

This handout is provided in support of the break-out program at the MACRAO Conference October 28, 2008. It should not be distributed to non-attendees without specific permission from Dr. Taylor.

Welcome to Club Ed

High Point University (south of Greensboro, NC) is not quite Club Med ("Club Ed," it was called by the *Chronicle of Higher Education*) but provides free ice cream for students, a hot tub in the middle of campus, wake-up calls and a concierge service, all run by a campus "director of WOW," whose job it is to thrill the "clients" and attract new one. This is the strategy of President Nido Qubein, a "customer comes first" businessman, and so far, enrollment is way up (even at higher tuition), new construction is transforming the campus, and \$100 million is in the bank. (as reported in *Funny Times*, October 2008, page 15).

Issues in enrollment management

Which students go where?

- Economic "push-down"
- Competition for better students
- Fewer choosing national service
- Military issues
- Parent issues.

Branding

- What is the product?
- What are the benefits?
- What do you offer students?
- How do you differ from the competitors?

Boomer parents

- Critical in school selection, persistence and student success
- Clarify expectations of their involvement
- Priorities different than their kids
- What do they want?
 - Safety
 - Supervision
 - Remediation
 - Development
 - Outcomes.

Show Boomers

- Well lit, trafficked sidewalks at night
- Young people studying
- Caring adults- ie: RA "rise and shine"
- Good, clean fun- ie: touch football, Frisbee
- Young people moving out of the house
- Young people going to work

morph entering student into professional worker.

Gen X returning students (and students' parents)

- Pragmatic reasons, outcomes for returning
 - All data, no faith
- Need very clear "whys?"
 - Professional, not personal development
 - What is the return on this investment?
- "Webster" model
 - Break link with "ivory tower" academics"
 - "Professionals in their field" instructors

Admitting Generation NeXt

Communication

- Must be seamless
- Get name and number one time only
- They can be led, and will "fall into" but are alert to being tricked; expect to be "sold"
- First few contacts will be web based, though they will have ideas about and opinions of your school
- First few contact should be to connect and to give to them.

Social networking sites

- Go where they are on-line
 - My Space
 - Facebook
 - You Tube
- They are connecting with each other via technology
 - Text messages, phone, IM
- Prefer tech to face to face
- Must invite them to your site.

Site-ing with NeXt

- Should be the coolest site around
 - "College Edge"- link from regular site
 - If the adults like it, it probably won't appeal to youngsters.
- "Enroll in our virtual community"
- Link to My Space, Facebook, school's You Tube videos?
- I-pod downloads/You Tube videos
 - Local bands?
 - School bands?
 - Jam nights?
- Offer value to prospective student
 - Transitional guides- if you can get HS counselors to refer students to your site...
 - High school to college

Two year school to college

Work to college.

Core messages/ images for NeXters

- A place for you
Have fun now
We know you are special
Lots of choices
We have what you don't have now
or will lose...
"Membership"
- Learning that matters
Develop your talents
Take charge of your future
Fortune and fame.

Images

- No books
- No tiered seating
- No lecture
- Few words.

Video script- A place for you (tube)

Subliminal, (but not evil)

- Art studio
- Small group in class
- Video game in union
- "Jam night"
- Touch football
- Working with laptop at campus monument
- Laughing m/e group
- Exercise in rec center
- Asleep in bed
- Major sporting event

"Learning that matters"

- Start with school image, move to/ morph into "matters"
 - Speech class
 - Speaking to small peer group
 - Speaking at board table
 - Small group in class
 - Workplace team around table
 - Computer "writing" class
 - Writing on lap-top

Newsroom

Science lab

CSI lab

Etc.

Use peers

- Prefer to connect with an age peer
- Really only comfortable with family within own peer group
- Recruit cohorts from High Schools
- Phone banks
- Geographical links
- Blogs
- Social networking
- Student led tours, orientation
- "You Tube" teams/ competition?
- Self-parodying virtual tours.

Questions/ Comments?
Resources?

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