Recruitment

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Responsible Officer
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Responsible Office
Enrollment Services
Approving Body
Board of Trustees
Approval Date
2019-10
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Departmental Impact
Enrollment Services

Policy Statement

Enrollment Services will use best practices to generate leads, build relationships, and yield applications resulting in registered students.

Policy Procedures

Discussing what CU has to offer is a great start, but we want to be sure we can connect with prospective students after the initial conversation to answer questions and offer assistance throughout the prospect stage and admissions process.

Inquiry Cards

- Try to be sure all information is legible.
- Encourage prospects to provide all the information requested so that we can better set up their record to serve them in the future. This includes programs they are interested in and their intended start.
- Additional notes about their area of interest are extremely helpful.
- Get prospect cards turned in to the admissions office as soon as possible so that an admissions counselor can follow up as quickly as possible.

Digital Leads via iCapture

- Encourage prospective students to input their data digitally through iCapture on the iPads if this is available. This will allow for a quicker follow up and data input accuracy.
- Be sure to encourage them to make any additional notes that might be applicable for follow up.
- When on the road, be sure to charge the iPads and sync them to wi-fi daily. While leads can be collected without an internet connection, they do not sync with the server and trigger immediate follow up unless they connect.

JRM Inquiry Entries

CU's CRM program is equipped with automated communication flows and assignments to enrollment services agents for follow up. Whether you receive a cold call, an inquiry card, or have someone's contact information come through another way, be sure to use the lead entry form on your JRM home page.

- Full name and email address are required
- It is best to collect and provide as much information as possible
- When on the road and equipped with wi-fi or with a hot spot, then using the lead entry form for JRM is preferable. This will allow us to directly input leads into our system and let our processes and communication flows take effect.