

INFORMATION PACKAGE

# The Enrollment Management Scorecard™

“Enrollment Resources gets you immediate results.”

Frank M. Trieu, Evergreen Beauty and Barber College

Admissions

Marketing

Retention

Placement



**Enrollment** Resources

*The Conversion Experts*

# Welcome to **EMScorecard™**

**While successful, many schools still struggle** to reach their full potential. We estimate that in Enrollment Management terms schools are operating at an average of 60% of their potential.

Why? As organizations grow, old systems and ways of work hold schools back from maximizing revenues and returns. Factor in the regulatory environment and external stresses competing for time and energy, and it's easy to see why many schools hit the growth wall.

With these issues in play how do you grow your school?

You have three options; throw lots of money at your problem and buy more advertising, hire extra staff to 'beat the bushes,' or set out to make small, positive incremental changes to your Enrollment Management Processes.

We call it the 2% Principle — that doing several things just a little better creates compounding success *without* burning out your people or requiring you to spend more money.

Throughout your Marketing, Admissions, Retention and/or Placement departments sit many small oversights that, when corrected, have the amazing effect of driving in significant

amounts of revenue and cost savings into your business with little or no effort.

The Enrollment Management Scorecard (**EMScorecard™**) will help you easily identify many of the opportunities in your school that can be put to work, improving your Marketing, Admissions, Retention and Placement efforts. The results will allow you to create a quantum increase in revenue while lowering costs along the way.

We are so confident in our process we back up our talk with an amazing performance guarantee.

If you're curious about how this process works, and how you can benefit from the **EMScorecard™**, please take a few minutes to review the material in this information package.

**Sincerely,**



**Gregg Meiklejohn & Shane Sparks**  
Co-Founders, Enrollment Resources Inc.

“From start to finish we worked your program and it’s wonderful — and I’m not just saying that. Without a strong Admissions process, there is no College. Step by step you helped us build the Admissions and Marketing departments. We have put 100% of your recommendations in place and have experienced record enrollment. I’m your biggest fan.”

Sarah Masters, Holistic Culinary College

# The 2% Principle

Our focus is on identifying small incremental improvements which, when corrected, generate large financial gains. We call this *The 2% Principle* — Improving just 2% in multiple areas can achieve significant gains.

Here's an illustration of the principle in action in a typical admissions funnel:

| 1 Admissions Funnel |                                                     | Existing           | Ideal              | Revenue Increase |
|---------------------|-----------------------------------------------------|--------------------|--------------------|------------------|
|                     | Inbound inquiries per year - Telephone/WI           | 600                |                    |                  |
|                     | Outbound inquiries per year - Internet/DM/Tradeshaw | 2,500              |                    |                  |
|                     | Inquiries per year - Referral                       | 500                |                    |                  |
|                     | <b>Sub total</b>                                    | <b>3,600</b>       |                    |                  |
| 1A                  | Contact rate - Telephone Leads                      | 90%                | 92%                | \$20,563         |
| 1B                  | Contact rate - Internet Leads                       | 40%                | 42%                | \$85,680         |
| 1C                  | Contact rate - Referral Leads                       | 80%                | 82%                | \$17,136         |
| 1D                  | Contact/Booked Tour                                 | 70%                | 72%                | \$94,982         |
| 1E                  | Tour Show Rate                                      | 60%                | 62%                | \$158,304        |
| 1F                  | Conversion Rate                                     | 40%                | 42%                | \$166,219        |
| 1G                  | Start Rate                                          | 85%                | 87%                | \$78,221         |
|                     | Number of Enrollments                               | 277                | 328                | 51               |
|                     | <b>Gross Inquiry to Enrollment</b>                  | <b>7.7%</b>        | <b>9.1%</b>        |                  |
|                     | ...Inquiry to Enrollment - Tel leads                | 12.9%              | 15.0%              |                  |
|                     | ...Inquiry to Enrollment - Internet leads           | 5.7%               | 6.9%               |                  |
|                     | ...Inquiry to Enrollment - Referrals                | 11.4%              | 13.4%              |                  |
|                     | x Average tuition                                   | \$12,000           | \$12,000           |                  |
|                     | <b>Revenue</b>                                      | <b>\$3,324,384</b> | <b>\$3,938,238</b> |                  |
|                     | <b>Improvement</b>                                  |                    | <b>\$613,854</b>   |                  |

The above represents typical performance in the admissions funnel (each step from lead to enrollment) for a single campus school with three admissions reps who generate 3,600 leads per year.

At each step we've calculated the financial gain of a small 2% improvement. The result is \$613,854 financial improvement. Many of our clients see increases well beyond this.

Can you get just 2% better?

“The things we instituted from your recommendations have been attributed to our record enrollment, and a record freshman class. I believe that our admissions customer service is better than ever.”

Becky Watson  
Director of Marketing  
Central Washington University

# What **Profit Killers** exist in your school?

When you get down to it, you have basically three resources at your disposal to drive your school's success:

1. Money
2. People
3. Time

The top performers make it a habit of getting the very most out of their *existing* resources before spending more money.

This means before you spend more money on marketing, you **get the most out of your current budget**; before hiring more people, you **get your current staff** working on the highest value activities; and before working harder, you make the **best use of the time** you already spend.

Schools that do not are allowing “profit killers” to hurt their organizations.

## Examples of Profit Killers

- Marketing money spent on high cost, low return tactics, while low cost, high return tactics are ignored
- Admissions systems that work against the best interests of your school and admissions staff
- Too much time spent refining things you already do well, while ignoring new opportunities that could lead to a quantum leap in performance improvement
- Ignoring the small oversights that, if fixed, can add thousands or millions of dollars in increased revenue

The **EMScorecard™** is a best-practices business scanning tool designed to uncover areas of untapped potential sitting fallow in your school. In other words, the money you are “leaving on the table” through seemingly small oversights inherent in your Enrollment Management processes. We help you quickly identify proven methods of increasing enrollment, revenue and profit without having to spend more on advertising, or extra staff.

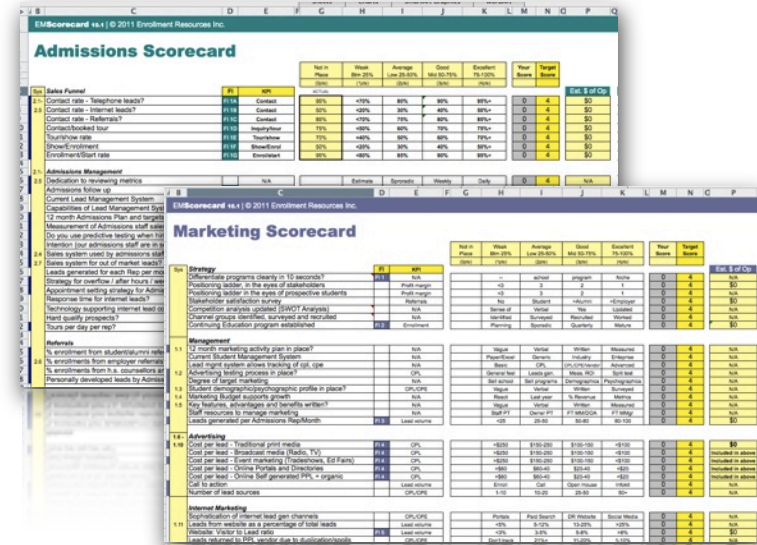
# Best-Practice Scorecard

The Best-Practice **EMScorecard™** allows you to understand how you compare to the “best-of-the-best” in the industry through our proprietary Best Practices Scan so you can adopt proven practices that will lower lead costs and increase conversion rates. Our process has been field tested with over 500 clients and has consistently helped schools improve enrollment rates.

## Where Best Practices Come From

Since 2003, Enrollment Resources has been researching Enrollment Management best-practices within the proprietary education field. These best-practices come from our own proprietary R&D efforts, published best practices research within the industry, and proven solutions researched from other industries which we test and adopt for our clients. At Enrollment Resources our entire organization is based on a ‘culture of testing.’

Over eight years of research and thousands of hours of testing have gone into identifying industry best-practices.



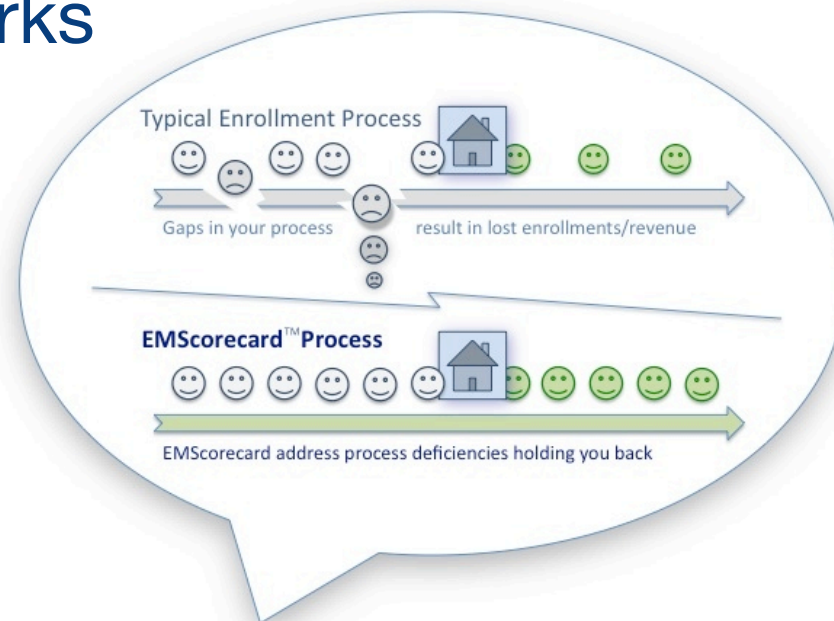
Eight years of research and thousands of hours of testing has gone into identifying industry best practices

# How the EMScorecard™ works

The **EMScorecard™** is delivered by a *Performance Improvement Coach* via a virtual boardroom. Management and key staff are invited to participate in weekly meetings. During these sessions we:

- Conduct a thorough review of your current marketing, admissions retention and/or placement efforts to benchmark you against Industry Best Practices
- Attach specific financial opportunity costs to seemingly small oversights
- Explore and understand the ROI for all your efforts
- Identify low cost, high return initiatives
- Review and coach you through implementing tested systems to increase enrollment
- Conduct additional research to support or refute the findings identified in the process

At the end of the process you will have a thorough analysis and a detailed action plan to achieve improvement in your school. You will be able to identify where you are strong where you need improvement, and precisely how to capture lost revenue and profit.



## Process Steps

1. Analysis of Enrollment Management Funnel
2. Choose Focal Point: Marketing, Admissions, Retention, or Placement
3. Comparison to Best Practices: How do you compare to North America's best schools?
4. Financial Implication of Gaps
5. Additional Research and/or Analysis to Clarify Findings
6. ROI Activity Review, Filtered for Operational Constraints
7. Define Value Propositions & Target Market
8. Action Plan - Ranked & Rated
9. Kaizen Coaching - Implementing the action plan
10. Choose new area of focus and/or have ER take on some part of plan in outsource capacity

# The **Kaizen** Continuous Improvement Methodology

Enrollment Resources has adopted the **Kaizen Continuous Improvement Methodology** as the basis for our approach.

**Kaizen** is Japanese for “improvement” or “change for the better.” Kaizen is part of the Lean Management School established by Edward Deming in the 1950’s in Japan during the Marshall plan reconstruction. It refers to a philosophy that focuses on making very small continuous improvements of many business processes resulting in continually improving an organization’s effectiveness. By improving standardized activities and processes, Kaizen aims to eliminate ‘business waste.’ A typical example of business waste in the Private Post Secondary field might be unnecessary advertising.

**KAIZEN**

Continuous  
Improvement Process

## Google Adwords Certified



Enrollment Resources is also the first company in the for profit education space to be **Google Adwords Certified.**

Google has emerged as the biggest advertising platform in the world. As a Certified Adwords Partner, we are committed to being in the forefront of marketing innovation and best-practices.

“Your process has proven invaluable...helping us construct a plan to both manage lead flow and be responsive to leads in a timely, supportive and effective way.”

Michelle Ames Campus Director, Onondaga  
School of Therapeutic Massage

# Are You a Candidate?

To qualify for the **EMScorecard™ Process**, you must be an owner or senior manager in a school with decision making authority.

In addition we've found over the years that the most successful candidates possess the following characteristics:

- Are entrepreneurial
- Have the authority and willingness to make decisions
- Believe in “continuous improvement” and are always looking for ways to get better both personally and professionally
- Take a process-first view of your business and believe the path to profitability is through improved systems
- Are coachable/open to new concepts and tools
- Are willing to delegate and involve their teams

If you think you are a fit, we'd love to talk with you about how the **EMScorecard™ Process** can take your school to new heights.

## **Enrollment Resources Inc**

1096A Goldstream Ave  
Langford, British Columbia  
Canada V9B 2Y5

Tel: (250) 391-9494

Fax: (250) 391-9455

[admin@enrollmentresources.com](mailto:admin@enrollmentresources.com)

[www.enrollmentresources.com](http://www.enrollmentresources.com)