



Recruitment and Admissions Plan

2021 Admissions Cycle

Northpoint Bible College Grand Rapids

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Executive Summary

Dear Colleagues,

The office of admissions and recruiting is excited about the upcoming academic year! During this season of recruiting, we want to continue to help a diverse class of incoming Freshmen take the next steps in preparing to fulfill the call of God. Our main goal is to connect students to Northpoint|GR who are the right fit for the type of academic rigor and personal growth that the College is structured to facilitate.

The following pages are intended to outline the processes and structures that help us complete this mission. The following topics receive attention:

- Recruiting and Admissions Philosophy
- Marketing and Communications Plan
- Recruiting Events and Travel
- Campus Visits
- Admissions Process
- Scheduling and Orientation

While we have seen great success in recruiting and enrolling students from the state of Michigan, the need to be visible in other regions and states is clear. Partnerships with the Indiana District of the Assemblies of God and the continued speaking engagements of President J.P. Dorsey at national AG events are positive signs of influence outside our normal recruiting pool. They are also opportunities to connect with a more diverse group of potential students, which is a fundamental value of Northpoint and one of our continuing goals in enrollment. In addition, the creation of the NxtGenNow Scholarship furthers the accessibility of affordable (even debt-free) ministry preparation. All of these provide opportunities for growth, and the clear and consistent messaging of all members of the organization helps maximize the effectiveness of our recruitment efforts.

Students' need for cost-effective, world-class, ministry-driven education is increasing with each passing year, as we often see pastors and missionaries leave their positions due to inadequate training and/or the burden of excessive student debt. The distinctive two-day school week, intentionally cost-effective credit hours, required internships, and faculty members that are actively involved in the field in which they teach, make Northpoint a valuable option for students looking to prepare for ministry. High quality ministry preparation needs to be accessible. Let's continue to work together to share with potential students and their communities how Northpoint could be a part of their journey and calling.

I look forward to partnering with you during the 2021-2022 recruitment cycle!

Fred Betcher,

Fred Betcher

Director of Marketing and Recruiting

Northpoint Bible College|GR

Recruiting and Admissions Philosophy

Recruitment Mission Statement

Northpoint recruiters seek to provide potential students with a clear, honest vision of the experience students can expect at Northpoint with regard to their personal spiritual development, academic outcomes, and connectivity to the mission of God. We're looking to inform rather than persuade.

Who is a "good fit" student?

- Someone who takes seriously his or her spiritual development and health
- Someone who appreciates the value of a rigorous academic experience
- Someone who is passionate about the mission of God and the local church

Admissions Core Values

- **Reputation** – Our name means something. We serve and make spaces around us better because of our presence.
- **Relationships** – We take a holistic approach to prospective students that reminds them they are valued beyond their college decision.
- **Recruitment** – This happens naturally if we genuinely embody the first two values. Within genuine relationships, this looks like informing students, moving them along a recruitment funnel, and aiding in the admissions process.

Target Market

- **Traditional Student**

The admissions department at Northpoint has recently switched from targeting high school seniors to high school juniors. This has increased the number of students beginning their application by their junior year and will likely increase enrollment. Traditional students are 11% more likely to graduate than non-traditional students.

- **Non-Traditional Student/Minister**

Many non-traditional students inquire about attending as a result of pastoral recommendations and events such as sectional and district council.

Non-traditional students are often successful at Northpoint due to our flexible course schedule and affordable cost. It is common for students between the ages of 25 and 65 to start classes and earn degrees.

Additionally, many pastors without a formal education process find Northpoint to be beneficial because they can take classes while staying involved in their home church.

- **Diversity**

The entire staff at Northpoint Bible College is keenly aware that diversity is a vital aspect of the kingdom of God and is therefore a core value we hold. General awareness and presentation on this matter is called for across all promotional avenues.

There is currently a stream of diverse students who come from Grand Rapids First (a diverse church). Recruiting efforts are also directed towards high schools with ethnic diversity and the urban outreach program through Grand Rapids First.

- **Community**

Vibrant community is a staple. The unified vision of doing life together on mission is contagious.

“Community is not unique to Northpoint, but we do believe that our community is unique.”

- **Mission**

Northpoint is distinctly missional, and our students are guided to understand their role in God’s mission on Earth. Whether this is overseas, in an urban or rural setting, or even in a social work context, students at Northpoint are encouraged to have this missional perspective.

Evidence of this:

This value is evident in the required internships, NxtGenNow internships, required church participation, missions trips to Tibet and Turkey, and a missional chapel theme.

- **Academics**

Northpoint seeks to provide a world-class education. We are not a degree mill, and we pursue academic excellence in all our endeavors.

To us, working with concepts and developing practical skills matters more than regurgitating information.

Recruiting and Enrollment Goals 2021 Cycle

- 30-35 students by fall of 2021 (Additionally, the new Indiana recruiter will hopefully bring in 10-12 new students)
- 10 strong candidates for the upcoming cohort of our master’s program.
- Travel with or without the worship team at least 2 times per month.

Marketing & Communication Plan

Overview

The marketing messaging of Northpoint is grounded in the recruiting mission:

“Northpoint recruiters seek to provide potential students with a clear, honest vision of the experience students can expect at Northpoint with regard to their personal spiritual development, academic outcomes, and connectivity to the mission of God. We’re looking to inform rather than persuade.”

We want to consistently communicate through all mediums (printed, social media, advertising, website, etc.) at least one aspect of the following core values:

- Care for the student’s personal health (spiritual, emotional, relational)
- Commitment to a rigorous academic experience
- The importance of participating in the mission of God in the world (*Missio Dei*)

Key Audiences

In order to achieve enrollment goals, these segments will receive increased marketing and communications attention in the 2021 cycle:

- Youth pastors in Michigan and Indiana
- Juniors and seniors of the 2021-22 school year
- Parents

Lead Generation

Relational lead generation is our most heavily used method of collecting information. Contacts are effectively made through travel and by keeping close relationships with pastors and churches that we visit. Once a lead is generated it is entered into our student management system, Populi.

Email Communication Plans – Using Populi

- **Junior-Senior Plan** – Designed to highlight academics and culture, while genuinely benefiting students in their search process, and reminding them they are valued beyond their college decision. The end goal is to receive an application or schedule a visit. It should be reviewed every year, and a new plan should be created every other year.
- **General Communication Plan** – Sent to all Sophomores and younger as well as Juniors or seniors who have finished the specialized communication plan. The content is created anew each year and contains general information about Northpoint. Communications are sent on a monthly basis. This plan consists of campus highlights, student stories, Northpoint Press articles, and a personal greeting on Christmas.

Social Media Use

According to Ruffalo Noel Levitz, 72% of students are using social media to guide their college decision-making process. We have found this to be true. The users most consistently engaging on our social media platforms are juniors and seniors who have shown interest in attending.

- **Instagram**

The purpose of the Northpoint Bible College Instagram is to give an accurate vision for student life, academics, and culture, while highlighting student stories, diversity, and campus events. The Instagram functions similarly to giving a virtual tour of the Northpoint experience.

- **Facebook**

The purpose of the Northpoint Bible College Facebook page is to create positive interactions within the community of students, parents, pastors, churches, and prospective students. The Facebook functions as a landing page that connects viewers to our website.

New Communications and Marketing Methods

- Reworked website map and homepage that will guide students through the information based on the area of ministry or psychology that they feel called to.
- Launching a podcast “Committed to the Call” (tentative title) in order to allow us to speak into the lives of ministry leaders and establish ourselves as a trusted voice in the

conversation as well as a valuable resource. This will be used for advertising purposes as well on social media.

- Promote the development of internship partners as an important way to gain real experience and real-life opportunities for growth.
- Develop new promotional materials for NPWRSHP, the traveling worship team from Northpoint.

Recruiting Events & Travel

The travel schedule varies season to season. Brochures, information packets, contact cards, banners, and current student help are normative elements included in recruitment travel.

4 Seasons Outline

- **Spring** – Travel focus on Juniors. Continue working with existing applications and encouraging qualified others to begin the application process. Strong youth group presence is important. Preparation and execution of Discover Day open house event. Spring is also a busy time for applications and admissions.
- **Summer** – Meetings, preparation for travel, camps, preparing marketing content. Focus is on upcoming seniors and finalizing last minute applicants.
- **Fall** – Travel focus on seniors, strong school visitation, pushing campus visit days. Online Discover Day event. High quality students take care of college paperwork in the fall.
- **Winter** – Preparation for Discover Day, finalizing spring applicants' documents, gathering data projections on the upcoming fall class.

Assemblies of God Event Travel

- **Fine Arts Festival** – Gathering of 6th-12th grade students performing their giftings and talents in a ministry context. ([Michigan, Indiana, Ohio](#))
- **Youth Convention** – Annual gatherings of youth groups across the state for services and recreation. ([Michigan, Indiana](#))
- **Camps** – [Lost Valley \(Gaylord, MI\) & Faholo \(Grass Lake, MI\)](#). [Presence at family camp, and youth camps.](#)
- **Michigan Sectional Council** – Gathering of pastors by sections.
- **Michigan District Council** – State-wide gathering of pastors.
- **Lock-ins, retreats, prayer rallies and other ministry events** – Northpoint will attend these events and occasionally provide ministry services including speaking and worship. The best ways to become informed about these events is through the Student Ministries Director's office and the "Michigan Youth Leader Network" Facebook Group. Other invites come directly from District youth pastors and Northpoint alumni.

Other Travel

- **College Fairs** – [Michigan NACCAP, Information Network for Christian Homes](#), individually organized public and Christian school fairs.
- **Youth Group** – Travel to youth groups across the state, with a booth, information, a window, often providing ministry including a message, worship, or both. Target youth groups are those that are directly affiliated with Northpoint, the assemblies of God, or like-minded denominations.

- **Sunday Travel** – Travel to churches on Sunday mornings. President J.P. Dorsey has a consistent, annual travel schedule. The president brings materials, the recruitment coordinator travels with a booth.
- **Unity Festival** – A large Christian music gathering with over 60,000 guests in August. We have been attending since 2018 and have seen a good return on the investment.
- **School Visits** – Visiting Christian and public schools across the state. Most travel is done during the fall season. Each school is different, varies between booths, meetings, presentations, small college fairs and chapel messages. Target schools are high schools with racial diversity, Northpoint students and alumni relationships, public schools in the Grand Rapids area, and Christian schools across the state.
- **Life Challenge/Teen Challenge Visits** – [Muskegon, Flint, Detroit](#) area programs regularly have us visit for a chapel service and school presentation. After this transformative experience, graduates often desire ministry equipping. We ask that all graduates wait one year after graduating before enrolling at Northpoint. We encourage the graduates to spend this year as an intern in the program.

Campus Visits

Campus visits are pushed heavily during the fall recruiting season. This is the clearest picture we can give a prospective student, and it brings a great return on the investment. Roughly 50% of seniors who attend our spring Discover Day event enroll as a student in the fall.

Typical Monday Visit Schedule

- 10:00 AM: Chapel Service – Worship, greeting, message, response.
- 11:15 AM: Lunch – Informal lunch. Focus is on understanding the visitor's past, present, and future.
- 12:15 PM: Tour – Walkthrough and explanation of facilities.
- 12:30 PM: Class – Preapproved by professor. One-hour block rotation.
- 2:30 PM: Meetings. (Financial Aid, Admissions, or other by request)

*Visits may need to be adjusted due to Covid-19 restrictions. A weekly virtual visit option may need to be in place as well as a process to reduce contact, food exposure, and liability.

Current Student Host System

Each year six different students will be asked to join our student host system due to the large quantity of visitors and limited dates available for visitation. Their role will be to:

- Guide the guests on their visit, introducing them to staff, faculty, and current students
- Sit with guests for chapel and take them to lunch
- Learn their past, present, and future
- Answer any specific questions that the guests have
- Give tour of the facility and bring guests to classes
- Bring guests to meetings if scheduled, then give them a gift bag and escort them out

*More information can be found in the Student Host Manual.

Discover Day

Discover Day is Northpoint's annual open house. Typically, this takes place the third Monday of March. This is a high energy event that is aimed to inform and inspire prospective students while

painting a picture of the Northpoint experience. Roughly 200 prospective students ranging from sophomores–seniors attend each year. Non-traditional students attend as well.

- **Chapel service** – Worship service production is higher to accommodate an increased gathering. President J.P. Dorsey is the keynote speaker and has a similar topic each year. Taking personal responsibility for one’s life, hearing from God for direction, and saying “yes” to the mission of God is the focus.
- **Lunch** – Chick-fil-a provides lunch each year with an appearance from the Chick-fil-a cow. This is an opportunity for current students to interact with prospective students. [Rena Spurlin](#) is the Contact from the Kalamazoo/M-6 location. They have been excellent to work with since 2018.
- **Breakout sessions** – Four sessions cover financial aid, psychology minor, worship minor, and pastoral ministry and missions. Staff and faculty provide information and field questions during these 30-minute sessions.
- **Promotion for event** – An organic social media push that includes students and alumni is a major element of the promotional process for this event.

Post card distribution to all sophomores and older within our data base is followed by a three-month-long email campaign. Churches in the Michigan District of the Assemblies of God receive post cards as well.

Youth pastors within the Michigan District of the Assemblies of God are personally asked to attend and bring interested students. Phone calls to every youth pastor begins in January. An email campaign starts in January, with a calendar reminder email going out in August. Each year about twenty youth pastors attend, each accompanied by anywhere from two to thirty youth.

A heavy travel schedule for the recruiter begins January 1 and continues until the event. The main focus in the field from January 1 forward is inviting groups and individuals to Discover Day. Typically, it is better to visit larger youth groups in the spring to bring a bigger crowd to Discover Day.

A paid Social Media campaign should begin in mid-January and end the Friday prior to the event. This content should be brainstormed and administrated in the summer, created in the fall, and approved by December.

*All promotional items (emails, social media, video, etc.) should be created in collaboration with the Director of Marketing and Recruiting.

- **Post Event Administration** – A Post-Discover Day meeting with all staff in attendance should be held the week after the event. The notes from this meeting should be used in the first planning meeting the following year.

The day after the event, a Cognito form survey should be sent to youth pastors and students in order to obtain feedback from the day. Once responses are in, the data should be collected, added to the meeting notes, and cataloged for purposes of planning future events.

Admissions Process

Northpoint Bible College admits applicants who demonstrate a clear personal faith in the Lord Jesus Christ, an ongoing pattern of discipleship, a commitment to emotional and relational maturity, and the potential for academic success. When considering applications, Northpoint

reviews one's complete academic record, recommendations, essays, his/her plans for the future, and personal information.

Northpoint is committed to educating the entire person; therefore, the Office of Admissions reviews each applicant carefully to verify personal, academic, and spiritual integrity. The applicant's lifestyle and relationships should reflect a personal commitment to Christ and obedience to the Scriptures.

Northpoint Bible College accepts students without regard to gender, age, disability, race, ethnicity, or national origin, provided all other requirements have been satisfied. Northpoint Bible College does not offer or pay incentives to staff, students, or outside companies to recruit students.

Admissions Requirements

- **Pastoral:** Northpoint considers the applicant's attitude toward the Church and Christian ideals as they are assessed by his/her pastor. Each applicant must give evidence of a definite experience of regeneration and approved Christian character. The college expects applicants to be active in a local church in their home communities. A recommendation form from the pastor is required.
- **Personal:** The candidate must exemplify a desire to serve God. The college enrolls Christians who have accepted the Lord Jesus Christ as their personal Savior. The applicant's lifestyle should reflect a commitment to Christ and obedience to his Word. Personal recommendations from an educator or employer are required.
- **Academic:** Each applicant must provide the college with scholastic documentation of his/her high school and college experiences. A transcript of the applicant's high school (whether public, private, or home school) record should be sent directly to the Office of Admissions. If an applicant has not graduated from high school, a Graduation Equivalency Diploma (G.E.D.), along with a transcript from any high school attended, should be sent. Official transcripts from all post-secondary schools should also be submitted.

Admissions Procedures

Northpoint Bible College's policy of open enrollment allows prospective students to apply at any time. An application submitted too late for one semester will automatically be considered for the following semester.

To begin the application process to be a full or part-time student, forms are provided on our website at www.northpointgr.org. An application is considered to be complete when all items listed below have been received by the Office of Admissions. There is a \$250 application fee for admission to Northpoint which is waived as long as the applicant submits all application materials by September 1, 2021 for the fall semester and by December 23, 2021 for the spring semester. The required application materials are as follows:

- Online Application
- Pastoral Reference
- Educator or Employer Reference
- Personal Reference (applicable for Master's students only)
- Essays (as required in application)
- Official (unofficial if not graduated yet) High School Transcript
- Official College Transcript (if applicable)
- Completed Health Certificate

- **Immunization: Meningococcal Vaccination**

All application information received will become part of the college's records. This information, therefore, is considered to be absolutely confidential (see the section on Academic Information for a description of the Privacy Act). Upon the student's enrollment, the materials that are deemed to be essential are kept as a part of the student's permanent file in the Office of the Registrar.

- **Questionable Attributes:** Alcohol and or tobacco usage, pornography usage, debt, homosexual behavior, questionable social media behavior (such as inappropriate language, jokes, conversations, images), psychological or emotional issues, or noted trauma.

Once the Admissions Committee decides on the applicant's status, notification will be sent to the applicant. When an applicant is approved for admission, an acceptance packet will be sent to the student, informing him/her of arrival times, orientation, and registration. Students who accept their admission to Northpoint Bible College | Grand Rapids, will be asked to send a reservation deposit in order to confirm their plans to enroll.

Those auditing a course must fill out the application and mark themselves as a part-time student. A pastoral reference is required. No transcripts are necessary. The fee for auditing a course is \$137.50 per credit hour.

- **Re-Admission**

Former students who withdrew from the College and were in good standing may return by submitting a new application, a letter of intent, and an updated pastoral recommendation. A new health certificate is required if the student has not been enrolled for one academic year or more. Any former student not enrolled for five academic years must follow the new-applicant procedure.

- **Assimilation**

A quality assimilation process increases the applicant to student matriculation rate, curbs summer melt, and helps our incoming class be prepared and excited for day one.

- **Financial Aid**

Our campus Registrar is the main contact person for our student's financial aid questions, scheduling, and other student needs. The office of recruiting and admissions can give general guidance but will revert to the campus Registrar for any significant financial aid needs. FAFSA documents will be processed by the Registrar at the Haverhill, MA campus. Students need to communicate directly with the MA campus for financial aid to be complete.

Scheduling & Orientation

- **Registration**

On the day of registration in August, the matriculating student will check in at the Registration table in order to receive a registration packet and have an ID picture taken. Students must provide their insurance cards at this time and make their first tuition payment. Students will also confirm their class schedules at this time.

- **Orientation**

All new students must attend Orientation. Orientation is designed to acquaint the student with the academic, spiritual, and social life of the campus. Students also take an entrance examination in order to assess biblical and ministry knowledge. This day also includes worship, lunch, and recreational activities.

- **Data Management**

Having an efficient, synchronized system to host sensitive information is vital to our recruitment success. Populi does an excellent job of streamlining communication, while allowing all offices of admission to be on the same page by viewing all communication with prospective students.

- **Populi**

Populi is the data base that keeps track of academic information on current students; allows students, staff, and faculty to interact; and keeps our information on prospective students.

A new lead is added to the database whenever an inquiry form is filled out online, an application is started, or a potential student fills out an information card in the field. Once added, the student is taken through a three-month communication funnel. Social media, calls, emails, texts are all preloaded into the communication plan.

Populi keeps track of all contact information, church and school name, and all interactions with admissions. It also has an admissions to-do list for each admissions team member.

- **Data Tracked**

Name, phone number, email, home address, race/ethnicity, home church, high school, and high school graduation year are all tracked. If students show interest in a minor, they should receive a custom tag indicating that. Additionally, any student who is interested in the master's degree will be noted as interested in our graduate program. If the student has a close relationship with a current student, alumni, or other prospective student, that will be noted as well.

Great importance is also placed on the field notes. The recruiter should put notes about prospective students and any information on the student that may be helpful later to their profile on Populi. This information should be relationally driven and can include items like: calling and vocational path, encounter with the Lord, sick family member, prayer requests, how many siblings they have, favorite food, favorite worship band, etc. It is critical that this information is kept as our communication plans rely on personal information and treating prospective students with deep value that goes beyond their college decision.