



Elite Consultants Inc. serving Higher Education

# White Paper: Higher Ed Service Solutions

*An industry leader in empowering results with  
custom-fit solutions!*



Postsecondary Institutions suffer another  
annual decrease in student enrollment.

Solutions for Change:

White Paper Assesses Elite Consultants Impact  
on Higher Education Decline

Elite Consultants Inc.  
PO Box 253, Fort Mill, SC 29716  
704.236.1899  
results@eliteconsultants.net  
9/1/2019



## Rebuilding Trust / Reviewing Processes

Higher Education as an industry and postsecondary institutions specifically require on-point solutions that bring about positive change. Changes, that address industry problems, for example: 1) solutions that help reduce school closures and empower positive change, 2) campaigns to improve institutional image and credibility, 3) detailed processes and methods that help to grow student demographic and impact the quantity and quality of inquiries – increasing student enrollment, 4) new ideas to improve student satisfaction and 5) methods to ensure all processes are compliant, transparent, trustworthy and in students best interest. This White Paper offers proactive solutions and data to address the problems named above.



## Meeting Industry Challenges

Our industry has had to deal with a number of challenges: 1) Declining Student Enrollments, 2) Mounting number of School Closures for a variety of reasons, 3) Reports on Fraudulent Admission Practices and Misrepresentation, 4) Declining Marketing Budgets / Strategic Adjustments, 5) School Accreditation/Financial Issues, 6) Declining number of High School Graduates and 7) Staying Compliant by maintaining a high Regulatory Standard, 8) Student Funding Issues, 9) Technological Changes, 10) Staff Motivation, 11) Education Program Adjustments, etc.

Now more than ever, attention must be given to making the necessary adjustments to not only survive but prosper. For decades management's approach has been highly reactive, in the way we advertised and created inquiries, selected educational programming and trained and held admissions accountable. Today it's time to consider proactive solutions.



## Proactive Solutions

Changing challenges into positive results requires targeted solutions that can provide the blueprint and detail to implement. Identified below, proactive solutions that provide that blueprint and detail that translates into sustainable admissions results, marketing strategies that's molded to generate large quantity of inquiries that are of the highest quality, systems that monitor staff compliance standards and the strategic solutions to greatly improve student satisfaction.

Each of the solutions named below have become huge difference makers. The most difficult decision for some, the fear of compromised processes, policies, etc. Unless a client requests change, the following solutions add tangible and intangible detail in the form of tools, strategies, insights, etc. that will inspire the staff and trigger proactive results.

### Resources:

- **Best Practices – Plus™** Staff Onsite or Video Conference Custom-Fit Training Programs: Options: ♦ Campus Admissions ♦ High School Admissions ♦ Online Admissions ♦ Regional or Territorial Admissions. Highly interactive, staff inspiring, topic specific or all-inclusive, reference tools and insights that align the staff with awesome proactive daily strategies that work.
- **Best Leadership Practices – Plus™** Managerial Training Programs (formatted to request). Solutions that work admission leadership, all-inclusive or topic specific
- **Onsite Compliance Audits** – Our representative conducts an onsite campus visit to thoroughly investigative all compliance related detail. Findings are provided to the school to self-correct. Additional information summary with solutions are also provided upon request.
- **Admissions Consulting:** Proactive ongoing client involvement. The consultant is prepared to assist in a variety of leadership roles based on client priority and need. Ongoing presence length is negotiable.

- **Coaching or Strategy Sessions**, conducted individually or in a small group, topic specific and delivered via Video Conferences, Webinars, Onsite Visits, etc. Highly interactive.
- **Proactive Marketing Campaigns**: Based on coaching up the admissions (and support staff) with the thinking/belief, strategic planning, specific sources, approach, method, delivery technique and commitment level to earn major increases personally developed inquiries. Highly interactive & detailed
- **Mystery Shopping**: We provide both Phone and/or Interview Mystery Shopping services. Solutions to ensure compliance standards are maintained, plus as primary training and coaching tool aimed to help in admissions growth and development.



## Problem Based & Solution-Focused

Our winning formulas stem from decades of devoted service in non-traditional education. Elite's education experts have years of extensive industry service and practical experience in developing the specific custom-fit solutions, strategies or blueprints that impact any client need, challenge and situational obstacle.

Our most recent results reflect the following data:

Out of the 59 schools serviced during this fiscal year, 9 have a dedicated online presence; 26 others have a combination online and brick and mortar campus; 4 have primarily a campus base education system and only 3 out of all schools had a dedicated high school admissions department.

- 29 schools received admissions training sessions. 144 admission professionals were trained and Elite certified.
- 22 managers, representing 8 schools received training or coaching sessions
- 7 schools, staffing 52 admissions related employees, used Elite's ongoing consulting, training, coaching, strategic planning and department monitoring services
- Elite Admissions Certification of Completion awards were earned in both tangible and intangible areas of the job by 215 admission professionals.
- A total of 312 mystery phone shops were conducted for 31 different schools
- A total of 48 interview mystery shops were conducted for 13 different schools
- New PDI/Referral Marketing strategy and campaigns were implemented in 46 different schools and as previously reported there was an 118% overall increase in related inquiries
- Compliance Audits were performed in 18 different schools.
- Elite consulted 5 different schools with organizing and implementation of a calling center.
- Elite assisted in the hiring process of 36 reps and 9 managers for 7 different schools

### **Admission/Marketing Analytic Results:** *Results of ongoing service clients*

- **Average Annual Increase of 118% in Generation of PDI/Referral Inquiries**
- **Average Annual Increase of 44% in Marketing Outreach inquiries**
- **Average annual increase of 31% in total appointment sets**
- **Average annual increase of 34% in interviews conducted**
- **Average annual increase of 28% in high school student inquiries**
- **Average annual increase of 22% for high school interviews conducted**
- **Average annual increase of 33% in financial packages conducted**
- **No client received notification of any compliance violations**
- **Average annual student retention rate increased 14%**



## Future Impact

We believe the reason we have impacted so many for so long is our committed attention to living in the moment and valuing each school and professional we associate with. We feel it's imperative to stay grounded, passionate and **thinking one step ahead** of the rest to stay current and relevant in today's ever changing world.

In the future we will stay engaged, innovative, involved, inspired and energized to make a positive difference in others. Conversion rates will continue to improve significantly, results will be more sustainable than ever before, ordinary results will not be acceptable and an increasing number of professionals will realize another level of potential. At the present time our training and consulting presence is transparent not only in admissions but in marketing, more in-depth compliance services, retention and education.

Others try to figure out what could work...**at Elite we let the results speak for themselves!**



## Research the Need

- **Overall Student Enrollment is on the Decline:** In a survey conducted by *Inside Higher Ed* and Gallup, only 32 percent of the institutions polled met their enrollment targets for the fall 2018 term by May 1 (declining from 37% in 2017 and 42% in 2016). In addition, 85 percent of senior admission staff reported that they are very concerned about reaching institutional enrollment targets.
- Jeffrey M. Jones, "Confidence in Higher Education Down Since 2015," *Gallup Blog*, October 9, 2018, <https://news.gallup.com/opinion/gallup/242441/confidence-higher-education-down-2015.aspx>. ↑
- The closures have been numerous. Nearly 1,100 for-profit college campuses closed between 2014 and 2018, according to data compiled by The Chronicle of Higher Education.
- Because adult learners don't come to school through the traditional recruitment process, college enrollment officials often haven't taken the time to understand their needs, Iloh explains in her research: a study commissioned by Champlain College and released earlier this year found that 72 percent of responding adults who considered returning to school had completed some college or earned an associate degree. Of those who didn't finish, there is a reason they left their former institution, which admissions offices would do well to understand — though they typically don't.
- CEC will pay \$30 million to settle Federal Trade Commission charges that the operator used sales leads from lead generators that falsely told consumers they were affiliated with the U.S. military, and that used other unlawful tactics to generate leads. In its complaint against Career Education Corporation (CEC) and its subsidiaries, American InterContinental University, Inc., AIU Online, LLC, Marlin Acquisition Corporation, Colorado Technical University, Inc., and Colorado Tech., Inc. (collectively, CEC), the FTC alleged that CEC used lead generators engaged in illegal conduct to market its schools. <https://www.ftc.gov/news-events/press-releases/2019/08/operator-colorado-technical-university-american-intercontinental>

Visit [www.eliteconsultants.net](http://www.eliteconsultants.net) for additional information!