



University
College of the Caribbean

Corporate Education

& Management Services Solutions

17 Worthington Avenue, Kingston 5

Tel# 935-0997 / 0977 / 0999 Fax # 929-8044

Email: executiveed@ucc.edu.jm

Recruitment Strategies for Tertiary Education Institutions

Target Audience:

This seminar will provide academic and administrative leaders of institutions at the tertiary level with an in-depth introduction to Enrolment Management and planning for enrolment growth.

Duration: 2 days

Prerequisite: None

Objectives:

At the end of the training the participants will be able to:

- Create a Enrolment Management Plan
- Collect and analyze enrolment and retention data
- Create an effective Recruitment Plan
- Establish and implement goal-planning techniques for the recruitment team
- Evaluate Marketing efforts
- Create a Retention Plan
- Strategize for long-term success

Content:

- Definitions, history and core concepts of Enrolment Management
- The primary operational strategies and tools of Enrolment Management
- Establishing goals and enrolment targets for the numbers and types of students at an institution
- Using data: collection and analysis of enrolment and retention data
- Achieving evidence-based decisions and effective financial planning
- Creating and evaluating an effective marketing and recruiting campaign
- Conducting retention analysis and building a retention plan
- Winning strategies for internal communication and engagement
- Effective management models for enrolment management activity
- Adopting a cyclical planning model for long term success