

Adult/Post-traditional Student Lead Generation Check List

Generating the quantity and quality of adult/post-traditional student leads necessary to achieve your enrollment goals is a great concern for many colleges and universities across the U.S. This check-list is designed to help you develop Adult/Post-traditional Lead Generation efforts that maximize your potential for greater success. Based on our 20+ years of experience working with colleges and universities across the U.S., the information explains what best in class institutions have in place, and offers examples of what that can look like – as well as what it doesn't look like. A brief explanation as to why this need is important is also included. If you have questions about what is presented here, feel free to contact us – we're happy to help!

CHECK	What you Need	What this means	What this doesn't mean	Why
	Clearly defined target audience for your offering.	For each program/service offered, you have a detailed description include demographics, psychographics, behavioral and geographic factors	One single generic description for all programs/services. For example, "Anyone 25-years of age or older"	The more specific your target audience, the more likely you are at selecting the most appropriate media and putting forth the most effective messages and offers – which will generate higher response rates.
	Dedicated budget	There are specific financial resources set aside for adult/post-traditional student recruitment, specifically lead generation.	There is one big bucket of budget dollars for "enrollments" that is somehow split between traditional student enrollment efforts and other stuff.	The lack of a dedicated budget is a top indicator that you are unprepared and winging it. Know what your assets are so you can best leverage them.
	Written plan	You have laid out who does what, why, when, how so that everyone understands their role and performance standards – this leads to more efficient teamwork. This includes goals, objectives, budgets, strategies and tactics	Everyone assumes that what they are doing is the proper thing to do – and they have no idea how their work impacts others which leads to missed deadlines, gaps, and lost enrollments.	The lack of a written plan is a top indicator that you are unprepared and winging it. Be prepared – or not. But know that preparation is key to success.

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	Measurable objectives	You need to know what success is – measurable objectives are the best option.	Fail to define success up front, try to define success after the fact.	You never know if you succeeded if you don't have a measurable objective.
	One person with the authority and responsibility for the successful achievement of adult enrollment goals.	Accountability.	Absence of accountability.	The fastest path to failure is no owner, no one person responsible for success with the authority to make it happen.
	Efficient process for testing media, messages, offers,	You track each lead generation activity, so you can report on the number and quality of inquiries as well as the number of enrollments generated by activity	You don't know what works so you don't manage your resources efficiently	When you know what is working – and what isn't – you can reallocate resources and maximize performance.
	Trained staff to respond to inquiries from potential adult students	Do they know what to ask, how to capture and store data etc.	You wing it.	A consistent, efficient process for capturing the right data and storing to properly so you can reference it easily in the future to drive decisions is key. You want to qualify and prioritize inquiries ASAP so you know if they want what you offer, meet the basic requirements for admission and what lead generation campaign motivated them to contact you.

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	Standardized reporting that addresses each lead generation activity reporting on dollars spent, target audience, projected goals/objectives for campaign, actual results in terms of inquiries, qualified leads, applications started, applications submitted, acceptance, enrollment	You know what works – and what doesn't.	You have no idea what works.	You can modify activities, reallocate resources and improve as you progress
	You have a written plan that addresses partnerships with corporations, government agencies and/or non-profits	You have laid out who does what, why, when, how so that everyone understands their role and performance standards – this leads to more efficient teamwork.	Everyone assumes that what they are doing is the proper thing to do – and they have no idea how their work impacts others which leads to missed deadlines, gaps, and lost enrollments.	The lack of a written plan is a top indicator that you are unprepared and winging it. Be prepared – or not. But know that preparation is key to success.
	You have one person that is responsible for and authority over the partnership efforts.	Accountability	No accountability.	Accountability increases the potential for success

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	Your partnership plans have a dedicated budget	Commitment	Lack of commitment	The lack of a dedicated budget is a top indicator that you are unprepared and winging it. Know what your assets are so you can best leverage them.
	You have a written plan for referrals	You have laid out who does what, why, when, how so that everyone understands their role and performance standards – this leads to more efficient teamwork.	Everyone assumes that what they are doing is the proper thing to do – and they have no idea how their work impacts others which leads to missed deadlines, gaps, and lost enrollments.	The lack of a written plan is a top indicator that you are unprepared and winging it. Be prepared – or not. But know that preparation is key to success.
	You have one person that is responsible for and authority over the referral program	Accountability	No accountability.	Accountability increases the potential for success
	Your referral program has a dedicated budget	Commitment	Lack of commitment	The lack of a dedicated budget is a top indicator that you are unprepared and winging it. Know what your assets are so you can best leverage them.