

On-Site Communications Audit for Student Recruitment

Effective communication with prospective students, whether they are inquirers, applicants, or admitted students, is a key component to the success of an admissions strategy. At each and every stage of the recruitment funnel, it is critical that your office has a communications strategy in place to ensure high-quality, timely, and informative responses.

Consultants Dr. Don Martin and Megan Brenn-White (see bios below) have worked with universities around the world to improve results for both domestic and international recruitment. During our on-site communications audit with your admissions team, we will review your current communications and processes in order to help you identify changes that you can implement immediately with your current budget and staff.

Sample Agenda for a One-Day Audit

We are happy to work with you to customize the schedule, duration, topics, and goals for your audit, and have provided this sample agenda simply to give you a sense of a typical day.

9am-10am	<ul style="list-style-type: none"> • Introduction of consultants and participants • Review of admissions goals and target audiences • Definition of audit mission
10am-noon	<ul style="list-style-type: none"> • Interviews with up to four staff members and/or small groups
Noon-1pm	<ul style="list-style-type: none"> • Break
1pm-3pm	<ul style="list-style-type: none"> • Review of current communications, including: <ul style="list-style-type: none"> ○ responses to inquirers, applicants, and admitted students ○ telephone scripts and/or other relevant materials ○ communications process and/or training materials ○ any relevant data or survey results
3pm-5pm	<ul style="list-style-type: none"> • Review of challenges and opportunities found through the audit • Practical tips and tools that your admissions office can implement right away • Open forum for Q & A

Following this workshop, we will send your office a brief report consisting of an overview of the workshop and lessons learned through the audit.

This workshop can be delivered on-site at your institution anywhere in the world, or it can be conducted remotely through our webinar platform.

Cost

Our current fee for a one-day audit of one degree program with two on-site trainers starts at \$3,500 (excluding travel expenses).

Additional services can include:

- Additional time spent in one-on-one or group training
- Reviewing large amounts of data and/or materials or conducting phone interviews in advance of our visit (we will spend some time familiarizing ourselves with the program in question, as well as the institution)
- Reviewing one or more additional programs
- Interviewing or conducting online surveys with staff members, students, prospects, or other stakeholders before or after the visit

Travel is charged at half the standard day rate. In some cases, it may be possible to have only one consultant, which would be billed at a reduced rate.

Check Out Our Training Online Today!

We offer a number of webinars at no and low cost on our webinar platform (<http://webinars.brenn-white.com>), which will give you a good indication of our style and expertise. Past webinars include:

- Representing Your Institution: Ways to Maximize Your Effectiveness at Student Recruitment Fairs
- Effective Communication Strategies for Turning Inquiries into Applicants
- Smart Strategies for Communicating with Applicants
- Effective Communication Strategies for Turning Admits into Enrolled Students
- Creating Localized Web Pages for International Student Recruitment
- Building Great LinkedIn University Pages for Domestic and International Recruitment

Many of our webinars are available at no cost; use the promo code "AUDIT" to watch one of the fee-based live or archived webinars for free.

The Trainers



Having held senior-level positions in admissions at Columbia University, University of Chicago, and Northwestern University, **Dr. Don Martin** has more than 28 years of experience in the field of graduate enrollment and student services.

Dr. Martin writes weekly columns for the magazine *US News & World Report*, contributes to the GRE Facebook page of the Educational Testing Service (ETS), and also authored the best-selling publication entitled *Road Map for Graduate Study: A Guide for Prospective Graduate Students*.



Megan Brenn-White is Managing Director of The Brenn-White Group. In addition to holding senior management positions at global websites, Ms. Brenn-White has served as Deputy Director of DAAD New York, Executive Director of the Hessen Universities NYC Office, and Director for International Partnerships at Parsons School of Design.

Her key qualifications are in international education strategy, higher education marketing, and international marketing communications. Ms. Brenn-White is a regular contributor to publications from IIE, EAIE, and DAAD, as well as a frequent presenter at conferences such as NAFSA, AIEA, EAIE, and others.

Contact Us

If you are interested in having a conversation about how we can help you improve your admissions communications, please contact Megan Brenn-White at megan@brenn-white.com or +1 347 894 5050. Learn about our other services at <http://www.brenn-white.com/>.