

Enrollment
Resources

Measure
Everything
That Moves

Increase
Enrollment
Through Insight

Presented by
Enrollment Resources

Guest Panelist

Kim Gasper, Asher College

Corporate Director of Admissions & Marketing at Asher College

About Enrollment Resources

Gregg Meiklejohn, CEO/Co-founder

Shane Sparks, COO/Co-founder

Enrollment Resources helps schools achieve conversion rate break-throughs and increase enrollment through digital marketing services, WebsiteEDU managed website service, Virtual Adviser, and the EMScorecard™ — a best practice scan for Marketing and Admissions.

Purpose of Management

- Initiate
- Monitor
- Mentor

Purpose of Measurement

- Determine what to initiate
- Determine if who you are monitoring is winning
- Determine where you need to mentor

Why Don't Schools Measure Better

- I don't know what to track
- Lack of effective tracking systems
- Lack of Management commitment

What to Measure

- CPL
- CPS
- CPL by Media Source
- CPS by Media Source
- Enrollment funnel
- Conversion rate (lead to enrollment)
- CR by Media Source
- CR by Rep

What to Measure – Daily Scorecard!

Admissions

- New Enrollments
- Re-Entry's
- Leads Assigned
- Local Leads
- Regional Leads
- National Leads
- Calls Made
- Leads Contacted
- Appointments Set
- Appointments Scheduled
- Appointments Show
- Applications Received
- Applicants Accepted

Financial Aid

- New starts Packaged Federal Funding Zero Balance
- Cont. Stdts. Packaged Federal Funding Zero Balance
- New starts Packaged Federal Funding Partial Balance
- Cont. Stdts. Packaged Federal Funding Partial Balance
- New starts Gap Funding Req'd
- Cont. Stdts. Gap Funding Req'd.
- Verification in Process
- Summer Starts

- Fall Starts
- Spring Start
- No Start Date
- Ineligible for F/A
- Appointments Set
- Appointments Show
- Continuing students FAFSA req'd

Career Services

- Placement Notifications
- Placed - Verified
- Calls / Emails Made to Students/Grads
- Contacts Made/Responses Received
- Meetings With Students
- New Jobs Posted/Available
- Job Leads Given
- Calls Made to Existing Employers
- Contacts Made with Existing Employers
- New Employers Called
- Contacts Made with New Employers

Academics/Student Services

- Current Students Enrolled
- Number of students absent(per day)/ Number of total students
- Number of current F credits / total credits offered
- Number of students with Success issues
- Number of Students who are being tutored
- Number of attempted contacts
- Number of students contacted
- Meetings with Dean and/or President

Marketing

- Number of new leads generated
- Number of leads needed

Information Systems

- New Trouble Tickets
- Trouble Tickets Closed
- Open IT Tickets
- Open Non IT Tickets
- Campus Vue Product Defects
- New Campus Vue Tickets
- Campus Vue Tickets Closed
- Current Campus Vue Tickets

Weekly - Business Office

- Number of Students on payment plan (Gap funding)
- Active Students in Default
- Grads in Default
- Drops in Default
- Drops with Balances/No Payment Plans
- Grads with Balances/No Payment Plans
- Revenue written off due to drops

Monthly - Business Office

- Number of Students (June)
- Fall Total Start
- Spring Total Start
- Monthly Revenue
- Shortfall/Overage from Budget
- Budget Profit Margin
- Actual Profit Margin

What to Measure – Daily Scorecard!

Today's Date	Summer Goal Date	Days for Summer	Fall Goal Date	Working Days for Fall	Spring 2014 Goal	Working Days for Spring	Spring 2014 Goal	Combined Goal - New Starts	Combined Goal - To Date	Combined Percent	Program	Fall Semester	Re-enroll	New Starts	Total	% of Total			
7-26-12	8-6-12	ENDS	10-6-12	62	68%	7-11-13	172	81%											
Admissions	Daily	Daily Goal	Daily Progress	Fall Daily Goal	Fall Goal, New	Fall Percent	Fall Goal to Today	Spring Daily Goal	Spring Goal, New	Spring To Date, New	Spring Percent	Combined Goal to Today	Combined Goal - New Starts	Combined To Date	Combined Percent				
New Enrollments	400/20				400	222	55%	202		120	30%	23	221	421					
Local Leads					1000	1300	130%			1000	0%		1000	1300	130%				
Regional																			
National Leads																			
Calls Made																			
Leads Contacted																			
Appointments Set																			
Appointments Scheduled																			
Applications Received																			
Applications Accepted																			
Financial Aid	Daily Goal	Daily Progress	Fall Goal	Fall To Date	Fall Percent	Fall Goal	Spring To Date	Fall Percent	Combined To Date	Combined Percent	Program	Fall Semester	Re-enroll	New Starts	Total	% of Total			
New Starts - Packaged Federal																			
Funding Goal Balance																			
Cont. Stdn. Package Federal																			
Funding Goal Balance																			
New Starts - Packaged Federal																			
Funding Goal Balance																			
Cont. Stdn. Package Federal																			
Funding Goal Balance																			
New Starts - Gap Funding Request																			
Cont. Stdn. Gap Funding Request																			
Verification in Progress																			
Summer 2012 Start																			
Fall 2012 Start																			
Spring 2013 Start																			
Current																			
No Start Date																			
Weighted for GPA																			
Appointments Set																			
Appointments Show																			
Continuing students (FA/FA/FA)																			
Career Services	2013 Cohort	ACCSC Verified	Needed to hit 70% Goal	Total Available	WCS-Placed	Percent to hit 70%	Total Available	% ACCSC Placement	% WCS Placement	2014 Cohort	ACCSC Verified	Needed to hit 70% Goal	Total Available	WCS-Placed	Needed to hit 70% Goal	Total Available	ACCSC Placement	% WCS Placement	
Placement Notifications																			
Placed - Verified																			
Students/Clients																			
Received																			
Meetings With Students																			
New Jobs Posted/Available																			
Job Leads Given																			
Calls Made to Incoming Employers																			
Employers																			
New Employers Called																			
Academics/Student Services	Daily	Semester Goal	Semester Progress	Drops	Current Retention Rate	Pre-Sem Retention Rate	Pre-year Retention Rate	Historical Retention Rate	Week 7										
Current Students Enrolled																			
Number of students attending																			
day/Number of total students																			
Number of current F credits / Total credits offered																			
Number of students with Success																			
Number of students with Success																			
Number of attempted contacts																			
Number of attempted contacts																			
Number of students contacted																			
Pre-seniors																			
Marketing																			
Number of new leads generated																			
Number of leads reached																			
Information Systems	Time Open	Goal	%																
New Trouble Tickets																			
Trouble Tickets Closed																			
Open IT Tickets																			
Open Non-IT Tickets																			
Campus Use Incident Defects																			
New Campus Use Tickets																			
Campus Use Tickets Closed																			
Current Campus Use Tickets																			
Weekly																			
Business Office																			
Number of Students on payment plan (Stop funding)																			
Active Students in Default																			
Grads in Default																			
Drops in Default																			
Drops with Balance/No Payment																			
Grads with Balance/No Payment																			
Revenue written off due to drops																			
Monthly																			
Business Office																			
Number of Students Enrolled																			
Fall Total Start																			
Spring Total Start																			
Monthly Revenue																			
Revenue from Budget																			
Budget Profit Margin																			
Actual Profit Margin																			

Examples

- Website KPI's
- EMScorecard™ - Funnel Analysis
- Admissions and Marketing Analysis - Overview
- Real Adwords Analysis – Case Study

Website Lead Gen Benchmarks

Website unique visitor/lead conversion rate best-practice:

- Typical school is 2.38%
- **Average of all our clients is 5.55% (May 2018)**
- **Average improvement in self-gen leads: 268%**
- For traffic of just 2,000 visitors/month that is 63 leads/month; approx. 6 enrollments or \$84,000+/month in additional revenue

Test Results Example



Medical Billing and Coding Career Training in as Little as 40 Weeks*

Looking for a rewarding career in the healthcare field? Asher College's Medical Billing and Coding program gets you trained and on your path to a rewarding career through **hands-on training** and **the support of dedicated instructors**.

Our Medical Billing and Coding program is tailored to those students who require a flexible schedule to meet their education goals. You'll be able to **take classes during the day, evening, and even on the weekends**.

NEXT START DATES

Aug 13th (Dallas)

Aug 20th (Sacramento)

Aug 20th (Las Vegas)

The best way to see if Asher College is the right fit for you is to see it for yourself. You can tour our facilities and meet with both students and instructors. [Book a tour Now](#) or [Get more information](#).

Becoming a Medical Biller and Coder

As a Medical Coder and Biller, you'll be a significant contributor to the healthcare field. Without your

I Want Answers!

- How much is tuition?
- Can I get financial aid?
- What are my career prospects?
- When does it start?

Program

Campus

First Name

Last Name

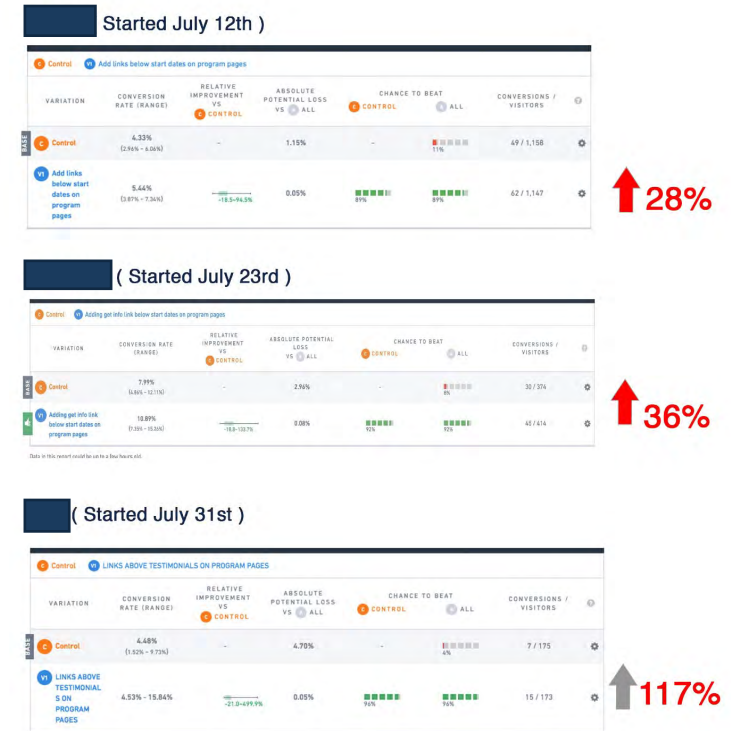
Email

Phone

By submitting this form, you are giving your express written consent for Asher College to contact you regarding our programs and services using email, telephone or text - including our use of automated technology for calls and periodic texts to any wireless number you provide. Message and data rates may apply. This consent is not required to purchase goods/services and you may always call us directly at 1-888-211-8829.

[I understand & agree](#)

Test Results



Admissions Funnel

EMScorecard 12.01 | © 2005-2017 Enrollment Resources Inc.

Funnel Analysis

Client Info

School Name	ABC School
Contacts	Kim
Number of Campuses	1
Enrollment Per Year	200
Average Tuition	\$12,000
School Revenue	\$2,400,000
Target new enrollments	300
GAP	100
Revenue Upside	\$1,200,000

Marketing Funnel

Is Marketing meeting the needs of admission staff and the business objectives?

Activity	Current Ldls/Yr	Lead Mix
In-bound - Tel/PDL/Referral/Etc	100	14%
Self-gen Internet - PPC/Website/VA	400	57%
3rd Party Internet - Aggregators/Portals (PPL)	200	29%
Sub	700	
Number of Admissions Staff	1	
Leads required/Rep/Mnth	60	*60-80 leads/rep/mnth is best practice
Leads required/Year	720	
Shortage/Overage	-20	

Marketing Effectiveness Ratio
97%

Revenue shortfall/surplus
Marketing Revenue **-\$30,119**

Admissions Funnel

The Admissions Funnel looks at how conversion rates compare against best practice.

	Existing	Best Practice	GAP	\$ Gain/Loss
Gross Telephone Leads	100			
Contact percentage Tel	95%	95%	0.0%	\$ -
Total Contacted	95	95	0	
Gross Self-Gen Internet	400			
Contact % Internet	60%	60%	0.0%	\$ -
Total Contacted	240	240	0	
Gross Aggregator/Portal	200			
Contact % Aggregator	40%	40%	0.0%	\$ -
Total Contacted	80	80	0	
Blended Contact Rate	59%	59%	0.0%	\$ -
Tour Booked %	70%	70%	0.0%	\$ -
Tour Show Rate	80%	80%	0.0%	\$ -
Application	70%	70%	0.0%	\$ -
Accepted/Enrolled	60%	60%	0.0%	\$ -
Start Rate	90%	90%	0.0%	\$ -
Number of Starts	88	88		\$ -
Inquiry/Enrollment	12.5%	12.5%	0.0%	
...Lead/Enroll - Inbound	20.1%	20.1%	0.0%	
...Lead/Enroll - Self Gen Int	12.7%	12.7%	0.0%	
...Lead/Enroll - PPL	8.5%	8.5%	0.0%	

Admissions Effectiveness Ratio
100%

Revenue shortfall/surplus
Admissions Revenue \$1,054,166 \$1,054,166 \$0

Total Unrealized Revenue **-\$30,119**

This document and all pages within are protected by copyright laws and is the intellectual property of Enrollment Resources Inc. The content therein is offered on a limited use basis. Distribution is restricted to employees and contractors within the client organization, and it may not be sold, transmitted, distributed, or duplicated to any outside parties.

Admissions and Marketing

Example Campus and Program Lead Performance by Source												
* Note to client: Only complete the yellow sections. Add programs as needed.												
Campus A												
Program	Lead Source	Lead Totals	Appt Shows	Appt Show %	Enrollments	Enroll %	Starts	Start %	Spend	CPL	CPE	CPS
DMS												
	PPC	1007	456	45.28%	98	21.49%	88	89.80%	\$98,790	\$98.10	\$1,008.06	\$1,122.61
	Website	1532	699	45.63%	245	35.05%	231	94.29%	\$16,330	\$10.66	\$66.65	\$70.69
	Referral	254	134	52.76%	121	90.30%	108	89.26%	\$2,000	\$7.87	\$16.53	\$18.52
	Other	234	51	21.79%	21	41.18%	20	95.24%	\$18,000	\$76.92	\$857.14	\$900.00
DMS Total		3027	1340	44.27%	485	36.19%	447	92.16%	\$135,120	\$44.64	\$278.60	\$302.28

Paid Search Management

Example Client PPC to Enrollment Analysis							
CPL \$98.10							
Google Ads PPC Lead Source							
Campus	Program	Total Leads	Enroll		Ad Costs	CPL	CPS
Campus A	DMS	1106	6	0.54%	\$8,885	\$8.03	\$1,481
Campus A	CT	104	1	0.96%	\$5,533	\$53.20	\$5,533
Campus A	Phlebotomy	998	3	0.30%	\$7,054	\$7.07	\$2,351
Campus A	MA	872	2	0.23%	\$86,779	\$99.52	#####
Campus A	Radiation Therapy	492	1	0.20%	\$14,499	\$29.47	#####
Campus A	Radiologic	1424	14	0.98%	\$60,996	\$42.83	\$4,357
SUB		4996	27	0.54%	#####	\$36.78	\$6,805
Campus B	ASN	422	9	2.13%	\$82,517	\$195.54	\$9,169
Campus B	CT	18	0	0.00%	\$456	\$25.33	\$0
Campus B	DMS	546	15	2.75%	\$76,185	\$139.53	\$5,079
Campus B	MA	34	1	2.94%			
Campus B	Practical Nursing	165	5	3.03%	\$20,759	\$125.81	\$4,152
Campus B	Phlebotomy	180	11	6.11%	\$10,895	\$60.53	\$990
Campus B	Radiation Therapy	143	15	#####	\$63,938	\$447.12	\$4,263
Campus B	Radiologic	203	9	4.43%	\$95,695	\$471.40	#####
SUB		1711	65	3.80%	#####	\$204.82	\$5,391
Campus C	ASN	528	9	1.70%	\$80,062	\$151.63	\$8,896
Campus C	DMS	494	9	1.82%	\$35,123	\$71.10	\$3,903
Campus C	MA	343	1	0.29%	\$64,023	\$186.66	#####
Campus C	Nurse Assistant	321	1	0.31%	\$18,829	\$58.66	#####
Campus C	Practical Nursing	438	4	0.91%	\$90,192	\$205.92	#####
Campus C	Phlebotomy	107	1	0.93%	\$12,405	\$115.93	#####
Campus C	Radiologic	376	5	1.33%	\$78,866	\$209.75	#####
SUB		2607	30	1.15%	#####	\$145.57	#####
TOTAL		9314	122	1.31%	#####	\$98.10	\$7,489

Thank You!

If you have any
questions,
please reach
out!

www.EnrollmentResources.com

www.VirtualAdviser.com

(250) 391-9494