

GOING UNDERCOVER IN ADMISSIONS

With **OVER 20 YEARS OF EXPERIENCE** with reviewing enrollment practices, Norton Norris has been able to add tremendous value to admissions processes at campuses all across America by performing mystery shops and providing recommendations in five key areas. Here is a snapshot of how Norton Norris helped one school improve over the span of a few years. The ratings are on a scale from 4 – 1, with 4 being “best practice” and 1 being “exposes risk.”



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If you would like comprehensive data about your campus to help improve the student experience, contact Norton Norris today.

info@NortonNorris.com

SALARY EXPECTATIONS



Does admissions share correct data with the appropriate source during the initial interview?

Q1 2015 AVERAGE
2.88

18%

Q1 2018 AVERAGE
3.50

JOB PLACEMENT RATE



Is the institution sharing accurate and compliant outcomes?

Q1 2015 AVERAGE
2.75

14%

Q1 2018 AVERAGE
3.20

TRANSFER OF CREDIT



Because the GAO study in 2010 reflected inflated promises related to credit transfer from nationally-accredited schools it is very important not to imply ease of credit transfer.

Q1 2015 AVERAGE
3.00

14%

Q1 2018 AVERAGE
3.50

FINANCIAL AID



Our evaluators ask key questions to ensure that both admissions and financial aid staff are providing factual information about the financial aid process without coaching.

Q1 2015 AVERAGE
2.38

26%

Q1 2018 AVERAGE
3.20

PROGRAM TUITION AND FEES



Without having to ask, students should be receiving a tuition breakdown and information directly from the representative or the financial aid office.

Q1 2015 AVERAGE
2.88

28%

Q1 2018 AVERAGE
4.00