Additional Quotes from Fred Weiss on PULSE report

“The data that colleges already have can be instrumental in helping schools make better, even ideal decisions about admissions and enrollment” \* “Getting to that data, understanding what they really mean is what separates schools who are making gains from those who seem at the mercy of national or regional factors beyond their control.”

“The big take-away here is that enrollment is not fate or destiny” \* “By using the right tools, schools can make their own magic and by and large build the classes they want, in size and composition, even in trying circumstances.”

“I would be willing to wager that most schools would be giddy about seeing enrollment rates two or three times better than national averages” \* “Some schools are doing it, getting there pretty quickly - even boosting their enrollments while cutting their marketing spending at the same time.”

“Colleges under financial pressure, which is nearly all of them, are looking at hard choices” \* “Before cutting staff or programs, enrollment management may be a better place to focus first because our report shows that colleges can be dramatically more efficient, build bigger and better classes and, in some cases, even spend less on getting it done.”