

Bringing confidence and clarity to a complex business.

CHALLENGE

Competition among colleges and universities is growing more and more intense. Is your institution positioned for success?

- There is no sustainable competitive advantage in a strategy per se. Your ability to execute marketing, recruitment, retention, and customer service strategies more effectively than your competitors is ultimately what will matter most.
- Your capacity to execute strategies is highly dependent upon your people—their skills, knowledge, attention to detail, and their understanding of student and enrollment dynamics.



SOLUTION: *On-site Training Workshops by SEM Works*

SEM Works' half-day and full-day on-site training opportunities are widely recognized as the best in the industry. Increase employee performance. Enhance your ability to directly impact enrollment outcomes. Master the core business functions of enrollment management. Each seminar is customized using information and issues specific to your institution. You and your staff will be well informed, highly motivated, and equipped with a confident vision for success. With a focus on ensuring continuous improvement, SEM Works will come to your campus so that you can benefit from our expertise and practical solutions conveniently and cost effectively.

POWER POINTS *Opportunities and Benefits*

- SEM Works' trainers present professional, high-energy workshops that encourage interactive learning.
- Content is thought-provoking, yet grounded in research and practical application.
- Seminars are tailored to your institution's circumstances and goals to ensure relevance.
- Combinations of half- and full-day workshops are offered on-site for one or more institutions.
- CDs are available and include presentation slides and complementary materials such as self-assessment instruments, resource guides, and planning templates.
- Workshops solve challenges that commonly threaten an institution's success and ability to recruit and retain students, including effectively engaging the campus community in enrollment efforts, overcoming resistance to change, developing a brand identity that resonates with your key constituents, creating a student-centered culture, and leveraging today's high-tech resources.

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

"SEM Works really works! We had the opportunity to learn from their expertise in the field of higher education, and it has made an impact on our institution. They guaranteed us an experience that would be stimulating, inspiring, and tailored to our goals and future initiatives, and they delivered on this promise."

~ Dr. Carol Nowakowski, Associate Vice President for Student and Instructional Support Services, St. Clair County Community College

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

FULL-DAY WORKSHOPS

Core Business Functions

Enrollment management concepts and models, the uniqueness of higher education as it relates to enrollment management, and strategies and best practices in the core business functions—marketing, recruitment, financial aid, retention, and student services.

Enrollment Management Planning

Geared to senior enrollment managers, planning teams, institutional researchers, and others responsible for planning and assessment. The workshop includes a planning template, an enrollment management assessment instrument, a guide to data resources, and examples of planning and evaluation techniques.

Creating a Student-Centered Culture

Provides a three-pronged approach to creating a student-centered culture: influencing employee behavior, reengineering student services, and effectively managing information.

HALF-DAY WORKSHOPS

Strategic Enrollment Management

Can be designed for an enrollment management staff, a campus-wide audience, or the president and senior leadership team. Key concepts include the relationship continuum, integration, the enrollment funnel, branding, marketing, student recruitment, student retention, and student services.

Customer Service

Insights into customer service in a higher education context. Core content involves students as consumers of our services and educational products, delivering on institutional promises and best practices.

The Promise of the Brand

Topics include brand promise, the student experience, the employee experience, the brand experience, moments of truth, and brand loyalty.

Integrated Marketing

Speaking with a single institutional voice. Content includes the consistent integration of marketing messages, design, and navigation related to promotional activities throughout the campus.

External & Internal Marketing

Strategies for communicating effectively with audiences outside of campus and ensuring messages are believed and practiced internally. Participants engage in the development of a skeletal marketing plan.

Fundamentals of Student Recruitment

The characteristics of Millennials and Gen Xers, factors influencing student choice, the recruitment funnel, principles of communication flow, and proven recruitment strategies.

Retention Theory & Practice

Focusing your institution's curriculum, instructional delivery, advising, and student services to create a learner-centered culture that is unequaled among your peers.

Blending High Touch Technology Services

Delivering quality student services through a combination of high tech and high touch solutions. Explores the characteristics and specific needs of Millennials and Gen Xers.

Change Management in the Academy

Getting things done in an academic setting through change management. Includes the stages of complex change efforts, the influence of power brokers, organizational frames, systems thinking, leveraging a sense of urgency, overcoming resistance to change, and sustaining momentum.

Branding Higher Ed

Covers the key concepts related to promotion and delivery of the brand with the philosophy that the brand is most effective when your institution's identity is lived every day.

The Art of Selling

Compelling ways to articulate selling points, address barriers to enrolling, and influence decisions to enroll.

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

