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| ***Enrollment Coaching*** | |
|  | Do you have a team that leads students through the enrollment process? |
|  | If so, what is the ratio of your staff to inquiries? |
|  | What is your average time until initial contact? |
|  | How long does it take today for a student to move from RFI to being enrolled? |
|  | How does this team communicate with students - email, text, chat, etc.? |
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|  | Based on your current staff how many inquiries can you handle in a day? |
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|  | How would you handle an increase of 25%? 50%? 100% |
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|  | Is there a separate team for online? |
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| ***Retention Coaching*** | |  |
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|  | Describe your retention efforts (tracking trends and interventions, data and best practices)  Who owns and conducts retention coaching? |
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|  | What is your retention goal - session to session and year to year? |
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|  | What is your current staff to student ratio for retention coaching? |
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|  | Do students have someone dedicated to them through graduation? |
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|  | What are the KPIs that you use to manage this function, and do you have a report on it? |
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