

Questions to Ask an Admissions Partner

Ask potential vendors these questions to help you decide if they are the right choice for your admissions team and institution.

Company and Services

- ☐ What services do you provide for higher education institutions?
- ☐ How do I know which service is right for my institution?
- ☐ Do you have clients outside of higher education or are you solely focused on higher ed?
- ☐ How much experience in the admissions process does your team have?
- ☐ How far do you take the admissions process for a client?

Contracting

- ☐ How much do the various services cost?
- ☐ If we changed our scope of work, how would that impact the cost?
- ☐ When should we expect to be billed for overages?
- ☐ What is the typical timeline and process for getting started?
- ☐ Are you willing to work with us for select months out of the year?
- ☐ How do you scale up/down with my lead volume?
- ☐ What are the terms of contract termination?
- ☐ Do you provide terms that allow a client to opt-out at any time if needed?

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Processes and Features

- ☐ How do you prepare and train your staff to represent my institution?
- ☐ How important is speed-to-lead to your process?
- ☐ Can you provide additional lead sources if we need additional lead volume?
- ☐ Can you provide coaching/consulting services to build competencies within our team?
- ☐ What does collaboration look like between your team and mine?
- ☐ How will you communicate with us throughout the partnership?
- ☐ How do you optimize partnerships for performance after they are put in place?
- ☐ Do you build a lead model and prioritize sources based upon behavioral traits?
- ☐ Do you provide split tests and data about how approved creative is performing?
- ☐ How will you gauge performance?
- ☐ How do you share performance metrics?
- ☐ Do we have access to reports and dashboards in real-time?
- ☐ How often do we meet to discuss performance and optimization?
- ☐ Do you integrate with our other systems?

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Prospective Student Experience

- ☐ How will you represent our brand messaging and value statements?
- ☐ Do you counsel students through the process or are conversations mainly transactional?
- ☐ How far do you take the admissions process for a client?
- ☐ How do you provide the highest quality student experience possible?
- ☐ What contact cadences do you use in prospective student outreach?
- ☐ How often do you typically attempt to engage a prospective student?
- ☐ What are the ways you provide flexibility for online, adult, or non-traditional students?
- ☐ How do you adapt your strategy as you learn what works best for our students?