



## Higher Education Tips and Takeaways...

The **Leadership and Planning Specialists** newsletter is published bi-weekly and is shared by the nation's 2,600+ colleges and universities as well as the 1,200+ community, junior and technical colleges.

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### Schedule A Retreat

It is the time of year to schedule and prepare your next Board Retreat for spring.

The use of an independent facilitator can provide the Board and President a chance to work together and listen to each other.

Often, when institutions conduct retreats without a trained and experienced facilitator, participants spend too much time and energy on their preparation and anticipating their next comment during the session. A facilitator can assist you in both creating the ideal retreat for your institution as well as providing you with an opportunity to both speak and listen – the ultimate means to improving communication between administration and the Board.



### Service Spotlight

#### Enrollment Potential

##### Did your enrollment meet your expectations and potential this Fall?

More often than not within institutions of higher education, our marketing decisions, enrollment management decisions, or even major strategic planning decisions are made without an accurate **picture** of where we are, who is near us, whom we serve, or where we really want to be. The emphasis on the word “picture” is intentional. This can be accomplished in cost effective solutions by dovetailing student

demographic data (i.e., address, age and gender) with geographic mapping capabilities, resulting in graphical images that transform ordinarily dry and uninteresting enrollment facts into visual information that becomes much easier for all campus audiences to grasp and retain. This geodemographic approach provides the college with richer data to address existing questions, raise interesting new questions, and subsequently develop the brand through an analysis of lifestyle segmentation clusters.

Once these clusters have been mapped onto the college's geographical draw area, lifestyle segmentation data can be assigned to one of the following four "game plan" categories that are used to classify these clusters based on their likelihood to contain individuals who would purchase the college's "educational product."

1. Core Targets – a large proportion of recent students in these clusters and households are more likely than average to be future student enrollments.
2. Expansion Targets – households in these clusters are more likely to become students, but there aren't many of them in either the recent inquiry population or the base population of the college's market area.
3. Conversion Targets – less likely than average to become students. Since these clusters represent a significant portion of the total, they do have potential. However, because of their under-representation with respect to the base population, there are many households that have not been reached yet or marketed to effectively in the current campaign. The goal is to understand your data to convert these segments to Core Targets more likely to enroll at the institution.
4. Non-Target – less likely than average to become students. These clusters may require further analysis for classification due to their small numbers or their lack of likeliness of enrolling. Often significant marketing/enrollment dollars are wasted in trying to attract or convert these individuals into students.

This powerful combination of psychosocial lifestyle segmentation data with geodemographic mapping allows the college marketing team to design a systemized brand-based marketing campaign that effectively attracts more of the same type of students while also developing new brands with themes and strategies to attract more students that past marketing strategies have failed to successfully recruit. Lifestyle data can be related and directly applied to your advertising campaign for internet, television, radio, magazines, cable systems, addresses, and phone numbers. Now, not only do you know significantly more about who your students really are, and where they are, but how to most effectively reach them.

By using the lifestyle segmentation data described above, a brand niche can be developed and created to add "personality" to the collegiate message. Creating a successful brand is an intricate and complex combination of fusing reputable, established marketing tools with cutting-edge, risk measured marketing techniques. Creativity coupled with risk-embracing perspectives can lead to the development of the brand with which your college will become synonymous. Too many collegiate branding exercises become an attempt to create a vanilla image that is designed for everyone, does not inspire, and is developed through the ultimate process of "group think" -- the committee.

For more information on your actual enrollment potential, feel free to reach out to our specialist team.  
**Why not stop the guess work?**

**If you would like more information regarding working with us - please  
[CLICK HERE](#)**

**If you have a topic you would like us to share with our audience - please  
[CLICK HERE](#)**

### The People We Serve:

Our clients have consisted of higher education institutions, college presidents, college vice-presidents, deans, Boards of Trustees, and even individuals in need of career guidance and mentorship. We strive to provide a unique fully customized relationship where the best strategy is created to match and realize your institutional goals. Sometimes this relationship begins at the grassroots level and

other times it starts at the top of the organization.

We have facilitated strategic initiatives for colleges, universities, departments, and membership organizations.

We provide the following consultative services:

1. Keynotes
  - Convocations for Faculty
  - In-Service Retreats for Staff
2. Comprehensive Strategic Planning
3. Board Retreats
  - Board Self-Evaluations
  - Presidential Evaluations
4. Enrollment Management
  - Marketing Consultation
5. Board/CEO Relations
  - Specializing in “No Confidence” Vote Consulting
6. Presidential Onboarding/ Contracting
7. Executive Coaching
8. Expert Witness Reporting & Testimony

### **THE BENEFITS OF WORKING WITH DR. AUSTIN’S TEAM**

- Proven strategies and techniques that are completely transferable to your institution.
- Learn successful priorities from a leader with a proven track record.
- Be motivated and inspired by an award-winning leader.
- Develop organizational strategies that are customized to your needs and goals.
- Reach your true enrollment potentials – detailed market insights for better planning, media strategy, inquiry and applicant pool development, conversion yields, and retention programs.
- Take command of your financial destiny.
- Learn to lead with authority & without fear.
- Transform your board and organization into a collaborative enterprise.
- Mediated and facilitated Board Retreats that emphasize mutual cooperation for student success.
- Specialized services for dealing with a faculty “No Confidence” vote and media relations.
- A variety consultative services that help you achieve your goals.
- Assisting you with successful presidential on-boarding.
- Expert Witness Reports & testimony when things do not go as planned.

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