



ENROLLMATCH®



White Paper: EnrollMatch®

Innovations in Admissions Training to
Meet the Needs of Today's Student



Norton|Norris
INCORPORATED

Summary

The world of college admissions is evolving. It's evolving quickly. In the face of these changes and challenges, it's crucial that admission professionals receive the most relevant, comprehensive, and ethical training. The impact of EnrollMatch® training was measured at 12 different institutions over the course of a year with promising results.



THE GAME, QUITE SIMPLY, HAS CHANGED

The Challenges

Today's paradigm in college admissions needs to shift. With the seemingly endless attacks on the for-profit sector, the shortage of guidance counselors, high schools failing to serve those not deemed to be "college material," and the rising number of non-traditional college prospects, the game, quite simply, has changed. Add this to the rate at which the performance of American students continues to fall behind that of their international counterparts, and it's clear that college admissions is moving into uncharted territory.



THE GOAL IS SIMPLE - TO IMPROVE RESULTS

The Solution

The goals for any admissions office are the same across the board. To maintain 100 percent compliance. To improve business metrics. To enhance employee morale and retention. And to heighten student outcomes. EnrollMatch®—a name chosen to reflect our approach of helping schools and students find the best possible fit, as opposed to pure selling—has been crafted to meet the needs of today's student based on best practices in other industries and other countries, putting ethical behavior first.

- A comprehensive solution
- Face-to-face workshops
- "Train the Trainer" (T³) program
- Quarterly webinars for trainers to improve skills
- Quarterly webinars for participants to reinforce content
- eLearning courses with discussion forums
- Coaching focused on change management and system alignment

The goal of EnrollMatch® is simple—to improve results. And with other offerings, such as mystery shopping and assessment visits, it makes it possible to monitor the effectiveness of the program and gain insights that can be trusted.



The Results

The results from the EnrollMatch® training and pilot testing program, have been, in a word – IMPRESSIVE. All schools/colleges were in compliance, and two that were going through accreditation visits and one with a DOE inquiry resulted in positive feedback and passing marks. We received hundreds of positive comments from professionals, management, and students. And the delivery by Norton|Norris trainers received superior post-training evaluations from all attendees.



6% INCREASE

Up to a **6% increase** in appointment to interview conversion



11-14.9% INCREASE

Between **11% and 14.9% increase** in interview to enroll conversion

The Methodology

Between February 2011 and February 2012, pilot projects were rolled out and tested at 12 career colleges and schools in the private, for-profit sector. The schools, which included 10 primarily brick-and-mortar campuses and two that offered a combination of online and on-site courses, were selected randomly, based on interest in a full roll-out of the EnrollMatch® program. Between these 12 schools, there are 41 campuses in 19 states across the U.S.

- Training led by Norton|Norris master trainers
- Licensed an additional 57 trainers to train their own teams
- Personally trained 219 admissions professionals
- Developed training plans through an integration period for all
- Offered telephone coaching for a majority of schools/colleges
- Conducted mystery shopping at select campuses
- Monitored attendance and engagement at follow-up training webinars
- Visited select campuses for additional coaching

Limitations of the program included:

- Each school/college defined admission metric terms differently, making it difficult to report in the aggregate accurately
- Some schools/colleges did not supply results in all areas
- Some schools/colleges preferred to not share results
- Other changes occurring at the school/college beyond a new training program may have impacted the results (positively and negatively)



**SAMPLE
INCLUDED
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WITH
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This training program has been reviewed and approved by regulatory counsel, the Dunn & Davison Law Firm (www.dunndavison.com), for consistency with accrediting and federal admissions related standards.



2-7% INCREASE

Between **2% and 7% increase** in inquiry to start conversion



ACHIEVEMENT

One college **broke four historical enrollment records**



2.1% INCREASE

A **2.1% increase** in student retention over the prior year after eight months of EnrollMatch® implementation



92% INCREASE

An **increase in enrollments at 92%** of the schools in the program



28-52% INCREASE

One college increased its referral-to-start conversion from **28% to 52%**



IMPROVEMENTS SHOWN IN ALL OF THE TYPICAL ADMISSION METRICS

The Conclusion

Even within the limitations of this pilot study, the schools/colleges showed improvements in all of the typical admission metrics. The feedback received from participants, managers, and trainers has been overwhelmingly positive. And the EnrollMatch® admissions training program is consistent with accrediting and federal admissions related standards. Even prospective students have commented on the value of the approach.

The Future

As we move ahead with this innovation in admissions training, we will continue to study the impact of the EnrollMatch® approach on admissions metrics and student success. We will expand data collection to further study the impact of the EnrollMatch® approach on student retention as well as employee retention. Work is already underway in the development of a profile for the admissions representative of the future to support hiring and training needs. And we will expand the elements of EnrollMatch® training to other departments within the campus community, as well as study its impact in non-profit college/university settings for comparison. In fact, elements of EnrollMatch® have been introduced and are currently being implemented at a major public research university.

What they're saying:

David, Campus President, Long Beach, California

"EnrollMatch® was exactly what our admissions team needed to meet and identify the need for potential students in today's competitive and rapidly changing workplace. The tools and techniques will help us to transition from a sales organization to a customer service driven organization."

Amy, Director of Admissions, Aurora, Colorado

"In one word- WOW. I knew we needed a change in our process, however I did not realize how outdated our approach really was. The training was very energetic and intriguing. I am extremely passionate about what we do every day and with your help I am also much more confident. Thank You!!!"

[Visit EnrollMatch.com for more testimonials!](http://EnrollMatch.com)

