



HOW PREPARED ARE YOU TO HIT YOUR 2020 DIVERSITY ENROLLMENT GOALS?

Find Out with this Diversity Enrollment Checklist

As an Enrollment, Admissions or Higher Education Marketing Professional, you understand the recent demographic shift of potential college students and the importance of recognizing diversity in your recruitment and enrollment conversion efforts. We've put together this core set of Diversity Enrollment Tasks that will help you hit your goals. This checklist will give you a good sense of how well you've prepared and give you some new ideas you can incorporate to increase your success. Best of luck for next year's enrollment period, and if you'd like some extra help meeting your goals, please give us a call.

PREPARATION

- You understand the importance of achieving a higher mix of diversity in your incoming class
- You've identified your diversity targets and KPIs for the coming year
- You understand what aspects of your undergraduate program appeal to which diversity groups and are factoring that into your enrollment marketing plan
- You've studied historical diversity enrollment programs to determine what was effective and what wasn't
- In reviewing your current marketing assets library you've identified gaps in content and are developing new content to address diverse groups
- You've planned how to socialize and communicate your diversity enrollment strategies to executives to expedite approval
- You've identified data sources needed to fulfill student and student influencer outreach during the enrollment period

STRATEGIES

- You're developing and applying student segmentation strategies that maximize messaging relevancy
- You've incorporated a consistent, frequent and multi-channel approach to marketing
- You've considered how to appeal to Generation K from both a content and platform perspective
- You're planning for the development of short- and long-form digital video elements
- You've integrated social media and are coordinating with current social platform teams
- You've considered the application of personalized microsites elements that increase engagement

EXECUTION

- You've planned to start your campaign earlier in the enrollment cycle this year
- Email, digital video and SMS text messaging are all integral components of your marketing campaign
- Your enrollment marketing plan includes outreach to the parent influencer target
- Enrollment journey marketing campaign personalized to each potential student

Want to talk more about achieving your Diversity Enrollment goals? Give us a call at (818) 444-4208 for a free, no-obligation consultation.

KERN Higher Education is an Enrollment Conversion Specialist and division of KERN — An Omnicom Agency located in Woodland Hills, California.