

10 PROVEN STRATEGIES TO BOOST STUDENT ENROLLMENT

A PRINCIPAL'S GUIDE



This ebook is designed to help you understand the best practices to boost student enrollment at your educational institution.



Classter



INTRODUCTION

It is not a simple task for admissions teams to meet their student enrollment targets. This tech-savvy generation has a variety of study options, making it difficult to attract them.

The **Inside Higher Ed Survey of College and University Admissions Officials 2020** reveals just how serious this issue is: 69% of community college admissions officials and 55% of private bachelor's college admissions officials are **very worried about achieving the desired number of new students** for their institutions.

You're most likely working hard for each student, to get closer to your student enrollment goals. But the question remains; how can we increase student enrollment year after year?

Let's have a look at these **ten strategies proven to increase enrollment in higher education**.

By adopting these proven strategies, your college can **attract and enroll more students, ensuring continued success and growth** in the ever-evolving higher education landscape.



TIP 1: TAP INTO STUDENT MOTIVATIONS



Making the right school choice is an emotionally charged decision, and **feelings are a major factor in motivating and pushing a student forward**. Knowing what drives your potential enrollees will help you craft more successful promotional materials, advertising content, and enrollment presentations that connect with their goals and inspire them to take action.

If their motivations are not accurately interpreted, all other efforts will be unsuccessful. The reasons why college students pursue higher education have great influence on their grades as well as how long they stay in school. **Adequately motivated applicants have a higher chance of enrolling** and remaining in the programs they choose.

However, you can be the motivator, inspiring prospects to pick your school over others. By showcasing **success stories and testimonials**, you can speak directly to students' aspirations, inspiring them to choose your institution over others.

Most universities and colleges that have won with motivation have done it through the success of current or past students who speak the language that students want to hear.



TIP 2: LEVERAGE THE POWER OF STORYTELLING



What's your story as an institution?

During the process of enrollment, educational teams can sometimes overlook that a school is also an image to be maintained.

Storytelling is a powerful form of marketing for education and it allows you to **communicate with your potential students effectively.**



It helps create an emotional connection and gives them **insight into the values of your institute.**

Your stories can be told by various means and through various channels that could introduce your brand in different ways.



TIP 3: OPTIMIZE YOUR ONLINE PRESENCE

Once you have crafted your stories, the next logical step is to find a platform to share them.

This is where social media makes its mark, as it has become a **central source of news, motivation, research and views for today's youth.**

In fact, according to research conducted by Social Admissions, **half of all teenagers use social media** when deciding which universities or colleges they should apply to.

Therefore, it is important that you make your stories available in the places where your target audience can access them. And also remember, applying good social media strategies will only **ensure that your prospects are constantly engaged with your school.**

Once a student adds your university to their evaluation list or applies for undergraduate enrollment, they would often check out your website to find out more.

The time spent on a university's website is **more than 116 million hours.** We can safely assume that a large percentage of these visitors would be candidates looking to learn more about the school.

Having a well-thought-out website, in terms of structure as well as content can help influence the students' final decision a great deal.



TIP 4: REDUCE RESPONSE TIME THROUGH AUTOMATION



Nowadays, people expect speedy replies to their questions.

Educational marketers who don't adjust to this generation's approach to communicating may miss out on the opportunity to reach them.

Establishing an **emotional bond quickly is crucial since** it can be difficult for applicants to reconsider once they have chosen a particular school.

This is significant in constructing an emotional link between your institution and the potential student.

Most data specialists state that you must **respond within 5 minutes or less for inquiries from prospective students.**

This may seem nearly impossible, but it's possible when **utilizing the appropriate software.**





TIP 5: IMPLEMENT DYNAMIC ENGAGEMENT STRATEGIES



Applicants from diverse backgrounds and viewpoints require a versatile engagement plan. Millennials and Gen Zs are quite shrewd when it comes to **recognizing the purpose of the communications they receive**, as there is so much competition for their attention. They search for something that speaks to them directly and has a beneficial impact on their lives.

Higher education marketing automation and engagement platforms can address this issue by **customizing communications for a large number of people**. It begins by collecting data about the prospect and monitoring their activity and responses. From that, it creates specific messages that are tailored to each individual, even though they may be very different from each other.

Check their background information, such as location, preferred languages, sources of engagement, financial aid information, etc., and **target them in groups with applicants who are in the same phases as them**.

You should also be aware that not everyone has the same needs.

You must include this in your strategy: you must segment your incoming enquiries or applicants into groups based on where they are in the enrolling process.



TIP 6: LEVERAGE TECHNOLOGY



Technology is being used with greater and more authority. The marketing and admissions departments depend on it, not merely use it.

And now that technology is available to automate, analyze, and sample, **recruiting teams can change their strategy more successfully than ever before.** While typically a favorable trend, technology nevertheless has its drawbacks, particularly for less technologically savvy institutions that lack the time or money to adopt a marketing automation system or an admissions management system for colleges due to integration and training issues.

The good news is that technology is becoming more **user-friendly with plug-and-play models**, which is great for educational institutions that don't want to make significant infrastructure investments.

Cloud SaaS educational management software like Classter offer complete and comprehensive solutions assisting application managers to achieve their enrollment goals.





TIP 7: HAVE A MOBILE-FRIENDLY APPLICATION PROCESS

The use of mobile devices is increasing, particularly among younger people. Imagine using your phone to access a badly designed, non-responsive website where you must constantly zoom in and out. Anyone would simply stop using the website out of annoyance, disregarding any applications for inquiries.

Prospects may apply at any time and from any device thanks to this responsiveness without degrading the user experience. Your university will benefit greatly from having a mobile-friendly application process and form, which will also have an immediate effect on your application rates.



Even the communication methods you select must work on mobile devices. Make sure your emails, for instance, have been optimized for mobile devices if you are writing them. Your website, contact forms, applicant portal, etc., must function properly.



TIP 8: MAKE BETTER USE OF ENROLLMENT ANALYTICS

When enrollment marketing first began, its success or failure was only determined by its absolute level of success. Marketing is a lot clearer now. You can examine the most effective methods for generating leads for higher education, applicant drop-off points, appealing messages, and action points. These reports make ensuring that **your resources are being allocated properly so that errors can be rapidly fixed** and the right decisions can be taken.

But without the aid of an appropriate reporting method, this cannot be accomplished. You can examine the **performance and activities of your admission representatives, schools, and courses** in addition to learning more about your possibilities. Your marketing budget might not allow you to spend carelessly as you are an educational institution.



To achieve better outcomes, you must **map out what works best for you and where you should invest more or less money.**



TIP 9: IMPROVE YOUR VISIBILITY WITH SEO



Search engines are the **primary informational tool** used by the majority of prospective students to learn more about potential universities. You must spend money on **search engine optimization for your website and all of its content** if you want to boost the exposure of your school online. Not just your homepage, but every page needs to be created with the goal of ranking on search engines.

It is useful to **conduct a keyword search**. Choose a group of terms or phrases that describe what your college or university offers and what potential candidates would be interested in. There are several tools available that can tell you what your target audience is looking for.

Utilize this information to your advantage so that **potential students see your institution** at the top of Google searches.





TIP 10: HYPE YOUR GRADUATES

People are skeptical of what you say. They believe the opinions of others about you.

Student references, successful case studies, accolades, and recognition are a few examples of **trust factors that boost your brand's credibility**.

Prospective students can be greatly persuaded that your university is the best choice for them by **displaying the achievement of your alumni**. Throughout the admissions process, students are kept interested by authentic tales and culture.





ORGANIZATIONS LIKE YOURS ARE USING CLASSTER TO BOOST THEIR EFFICIENCY IN ENROLLMENT PROCESS BY UP TO 50%

It's more difficult than ever to enroll students. And the truth is that things will become even more difficult. Therefore, it is necessary to **abandon traditional enrollment methods** because they ultimately slow down the admissions process as a whole.

The easy answer to this problem is to automate the student enrollment process using technology, especially if your team has access to it right away.

This will result in a final increase in student enrollment.



Book a free online consultation with an expert and find out if we can help your institution reach its admission goals.

TALK TO AN EXPERT

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