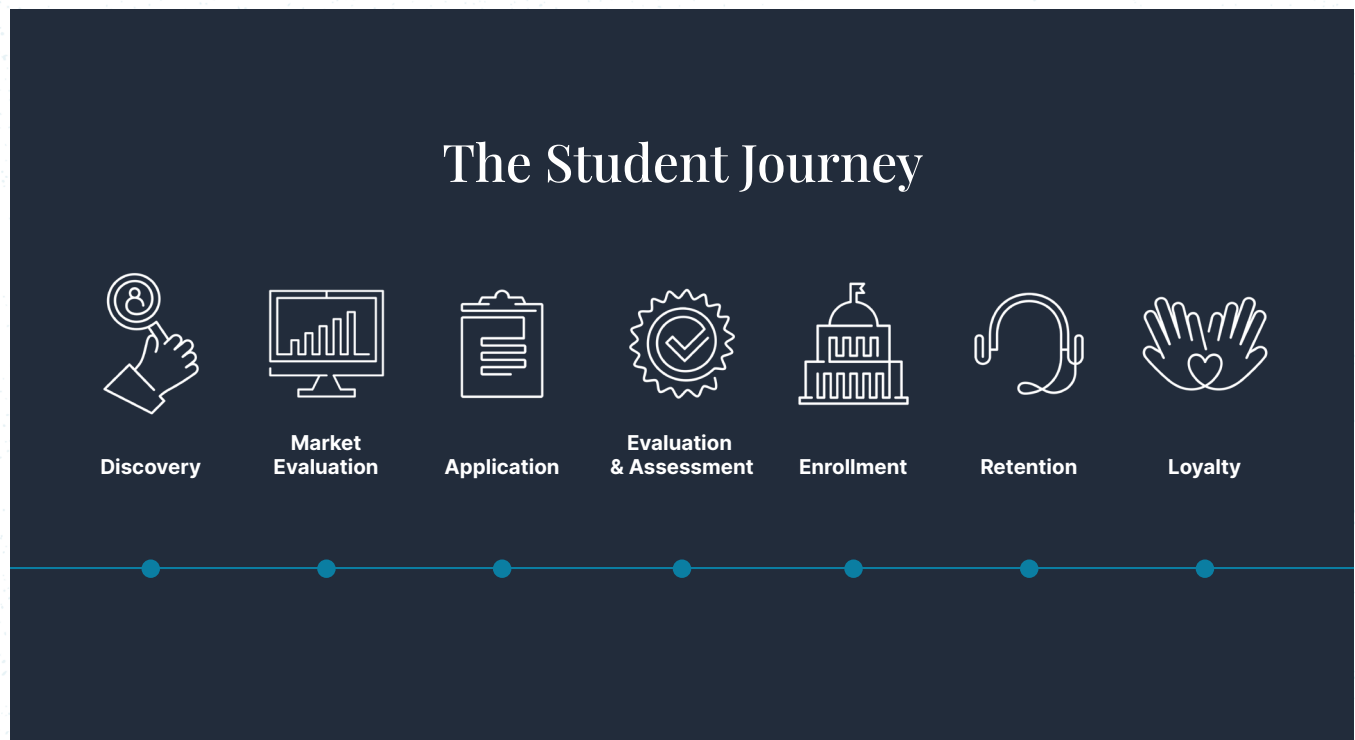


# Recruitment & Enrollment Strategies

Strategic and tailored recruitment communications are powerful tools to help you to stand out and attract the right learners. By creating thoughtful content and leveraging the appropriate technologies, your institution can ensure a consistent, personalized, and engaging communication process that proactively addresses student needs. In turn this can maximize effectiveness and increase ROI.

**Enter the student journey**—a visual representation of a learner's experience from the moment they decide they are interested in pursuing a degree or program until they earn their diploma, and your fundamental and comprehensive map for success. This map outlines and helps to operationalize critical learner touchpoints and milestones. In simpler terms, it's a story that captures their ups and downs, obstacles and achievements, and moments of growth and transformation.



A clear and structured student journey empowers you to guide learners from application to graduation, enhancing their academic experience and sense of belonging. In parallel it signals a learner-centric commitment—a strong differentiating factor in the crowded and competitive marketplace. Something as simple as figuring out what to say and when can make a major impact.

## Some high-level questions to consider:

1. How have you clearly defined the stages of your student journey framework?
2. How closely do the touchpoints of your enrollment communications align with those of your student journey?
3. Have you incorporated means to collect and analyze data at every stage of the student journey?
4. What resources and tools are in place to measure results and inform optimization? How frequently does this happen?

Lastly, it's important to think of the student journey as a dynamic entity that evolves in response to changing student needs, feedback, and advances in educational practices and technology. Regular review and refinement help to ensure you are meeting the learner needs and supporting their academic journey, while also implementing innovative strategies and tools to optimize effectiveness.

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## Consider improvements to your recruitment systems and operations

A coordinated experience streamlines the recruitment process for both the potential student and your recruitment support staff. A seamless flow of information helps prospective students stay engaged, make decisions, and take action quickly. We've put together a list of process-based questions to help you identify areas for improvement.



### Creating Urgency

How do you set the cadence and frequency of your submission deadlines to ensure constant movement in your recruitment pipeline? How do you structure scholarship offerings in relation to application deadlines to incentivize early applicants? What other incentives do you offer to prospective students to make the program more appealing?



### Deadline Options

Do you experience an influx or backlog of applicants in the last few weeks of the recruitment cycle? Do you use deadline extensions? How many cohort options do you offer?



### Application Processing

What do your operations to retrieve, review, and audit application materials look like? How quickly are you able to review supplemental application items to identify and troubleshoot issues? What kind of a system do you have in place to ensure that submitted materials meet admission criteria before faculty review?

## A Spotlight on Coordinated Communication & Content

Coordinated communications are essential to a modern marketing ecosystem as they allow businesses to deliver targeted and personalized messaging. Combining manual, personal outreach with automated communications provides a timely, efficient, and cost-effective way for you to engage with students across multiple channels such as email, SMS, social media, and chatbots.

### How are you currently using some of these key content items?

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#### 1. Email

- Nurturing Campaigns
- Deadline Reminders
- Library of Enrollment Support Templates

#### 2. SMS

- Nurturing Campaigns
- Webinar/Event Reminders
- Deadline Reminders
- Library of Enrollment Support Templates

#### 3. Chat

- Website Chat
- Application Chat
- Generative-AI Chat

#### 4. Phone + Voicemail

- Standard Scripts and Templates

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Content is focused on supporting resources, information, and guidance pertinent to the student's unique circumstances and desired outcomes. Content is created and delivered in various formats including but not limited to webpages, digital program brochures, text communications, and webinars.



## Examples of recruitment content

### Website posts

- [How Tufts' Data Science Curriculum Aligns with Industry Demand](#)
- [Here to Help: Your Enrollment Advisor Can Help You Evaluate the Tulane MEd and Prep the Perfect Application](#)
- [How Online Computer Science Master's Programs are Closing the Technology Skills Gap](#)

### Program brochures

- [Howard University | Executive MBA](#)
- [Stevens Institute of Technology | MS Computer Science](#)
- [University of Tennessee - Knoxville | MS Supply Chain Management](#)
- [Case Western Reserve University | Online MBA](#)

### Application checklists

- [University of Washington | MS Information Management](#)
- [University of Pittsburgh | MS Health Informatics](#)
- [University of Tennessee - Knoxville | MS Supply Chain Management](#)



## Expand your recruitment bandwidth

The Enrollment Services team at Noodle provides dedicated advisors that operate as the main point of contact for all enrollment programs within the scope of the partnership. The team works with you to identify university stakeholders and establish workflows commensurate with your application processes.

Our wealth of higher education experience, unique vantage points, and surrounding technologies enable further refinement of best practices and processes to ensure we recruit qualified candidates while improving operational and administrative efficiencies.

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