



# How You Can Deliver Strong Matriculation Numbers for Your School during the Holidays

January is one the largest enrollment months of the year for many schools, and now is the time to be sowing the seeds for a strong start to the new year. To help your school have a record January, here are five strategies to drive impressive matriculations - as well as new enrollments - during the busy holiday season.

## 1 HAVE BACKUP PROGRAM COORDINATORS

Make sure there is a backup Program Coordinator in place if the primary Program Coordinator is taking time off. In general this is a good practice to follow but during the holidays it is necessary. Instead of letting the Penn Foster program slow down because of vacation time, continue to move students toward their goal of graduating from the program and enrolling in your school.

## 2 KEEP STUDENTS PROGRESSING THROUGH THE HOLIDAYS

If students are taking time off for the holidays, make sure they know how this will affect their graduation timeline. To help keep students on track, ensure they have work assigned to complete over the holidays. Students can work on essays and classes they are comfortable with during their break.

## 3 LOAD THE PIPELINE

The holidays can mean a slowdown, but you shouldn't take your foot off the gas. Continue to enroll students in the High School Completion program. By enrolling a strong Penn Foster class in December, you will see strong graduation and matriculation numbers to aid in your schools January enrolls.

## 4 KNOW PENN FOSTER'S HOLIDAY HOURS

Penn Foster's December support hours will continue to be 9am to 6pm EST Monday through Friday. We are closed on December 24th and 25th, and January 1st. Even with close-to-normal operating hours, the best strategy is to not wait until the last minute. Giving the support team plenty of lead time will help us accommodate all of your needs through the holidays.

## 5 SET A NEW YEAR START GOAL FOR STUDENTS

For students that are close to graduating from the Penn Foster program, the New Year can be a good motivator. Encourage students to start the New Year as a high school graduate and on the path to career and college success, enrolled in one of your programs. This will increase your starts and motivate students to give themselves and their family the gift of a high school graduate for the holidays.