

anthology. Enrollment Management

Maximize your enrollment potential

Anthology Enrollment Management helps your team turn leads into enrollments, at any stage in the funnel, with full transparency and proven ROI.



It's all about the combination of data + people

Choosing a college is a huge decision, one which even today's digital-first students are unlikely to make without getting support and advice on a personal level. At Anthology, we interrogate data to provide insights and use technology to add scale to the enrollment plan, while always ensuring that the human element of student service remains front and center.



Strategic Planning

What's the best way to contact students? When and with what frequency? And how should messaging evolve through the funnel? Our team uses data to provide a clear contact plan for your institution.



Quality Coaching

Our Enrollment Coaches work as an extension of your team to maximize conversion and yield rates, execute the contact plan, and proactively guide students through the enrollment process.



Data and Technology

Adding scale to your contact plan is essential for enrollment growth. We use data to unlock insights, then deploy personalized engagement campaigns at scale via students' preferred channels—including SMS, chat and email.



Flexibility and Optimization

"One size fits all" works well for vendors, but not for institutions or students. We tailor our solutions to your unique needs—including scaling support during busy times of year—and optimize our approach regularly to achieve the best results.

More than just short-term enrollment growth

As well as helping to hit enrollment targets in the immediate term, our enrollment support also provides a wide range of benefits to help you achieve your strategic growth goals moving forward.



Improved Student Experience

Enrolling to higher education can be stressful for a lot of students. Having experienced coaches to guide them through the process provides a simpler experience and means they start their academic journey on the right foot.



Data, Analytics and ROI

By providing full transparency on data and analytics, with Anthology you know not only what is working today—but also what trends and learnings you can leverage to grow enrollment in the future.



Quick Implementation

The world of higher education is in constant change; we can work to a short timeline to implement enrollment support, without sacrificing the necessary strategic steps to ensure success.



Training and Development

Our Coaches aren't an outsource option, they work as a true partner and extension of your team. We provide the necessary training and support to upskill staff and ensure students are always getting the best service.

Kentucky Community and Technical College System

Working with the 16 community and technical colleges that form the system, Anthology helped KCTCS improve their enrollment conversion rates for adult learners. Across 2019 and 2020 we achieved:



43% application-to-enrolled student rate

220% ROI

1.6 average additional credits or students who worked with our enrollment coaches

Institutions that use Anthology Enrollment Management



■ Learn more at anthology.com