

# THE Relearnit.<sup>®</sup>

## CONTINUUM

Supporting the student for life

We're there every step  
of the way, and more



# NURTURING INTEREST

## MARKETING EXPERTISE

- Identify relevant programs with career potential and that an institution can deliver
- Define the optimal student and nurture the lead
- Create marketing efforts with traceable ROI and detailed plans for messaging and frequency methodology
- Keep in touch via mix of marketing tools including SEO, PPC, social media and email
- Follow-up phone calls and guidance through the final decision-making process





# NAVIGATING REGISTRATION

## ADMISSIONS SUPPORT

- Walk through the program application process, registration, financial applications
- Welcome new students at acceptance with congratulatory call/email, clarify registration dates, onboarding instructions
- Assistance with enrollment, help with course materials, start dates, initial scheduling, faculty introduction, time management

# ENABLING RETENTION

## FACULTY SUPPORT AND STUDENT SERVICES

- Create engaging instructional design and clear learning objectives
- Provide regular check-ins, support
- Help build sense of online community, between students as well as instructors
- Faculty tech support – allowing their focus to remain on content and students
- Remedial course recommendation, assistance with probationary or provisional admittance
- Check in on non-school issues, help mitigate life challenges, offer resources





# CELEBRATING GRADUATION

## STUDENT SUPPORT AND SERVICES

- Help with prep for finals, theses, crafting resum, LinkedIn profile, job search
- Support, encouragement and congratulations at graduation, send handwritten notes, help with family invitations
- Exit interviews and program evaluations

# CREATING AMBASSADORS

## ENCOURAGING EXPERIENCE SHARING

- Continue being an advisor with regular check-ins
- Send invitations, and provide introductions to alumni groups and an ambassador program
- Encourage word-of-mouth among coworkers, friends and peers





# CONTINUING EDUCATION

## ADMISSIONS SUPPORT

- Provide news on higher-ed positions within the industry
- Provide follow-ups on continuing education or advanced degrees
- Facilitate a streamlined re-admission processes