutions for Impacting STEM Retention
64. Three Ways to Engage Online Students Outside the Virtual Classroom
65. Translating Your Student Development Services for Online Students
66. Using Retention Metrics to Support At-Risk Online Students

## Strategic Enrollment Management

1. Collaborating Effectively with Academics in Strategic Enrollment Management
2. Creating a Culture of Collaborative and Data-Informed SEM on Campus
3. Critical Considerations for Accelerated Degree Programming
4. Finance and Enrollment Partnerships: Achieving Your Net Tuition Revenue Goals: Aligning Finance and Enrollment Management Perspectives
5. Finance and Enrollment Partnerships: Achieving Your Net Tuition Revenue Goals: Assessing and Improving Enrollment Performance
6. Finance and Enrollment Partnerships: Achieving Your Net Tuition Revenue Goals: Establishing Smart Enrollment Goals
7. Finance and Enrollment Partnerships: Achieving Your Net Tuition Revenue Goals: Leveraging Institutional Aid to Maximize Net Tuition Revenue
8. Incorporating Faculty in Student Recruitment
9. Institutional Collaboration: Shared Enrollment: Identifying Curriculum and Building Internal Readiness
10. Institutional Collaboration: Shared Enrollment: Operationalizing Inter-Institutional Collaboration in Shared Academics
11. Keys to Approaching Tuition Resetting at Your Institution
12. Leveraging Institutional Aid to Maximize Net Tuition Revenue
13. Microtargeting to Achieve Enrollment Goals
14. Predictive Models for Enrollment: Showcase of Three Examples
15. Strategic Enrollment Goals: Combining Internal and External Factors
16. Strategic Enrollment Management for Community Colleges: Implementing SEM at Community Colleges
17. Strategic Enrollment Management for Community Colleges: Planning for SEM at Community Colleges
18. Tuition: Raise it, Lower it, or Stay the Course?
19. Understanding Enrollment Management Challenges: A Program for Finance Officers
20. Understanding Key Data Trends to Inform Strategic Market Expansion