



# Enrollment Management Content Summary

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.



## 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. Engaging Campus Partners in Recruitment Activities
14. Enhance Your Application Process: Strategies to Measure Grit and Non-Cognitive Variables
15. Enhancing Admissions with High School Counselors: A 4-Phase Approach
16. eSports in Higher Education
17. Forming International Partnerships to Increase Enrollment
18. Getting Started: Using Social Media in Student Recruitment
19. Ideas for Academic Leaders to Engage Faculty in Student Recruitment
20. Improving Your Admissions Ambassador Program for Better Campus Visits
21. Improving Your Campus Visit Experience
22. International Student Recruitment: Maximizing Your Website Content
23. International Student Recruitment: Revamping Your Email Communications
24. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
25. Leveraging Social Media Advertising in Higher Ed Marketing
26. Managing Your Enrollment Funnel to Optimize Student Recruitment
27. Measuring and Improving Admissions Team Performance
28. Microtargeting to Achieve Enrollment Goals
29. Predictive Models for Enrollment: Showcase of Three Examples
30. Prioritizing Marketing Tactics for Adult Student Recruitment
31. Proactive Strategies for Controlling Admissions Turnover
32. Restructuring Daily Campus Visit—University of Puget Sound
33. Revitalize Your Video Marketing Strategy: A Case Study from Beloit College
34. Social Media Metrics and ROI for Admissions
35. Strategies for Building Connection with Key Admissions Stakeholders
36. Strategies to Engage Parents and Families in the Recruitment Process
37. Strengthening Admissions and Financial Aid Partnerships
38. Strengthening Yield Communications to Prevent Summer Melt
39. Strengthening Your Institutional Value Proposition

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5299 DTC Blvd., Ste. 1400  
Greenwood Village, CO 80111

T: 720.488.6800  
F: 303.221.2259



40. Using Video Effectively in Recruitment Marketing
41. 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
31. Tools for Better Customer Service

## 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

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



33. SEO Primer for Higher Ed Marketing
34. Social Media in Student Recruitment: Emerging Channels and Metrics
35. Social Media Metrics and ROI for Admissions
36. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
37. Staffing and Structuring a Successful Marketing Communications Department
38. Strategies to Engage Parents and Families in the Recruitment Process
39. Strengthening Your Institutional Value Proposition
40. Strengthen Your Instagram Strategy in Higher Education
41. Tactics to Increase the Visibility of Your Honors Program or College
42. Tips for Building Successful Relationships with Reporters
43. Tools for Creating a Brand Culture at Your Institution
44. Using Market Research to Inform Strategy
45. Using Personas in Higher Ed Marketing
46. Using Social & Digital Data to Inform Marketing Intelligence
47. Using Student Storytelling in Higher Ed Marketing
48. Using Video Effectively in Recruitment Marketing
49. 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: Fostering Meaningful Connections Between Diverse Students and Employers
16. Career Services Skill Building: Supporting International Students



17. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
18. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
19. Changes that Make a Big Impact on Peer Leader Training
20. Coaching Students to Build an Entrepreneurial and Innovative Mindset
21. Co-curricular Activities to Engage First-Generation Students
22. Components of a Successful Training Program
23. Comprehensive Transfer Support: A Case Study
24. Conducting a Self-Audit of Your Retention Data and Programs
25. Connecting with Advisees from Diverse Cultural Backgrounds
26. Considerations for Your Student Population - First Year Students
27. Considerations for Your Student Population - First Generation Students
28. Considerations for Your Student Population - International Students
29. Considerations for Your Student Population - Multicultural Students
30. Considerations for Your Student Population - Transfer Students
31. Considerations for Your Student Population - Veteran Students
32. Creating a Case Manager Role to Better Serve At-Risk Students
33. Creating a Sense of Community with Graduate Students
34. Creating a Stop-Out Program to Increase Completion
35. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
36. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
37. Creating Intentional Programming to Support the Success of Men of Color
38. Creating Support Structures to Help Grads Develop a Professional Identity
39. Curricular Efficiency: Improving Academic Success and Degree completion
40. Developing Academic Stamina in First-Year Students
41. Developing and Administering Mentorship Programs for Transfer Students
42. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
43. Engaging First-Gen Families to Drive Student Success
44. Feedback and Follow-up: Customizing Your Peer Mentor Program
45. Five Key Components of a Successful Intrusive Advising Process
46. Focus on Student Belonging to Boost Student Retention and Success
47. Four Skills to Build Professional Mindsets with Students
48. Four Strategies for Successfully Advising Undeclared Students
49. Fundamentals of Fundraising for Diverse Student Groups on Campus
50. Gaining Faculty Buy-In for Student Success Initiatives and Programs
51. Give Your Students an EDGE through On-Campus Internships
52. How Bay Path Boosted STEM Success for Underrepresented W
53. How Some Colleges are Building Student Resilience and Grit
54. How to Integrate Career Readiness into Curricula with Digital Badging
55. Immigration Law 101: 3 Key Issues for Compliance
56. Improve Completion through Redesigning Developmental Courses



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





97. Specializing Career Services
98. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
99. Student Affairs: Trends to Watch in 2017-19
100. Summer Bridge: Building and Measuring Campus Connection
101. Supporting Military-Connected Students for Success and Completion
102. Taking a Case-Study Approach to Improving Academic Advising Assessment
103. Taking Your Orientation Online to Solve Common Challenges
104. Telling Your First Destination Narrative
105. The Road to Adaptive Learning: Improving Comprehension, Easing Faculty Burden
106. Three Solutions for Impacting STEM Retention
107. Three Strategies for Connecting Student Athletes to Career Services
108. Three Ways to Engage Online Students Outside the Virtual Classroom
109. Title IX: Key Considerations for Working with Pregnant and Parenting Students
110. Translating Experiential Learning into College Credit with Prior Learning Assessment
111. Translating Your Student Development Services for Online Students
112. Tools for Training Advisors
113. Using Data and Metrics to Improve Student Persistence
114. Using Data to Inform and Design Sophomore Year Experience Programs
115. 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?