



*"After the Vice President of Enrollment position became open, Performa quickly integrated into our admissions culture, while maintaining an objective approach to our enrollment needs. As a result, we've developed increased leadership and morale within our team, have become more successful at identifying "best-fit" students and have seen an increase in the quality of our students. With this working knowledge, Performa helped us find a Vice President of Enrollment who was a perfect fit."*

### Dr. Robert Knott

PRESIDENT,  
CATAWBA COLLEGE  
SALISBURY, NORTH CAROLINA

For more details on this institutions' success, visit [www.PerformaHE.com](http://www.PerformaHE.com)

#### Challenge >>>

The position for VP of Enrollment Management became open, which created a great focus on enrollment management. The need to have a shared unified vision to increase the quality of the student body was paramount, while maintaining good revenue sources.

#### Solution >>>

Performa provided immediate oversight and helped the enrollment staff develop leadership among their team. Together, they transformed how enrollment and marketing processes were utilized to successfully recruit in identified regions. Performa's Appreciative Inquiry was utilized to provide in-depth research and understandings of what seniors valued most about their Catawba experience and identify a profile of students who persist to graduation. Having an intimate knowledge of the fundamental pieces of the admissions and financial aid operation helped Performa conduct a successful executive search for a VP who would help the college strategically transform the culture of their enrollment processes.

**Performa**  
HIGHER EDUCATION

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