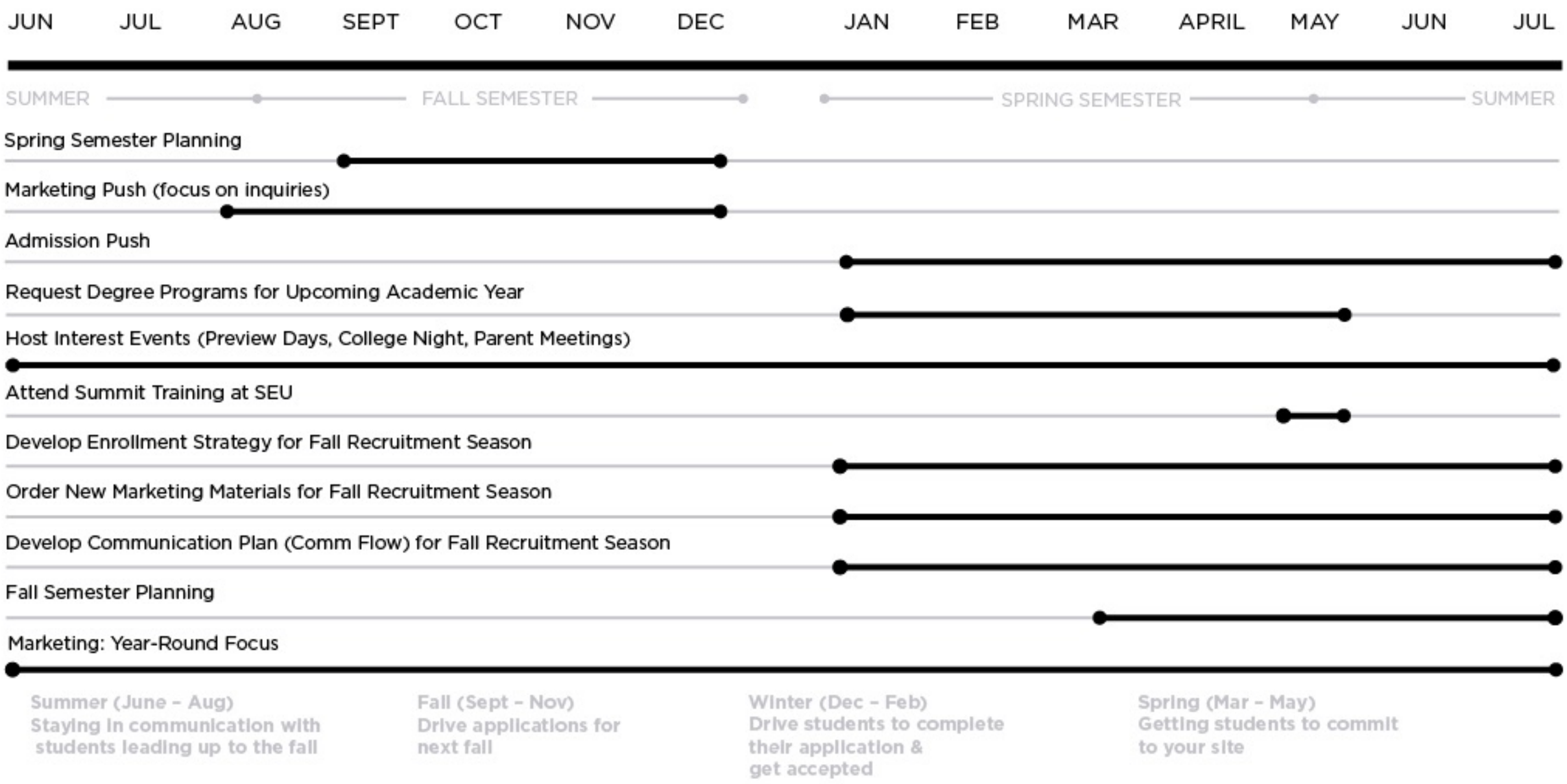
JUN
JUL
AUG
SEPT
OCT
NOV
DEC
JAN
FEB
MAR
APRIL
MAY
JUN
JUL
SUMMER
FALL SEMESTER
SPRING SEMESTER
SUMMER
Spring Semester Planning
Marketing Push (focus on inquiries)
Admission Push
Request Degree Programs for Upcoming Academic Year
Host Interest Events (Preview Days, College Night, Parent Meetings)
Attend Summit Training at SEU
Develop Enrollment Strategy for Fall Recruitment Season
Order New Marketing Materials for Fall Recruitment Season
Develop Communication Plan (Comm Flow) for Fall Recruitment Season
Fall Semester Planning
Marketing: Year-Round Focus
Summer (June – Aug)
Staying in communication with students leading up to the fall
Fall (Sept – Nov)
Drive applications for next fall
Winter (Dec – Feb)
Drive students to complete their application & get accepted
Spring (Mar – May)
Getting students to commit to your site