

## Supporting Your Success

Along the entire student life cycle, The Stockade Group offers a full-spectrum “suite” that supports recruitment and retention, as well as providing single project services.

We help you: (1) find out who is most interested in you, (2) increase their interest through personal interaction, and (3) move them successfully along *your* pipeline!



- who to focus recruitment efforts on
- who to give what info to, when
- who to stop paying attention to
- who to admit
- who not to admit

## Service Meets Need

**FACT:** colleges invest more in recruiting a larger number of students each year. Sophisticated strategic plans can fall on their knees if the prospect pool isn’t managed to determine their interest and to build a positive relationship with your school. Engaging students (and their parents) needs to be a part of your game-plan and *no less importantly it actually needs to get done*, with analytics to guide your decision-making and planning.

## Never Stop Recruiting

At Stockade we say “Never Stop Recruiting” and provide the tools and intelligence to enhance your college’s success rates. Sometimes, especially in today’s high-stakes environment, institutional focus can stray from the fundamentals of success. In enrollment that includes:

### PROSPECT MANAGEMENT: **ADMISSIONS**

- Prospect pool
  - Qualifying student interest
    - Identifying “hot prospects”
    - Weeding-out ghost prospects
  - Reminding of events
  - Follow-up for admissions and financial aid application completion
- Admit pool
  - Financial aid award qualification/education
  - Reminder of events
- Enrolled pool
  - Communications plans to reduce Summer Melt

### STUDENT ENGAGEMENT: **RETENTION**

- Education programs that keep students (and families) on track while building good will
- Class registration
- Bill payment
- Financial aid application completion



## Proven Results, Great ROI

Researchers at the University of Pittsburgh found that personalized outreach can positively change behavior: **Students who received the messages were more likely to enroll in college: 70 percent, compared with 63 percent of those who did not get them.** Seven percentage points is a big increase in this field, similar to the gains produced by scholarships that cost thousands of dollars. Yet this program cost only \$7 per student. Similar results appear all along the prospect-student life cycle.