

RECRUITMENT & MARKETING REVIEW



Even the most seasoned recruitment professionals wonder, “Am I missing something in our recruitment plan? Is our messaging on point? Is my staff well-trained? Are we able to maximize our opportunities to recruit and enroll the best possible students?” AACRAO Consulting offers a **Recruitment and Marketing Review** to help you stay on top of today’s competitive student market.

The **Recruitment and Marketing Review** provides a thorough assessment of your use of existing human, budgetary and technological resources. Enrollment marketing is examined to help you provide the right messages to the right audiences at the right times and through the best possible channels. Staff training and deployment are assessed and specific recommendations made where redeployment and/or additional development may improve staff performance. The use of technology is reviewed to make sure that you are utilizing your existing investments to the fullest extent possible.

This review is often paired with an **Admissions Processing Review** to provide you with an in-depth analysis of information and efficiency from the first point of contact through to matriculation. It can also be performed in a stand-alone consultation. The project is tailored to your particular areas of emphasis, such as marketing materials, website, communications planning, use of data in recruitment, staff development, recruitment plan development or other specific needs you may have.

What does a consultation look like?

Prior to coming on site, AACRAO consultants review your website, marketing materials, budgets, communications plans, organization charts, job descriptions, recruitment plans, enrollment trends and other information to gain the fullest possible understanding of your unique market position and situation. This allows us to maximize our time on your campus to meet with you, your staff and

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institutional partners to gather multiple perspectives on your recruitment and marketing activities.

Most **Recruitment and Marketing Review** consultations can be completed with two days on site. This depends upon the scope of your project—there are no “cookie cutter” approaches to our work. It may include staff training or additional time to address more complex problems or issues that you are experiencing. The scope and length of the consultation is determined with you before we begin work and specific deliverables are defined in the proposal provided to you in advance of an agreement.

Some typical deliverables include:

- Review of staff roles, deployment, size and use of data and information to prioritize actions
- Review of recruitment website, communications plans, marketing materials and messaging
- Assessment of recruitment travel planning and calendar
- Evaluation of prospective student campus events
- Review of recruitment technology utilization
- Assessment of other areas specific to your institutional market position and needs

At the conclusion of the site visit, we will provide you with a brief initial assessment of our observations and recommendations. This will be followed by a narrative report with specific, actionable recommendations for your implementation. AACRAO Consulting is also available after the initial review to provide any additional implementation assistance you may need.

Who typically contracts with AACRAO Consulting for a Recruitment and Marketing Review?

- New admissions directors who need an impartial and immediate assessment of the strengths and challenges of their recruitment and marketing efforts
- Student affairs and/or academic affairs leaders who supervise recruitment units
- Institutions where new student enrollment has fallen short of targets
- Colleges and universities who want to improve the performance of their admissions offices