

## **BEST PRACTICES, Admissions**

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**Title:** Marketing Institutions and Recruiting New Students: What Works Best?

# 258

**Source:** Chronicle of Higher Education

**Co Area:**

**Addl Info:** <http://chronicle.com/article/Marketing-Institutions-and/19770/>

**Abstract:** Increased competition for students and tuition revenues. Cuts in support for higher education. A commitment to diversity. Concerns about meeting student-aid needs. Those are a few of the issues that are forcing institutions to review and update the ways they market their campuses and communicate with prospective students.

Many admissions offices now use new technologies to broadcast their carefully choreographed messages. Staff members, current students, alumni, and administrators all woo applicants through personalized e-mail messages, parties, and even ads in movie theaters, as well as more conventional methods.

What measures have proved successful? The Chronicle asked six administrators to describe some of their key approaches to enrolling students. Read how the following dealt with the situation:

1. Don't Panic, and Don't Oversimplify, Jim Black, associate provost for enrollment services at the University of North Carolina at Greensboro
2. Personalize Contact With Students, Dan Lundquist, dean of admissions at Union College, in New York
3. Build Community Relationships, Anna Solley, vice chancellor of academic affairs at the Maricopa County Community College District
4. Be Creative With Marketing Strategies, Roland H. Gaines, vice chancellor for student affairs at North Carolina Central University
5. Use Your Students' Own Words, Robin C. Brown, vice president for enrollment at Willamette University
6. Involve a Variety of Campus Constituents, J. Michael Thompson, vice provost and dean of admission and financial aid at the University of Southern California

## **BEST PRACTICES, Admissions**

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**Title:** Best Practices for Graduate Enrollment Management Professionals # 602

**Source:** National Association of Graduate Admissions Professionals **Co Area:**

**Addl Info:** [http://www.nagap.org/about/documents/BestPracticesforGraduateEnrollmentManagementProfessionals10-28-09\\_2\\_.pdf](http://www.nagap.org/about/documents/BestPracticesforGraduateEnrollmentManagementProfessionals10-28-09_2_.pdf)

**Abstract:** This statement serves as a guideline to ensure that high standards are applied in the development of Graduate/Professional school enrollment management policies and practices. Value systems, human resources, and belief in intellectual potential are integral to the fabric of higher learning. Graduate Enrollment Management professionals serve academic institutions in developing programs and activities related to the various areas within enrollment management, including recruitment, admissions, student services, financial aid and alumni relations. Fairness and non-discrimination are essential components of Graduate Enrollment Management. Therefore, the following best practices are recommended for professionals within enrollment management.

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**Title:** Enrollment Management at Babson College # 691

**Source:** Babson College **Co Area:**

**Addl Info:** [Book available from FAU Library HD 62.15.G558 1998](#)

**Abstract:** Global Cases in Benchmarking: Best Practices from Organizations Around the World, Robert C. Camp, Editor. Chapter 25 concerns enrollment at Babson College, a business school located in Wellesley, Massachusetts. They needed to increase their enrollment and to improve the quality and reputation of their undergraduate program. The goal was to attract, gain and retain top-caliber student by understanding what factors influence students' choice of institution.

There is a cost in attracting students and the more important issue is attracting the right students. The recognized the way to ensure improvement in the competitive recruitment and admissions arena is to better meet student expectations and outperform competitors on all attributes deemed critical by the target undergraduate population.

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**Title:** "New Dawg" Enrollment Checklist # 897

**Source:** University of Georgia **Co Area:** Registrar's Office

**Addl Info:** <http://www.sacubo.org/awards/bestpractices/archive/2009bp/>

**Abstract:** Several offices on the campus of the University of Georgia heard comments from incoming students about the difficulties they were experiencing in finding a comprehensive list of items which needed to be completed prior to enrollment. Representatives from the University's offices of Admissions, Housing, Student Financial Aid, Student Accounts and Auxiliary Services met for nearly a year to determine content and fine-tune the significant programming required for implementation. The collaborative effort of the team resulted in an electronic document—the "New Dawg" Enrollment Checklist—which is easily accessible from many home pages and which provides a one-stop shop for everything required to complete the enrollment process.

## **BEST PRACTICES, Admissions**

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**Title:** Facebook Page Best Practices (for higher education) - Part I # 928

**Source:** Academic Group Inc.

**Co Area:**

**Addl Info:** <http://www.academicagroup.com/node/5971>

**Abstract:** This post will be the first of several summarizing best practices for using Facebook Pages as a higher ed marketing tool. Which higher ed institutions were putting Facebook Pages to best use? @tsand ran a Google hunt for University Facebook and got Union University on the top of his list - so Union wins in the SEO department. It also features Ohio State, Lehigh University, University of Michigan, Appalachian State University, and UC Santa Barbara.