Four Metrics to Measure Now to Ensure Successful Yield

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Agenda
• Analytics primer
• Understand the past
• Funnel quality
• Engagement
• Keeping up
Analytics Primer
Analytics Primer

LITERACY

- Benchmarking
- Relevancy
- Sample Size
- Data Source
- Data Quality

Literacy
Analytics Primer

CURIOSITY

• The more curious, the better!
• Test, test, and then test again
• Simplify
  “Make things as simple as possible, but not simpler.” – paraphrased Albert Einstein
• Ask questions to seek answers, not the other way around
Analytics Primer

ACTIONABLE

Descriptive

Literacy

Actionable

Curiosity
Analytics Primer

ACTIONABLE

Descriptive
Contextual

Literacy
Actionable
Curiosity
Analytics Primer

**ACTIONABLE**

Descriptive

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Analytics Primer

SOCIALIZATION

• Ability to drive decisions
• Be consistent: Use consistent visualizations & language
• Explain findings and recommend actions or raise questions
Action vs Impact

Actionable vs Impactful
Historical Perspective
Historical Perspective

• Research and historical funnel review
• Identify quality of applications and admitted students
• Determine the student’s “why” with Enrollment Decision Factors
Historic Applicant & Admit Quality

**Location**
- Understand historical markers; It’s more than just being “up”
Historic Applicant & Admit Quality

Location
- Understand historical markers; It’s more than just being “up”
Competition

Figure 5: Number of Applications by Type of Institution Attending

- In-State Public
- Out-of-State Public
- Private

- Less than Four
- Four to Six
- Seven to Nine
- 10 or More
Enrollment Decision Factors

Figure 19: Most Important Reason for Enrollment Decision by Type of College Attending

- Affordability
- Desired Program
- Career Outcomes
- Reputation/Academic Quality
- Value
- Fit
- Proximity to Home

Eduventures 2017 Survey of Admitted Students: Targeting Yield Strategies, Traditional Student Demand, Vol. 1 Ed. 1
Current Funnel Pacing
Funnel Pacing

• Identifying the quality of current pool by understanding the student journey
• Understanding micro solutions for the macro objective
Completion Rate

First Source of Contact - Top 10

Click on a bubble to drill down and see conversion volume demographics.

Outcome Rate
0.0% 20.0% 40.0% 60.0% 80.0% 100.0%

Initial Volume
0 100 200 300 400 500 600 700 800 900

Average

Application 2
Application 1

Application as a first source
Yield Rate (Admit to Enroll)

Consider the student journey
Profile Comparison & Yield

- Identify strengths and weaknesses
- Determine tactics for unique segmentations

**Female by Ethnicity**

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<tr>
<th>Ethnicity</th>
<th>Initial Volume</th>
<th>Outcome Rate</th>
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<td>White/Caucasian</td>
<td>0.0% - 10.0%</td>
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</tr>
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<td>Black/African-American</td>
<td>10.0% - 20.0%</td>
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<tr>
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<tr>
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<td>Latino/Hispanic/Chicano</td>
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<tr>
<td>Asian/Asian-American/Pacific Islander</td>
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<tr>
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<tr>
<td>Middle Eastern</td>
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Engagement
Engagement

• Marketing analytics beyond aggregate
• In-person Enrollment Decision Factors
Marketing Segmentation

- Beyond aggregate open/click/click through rates
Multidimensional Marketing Segmentation

Click Rate by Distance and Race

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<th>100</th>
<th>200</th>
<th>500</th>
<th>&gt; 500</th>
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<td>1.02%</td>
<td>0.66%</td>
<td>0.50%</td>
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<td>0.63%</td>
<td>0.43%</td>
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<tr>
<td>White/Caucasian</td>
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<td>0.51%</td>
<td>0.40%</td>
<td>0.50%</td>
</tr>
<tr>
<td>Other</td>
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<td>0.67%</td>
<td>0.41%</td>
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<tr>
<td>Prefer not to Respo..</td>
<td>1.75%</td>
<td>0.63%</td>
<td>0.52%</td>
<td>0.37%</td>
<td>0.88%</td>
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- Beyond aggregate open/click/click through rates
Personalized Enrollment Decision Factors

- Campus visits, College fairs, and In-person discussions top list for yield factors
Personalized Enrollment Decision Factors

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Keeping Up
Keeping Up

• Counselor personalized contacts
• Application to completion to decision
• Take time to analyze
• Applications not completed
• Completed not reviewed
• Time since personal contact
Summary

- Focus on actionable and impactful opportunities
- Understand where you’ve been to get where you want to go
- Pacing and strength of funnel
- Engaging with impact
- Keep up with the flow
- Depth of analysis; get beyond the surface level