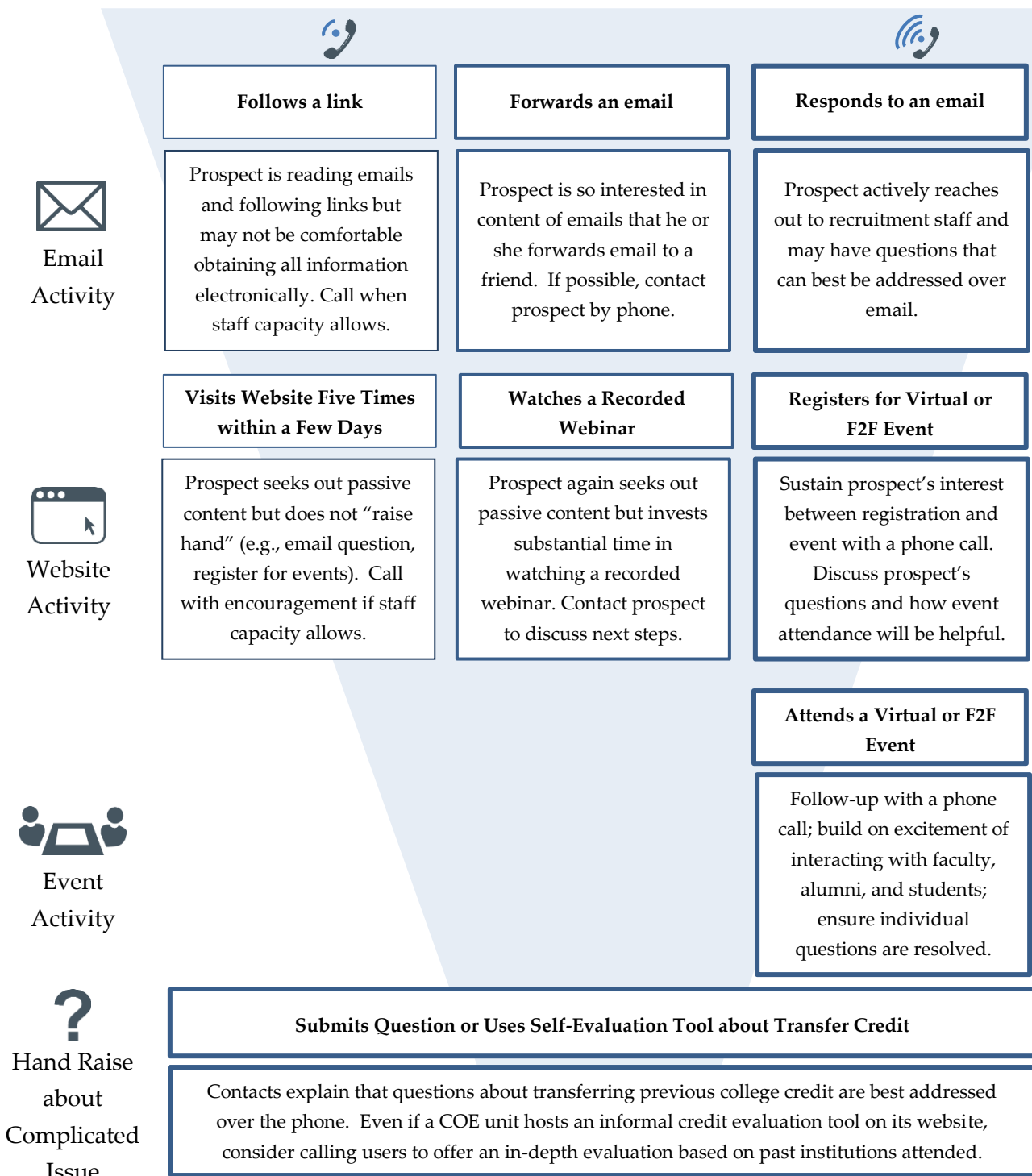


Tool #2: Guidelines for When to Call a Prospect

Phone outreach is an important part of personalized recruitment of adult learners but also requires significant staff time. This tool outlines action-based guidelines that recruitment counselors can use as they decide when to call prospective students. The guidelines can be adapted based on the staff time and resources at a unit's disposal.



Prioritizing Outreach: As prospects progress through the recruitment funnel, the total volume of prospects decreases. Therefore, to save time, recruitment advisors may decide to prioritize those action-based calls that occur later in the recruitment funnel. Similarly, the most interested prospects take the actions on the right side of the diagram above and, when strapped for time, advisors may focus outreach on the right-most column.

Tool #2: Guidelines for When to Call a Prospect

Prospect Action-Based Guidelines: When to Call Prospects (Cont.)

When basing phone call schedules on prospect action triggers, consider the extent to which prospect email and website activity can be tracked. Discuss the following with your website and technology support team:

- Does the e-mail vendor track when prospects click a link embedded in an e-mail?
- Does the e-mail vendor track when prospects forward e-mails?
- Does the website/portal vendor track visit activity based on prospects' IP addresses (or e-mail addresses if website is designed as portal)?
- Does website/portal vendor track visits to videos or archived webinar pages?
- How is event/webinar registration versus attendance tracked?