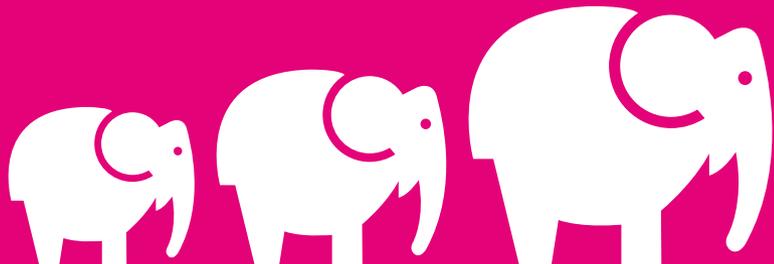


# About our Admissions Review



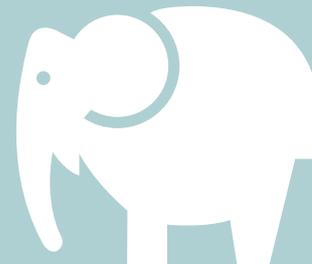
All being well you have a pretty healthy crop of applications – you're probably very good at your open days and schools liaison, aren't you? But do they all drop off a cliff between January and September? Are you noticing a significant loss in terms of those that actually turn up to enroll at the start of the new college year? Are you starting to wonder what you're actually spending your marketing budget on?

**Yes?**

Then you've come to the right agency.

Elephant Creative was founded in 2008 to do things differently.

We want to make your marketing spend work harder and actually cover into the students that you want (and want to keep hold of). Our Admissions Review is designed to analyse your admissions process, throughout the chain, to identify the areas for change necessary to increase enrolment numbers.



## What will we do? In short, we'll look at everything...

1. How people can apply (paper, online, in person etc)
2. How people actually do apply
3. The form that they fill in
4. Timings for the process
5. How people are contacted with the outcome
6. Content used for letters etc
7. Format of communications
8. Frequency of communications
9. Enrollment information sent
10. Information about the college sent (for example about their first day)
11. How the interview process works
12. Open day formats
13. Talking to people that have applied and enrolled/not enrolled
14. Studying conversion rates via course area

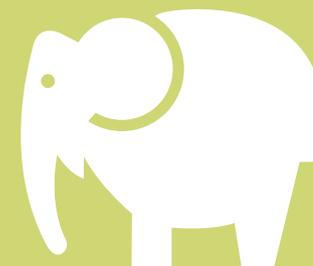
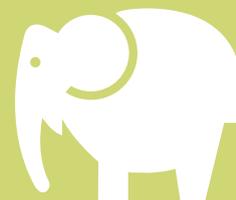
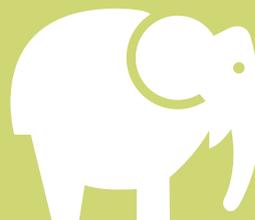
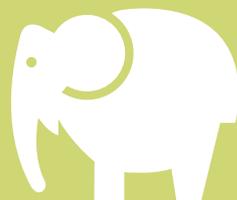
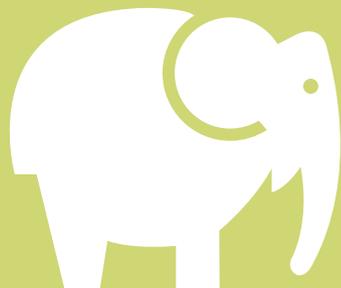
major  
barriers to  
success

what you'll get in your report

practical  
suggestions  
for change

areas  
for some  
improvement

what's working well



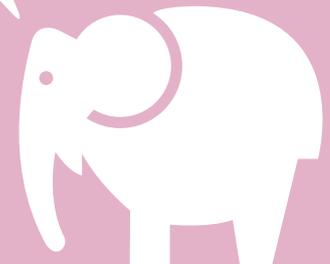
We worked with an FE College to understand the reasons behind them only having a 60% conversion rate, applicant to enrolment. We carried out a full review of the college's application process, starting from the application form itself, right through to enrolment and even late enrollers.

We discovered that there were a number of steps within the process that could be improved very easily - in particular communication to applicants.

Following our report we rewrote the standard letters that were sent out with offers, ensuring that more information was provided about the process and what happens next. We spotted a big gap, over the summer period, where applicants didn't get any communication from the college and so we introduced a series of 'keeping in touch communications', such as 'good luck in your exam' postcards etc. We also looked at the social media messaging and how this could be enhanced from applicants and prospective students. We began to promote key events and activities, reminders of key dates for enrolment as well as information on open days, which reminded people of the next step in the process. Open days were also a key area to improve. We introduced the use of student ambassadors, so that applicants could speak to students of the college and get a better understanding from their peers.

As a result the college noticed a significant change in its conversion rate by the following year and this has increased still further, since then. Their marketing spend is generating a higher return on investment and, as a result, they have been able to actually reduce marketing budgets. Most importantly, they have noticed a change in retention rates, as well as enrolment numbers.

An example  
of this  
working...



- 1 We speak Plain English. Enough said.
- 2 We are experts, not only in different sectors, but different disciplines. Need an expert in PR for Further Education? We have one. Need an expert in HE new business development? We have one. We don't believe in 'all-rounders'.
- 3 We won't waste your time with fancy diagrams and long-winded data reports. You ask us the question – we'll give you the answer.
- 4 We can become part of your team. We integrate and communicate. We want to understand you and your business and work closely with you to achieve the goals you set out.



- 5 We tailor our approach to your organisation. We don't have a template of documents to fit all colleges. We start from scratch with every client, understanding you and your organisation.
- 6 We believe in fees going on expertise – not fancy offices. Our rates reflect our expert associates, not some beautiful glass high-rise office block and posh coffee.
- 7 We are honest. If we think something is a bad idea or is going in the wrong direction, we'll tell you.
- 8 We believe in starting at the beginning, not half-way through. Any marketing or business development idea needs a strategy and a plan. That doesn't mean air-fairy words and theory – it means researching and planning the best tactical approach to any problem or project and then setting out how to deliver it.
- 9 We want you to succeed and grow. We all have a passion for our areas of expertise and the clients and projects we work on.
- 10 Our founder, Helen Hammond, is involved at every level, with every client. So you can rest assured that you'll always get the same level of plain speaking, common-sense advice that made Elephant Creative special when it was first founded.