

# Leading the Admissions Team

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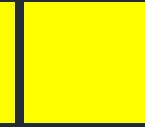
Oklahoma Baptist University





# OUTCOMES

1. Learn how to motivate your team
2. Explore ways to keep your team on mission
3. Review reports that promote accountability
4. Discover the value of celebration
5. Commit to implement new learning



**Motivation**

**Mission**

**Celebration**

**Accountability**

# Motivation

## 1. Motivate by example

*Let them know you are their leader.*

I'll not ask my team to do anything that I am not ~~willing to do~~ doing myself.

# Motivation

## 2. Motivate through ownership

*Let them know you respect, value and need their knowledge and opinions.*

- A. Goal setting
- B. Travel
- C. Own your territory
- D. “Around the Table”

# Motivation

## 3. Motivate by investment

*Let them know you care about them as individuals, not just their value to the team.*

- A. Performance Reviews
- B. Professional Development
- C. Weekly Team Meeting
- D. Daily “Walk Around”

# Mission

## 1. Maintaining team focus

*Remind them that the objective is bigger than any of us.*

# Mission

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*Remind them that every number is a student and every student is important and every student deserves their best.*



# Mission

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*Remind them that every student is important and every student deserves their best.*

### A. Weekly Team Meeting

# Mission

## 2. Maintaining individual focus

### A. Individual Strategy Sessions

- 1) Communication plan
- 2) Ideas for territory management

### B. Worker Smarter, Not Harder

- 1) Locate the right ponds in which to fish

# Mission

## 2. Maintaining individual focus

### C. Serve Together

1. Get outside of ourselves
2. There are things more important than enrollment goals

# Accountability

*Let them know you have high expectations.*

# Weekly Enrollment Funnel

## Oklahoma Baptist University - Freshman

As of June 7, 2013 (Week 42)

GROSS	Cohort	Inquiries	Conversion Rate	Apps	Complete Rate	Completed Apps	Admit Rate	Admits	Deposit Rate	Deposits	Yield Rate	Enrolled
	GOAL	32,570	16.2%	5,265	70.0%	3,686	62.7%	3,300	19.2%	635	16.4%	540
2013	30,037	21.7%	6,522	64.5%	4,209	56.1%	3,659	17.4%	638	14.3%	524	
2012	31,117	15.7%	4,877	68.5%	3,342	61.4%	2,995	18.7%	559	14.2%	426	
2011	24,961	18.9%	4,719	71.4%	3,369	67.5%	3,186	16.4%	523	9.1%	291	

Enrollment Stage	This Year	GOAL	Number + or -	Percent of Goal	Last Year	Number + or -	Percent Change
Inquiries	30,037	32,570	(2,533)	92.2%	31,117	-1,080	-3.5%
Applicants	6,522	5,265	1,257	123.9%	4,877	1,645	33.7%
Admits	3,659	3,300	359	110.9%	2,995	664	22.2%
Deposits	638	635	3	100.5%	559	79	14.1%
Enrolled	524	540	(16)	97.0%	426	98	23.0%

## Oklahoma Baptist University - Freshman Cancellations

As of June 7, 2013 (Week 42)

Cohort	Canceled Inquiries	Canceled Apps	Canceled Admits	Denied	Canceled Deposits	Withdrawn
2013	1,168	1,168	520	516	79	0
2012	1,756	1,128	483	142	77	5
2011	1,202	1,037	769	102	79	0

	TOTAL	Inquiries	Conv. Rate	Apps	Comp. Rate	Comp. Apps	Adm. Rate	Admits	Deposits	Yield	Enrolled
NET	2012 to date	28,869	18.5%	5,354	78.6%	4,209	58.6%	3,139	559	16.7%	524
GROSS	2012 Final	31,284	15.8%	4,935	68.7%	3,392	61.5%	3,037	624	17.7%	539
GROSS	2011 Final	25,690	18.7%	4,808	71.8%	3,453	65.7%	3,158	604	15.7%	497

## Oklahoma Baptist University - Transfer Fall 2013

As of June 7, 2013 (Week 42)

GROSS	Cohort	Inquiries	Conversion Rate	Apps	Complete Rate	Completed Apps	Admit Rate	Admits	Deposit Rate	Deposits	Yield Rate	Enrolled
	GOAL	2,080	18.5%	385	64.9%	250	55.8%	215	65.1%	140	53.5%	115
2013	883	32.3%	285	56.1%	160	50.9%	145	44.8%	65	37.2%	54	
2012	2,413	14.2%	343	50.7%	174	48.4%	166	45.8%	76	29.5%	49	
2011	2,156	12.3%	266	51.1%	136	50.0%	133	37.6%	50	22.6%	30	

Enrollment Stage	This Year	GOAL	Number + or -	Percent of Goal	Last Year	Number + or -	Percent Change
Inquiries	883	2,080	(1,197)	42.5%	2,413	-1,530	-63.4%
Applicants	285	385	(100)	74.0%	343	-58	-16.9%
Admits	145	215	(70)	67.4%	166	-21	-12.7%
Deposits	65	140	(75)	46.4%	76	-11	-14.5%
Enrolled	54	115	(61)	47.0%	49	5	10.2%

## Oklahoma Baptist University - Transfer Cancellations

As of June 7, 2013 (Week 42)

Cohort	Canceled Inquiries	Canceled Apps	Canceled Admits	Denied	Canceled Deposits	Withdrawn
2013	23	23	13	10	6	1
2012	13	11	9	2	4	1
2011	110	7	1	1	0	0

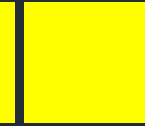
	TOTAL	Inquiries	Conv. Rate	Apps	Comp. Rate	Comp. Apps	Adm. Rate	Admits	Deposits	Yield	Enrolled
NET	2012 to date	860	30.5%	262	61.1%	160	50.4%	132	59	40.2%	53
GROSS	2012 Final	2,548	17.8%	454	55.5%	252	53.7%	244	144	50.4%	123
GROSS	2011 Final	2,380	14.1%	336	68.2%	229	59.8%	201	140	68.2%	137

# Weekly Counselor Funnel

Freshmen	INQUIRIES			Conversion Rate		APPLICATIONS			Admit Rate		ADMITS			Deposit Rate		DEPOSITS			Yield Rate		ENROLLED				
	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Net	% of Goal
Counselor A	3,500	3,723	106%	22.86%	30.94%	800	1152	144%	62.50%	59.29%	500	683	137%	26.00%	19.33%	130	132	102%	23.00%	17.72%	115	121	105%	0	0%
Counselor B	3,500	3,306	94%	11.86%	13.82%	415	457	110%	65.06%	57.77%	270	264	98%	20.37%	17.80%	55	47	85%	16.67%	12.88%	45	34	76%	0	0%
Counselor C	470	213	45%	17.02%	44.60%	80	95	119%	31.25%	13.68%	25	13	52%	60.00%	53.85%	15	7	47%	60.00%	46.15%	15	6	40%	0	0%
Counselor D	4,200	4,127	98%	15.24%	19.89%	640	821	128%	67.19%	58.71%	430	482	112%	19.77%	16.18%	85	78	92%	16.28%	12.66%	70	61	87%	0	0%
Counselor E	4,200	3,810	91%	17.86%	22.62%	750	862	115%	69.33%	58.24%	520	502	97%	17.31%	19.72%	90	99	110%	13.46%	16.14%	70	81	116%	0	0%
Counselor F	5,900	5,250	89%	11.19%	18.48%	660	970	147%	60.61%	51.55%	400	500	125%	16.25%	14.00%	65	70	108%	15.00%	11.60%	60	58	97%	0	0%
Counselor G	3,600	3,907	109%	15.28%	18.61%	550	727	132%	60.00%	59.42%	330	432	131%	19.70%	19.91%	65	86	132%	16.67%	15.05%	55	65	118%	0	0%
Counselor H	700	599	86%	24.29%	30.72%	170	184	108%	73.53%	67.39%	125	124	99%	36.00%	30.65%	45	38	84%	32.00%	28.23%	40	35	88%	0	0%
Counselor I	6,500	5104	79%	18.46%	24.90%	1,200	1271	106%	58.33%	53.97%	700	686	98%	12.14%	12.39%	85	85	100%	10.00%	9.18%	70	63	90%	0	0%
<b>Subtotal</b>	<b>32,570</b>	<b>30,039</b>	<b>92%</b>	<b>16.17%</b>	<b>21.77%</b>	<b>5,265</b>	<b>6,539</b>	<b>124%</b>	<b>62.68%</b>	<b>56.37%</b>	<b>3,300</b>	<b>3,686</b>	<b>112%</b>	<b>19.24%</b>	<b>17.42%</b>	<b>635</b>	<b>642</b>	<b>101%</b>	<b>16.36%</b>	<b>14.22%</b>	<b>540</b>	<b>524</b>	<b>97%</b>	<b>0</b>	<b>0%</b>



# Weekly Status Change Report



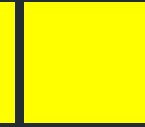
	Week 41				Week 42				Difference			
	APPS	ADMITS	DEP	ENROLL	APPS	ADMITS	DEP	ENROLL	APPS	ADMITS	DEP	ENROLL
<b>FRESHMEN</b>												
Counselor A	1150	683	128	107	1152	683	132	121	2	0	4	14
Counselor B	457	264	47	29	457	264	47	34	0	0	0	5
Counselor C	93	12	7	6	95	13	7	6	2	1	0	0
Counselor D	821	482	71	53	821	482	78	61	0	0	7	8
Counselor E	862	502	96	67	862	502	99	81	0	0	3	14
Counselor F	970	500	69	49	970	500	70	58	0	0	1	9
Counselor G	727	432	84	54	727	432	86	65	0	0	2	11
Counselor H	184	124	37	33	184	124	38	35	0	0	1	2
Counselor I	1270	686	85	58	1271	686	85	63	1	0	0	5
<b>TOTAL</b>	<b>6,534</b>	<b>3,685</b>	<b>624</b>	<b>456</b>	<b>6,539</b>	<b>3,686</b>	<b>642</b>	<b>524</b>	<b>5</b>	<b>1</b>	<b>18</b>	<b>68</b>



# Celebration

*Let them know you love and appreciate them.*

1. Celebrate the victories, large & small
2. Individual success & team success
3. Daily, weekly, monthly, annually



# OUTCOMES

## How did we do?

1. Learn how to motivate your team
2. Explore ways to keep your team on mission
3. Review reports that promote accountability
4. Discover the value of celebration
5. Commit to implement new learning



# QUESTIONS?

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Bruce Perkins, Oklahoma Baptist University



**Thanks for coming!**

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