

Admissions & Marketing Assessment



- 1 **Is your admissions strategy bringing in the right class and the ideal numbers?**
- 2 **Are your marketing goals aligned with your recruiting goals?**
- 3 **Do you know the steps you can take right now to impact your next recruitment cohort?**
- 4 **Are you prepared to take steps today that will show clear benefits in six months, in a year, and beyond?**

The Admissions & Marketing Assessment examines and evaluates your institution's recruiting and marketing activities, top to bottom. It's a short-term engagement with long-term benefits. Whether your institutional objectives include enrollment growth, re-positioning, imaging, building awareness, or capitalizing on distinctive strengths, Paskill Stapleton & Lord can help.

With an Admissions & Marketing Assessment, your answer to all of these questions will be "Yes."

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How Does It Work?

Two senior consultants from Paskill Stapleton & Lord spend two full days on your campus. We work with you to identify key individuals and functionally related groups, conduct meetings and focus groups to build a strong understanding of how your institution views itself, and gauge the efficiency and effectiveness of the team's work. Then our team thoroughly assesses your entire admissions process:

- Prospect management and conversion
- Alignment of marketing and admissions goals
- Current marketing and recruiting plan
- Academic sales management and planning
- Organizational structure and work flow
- Recruiting calendar and communications sequence to prospective students
- Admissions, marketing, and promotional materials including advertising, publications, web, and other media
- Yield strategies and segmenting

What's In It For You?

Paskill Stapleton & Lord delivers a comprehensive written report including:

- **Specific, tactical suggestions and purposeful ideas on managing the marketing efforts of your institution**
- **Clear, practical recommendations to enhance, energize, and focus your institution's resources for optimal impact**
- **A framework from which you can draft or enhance your integrated strategic student recruitment and marketing plan**

Follow-up & Reporting

As a follow-up to the written report, a Paskill Stapleton & Lord consultant returns to campus to meet with key administrators for review and discussion of the observations and recommendations.

Your Next Step

To learn more, please contact Janet Sieff at (412) 904-3133 or janet@psandl.com. A brief but in-depth telephone conversation will enable us to craft a custom proposal, including a timeline and cost to match your exact situation.