

# Optimizing Enrollment Management

## STUDENT ENGAGEMENT IS KEY TO ACHIEVING ENROLLMENT GOALS

Colleges and universities have the challenging job of jumpstarting opportunities for students with a wide range of needs and goals. Whether enrollments are up, down or stagnant, moving students efficiently and strategically through the enrollment funnel can help an institution achieve both financial and community-based goals.

Each institution's enrollment funnel is different. Understanding why students fall out of the funnel is both critical and difficult—and often aggravated by organizational silos and lack of data. Unknowns exist at each stage. Which prospects are qualified? Why are so many applications left incomplete? What is the cause of low yield rates? However, one “known” in the enrollment equation is that if you don't engage students when, how and where they want to be engaged—all in a personal manner—you stand to lose many prospective students to your competitors. Although this can be challenging when budgets are tight, the opportunity cost is thousands of lost enrollment dollars and missed chances to serve those who need you most.

- ▶ **62 percent of students enrolled in 4-year institutions said that personalized attention was “important” or “very important” to their enrollment decision. (source: Noel-Levitz, 2007)**
- ▶ **92 percent of students said that they would be disappointed with a school or remove it entirely from their list if that institution's website didn't provide sufficient information. (source: Noel-Levitz, 2007)**
- ▶ **On average, fewer than 2 students out of every 100 make it from inquiry to enrollment. (source: Noel-Levitz, 2007)**

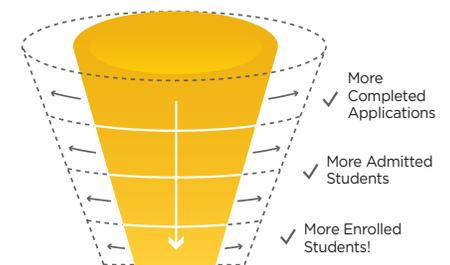
## Missed Opportunities to Enroll

There are many reasons that interested students drop out of the enrollment funnel. Delayed follow-up on inquiry, misplaced focus on unqualified prospects, and lack of personalized communication between the school and the prospective student top the list. Without clear visibility into enrollment trends, and with the constant pressure to “do more with less,” it can be challenging to maximize the number and quality of students who make it through the funnel.

## How Blackboard Student Services Can Help

Blackboard Student Services helps each office that touches the enrollment funnel—from admissions to financial aid to the registrar—engage students in a personal but efficient manner. This allows your staff to give initiatives like recruitment strategy and application processing the attention they deserve. By moving the needle on

## Eliminate Conversion Bottlenecks in the Enrollment Process



Technology-enabled services help engage prospective students when, where and how they want to be engaged.

key metrics throughout the funnel, we help optimize enrollment. For example, Blackboard Student Services can help:

- ▶ **Decrease turnaround time on enrollment inquiries**
- ▶ **Decrease time to identify the most qualified candidates**
- ▶ **Increase conversion rate from interested students to completed applications**
- ▶ **Increase financial aid packages awarded to enrolled students**
- ▶ **Increase number of transcripts processed**

## Virtualized Support

Engaging prospective students at the right time, via the right medium, is easier said than done. Blackboard Student Services virtually extends your team with highly trained enrollment counselors that know your institution and your challenges. Imagine an integrated enrollment office—complete with supervisors, training, infrastructure, and industry-leading processes to extend your recruitment and enrollment capabilities.

- ▶ **24/7/365 staffing**
- ▶ **Professionally managed service operations**
- ▶ **Multi-modal inbound and outbound campaigns**

## Education Process Redesign

Enrollment management touches every corner of an institution. It is a data-rich function that derives information from multiple systems and sources. Education process redesign helps bring visibility to key demographic patterns and trends, focus efforts on the metrics that matter most and capitalize on existing interest in your institution.

- ▶ **Analytics**
- ▶ **Benchmarks**
- ▶ **Best practices**

## Technology Enabled Solutions

The power of technology can have a dramatic influence on educational outcomes—from creating a single view of enrollment funnel data to reducing the workload for admissions counselors. Technology can decrease your cost per enrolled student and help get timely answers to your prospective students so they don't enroll elsewhere.

Blackboard Student Services' technology-enabled service strategies take advantage of the latest platform technology and SaaS to put all the applications and software that you need at your fingertips.

- ▶ **Custom CRM software and reporting**
- ▶ **Self-service and IVR solutions**
- ▶ **Leading web-based telephony and service desk platform**

## About Blackboard Student Services

Blackboard Student Services brings virtualized support and technology enabled solutions to the world's most progressive institutions. We provide eLearning, IT Help Desk and comprehensive Student Lifecycle Management services that improve student engagement and accelerate learning. Our platform gives you an efficient, financially sustainable way to deliver services through the enrollment and learning process. Our goal is to build a better education experience for everyone by extending institutional resources to meet the growing demands of learners.

## Enrollment Management Results

Blackboard Student Services' virtualized enrollment offering is designed to help our clients improve student engagement throughout the admissions process. Below is a sample of actual client results:

- ▶ **312% increase in enrollments after year one**
- ▶ **75% decrease in turnaround time on new enrollment inquiries**
- ▶ **20% increase in transcripts processed**
- ▶ **79% decrease in calls handled by the registrar's office**

## Get Started

To learn more about how Blackboard Student Services can help you achieve your organization's goals, visit [blackboard.com/studentsservices](http://blackboard.com/studentsservices). If you are already a Blackboard client, contact your Blackboard Account Representative.

