

Tool #12: Follow-Up Conversation Scripting Tool

Programs with dedicated frontline student/prospect services staff typically equip call center staff with tried and tested scripts. However, not every unit (or every program in every unit) employs call center staff and instead may rely on staff with other responsibilities (e.g., program directors) or student workers for prospect outreach. This tool offers simple guidelines to make sure that whoever participates in prospect phone outreach gathers the information needed to fill out prospects' profiles. Additionally, the tool maps prospect responses to segmentation tactics featured in Tools #16, 17, and 18: Segmentation Briefing Sheets on Demographics, Motivations, and Actions Taken and Tool #2: Guidelines for When to Call a Prospect.

Implementation Note

Establish a process and shared space for recording prospect responses. Discuss options with IT.

Phone Conversation Script

Fill Out Prospective Student Profiles

1. "I noticed you are undecided about selecting a program."
2. "Did you know that some employers offer tuition reimbursement? Who is your current employer?"

Corresponding Segmentation Tactic

Questions build upon optional inquiry fields that were left blank.

Illuminate a Prospective Student's Motivations

3. "What are some of the considerations you're weighing as you choose a program? Which program do you think you're most ready for?"
4. "What factors will affect your program start date? What is your estimated start date?"
5. "What are your educational goals? Why are you interested in enrolling in a degree or certificate program?" *[Note to recruitment advisor: try to categorize responses into one of the categories below.]*

Possible Prospective Student Answers:

- a. To advance in my current career
 - b. To change careers
 - c. For personal enrichment
6. "Do you have any questions or concerns about returning to school?" *[Note to recruitment advisor: be prepared with thoughtful responses to time management concerns, any opportunities your institution offers for prospective students to test the LMS or test a course, and success anecdotes.]*

Segment by Motivation
Consider motivation when differentiating communication: See **Tool #17: Segmentation Briefing Sheet: Motivations**

Understand a Prospective Student's Demographic

7. "Which institutions have you attended in the past?"
 - a. "What did you study? What did you like about those courses? What study tips will you apply in future courses?"
 - b. "What challenges did you face at your last institution?"
8. "Tell me about your career history."
9. "What responsibilities occupy most of your time? Let's talk about flexibility within those obligations and Example U's curriculum."

Segment by Demographic
Consider demographics when differentiating communication: See **Tool #16: Segmentation Briefing Sheet: Demographics**