Enrollment Management Content Summary

Updated Dec 10, 2019

With membership, you'll get access to the following types of content:

Live & Recorded Webcasts

Average time to impact: 60 minutes

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

Short Lessons & Quizzes

Average time to impact: 20 minutes

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

Articles & Reports

Average time to impact: 10 minutes

These short pieces are written in collaboration with industry experts.

Job Aids & Printables

Average time to impact: 5 minutes

Job Aids & Printables are ready-to-use tools.

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ACADEMIC IMPRESSIONS

Admissions and Recruitment

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

39. Using Video Effectively in Recruitment Marketing
40. Yield Rates are Declining – Why?

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. Building a University Service Culture: Case Study from Laurentian University
7. Developing an Assistance Animal Compliance Policy
8. Developing and Implementing Your Customer Service Vision
9. Disability Services: Accommodating Student Veterans
10. FERPA and Academic Advising
11. FERPA and Athletics
12. FERPA and Campus Safety
13. FERPA and Faculty
14. FERPA and Front-Line Staff
15. FERPA Checklist: What Can Never Be Shared
16. FERPA for Faculty
17. FERPA Hot Topics: Big Challenges Solved
18. FERPA Lessons and Quizzes
19. FERPA Policy and Procedure Audit
20. FERPA Regulation Basics
21. FERPA vs. HIPAA
22. FERPA: When to Involve Legal Counsel and Leadership
23. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
24. Improve Adult Student Success with Superior Customer Service
25. Offering Credit for Prior Learning Assessment
26. Online One-Stop: Improving Efficiency and Quality of Service
27. Physical Space Considerations for One-Stop Centers
28. Prior-Prior Year: Preparing Your Institution
29. Private Universities: Building Pathways for Community College Transfer Student Recruitment and Success
30. 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
10. Strengthening Admissions and Financial Aid Partnerships

Marketing and Communications

1. A New Approach: Distributed Content Strategy in Higher Ed Marketing
2. Assessing Your Current Presidential Voice
3. Branding Your Career Services Department
4. Communicating Institutional Value to Prospective Students
5. Connecting Central Marketing and Advancement Teams: An Innovative Approach
6. Creating a Framework for Proactive Issues Management
7. Creating a Responsive Design Framework for University Websites
8. Developing Personas in Higher Ed Marketing
9. Developing Presidential Voice: Toolkit for Marketing and Communications
10. Differentiating Your School for Adult Students
11. Effectively Implementing Your Social Media Policy
12. Ensuring Successful Outcomes with Marketing Consultants
13. Five Steps for Sub-Branding in Higher Education
14. Graduate Enrollment Marketing: Unpacking the Biggest Challenges
15. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
16. How to Write an Effective Op-Ed in Higher Education
17. Implementing Your Social Media and Branding Guidelines
18. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
19. Launching a Branding Initiative
20. Leading with Social First: A Innovative Approach to Content Creation
21. Leveraging Social Media Advertising in Higher Ed Marketing
22. Making Your Social Media Content Accessible and Inclusive
23. Managing Higher Education Social Media Challenges
24. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
25. Mobile Web Design for Student Recruitment
26. Partnering Advancement and Communications to Enhance Your Institution's Brand
27. Prioritizing Marketing Tactics for Adult Student Recruitment
28. The Promise and Peril of Podcasting in Higher Education
29. Revitalize Your Video Marketing Strategy: A Case Study from Beloit College
30. Selling Your Value to Adult Students
31. SEO Primer for Higher Ed Marketing
32. Social Media in Student Recruitment: Emerging Channels and Metrics
33. Social Media Metrics and ROI for Admissions

34. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
35. Staffing and Structuring a Successful Marketing Communications Department
36. Strategies to Engage Parents and Families in the Recruitment Process
37. Strengthening Your Institutional Value Proposition
38. Strengthen Your Instagram Strategy in Higher Education
39. Tactics to Increase the Visibility of Your Honors Program or College
40. Tools for Creating a Brand Culture at Your Institution
41. Using Market Research to Inform Strategy
42. Using Personas in Higher Ed Marketing
43. Using Social & Digital Data to Inform Marketing Intelligence
44. Using Student Storytelling in Higher Ed Marketing
45. Using Video Effectively in Recruitment Marketing
46. Writing Resource Manual

Operations

1. Habits of Highly Effective Higher-Ed Professionals
2. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
3. Measuring and Improving Admissions Team Performance
4. 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. Accessibility at All Times: Supporting Neurodiverse Learning Outside of the Classroom
5. Approaches to Engaging, Connecting, and Retaining Online Students
6. Are We Measuring the Impact of Advising the Right Way?
7. Assessing Incoming Student Readiness for Online Learning
8. Assessing the Effectiveness of Your Retention Programming
9. Best Practices in Developing a Peer Mentoring Framework
10. Branding Your Career Services Department
11. Building a More Effective Parent Relations Program
12. Capitalizing on the Dream and Design Phases of Appreciative Advising
13. Career Industry Cluster Model: Aligning Career Services with the World of Work
14. Career Services: Engaging Undocumented and DACA Students
15. Career Services Skill Building: Supporting International Students
16. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
17. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
18. Changes that Make a Big Impact on Peer Leader Training
19. Coaching Students to Build an Entrepreneurial and Innovative Mindset

20. Co-curricular Activities to Engage First-Generation Students
21. Components of a Successful Training Program
22. Comprehensive Transfer Support: A Case Study
23. Conducting a Self-Audit of Your Retention Data and Programs
24. Connecting with Advisees from Diverse Cultural Backgrounds
25. Considerations for Your Student Population - First Year Students
26. Considerations for Your Student Population - First Generation Students
27. Considerations for Your Student Population - International Students
28. Considerations for Your Student Population - Multicultural Students
29. Considerations for Your Student Population - Transfer Students
30. Considerations for Your Student Population - Veteran Students
31. Creating a Case Manager Role to Better Serve At-Risk Students
32. Creating a Sense of Community with Graduate Students
33. Creating a Stop-Out Program to Increase Completion
34. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
35. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
36. Creating Intentional Programming to Support the Success of Men of Color
37. Creating Support Structures to Help Grads Develop a Professional Identity
38. Curricular Efficiency: Improving Academic Success and Degree completion
39. Developing Academic Stamina in First-Year Students
40. Developing and Administering Mentorship Programs for Transfer Students
41. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
42. Engaging First-Gen Families to Drive Student Success
43. Feedback and Follow-up: Customizing Your Peer Mentor Program
44. Five Key Components of a Successful Intrusive Advising Process
45. Focus on Student Belonging to Boost Student Retention and Success
46. Four Skills to Build Professional Mindsets with Students
47. Four Strategies for Successfully Advising Undeclared Students
48. Fundamentals of Fundraising for Diverse Student Groups on Campus
49. Gaining Faculty Buy-In for Student Success Initiatives and Programs
50. Give Your Students an EDGE through On-Campus Internships
51. How Bay Path Boosted STEM Success for Underrepresented W
52. How Some Colleges are Building Student Resilience and Grit
53. How to Integrate Career Readiness into Curricula with Digital Badging
54. Immigration Law 101: 3 Key Issues for Compliance
55. Improve Completion through Redesigning Developmental Courses
56. Improve Student Mental Health Services Using Online Tools
57. Improving Academic Literacy for International Students
58. Integrating Career and Advising Services: Session 1
59. Integrating Career and Advising Services: Session 2
60. Improving Career Services with Data

61. Integrating Career Development into Study Abroad Experiences
62. Improving First-Year Student Experience Programs for At-Risk Students
63. Improving Student Engagement with Advising Communications
64. Improving Student Success Can't Be a One-Office Effort
65. Increasing Degree Pathways for Stop-Out Students
66. Increasing the Odds for Non-Traditional Student Persistence and Completion
67. Innovative Strategies for Supporting Reinstated Students: A Case Study from Georgia Tech
68. Integrate Academic and Career Resources to Improve Student Success
69. Integrating Career and Advising Services: Session 1
70. Integrating Career and Advising Services: Session 2
71. Integrating Effective Mentorship into Campus Culture: A Success Story
72. Integrating Information Literacy in First Year Student Programs
73. Integrating Peer Mentors Across First-Year Student Programs
74. Inventory and Map Interventions for Use with Predictive Analytics
75. It's Not Just About the First and Second Year of College
76. Keys to Creating a Powerful Partnership Between Advising and Career Services at Your Institution
77. Launching an Academic Success Coaching Model in Advising
78. Level Up! What Faculty Need to Know About Digital Badges
79. Looking at Student "Grit" and Resilience – from Recruitment to Retention
80. Minimize the Fallout from Cyber Attacks
81. New Advisor Training: Developmental Advising via Email
82. Onboarding Spring Admits for Future Success
83. Overcoming Barriers to Student Affairs/Academic Affairs Partnerships: 4 Examples
84. Overcoming Three Common Challenges in Online Advising
85. Practical Tactics for Building Academic Grit
86. Prioritizing Interventions through Effective Assessment
87. Providing Academic Support for First-Generation Students
88. Recruiting and Retaining Faculty and Staff Mentors for Minority Students
89. Retaining Online Students: Expert Perspectives
90. Retention Strategy: What Holds Us Back?
91. Rethinking Career Fairs: Creating Tailored Experiences for Students and Employers
92. Scaling Experiential Learning Across Campus
93. Selecting the Right Software for Your Learning Center Needs
94. Solving Retention Challenges with a Team Approach: A Case Study
95. Specializing Career Services
96. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
97. Student Affairs: Trends to Watch in 2017-19
98. Summer Bridge: Building and Measuring Campus Connection
99. Supporting Military-Connected Students for Success and Completion
100. Taking a Case-Study Approach to Improving Academic Advising Assessment

101. Taking Your Orientation Online to Solve Common Challenges
102. Telling Your First Destination Narrative
103. Three Solutions for Impacting STEM Retention
104. Three Strategies for Connecting Student Athletes to Career Services
105. Three Ways to Engage Online Students Outside the Virtual Classroom
106. Title IX: Key Considerations for Working with Pregnant and Parenting Students
107. Transitional Math: One Model for Developmental Education Reform
108. Translating Experiential Learning into College Credit with Prior Learning Assessment
109. Translating Your Student Development Services for Online Students
110. Using Data and Metrics to Improve Student Persistence
111. Using Data to Inform and Design Sophomore Year Experience Programs
112. Using Retention Metrics to Support At-Risk Online Students

Strategic Enrollment Management

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