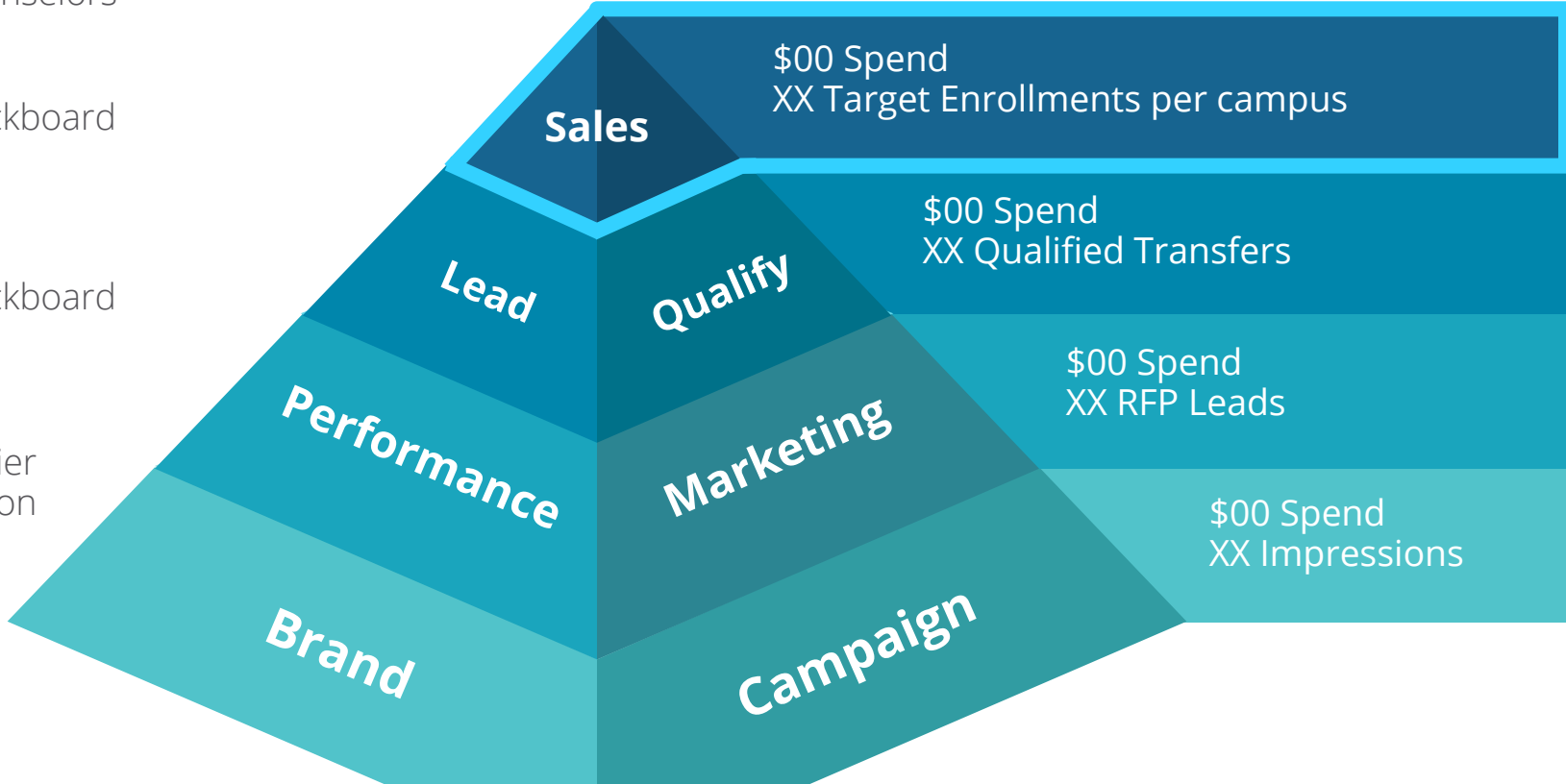




Enrollment Counselor Enablement

Enrollment Funnel

- Enrollment Counselors
- Blackboard Ink.
- Blackboard Ink.
- Collier Simon



Goals & KPIs



**Maximize
Enrollment
Conversion**

(baseline 2%)

MEASURED BY: $\frac{\text{Enrolled Students}}{\text{Qualified Transfers}}$

Playbook

Simplify the complex ecosystem of higher education

Establish clear paths from 'areas of interests' to careers

1



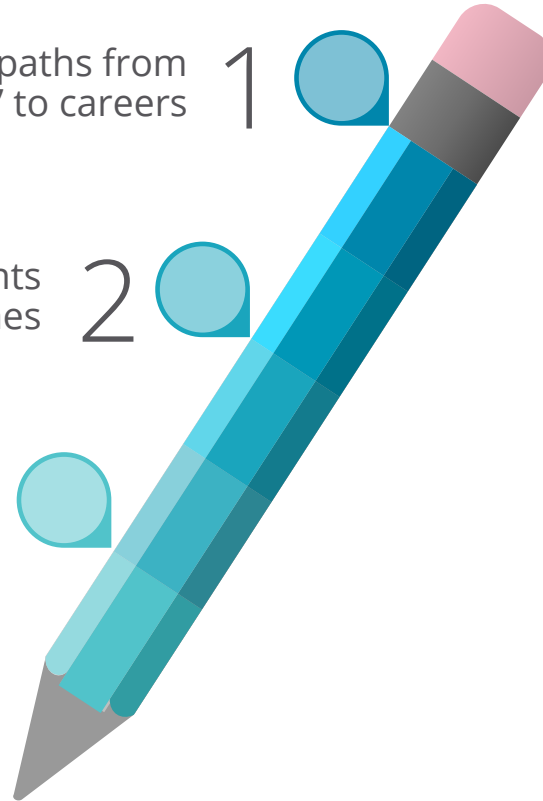
Lay out degree requirements and associated timelines

2



Clarify costs and connect those costs back to career outcomes

3



Key Messaging



1

Career

The holy grail is career and paycheck. Everything needs to connect to these fundamentals.

2

Convenience

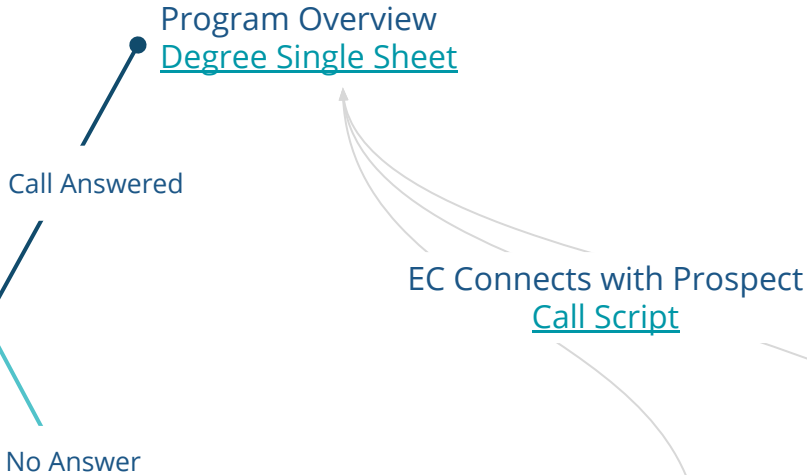
Inclusive of proximity, schedule, and flexibility, convenience increases perceived likelihood of success.

3

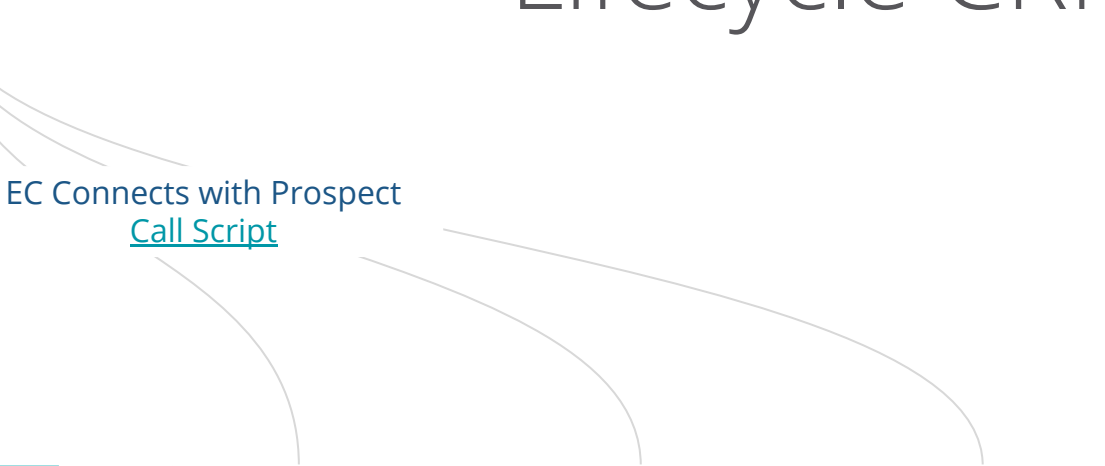
Cost

Return on investment is paramount, so time commitment and financial requirements need to be crystal clear; as well as transparency on the competitive landscape.

Lifecycle CRM



- Application deadlines
- Testimonials
- Graduation Inspiration
- Enrollment open house



Day 1 Follow Up

Subject Line: Your ##Campus_Name## Enrollment Counselor

Body:

Dear #First_Name##,

Thanks for your interest in ##area_of_interest## at ##Campus_Name##. We know this is a big decision and that you probably have many questions. I am happy to be your enrollment counselor throughout your research and enrolment process.

[Schedule an introduction call](#) to get started

Our mission is to give students the affordable and diverse education they need to find their passions and jump start their careers. You are in good hands.

All the best,

##EC_Name##

[Campus | CCLA Logo Lockup] | Think Again

Day 2 Follow Up

Subject Line: #First_Name##, changing your world starts here

Body:

#First_Name##,

Pursuing a higher education is a large personal and professional investment. I'm here to help as you start the process. One of the first decisions is selecting the right career pathway that fits your needs and goals including:

Certificates to build your expertise and quickly enter the workforce.

Associate Degree Programs to provide you with the necessary skills to compete successfully in related job markets.

Bachelor Degree Transfers Programs to streamline admittance to other university.

[Schedule an introduction call](#)

Also, I understand that funding your degree is also top of mind at this time. We offer a variety of financial aid grants, loans, and scholarships offerings.

Thank you for considering ##Campus_Name##.

[Campus | CCLA Logo Lockup] | Think Again

Day 7 Follow Up

Subject Line: #First_Name##, explore careers in ##area_of_interest##

Body:

#First_Name##,

We're here to help you explore careers in ##area_of_interest##. ##Campus_Name##'s most in demand jobs of the future within #area_of_interest## are:

##Career_1## - ##Degree/Certification_Offered## - ##bls_median_salary##

##Career_2## - ##Degree/Certification_Offered## - ##bls_median_salary##

##Career_3## - ##Degree/Certification_Offered## - ##bls_median_salary##

[Schedule an introduction call](#)

[Campus | CCLA Logo Lockup] | Think Again

Enrollment Deadline

Subject Line: #First_Name##, your next chapter could begin in two weeks

Body:

#First_Name##,

It's time to start your next chapter. Complete your **free online application** and enroll by **##Month_Date##** start on **##Month_Date##**.

[Apply Now](#)

Or call us at 000.000.0000.

From shaping your education plan to navigating financial aid, our team of enrollment counselors are here to help.

Additional customer journeys
needed here

1

Apply

Create an OpenCCC account and submit your SMC application. Once applied, an SMC ID number will be sent to the email address entered on your application.

2

Apply for Financial Aid

Financial aid is available to help students meet their educational expenses. Fill out the FAFSA, or Dream Act for AB540 students (California residents may be eligible for additional financial aid).

3

Complete Orientation

New students must complete the online orientation in order to receive an enrollment date and enroll in classes.

4

Review Course Placement

Your Math and English placements determine your course readiness. Meet with a counselor to assist you in enrolling in the appropriate Math and English courses.

5

Develop Education Plan / See Counselor

Meet with a counselor to assist you with your educational plan, course selections, transfer questions, and to learn about campus resources.

Outreach Office | (310) 434-4189

Welcome Center | (310) 434-8101

6

Enroll in Classes

Add counselor-recommended courses in Corsair Connect after your enrollment date. Pay your fees either through Corsair Connect or in-person at the Bursar's Office.