



# Enrollment Management

## Admissions and Recruitment

1. The \$10,000-a-Year Bachelor's Degree That Works
2. A New Approach to Accepted Student Days—Furman University
3. Building Social Media Efforts for International Student Recruitment
4. Centralizing the Scholarship Administration Process
5. Communicating Institutional Value to Prospective Students
6. Communicating Value in the Admissions Process
7. Connecting Admissions Counselors More Effectively to Yield Outcomes
8. Considerations for Working with Commission-Based International Recruitment Agents
9. Effective Counseling Skills for New Admissions Officers
10. Enhance Your Application Process: Strategies to Measure Grit and Non-Cognitive Variables
11. eSports in Higher Education
12. Forming International Partnerships to Increase Enrollment
13. Getting Started: Using Social Media in Student Recruitment
14. Ideas for Academic Leaders to Engage Faculty in Student Recruitment
15. Improving Your Admissions Ambassador Program for Better Campus Visits
16. Improving Your Campus Visit Experience
17. International Student Recruitment: Maximizing Your Website Content
18. International Student Recruitment: Revamping Your Email Communications
19. Leveraging Social Media Advertising in Higher Ed Marketing
20. Managing Your Enrollment Funnel to Optimize Student Recruitment
21. Measuring and Improving Admissions Team Performance
22. Microtargeting to Achieve Enrollment Goals
23. Predictive Models for Enrollment: Showcase of Three Examples
24. Prioritizing Marketing Tactics for Adult Student Recruitment
25. Proactive Strategies for Controlling Admissions Turnover
26. Restructuring Daily Campus Visit—University of Puget Sound
27. Social Media Metrics and ROI for Admissions
28. Strategies for Building Connection with Key Admissions Stakeholders
29. Strategies to Engage Parents and Families in the Recruitment Process
30. Strengthening Admissions and Financial Aid Partnerships
31. Strengthening Yield Communications to Prevent Summer Melt
32. Strengthening Your Institutional Value Proposition
33. Using Video Effectively in Recruitment Marketing

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## 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 and Academic Advising
10. FERPA and Athletics
11. FERPA and Campus Safety
12. FERPA and Faculty
13. FERPA and Front-Line Staff
14. FERPA for Faculty
15. FERPA Hot Topics: Big Challenges Solved
16. FERPA Policy and Procedure Audit
17. FERPA Regulation Basics
18. FERPA vs. HIPAA
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
27. Translating Experiential Learning into College Credit with Prior Learning Assessment

## 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. Strategic Financial Aid Allocation for Retention

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## 10. Strengthening Admissions and Financial Aid Partnerships

### Marketing and Communications

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

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## 39. Writing Resource Manual

### Operations

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

### Retention and Student Success

1. 3 Ways to Connect Students to Career Services Early and Often
2. Academic Advising Records: Implications for Electronic Documentation
3. Academic Coaching: Models for Student Success and Retention
4. Approaches to Engaging, Connecting, and Retaining Online Students
5. Assessing the Effectiveness of Your Retention Programming
6. Best Practices in Developing a Peer Mentoring Framework
7. Branding Your Career Services Department
8. Building a More Effective Parent Relations Program
9. Capitalizing on the Dream and Design Phases of Appreciative Advising
10. Career Services Skill Building: Supporting International Students
11. Case Management 2.0: Refining Your Service for Behaviorally At-Risk Students
12. Changes that Make a Big Impact on Peer Leader Training
13. Coaching Students to Build an Entrepreneurial and Innovative Mindset
14. Co-curricular Activities to Engage First-Generation Students
15. Components of a Successful Training Program
16. Comprehensive Transfer Support: A Case Study
17. Conducting a Self-Audit of Your Retention Data and Programs
18. Connecting with Advisees from Diverse Cultural Backgrounds
19. Considerations for Your Student Population - First Year Students
20. Considerations for Your Student Population - First Generation Students
21. Considerations for Your Student Population - International Students
22. Considerations for Your Student Population - Multicultural Students
23. Considerations for Your Student Population - Transfer Students
24. Considerations for Your Student Population - Veteran Students
25. Creating a Case Manager Role to Better Serve At-Risk Students
26. Creating a Sense of Community with Graduate Students
27. Creating a Stop-Out Program to Increase Completion
28. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
29. Creating Support Structures to Help Grads Develop a Professional Identity
30. Curricular Efficiency: Improving Academic Success and Degree completion
31. Developing Academic Stamina in First-Year Students
32. Developing and Administering Mentorship Programs for Transfer Students
33. Feedback and Follow-up
34. Five Key Components of a Successful Intrusive Advising Process



35. Four Essential Components of a First-Generation College Student Success Program
36. Four Skills to Build Professional Mindsets with Students
37. Four Strategies for Successfully Advising Undeclared Students
38. Gaining Faculty Buy-In for Student Success Initiatives and Programs
39. How to Integrate Career Readiness into Curricula with Digital Badging
40. Immigration Law 101: 3 Key Issues for Compliance
41. Improve Completion through Redesigning Developmental Courses
42. Improve Student Mental Health Services Using Online Tools
43. Improving Academic Literacy for International Students
44. Improving Career Services with Data
45. Improving First-Year Student Experience Programs for At-Risk Students
46. Improving Student Engagement with Advising Communications
47. Increasing Degree Pathways for Stop-Out Students
48. Increasing the Odds for Non-Traditional Student Persistence and Completion
49. Integrate Academic and Career Resources to Improve Student Success
50. Integrating Career and Advising Services: Session 1
51. Integrating Career and Advising Services: Session 2
52. Integrating Effective Mentorship into the Fabric of Your Campus Culture
53. Integrating Information Literacy in First Year Student Programs
54. Integrating Peer Mentors Across First-Year Student Programs
55. Inventory and Map Interventions for Use with Predictive Analytics
56. Keys to Creating a Powerful Partnership Between Advising and Career Services at Your Institution
57. Launching an Academic Success Coaching Model in Advising
58. Minimize the Fallout from Cyber Attacks
59. New Advisor Training: Developmental Advising via Email
60. Onboarding Spring Admits for Future Success
61. Overcoming Three Common Challenges in Online Advising
62. Practical Tactics for Building Academic Grit
63. Prioritizing Interventions through Effective Assessment
64. Providing Academic Support for First-Generation Students
65. Rethinking Career Fairs: Creating Tailored Experiences for Students and Employers
66. Selecting the Right Software for Your Learning Center Needs
67. Solving Retention Challenges with a Team Approach: A Case Study
68. Specializing Career Services
69. Strategies for Providing Better Support to Undocumented/DACA Students
70. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
71. Summer Bridge: Building and Measuring Campus Connection
72. Supporting Military-Connected Students for Success and Completion
73. Taking a Case-Study Approach to Improving Academic Advising Assessment
74. Telling Your First Destination Narrative

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75. Three Solutions for Impacting STEM Retention
76. Three Strategies for Connecting Student Athletes to Career Services
77. Three Ways to Engage Online Students Outside the Virtual Classroom
78. Translating Experiential Learning into College Credit with Prior Learning Assessment
79. Translating Your Student Development Services for Online Students
80. Undercover Bosses: An Innovative Approach to Career Fairs
81. Using Data and Metrics to Improve Student Persistence
82. Using Retention Metrics to Support At-Risk Online Students

## Strategic Enrollment Management

1. Aligning Finance and Enrollment Management Perspectives
2. Assessing and Improving Enrollment Performance
3. Busting Myths Around Your Market Position: Making Data-Informed Decisions
4. Collaborating Effectively with Academics in Strategic Enrollment Management
5. Creating a Culture of Collaborative and Data-Informed SEM on Campus
6. Critical Considerations for Accelerated Degree Programming
7. Differentiating Your School for Adult Students
8. Establishing Smart Enrollment Goals
9. Identifying Curriculum and Building Internal Readiness
10. Implementing SEM at Community Colleges
11. Key Questions to Produce Effective Data Visualizations
12. Keys to Approaching Tuition Resetting at Your Institution
13. Leveraging Institutional Aid to Maximize Net Tuition Revenue
14. Leveraging Institutional Aid to Maximize Net Tuition Revenue
15. Microtargeting to Achieve Enrollment Goals
16. Operationalizing Inter-Institutional Collaboration in Shared Academics
17. Planning for SEM at Community Colleges
18. Predictive Models for Enrollment: Showcase of Three Examples
19. Reporting to Stakeholders in Times of Enrollment Management Challenges
20. Strategic Enrollment Goals: Combining Internal and External Factors
21. Tuition Setting: Maximizing Net Tuition Revenue
22. Understanding Enrollment Management Challenges: A Program for Finance Officers
23. Understanding Key Data Trends to Inform Strategic Market Expansion