



# 5 Ways to Drive Penn Foster Program Enrollments without Spending a Dime

*Looking for cost effective ideas to drive enrollments into the Penn Foster program?*

*This how-to guide provides you and your school with five ways to increase enrollments on a tight budget.*

## 1 REACH OUT TO PAST DISQUALIFIED LEADS

Some of the lowest hanging fruit is right in your own CRM system. Pull a list, from the past 6 months, of leads that were interested in your school but didn't have the appropriate credentials. Reach out to them and see if they are still interested in enrolling in your school. If they are, tell them about the Penn Foster program and have them come in to check it out. In the case where these leads weren't being captured, have your admissions reps go back through their notes and pick out a few memorable candidates without the appropriate credentials.

## 2 CREATE A PROCESS FOR STUDENTS WALK-INS

Student walk-ins, or call-ins, might seem like a no-brainer but it's extremely important to have a buttoned up process for enrolling these leads. These are typically hot leads, and time is of the essence. Make sure these students see an admission counselor the same day they walk-in or call-in. If they are a good fit, assist the student in reaching out for their high school transcripts that day. Schedule a definitive follow-up timeframe when the prospective student will know if they have been admitted. By following these time sensitive steps, your team will enroll more walk-ins and call-ins.

## 3 ASK FOR STUDENT REFERRALS...IN A SYSTEMATIC WAY

Perhaps the most powerful tool in your arsenal is the student referral. Current students refer some of the best candidates for the Penn Foster program so it is important you take advantage of this. To systematically harness this tool, schedule a class visit by your program coordinator and admissions team two weeks after each start on your campus and ask for referrals from students. Reaching out to recent program graduates is also a successful channel to find new students. Make this a process you follow every 3-6 months. This will not only bring awareness to the Penn Foster program for the general campus, but will also generate new leads on the spot.

## 4 CONNECT WITH COMMUNITY ORGANIZATIONS

In your community there are likely a number of organizations with a mission of helping educate those without a high school diploma. Partnering with these programs can create a pipeline for referrals to the Penn Foster program. It's important when creating these partnerships that they understand the program and how it works, so make sure to spend the time to educate the community organizations on the program.

## 5 ALWAYS HAVE A WAITING LIST

Make sure to create a wait list, this may seem obvious but many campuses forget to implement this process. The Penn Foster program works most smooth when using the one-in-one-out method for available seats. If you have a wait list in place, it's possible to graduate a student one day and onboard a new student the next day. If the list is absent, there can be significant lag leaving the seat open, and potentially excluding a new student from the next start. It's important to create this process so that everyone is following the same procedure to build the waiting list.

With these tools in hand, your team will have cost effective leavers to pull to generate more leads and enroll those leads into the Penn Foster program. If you need advice for implementing any of the five strategies, please contact your Partner Solutions Manager.

