

Bringing confidence and clarity to a complex business.

CHALLENGE

It's a fact: Much of your institution's success depends on student enrollment—enrollment growth, capacity management, student diversity, student success, and market demand.

How do you measure up?

- Does enrollment revenue meet institutional financial demands?
- Are marketing efforts yielding maximum return on investment?
- Do prospective students not only know your institution, but want to be a part of your story?



SOLUTION: *Consulting Services by SEM Works*

Focus on the day-to-day while SEM Works designs customized strategies to ensure institutional vitality.

Our services include consulting in enrollment management, marketing, student recruitment, student retention, student services, and institutional branding. We believe every institution is different. We'll arm you with strategies that are derived from the time we invest to get to know you. Our solutions are tailored, innovative, and grounded in reality. Within a very short time, you can improve enrollments, restructure staffing, effectively brand your institution, integrate desirable student services, and develop a number of other approaches to dramatically elevate your enrollment outcomes.

POWER POINTS *Opportunities and Benefits*

- You'll be assigned a senior-level consultant who knows the challenges you face. No consultants-in-training here. We've worked in the enrollment management trenches and have an immediate perspective of what's at stake and what can be gained.
- You'll get a 360 degree perspective. Since 1994, the SEM Works team has provided highly effective consulting services to more than 300 institutions—big and small, public, private, proprietary, two-year and four-year. We know you—and your competitors.
- You'll be empowered by eye-opening assessments and customized, actionable strategies. SEM Works will conduct penetrating and insightful evaluations based on 3-to-5-day audits; we'll then give you the key to producing dramatic results for your enrollment business—a detailed report with prioritized recommendations.

CLIENT REPORT *Institutions throughout North America and the world agree...*

"We were impressed with the comprehensive and thorough analysis provided by SEM Works. The detail of the work was exceptional and penetrating. We now have a solid set of workable solutions to help move us to the next level of excellence. Most amazingly, the cost was less than half but quadruple the value of another vendor."

~ Robert M. Smith, President, Slippery Rock University

STRATEGIC ENROLLMENT MANAGEMENT WORKS

*Senior-level consultants. Impeccable client service.
Tailored, actionable solutions.*

FOR MORE INFORMATION

800/494-3710 e-mail: info@semworks.net www.semworks.net

All of SEM Works' consulting services include three-to-five day audits along with an executive briefing of findings on-site at your institution. Four-to-five weeks following our visit, you'll receive a detailed report with prioritized recommendations. This report is the key to producing dramatic results for your enrollment business. If desired, we will assist with the development and implementation of an enrollment or marketing plan following the initial audit.

Enrollment Management

- A competitive review of institutional trend data, peer institution information, survey data, publications and Web sites, strategic plans, enrollment plans, and organizational charts.
- A four-to-five-day, on-site audit of operations. Site visit includes direct observations of operations, interviews with staff and those they serve, along with student focus groups.

Institutional Branding

- A comprehensive image study among prospective students, parents, high school counselors, and current students along with other constituent groups you selected.
- A competitor analysis to assess competitor strengths and weaknesses and potential market niches.
- Based on findings from the image study, the competitor analysis, your institution's mission and strengths, and environmental factors (such as demographic trends), SEM Works will create a dynamic and thorough branding strategy for your institution.

Marketing

- SEM Works creates a variety of results-driven marketing tools. We'll partner with you until your specific needs and desired outcomes are realized.
- A variety of powerful marketing services include market research (image study, competitor analysis, demand analysis, environmental scan, SWOT analysis) as well as the development of brand strategy, positioning statements, or a marketing plan.

Student Recruitment

- We'll review your existing strategies and compare them against best practices for effective recruiting in the industry. You'll also receive an evaluation of your recruitment publications and Web pages with an action plan for greatly enhancing current communications.

- SEM Works will conduct focus groups of prospective students and their parents and solicit feedback from staff on existing practices to assess efficiency and effectiveness. Faculty, administration, and other constituents will be invited to share perspectives on current strategies.

Student Retention

- Interviews with campus constituent groups will occur over three days at your institution. We will also conduct an audit of existing retention strategies and related data.
- SEM Works will share the expertise we've gained over many years focusing on the challenge of retaining high-risk students. Our consultants will provide interventions for students likely to drop out or transfer as well as the steps for managing high-risk experiences.

Student Services

- Your customized audit includes an evaluation of organizational structure, practices, infrastructure, space utilization, staffing patterns, and performance measures (from response time to student satisfaction). We'll also share best practices for integrating and streamlining services.
- Our four-day site visit will involve interviews with service providers and those they serve. Prior to the visit, your consultant will review satisfaction and service data, workflow analysis, organizational charts, and facility renderings.
- We provide guidance in developing one-stop centers as well as Web-based student services. This service is designed to yield a highly effective service solution that blends high tech and high touch services in proportions that meet the needs of your students and leverage your resources, staff expertise, and infrastructure.

Ongoing planning, implementation assistance, and coaching services are available upon request.

Contact SEM Works at info@semworks.net or 800/494-3710 to discuss your specific needs.

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