

ENROLLMENT TEAM PURPOSE, VISION, AND VALUES

PURPOSE STATEMENT

The Concordia College Enrollment Team is dedicated to identifying, inspiring, enrolling, and retaining students who will thrive in our close-knit liberal arts environment. We seek students with a wide range of talents, backgrounds, experiences, and perspectives, enriching the college community. As the first point of connection, we set the tone for each student's Concordia journey by providing a personalized and student-focused admission experience, ensuring every student and family feels valued, supported, and well-informed.

VISION STATEMENT

We strive to be a high-achieving, student-centered, and professional team that meets ambitious enrollment goals, helping to secure the financial sustainability of Concordia College. Through our work, we create a “wow” experience for students and families — one defined by warmth, responsiveness, proactivity, and exceptional service. Our actions convey the essence of the Concordia experience and, by enrolling students who align with our mission, we help shape graduates who are thoughtful, informed, and ready to influence the affairs of the world. Now, more than ever, the world needs more Cobbers.

VALUE PILLARS

Student-Centered

We prioritize students and families, ensuring they feel heard, valued, and supported. We engage and communicate with each student as an individual and recognize their unique talents, needs, concerns, and aspirations.

Radical Hospitality

We anticipate student needs and go above and beyond to create a welcoming, responsive, and memorable experience that exceeds expectations.

Perseverance and Drive

We embrace persistence, resilience, and a strong work ethic, doing whatever we can to achieve our goals and fulfill our mission.

Data-Driven

We make informed decisions using data, insights, and best practices to enhance recruitment strategies, improve outcomes, and achieve our enrollment goals.

Relationship-Focused

Recognizing the art and the science of enrollment work, we use emotional intelligence and active listening to develop personal connections with each student and family.

Integrity

We operate with honesty, transparency, and respect, always acting in the best interest of students and the college.

Teamwork

We foster a spirit of collaboration, supporting one another, sharing knowledge, and working together with our team and with partners across campus to achieve common goals. Together, we celebrate our successes and take pride in our work.

Professionalism

We hold ourselves to the highest standards in our work, appearance, and conduct, striving for excellence, accuracy, timeliness, and respect in all interactions.

Growth Mindset

We embrace challenges as opportunities for learning, continuously seek improvement, and encourage adaptability in ourselves and others. We foster an environment open to creativity, risk-taking, and opportunities for professional growth.



CONCORDIA COLLEGE
MOORHEAD, MINNESOTA