ENROLLMENT LEADER TRACK

AI for *Enrollment Management* & Student Engagement

Stop using AI for one-off tasks. Redesign how enrollment work gets done.

Explore what AI can do across the enrollment funnel, pick the problem worth solving, redesign that stage, and build and test the AI component that makes it work.



Allison Turcio, Ed.D.



Rishab Malhotra

STARTS	LENGTH	PER WEEK	PRICE	INCLUDES
Jan 7, 2027	6 weeks	3 to 5 hours	$1,499	State of AI

Week by week

	FOCUS	YOU CREATE
1	The AI-enabled enrollment funnel: what is human work for?	A map of a current process, its pain points, and AI opportunities
2	What's possible across enrollment and student engagement	A list of specific AI opportunities in your own operation
3	What's worth solving?	A one-page proposal, reviewed by faculty
4	Redesign the work, with a live build lab	A before-and-after map and a first working prototype
5	Build, test, and measure	A tested solution and a measurement plan, reviewed by faculty
6	From experiment to institutional change	A one-page case for leadership, presented to the cohort

Faculty feedback built in: your proposal is reviewed in Week 3 and your build in Week 5.

WHO IT'S FOR

Enrollment directors, admissions and recruitment, enrollment marketers, admissions ops and CRM, visit and event leaders, and student engagement staff.

Starting point: Comfortable using ChatGPT, Claude, or Gemini. No coding.

YOU LEAVE WITH

A tested AI component: built for a real stage of your enrollment funnel

A measurement plan: so you can show what changed

A case for leadership: one page, ready for your VP or cabinet, plus an Enrollify credential

Your faculty

Allison Turcio, Ed.D. · CO-FACULTY
Dean of Enrollment and Marketing at Siena University, bringing the working enrollment executive's view of AI adoption.

Rishab Malhotra · CO-FACULTY
Founder and CEO of AIDO, a former enrollment AVP who built the AI platform purpose-designed for enrollment decisions.

What's included

- No coding required
- No student records: public pages, aggregated analytics, and synthetic data
- Works with your institution's approved AI: Claude, ChatGPT, Gemini, or Copilot
- Decide what stays human, what AI assists, and what AI can own
- All AI tools and resources, plus State of AI ($199 value)

Questions? *Talk it through live.*

Free info sessions with JC and the faculty:
Thu, Dec 3, 1:00 p.m. ET or **Tue, Dec 15, 6:00 p.m. ET**

Save your info session seat →

Registration opens soon. Enrollment is limited.
Group registration or questions: jbonilla@element451.com