

Enrollment Resources Resuscitates Paramedic Academy Career College learns to maximize resources and get the most out of their budget

“We got a lot of students who requested application packages but we could not convert them into actual applicants”

Conrad Landry
President, Atlantic Paramedic Academy

As a strategic systems and marketing organization specializing in career schools, Enrollment Resources hears this discrepancy between leads and sales complaint a lot. That his quandary was common was no comfort to Conrad Landry, President of Atlantic Paramedic Academy when trying to build his school.

“Before we started working with Enrollment Resources, we had two main areas or challenges: one was our number of applicants, we needed to increase those numbers; and two was to become more customer-service oriented and give better service to our students,” said Landry.

Landry discusses the goals he had when he started working with Enrollment Resources. “During the project one of the strategies, as simple as it may seem, was to discuss how we could maximize our resources. Because every school is different, what could we do considering our challenges and the resources we had available?”

In a review of Atlantic Paramedic Academy’s website Enrollment Resources found another commonality between Landry’s school and that of his peers: The language on the site was focused on the school instead of the career opportunities offered there. ER also advised Landry on ways to adapt his voicemail to get a higher percentage of messages and call-backs.

“I think the biggest change was whenever someone calls instead of just sending them a package, trying to get them physically here to get a tour of our building.

These are all examples of stuff we weren’t doing before and now we’re doing,” said Landry.

Landry maintains that in working with ER he reached the goals he set out to achieve. “I think we met our objective and what was great was they [ER] backed it up with statistics or research and ideas on how to get students to apply. We got a lot of good strategies -- I strongly believe that we did meet those two objectives. We feel better about the way we do business now than we did before.”

“There is no doubt that we gained from our relationship with Enrollment Resources,” says Landry.

Landry shares his praise for Enrollment Resources and co-founder Shane Sparks, “Shane is a great facilitator with a positive outlook, he can read us very well.”

After the contract completion, Landry states that the strategies and knowledge Atlantic Paramedic Academy gained through this process has staying power. “We have staff meetings and tips that ER shared with us come up again and again. It helps us to justify why we do things a certain way or why we need to change things.”

As Landry moves forward and works to grow the Paramedic Academy he projects working with Enrollment Resources again in the future. “Next year we might be able to do the exact same process but bring it up a notch. We’re pretty much in our infancy but I think this type of assessment and implementing strategies could be an ongoing thing, not just a one shot deal.”

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