

CARNEGIE

From Discovery to Distinction

Connecting Recruitment & Student Success for Lifelong Impact



A Few Starting Details



- + 45-minute panel discussion + 15 minutes for questions and answers
- + Chat and ask questions through the Zoom Q&A feature in the Control Panel
- + Closed caption is enabled, for those who want captions, you may turn it on via your personal zoom settings
- + Check your inbox for the webinar recording
- + Complete the post-webinar survey

Presenters



Joretta Nelson

Vice Chairman & Founder of MTN,
Credo: Powered by Carnegie



Trent Gilbert

VP, Student Search Solutions



Mike Keane

SVP, Enrollment Strategy and
Data Science

Agenda

- 1 **Framing the Conversation**
.....
- 2 **The Disconnected Journey**
.....
- 3 **Reframing the Student Experience**
.....
- 4 **Designing for Distinction**
.....
- 5 **Live Q&A**



Why We Are Here Today

Students are far more than just prospects or enrollees;
they are **future alumni, leaders, and changemakers.**

Our strategies must cultivate this long-term perspective,
recognizing that **investing in the full student journey**
yields lifelong impact.

*Let's foster a journey from discovery to **distinction.***



Setting the Stage: Defining A Student Journey With Lifelong Impact



Narrowing Pipelines

Figure 1. High school graduates, reported (2009 to 2023) and projected (2024 to 2041)

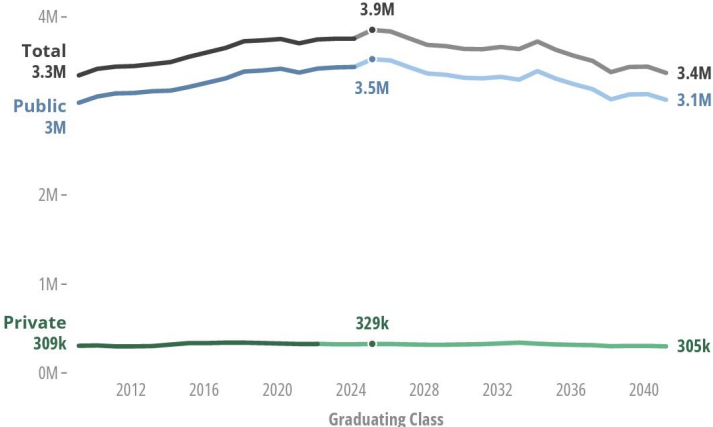
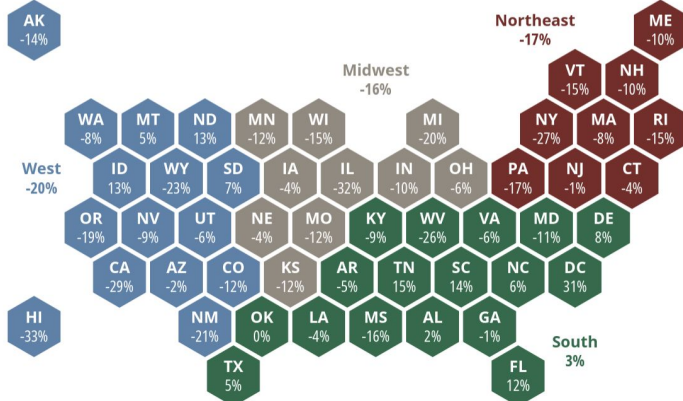


Figure 17. Projected percent change in high school graduates, 2023 to 2041



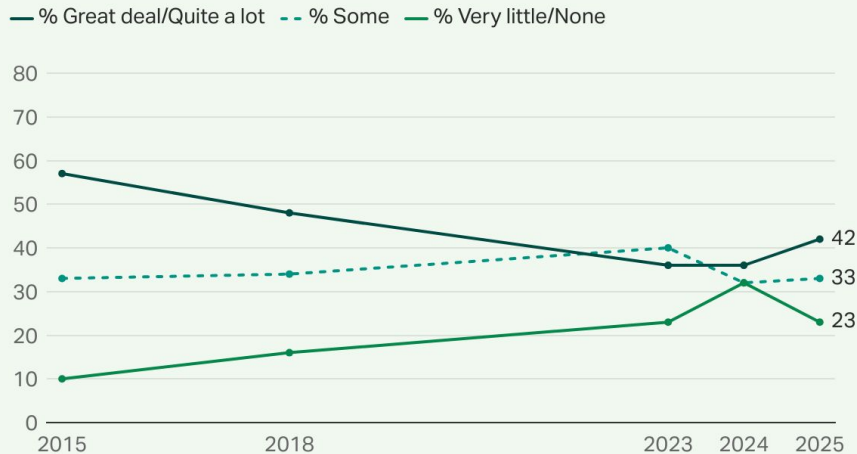
Notes: Total high school graduates include public and private schools. In these projections, the U.S. includes the 50 states and the District of Columbia. Future work will explore projected trends for the U.S. Territories and Freely Associated States.

<https://www.wiche.edu/wp-content/uploads/2024/12/2024-Knocking-at-the-College-Door-final.pdf>

Waning Confidence

Confidence in U.S. Higher Education

Please tell me how much confidence you, yourself, have in higher education — a great deal, quite a lot, some or very little?

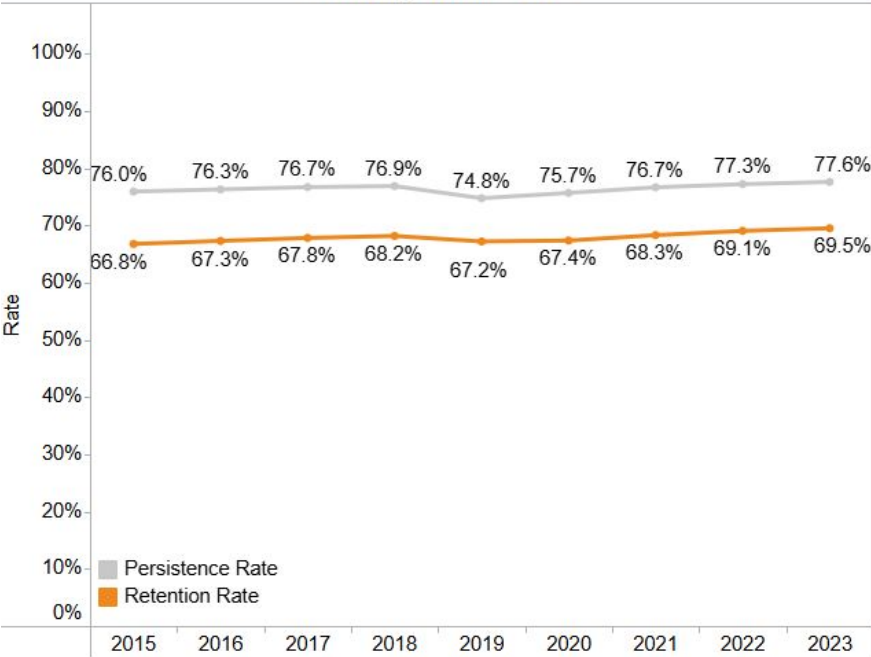


"None" is a volunteered response. No opinion percentages are not shown.

GALLUP®

Unfulfilled Promises

Figure 1.1 Overall Second Fall Persistence and Retention Rates by Entering Cohort Year



The Challenge: The Disconnected Journey

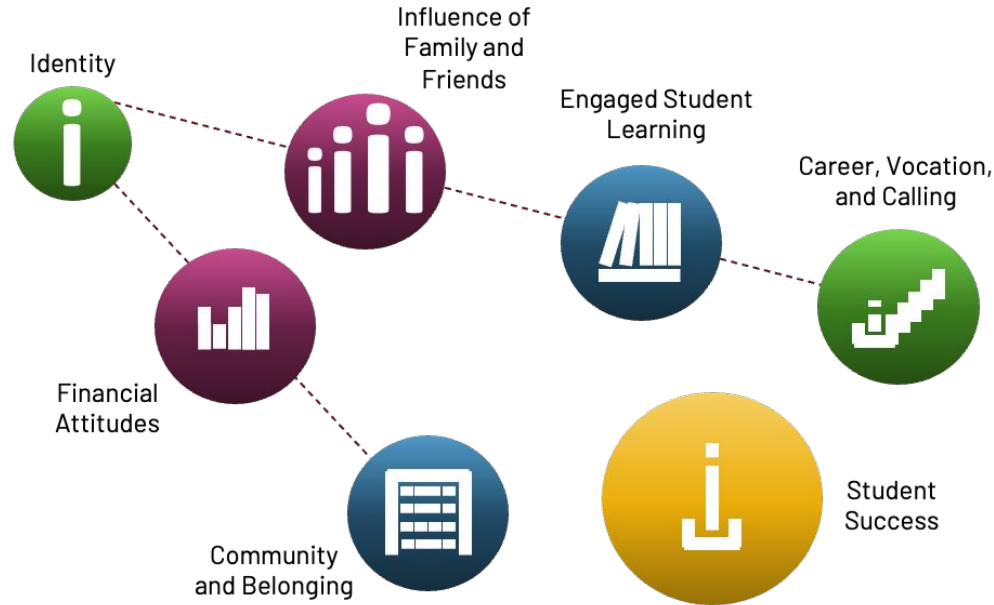
The traditional enrollment funnel is often too narrow and transactional, failing to encompass the critical student success components that extend beyond initial enrollment.

This outdated approach creates a disconnect that undermines long-term outcomes.

The Ideal: A connected continuum from the start and a shared goal of distinction.



Navigating Internal Challenges



Adapted from Cabrerra, Nora, & Castenada, 1993; Robbins, Allen, Peterson, & Le, 2016; Major, Cooper, McNair, Albertine, & McDonald, 2016; Schreiner 2022, 2025



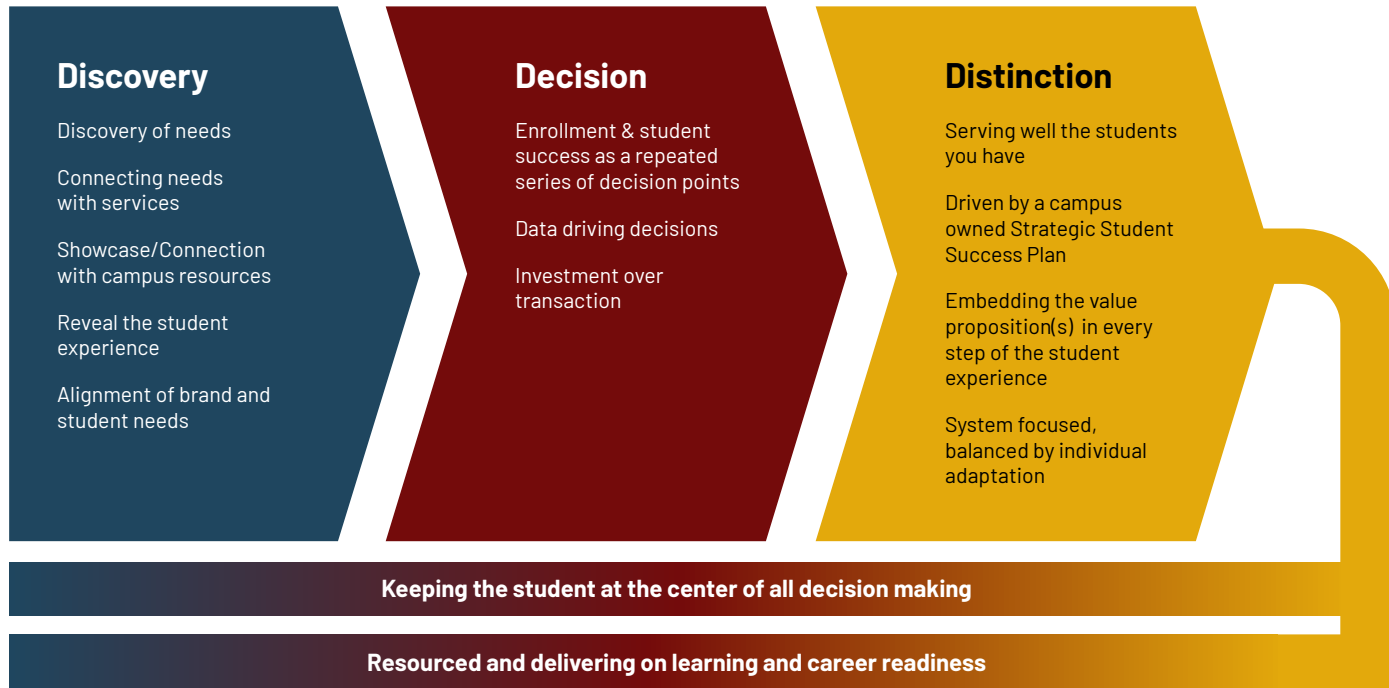
Promises Made, Promises Delivered

By strategically linking recruitment and early interest with long-term success, institutions can ensure every stage of the student journey is a moment to inspire, support, and retain.

This embodies our principle of
"Promises Made, Promises Delivered."



The Connected Student Journey: Designed Experience



Designing for Distinction

A shared philosophy guides institutions to:

- Build systems to focus on transition.
- Feedback loops on student expectations & lived experience.
- Identify and empower ownership for student success.
- Anti-Melt Communications don't stop when classes start.
- From transaction to investment.
- Expand career development into a lived readiness curriculum.



Q+*A*



Resources



Dive Deeper

[The Value Proposition in Higher Ed:
It's All About Student Success](#)

Learn More

[Carnegie's Student Search](#)

Explore

[Partner with Carnegie](#)

Thank You!



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