




*An Actionable Approach To Your Enrollment Goals*


# Enrollment Roadmap

Uncover key misalignments impacting recruitment and retention and get an actionable roadmap that can help your institution achieve its enrollment goals. CampusWorks' Enrollment Roadmap service goes above and beyond typical enrollment planning offerings by aligning your enrollment strategy, business processes, and technology to leverage data, personalize communications, and streamline the student experience to effectively support learners from the point of inquiry through graduation and beyond.

## What will you gain?

-  Insights into the local and regional market and how your institution measures up.
-  A holistic view of your enrollment funnel and an understanding of your current enrollment challenges.
-  A shared vision of the ideal student experience that can be used to align your people, processes, and technology.

 A data-informed action plan for removing barriers and optimizing recruiting, admissions, and advising processes to drive enrollment growth and retention.

 Executive coaching and hands-on support to help campus leadership and enrollment staff begin implementing the roadmap and realizing results.

### OPTIMIZE YOUR ENROLLMENT FUNNEL

.....  
**ATTRACT**  
.....

.....  
**NURTURE**  
.....

.....  
**RECRUIT**  
.....

.....  
**ENROLL**  
.....

.....  
**RETAIN**  
.....

.....  
**ADVOCATE**  
.....

## Achieve Your Enrollment Goals

Your enrollment processes influence students' decisions about how, when, and where to pursue their educational goals. CampusWorks' Enrollment Roadmap can help ensure you're optimized for success.

### ASSESSMENT

CampusWorks' enrollment experts engage key campus stakeholders to evaluate the full student lifecycle—from initial inquiry through graduation and beyond—to identify opportunities to remove barriers, implement best practices, and optimize processes. Their findings and recommendations are detailed in an assessment report and presented to your leadership team.

#### Assessment areas may include:

Academic Advising / Academic Affairs / Admissions/| Auxiliary Services | Business Affairs Career Services Counseling / Financial Aid / Marketing & PR / Registrar / Residence Life Strategic Planning / Student Life

### ACTIONABLE ROADMAP

After the assessment is complete, the CampusWorks team collaborates with enrollment staff and key stakeholders to develop a roadmap that provides a clear path to your enrollment goals. They review current enrollment-related projects and plans to ensure the roadmap integrates your ongoing initiatives and addresses your unique challenges. The resulting roadmap is a customized, integrated action plan that has buy-in from the stakeholders who helped create it and will be responsible for implementing it.

#### Enrollment-related projects and plans may include:

Enrollment Plan | Enrollment Management Project Plan | Communication Matrix | Marketing Plan Recruitment Plan | Retention Plan | Strategic Enrollment Management (SEM) Plan  
Technology Implementations & Integrations | Web Presence

### CUSTOMIZED COACHING

Once the roadmap is finalized, CampusWorks provides executive coaching and hands-on support tailored to your institution's specific needs to help your team start implementing the action plan and lay the groundwork for a successful transformation.

#### Coaching support options:

- Technical training - CampusWorks trains your staff to fully leverage the features and functionality available within your enrollment-related technology solutions.
- Thought partnership - CampusWorks provides your project sponsors and cross-functional teams with guidance and feedback on roadmap execution.
- Executive coaching - CampusWorks supports your campus leaders as they manage high-priority enrollment initiatives and drive accountability.

Some of the clients we've helped:

DREW

wittenberg  
UNIVERSITY



PACE  
UNIVERSITY

MOUNT HOLYOKE



#### FREE ENROLLMENT CALCULATOR!

How will enrollment trends impact your institution's financial outlook? Scan this QR code with your smart phone camera to find out.