



Membership matters.

Four Metrics to Measure Now to Ensure Successful Yield

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Clint Chapman
Vice President
Encoura Enrollment Services
ACT|NRCCUA
clintc@nrccua.org



Agenda

- Analytics primer
- Understand the past
- Funnel quality
- Engagement
- Keeping up



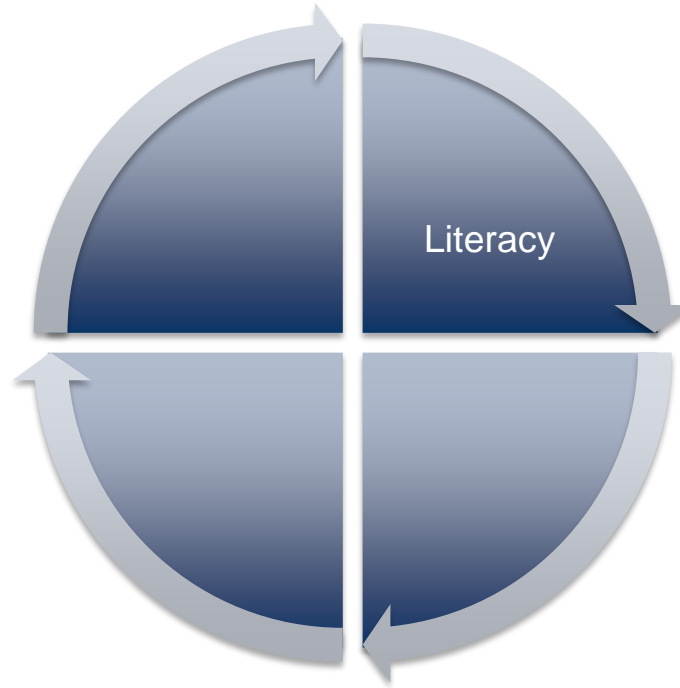
Analytics Primer



Analytics Primer

LITERACY

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

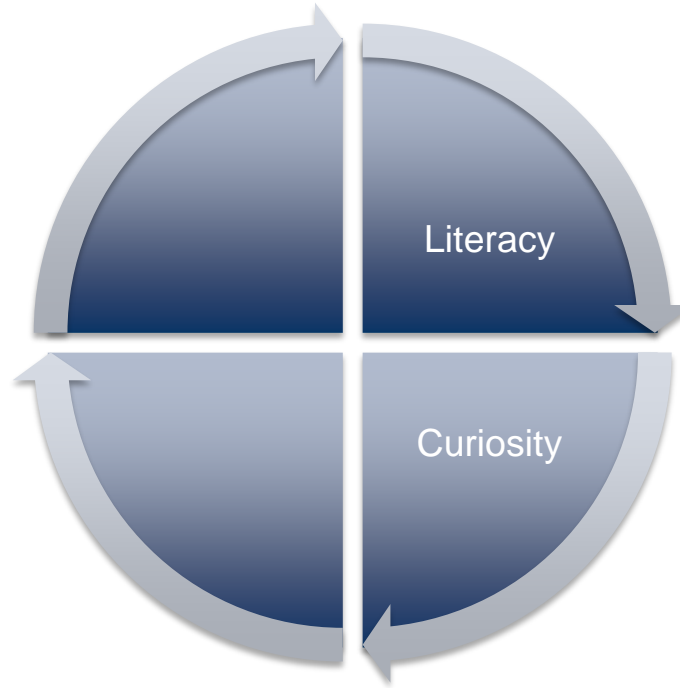


Analytics Primer

CURIOSITY

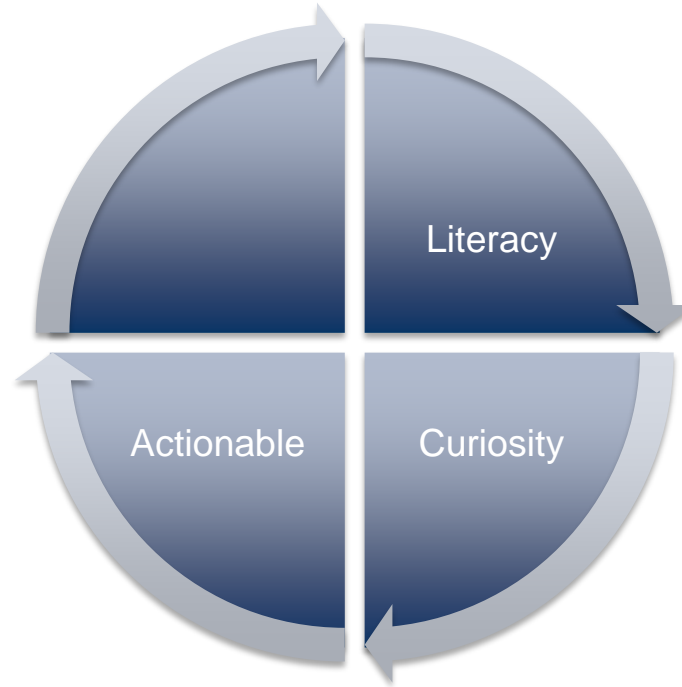
- The more curious, the better!
- Test, test, and then test again
- Simplify

“Make things as simple as possible, but not simpler.” – paraphrased Albert Einstein
- Ask questions to seek answers, not the other way around



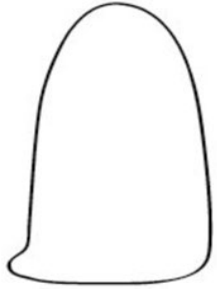
Analytics Primer

ACTIONABLE

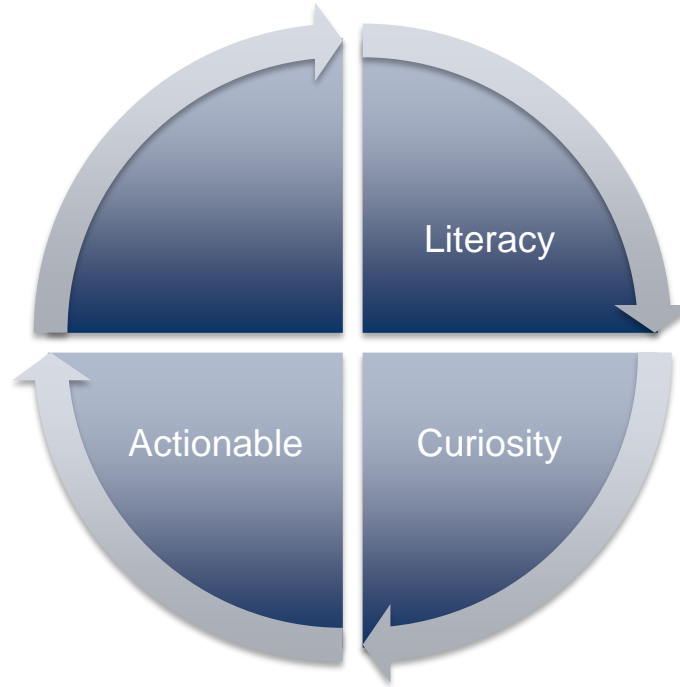


Analytics Primer

ACTIONABLE

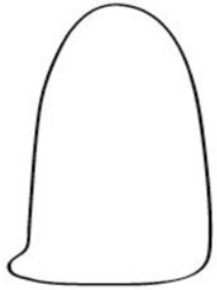


Descriptive



Analytics Primer

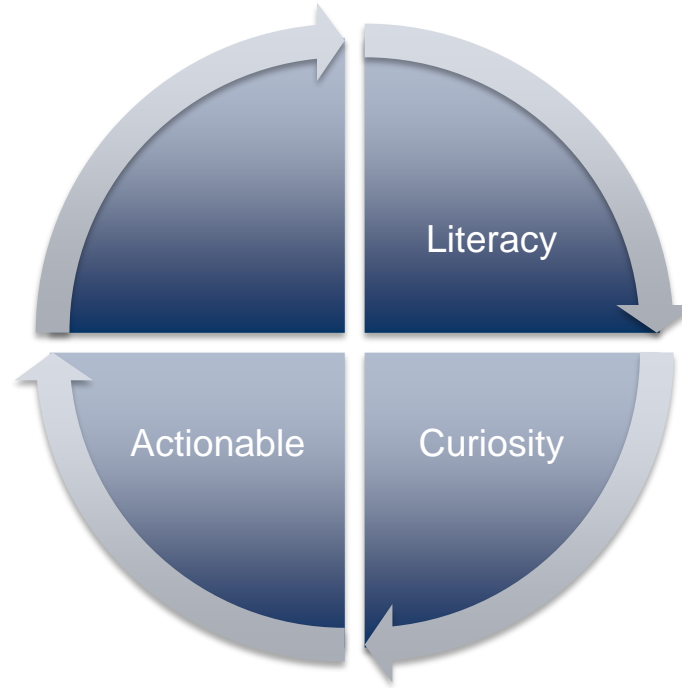
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Descriptive

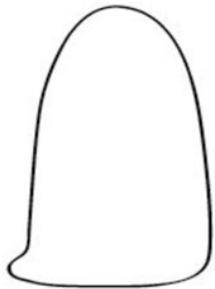


Contextual

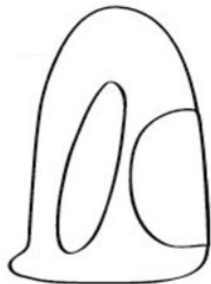


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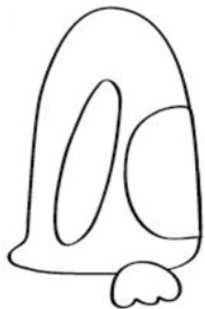
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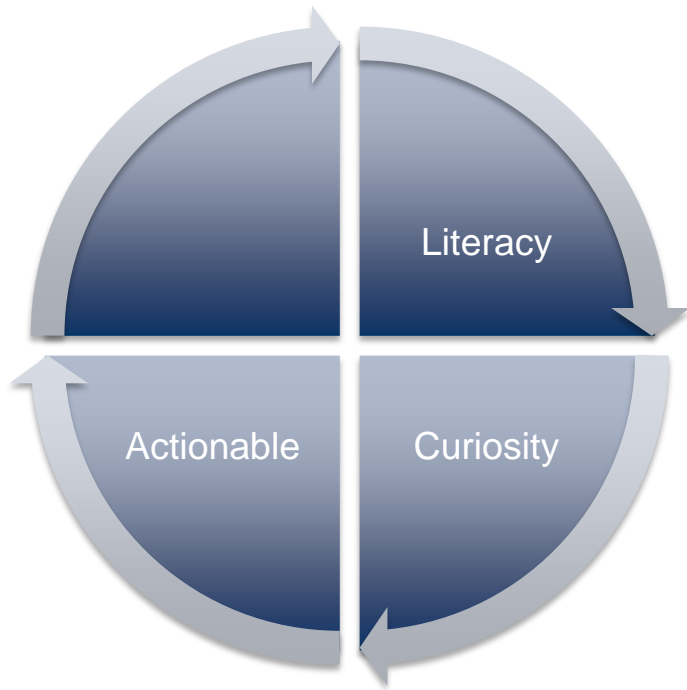
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Contextual

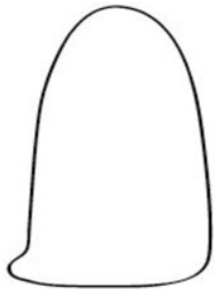


Insightful

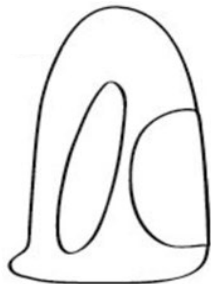


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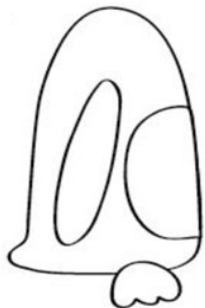
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Descriptive



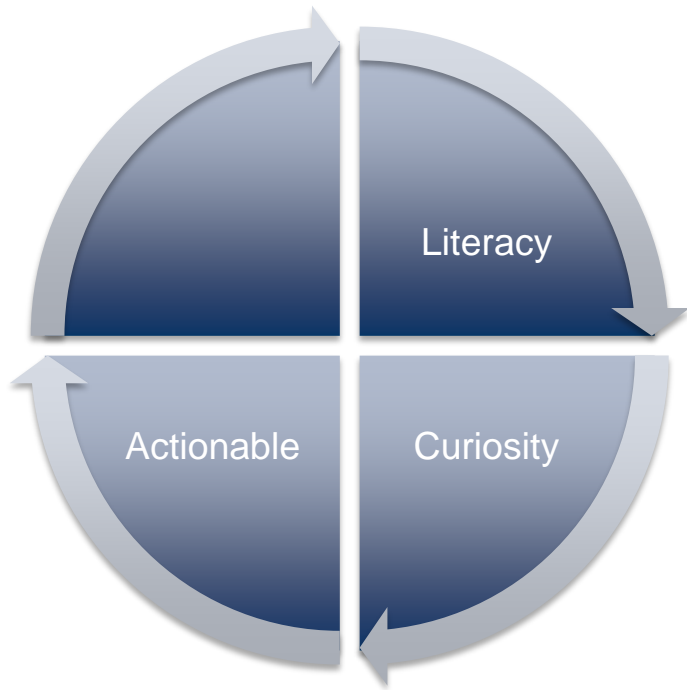
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Actionable



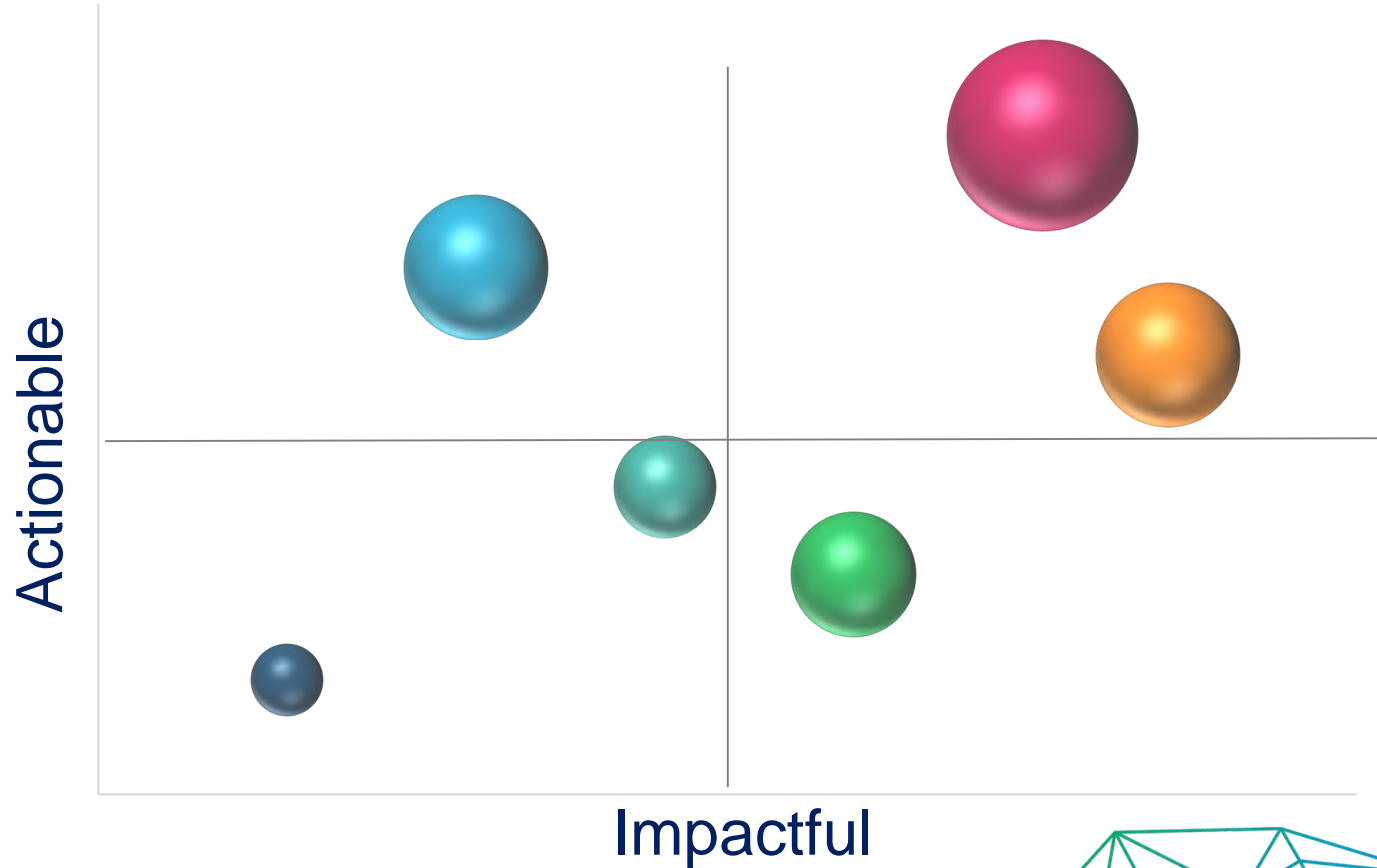
Analytics Primer

SOCIALIZATION

- Ability to drive decisions
- Be consistent: Use consistent visualizations & language
- Explain findings and recommend actions or raise questions



Action vs Impact



Historical Perspective



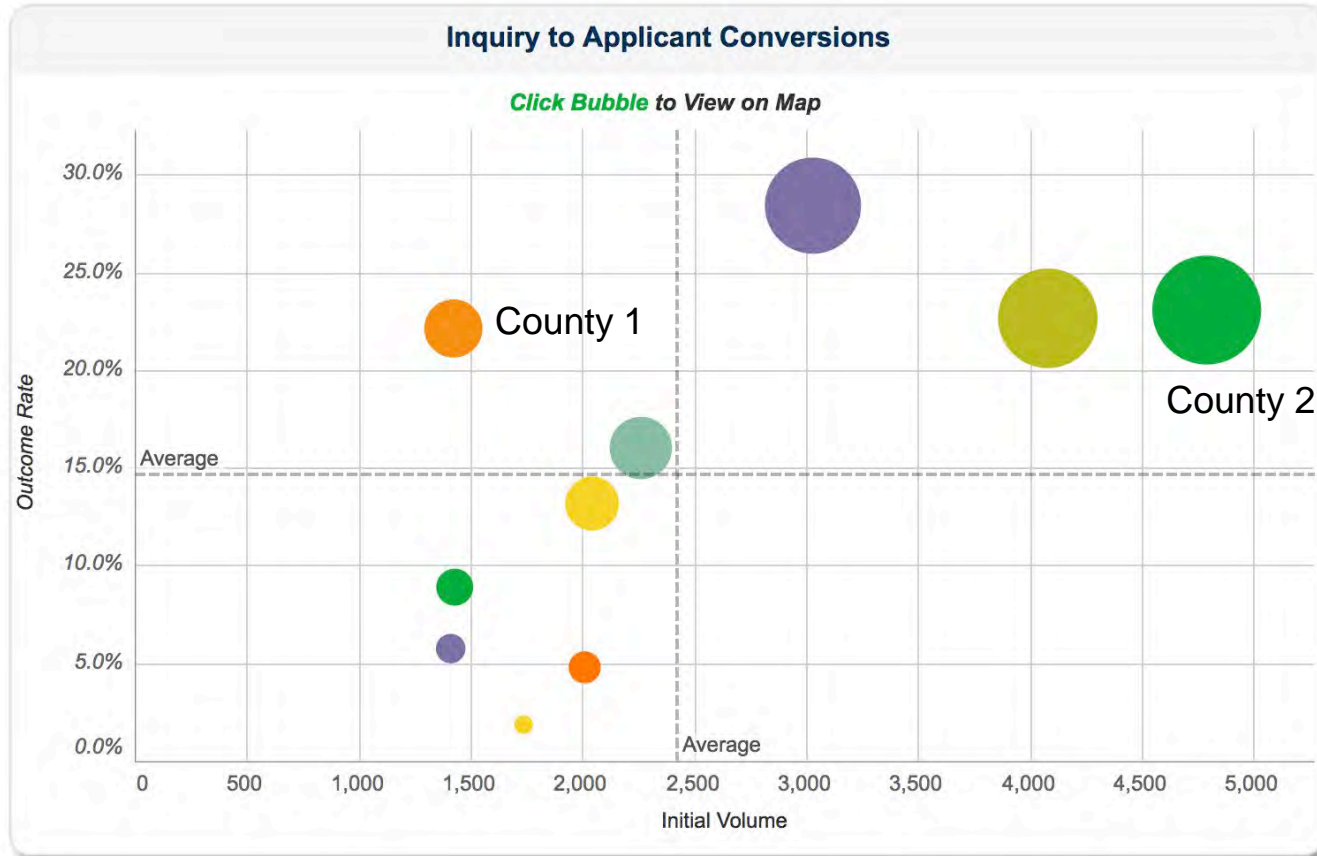


Historical Perspective

- Research and historical funnel review
- Identify quality of applications and admitted students
- Determine the student's "why" with Enrollment Decision Factors



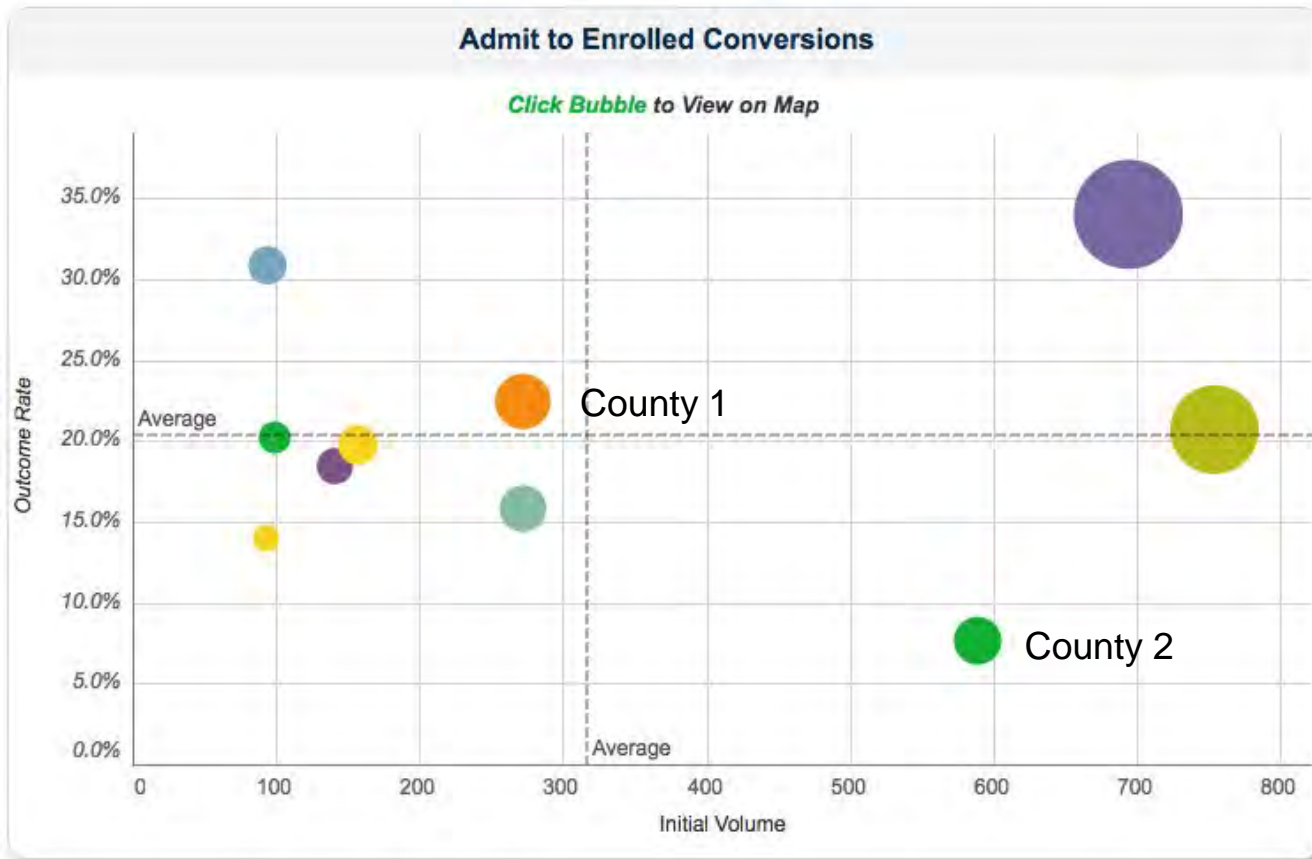
Historic Applicant & Admit Quality



Location

- Understand historical markers; It's more than just being “up”

Historic Applicant & Admit Quality

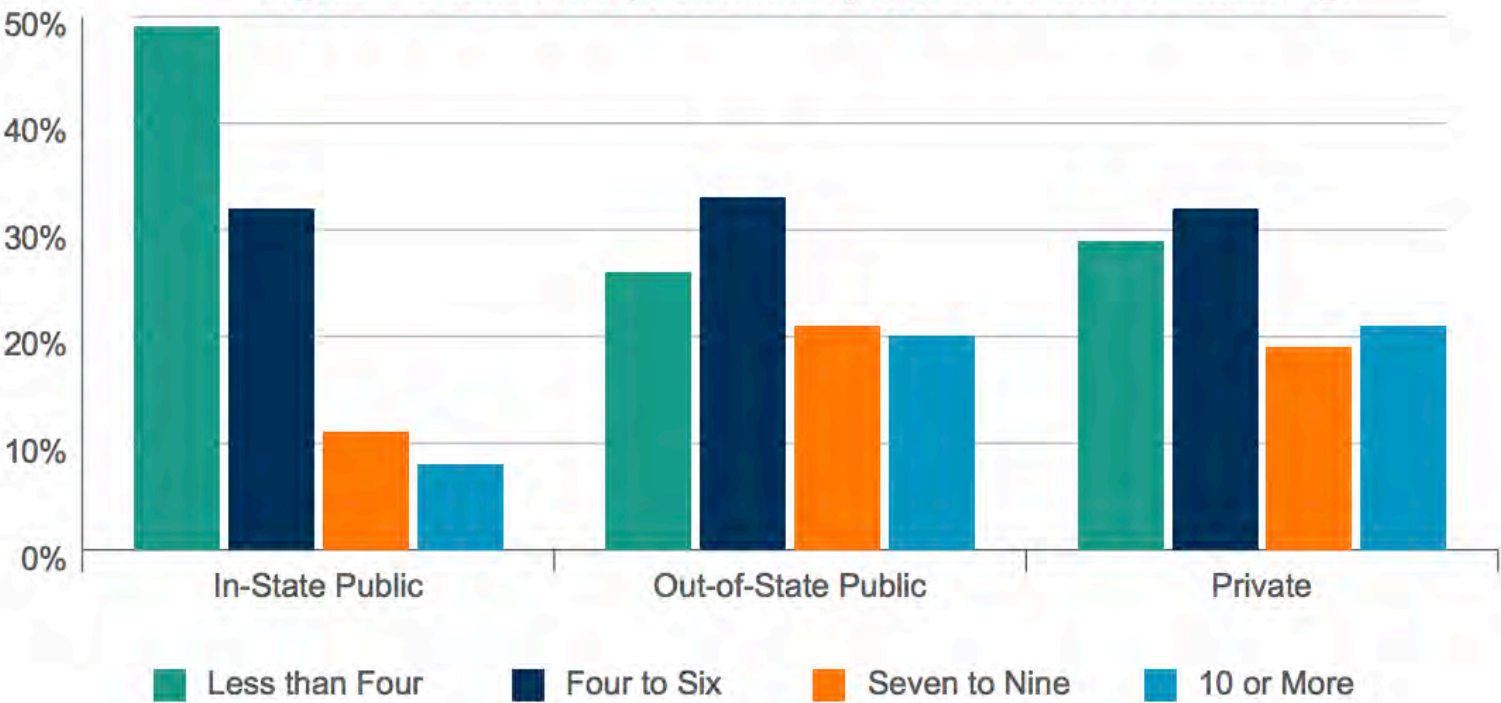


Location

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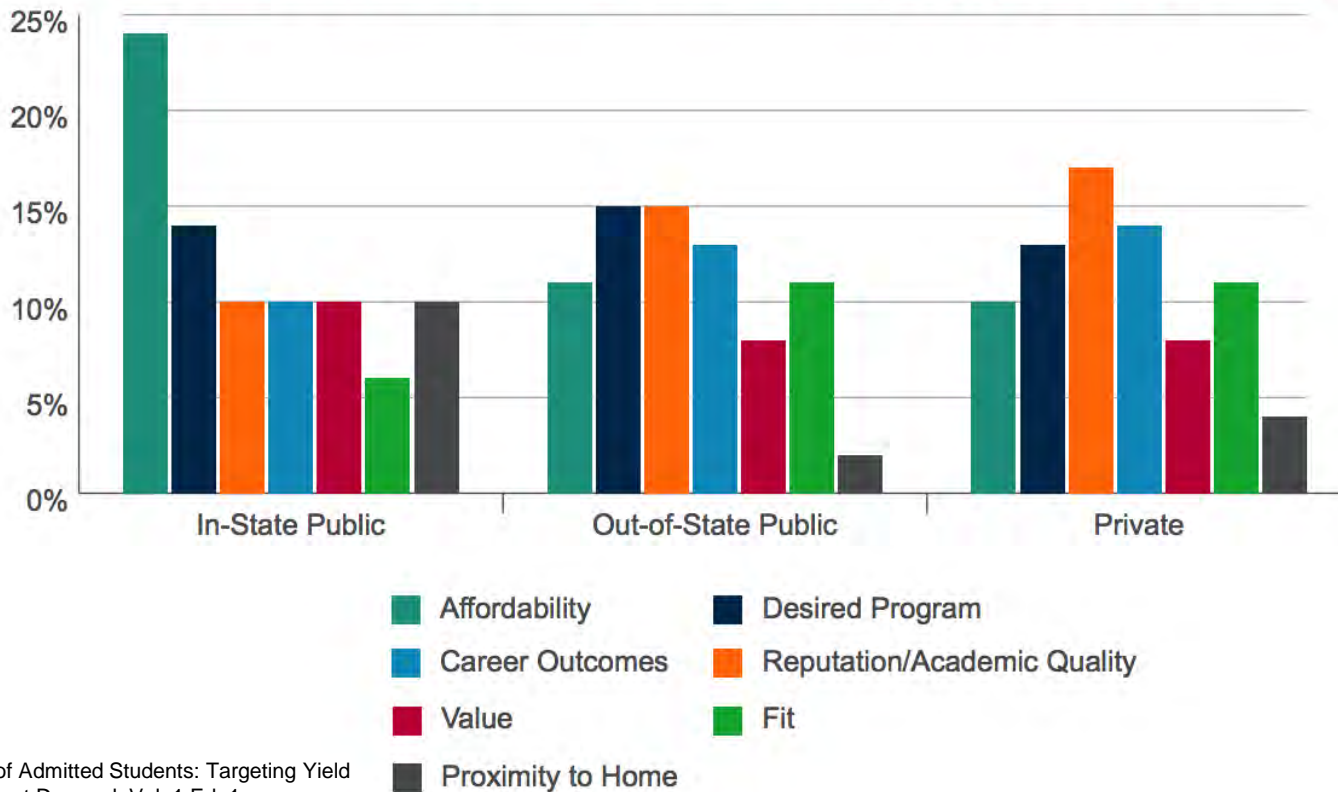
Competition

Figure 5: Number of Applications by Type of Institution Attending



Enrollment Decision Factors

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



Current Funnel Pacing



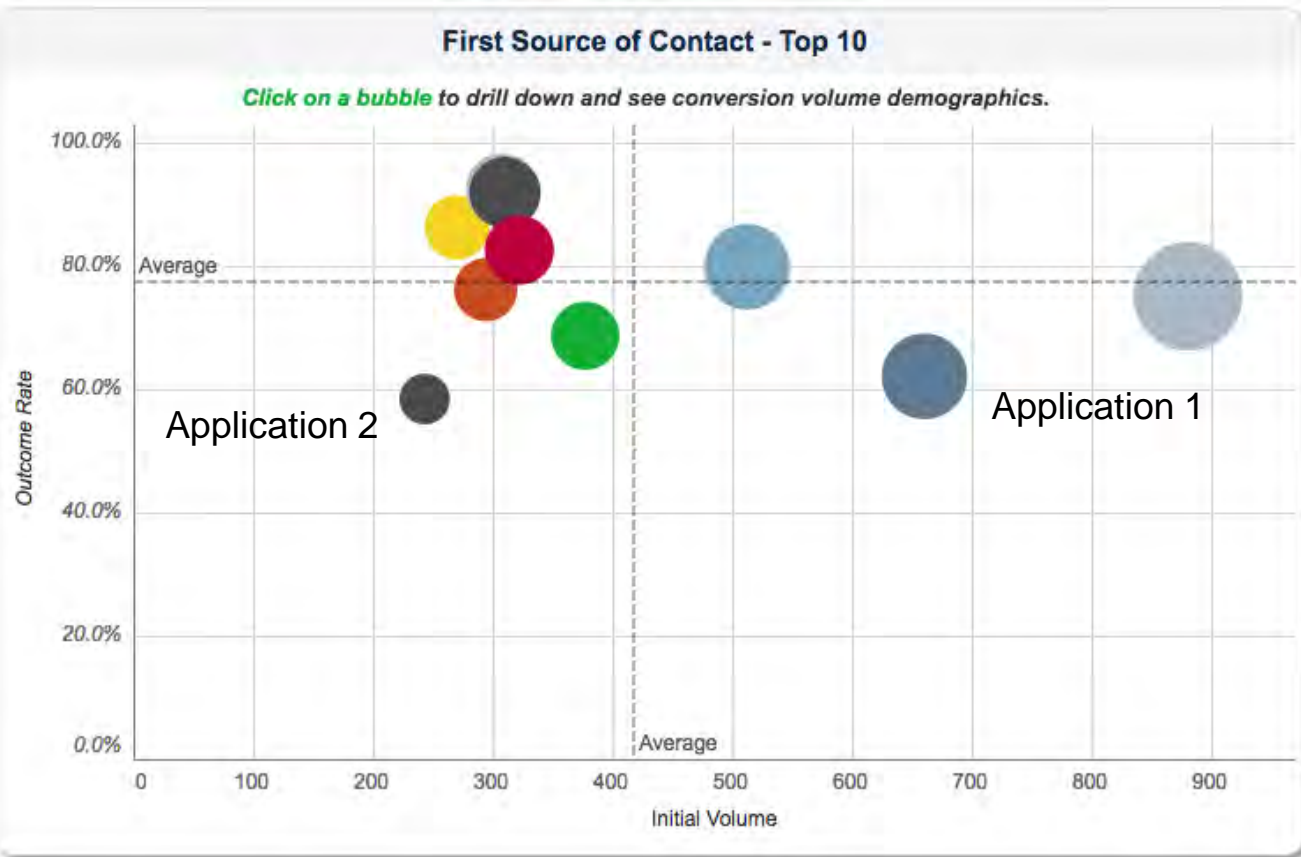
Funnel Pacing

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



Completion Rate

Application as a first
source

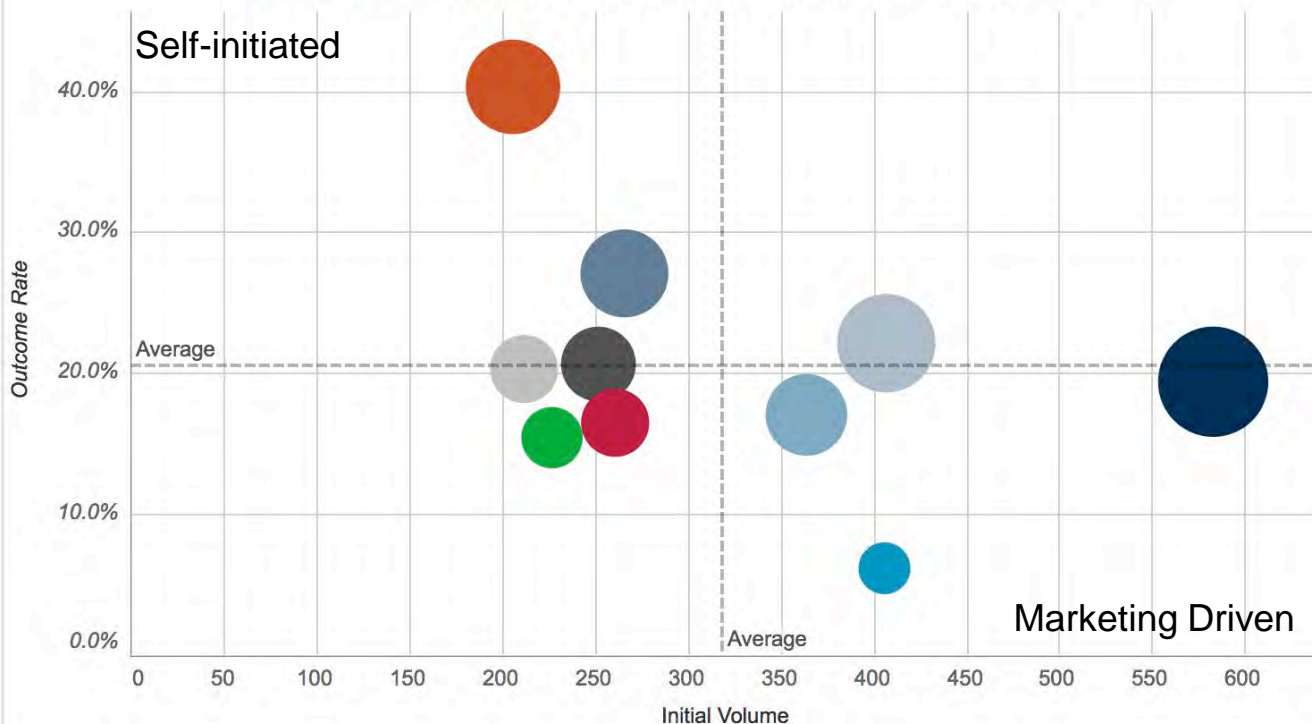


Yield Rate (Admit to Enroll)

Consider the student
journey

First Source of Contact - Top 10

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



Profile Comparison & Yield

Gender

Use bars to filter other visualizations.

Outcome Rate
0.0% 5.0% 10.0% 15.0% 20.0%

Male

Female

Median

Initial Volume
0 100 200 300 400 500 600

Female by Ethnicity

Ethnicity

Use bars to filter other visualizations.

Outcome Rate
0.0% 10.0% 20.0%

White/Caucasian

Black/African-American

Prefer not to Respond

American Indian/Alaskan
Native

Latino/Hispanic/Chicano

Asian/Asian-American/
Pacific Islander

Other

Middle Eastern

Median

Initial Volume
0 100 200 300

- Identify strengths and weaknesses
- Determine tactics for unique segmentations

Engagement



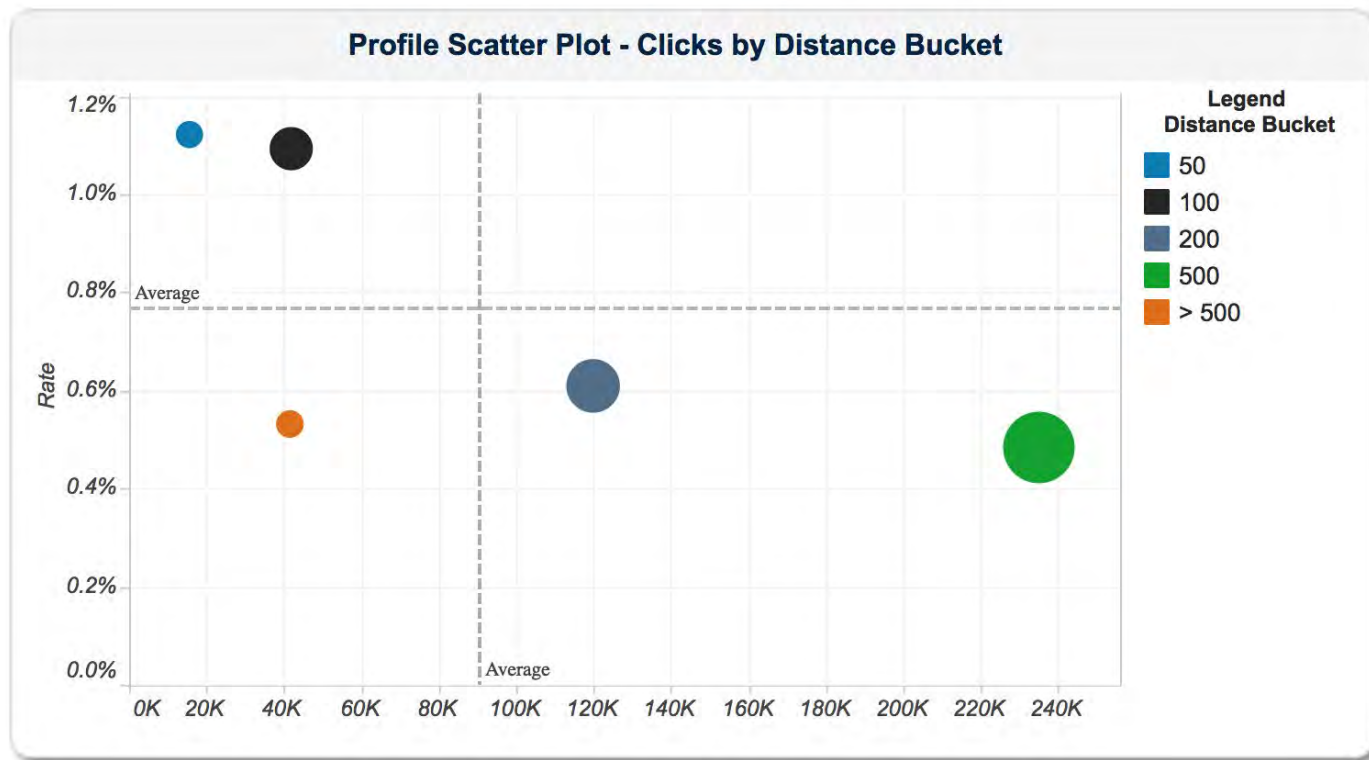


Engagement

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



Marketing Segmentation



- Beyond aggregate open/click/click through rates

Multidimensional Marketing Segmentation

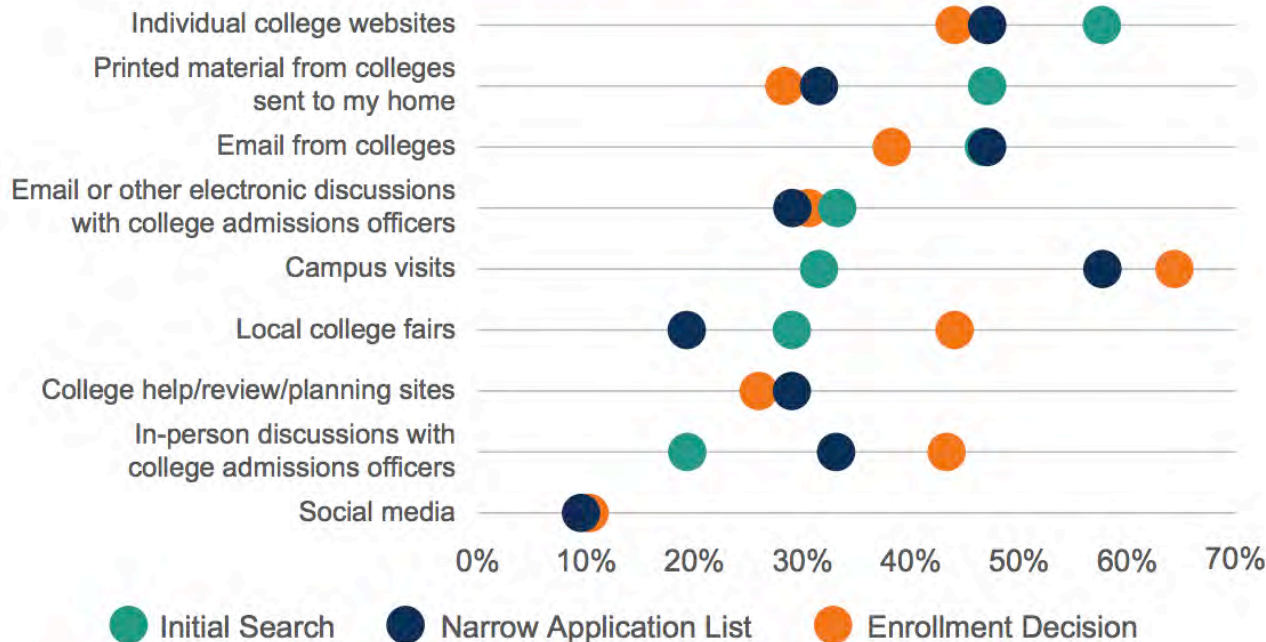
Click Rate by Distance and Race

	50	100	200	500	> 500
American Indian/Al..		0.40%	0.62%	0.34%	0.48%
Asian/Asian-Americ..		0.47%	0.67%	0.29%	0.30%
Black/African-Amer..	1.30%	1.84%	1.02%	0.66%	0.50%
Latino/Hispanic/Chi..		1.70%	0.63%	0.43%	0.23%
White/Caucasian	0.91%	0.74%	0.51%	0.40%	0.50%
Other		1.49%	0.67%	0.41%	0.29%
Prefer not to Respo..	1.75%	0.63%	0.52%	0.37%	0.88%

- Beyond aggregate open/click/click through rates

Personalized Enrollment Decision Factors

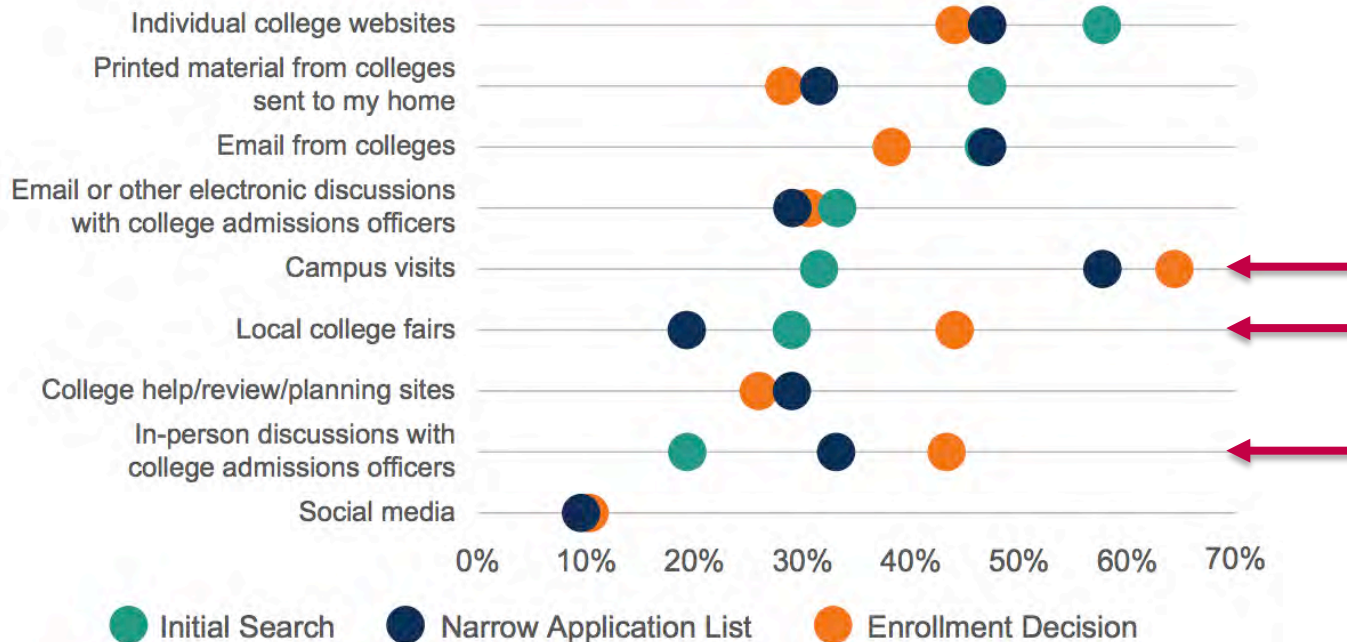
Figure 5. Information Source Rated Best by Stage (Among Seniors)



- Campus visits, College fairs, and In-person discussions top list for yield factors

Personalized Enrollment Decision Factors

Figure 5. Information Source Rated Best by Stage (Among Seniors)



- Campus visits, College fairs, and In-person discussions top list for yield factors

Keeping Up

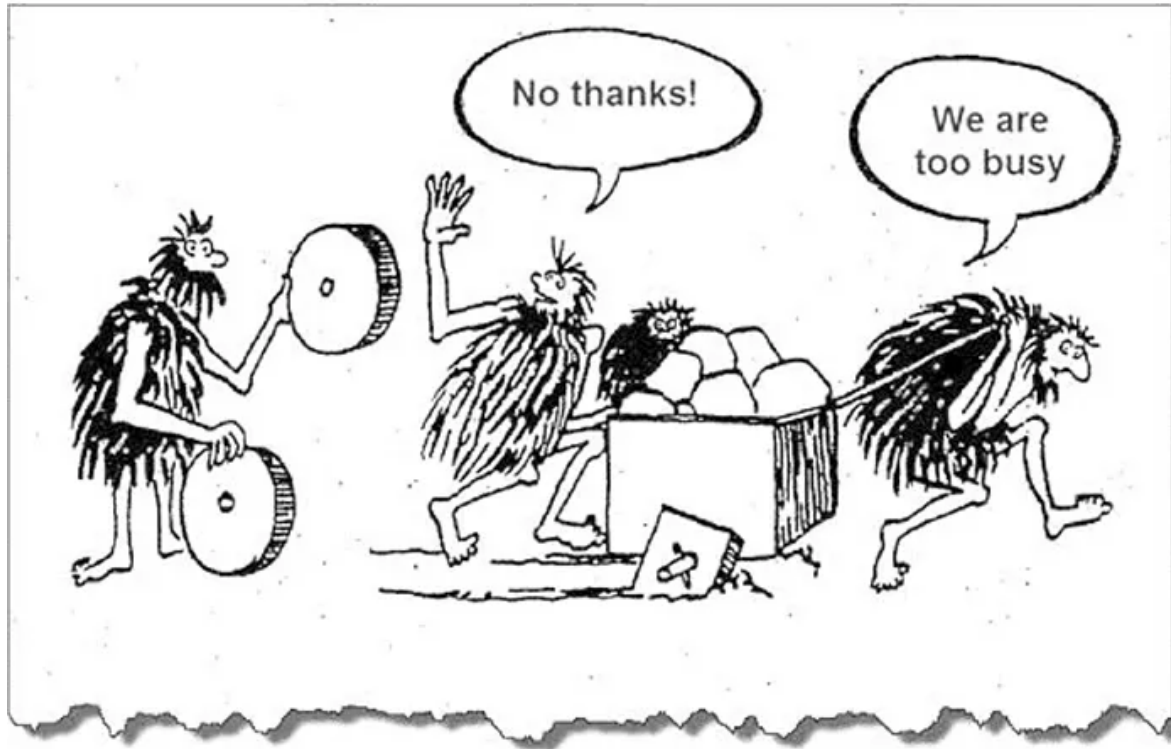




Keeping Up

- 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



