

8 Ways to Manage Student Applications

[Student enrollment](#) can be a very hectic process. There are a lot of official documents to be obtained and a lot of walking around to deliver those papers. While the length of enrollment depends on when a student starts getting things done, it usually takes a week for a student's enrollment to be done. When you start a university one of the things you need to plan out for is the application process that all enrollees need to undergo. Make sure that the process is efficient and easily done to avoid putting your future students through a hectic experience.

There are a lot of things to consider when it comes to college applications. If your university was chosen, then you want to make sure that you got the enrollee to choose your school. Making the application process a lot easier can encourage them to choose your university out of all the others. Here are eight ways to get started on that.

Invest in Softwares and Tools

According to a Statista, a survey states that one of the main reasons a person would download a college app is to stay updated on information regarding admissions. You must take advantage of this tendency. Using software and tools to handle applications is also an efficient way to handle them. Software that has an automated system in particular can give you a lot of convenience in organizing and covering the simple tasks that come with managing student applications. It is also very cost effective as it saves you a lot of manual labor and money to handle it all personally.

Prepare an Application Action Plan

An application action plan is a document containing the details and steps on how to apply for your university. Creating one and sharing it will enable you to inform enrollees on how to manage and do their applications. When preparing this action plan think about the steps, make sure they are designed to help you keep the enrollment process organized. Make the action plan short and concise so that everyone can understand it.

Use Multiple Channels

Channels in this case refer to the different kinds of medium you can use to help facilitate college admissions. Creating multiple channels allows for your enrollees to have more options in order to get their applications done. Some examples of multiple channels you can use include [social media](#), email, and content marketing. If you use these channels as a part of your [marketing strategies](#) you should take the advantage and use it as a platform for helping students in their admission. You can use these channels to share information and updates on the application process.

Involve the Team

To make the [college admissions process](#) a lot more effective and efficient, you need to encourage the various teams in your university to collaborate. Getting the admissions management, [HR department](#), and marketing team to work together will enable you to come up with a more effective and smoother application process. Give them a checklist of things to accomplish and together they can help each other with their goals by adjusting the process to help each other. Set up meetings and sessions with these teams to discuss the progress they have done. Doing this can go a long way for them when they are handling all these university admissions.

Control Workflow by Centralised System

Giving enrollees multiple ways to submit their applications can make it very hard for the admissions department to handle it all. In order to avoid paperwork from getting piled up, control it by making one or a few organized processes so that the workflow goes smoothly. If you are going to make your application process available both online and in person, make it step-by-step. This mitigates both the admission staff from being overwhelmed, and the enrollees getting confused by all the ways to apply for your university.

Manage Data and Communication from Initial to Alumni Status

This means you need to handle information and your way of communication in an effective manner toward the student whether they are freshmen or an alumni. In order to manage data and communications, you need to come up with clear instructions on how to do the application process. Make it specific depending on whether it is for the initial contacts or the alumni, that way none of the students get mixed up during the enrollment period. Managing it well will allow for a more smoother process during the enrollment period and a lot of work can be done a lot quickly.

Report and Reflect

In order to manage school admissions in an effective manner, you need to take a step back and reflect on what kind of school you want to be. Think about how you want your university's [branding](#) to be and what your school has to offer to those who enroll in it. Once you have given it thought, you can have a clear direction on how to approach this enrollment process. Take a look at the daily reports and progress during the enrollment period and be reflective of the strategies and the process that you have used. Do some [analysis](#) to see what works for you and what doesn't so that you can improve on the application process for the next semester.

Stay Ahead

Take whatever opportunities you find that could improve your management of the enrollment process. Always remember that your university is competing with other colleges and institutions out there, so you need to have a good enrollment management process in order to stay ahead of them all. Making it easier for students as well as for your team to manage will enable you to get the enrollment period done in a smooth manner. When people have trouble deciding what university to enroll in based on education then maybe an easier application process will help tip the scales to your advantage.

A difficult and unorganized enrollment process can be very detrimental when it comes to getting students to join your university. Making it a hectic endeavor might make enrollees consider another one university instead. That is why it is vital to create an efficient application process. With it the school year can get started without a hitch and your other plans for your university can begin.