



Storytelling Meets Data: Optimizing Your Communication Flow to Increase Enrollment

OCTOBER 3—NOVEMBER 11, 2022

REGISTER BY SEPTEMBER 30, 2022

» rev.enrollmentfuel.com/comm-flow





What Enrollment Leaders Have to Say About enrollmentFUEL Training



enrollmentFUEL's training was a great blend of historical context, current data, and practical applications. The exercises allowed us to identify pain points that our team experiences at the yield stage of the funnel. More importantly, the trainer helped us strategize the best ways to work through those challenges with students and families. It has made a difference already, just two weeks later.

— Shannon Hutchison Caraveo, Director of Undergraduate Admissions
Point Loma Nazarene University, San Diego, California

The training provided a different way to consider admission work—the transformational approach rather than the transactional method. This training experience reminded us of the true meaning and value of the important work we do every day. In these often challenging roles, that sense of purpose is refreshing and reinvigorating. Our training was a great development opportunity, even for those who have been in the role for a few years.

— Rachel Schmidtke, Associate Vice President of Admission
Hanover College, Hanover, Indiana

Providing professional development opportunities for staff is a key responsibility for leaders. It's great to know that enrollmentFUEL takes this need seriously by creating effective training programs that are also not cost-prohibitive. I found "The Admission Counselor's Guide to Achieving Recruiting Goals" course to be so informative—even after 30 years in the arena, I learned so much from the course!

— Dr. Brian Swords, Vice President
Southern Wesleyan University, South Carolina



Storytelling Meets Data:

OPTIMIZING YOUR COMMUNICATION FLOW TO INCREASE ENROLLMENT

This course follows the journey of auditing, implementing, updating, and maintaining a communication flow. In addition to gaining a better understanding of the critical role a recruitment communication flow plays in meeting any college or university's goals, learners will explore a variety of tools and best practices for creating a successful and sustainable communication flow audit process and improving the impact of individual communications at each stage of the recruitment funnel. Every touchpoint in a recruitment communication flow plays a role in a prospective student's decision. Learn how to improve and increase your communication flow's effectiveness through this course.

High-level learning objectives include:

- Understanding the importance of a communication flow and best practices
- Identifying target audiences and learning how segmentation, timing, and frequency of communications impact effectiveness
- Learning how to measure current communication flow efficacy and determine best metrics to measure future success
- Identifying key stakeholders to include in audit process
- Establishing the multi-channel approach that works best for your institution and your target audiences
- Understanding the value of personalization and print pieces
- Exploring ways to weave mission, vision, and values throughout your communication flow
- Learning how to use your communication flow to tell the school's story and represent your campus
- Developing your institution's email brand and learning how to craft eye-catching subject lines
- Creating a plan for maintaining and regularly updating the communication flow

Registration and Pricing

- Registration for this course is available through **September 30, 2022** at rev.enrollmentfuel.com/comm-flow.
- The registration cost is \$1,250 per learner. (Client-partners, contact us for your special discount code.)
- Institutions registering 3+ learners may receive special pricing: \$2,799 for 3-10 learners per institution.
- On the day before the start of the course, attendees will be set up in enrollmentFUEL's online learning management system (LMS), Rise.
- All attendees will receive a course workbook and overview with dates and information, including how to attend online live sessions, access session recordings, and log into Rise.

Course Format

The format for **"Storytelling Meets Data: Optimizing Your Communication Flow to Increase Enrollment"** includes:

- 17 hours of asynchronous video content, available in Rise
- Course workbook and resources
- 3 live Zoom sessions (Week 1: Kick-Off, Week 4: Mid-Course, and Week 6: Closing)
- Certificate of completion



What Participants Have to Say About enrollmentFUEL Training

I found the enrollmentFUEL training helpful and very practical, especially as it pertains to communicating through the admissions funnel. The list of techniques provided was so impactful. I left the training with a renewed sense of clarity as to what it looks like to be effective in my role as an admission counselor.

I thought the time spent with our trainer was great. I would love to have more enrollmentFUEL training in the future.

I loved our training. I think the trainer provided some of the best content I have received.



Course Sections

These sections provide participants access to approximately 3 hours of live content and 17 hours of self-directed, online learning content. The content and curriculum were designed to supplement institutional-specific training about internal systems and procedures, and augment entry-level association training.

Week 1: The Importance of Communication Flow

(Part of this session is live via Zoom) Participants will learn the importance of the communication flow as part of every institution's recruitment strategy.

Section 1: Best Practices Review and Defining Communication Flow Audit, Teams, and Timelines (live session)

Section 2: Target Audiences and Segmentation

Section 3: Channels of Communication and Dissemination

Week 2: Diving Into Your Audit

Learners will explore project management tools that can aid the audit process, understand why it's important to review past data, and define process mapping and learn how it can support communication flow audits.

Section 4: Project Management Tools

Section 5: Reviewing Past Data

Section 6: Process Mapping

Week 3: Timing, Frequency, and Themes of Your Communications

Participants will discover the importance of defining a blended communication strategy and establishing the multi-channel approach that works best for your institution and target audiences.

Section 7: Timing and Frequency

Section 8: Eye-Catching Subject Lines

Section 9: Personalization

Halfway there!



50%



Week 4: Weaving Your Brand Throughout Your Communication Flow

(Part of this session is live via Zoom) REV students will learn to identify details, data, and stories that make their institution unique. They will gather the right information to create messaging that sells their university to the right individuals.

Section 10: Your Value Proposition (live session)

Section 11: Telling Your Story

Section 12: Representing Your Campus

Week 5: Ready, Set, And... Action!

Participants will make the move from theory into action by updating and testing communications for their target segment. They will also learn about key factors to consider when planning for and sending print materials.

Section 13: Updating Your Communications

Section 14: Printers: Volume & Envelopes

Week 6: Stay the Course

(Part of this session is live via Zoom) Learners will tie everything together to send their messaging, plan for the next cycle, and start working on their next target segment.

Section 15: Execution

Section 16: Create Your Maintenance Schedule

Section 17: Starting Your Next Sequence (live session)

Done!

100%

Don't miss this opportunity to level up your institution's recruitment communications!

LEARN MORE

» rev.enrollmentfuel.com/comm-flow

If you have questions, please contact Dr. Laralee Harkleroad at rev@enrollmentfuel.com.



Frequently Asked Questions

What is covered in the registration cost?

The registration cost is \$1,250. The registration fee covers one learner from a single institution (defined as an individual college or university).

How do I register?

Go to rev.enrollmentfuel.com/comm-flow. Register the learner (institution, name, and email) and pay online.

What if I want to add additional people to the training?

Each person needs to register individually. If you wish to register more than 2 learners, please visit rev.enrollmentfuel.com/comm-flow and follow prompts for registering 3 to 10 participants.

Who developed the curriculum and who are the trainers?

The course curriculum was developed by enrollment and marketing subject matter experts with a decade or more of experience who provide significant insights as they lead recorded lectures and live sessions. The online portion is self-guided and includes a final quiz to determine mastery of the information.

Does this course qualify for continuing education credits?

Not at this time, but all participants who complete the course will receive a certificate of completion.

Is there a time limit for completing the material in this session?

The course must be completed by the end date indicated to receive the certificate of completion, which will be mailed to individual registrants. The course will close at midnight of the final week, but content can still be accessed for six weeks after the course end date. Participants will receive notification of that date and reminders leading up to it. After that date, learners will no longer have access to the content, as FUEL will be updating it for the next cycle.

What if I have more questions?

Contact **Dr. Laralee Harkleroad**, Associate Vice President of Marketing & Learning, at rev@enrollmentfuel.com.

About Us

enrollmentFUEL is on a mission to create more effective and efficient Student Search communications and strategies. The company has extensive expertise in geodemographic research, predictive modeling, creative design and messaging, CRM implementations (including Slate), look-alike modeling, Forensic Lead Generation™, web analytics, and all aspects of digital advertising (household targeting, retargeting, geotargeting, geoframing, matchBACK, etc.). Building on organizational values of teaching and learning, REV: FUEL's Learning Series, provides affordable and high-value professional development and training for higher education professionals. With proprietary technology and innovative thinking, enrollmentFUEL provides successful outcomes and actionable insight to the people who recruit people. For more information, please visit enrollmentfuel.com.

enrollmentFUEL's training opportunities, offered through our REV: FUEL Learning Series, provide higher education professionals wanting to reach new heights and a deeper level of understanding the tools they need to succeed.

All FUEL learning content and curricula are developed by industry leaders and subject matter experts in cooperation with REV: FUEL's Learning Series.

**If you have questions, please contact
Dr. Laralee Harkleroad, Associate Vice President of Marketing & Learning,
at rev@enrollmentfuel.com.**

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