

Teaching Web Teams to Speak Enrollment: A Guide for Session Participants at HighEdWeb '24

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Enrollment Stages

Questions to ask your Enrollment partners

How can your web team and website help?

ALL STAGES

- ✓ What is your enrollment funnel: prospects, inquiries, applicants, admits, enrolls?
- ✓ Who should be in your funnel? Are there audiences Enrollment is prioritizing for the current year's enrollment cycle?
- ✓ What stages of the funnel are your Enrollment teams particularly sensitive to and what are those goals?

- ✓ Research with your target students (contextual inquiry, usability testing) to guide your content strategy.
- ✓ Align branding and content in CRM with the rest of the website.

PROSPECT

- ✓ Are you buying names? Where do those names go and what information is being shared that inspires them to raise their hand?
- ✓ What new audiences, geographic regions, or academic programs are you targeting?

- ✓ Provide guidance to connect interests to degree programs.
- ✓ Build strong degree program pages that differentiate you, demonstrate outcomes, highlight curriculum, show faculty/student interactions, student opportunities for real world experience.
- ✓ Ensure clear pathways & evidence for initial filter questions: cost, size, quality, diversity, location.
- ✓ Give jargon free admissions guidance for students and parents with clear steps and excellent UX writing.

INQUIRY

- ✓ When and where are your teams recruiting?
- ✓ What recruitment activities should be prioritized?
- ✓ Connect with those on your campus that serve visitors. What questions do they often call in about?

- ✓ Amplify recruitment activities not just signature events.
- ✓ Rework Campus Visit landing pages with insights from visitor centers/operations personnel.

APPLICANT

- ✓ What are the applicant goals for this year?
- ✓ Where do incomplete applicants tend to stop?
- ✓ What are you hearing from the road? (Your recruitment team are your institution's researchers.)

- ✓ Review application instructions for scannability, and good UX writing.
- ✓ Review applicant pathways: How do they get to the application? What do they need to have ready before they start? Where do they have to double back to get answers before, during, and after completing the application?
- ✓ Amplify dates, deadlines, and opportunities available once an application is started and/or submitted.

ADMIT

- ✓ When do you know you've made your class?
- ✓ When are you most likely to melt deposits?
- ✓ What efforts are being done to foster a sense of belonging?

- ✓ Align admitted student content with enrollment and marketing communication flows across channels to support yield tactics.
- ✓ Watch out for a shift in tone from conversational to transactional - students still need to feel good about their choice even while following enrollment checklists.

ENROLL

- ✓ What steps in enrollment are often missed by your first-year, international, first-generation, and transfer students?

- ✓ Scan for content on your website that reflects complicated internal processes or insider language. Rewrite the content to be more user friendly.

NEWCITY

Enrollment Strategy at NewCity

Our enrollment strategy mission is to facilitate stronger connections between internal teams so they can develop unified strategies across the entire enrollment experience. This requires an understanding of the people and processes behind the experience.

Enrollment strategy encompasses every aspect of the journey students and families take when choosing the next stage of their education. Enrollment, brand, communications, technology strategy — your higher ed website is where they all converge.

Our Enrollment Services

- Web Content Strategy (Admissions, Financial Aid, Student Affairs)
- Enrollment Communications Plan Audit & Development
- Enrollment Service Blueprint
- Lead Generation Audit/Development
- Enrollment Funnel Engagement & Conversion Strategy
- Slate Services
- Yield/Melt Support
- Analytics

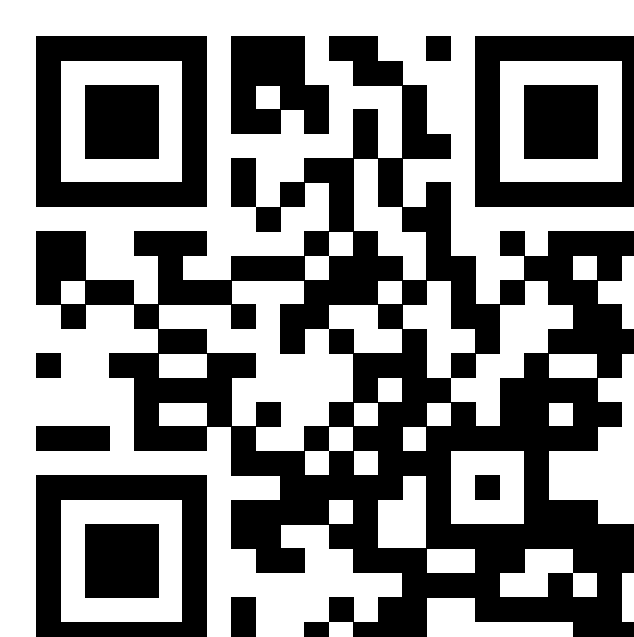
About NewCity

NewCity is a nationally recognized digital agency with three decades of experience crafting strategy, evolving brands and developing digital platforms for higher ed institutions.

Can NewCity help your organization enhance your enrollment experience?

Reach out to schedule a free consult.

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Making digital more human.

We merge pixels, code and empathy to create human-centered digital solutions. Your website can be better. We can help.