

Career College Admissions Sales

Part Two



Responding to the Internet Driven Market *How to Compete and Win the Admissions Game Regardless of School Size*

with David Ruggieri, Southern Careers Institute

In today's highly competitive world, a mastery of Internet generated leads is vital to building enrollments and maintaining market share. Key to success is investing in admissions personnel, providing them with training, effective leadership and treating them like professionals. p.1



Doing it Right: Marketing and Admissions Communication

with J.P. Smith, BRS Consulting, Inc.

Proprietary school marketing is no longer a one-size-fits-all approach, especially when marketing to the millennial generation. Everyone who works at a school should take ownership of that institution, and understand that they have a direct impact on student enrollment, student retention, graduation and placement rates. p.7

From 'Dropped Student' to GRADUATE

by Richard Ashley, Enrollment Management Innovations, LLC
and Nancy Ashley, Southwest Florida College

Re-entering students are vital to the college and the prospective students as well. A coordinated team effort is required to reach out to students who have dropped out and bring them back to school via a rigorous re-entry process. p.13



The Career College Information Source

The *Career Education Review* is a copyrighted and trademarked publication of The Baxandall Co., Inc., d/b/a Workforce Communications

Michael J. CooneyEditor
Terry L. StaerkeProduction Manager
Stacy L. SchomburgProduction Designer
Terri DoughertyStaff Writer
Sean P. JohnsonStaff Writer
Barbara SchmitzStaff Writer

WORKFORCE COMMUNICATIONS

627 Bay Shore Drive, Suite 100, Oshkosh, WI 54901
920-231-9950 • 1-800-558-8250 • Fax 920-231-9977
Web site: www.workforce-com.com
Email: mcooney@workforce-com.com

Editorial Advisory Board:

- ❖ **Chairman**
Stephen B. Friedheim
Education Systems & Solutions, Dallas, TX
- ❖ Richard W. Ashley, President
Enrollment Management Innovations, Fort Myers, FL
- ❖ Richard C. Close, Managing Director
Jefferies & Co., Nashville, TN
- ❖ Richard R. Dumaresq, Executive Director
PAPSA, Harrisburg, PA
- ❖ Jan Griffin, President
Griffin Marketing Group, Indianapolis, IN
- ❖ John B. Lee, Ed.D., President
JBL Associates, Inc., Bethesda, MD
- ❖ Robert L. Martin, President
Imagine America Foundation
- ❖ Tom E. Netting, Vice-President
Jefferson Government Relations, Washington, DC
- ❖ Harry Weber, President
Weber & Associates, Greenville, SC

▶ The *Career Education Review* is archived by the University of California, Los Angeles (UCLA).



M. Purles

The Internet: Today's "Education Envelope"

by Pamela Tiemeyer Jones and Michael Purles, Lightpoint Learning

Speed is the essential dynamic of success in working Internet leads. Internet users have become conditioned to immediate responses and now expect them. However, the best situation for the prospect and the admissions counselor is still to communicate in real time if possible. **p.19**



P. Jones



Re-Discovering the High School Market...One More Time

by Dr. Rita Girondi, Training Masters, Inc.

Once again, career colleges and schools are re-discovering the value of a high school recruitment program, and are seeking to improve their effectiveness in this market segment. **p.22**



M. Talenfeld

Equalizing the Playing Field: Increasing Your Internet Lead Conversion

by Mitch Talenfeld, Barrie Waisserberg, and Maggie Rund, MDT Direct

The number one reason many schools have a low Internet conversion rate is because they were not the first school to contact and court the prospect. Therefore, the admissions team with the best lead follow-up system wins. **p.27**



B. Waisserberg



M. Rund



R_x Prescriptions From the Admissions Doctor

by Milton Pierce

The "Admissions Doctor" offers a variety of idea-filled "prescriptions," scripts and pointers for dealing with today's admissions issues. **p.30**