# How Responsive Is Your Enrollment Experience?

As application volumes rebound, how you respond matters more than ever. Students expect fast, personal, and human interactions, and they often decide where to apply based on that very first exchange. When responses are slow or feel generic, students do not wait. They move on.

Noodle's five-part Self-Assessment helps you take a clear look at how your team responds, follows up, and supports students from first inquiry to enrollment. It highlights where small changes can make a real difference and where students may be slipping away.
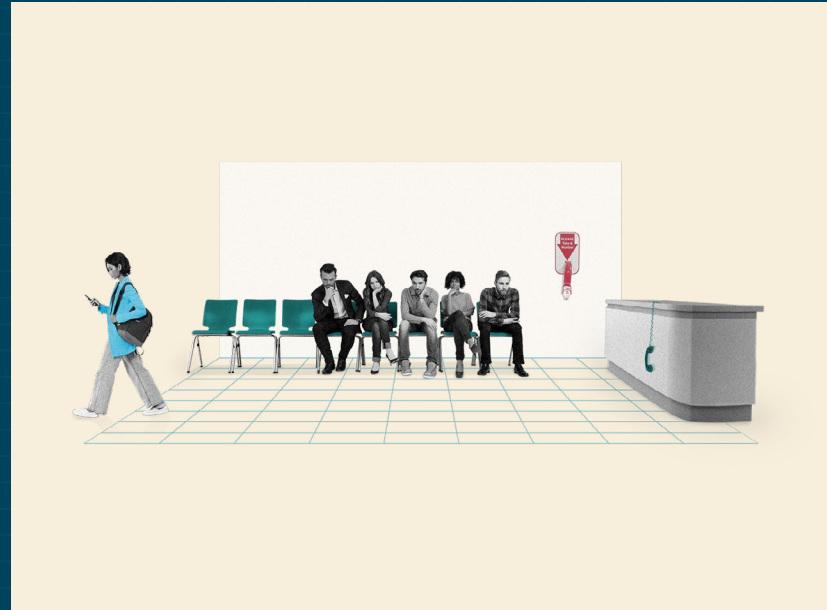
Quick Self-Assessment: Are Students Waiting on You?

RESPONSE SPEED

☐ We respond to new inquiries within a day.

☐ Our system automatically acknowledges inquiries and provides next steps.

☐ We have clear SLAs for response time, and they are tracked each cycle.

ADVISOR BANDWIDTH

☐ Advisors spend most of their time in conversations, not admin work.

☐ Repetitive follow-ups (missing docs, reminders) are automated or delegated.

☐ We monitor when advisors reach capacity and reallocate support quickly.

☐ Systems are in place to ensure that travel season, college fairs, and in-person commitments do not significantly slow ongoing outreach.

HANDOFFS BETWEEN OFFICES

☐ All enrollment functions (admissions, financial aid, registrar) share a clear, real-time view and operational responses for each student's status in the process.

☐ Our CRM, SIS, and related systems are connected, so information flows smoothly instead of being re-entered.

☐ Completed applications receive admissions and/or financial aid decisions within a week to stay on track for Decision Day timing.

☐ Late-funnel steps (document tracking, transcript review, registration) are coordinated, with ownership clearly defined.

STUDENT-CENTERED COMMUNICATION

☐ Outreach is personalized early using basic interest and intent signals, and becomes increasingly individualized over time as counselors learn what matters most to each learner and connect program features to their specific goals and outcomes.

☐ Counselors use consistent talking points about institutional value across programs.

☐ Messaging is consistent across channels (email, SMS, events) and reflects your institution's voice and mission.

METRICS & FEEDBACK LOOPS

☐ We consistently monitor response times and their impact across key interaction points and maintain performance metrics.

☐ All related teams share access to information identifying where each student stands in the process and who owns the next step at any point.

☐ We conduct comprehensive performance evaluations, incorporating staff input and student feedback.

Every Inquiry is an Opportunity

When students receive a prompt, thoughtful response from one school and a slow or generic one from another, they do not wait. They engage with the institution that feels responsive. Over time, silence, unclear handoffs, and mixed messages quietly cost you enrollments.

After completing the self-assessment, you will see where to focus first. Review the results with your team and identify one or two areas where improvement will have the greatest impact.

Noodle's Undergraduate Lead Nurturing services work alongside your existing systems to help your team respond faster and more consistently, while keeping students at the center of every interaction. Every inquiry is an opportunity, and Noodle helps you make each one count.