

Blackboard



Introducing Enrollment Coaching Services

Powered by Blackboard

Blackboard provides enrollment coaching to help institutions enroll and retain students more efficiently while empowering and serving the needs of each learner. On behalf of the institution, Blackboard's enrollment coaches work directly with prospective students to make sure they have the information and motivation needed to navigate the application and enrollment process. Each team of dedicated coaches represent a single institution and are highly knowledgeable of the programs and options uniquely available to your students.

We've helped other schools, like yours, achieve:

Increased conversion
from lead to application

Increased yield rates from
application to enrollment

Results that we are (truly) proud of.

We are proud of the results we have helped our partners achieve, making both students and the institutions we serve more effective. Here are some of the results a custom Enrollment Coaching solution have helped other institutions, like yours, achieve:



- ✓ 30% enrollment growth
- ✓ 8X return on investment



- ✓ +11% application conversion
- ✓ 5X return on investment



- ✓ Higher lead to app conversion rates
- ✓ Detailed reporting and student insights
- ✓ Increased student engagement rates
- ✓ Custom, branded engagement tools



Not all strategic enrollment management is the same.

Strategic Enrollment Management (SEM) can take on many different forms across higher education institutions today. Instead of simply moving students from one stage of the lifecycle to the next, we draw from new and unique practices of professional coaching to empower students and ensure they are more committed and prepared to achieve their goals.

Our Solution

Following up with applicants, but unable to proactively engage with each new lead



Following up with leads with an emphasis on moving students through enrollment pipeline



Proactive lead outreach with emphasis on coaching to increase commitment and success

Our adaptive coaching model goes beyond the typical approach most institutions take to admissions and pipeline management, combining executive coaching, technology and data with the sole focus of helping students be more motivated and prepared. We specially train our coaches to help empower your students throughout their decision making process and break down barriers that stand in the way of achieving their goals.

At Blackboard, we uniquely designed our enrollment coaching solution to increase conversion of leads and applications, as well as increase the success rate of students after they have enrolled. In partnership with your admissions team, dedicated coaches are available to answer your students' questions quickly and efficiently, delivering a delightful customer experience that allows you to stand apart from other institutions. Early on, we help students think through time commitments and troubleshoot obstacles so they can be better prepared and qualified before they begin working with your admissions experts. Lastly, we encourage students to reflect on their goals and get to the core of what inspires them. When combined, these proven methods help increase a student's resolve and the likelihood they will apply and enroll at your institution.

What makes our Enrollment Coaching unique?

- Our ability to help achieve **measurable results** that produce a positive ROI
- A customized approach with a team of **dedicated coaches** representing your institution
- Research-led practices for **personalizing experiences** for students based on preferences
- Actionable, **data-driven insights** and analysis