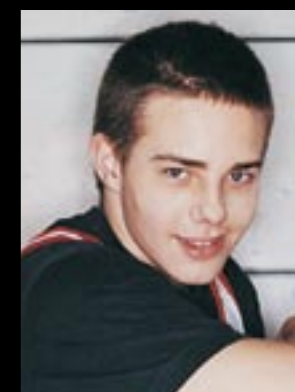


**SEM  WORKS**

STRATEGIC  
ENROLLMENT  
MANAGEMENT  
WORKS.



Take the **SHOULD HAVE, COULD HAVE, WOULD HAVE** out of your campus conversation about student enrollments.

Let SEM WORKS help your institution meet enrollment targets and **GUARANTEE SUCCESS.**



# SEM WORKS ...WHO WE ARE

A distinguishing difference between SEM WORKS and other consulting firms is that we are all current or recent practitioners.

We have worked in the enrollment management trenches—giving us a unique perspective of the challenges facing enrollment management professionals and ensuring we are intimately aware of the latest advances in the profession.



SEM WORKS, founded by Dr. Jim Black, is grounded in a long history of serving higher education clients through consulting and professional development. SEM WORKS offers the experience of serving over 200 college and university clients from five countries. The SEM WORKS staff has experience with community colleges, four-year public and private institutions, graduate and professional schools, proprietary schools, nonprofit as well as for-profit organizations, and college and university systems.

Moreover, strategies recommended by our consultants are more than just theory. They are grounded in reality. SEM WORKS does not offer clients boilerplate solutions. We believe that each institution is different, and our client's needs and resources call for tailored solutions. We do not have a one-size-fits-all formula.

OUR MISSION is to provide higher education institutions and organizations with objective insight, customized training, and the tools needed to ensure their success. While our core business is consulting, we also provide:

- penetrating market research designed to increase an institution's understanding of its competitive position and market opportunities;
- creative and technology solutions, such as Web development and hosting, portal content management, e-mail campaign customization, and publication design;
- and the best conferences and on-site training opportunities in the industry.

“We believe that each institution is different, and each client's needs and resources call for tailored solutions.”

Dr. Jim Black, CEO, SEM WORKS



## SEM WORKS PRESIDENT AND CEO

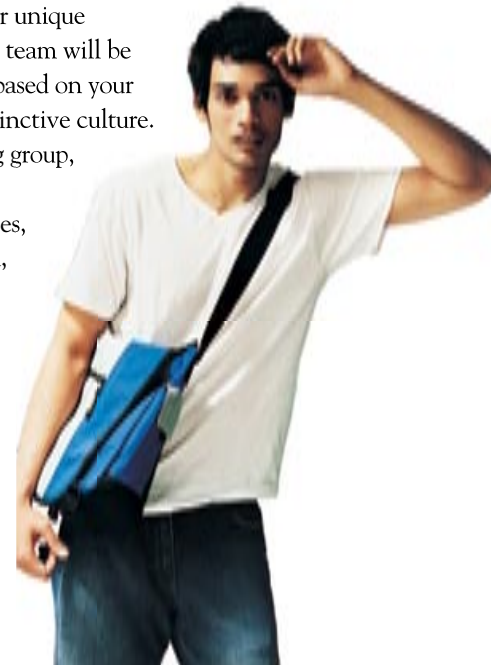
Dr. Black has delivered keynote addresses and conducted training workshops for business leaders and educators worldwide. His areas of expertise include leadership, organizational change, customer service, strategic enrollment management, branding, marketing, recruitment, and retention. He has served as a consultant for the American Association of Collegiate Registrars and Admissions Officers (AACRAO), the National Association of Student Personnel Administrators (NASPA), more than 200 colleges and universities, as well as companies such as Microsoft and SAS. He is the 2005 recipient of the AACRAO Distinguished Service Award.

Dr. Black has published four books, *Navigating Change in the New Millennium: Strategies for Enrollment Leaders*, *The Strategic Enrollment Management Revolution*—considered to be a groundbreaking publication for the enrollment management profession and used as the primary textbook for several graduate programs—*Gen Xers Return to College: Enrollment Strategies for a Maturing Population*, and *Essentials of Enrollment Management: Cases in the Field*. He also has published numerous book chapters and articles including serving as a feature writer for *The Greentree Gazette*. Jim Black earned a bachelor of arts in English education and a master of education in higher

education student personnel services with a cognate in counseling from the University of South Carolina. He holds a Ph.D. in higher education curriculum and teaching with a concentration in business administration from The University of North Carolina at Greensboro.

## THE SEM WORKS TEAM

Including Dr. Black, there are six SEM WORKS consultants—each with their unique specialty areas. A consulting team will be assigned to your institution based on your needs, campus type, and distinctive culture. In addition to the consulting group, SEM WORKS employees a director of technology services, a director of market research, a research analyst, a director of marketing and customer relations, a director of business development, a conference director, vice president of operations, multiple Web designers, graphic designers, copywriters, and editors.



## SUCCESS STORY - Ferris State University



An enrollment capacity audit and enrollment planning consulting was provided for Ferris State University in Big Rapids, Michigan. Key concepts such as the relationship continuum, integration, the enrollment funnel, branding, marketing, student recruitment, student retention, and student services were addressed.

“Ferris State University has had a SEM WORKS consultant to campus several times. Each time the consultant has brought **institutional focus to enrollment management** and how enrollment management is an institutional imperative, not a singular unit's job. The consultant has **aided FSU in realigning its recruitment activities** to place them into a firm strategic enrollment management context. About every two years, SEM WORKS gets our batteries recharged—to **look critically and strategically at how we are doing** our recruiting. Their guidance has allowed FSU to embark on successful e-recruitment and print campaigns.”

Craig Westman Ph.D.,  
Associate Dean of Enrollment Services and Director of Admissions and Records

# CONSULTING SERVICES

UTILIZING OUR EXPERTS FOR YOUR BENEFIT



SEM WORKS provides consulting services to colleges and universities needing to improve enrollments, assess existing operations, restructure, integrate student services, and develop related plans. Consulting services have been provided to more than 200 institutions since 1994.

Our services include consulting in enrollment management, marketing, student recruitment, student retention, student services, and institutional branding. Though a college or university may proceed with the audit recommendations on their own, our experience with past clients suggests that the probability of successfully achieving institutional objectives is significantly enhanced when coaching, facilitation, evaluation, and feedback are provided by SEM WORKS for a minimum of six to twelve months following the audit report. This ongoing consulting support ensures the project stays on target, each phase of the project is evaluated for effectiveness, and expert feedback is provided throughout the project so that mid-course adjustments can be adopted.

**ENROLLMENT MANAGEMENT** - Consultants engage in direct observations and interviews during an on-site audit of existing enrollment management operations. Prior to the site visit a review of institutional trend data, competitor information, survey data, publications and Web sites, strategic plans, enrollment plans, organizational charts, and related documents is completed.

**MARKETING** - Consulting services may include market research as well as the development of a positioning statement and a marketing plan. SEM WORKS may also assist with the creation of collateral materials or Web pages.

**INSTITUTIONAL BRANDING** - An image study among prospective students, parents, high school counselors, community college counselors, and current students along with other constituent groups identified by the client will be conducted. A competitor analysis assesses competitor strengths and weaknesses and potential market niches. Based on findings from the image study, the

competitor analysis, the institution's mission and strengths, as well as environmental factors such as demographic trends, a branding strategy is created.

**STUDENT RECRUITMENT** - A student recruitment audit will consist of a review of existing recruitment strategies and related effectiveness data, including recruitment publications, Web pages, and other communications tools. Prospective students and their parents will participate in focus groups. Staff will provide feedback on existing practices and operational procedures such as inquiry response and application processing. Faculty, administration, and other key constituents will be invited to share their perspectives on the effectiveness of recruitment strategies and their respective involvement in the recruitment process.

**STUDENT SERVICES** - A student services audit includes an evaluation of organizational structure, practices, processes, supporting infrastructure, space utilization, staffing patterns, and performance measures such as response time and student satisfaction. Assistance with integration, streamlining of services, and process mapping will be provided. The site visit will involve interviews with services providers as well as those they serve. Prior to the visit, satisfaction and service data, workflow analysis, organizational charts, and available facility renderings will be reviewed.

**STUDENT RETENTION** - The student retention audit will consist of a review of existing retention strategies and related data. Interviews with campus constituent groups will occur over three days on campus. The audit will focus on interventions for high-risk students as well as the management of high-risk experiences.

## SEM WORKS

consultants

can use their

expertise to

help you get inside the minds of students

to make the

connection

that will

ensure

enrollment

success,

retention

goals, and

promotional

campaigns

that produce

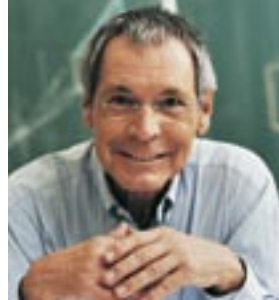
real results.

# ON-SITE TRAINING

MAXIMIZING YOUR POTENTIAL



You and your colleagues  
will be encouraged to  
become active learners.



Training seminars are customized to your college or university using institution-specific information and issues to ensure relevance. Through content that is thought provoking, yet grounded in research, common sense, and the experiences of diverse institutions, you and your colleagues will be encouraged to become active learners.

Training seminars are available on-site for one or more institutions. Combinations of half- and full-day workshops can be tailored to meet your learning needs. At your discretion, attendees may receive notebooks or CDs with presentation slides and complementary materials such as self-assessment instruments, resources guides, and planning templates.

## Full-Day Sessions

**CORE BUSINESS FUNCTIONS** - This workshop has been the featured highlight of numerous national and international conferences and can be delivered on your campus. Included in the workshop are enrollment management concepts and models, the uniqueness of higher education as it relates to enrollment management, and strategies and best practices in the core business functions: marketing, recruitment, financial aid, retention, and student services. Participants will gain an in-depth understanding of enrollment management and related practices.

**DEVELOP, EVALUATE, & IMPLEMENT AN ENROLLMENT MANAGEMENT PLAN** - Senior enrollment managers, planning teams, institutional researchers, and others responsible for planning and assessment will benefit from attendance. It includes a planning template, an enrollment management assessment instrument, a guide to data resources, plus countless examples of planning and evaluation techniques. There will also be tips on continuously improving the implementation process. Participants will leave the workshop with everything they need to develop and assess an enrollment management plan.

**CREATING A STUDENT-CENTERED CULTURE** - Changing the culture is never easy. This workshop provides a three-pronged approach to creating a student-centered culture: influencing employee behavior, reengineering student services, and effectively managing information. Participants will identify institution-specific opportunities in each of the aforementioned areas for creating a student-centered culture.

## Half-Day Sessions

**STRATEGIC ENROLLMENT MANAGEMENT** - Key concepts such as the relationship continuum, integration, the enrollment funnel, branding, marketing, student recruitment, student retention, and student services will be addressed. Participants will gain a broad understanding of enrollment management along with best practices. This workshop can be designed for an enrollment management staff, a campus-wide audience, or the president and senior leadership team.

**CUSTOMER SERVICE** - This half-day workshop provides insights into customer service in a higher education context. Contrary to the private sector view that “the customer is always right,” successful models in colleges and universities are about empowering students and teaching them to take responsibility for their future. Core

content includes students as consumers of our services and educational products, delivering on institutional promises, and best practices in student services.

**THE PROMISE OF THE BRAND** - Workshop topics include brand promise, the student experience, the employee experience, the brand experience, moments of truth, and institutional loyalty. Participants will discuss how these concepts apply to their institution and how they might deliver on the promise of the brand every day.

**INTEGRATED MARKETING** - The workshop focuses on the consistent integration of marketing messages, design, and navigation related to campus-wide promotional activities. While promotional integration is important, integration of marketing efforts in academic programming, pricing and financial aid strategies, and the delivery of educational content is also significant. Participants will learn the power of speaking with a single institutional voice.

**EXTERNAL & INTERNAL MARKETING** - Strategies will be discussed for effectively communicating with external audiences as well as ensuring the messages conveyed externally are believed and practiced internally. Participants will engage in the development of a skeletal marketing plan for external and internal constituents.

**FUNDAMENTALS OF STUDENT RECRUITMENT** - The characteristics of Millennials and Gen Xers, factors influencing student choice, the recruitment funnel, principles of communication flow, and proven recruitment strategies will be shared during this workshop. Participants from recruitment offices, academic units involved in recruitment, and recruitment volunteers are encouraged to attend. This workshop can be tailored to address recruitment approaches for traditional or nontraditional undergraduates, graduate students, distance learners, or any unique population you serve.

**RETENTION THEORY & PRACTICE** - To improve retention, student success must be an organizing principle that permeates and drives everything you do. Looking through the student success lens, your institution can focus its curriculum, instructional delivery, advising,

and student services to create a learner-centered culture that is unequaled among your peers. More importantly, you will dramatically enhance student success and consequently, retention and completion rates.

**BLENDING HIGH TOUCH TECHNOLOGY SERVICES** - The emphasis of this workshop is on delivering quality student services through a combination of high tech and high touch solutions. Characteristics and specific needs of Millennials and Gen Xers will be explored. Participants will create a prioritized list of action steps for improving student services on their campus.

**CHANGE MANAGEMENT IN THE ACADEMY** - This workshop is about getting things done in an academic setting. Participants will be exposed to change management concepts such as the stages of complex change efforts, the influence of power brokers, organizational frames, systems thinking, leveraging a sense of urgency, overcoming resistance to change, and sustaining momentum.

**BRANDING HIGHER EDUCATION** - Within the higher education branding construct, there are two major components: (1) promotion of the brand and (2) delivering on the brand. Before the brand can be effectively promoted, the desired brand identity (how you want others to perceive the institution) must be defined. A brand rationale, brand attributes, and brand benefits should be clearly articulated and consistently reflect the institution's values while aligning with constituent expectations. Promotional activities alone do not create a brand. In fact, the brand is determined by the consistency with which the brand promise is lived every day. This training seminar will cover the key concepts related to promotion and delivery of the brand.

**THE ART OF SELLING** - Sales methodology in the private sector has been adapted for higher education. Your admissions representatives will learn how to articulate key selling points, address barriers to enrolling, and influence decisions to enroll. Prepare your sales team to effectively manage their territory and produce maximum enrollment results.

# TECHNOLOGY

## CUSTOMIZING AND AUTOMATING YOUR EFFORTS

The Web has forever changed the operational fundamentals of prospect management at institutions of higher learning. Prospective students have access to more information and are less patient. They have become the “Instant Gratification” demographic. Students considering their postsecondary education options spend little time with poorly designed Web sites. If they are surfing your site and can’t find what they are looking for, they will quickly move on to another that fulfills their needs. And if they e-mail you for more information, they expect a personalized response the same day, if not within minutes. These are just some of the many challenges facing many institutions.

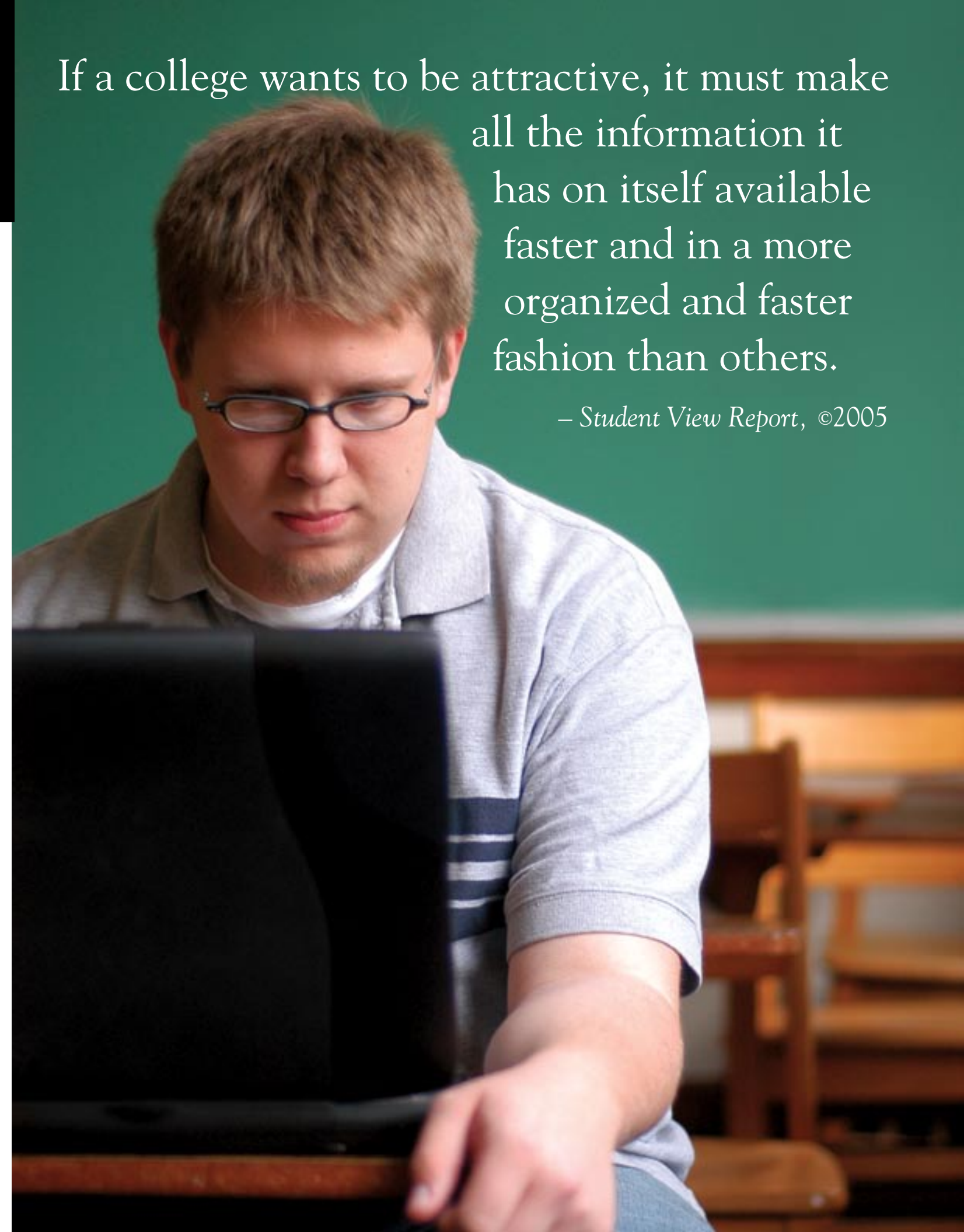


We understand these challenges, and we have created Web development services and the U FIRST Recruitment Manager to allow you to communicate and manage your prospects more effectively.

SEM WORKS provides post-secondary educational institutions the tools to plan, personalize, and target communications to prospective students via the Web. The focus of our solution is to provide a richer and more meaningful experience for students visiting your Web site, thereby enhancing your relationship with them. Using the U FIRST system, prospective students are dealt with on a one-to-one basis, making them feel like part of your college community from the outset.

If a college wants to be attractive, it must make all the information it has on itself available faster and in a more organized and faster fashion than others.

– *Student View Report*, ©2005



# Talk to me on a personal level and tell me what you have to offer me as an individual. Give me the tools to help me make a decision.

– Student View Report, ©2005



## WEB ANALYSIS & CODE OPTIMIZATION

Our Web analysis process produces a refined understanding of your Web site's structure and inherent strengths and weaknesses. This comprehensive service covers compliance analysis, accessibility assessment, and code optimization to identify possible improvements in structure that will ensure that your site operates most efficiently, improve its search potential, and verify that it complies with established standards.

Compliant sites generally perform extremely well and yield favorable responses from the people who use them. Because well-structured sites are clean and efficient under the surface, search engines can crawl them more effectively and they are more easily maintained. Weak accessibility can hurt your site's reputation and cause visitors to never return. Poor accessibility can reduce confidence in your service and may cause extended legal problems. We focus on accessibility compliance to benefit all persons who visit your Web presence. Many will surely become loyal patrons.

## SEARCH ENGINES AND YOUR WEB

Our Web optimization process identifies "search sensitive" criteria whose improvement corresponds to search indexability. Naturally, keyword analysis is a part of this, and our process will determine the most effective keyword presentation based on the intent of your site and its target audience.

SEM WORKS search engine marketing techniques are ethical and based on accepted industry practices. Pay-per-click, Adwords, and other expense-based services are available to position your brand in a targeted fashion, while a variety of other search engine positioning services also are available: directory submission, cross linking, back linking, and diligent domain management all contribute to effective marketing of your brand. Unethical or borderline techniques are strictly avoided

at SEM WORKS. We aspire to achieve excellent raw listings through Web site optimization. We focus on accessibility compliance to benefit all persons who visit your Web site.

## WEB MANAGEMENT & HOSTING

Could you use a real content management system? The SEM WORKS team of Web professionals is available to update and maintain your site while introducing improvements along the way.

Our Web management services can cover your most basic need or an intense comprehensive content update.

Our staff of writers, visual designers, and marketing professionals are capable of generating and implementing new and/or refreshed site content and appearance without a complete site overhaul. We convert your Web site from an information tool to a marketing solution designed to produce student inquiries, applications, and campus visitors.

SEM WORKS provides reliable managed Web hosting and optional virtual or dedicated servers for the most demanding sites.

Our service encompasses the following (and more):

- Quality server technology that accommodates heavy site traffic
- Knowledgeable, well-trained system

administrators and technical support rendered by experienced and professionally trained technicians

- Network redundancy and super fast network connectivity
- Server-side scripting, database support, and multimedia streaming
- Server backups and secure local data stores

We start with what you need and grow with you as your site grows. Our hosting services are an economical but valuable solution to establishing an effective Web presence.

## ONLINE CUSTOMER SERVICE SURVEY

SEM WORKS has developed an online customer service survey designed to provide immediate feedback on student services allowing your institution to improve service delivery and thus, student satisfaction "on the fly."

Here's how it works. A student engages with a student service office where basic contact information (name and e-mail address) is collected through a convenient online form. When the contact information is entered into the system, an e-mail invitation is automatically generated requesting the student complete a Web-based survey rating his or her service experience. Random drawings for institutional-provided prizes serve as an incentive to participate. The data collected daily are available to a designated individual, office, or division in easy to interpret, prepackaged reports. Trend analysis data identify patterns that require intervention as well as progress toward desired goals.

This actionable intelligence can be used to continuously improve operations, streamline processes, determine training needs, and evaluate performance. Best of all, no internal IT support is needed and only minimal staff time is required (entering contact information and notifying survey participant winners of prizes). We do all the rest—including hosting—for a modest setup cost and a monthly subscription fee. You can elect to discontinue the service at any time. That's right. There is minimal effort required, no risk, and a high return on investment.

## U FIRST - WEB-BASED RECRUITMENT TOOL

U FIRST is a suite of powerful Web-based tools designed to enhance relationships with your prospective students. We create these relationships using our advanced e-mail communications system and our preference portal technologies.

SEM WORKS provides the utmost flexibility when it comes to using technology to achieve your enrollment objectives. We can provide the expertise and do everything for you, or you can purchase the software yourself and incorporate it into your IT infrastructure. The choice is yours. Regardless of your choice, this solution is affordable, and we will work with your budget. Pay by the month, quarter, or year!

Our consultants will work with your admissions office and evaluate your existing communications strategy and integrate the U FIRST communication tools into your overall recruitment plan. We will evolve your communications with prospective students to increase relevance, influence decisions, and directly impact your enrollments.

## PROSPECTIVE STUDENT PORTALS

For prospective students it is important to engage them at the earliest point of contact and to use a Web-based portal as the gateway for your institution. In using the U FIRST portal, you can manage communications, events, news, student testimonials, links, and any other interest-driven content.

## E-MAIL CAMPAIGN MANAGEMENT

The U FIRST E-mail Campaign Management system is used to create and manage outbound e-mail campaigns. This precision marketing solution provides users of the system the ability to evaluate the effectiveness of their interactive e-mail campaigns in "real time." Distribution lists can be imported into the system, automatically creating your e-mail message. You are able to build and view your e-mail campaign's progress.

The E-mail Campaign Manager provides tracking information about the campaign (i.e., how many e-mails were sent, how many were opened, how many were forwarded or "sent to a friend." With simple reporting tools, you are able to sort on the e-mail activity tabs and monitor the effectiveness of your e-mail campaigns.

# CREATIVE SOLUTIONS

DESIGNING AND MANAGING YOUR IMAGE



Don't worry about finding the time to look for and create compelling text to draw students to your Web site. Forget about taking the time to sort through hundreds of photos in order to update your prospective student viewbook. Stop spending money on inexperienced Web designers to redesign your institution's home page. Why? Because SEM WORKS offers you the opportunity to work with a creative team that will specialize in doing this job for you.

Our creative team and technical staff, combined, have extensive experience in higher education. We will exceed your expectations for quality and service, because we have been in your shoes. By letting us craft copy, design pages, and manage your recruitment efforts, we guarantee compelling communications that will dramatically affect your enrollment results.



## WEB SITE DESIGN & DEVELOPMENT

Today, an institution's Web site serves as a front door and first impression for many prospective students thinking about continuing their education. SEM WORKS provides colleges and universities with Web development experts who can create or revitalize your school's Web site and online tools. Count on us to ensure that you can be competitive in today's Web-savvy market.

SEM WORKS manages design, development, and implementation of your Web site through contemporary processes that use efficient and effective techniques. Our Web sites comply with W3C specifications and standards and adhere to usability/accessibility guidelines (Section 508 and W3C). Our attractive and inviting Web solutions make it easy for viewers to learn more

about your institution, and they will be encouraged by the availability of current technology that enables them to act on opportunities and use the services you provide.

SEM WORKS Web development and interactive media experts understand the foundations of the Internet and the World Wide Web. Our developers command the standards and specifications that drive current Web technologies, and they are well versed in the dynamics of Web development. Our ability to work with multiple media and across a range of technologies means you have more choice in content integration and implementation with the advantage of appropriately integrating engaging animation and multimedia content when and where it is most effective to do so.

## COLLATERAL DESIGN & BRAND MANAGEMENT

Whether you need to add to your existing marketing materials or you need to create and manage a completely new brand, SEM WORKS can provide exciting creative solutions. We bring energy and strategic focus to your project that translates directly into measurable results.

While recognizing the importance of your institution's brand equity, SEM WORKS can give your identity fresh life and renewed energy to compete in today's crowded visual marketplace. With a creative group totalling over 200 years of collective experience, SEM WORKS

brings an artist's eye to your program, creating stunning visual solutions that fulfill your needs. We will help you explore ways to project the value and uniqueness of your institution and create material that builds a lasting connection with your audience. To help you build a truly effective communication package our Creative Services team offers:

- Strategy-based visual design;
- Copywriting that really speaks to your audience;
- Photography and Art Direction that focuses your message;
- and Project Management that makes the whole process hassle-free.





Do you have the facts  
you need to strategically  
target marketing and  
enrollment activities?

# MARKET RESEARCH

UNDERSTANDING YOUR COMPETITIVE POSITION

SEM WORKS understands the importance of solid market research. We can customize studies to fit your specific needs. Our research services include an image study, a competitor analysis, financial aid analysis, market demand analysis, communications audit, and mystery shopping.

**IMAGE STUDY** - The study includes an assessment of institutional awareness and perception among various constituent groups. Perceptions of institutional attributes such as academic reputation, academic quality, faculty, campus environment, student life, safety, and price are among the findings reported in the study.

**MARKET DEMAND ANALYSIS** - The analysis evaluates the level of demand within a particular market for an academic offering. Preferred instructional delivery method, time, location, semester format, pricing, etc., also are assessed.

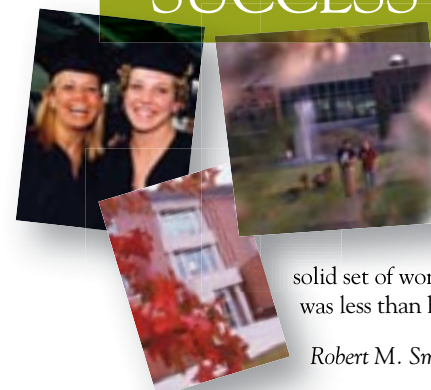
**COMPETITOR ANALYSIS** - The analysis consists of comparisons with key competitors related to institutional characteristics, program offerings, price, admissions selectivity, perception, student recruitment efforts, market position, and much more.

**COMMUNICATIONS AUDIT** - The audit includes the evaluation of print, multimedia, and Web-based communications to measure their effectiveness in achieving institutional objectives such as increasing the quality of the entering class, shaping the image of the institution, or influencing potential donors.

**FINANCIAL AID ANALYSIS** - The analysis assesses the degree to which the current uses of funds achieve institutional objectives. Central to this analysis is the determination of a "tipping point" required to enroll or retain a student based on the student's ability and willingness to pay.

**MYSTERY SHOPPING** - This experience involves a SEM WORKS staff member participating in recruitment or retention events and activities. Open houses, campus tours, orientations, inquiry responses, and telecounseling calls are among the options available.

## SUCCESS STORY - Slippery Rock University



SEM WORKS conducted a **student services audit and seminar** for Slippery Rock University in Slippery Rock, Pennsylvania, that included: best practices, processes, supporting infrastructure, space utilization, staffing patterns, and **performance measures such as response time and student satisfaction.**

"We were impressed with the **comprehensive and thorough analysis** provided by SEM WORKS. The detail of the work was exceptional and penetrating. We now have a solid set of workable solutions to help move us to **the next level of excellence.** Most amazingly, the cost was less than half but **quadruple the value** of another vendor."

*Robert M. Smith, President*

# OUR VALUED CLIENTS

The partial list below of satisfied clients speaks for itself! These institutions know SEM WORKS is a partner they can count on day after day. We are a partner that has and is helping them achieve better and more sustainable results. Services provided to these clients range from extensive audits of existing operations to assistance with planning and implementation along with workshops delivered on-site.

University of Vermont  
North Carolina Central University  
Arkansas State University  
Delta College  
Buffalo State College  
Northwestern Michigan College  
Southern New Hampshire University  
Quinsigamond Community College  
North Shore Community College  
New England Culinary Institute  
Clayton State University  
Lexington Community College  
Saskatchewan University (Canada)  
University of Maryland—Eastern Shore  
Durham College (Canada)  
Seventh Day Adventist University  
Ferris State University  
Sunderland University (England)

East Stroudsburg University  
Paisley University (Scotland)  
The College of Saint Rose  
Capital Community College  
University of California at Santa Cruz  
Adams State College  
Spalding University  
Lincoln University  
Robert Morris College  
Mars Hill College  
University of Wisconsin at Eau Claire  
Indiana University  
Purdue University  
City University of New York  
Salem College  
Slippery Rock University  
George Brown College (Canada)  
Southeast Missouri State University

William Paterson University  
Kettering University  
Edison Community College  
University of Maine at Machias  
University of Idaho  
Lenoir-Rhyne College  
Medical University of South Carolina  
Sir Sandford Fleming College (Canada)  
University of Windsor (Canada)  
Truckee Meadows Community College  
South Piedmont Community College  
South Carolina Technical Community College System  
Michigan Community College Association  
Guilford College  
Carson-Newman College

## SUCCESS STORY - Quinsigamond Community College

In Worcester, Massachusetts, SEM WORKS consultants provided an audit of data collection, analysis, and tracking procedures; prioritized recommendations for improving existing communication, marketing, and recruitment plans; an instrument and a process for collecting, analyzing, and incorporating customer service feedback into continuous improvement of enrollment processes; an assessment of Admissions Office staffing needs based on national staffing patterns, the scope of the operation, and the objectives of the institution; an analysis of the existing and potential student markets using institutional and external data; an image study specific to the institution's influence of student enrollment decisions on the local community; a competitor analysis of the top five competitors for students; a branding strategy and detailed action plan; a market demand analysis for instructional programs; and recommendations regarding the optimal use of portal and e-mail technology to support and enhance enrollment management practices.

"SEM WORKS consultants were sensitive to the culture of our school and in recognizing our uniqueness, which was taken into account when dealing with the issues at hand. Due to this, we were given a terrific report with appropriate objectives tailored to our institution."

Steve Sullivan,  
Vice President of Enrollment and Student Services

SEM WORKS consultants facilitated the development of an enrollment management plan at Arkansas State University in Jonesboro. SEM WORKS consultants worked directly with a planning group at the university to identify objectives, a planning construct, a process, and timeline.

"There are a lot of enrollment consultants; we needed someone to understand our institution mission and purpose. Jim Black's knowledge of the enrollment process greatly helped our institution focus on enrollment efforts that matter.

SEM WORKS and Jim Black delivered!"

Rick Stripling, Vice Chancellor  
Arkansas State University

