

# THE RELEARNIT CONTINUUM

■■■■■ SUPPORTING THE STUDENT FOR LIFE ■■■■■

## 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 resume, 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



WE'RE THERE EVERY STEP OF THE WAY, AND MORE