

Executive Report: Doctoral Candidate Lead Generation

To: Dr. Lesley Poinsette **From:** Nathan Poinsette **Date:** January 20, 2026 **Subject:** Project Phoenix: Initial Findings & Action Plan

1. Project Overview

This report details the successful completion of **Project Phoenix**, an initiative to establish a comprehensive, data-driven system for identifying and attracting doctoral degree candidates for Poinsette International Christian University (PICU).

Our objective was to create a sustainable and scalable lead generation engine. We have achieved this by combining deep market research, strategic planning, and the creation of a centralized intelligence hub.

2. What We Accomplished

A. Full-Spectrum Digital Reconnaissance:

- We conducted an exhaustive search across key digital platforms, including LinkedIn, Reddit, Facebook, and academic forums, to locate individuals actively seeking or discussing doctoral programs in ministry, theology, and Christian counseling.

B. Central Intelligence Hub (GitHub Repository):

- We established a secure, centralized repository to house all research, strategies, candidate lists, and operational documents. This “PICU Student Acquisition Hub” acts as the single source of truth for our entire lead generation effort.
- **Location:** <https://github.com/onlyecho822-source/PICU-Student-Acquisition>

C. Identification of 50 Initial Candidates:

- We have already identified and profiled **50 high-potential candidates**. This initial pool includes pastors, chaplains, counselors, and academics who have explicitly expressed interest in pursuing a doctoral degree.

D. Development of a Continuous Lead Generation System:

- We designed a multi-tiered strategy that combines immediate outreach with long-term automated monitoring. This system is documented in the repository and includes daily, weekly, monthly, and quarterly action plans.
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3. Key Findings: Where to Find Our Future Students

Our research confirmed that there is a significant, untapped market of individuals seeking affordable, online doctoral programs.

Tier	Platform	Description	Est. Reach
1	LinkedIn	Professionals, pastors, and academics actively listing doctoral studies in their profiles.	10,000+
2	Reddit	Niche communities (e.g., r/pastors) where users openly discuss their educational goals and challenges.	5,000+
3	Facebook	Large, active groups dedicated to doctoral studies and Christian ministry.	135,000+
4	Forums	Academic forums like DegreeInfo where users compare programs.	2,000+

PICU's Competitive Edge: Our primary advantages are **affordability** (our tuition is 60-80% lower than competitors) and **flexibility** (100% online, start anytime). This is a powerful message that resonates strongly with our target demographic.

4. What We Can Do Now: Immediate Action Plan

The system is built. Now, we must engage.

A. Manual Outreach (Your Team's Role):

- The next critical step is to begin personalized outreach to the 50 candidates we have identified. The repository contains step-by-step instructions, message templates, and links for your team to execute this.
- **Required Time:** Approximately 1-2 hours to initiate contact across all platforms.

B. Activate Continuous Monitoring:

- The automated lead generation plan is ready. By following the daily and weekly tasks outlined in the repository, your team can consistently generate a fresh stream of new candidates.
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5. Guidance & Next Steps

We have created a powerful tool. To leverage it effectively, I recommend the following:

1. **Familiarize Yourself with the GitHub Hub:** All the data and tools you need are in one place. I have provided separate, simple instructions on how to access and navigate this.
2. **Delegate the Initial Outreach:** Assign a team member to execute the manual outreach steps detailed in the `EXECUTION-LOG.md` file. This is the highest-priority action.
3. **Implement the Continuous Strategy:** Schedule the daily and weekly monitoring tasks to ensure a consistent flow of new leads.

This project has successfully laid the foundation for a new era of growth for PICU. By taking these next steps, we can begin converting this intelligence into enrollments.

Sincerely,

Nathan Poinsette