CAREW INTERNATIONAL

DIMENSIONS OF PROFESSIONAL RECRUITMENT & RETENTION

with Carew International

Dimensions of Professional Recruitment & Retention

Today's recruitment and admissions teams face more pressure and complexity than ever, with fewer students, more competition, rising expectations, and greater focus on retention.

Carew's Dimensions of Professional Recruitment & Retention (DPR) program gives enrollment professionals the skills, language, and confidence to build stronger student relationships from first contact through enrollment and beyond.

DPR helps teams guide decisions, strengthen commitment, and support student success with a student-first communication approach built for real conversations.

BUILDING TRUST FROM THE START

DPR teaches a simple, repeatable process for building genuine connection quickly and strengthening trust over time. You'll learn how to listen deeply, uncover what matters, and build stronger relationships throughout the student journey.

WHAT YOU'LL LEARN

- How to apply LAER® to recruitment and retention conversations
- Techniques for uncovering needs, goals, motivations, and concerns
- How to build trust at key moments in the student journey

HANDLING RESISTANCE

Questions and concerns are part of both enrollment and retention.

DPR provides tools to navigate difficult conversations confidently, empathetically, and with a calm, student-centered approach.

WHAT YOU'LL LEARN

- Why resistance is a natural part of decision-making
- How to de-escalate concerns and uncover what is driving them
- Tools to maintain trust and keep students moving forward

GUIDING TOWARD A CONFIDENT YES

When students feel heard and supported, they're more likely to take the next step and stay committed to their goals.

DPR shows you how to guide students through uncertainty, strengthen commitment, and build momentum without sounding scripted or transactional.

WHAT YOU'LL LEARN

- How to lead decision conversations with clarity
- Ways to frame next steps around student priorities
- A simple model for encouraging action and continued commitment

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REAL RESULTS, REAL TEAMS

Here's what happens when teams commit to DPR.

Today's recruitment and retention teams face a challenge that's both familiar and urgent: inconsistent conversations, no shared methodology across the team, and no common language for helping students make confident decisions and stay engaged.

That's exactly what DPR was built to solve.

Here's what it looks like in practice - from a large public research university that trained 66 professionals over 15 months, and an online university whose team was using the LAER® method with real students on Day 1.

96-98%
Post-training knowledge scores
Up from 59-79%.

4.9-5.0/5
Avg. participant satisfaction

99%+
Recommendation rate

Behind every number, is a team that found a better way to show up for students.

"Collaborative, student-focused and illuminating."

"Sense of belonging. Impactful. Authentic."

"Already put my LAER skills to the test - just finished a psych welcome call."

Student Success team members - Day 1 of DPR Training

> **"Loved this training. It was truly outstanding!"**
> *-DPR participant, large public university*

> **"Using our DPR training is already laying deep tracks that we can see are improving student engagement with us."**
> *-Director of Student Success, large online university*

Why Carew?

Recruitment & Retention Training That Connects

For more than 50 years, Carew International has helped professionals build trust faster, lead stronger conversations, and guide better decisions.

That's exactly what today's recruitment and retention teams need.

Our Dimensions of Professional Recruitment & Retention (DPR) course gives your team the mindset and tools to create consistent, student-centered conversations from first contact through enrollment and beyond. They'll walk away with a framework they can apply across every touchpoint without sounding scripted.

40+
COUNTRIES SERVED

500,000+
PEOPLE TRAINED

99.6%
CLIENT SATISFACTION

A Consistent Approach Across the Student Journey

Beyond the Brochure:
We teach the psychology behind student decision-making, so your team leads with insight, not information dumps.

Built for Higher Ed
Designed for recruitment, admissions, and retention teams navigating enrollment pressure, student expectations, and persistence goals.

Battle-Tested Methods:
Backed by decades of research and real-world success, our training delivers measurable improvements.

It Sticks.
Our Reinforcement Series makes sure what's learned gets used - so your team keeps winning long after training ends.

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