



Enrollment and Communication: A New Story to Tell

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Three Keys to Our Conversation



Core Communication

Tools, Tactics, & Takeaways



Enrollment Essentials

Keep, Connect, & Recruit



A New Story to Tell

Mission Alignment &
Advancement

In this moment . . .



CRISIS MODE VS.
CRISIS MINDSET



STRESS & CREATIVITY

Leadership Communication



Temperature

Assess how people are



Time

Leverage this changing resource



Team

Start from within

Good News & Inspiration



What we're hearing from our clients



Focusing on opportunity

Best Practices

Message

- WHAT do you want to say?

Medium

- HOW do you get the message across most effectively?

Voice

- WHO is the right representative?

Tone

- WHAT do you want to convey?

Timing

- WHEN do you share?

Information vs. Communication



Data push vs. dialogue

*Inundation of details we need to know
Thirst for meaningful engagement*



Discern need to know versus need to connect

How intent informs outreach



Clarity and collaboration

Consistent and coordinated messaging

Messaging Essentials



Institutional Impact and Response



Calendar and Activity Updates



Stories of “Stepping Up”



Tangible Takeaways – *recruitment numbers, donor support, student highlights*



How to stay connected

Key Constituents



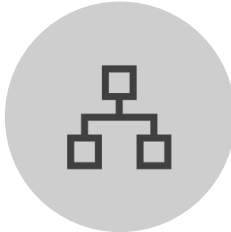
STUDENTS &
FAMILIES



PROSPECTIVE
STUDENTS &
FAMILIES



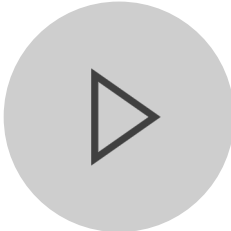
FACULTY &
STAFF



BOARD &
LEADERSHIP



ALUMNI



DONORS



FRIENDS &
PEERS

Cadence



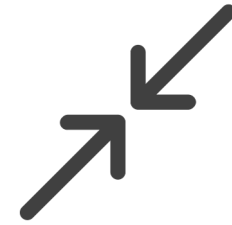
From Cacophony to Consistency

Managing the flow of communication



Rhythm and Routine

Value in the context of uncertainty



Novelty and Boredom

Adapting through the crisis

Alternate Venues

Challenges

- No Campus Presence
- No extra-Curricular Activities
- No Special Events
- No Leadership Gatherings
- No In-Person Meetings

Opportunities

- Distance Learning
- Zoom Meetings
- Eblasts
- Social Media
- Video
- Phone Calls
- Snail Mail
- Hand-Written Notes

Coordination & Preparation



Top 3 Daily/Weekly Highlights

Reinforce common themes



Core Talking Points

Provide scripts and FAQs



Role Playing & Rehearsal

Unprecedented challenge

Keep • Connect • Recruit



Reinforce

Solidifying their Choice
Strengthen the WHY



Engage

Building Community
New Class Camaraderie



Invite

Outreach Opportunities
Widen the Welcome

Best Practices



School Tours

Highlight Features



Open House

Showcase Programming



Shadow Days

Introduce Community



Information Events

Answer Questions



Gatherings & Activities

Build Community

Re-envisioning Best Practices



Targets

What do we want to accomplish?



Tools

How can we make it happen?



Team

Who can we invite to participate?

Keep



Reassure their WHY

Know their Hook
Showcase Response Features



Value Proposition

Lean into Mission
Enhance Differentiation



Storytelling

Ongoing Promotion
Top 3 Success Stories

Connect



Coaches

Strengthen Current Athletes
Challenge Future Athletes



Captains

Opportunity to Lead
Modeling Values



Advisors

Innovative Challenges
Mentor Moments

Invite



Constituent Ambassadors

3 Keys to Your Story
Expand Your Reach



Success Stories

Mission Minded
Crisis Response



Virtual Classroom

Feeder School Support
Future Focused

Cyber Shadow Days



Connecting to the Student Experience

Faculty & Coach Involvement
History & the New Now



Making the Right Match

Opportunities to Lead
Group Dynamic



Leveraging Tools

Zoom ~ virtual classroom
Social Media ~ class page

Information Events

Timely Topics

- Financial Aid Scholarship – *changes in need*
- Placement & Readiness – *resources available*

Webinars

- Build Community – *opportunities to dialogue*
- Information Push – *need to know*

Zoom

- Interactive Response
- Individual Options

Tours & Open House



Virtual Tours

Video Walk-Through
B Role Integration



Distance Learning Open House

Leverage Readiness
Offer Mini-Courses

Three Crisis Keys



Share Your Story

Top 3 Highlights
Root in Values & Mission
Showcase Adaptability



Empower Your Advocates

Students & Families
Faculty & Staff
Leadership & Alumni



Utilize the Right Tools

Video & Zoom
Social Media
Call & Write

Inside Out

Open a window into your institution

- Leadership Video/Faculty Blog
- Student Prayers/Parent Chatroom

See through the other's lens

- Student and Faculty View
- Alumni and Donor Perceptions

Opportunities to engage

- Survey and Study Potential
- The Value of Asking for Input and Advice

Focus Forward



Today's Successes



Tomorrow's Opportunities

Q & A

Thank You!

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