

6 Facts About Growing Enrollment Referrals From High School Counselors

April 2017 survey findings from 1,300 high school counselors nationwide

1 High school counselors' referrals are most influenced by program availability, quality, and financial aid

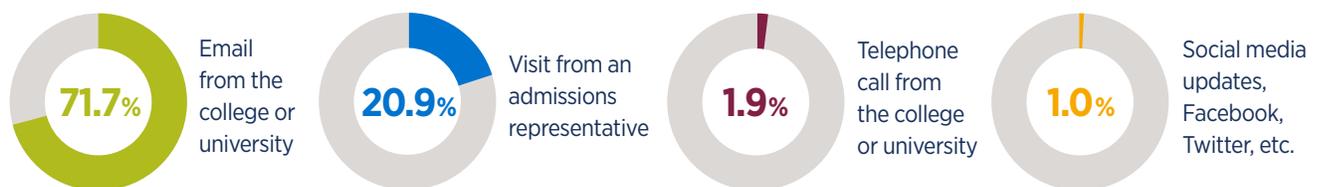
COUNSELORS' REFERRAL FACTORS, IN PRIORITY ORDER



Percentages = Proportions of counselors who indicated each factor was "important" or "very important" in influencing referrals (Rating scale had four options: Important, very important, not very important, and not important at all)

2 Email is counselors' preferred way to receive important college news

METHODS TO RECEIVE IMPORTANT COLLEGE NEWS, IN PRIORITY ORDER



SOURCE OF DATA: Proprietary findings from a Ruffalo Noel Levitz online survey of high school counselors. Respondents represented 1,312 public and private high schools serving nearly 1,000,000 students.

**RUFFALO
NOEL LEVITZ**

**High School
Counselor Marketing**
HIGH SCHOOL COUNSELOR MARKETING.COM

OPPORTUNITIES for college and university leaders

Use RNL products to build demand, cultivate applicants, and optimize financial aid

RNL Demand Builder™

- **PREDICTS** high school students' affordability levels and delivers targeted and meaningful financial aid information to individual students and groups of students to address concerns about cost early in the search process.
- **NURTURES** genuine student interest through strategic marketing campaigns that amplify your institutional brand recognition and its value proposition while personally relating to individual students.
- **ENGAGES** students by communicating across multiple channels to reach them wherever they are—on their phones, on social media and web pages, in their email, or opening their mail.

RNL Applicant Cultivator™

- **LAUNCHES** campaigns that build a stronger applicant pool of qualified, interested applicants who are a great fit for your institution and goals. RNL Applicant Cultivator predictive analytics, inquiry surveys, and compelling marketing communications move students to complete their applications.

RNL Class Optimizer™

- **BALANCES** your yield rate, financial aid awarding, and net revenue while communicating value to admitted students. RNL Class Optimizer provides the most comprehensive solution for yielding students, maximizing revenue, and pricing your institution optimally to achieve strategic goals.

RNL Web Strategy and Interactive Marketing Services

ENSURES your website and digital strategy drives online engagement and builds on your unique value proposition.

3

What counselors want to see in emails from colleges

(listed in order of priority)

SPECIFIC INFORMATION

Counselor newsletters with updates, changes, and important summarized information

Links and emails counselors can forward to students and parents

Information for 9th and 10th graders so they are ready for admission

Checklists of steps and requirements for applicants

Help with summertime outreach to rising seniors who haven't yet made college plans



EMAIL USE IN GENERAL

Timely follow-up in response to email requests

Consistent communication through the year

Be clear about what makes the institution different

4 About ½ of counselors have a specific plan for working with first-generation students



5 What counselors want from colleges to help them counsel student-athletes

(listed in order of priority)



SPECIFIC REQUESTS

1) Include athletics in your high school visit—

bring a coach or an assistant coach

2) Have information on the website

we can print or direct parents of athletes to read

3) Provide emails we can forward

to student-athletes and parents

4) Coordinated effort

between admissions and athletics at the college level

5) Information to share with parents on the value of athletics at college,

especially in small colleges (*this is especially important for parents who are not college graduates*)

6) Information on academic expectations

for student-athletes, both for admission and once they enroll in college

7) Checklist of steps for eligibility

and for the application process

8) Information on types of support athletes have once enrolled:

physical, academic, and emotional resources

COMMUNICATION IN GENERAL

Increase communication with counselors

regarding student-athletes

Transparency, clarity, and honesty

in the recruitment process

6

Counselors estimate 60 percent of parents set up campus visits and 56 percent complete application forms

WHAT COLLEGE PLANNING ACTIVITIES DO YOU SEE PARENTS INVOLVED IN?


76.0%

Facilitating the process by talking to their children about options for college


59.7%

Setting up campus visits


67.0%

Visiting campuses with their children


56.1%

Completing application forms


63.3%

Searching the internet for colleges that might be a good match


40.0%

Completing inquiry forms to get more information


59.9%

Talking with counselor about the best options


34.8%

Coordinating transcript requests on behalf of their children

KEY TAKEAWAYS AND RECOMMENDATIONS

In the new age of student-driven marketing, it is key for high school counselors to have continuous access to relevant and timely information to pass on to students and parents. Make sure your flow of digital and traditional communications highlights academic program lists, academic quality, and financial aid. Make it easy for counselors to obtain concise information using direct phone numbers, direct email addresses, dedicated web pages, and search engine optimization. And remember to include parents in your communications and visit programs—they are more involved today than ever!

Colleges and universities should also provide counselors with tailored information to share with specific groups such as first-generation students and student-athletes. To avoid unrealistic expectations, student-athletes and their parents need accurate and consistent college planning information from all departments at the college. Further, first-generation students and their parents need consistent and caring support with application and financial aid forms; simplified forms; step-by-step processes; timelines; reminders; deadline extensions; and information on programs, scholarships, and visitor programming specifically for them.

DON'T FORGET TO:

- Carefully plan high school visits and follow-up (same admissions staff member visits and communicates).
- Quickly respond to emails and calls from counselors, students, and parents.
- Make email a central part of your counselor communication plan.

SOURCE OF DATA: Proprietary findings from a Ruffalo Noel Levitz online survey of high school counselors. Respondents represented 1,312 public and private high schools serving nearly 1,000,000 students.