

**NEW!**

- Tired of excuses about why your theological school's programs aren't full?
- Fed up with the late-summer panic and scramble to fill open seats?
- Need help recruiting more seminary students?
- Ready to take your theological school to the next level?

*INTRODUCING . . . the ONLY signature on-campus training event designed especially for theological school faculty, administration, and staff:*

## **101 Great Ideas for Successfully Recruiting Theological Students™**

**A One-Day Step-by-Step Seminar Delivered  
On-Site at Your Theological School for  
Fun, Convenient Training that Delivers  
Measurable Results . . . GUARANTEED!**

**Fill Your Open Seminary Seats  
Stop Worrying About Your Enrollment  
Recruit More Theological Students**



**Call toll-free 1-877-472-3911 and book your on-campus training today.  
Or go online at [www.TheologicalSchools.com](http://www.TheologicalSchools.com) and schedule Now!**

# Give Your Team the Skills and Knowledge to Confidently Meet the Competition Head On ... and Watch Your Theological School Enrollment Skyrocket

Designed for theological school faculty, administration, and staff

## 101 Great Ideas for Successfully Recruiting Theological Students™

The one-day “how-to” on-campus seminar, *101 Great Ideas for Successfully Recruiting Theological Students*, provides leading-edge strategies and the newest techniques for recruiting more seminary students, as well as attracting the brightest and best theological students.

Designed especially for U.S. and Canadian theological schools, *101 Great Ideas for Successfully Recruiting Theological Students*, will send your enrollment figures soaring. Bring this energizing, one-of-a-kind program to your campus now to give your team a leg up on the competition.

## Gain—and Keep—a Real Advantage Over Your Toughest Competitors

Jam-packed with the “best of the best” practices, tips, and ideas, presented in an exciting and entertaining format, this program arms your faculty, administration, and staff with the critical tools and insights necessary to successfully compete in today’s hyper-competitive theological school recruiting environment. If you want your seminary to stand out, you need to recruit differently. *101 Great Ideas for Successfully Recruiting Theological Students* gives you the proven strategies to position your theological school uniquely, without the risk of using untested ideas.

## Get the Results You’re Looking For—Immediately!

Staff training is useless if your participants don’t implement their new skills and knowledge. A major benefit of this dynamic, one-day on-campus seminar is that all participants walk away with their own customized action plans—really, a written strategic game plan—designed to help them recruit more top-notch theological students.

## Take Back to Your Office a Complete Toolbox of Recruiting Skills

PLUS, each of your administrators, faculty, and staff members will take home a 50+ page recruiting manual packed with hundreds of cutting-edge ideas they’ll use again and again when making important recruiting decisions.

## Get Your Theological School’s Faculty, Administration, and Staff on the Same Recruiting Page

Whether you want to recruit more theological students, or attract better students, this extraordinary learning opportunity should be mandatory for everyone at your seminary. It delivers the essential skills that form the foundation for recruiting success. It also puts everyone on the same page, uniting them with a common vision and clear understanding of how they’ll work together to achieve your theological school’s desired enrollment objectives.

## Who Should Attend This Fun, Convenient On-Campus Training Program That Delivers Measurable Recruiting Results

*101 Great Ideas for Successfully Recruiting Theological Students* is ideal for anyone involved in seminary recruiting, including administrators, faculty and staff. In fact, this is the ONLY training program designed to teach faculty—key members of any successful recruiting team—the knowledge and skills they need to attract more students to your theological school. Here’s a look at the professionals who belong in this fast-paced seminary training program:

- M.Div. Program Directors
- Doctoral Program Directors
- Department Chairs
- Faculty Members
- Presidents
- Deans
- Associate Deans
- Assistant Deans
- Institutional Advancement Pros
- Communication Specialists
- Student Recruiters
- Admissions Team Members
- Financial Aid Officers
- Seminary Support Staff

... and anyone else on your campus who wants to learn the latest strategies and techniques for recruiting more theological students—in just one day.

To learn more about bringing this dynamic seminar to your campus, simply call toll-free 1-877-472-3911 for a free no-obligation consultation or visit our Website at [www.TheologicalSchools.com](http://www.TheologicalSchools.com) for more details. Call Today!

**100%** Total Satisfaction Guarantee

Your satisfaction is our #1 priority ... that’s why *101 Great Ideas for Successfully Recruiting Theological Students* is backed by a Risk-Free 100% Money-Back Guarantee. If you’re not satisfied with your investment, for any reason, you’ll receive a full refund.



## 7 Special Benefits of Bringing *101 Great Ideas for Successfully Recruiting Theological Students to Your Campus*

1. **Maximize your valuable training dollars.** You can bring any number of your team members to the training workshop for a per-person investment that's far less than what you would pay to send them to a state, regional, or national conference or meeting.
2. **Strengthen your team.** By training your entire recruiting team at once, you'll get your faculty, administration, and staff to buy into a new way of recruiting theological students ... making it faster and easier to implement your new skills and knowledge. Plus, working as a group allows you to collaborate during the workshop.
3. **Greater motivation.** *101 Great Ideas for Successfully Recruiting Theological Students* delivers valuable information in a fun, exciting manner. Your team will walk out the door excited to test their new skills.
4. **Customized content.** Because your team will be the only participants, we can customize the content to address your seminary's biggest recruiting challenges.
5. **Gain the upper hand.** *101 Great Ideas for Successfully Recruiting Theological Students* delivers a cutting-edge look at what's working today in the hypercompetitive world of theological school recruiting. Book your session before your competitors do to ensure that you get the advantage.
6. **Save Money.** In this economy, you can't afford to waste money on travel, food and lodging. Bringing this program to your campus means you'll have more money to invest in training your team.
7. **Walk out the door with a plan.** Develop an action plan during the workshop ... so each participant knows exactly how to turn new knowledge and skills into action and measurable recruiting results.

## 5 Top Special Benefits of Attending



**What you'll learn in *101 Great Ideas for Successfully Recruiting Theological Students* is amazing. But the benefits are even more impressive. You'll go back to your office with:**

- ▶ Your own customized action plan for recruiting more seminary students. Put this written strategic plan to use as soon as you get back to your office.
- ▶ A complete toolbox of new skills—packed with dozens of cutting-edge strategies, techniques, and tips. Use these skills over and over again when making important recruiting decisions—now, tomorrow, and for years to come!
- ▶ The confidence, skills and knowledge to meet your competition head-on—and watch your graduate programs reach new heights—quickly!
- ▶ The critical tools and insights you need to get a leg up on your competitors—and stay ahead—in today's fierce theological school recruiting environment!
- ▶ Solid answers to your toughest questions ... so you can get the enrollment results you want—and the local, regional, and national recognition your theological school deserves.

## Acquire a Complete Toolbox of Recruiting Skills Packed With Dozens and Dozens of Cutting-Edge Ideas

### Say Goodbye to the Guesswork and Uncertainty of Recruiting Theological Students ... Once And For All!

Forget useless theory! During *101 Great Ideas for Successfully Recruiting Theological Students*, you'll learn only real-world, bottom-line recruiting techniques that work. You'll return to your office with dozens of examples of how theological schools—large and small—have achieved amazing recruiting success.

### Discover How to Use Sophisticated Next-Generation Techniques to Recruit More Theological Students.

You'll learn how to substantially increase your productivity—and avoid costly recruiting mistakes—using the latest strategies and techniques. Also, you'll be introduced to dozens of next-generation recruiting approaches—expert tactics, tips and tricks guaranteed to work immediately.

**Stretch Your Seminary Budget and Save Money Using the Most Cost-Effective Recruiting Techniques.** You can't afford to waste money on costly or ineffective recruiting tactics. Discover the most cost-effective recruiting practices and how to *stretch* your theological school's recruiting dollars. Plus, you'll discover essential strategies and techniques that will slash your recruiting costs by 25% to 50%—and save you lots of money by avoiding costly recruiting mistakes.

## Bring North America's Foremost Expert on Theological School Recruiting To Your Campus

With more than 39 years of successful recruiting experience, Tom Jackson is widely recognized as North America's leading expert on recruiting theological students. Since 1985, Tom has personally consulted with **71 different theological schools** throughout the U.S. and Canada.

Don't miss this chance to join the list of theological schools that have benefited from Tom's experience and know-how, including:

- Assemblies of God Theological Seminary
- Bethel Seminary
- Candler School of Theology
- Covenant Theological Seminary
- Dallas Theological Seminary
- Dubuque Theological Seminary
- Fuller Theological Seminary
- Garrett-Evangelical Theological Seminary
- Gordon-Conwell Theological Seminary
- Grace Theological Seminary
- Graduate Theological Union
- Jesuit School of Theology at Berkeley
- Louisville Presbyterian Theological Seminary
- Lutheran School of Theology at Chicago
- Lutheran Theological Seminary-Philadelphia
- Methodist Theological School in Ohio
- Mount St. Mary's Seminary
- Pacific School of Religion
- Queen's University (Canada)
- Reformed Theological Seminary
- Saint Meinrad School of Theology
- Southeastern Baptist Theological Seminary
- Trinity Evangelical Divinity School
- Trinity Lutheran Seminary
- Union Presbyterian Seminary
- Union Theological Seminary (NY)
- Vancouver School of Theology (Canada)
- Vanderbilt Divinity School
- Washington Theological Union
- Wesley Theological Seminary
- ... and others

**For details and to book your session, call toll-free 1-877-472-3911 right away or go online now at [www.TheologicalSchools.com](http://www.TheologicalSchools.com) and schedule your session today!**

## Learn How to Recruit More Theological Students - Your Complete

**8:00 - 8:30 Registration**

**8:30 - 9:00 Introductions, Getting Acquainted, Overview of Program**

**9:00 - 9:15 Topic 1: Your Roadmap to Theological School Recruiting Success: A Proven, Step-by-Step Program for Getting the Results You Want... and More**

To improve your recruiting results, you must have clear targets. Enrollment objectives provide focus, direction, and a clear course of action for you to follow. Discover:

- The 3 types of enrollment objectives you need
- Ways to effectively communicate your recruiting goals to your administration, faculty, and staff
- How to practically guarantee that you hit your enrollment numbers every time

**9:15 - 10:00 Topic 2: Sharpening Your Recruiting Focus: How to Win the Hearts and Minds of Prospective Students Using Targeted Messages and the Right Media**

To captivate prospective seminary students, you need to know what really matters to them when choosing a theological school. Learn:

- The "Recruiting Results Triangle" that magnetizes your marketing message
- The secret formula for recruiting more seminary students
- 10 top reasons students aren't applying to your school of theology
- What factors students consider most important when evaluating a theological school

**10:00 - 10:15 Morning Break: Networking and Idea Exchange**

**10:15 - 10:45 Topic 3: What Really Works: A Proven Success Model for Attracting More Students and Taking Your Theological School to a New Level of Recruiting Excellence**

Jumpstart your recruiting efforts by putting this successful blueprint to work to attract more students. Find out:

- Who is really responsible for recruiting theological students (the answer may surprise you)
- Why potential seminary students don't want to hear from you ... and how to get them to listen to your marketing message anyway
- What never to do when recruiting theological students
- How to do a better job of attracting top students, while actually doing less work

**10:45 - 12:00 Topic 4: Advanced Recruiting Success System #1: How to Reach Thousands of Prospective Theological Students from Every Corner of the Globe ... in 3 to 6 Months**

If your recruitment program is *really* working, you not only won't scramble to fill spots, you'll have more candidates than places in your school. Discover:

- 37 surefire ways—inbound and outbound—to reach thousands of prospective theological students ... including those who've never heard of you
- How you can easily double and triple the size and quality of your inquiry pool—almost immediately
- How to find and reach more men, women, minorities, domestic, international, and other special target groups of prospective seminary students you want to recruit
- What to do each month of the year to ensure that your graduate programs are full by late spring ... and you're not panicking in August or early September

# — ON YOUR OWN CAMPUS — IN JUST 1 DAY

## Seminar Agenda

12:00 - 1:00 **Lunch Break**

1:00 - 2:30 **Topic 5: Advanced Recruiting Success System #2: How to Generate a Nonstop Flood of Admission Applications ... in 8 to 12 Months**

Recruiting efforts are useless if you can't motivate prospective students to apply to your school of theology. Learn:

- A power-packed, 5-step recruiting system for winning more prospective seminary students
- How to use powerful online and offline communication approaches that will increase the quality and size of your applicant pool by as much as 30% to 50%—*fast*
- The 7 best ways to get top students to apply and visit your campus
- The 4 key components of any successful recruiting program (if you're missing any of these, you will not achieve your goals—guaranteed)

2:30 - 2:45 **Afternoon Break: More Networking and More Idea Swapping**

2:45 - 3:15 **Topic 6: Advanced Recruiting Success System #3: The Surprising Inside Secret for Turning Bigger Numbers of Accepted Students into Enrolled Students ... Almost Every Time**

Nothing is more frustrating than not filling your seats in the fall. Get ready to seal more deals and increase your yield rate by as much as 25% to 35%. Discover:

- 5 practical, field-tested strategies for getting more accepted students off-the-fence ... and into your theological school
- 4 ways to cut your “No-I’m-Not Coming” responses in half ... and double your yield
- 7 key messages that move undecided accepted students off the dime ... so you'll know what to say (and what never to say) ... how to say it ... and when to say it!

3:15 - 4:15 **Topic 7: The “Power-Hour.” It’s Your Pick. Choose One of These Two Game-Changing Topics:**

1. **Tom’s Top 10 Theological School Recruiting Secrets: Real Difference Makers.** Need to produce big results in little time? Discover 10 powerful recruiting secrets that produce big results for a relatively little investment of time and money. These real difference makers will propel your seminary to a new level of recruiting success.
2. **Recruiting in the New Media: Using the Latest Breakthrough Technology.** Discover what’s new in online recruiting ... and learn how to drive a flood of prospective theological students to your website using the coolest Web 2.0 tools including Facebook, Twitter, YouTube, and other popular social media.

4:15 - 4:30 **Topic 8: Next Steps: How to Get the Results You Want**

Hammer out the customized plan you need to turn your new knowledge and skills into actions that will help you meet and exceed your school of theology’s recruiting objectives.

4:30 **Seminar Adjourns**

## Spend One Day with Theological School Recruitment Expert Tom Jackson ... and You’ll Discover

- What it really takes to recruit the best and brightest seminary students
- What’s working today (and what tired recruiting techniques have lost their power)
- How to dramatically increase the effectiveness of your recruiting program—without spending more time and money
- Ways to attract higher-quality and more diversified applicants

## Everything You Learn Goes Back To Your Office With You

### You’ll Take Home a 50+ Page Customized Recruiting Manual!

All participants in *101 Great Ideas for Successfully Recruiting Theological Students* will take home a customized 50+ page manual packed with all of the strategies, techniques, and tips taught during your seminar.



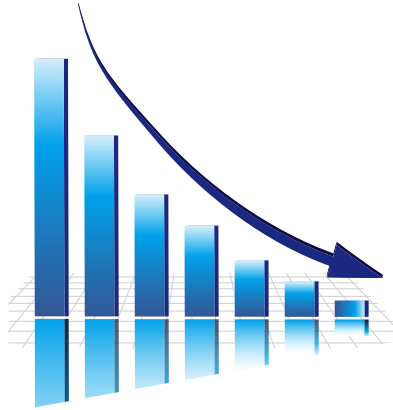
These content-rich workbooks also allow participants to capture their own ideas and insights, without having to take pages of notes. After the seminar, your seminary faculty and staff will rely on their manuals as an invaluable desk reference for years to come, turning to it again and again for expert answers to their toughest theological school recruiting questions.

## Fire Up Your Faculty, Inspire Your Administration, Motivate Your Staff

*101 Great Ideas for Successfully Recruiting Theological Students* creates enthusiasm and helps everyone who should be involved in the recruiting process—from deans to administrative staff—understand the valuable role they play. Bring this powerful high-impact training program to your theological school and show your faculty, administration, and staff that you’re serious about their professional growth and achieving extraordinary recruiting success.

# The 5 Biggest Warning Signs That Your Theological School Is In Trouble

According to the hundreds and hundreds of professionals we've trained, these are the 5 biggest warning signs that your theological school is not achieving its full enrollment potential:



1. A falling off in activity and fewer visitors on your theological school's website
2. Sharp drop-off in inquiries from potential students who want more information about your school of theology
3. Low attendance at a seminary open house—an early predictor of lower interest across the board
4. A decline in applications for admission ... plus a smaller number of students applying for financial aid, especially during the months of February and March
5. Fewer students coming to your theological school for a tour or personal interview

Did any of these red flags ring true for your seminary? If so, it's time to act. Your school of theology should—and can—do better ... much better!

During *101 Great Ideas for Successfully Recruiting Theological Students*, you'll discover proven ideas for reversing these negative enrollment trends ... so you can attract more seminary students. Call toll-free **1-877-472-3911** today or go online now at **[www.TheologicalSchools.com](http://www.TheologicalSchools.com)** to book your on-campus training now.

**Fill Your Open Seminary Seats  
Stop Worrying About Your Enrollment  
Recruit More Theological Students**

# Call or Go Online Now and Schedule Your Theological School's On-Campus Training Event Today

**On-Campus Training Dates Are Limited. Please Reserve Your Seminary's On-Campus Training Program Now.**

Don't delay! Call toll-free **1-877-472-3911** to bring *101 Great Ideas for Successfully Recruiting Theological Students* to your campus. Call now. Dates are awarded to seminaries and schools of theology on a first-come, first-served basis. So call and schedule your on-campus program today. Please don't miss out! Pick up your phone and call toll-free **1-877-472-3911** now or schedule online today at [www.TheologicalSchools.com](http://www.TheologicalSchools.com).

## It's Hassle-Free ... We Do All The Work For You

Relax. We take care of everything. All you have to do is schedule a date, reserve a meeting place, and notify your faculty and staff. That's it, we'll take care of all the rest.

## Customized On-Campus Training Solutions Tailored To Meet Your Theological School's Specific Needs

We invite you to customize your own training program. One size fits nobody. We know that—and so do you. That's why we offer customized on-campus training solutions. We'll be happy to work with you to design an exciting education program to address your theological school's specific recruiting goals, issues, and needs.

## Your Success Is Our #1 Priority

Our mission is to provide customized solutions to your toughest recruiting challenges. We listen to your needs, then give your administration, faculty, and staff all the real-world skills they need to achieve your seminary's recruiting goals.

## Theological School Advisory Services

Our success is measured by the success of the seminaries we serve. When your theological school has a lingering problem that never seems to go away ... or you're not getting the kind of recruiting results you want ... give us a call. We're here to help. Our staff will talk with you, analyze where you are, where you want to be, and provide cost-effective solutions to get you there. Results Delivered! That's our promise.

# Still Not Sure About Bringing *101 Great Ideas for Successfully Recruiting Theological Students* to Your Seminary?

**Act Now!** During this exciting on-campus program, you'll discover 7 more powerful recruiting techniques guaranteed to get you the results you want ... and the local, regional, and national recognition your theological school deserves. You'll learn:

1. Recruiting "best practices" that will increase results—guaranteed
2. Low-cost and no-cost strategies that will flood your theological school with inquiries and applications ... even in a down economy
3. Ways to attract higher-quality and more diversified theological school applicants
4. How to develop a step-by-step action plan for improving your recruiting program
5. How to stop wasting your limited time and money on recruiting strategies that are destined to fail
6. How to identify—and solve—the biggest recruiting problems that are preventing you from hitting your theological school's recruitment goals
7. How to take your recruiting program to the next level ... and say goodbye to the late-summer panic and rush to fill your open seats



## You'll Give This Seminar a Big Thumbs-Up

**Here is why you'll give this on-campus training program an A+**

**A+ Quality and Content.** We cover the most essential recruiting information in a fast-paced, one-day format that respects your time. We strive for important course balance, giving you key information you can use immediately without complex details that you don't want or need.

**A+ Training Value.** You'll get substantial returns from a small investment—whether you want to train 25 team members or 125, your investment is still the same. *101 Great Ideas for Successfully Recruiting Theological Students* is value-driven and designed with your budget in mind—this is training that will pay, not cost.

**A+ Convenience.** You can make the most of your time and gain all the benefits without the hassle, inconvenience, and expense of travel. Our one-day, on-campus format ensures that you and your team can attend at your convenience.

**A+ Course Materials.** You'll receive an invaluable workbook that's yours to keep—complete with information covered in the seminar, indispensable supplementary information, and plenty of room for your own notes. Everything you learn will be right at your fingertips, ready for quick reference long after the seminar ends.

**A+ Guaranteed Results.** "Results Delivered!" That's our guarantee. All of our training programs are 100% Satisfaction Guaranteed. If you're not completely satisfied with this on-campus seminar, we will refund your investment in full, no questions asked. Period!

## First, Only, Trusted ... You Can Count On America's #1 Brand

We've been helping theological schools—ones just like yours—achieve their recruiting goals for nearly three decades. Today, GAPSEMC is the #1 brand that graduate and professional schools look to and trust.

GAPSEMC (founded in 1985) is the only firm of its kind in the world. No other higher education consulting practice focuses exclusively on graduate school recruiting, admissions, financial aid, marketing, and enrollment management. We are the world's largest provider of customized recruitment training programs for graduate and professional schools.

### Thank You for Scheduling

**Graduate and Professional School  
Enrollment Management Corporation**  
3109 Braintree Road  
Franklin, Tennessee 37069



**To learn more about bringing this dynamic seminar to your campus, simply call toll-free 1-877-472-3911 for a risk-free no-obligation consultation or visit our website at [www.TheologicalSchools.com](http://www.TheologicalSchools.com) to schedule online. Sign Up Today!**

Graduate and Professional School Enrollment Management Corporation accepts registrations without reference to age, race, sex, creed, national origin or any other reason. This includes, but not limited to: admissions, employment, and educational services.

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