

# 8 Proven Strategies to Boost Enrollment

The volume of students intending to continue their education is increasing. However, the growth of recruiting staff has not kept pace. Here are 8 simple steps you can take today to start boosting your enrollment.

## #1 MAP THE PROCESS

Do you know the steps a student has to go through to enroll in your institution?



## #2 COLLECT DATA

Identify & monitor conversion rates at the lead, application, & enroll stages.

## #3 EVALUATE YOUR ENROLLMENT PROCESS

Mystery shop your institution by filling out lead forms, contact forms, & applications to evaluate responses and communications received.



## #4 EVALUATE YOUR COMPETITORS

How does your application process and customer service compare to your competitors?

## #5 APPLY ONLINE

How easy is it fill out one of your applications online?  
How long does it take?  
Are you asking for irrelevant information?



## #6 USE A CALL CENTER

Call centers will immediately contact leads and work with those leads until they can be transferred to a college recruiter.

## #7 DON'T GIVE UP ON OLD LEADS

Re-contact old leads and partial applications to resurrect 10-20% of inquiries.



## #8 TRAIN YOUR STAFF

Many colleges hire admissions recruiters with little or no professional sales training, and yet expect professional sales results.