

Retention Is King

A crucial part of enrollment management in our changing educational landscape

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Student retention continues to have a major focus in our sector and, in a sense, has become “king” as our institutions strive to maintain and enhance the quality of their programs amidst a decrease in new student enrollments. The challenge is that we need to continue allocating more resources to ensure academic quality, maximize faculty and staff performance and, hence, positively affect student retention outcomes at a time when institutional budgets are significantly reduced.

Below is a short review of several online training courses that help schools to implement cost-effective strategies to enhance student retention.

How to Gain Media Awareness for Your School

The key to successful public relations is like writing a good book. There must be a hook at the beginning, a captivating middle, and a satisfying end. This course will show you how to create effective public relations campaigns with measurable results on enrollments and retention.

Creating Publicity for Your Career School

This course offers strategies to enhance the image of your school and it goes without saying that your institution’s image is an important factor in student retention. The course provides inexpensive ways to get your school information in the homes of your prospects and on the desks of your future employers.

Orientation and First Week Activities to Increase Retention

This course provides practical ideas on designing an orientation program and first-week-of-class activities that connect students with faculty, the college and each other, thus helping you retain and graduate more students.

Improving Retention through Timely Intervention

How many times have we said “if we’d only known” as a student walks out the door? No one starts classes planning to fail, but unfortunately problems do arise that present barriers to success. This course looks at the effect of stress on attrition and offers strategies to identify and help students at risk.

Implementing Successful Student Retention Strategies

This course discusses student retention strategies for every area of the student lifecycle. The course shows you how to implement specific retention strategies in admissions, orientation, mentoring, academics and career services.

Best Practices to Enhance Student Retention

Presented in this course is a collection of ideas and best practices drawn from the implementation of retention and enrollment growth strategies at hundreds of career colleges and schools. The course is based on a highly successful in-service training program offered by Dr. Joe Pace, a nationally-known student retention expert.

Setting Up an Effective Alumni Association

The emergence of alumni associations in our sector is a good example of how our institutions are embracing change and moving in new directions. For career colleges and schools, these associations are not about fundraising, but about creating ways to build alumni communities to better serve our students and graduates. This course will show you how you can create active alumni communities to increase enrollment, retention and placement for your entire school.

Student Retention Methods

Instructors play, perhaps, the most important role in student retention. Developing strategies for retaining students throughout the entire training sequence is both complex and rewarding. This course presents motivation and retention techniques to help faculty keep students enrolled and engaged in the learning process.

The above online courses are offered on all training sites powered by MaxKnowledge. In addition, a large selection of staff and faculty development courses are available which focus on the ultimate goal of maximizing student learning outcomes and retention. For more information, please contact Aimee Sirmon, Vice-President of Communications at MaxKnowledge. Aimee can be reached at aimees@maxknowledge.com, 1-888-626-2407, Ext. 87.

Dr. Moghadam is the founder and CEO of MaxKnowledge, the leading employee training company for the career college sector of higher education. He has over 20 years of experience in career education, serving in many capacities including professor, director of education, academic dean, director of student affairs, campus director, college president and owner. Moghadam earned his PhD in Engineering from the University of Cambridge at the age of 22. He is a recognized leader in career education and has been selected as a Top Innovator by the Career College Central magazine. Moghadam can be reached at amirm@maxknowledge.com.