

SINCE 1998

# About Norton Norris

Whether It's Training, Mystery Shopping, Or Automated Advising, Norton Norris Is Your Solution.

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## SHOPPING

Understand what your prospective students experience when they visit your school



## TRAINING

Informed by research, endorsed by legal counsel, and aligned with best practices



## AUTOMATED ADVISING

Provides students with the ability to sort through the tough questions we all ask

*Since 1998, we've delivered exceptional results for schools, colleges, and universities.*

## About Nn

*Norton Norris (Nn) provides award-winning, compliant, and proven mystery shopping and training solutions to improve admissions and staff performance. Over the past two decades, Nn has been the go-to resource for premier mystery shopping services, the legally endorsed [EnrollMatch®](#) [Admissions Training](#) solution, and 24/7 student advising with [MyGuidance Coach®](#). In 2022, Nn joined forces with the Reality Based Group to expand resources to meet the dynamic, growing needs of the higher education space.*

# Nn at a Glance

*In the late 1990's, Dr. Jean Norris and Vince Norton realized...*



## PROBLEM

Something **big** was missing in the world of college admissions training. The sector was missing **practical, actionable** guidance and training that would **impact day-to-day conversions** of prospective students.



## SOLUTION

**Experienced** senior-level administrators who could provide admissions teams at schools across the country with a **solid foundation** and the **tools they needed to show results.**  
**Norton | Norris was born.**

THE TEAM

# Nn Leadership



DR. JEAN NORRIS



## **Chairman of the Board & Managing Partner, Association for the Advancement of the College Admissions Profession (AACAP) & Norton | Norris Inc./RBG**

Dr. Jean Norris is a leading advocate and expert in higher education admissions, student services and customer service. Her unique mix of experience in academics, marketing and enrollment management combined with consulting for hundreds of organizations and training thousands of professionals makes her a sought-after speaker and presenter. Her research, articles, and interviews can be found in many well-known publications serving the sector. She began her educational pursuit in a 10-month medical assisting diploma program and went on to earn a B.A. in Management, a M.A. in Communication and Training and an Ed.D. in Organizational Leadership. Jean is also a Licensed Master Neurolinguistic Programming Practitioner.

VINCE NORTON



## **Managing Partner @Norton | Norris, Inc./RBG**

Since 1979, Vince Norton has worked in higher education administration, marketing, admissions, and enrollment management, for both not-for-profit and proprietary institutions. His 40-plus years of experience include 19 years in admissions, marketing and administration at non-profit colleges, and 3 years with for-profit colleges. For the last 25 years, he has served as Managing Partner of Norton|Norris, Inc., a full-service training and mystery shopping firm dedicated to the education vertical.

# Key Personnel

AMY ZINTL



*Director, Customer Success, Reality Based Group* - Amy has 25 years of experience in mystery shopping program design customer feedback analysis and client strategy. Amy leads teams who serve Clients across broad industry verticals including specialty retail, consumer goods, restaurant concepts, public school districts, luxury brand automotive and professional sports.

LINDA CARRUTH



Currently the Director of Assessment, Linda started with Norton Norris in February of 2009 as a part-time, phone shopper. She loved the work and stayed! After managing all of the phone shops, Linda moved to managing ground projects. Establishing relationships with clients and coordinating projects through a variety of platforms.

JIM BRANHAM



Prior to getting into the higher education field, Jim served in the U.S. Air Force for 21 years. During his 20 years experience in Higher Education, his military experience proved valuable as he worked with active duty and military veterans to help achieve their goals. Jim currently oversees ground and phone shops for Norton Norris.

KIMBERLY WHITESIDE



Kimberly worked in the banking and mortgage industry for over 15 years, managing teams in the facilitation of daily operations and Client Services. Kimberly joined Norton Norris as a mystery shopper in 2010 and completed numerous ground shops at schools across the country. Currently she serves as a project manager, specializing in large projects for clients like UAGC and Chamberlain College.

UNLIMITED OPTIONS

# Mystery Shopping



Compliance, Prospect Experience & Student Journey



Benchmark to National Averages



Face to Face Interviews



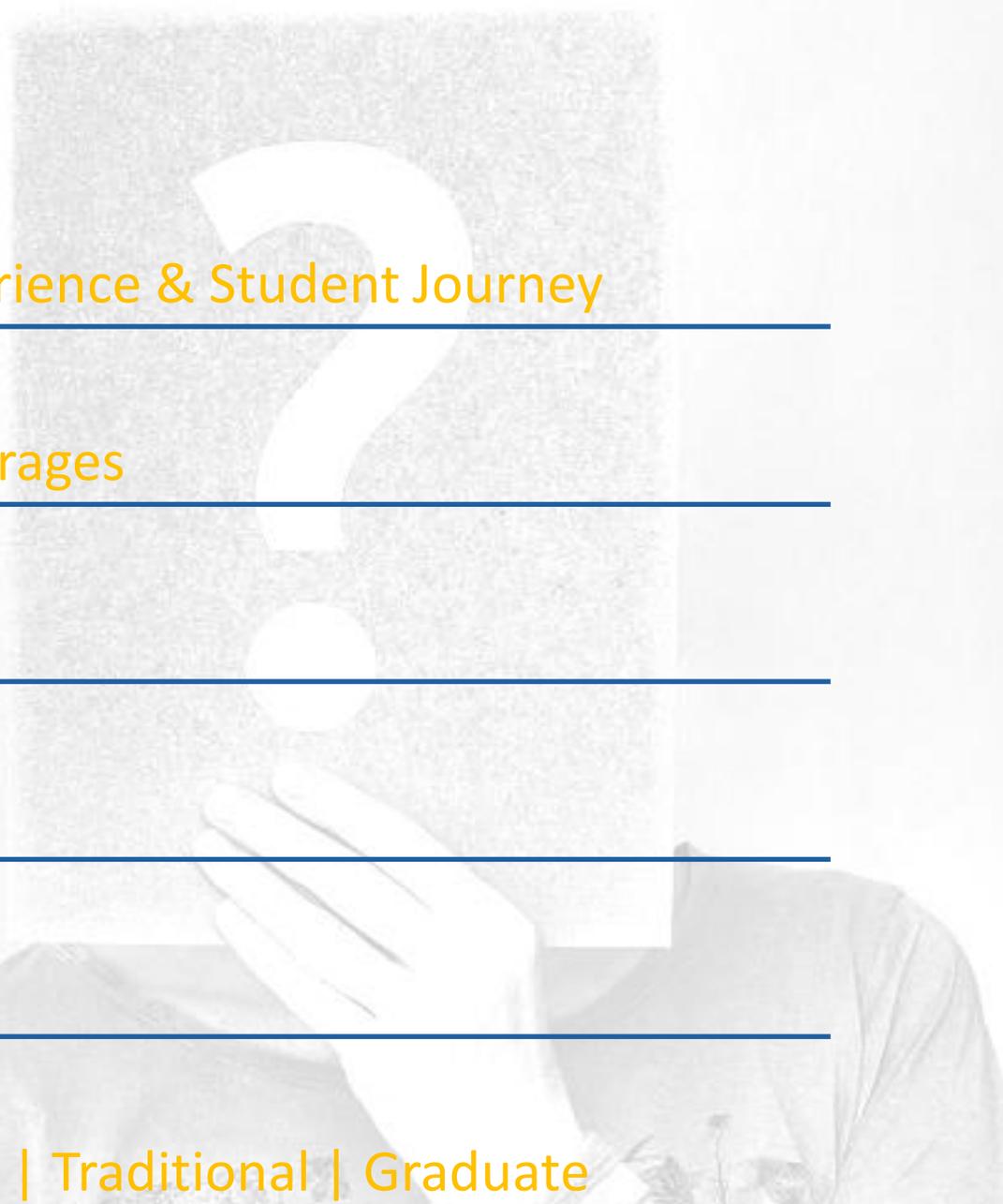
Virtual Remote Interviews



Online | Military | Trades



K-12 | Community Colleges | Traditional | Graduate



# Mystery Shopping



Evaluate admissions practices

Identify opportunities for remediation, recognition and training

Ensure consistent practices across advisors and campuses

Measure key touchpoints for prospects, applications and students

EXPERTISE AND EXPERIENCE

# Norton Norris & Reality Based Group

*Vince Norton & Dr. Jean Norris have each worked for 30+ years in College Admissions & Training.*

*Norton Norris is an award winning, compliant and proven mystery shopping & training agency, specializing in College Admissions.*

*In 2022, Norton Norris joined forces with Reality Based Group (RBG), a founding member of the Mystery Shoppers Professionals Association, serving Best in Class brands since 1992. RBG conducts approximately 20,000 mystery shops each month and has served more than 2,000 clients across multiple industries.*

## Our Core Values



Accountability



Continuous Improvement



Empowerment



Innovation



Integrity



Teamwork



Winning

**Excellence Is No Accident**



## Client Success



A Division of Reality Based Group™

# Thank You!

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