

Institutional Audit

Institutional Audits examine institutional practices and policies as they impact adult undergraduate, graduate and online student recruitment, enrollment and retention. Audits are designed in a unique manner for each contracting client and reflect client college priorities.

Audit findings and recommendations will help your institution set a solid foundation for the directions that your institution can take in the future.

Carol Aslanian and the Market Research and Advisory Services team provide the best customized market research available which has focused on the demands and preferences of adult students for more than 25 years.

Topics you can select for your audit:

• Administration

- Organizational structure
- Staffing
- Professional development

• Recruitment and marketing strategies

- Advertising materials and products (both traditional and internet-based)
- Recruitment communication techniques
- Tracking and follow-up of prospective students

• Scope and nature of programs

- Degrees, courses, certificates
- Schedules and locations
- Course formats (classroom, hybrid, online)

• Admissions and enrollment procedures

• Retention procedures

- Ongoing communication and support services
- Tracking and follow-up of "stop outs" and "drop outs"

• Customer service

• Competition

To learn more about the Institutional Audit and other services, contact Carol Aslanian at:
marketresearch@educationdynamics.com or 201.377.3321.
<http://adultstudents.educationdynamics.com>

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Timetable

An audit typically takes place over several days on campus. A final report is issued within four weeks of the conclusion of the visit. The entire process, including an initial planning discussion and the collection of data relevant to the audit, can be completed in about six weeks.

Procedures

- ▶ Collaboration with EducationDynamics to shape a set of activities that address institutional needs within an appropriate budget and timetable.
- ▶ A multiple-day campus visit.
- ▶ Compilation of relevant existing materials/documents by the institution for advance preparation of the EducationDynamics staff
- ▶ Preparation of an agenda of individual and group meetings (including contact with key administrators, faculty, staff), focus groups with students and community representatives, and other contacts as necessary.
- ▶ An exit interview by EducationDynamics staff to report on its observations and initial views, followed by a written report of specific findings and action recommendations

The final report describes key observations and conclusions reached during the audit and through the review/analysis of records, reports, and other materials relevant to serving students. Most important, the final report will offer action recommendations of next step advancements to positively impact the enrollment of students at your institution.

One further note.

Clients may elect to follow up the Adult Student Institutional Audit with data-based, empirical market studies also conducted by EducationDynamics Market Research Services.

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