



# Enrollment Best Practices: How to Enroll Students in Your High School Completion Program

*Now that your school has implemented the High School Completion Program, it's time to enroll quality students. Increasing enrollment is essential for graduating students from the program and matriculating these graduates into your college program. Here's how your school can start the enrollment process and matriculate graduates into your college.*

## BEST PRACTICE 1: IDENTIFY QUALIFIED CANDIDATES

Two types of candidates for the High School Completion Program will walk into your admissions office:

- 1 Candidates who know they don't have any credentials but hope your school can provide a solution.**
- 2 Candidates who falsely believe they have the credential. In this case, admissions explains that their transcript is from an unaccredited high school or that they don't fulfill the required number of credits.**

If you utilize a website "chat for more information" feature, make sure that team is knowledgeable enough about the program to offer the program to someone who might not have a high school diploma.

At this point, you can present the High School Completion Program as an enrollment option to make up missing high school credits and earn their high school diploma, to ultimately qualify for matriculation into the college program.

**As a reminder, if you need any assistance marketing the program, please refer to our [marketing toolkit](#), or reach out to your Client Success Manager for assistance.**

## BEST PRACTICE 2: EVALUATE STUDENT MOTIVATION THROUGH TRANSCRIPT RETRIEVAL

Transcript acquisition is a good indicator of student motivation. Once candidates are interested in the HSC program, they will have to request their transcripts from their high school (sometimes from multiple schools). Candidates who are proactive in obtaining their transcript for evaluation, who follow up, and show enthusiasm have a high chance of success. If desired, your school can assist with obtaining the transcript. You then submit the transcript to Penn Foster for evaluation.



# Enrollment Best Practices: How to Enroll Students in Your High School Completion Program

## BEST PRACTICE 3: ENSURE THE STUDENT IS A GOOD CANDIDATE




Use the following three criteria to support an admissions decision about a candidate.

- 1 Number of transfer credits.** *Do they have enough to qualify for the program? (More transfer credits usually correlate with higher on-time graduation rates.)*
- 2 Signs of motivation.** *Is he interested in a particular college program? Is she actively engaged in obtaining her transcript?*
- 3 Time commitment.** *Students should be able to commit to the program's recommended timeframe of at least 3-4 days on campus per week. Does it seem like the candidate is willing and able to commit to this amount of time?*

“Transfer credits are a proxy for a student’s success rate in the High School Completion program.”

*Bailey Bloyd*  
Client Success Manager  
at Penn Foster

The following questions can also help an admissions rep determine a candidate’s eligibility and potential for success:

-  **Is this person going to be a good fit in our community?**
-  **Will he perform well academically?**
-  **Does she have the support system or resources available to make the program work?**

The high school completion program enables your school to offer a solution for potential students who lack the required credential for college admission. With these onboarding guidelines and best practices, your school can select motivated, engaged, and proactive students with the highest chance of success - students who will stay on track, graduate from the program, and matriculate into your school.



# Enrollment Best Practices: How to Enroll Students in Your High School Completion Program

## ENROLLMENT PROCESS CHECKLIST

Follow this checklist to help guide your program's enrollment process:

- Assess whether or not the student is a good candidate for college.
- Request high school transcript from candidate.
- Submit high school transcript to Penn Foster for evaluation.
- Receive transcript back from Penn Foster.
- Ensure transcript meets school specifications and minimum threshold of transfer credits.
- If approved, tell the student he or she is qualified; schedule a follow-up meeting to provide more details about the program.
- Review the student agreement, attendance policy, dress code, expectations, and how this program will help prepare the student for college.
- Enroll the student into the program and assign an orientation day.
- Provide materials, information, and access to the online program via the administrator portal.
- Introduce the student to the program coordinator.
- Ensure Potential HSC leads know your Penn Foster program is an option
  - *Add HSC Program to your website home page linking to a specific HSC Page*
  - *HSC page should include Penn Foster messaging from marketing toolkit and a web-to-lead form to capture these leads*
  - *Educate your website instant message chat team on the Penn Foster program*
  - *Add Penn Foster to your lead nurture emails and Admission call scripts*

**As a reminder, if you need any assistance marketing the program, please refer to our [marketing toolkit](#), or reach out to your Client Success Manager for assistance.**