

Constituent Management from first Enquiry to Alumni: A Comparative Study of Best Practice Across a Range of American Universities and Institutions.

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This project studied a number of institutions across the United States. The institutions visited varied from the large and well known to the smaller niche occupiers. My study has both a comparative and cross cultural focus, and examined the following aspects:

- How do the institutions engage with their enquirers?
- How do their administrative processes facilitate a seamless entry in to their institution?
- How are they structured to process applications and enrolments – degree of centralisation/decentralisation.
- How is the delivery of student services organised?
- How is student satisfaction with the services delivery model measured?
- How are at risk students identified?
- What interventions are in place for them?
- What support mechanisms are in place for identified target groups.
- How do they engage with alumni?
- How well does technology support the entire student life cycle?
- What are their measures of success?

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