Hands-on Admissions Best Practices To Hit Budgets in These Challenging Times

LOOKING FOR GAME CHANGERS

KACCS Annual Conference, August 23, 2013
Presented by Jeff Marcus, President, Ed-impact Consulting
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Ed-Impact
Jeff’s Background:
24 years in Career Education with Proprietary Schools
In Admissions, Marketing and Operations

Examples of Positions Held:
Admissions Representative and High School Admissions Representative
Director of Admissions
Director of Online Admissions
Corporate Director of Admissions (6 Campuses)
Corporate Director of High School Admissions (18 Campuses)
Director of National Recruitment (18 Campuses)
Corporate Director of Internet Admissions (Career Education Corporation)
Vice President of Marketing for a campus that grew to over 2000 students
(Collins College)
Campus President

Career College Central Magazine, May/June 2012, named Jeff as one of industry leaders who have had a significant impact in the career education sector.
WOULD YOU LIKE TO SEE EACH ADMISSIONS REPRESENTATIVE HAVE:

- 8 extra face to face interviews each month (2 per week)
- 2 extra enrollments each month (at least)
- Higher show rates on your extra enrollments

HOW?
WEEKLY GROUP TOURS CONDUCTED BY REPRESENTATIVES WITH MINIMUM SUPPORT FROM ACADEMICS

- Call no show and cancelled appointments (The fear factor)

Group tour is safety in numbers/strong show

Group tour set for late night or weekend on representatives schedule

Tours while students in labs  Academic support - greet tour in lab
PSYCHOLOGY OF THE TYPICAL STUDENT FOR THE GROUP TOUR

- No-show/cancelled appointments often missed because of fear factor: Little or no history of academic success so fearful of college decision
- Group infers safety in numbers: feel no one will be trying to sell them, so will come in for group tour
- Get students in the building to see students in lab classes and greeted by instructor...get them excited by what they see and continue process
- Always set next step in following through admissions process

HOW THE NUMBERS WORK

Each representative, each week:
8 invitations to no-shows/cancels from last 3 months (or longer) by phone
2 show for group tour = 8 in a month (many will do better)
2 ENROLL each month x NUMBER of representatives
Start rates higher because of experience with lab classes and excitement
ALL THESE NURSING LEADS...BUT SO FEW QUALIFY!

Tired of losing failed qualifiers who view this as another academic failure and leave....never to return?
BUILDING OTHER MEDICAL PROGRAMS WITH NON-QUALIFIED NURSING LEADS

Successful Five-Step Career Option Program Helps Convert Non-Qualifiers To Healthcare Programs Where They Can Be Successful

- Change overall mindset in approach...yes we have great programs for healthcare careers
- Review and suggest possible changes in appointment setting script
- Suggested questions to use in information gathering part of interview...direct tough questions (how would you react to spurting blood when you insert an IV?)
- Review and suggest possible changes in order of steps of the admissions process
- Visual aids to help Admissions Representatives present detailed career options
BROADEN THE HORIZON AND EDUCATE

- Start with phone script: “I’m interested in nursing...,” respond with “Great, we have a number of healthcare career options.”
- Do you know the details of a nurse’s job...or medical assistant? When you come in or a tour, we will talk about what is involved in each career in detail so you can make a good choice.
- Detailed questions in information gathering concerning the toughest part of each job.
- Tie in lifestyle demands and hours on the job.
REINFORCE WHAT YOUR REPRESENTATIVES ARE DOING WELL

Conversions by Rep by Program

- Assign new leads to higher converting reps by program
- Training opportunity for lower converting reps...more product knowledge to be more comfortable with program
- Reassign unconverted leads by program to higher converters

Conversions by Rep by Lead Source

- Assign new leads to higher converting reps by lead source
- Training opportunity for lower converting reps...more training on handling different lead sources
- Reassign unconverted leads by lead source to higher converters

Conversions will increase immediately because of 1st and 3rd bullets

Conversions will increase long term because of training opportunities
WHAT WORKS WITH OUR TARGET MARKET
... GEN Y’ERS OR MILLENNIALS, AGES 17 TO 30+

Direct Mail <-> Texting/Text2Chat
DIRECT MAIL WORKS AGAIN BECAUSE OF GEN Y’ERS OR MILLENNIALS

“75% of Gen Y’ers have purchased something from direct mail!”
- Study by Exact Target, a N.Y. based analytical firm

Direct Mail is the number one marketing buying influence for Millennials...email is number five (a Nielsen study)

- A change of pace from busy digital world
- A no nonsense direct message appeals
- Multiple response choices...online, text, QR code, as well as phone and mail response
- Creative with pictures of Gen Y’ers appeals
- Combine with email and texting
- Have seen sample costs of $595 to $725 per thousand
How does chat on your website impact conversions?

- Students become engaged
- Conversions substantially

DID YOU KNOW THAT YOU CAN HAVE A CHAT FEATURE WITH TEXTING? IT'S TEXT 2 CHAT!

Help your conversions! Students will not pick up the phone but will respond to text... and become engaged through Text 2 Chat!

Representatives sign in to stations just like chat on your website.

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*MILLENNIAL GENERATION*

Millennials don’t carry a “phone,” their smartphone is a lifestyle... it is who they are!

**MILLENNIALS AND TEXTING**

- Sends an average of 20 texts a day
- 60% compulsively check their smartphone
- 41% would feel anxious if couldn't constantly check
- 90 seconds to send a text...perfect for busy Millennials
- Many Millennials do not know what “land line” means
- 40% of adults do not text

* Information from studies by Forbes and Cisco
**DAILY ACTIVITY REPORT**

- Reps have daily activity goals and Daily Activity Report (DAR) to track and personally manage actual activity (sample provided)
- Rep who says “I’ve been on the phone all day,” will see they made only 30 calls, for example
- Let’s review a copy

**REGULAR PRODUCT KNOWLEDGE TRAINING BY FACULTY**

- Reps more confident in talking about programs, help more students
- Direct faculty to discuss key concepts and phrases to discuss how program impacts employability
- Faculty presentation should not cover details of what is taken each term
- Takes place in weekly admissions meeting, either 30 or 60 minutes
# Daily Activity Report

**Name:** 

**Date:** 

**Blocked Off Phone Time:** 

### Appointment Set

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<tr>
<th>Name</th>
<th>Phone #</th>
<th>Appt. Date</th>
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<th>1st time/ Rescheduled/etc.</th>
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### First Time Interviews

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<th>Program</th>
<th>Comments: Applied, Be-back</th>
<th>Assessment Y/N</th>
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### Assessment

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### PDR’s

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**Key:** / = Dial Made  X = Contact with prospect  (X) = Appointment Set
CONDUCT REGULAR REP OBSERVATIONS WITH FEEDBACK

· Observe appointment setting calls and full interviews of each rep
· Frequency depends on size of staff
· Examples: 5 reps or less, once a week of each; 5-10 reps once every weeks; larger once a month...can use Asst. DOA or Sr.
· Written report of each discussed with rep and copy to campus president

ALTERNATE/ADDITION TO OBSERVATIONS: FULL ROLE PLAY

· DOA creates 3 to 6 scenarios of students...control issues brought up
· Complete interview role play: DOA as student using one of scenarios
· Will be evident who is following admissions process as trained
· Written report discussed with rep and copy to campus president
· CAN USE AS PASS/FAIL TO CERTIFY YOUR REPS TO TALK WITH STUDENTS
REMARKET YOUR DATABASE OF UNCONVERTED LEADS
...TAKING ADVANTAGE OF MONEY ALREADY SPENT

Students initially inquire because they recognize
Something is wrong and needs to be fixed

- Fears often prevent follow through
- Months later or year or two later, student is in the same
  situation that needs fixing
- Student now can overcome fears and show up

- We have to contact them
- Often embarrassed by not following through and are
  happy we contacted them
- Multiple channels most effective
  Direct mail letters, postcards, email, texts and calls
HOLD EVENTS AT THE CAMPUSES TO ATTRACT STUDENTS AND FAMILIES INTO THE BUILDING TO GET EXCITED AND PROCEED

Major Open Houses or Career Discovery Days

- Typically January, April and August on a Saturday
- All departments involved with students in lab classes
- Successful format: specific tour times and attendees RSVP specifically
- Invite your database going back two years
- Highest show rate...those who have talked to a rep

Program Specific Interactive Events Between Major Open Houses

- Students interact with instructor in a lab
- Build a computer for IT program
- Health fair for medical; cooking demo for culinary, solve the crime for criminal justice
Q & A SESSION

THANK YOU!

For more questions or for information contact Jeff Marcus at:
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jmarcus@ed-impact.com
www.ed-impact.com