



EDUCATION PARTNER CONFERENCE

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ENROLLMENT SOLUTIONS

Panelists:

Flora Wong, Lesa Bergsma,
Deborah Avans, Laura Raiford,
Eileen Callahan

Facilitator: Taimi Herron



Strategies for Increased Enrollment

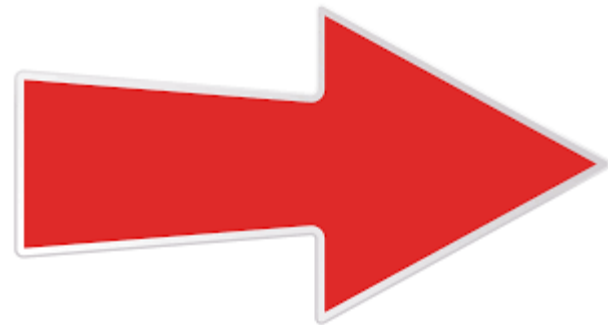


- ❑ *Changing with the Times*
 - Reassess how the program is offered (e.g. face-to-face, hybrid, and/or online)

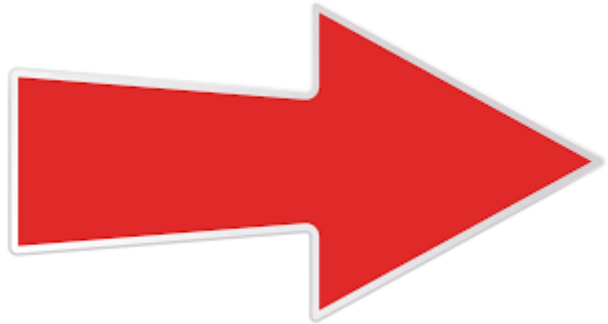
- ❑ *Thinking Outside of the Box*
 - Engaging with non-traditional students (e.g. Department of Rehabilitation – DOR, Workforce Innovation and Opportunity Act – WIOA, Employment Development Department – EDD)

- ❑ *Incorporating Digital Marketing*
 - Expanding outreach to include digital ads in addition to print (e.g. LinkedIn, Google ads, Facebook, Instagram Twitter, alumni database, radio, podcasts, newspapers)

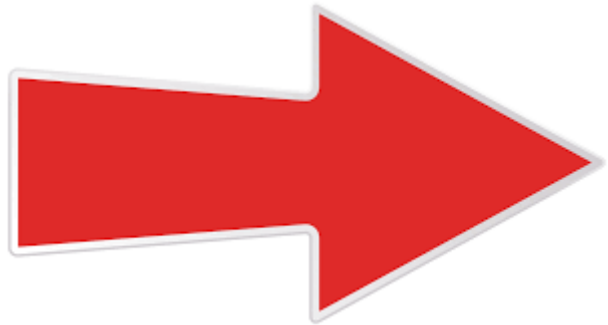
Creative Ideas for Increasing Enrollments



Shorten virtual sessions/increase self-pace work



Local SHRM chapter partnership and mentoring



Corporate Education Scholarship program

Ways To Increase Enrollments



OLD DOMINION UNIVERSITY

School of Continuing Education

- Partnering within your organization
 - Offer as credit option
 - Offer revenue share
 - Cross promotion/marketing
 - Alternate formats / dates



Building Successful Relationships



KEY RELATIONSHIPS TO FOCUS YOUR EFFORTS

Education
institutions

Local SHRM
chapters

Board
memberships
and involvement

Local
businesses (i.e.
Chambers of
Commerce)

Strategies for Increased Enrollments



KEEP

START

PARTNER



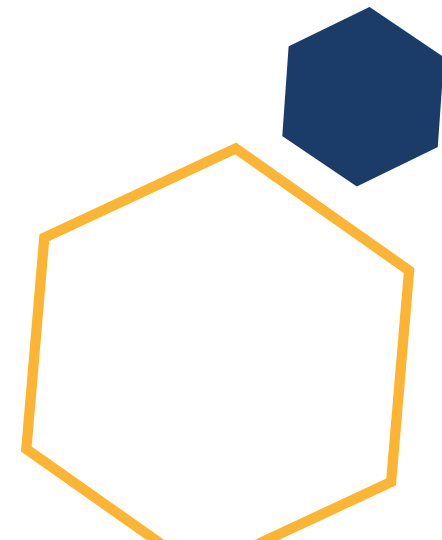
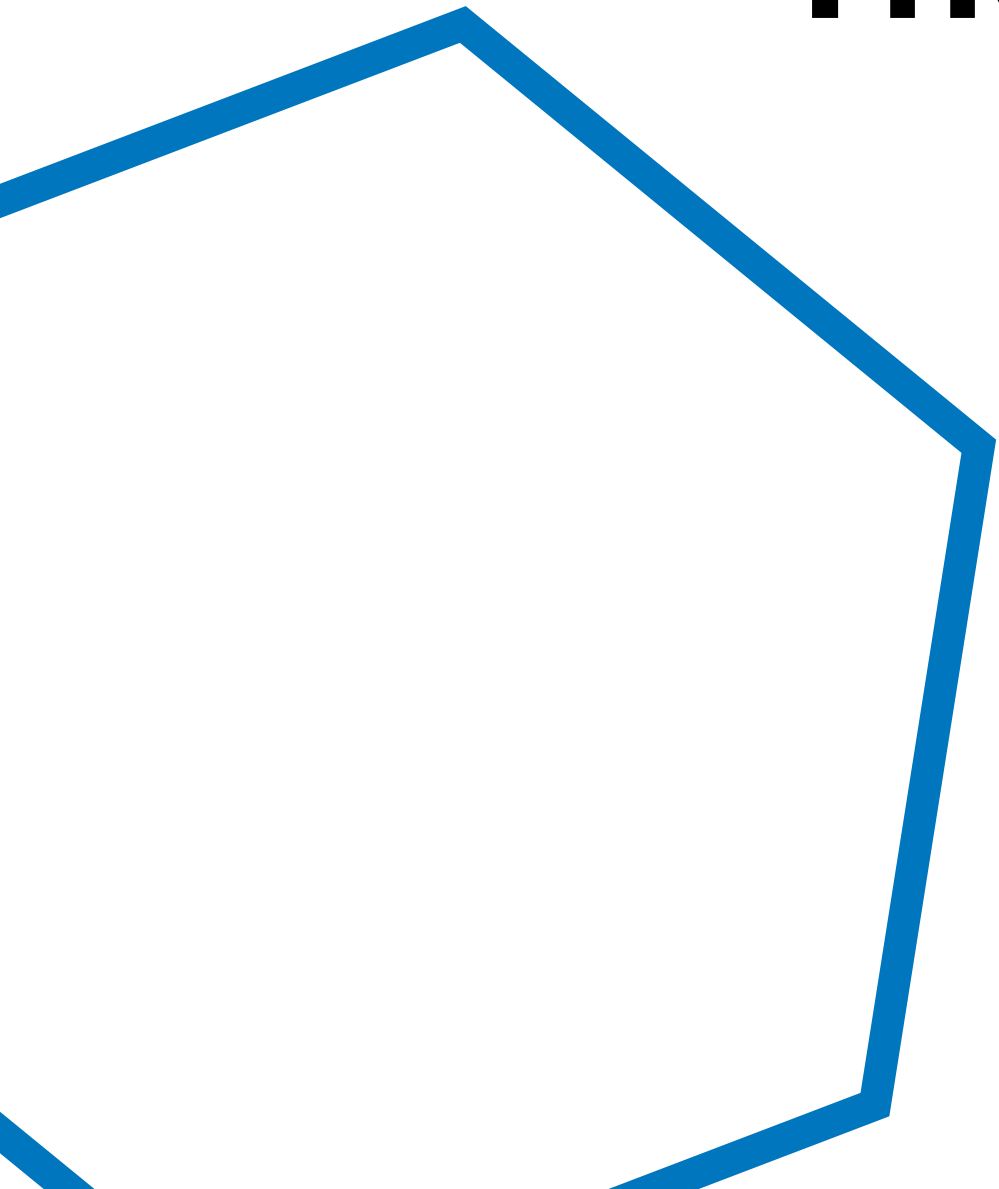
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GEORGIA**
Center for Continuing
Education & Hotel



Working a Strategy



**The best idea I've had for
increasing enrollments is...**



Q&A



THANK YOU!!





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