



# Student Recruitment Consulting

**Maximize the enrollment potential  
of your campus**

**Noel-Levitz®**

## Find a partner with the experience, resources, and passion to help you reach your enrollment goals

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Is your campus reaching its enrollment potential? Are you using your recruitment and financial aid resources as efficiently as possible? Do you have a plan for enrollment success now and in the coming years?

These are difficult issues, made even more challenging by economic and demographic changes that have created an environment where you face greater competition for students and shrinking resources to recruit those students. They are also challenges that Noel-Levitz consultants have helped hundreds of campuses overcome.

Every year, colleges and universities of every size, type, and mission partner with us to reach their enrollment goals. We can help you:

- Increase enrollment and yield rates
- Shape classes by desired student characteristics
- Expand your enrollment reach in current and new markets
- Understand realities about current demographics within primary markets and new strategies to expand market share
- Fill your funnel with more prospective students who are likely to enroll
- Generate more net revenue and control your discount rate
- Develop marketing, communications, and e-recruitment strategies that produce enrollment results
- Make your entire enrollment process more strategic, data-informed, cost-effective, and accountable

Keep reading to learn how Noel-Levitz gives you more expertise, more human resources, more advanced enrollment technologies, and more personal service than any other enrollment management consulting firm.

### Start with an on-campus consultation

One of our experienced consultants can come to your campus for an on-campus assessment and consultation. The visit can focus on any areas you wish, and your consultant will examine your current recruitment and financial challenges, offer recommendations for immediate action, and suggest strategies for next steps.

Contact us at 1-800-876-1117 or e-mail [ContactUs@noellevitz.com](mailto:ContactUs@noellevitz.com) to discuss your visit.

## Receive experienced consultation on any topic

No matter what challenges you face, Noel-Levitz can collaborate with you to analyze the situation, develop action plans, and track progress toward your goals. Hundreds of campuses have turned to us for a wide range of enrollment and financial aid projects, including:

- Long-range, strategic enrollment planning
- Graduate and professional student enrollment
- Data-informed recruitment planning
- Strengthening the admissions funnel
- Increasing enrollment by ethnicity, academic ability, geography, transfer students, and other special populations
- Increasing yield rates
- Financial aid leveraging
- Student list purchasing strategies
- Inquiry qualification
- Tuition pricing strategies
- Increasing net revenue
- Lowering discount rates
- Competition analysis
- Market research on prospective students
- Campus positioning and branding
- Analyzing academic program demand
- Print communication strategies
- Web strategy and development
- E-mail and social media communication strategies

### Strengthen your student retention efforts, too

Going through the effort and expense to recruit a student does no good if that student does not persist and graduate. We can collaborate with you on student retention strategies that will increase student completion rates and create a culture of student success on your campus.

## Work with consultants who have been in your shoes

Noel-Levitz has more than 100 full-time consultants and campus associates who have served as:

- Campus presidents
- Directors of admissions
- Vice presidents for enrollment management
- Directors of financial aid
- Other key recruitment positions

They also provide experience across every institution and program type: public and private, four-year and two-year, undergraduate and graduate, in every geographic region in the United States and Canada.

## Exceed your enrollment goals through a comprehensive, collaborative process

When you start a consulting partnership with Noel-Levitz, we address 12 distinct elements that are crucial to maximizing the effectiveness of your recruitment efforts. These are all done in complete collaboration; you remain fully informed and fully in control throughout our partnership.

Process	Benefits to your campus
<b>1. Setting goals</b>	Identifies annual new student enrollment goals and key recruitment strategies.
<b>2. Creating annual new student recruitment plans</b>	Produces collaborative, data-informed marketing and recruitment plans that will achieve annual new student recruitment goals.
<b>3. Developing new student enrollment funnels</b>	Builds the recruitment funnel stages to the levels necessary to support your goals.
<b>4. Evaluating and building the inquiry pool</b>	Creates a stronger inquiry pool that will produce the student mix you desire.
<b>5. Installing a qualifying system</b>	Ensures that you spend the majority of your time and resources on students who are the most likely to enroll.
<b>6. Managing databases, reporting, and operational systems</b>	Assesses current data capabilities and improves reporting capabilities.
<b>7. Strengthening communication flows</b>	Reviews written and electronic communications to focus them on the most effective recruiting messages.
<b>8. Improving Web and social media strategies</b>	Analyzes current Web and social media efforts to improve content and connections with students.
<b>9. Strengthening campus visit programming</b>	Reviews and strengthens the enrollment impact of your telecommunications and campus visit programs.
<b>10. Optimizing financial aid and scholarship programs</b>	Examines the impact of awarding on recruitment and helps align financial aid efforts with your enrollment goals.
<b>11. Improving territory management</b>	Installs a territory/relationship management approach to student recruitment.
<b>12. Conducting training and professional development</b>	Trains staff and student workers to improve their impact on student recruitment.

### Receive frequent communications and reports from your consultant

Your consultant is a true partner, providing frequent communication through on-campus meetings, conference calls, and reports. Throughout the year you receive:

- Phone call and agenda setting before first consultation
- On-campus meetings
- Exit briefing with senior leadership to review progress and goals
- Comprehensive written follow-up reports
- Ongoing communication through Web conferences, conference calls, e-mail, and phone

# Strategic enrollment planning

## Achieve long-term enrollment management stability in a volatile higher education environment

In addition to student recruitment consulting, Noel-Levitz consultants have expertise in strategic enrollment planning. This provides you with a systematic, long-term approach to achieving ongoing stability, ensuring that you can adapt to changing academic and co-curricular demands, meet employment needs, and find the best ways to reach and serve increasingly diverse learners in the coming years.

### How does strategic enrollment planning benefit your campus?

Strategic enrollment planning fosters long-term enrollment and fiscal health by:

1. Providing realistic, quantifiable goals for student recruitment, student success, and the market position of your campus
2. Delivering clearly defined, cost-effective results by using a return-on-investment and action-item approach
3. Aligning your institution's mission, its current state, and the changing market environment

Furthermore, strategic enrollment planning provides a finely tuned, data-informed, 4- to 10-year strategic enrollment plan that addresses higher education's most pressing challenges, including:

- Adapting recruitment and retention strategies to rapid demographic changes
- Increasing access to under-represented student populations
- Preparing graduates for changing demands of the modern economy and workforce
- Increasing campus operating efficiency to cope with rising fiscal pressures
- Responding to calls for increased accountability
- Managing student and campus revenue needs as costs outpace federal and state support for higher education
- Maximizing net tuition strategies
- Staying ahead of the cultural changes affecting higher education

### What is strategic enrollment planning?

Strategic enrollment planning is a data-informed process that aligns an institution's fiscal, academic, co-curricular, and delivery resources with its changing environment to accomplish the institution's mission and ensure the institution's long-term enrollment success and fiscal health align with programmatic offerings.

### Learn how to strengthen your strategic enrollment planning during an on-campus consultation

Start creating a more effective strategic enrollment plan by asking for a campus consultation. Contact us at 1-800-876-1117 or e-mail [ContactUs@noellevitz.com](mailto:ContactUs@noellevitz.com) to discuss your visit.

# Advanced technologies for enrollment management

## Add powerful tools to your recruitment efforts

Noel-Levitz offers innovative tools that make your recruitment and financial aid efforts more data-informed, precise, and strategic.

### **SMART Approach®**

#### **Increase your enrollment yields from your purchased names**

SMART Approach allows you to see the enrollment probability of millions of prospective high school students before you purchase a single name. It's a revolutionary way to dramatically strengthen the quality of your list purchases while also using your recruitment resources much more efficiently.

### **ForecastPlus for Recruitment™**

#### **Identify which students in your funnel are most likely to enroll**

ForecastPlus is a predictive modeling tool that qualifies students at any stage of the funnel—prospect, inquiry, and admit. You can focus on those students who are the most likely to enroll and the best fit for your enrollment goals, making your recruitment efforts more efficient and improving your enrollment yields.

### **Enrollment & Revenue Management System™**

#### **Optimize the impact of your financial aid awarding on student recruitment, student retention, and net revenue**

The Enrollment & Revenue Management System is a financial leveraging system that aligns your awarding with your enrollment goals. You can test awarding changes before implementing them, avoid overawarding and underawarding, control discounting, and increase net revenue.

### **The TrueCost Calculator™**

#### **Add the fully customized online net price calculator to your Web site**

Available as an integrated part of the Enrollment & Revenue Management System or as a standalone application, the TrueCost Calculator is an online cost calculator that can be highly customized to your awarding programs. It delivers estimates to students in just minutes and also includes advanced reporting features for you.

### **Technologies beneficial but optional**

Your Noel-Levitz consultant may recommend augmenting your consulting with these technologies, and you will always be aware of the benefits and costs so you can make an informed decision. The choice will be yours whether you want to add these tools or use consulting as a standalone service.

## **See a demonstration of any of these applications**

E-mail [ContactUs@noellevitz.com](mailto:ContactUs@noellevitz.com) or call 1-800-876-1117 to schedule a demonstration for any of our recruitment technologies.

## **Research and e-communications services**

### **Collect vital data on your market and strengthen the enrollment impact of your online communications**

Need to learn more about the students you are trying to recruit—their perceptions, motives, and other key data? Or looking to get greater enrollment results from your Web site, e-mail, and social media? Consider adding these services to your consulting partnership.

#### **Market Research Services**

##### **Guide your enrollment decisions with solid research decisions**

Use Noel-Levitz Market Research Services to gather the critical information you need to make the most informed strategic enrollment decisions. Conduct research on nearly any enrollment-related topic using a wide range of analytical tools. You also receive analysis from your consultant that emphasizes the enrollment impact of the findings.

#### **Web Strategy Services**

##### **Make the latest technology deliver the greatest enrollment results**

Web Strategy Services from Noel-Levitz can help you put the “enrollment” in “e-communications.” Tap into our technical expertise, enrollment experience, and extensive resources to build or optimize your Web site, add a site for admitted students, create compelling e-mail and social media campaigns, and track your results more precisely through analytics.

## Case study

### Tarleton State University (Texas)

For many years enrollment at Tarleton State University had been based on chance, which delivered unpredictable results. With tough times ahead (forecasted budget cuts and changing student demographics in Texas) the university knew it could no longer afford to use the “same old” standard enrollment practices. Tarleton took on a multi-year strategic planning project to re-energize and re-organize enrollment management in order to sustain institutional growth and student success.

Initially focusing on recruitment efforts, Tarleton’s campus departments (including Academic Affairs, Student Life, Admissions, and Finance and Administration) collaborated to design a stronger recruitment plan. Committees were created to raise awareness, take action, and tackle tough issues. Bringing together this diverse group led to better utilization of the university’s CRM by integrating electronic and publication pieces to create a comprehensive communication plan which has opened up opportunities for more interactions with students. As the project continues over the next year, financial aid and retention strategies (with an emphasis on the first-year student experience) will be incorporated into the enrollment model.

### Results

- Freshman enrollment increased 19 percent in the first year of the project, beating Tarleton’s goal of a 5 percent increase
- Retention from fall to spring increased slightly, a major accomplishment given the 19 percent increase in freshmen
- Yield rate on admitted students in the second year of the project is up 34 percent and applications are up 20 percent
- 51 percent of the university’s budget reductions were covered by Tarleton’s enrollment growth in the first year of the Noel-Levitz partnership

*“When you are making comprehensive changes around your entire enrollment program structure, it is really nice to have someone ‘go out on the limb’ with you—Noel-Levitz has been there for us.*

*“Before working with Noel-Levitz, our planning lacked focus—it was like we were shooting in the dark with our recruitment and retention operations. We’ve learned not to rely on doing things anecdotally—we now pull some data and make some cases before making big decisions.”*

**Denise Groves**  
**Dean of Enrollment**

## Case study

### University of Nebraska Kearney

The University of Nebraska Kearney (UNK) wanted to become more strategic in goal setting and long-term enrollment management planning in order to grow its enrollment and shape its classes more precisely.

The campus began working with Noel-Levitz in August 2008. In just 10 months UNK had collectively written a recruitment plan and a strategic enrollment plan (their first ever). The campus went from having separate recruitment and retention committees to having a core enrollment management council streamlining goal setting and priorities. UNK also refined its data collection process to more strategically determine future enrollment strategies and has been setting more aggressive goals each year as a result.

### Results

In fall of 2010, UNK experienced its seventh consecutive year of enrollment growth, reaching 6,753—its highest total since 1999. Additionally, the number of first-time freshmen increased by 15.2 percent. Not only did UNK enroll more students from across the state of Nebraska, but they met key goals for out-of-state students in part by experiencing a 55 percent increase in first-year students from Colorado and an 11 percent increase in students from Kansas.

*“The greatest thing about this project is that it has gotten our campus thinking strategically in terms of enrollment planning. We used to just think, ‘Well, let’s increase enrollment a little bit each year.’ There is so much more to it than that. Enrollment management is everything and everything affects it.”*

### Dusty Newton

#### Director of Undergraduate Recruitment and Admissions

## Case study

### Paul Smith's College (New York)

The college wanted to increase enrollment in baccalaureate programs to 70 percent of total enrollment within three years while maintaining net tuition revenue and the discount rate.

Paul Smith's incorporated state-of-the-art enrollment management processes and strategies into their practice. This included developing a written enrollment plan; building a stronger strategy and process for recruitment and communication flows; using financial aid research to determine the most effective use of financial aid and scholarships; and ensuring that their recruitment timeline was competitive.

#### Results

- In one year, increased baccalaureate enrollment from 57 percent to 63 percent
- Expects to exceed its goal of 70 percent one year earlier than predicted
- Maintained net tuition revenue and discount rate while achieving enrollment growth

*"I am most impressed by Noel-Levitz's professionalism. There was no hesitation from the moment we made the agreement. They were with us to immediately help us reach our goals. It is definitely a worthwhile investment on the part of the institution.*

*"What Noel-Levitz did was show our people how to do their jobs more effectively. They did not come in and do them for us, but taught us what we were doing right and what we could do to improve. They saw what we really needed and helped us change how we did things to make us even better."*

**Dr. John Mills**  
**President**

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## About Noel-Levitz

Noel-Levitz is a nationally recognized consulting firm that focuses on strategic planning for enrollment and student success in higher education. Each year, higher education executives from throughout the U.S. meet regularly with Noel-Levitz to accomplish their goals for student recruitment, marketing, student retention, and strategic enrollment management. Since 1973, Noel-Levitz has partnered with more than 2,700 colleges and universities throughout North America. The firm offers consulting, custom research, benchmark data, innovative tools and technologies, side-by-side plan development and execution, and resources for professional development.

## Stay on top of the latest strategies in enrollment management

Noel-Levitz white papers and trend reports: [www.noellevitz.com](http://www.noellevitz.com)

Noel-Levitz blog for enrollment management: [blog.noellevitz.com](http://blog.noellevitz.com)

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