Leading the Admissions Team



Bruce Perkins Associate Vice President for Enrollment Management 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





1. Motivate by example

Let them know you are their leader.

I'll not ask my team to do anything that I am not <del>willing to do</del> <u>doing</u> myself.



## 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"



## 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"



## 1. Maintaining team focus

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



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



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

A. Weekly Team Meeting



## 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



## 2. Maintaining individual focus

## C. Serve Together

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



Let them know you have high expectations.

			Ok	lahom	a Bapt	ist Univ	ersity -	Fresh	man						
	As of June 7, 2013 (Week 42)														
	Cohort Inquiries Conversion Rate Apps Complete Admit Admit Rate Ad														
ŝ	GOAL	32,570	16.2%	5,265	70.0%	3,686	62.7%	3,300	19.2%	635	16.4%	540			
ROS	2013	30,037	21.7%	6,522	64.5%	4,209	56.1%	3,659	17.4%	638	14.3%	524			
U	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	This Year	GOAL	Number	Percent of	Last Year	Number	Percent
Stage	This Teal	GUAL	+ or -	Goal	Last Tear	+ or -	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%

## Weekly Enrollment Funnel

#### **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

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	<b>65.1%</b>	140	53.5%	115
	2013	883	32.3%	285	56.1%	160	50.9%	145	44.8%	65	37.2%	54
0	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
GROS	2013 2012	883 2,413	32.3% 14.2%	285 343	56.1% 50.7%	160 174	50.9% 48.4%	145 166	44.8% 45.8%	65 76	_	37.2% 29.5%

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	f June 7, 20	013 (Week 4	2)			
Cohort	Canceled	Canceled				Canceled	Denied	Canceled	Withdrawn
Conon	Inquiries	Apps				Admits	Defileu	Deposits	Withdrawit
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

	INQU	RIES		Convers	ion Rate	APPLIC			Admi	t Rate	ADM	ITS		Depos	it Rate	DEPO	OSITS		Yield	Rate		EN	ROLLEI	<b>)</b>	
Freshmen	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Goal	Actual	Goal	Actual	% of Goal	Goal	Actual	Goa	Actua	% of Goal	Net	% of Goal
								Ĭ																	
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%	1	5 1	21 105%	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%		5	34 76%	0	0%
Counselor C	470	213		17.02%	44.60%	80	95		31.25%	13.68%	25	10		60.00%	53.85%	15	7		60.00%	46.15%		5	6	0	<u> </u>
Courseior C	470	213	45%	17.02%	44.00%		95	119%	31.23%	13.00%	25	13	52%	60.00%	55.65%	15	/	47%	60.00%	40.15%		5	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%		0	<b>51</b> 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%		0	<mark>31</mark> 116%	0	0%
Counselor F	5,900	5.250		11.19%	18.48%	660	970		60.61%	51.55%	400	500		16.25%	14.00%	65	70		15.00%	11.60%		<b>0</b>	-0	0	
Courseior F	5,900	5,250	89%	11.19%	10.40%	000	970	147%	00.01%	51.55%	400	500	125%	10.25%	14.00%	00	70	108%	15.00%	11.00%			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%		5	55 118%	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%		0	3 <mark>5</mark> 88%	0	0%
0	0.500	5404		40.400/	04.000/	4.000	4074		50.000/	50.070/	700	000		40.440/	40.000/	05	05		40.000/	0.400/		10	~		
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%		0	90%	0	0%
Subtotal	32,570	30,039	92%	16.17%	21.77%	5,265	6,539	124%	62.68%	56.37%	3,300	3,686	112%	19.24%	17.42%	635	642	101%	16.36%	14.22%	5	0 5	24 97%	0	0%

## Weekly Counselor Funnel Targets

											ENRC										
	GOAL											TAR	GETS								
		Week 33 (4/5/13)	Week 34 (4/12/13)	Week 35 (4/19/13)	Week 36 (4/26/13)	Week 37 (5/3/13)	Week 38 (5/10/13)	Week 39 (5/17/13)		Week 41 (5/31/13)	Week 42 (6/7/13)	Week 43 (6/14/13)	Week 44 (6/21/13)	Week 45 (6/28/13)	Week 46 (7/5/13)	Week 47 (7/12/13)	Week 48 (7/19/13)	Week 49 (7/26/13)	Week 50 (8/2/13)	Week 51 (8/9/13)	
FRESHMEN		(4/5/13)	(4/12/13)	(4/19/13)	(4/26/13)	(5/3/13)	(5/10/13)	(5/17/13)	(5/24/13)	(5/31/13)	(6///13)	(6/14/13)	(6/21/13)	(6/28/13)	(7/5/13)	(7/12/13)	(7/19/13)	(7/26/13)	(8/2/13)	(8/9/13)	(8/16/13)
Counselor A	115	0	0	0	0	70	78	87	90	90	94	96	105	106	115	115	115	115	115	115	115
																					121
Counselor B	45	0	0	0	0	25	26	29	30	30	32	33	34 <b>34</b>	40	45	45	45	45	45	45	45
Counselor C	15	0	0	0	0 6	8	8	9	10	11	11	11	11	11	11	11	12	14	15	15	15
Counselor D	70	0	0	0	0	40	41	50	54	57	58	61 61	68	69	70	70	70	70	70	70	70
Counselor E	70	0	0	0	0	36	38	42	48	52	60	62	66	69	70	70	70	70	70	70	70
																					81
Counselor F	60	0	0	0	0	34	38	44	45	52	52	54	58	58	60	60	60	60	60	60	60
Counselor G	55	0	0	0	0	31	36	42	45	46	47	48	52	58 52	55	55	55	55	55	55	55
		Ŭ	Ŭ	Ŭ	Ŭ	51	50					10	52	52	55						65
Counselor H	40	0	0	0	0	28	29	31	35	35 <b>35</b>	36	37	39	39	40	40	40	40	40	40	40
Counselor I	70	0	0	0	0	28	56	60	63	63	64	64	69	70	70	70	70	70	70	70	70
										63											
TOTAL	540	0	0	0	0	300	350	394	420	436	454	466	502	514	536	536	537	539	540	540	540
											53.4										
Actual Difference											524 70										

## Weekly Status Change Report

		Wee	k 41			Wee	k 42			Difference		
	APPS	ADMITS	DEP	ENROLL	APPS	ADMITS	DEP	ENROLL	APPS	ADMITS	DEP	ENROLL
FRESHMEN												
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
TOTAL	6,534	3,685	624	456	6,539	3,686	642	524	5	1	18	68

## **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!

Bruce Perkins, Oklahoma Baptist University