

THE ARCHITECTURE OF ENROLLMENT MANAGEMENT®



Hastings+Chivetta has developed the Architecture of Enrollment Management® service to strategically evaluate the impact your campus has on attracting and retaining students.

Our detailed recommendations increase your admissions success as we track progress over several years.

The Architecture of Enrollment Management® is, “extremely relevant to our strategic plan.”

- Ohio Wesleyan University





ANALYSIS

Admissions strategy is critical to enrollment management for higher education institutions. As the demographic environment changes in the United States and institutions prepare for the dip in college-age students in 2024 - 2025, each institution must **review its competitive approach to attracting and retaining students and increasing the success of their admissions process**. Our experience on over 200 campuses across the United States provides an unbiased opinion and a database of information and knowledge to build upon the best practices from other leading higher education institutions.

Hastings+Chivetta's **Architecture of Enrollment Management**[®] process evaluates our client's admissions impression from the perspective of first time campus visitors and admitted students. We provide a detailed analysis of your campus tour and the impressions it leaves on prospective students. Using a three-step analysis, we evaluate each element of the admissions experience that has a direct impact on recruitment and retention, including:

1. Planning the Campus Visit

- + Website guidance
- + User-friendly campus map
- + Clear online directions to admissions office

2. Arrival Experience

- + Campus entry and signage
- + Parking availability
- + Wayfinding experience
- + Admissions office and staff greeting

3. The Tour

- + Tour path and stops
- + Quality of landscape, pathways and signage
- + Quality of classrooms, dining and housing

PROCESS

The **Architecture of Enrollment Management**® is an ongoing process that occurs over a three-year time frame. In the initial year, we utilize a highly-structured process to evaluate your campus from the initial visit, to the arrival experience, to the campus tour itself. During this initial year, **we prioritize necessary improvements to enhance the experience**, and create a peer benchmarking comparison of similar institutions. Our clients receive an in-depth qualitative and quantitative report that includes analysis of each element in the campus visit experience and a **prioritized set of recommendations**. We work with your institution throughout the first year to implement these improvements to the admissions process.

During the second year, we apply a more **comprehensive approach to improve the admissions process**. We will conduct a follow-up campus tour in order to confirm that improvements have been made to enhance the overall experience. During year three, we **evaluate the success of the process**. We develop a strategic plan to implement recurring future campus improvements for the admissions tour, and we identify long term capital needs to enhance your overall campus impression.

The Year One Report Includes:

- + Executive summary
- + Campus tour scores
- + Benchmark scores
- + Tour path alterations
- + Prioritized recommendations
- + Optional cost estimates

“Hastings+Chivetta’s strategic guidance has allowed us to make changes to the way we convey the mission and culture of Chapman University to prospective students.”

- Chapman University

Ongoing Process

Year One: Three-step analysis and baseline improvements

Year Two: Follow-up tour and evaluation of improvements

Year Three: Evaluate success and long-term capital needs



A campus is more than a collection of buildings.

It's a people. A spirit. A life all its own.

Life that shapes those around it.

Life that grows over time.

As campus architects, we study this life.

Understand its purpose.

And with each project

Influence its evolution.



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