

Maximize your enrollment potential by combining data with expertise

Blackboard Enrollment solutions help your team convert leads into enrollments, at any stage in the funnel, with full transparency and proven ROI.

The growth of remote learning means that all learners now have a wider range of educational opportunities available to them than ever before.

It is no longer enough to simply create leads at the top of the enrollment funnel. With students considering a range of options, a strategic, timely and personalized communications plan is essential to help guide them through the process to enrollment.

It's all about the combination of people + data

Choosing a college is a huge decision, one which even today's digital-first students are unlikely to make without a personal level of support and advice. At Blackboard, we interrogate data to provide insights and use technology to add scale to the enrollment plan, whilst always ensuring that the human element of student service remains front and center.



Strategic Planning

What's the best way to contact students? When and with what frequency? And how should messaging evolve through the

funnel? Our team uses data to provide a clear contact plan for your institution.



Quality Coaching

Our Enrollment Coaches work as an extension of your team to maximize conversion and yield rates, execute the

contact plan, and proactively guide students through the enrollment process.



Data and Technology

Adding scale to your contact plan is essential for enrollment growth.

We use data to unlock insights, then deploy personalized [engagement campaigns](#) at scale via students' preferred channels—including SMS, chat and email.



Flexibility and Optimization

"One size fits all" works well for vendors, but not for institutions or students.

We tailor our solutions to your unique needs—including scaling support during busy times of year—and optimize our approach regularly to achieve the best results.



By combining enrollment coaching with strategic research and marketing, **Rutgers Online exceeded their enrollment goals and achieved a 4.8X ROI!** [Read more.](#)

More than just short-term enrollment growth

Blackboard Enrollment solutions offer a wide range of benefits to help you achieve your strategic growth goals.



Improved Student Experience

Enrolling to higher education can be stressful for a lot of students. Having experienced coaches to guide them through the process provides a simpler experience and means they start their academic journey on the right foot.



Data, Analytics and ROI

By providing full transparency on data and analytics, with Blackboard you know not only what is working today—but also what trends and learnings you can leverage to grow enrollment in the future.



Quick Implementation

The world of higher education is in constant change; we can work to a short timeline to implement enrollment support, without sacrificing the necessary strategic steps to ensure success.



Training and Development

Our Coaches aren't an outsource option, they work as a true partner and extension of your team. We provide the necessary training and support to upskill staff and ensure students are always getting the best service.

We're proud to partner with great institutions

We help a wide range of institutions to improve their enrollment conversions, including program specific colleges and community colleges.



Kentucky Community and Technical College System

Working with the 16 community and technical colleges that form the system, Blackboard helped KCTCS improve their enrollment conversion rates for adult learners. Across 2019 and 2020 we achieved:

43%
application-to-
enrolled student rate

220%
ROI

1.6 average additional credits
for students who worked
with our enrollment coaches

Grow your enrollments, improve your ROI and provide a great experience for your prospective students.

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