



Enrollment Resources

The Conversion Experts

**Gain the Insights
Needed to Make
Profitable Decisions**

Enrollment Resources
Research

ER Research

The biggest difference between winners and losers is the willingness to live in reality.

We see it over and over again, leaders who actively pursue the truth and attempt to move to best practices and who, in turn, create a winning culture of success. We also see the other side: Leaders who hide from the hard truths they don't like, find fault with processes or others, and ultimately...lose.

It is surprising to us that more business leaders do not embrace research as a key management tool, a way to pursue the truth. In your school there sit many small oversights that, when corrected, have the amazing effect of driving in significant amounts of revenue and cost savings with little effort. These oversights can be easily identified through research — simply finding the truth.

We have nine research approaches we can put to work for you. With new insights you will generate significant enrollment while lowering your costs along the way.

Gregg Meiklejohn & Shane Sparks
Co-Founders, Enrollment Resources Inc.



Our Guarantee

We are so confident in the insights our research offerings will generate for you, we back up our talk with a solid performance guarantee — if you aren't happy, for any reason, with the service we provide you can adjust the invoice to whatever you deem to be fair. Who else does that?

Admissions Best-Practice Scorecard

Learn how you compare with Top Performers. Identify where you are leaving enrollment revenue ‘on the table’ and how you can retrieve it.

The Best-Practice **EMScorecard™** allows you to understand how you compare to the “best-of-the-best” in the Higher Education industry through our proprietary Best Practices review. You can adopt proven practices that will lower lead costs and increase conversion rates. Our process has been field tested with over 500 clients and has consistently helped schools improve enrollment rates.

The **Admissions Scorecard** is an internal research process allowing you to quickly self-assess how you compare against industry leaders.

- Isolate opportunities you can focus on when improving your admissions process.
- Define the financial value of possible process improvements.
- Identify barriers that may prevent you from easily recouping lost enrollment revenues.



Visually Map out how your school compares against North American best practices



Identify opportunities to make financial improvements throughout the Admissions funnel

Admissions Research

Regulatory scrutiny is at an all-time high.

Admissions Research will identify whether steps within the Admissions funnel are being missed. Our research services will help you identify possible compliance violations before the regulators do and help you gauge the performance of your Receptionists, Call Center Personnel and Admissions staff.

ER Admissions Research goes beyond typical Mystery Shopping. Where traditional Mystery Shops give a glimpse into incidental performance, the size and scope of in-depth Admissions Research provides credible, quantifiable data and measurable opportunity for improvement.

You gain greater insight into how to run your school better.

“Until we evaluated our Admissions team, we didn’t realize over \$1.2 million a year was slipping through the cracks...”



Typical Research findings:

43%

don't ask for the tour

31%

don't ask for a phone number

40%

of Internet leads don't even get called

12%

violate compliance regulations

Resulting in a typical campus leaving behind \$500,000+ in lost annual revenue due to oversights

Admissions Research Services

Refine your admissions process and significantly improve your enrollment.

First Point of Contact Analysis

Identify how your first responders such as call centers, receptionists and admissions reps perform. Monitor your team's sales process, service levels and compliance key performance indicators.

Prospective Student Research: The Interview Process

Survey prospective students who completed an interview with an Admissions Rep and/or Financial Aid Officer, as well as students who applied then subsequently did not start school. Identify breaches in your admissions process, gain intelligence on your competition, protect against compliance outliers and re-connect with interested prospects eager to re-establish a relationship with your school.

Internet Lead Response Analysis

Track follow-up behavior to Internet lead inquiries via your website and lead generation portals. Determine call-back lag time and monitor follow-up sales procedures.

Lead Recovery Research

Survey prospects who inquired about attending your school but did not enroll. Increase your ROI by re-engaging "stale" leads. Improve the enrollment process and user experience for future prospective students by gaining insights as to why your stale leads 'slipped through the cracks.'



Marketing Research Services

Stakeholder Perception Survey

Would your students, alumni or the employers of your grads refer a friend to your school? The results from this survey allow you to look at your product through the eyes of your stakeholders.

Conference Call Focus Groups

Gather genuine feedback from stakeholder groups including potential students and the employers of your grads through our Conference Call Focus Group service. Conference Call Focus Groups are an inexpensive way to dig deep on an issue.

Placement Research Services

Employer Needs Identification Research

Connect meaningfully and engage with prospective employers. In a challenging economy with high nationwide unemployment, Career Services Departments need creative solutions and assistance in connecting graduates with suitable employers.

Job Placement Reviews

ER will follow up and contact graduates, recording their job status for your Career Services department. Job Placement Reviews are a necessary evil given the new job placement statistics required by accrediting bodies.

“Enrollment Resources has been instrumental in helping our school market to our advantage. After using multiple firms in the past to no avail, we have finally found a company who understands how to market schools. We are excited about the changes we are making (with their guidance) to finally capture our market share. I cannot recommend them more highly.”

Sandra Olson-Meyer, President
Construction Industry
Training Council

Marketing Research Services

“Mystery Shopping” versus Admissions Research

Mystery Shopping	Admissions Research
Someone adopts a persona, pretending to be a student.	Enrollment Resources trained personnel reach out primarily by phone, to actual prospects, students, grads and employers.
Call goes to a school, allowing receptionists, admissions reps and financial aid officers to do their work, unwittingly with a fake experience.	Using sophisticated questioning techniques and analysis, researchers document findings of actual student prospects.
Later, the Mystery Shopper documents the experience based upon his or her recollection of events.	Use several research methods to gain large samples of accurate information.
Because staff catch on and the cost is significant, Mystery Shops are often limited to two per campus.	Allows for larger sample.
Mystery Shopping is very expensive, typically \$700+ per shop.	Admissions Research is cost effective, as little as \$150 per shop.
Shoppers often ‘get busted’ by savvy Admissions reps. Not sure if results generated are real or contrived.	Interviews and analysis are conducted with actual prospective students.
Mystery Shopping is a fake experience.	Admissions Research is real and very accurate.
Small sample sizes are not defensible to regulatory agencies.	Larger sample sizes are more credible when dealing with compliance regulators.
Small sample sizes prevent DoA’s from identifying specific issues on a per campus and per rep basis.	Large sample sizes allow DoA’s to identify key performance indicators on a per campus and per rep basis.
Mystery Shopping gives you information that allows you to only train in generalities.	Exact accurate information allows you to spot train and make actual process improvements.



“The insights I’ve received working with ER have helped us refine our admissions process and significantly impacted our bottom line. We plan on having ER as our go-to research partner in the future.”

Henry Devlin, President & CEO, Robertson College

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