

encoura® Webinar Series

Making the Class:

How 2020 Prepared Us for
Recruiting in 2021

September 3, 2020



Introductions

Today's Speakers



*Brent Ramdin
President
ACT | NRCCUA*



*Tye Mortensen
Encoura Enrollment Consultant
ACT | NRCCUA*



*Brent Benner
AVP for Enrollment Management
The University of Tampa*

Audience Poll

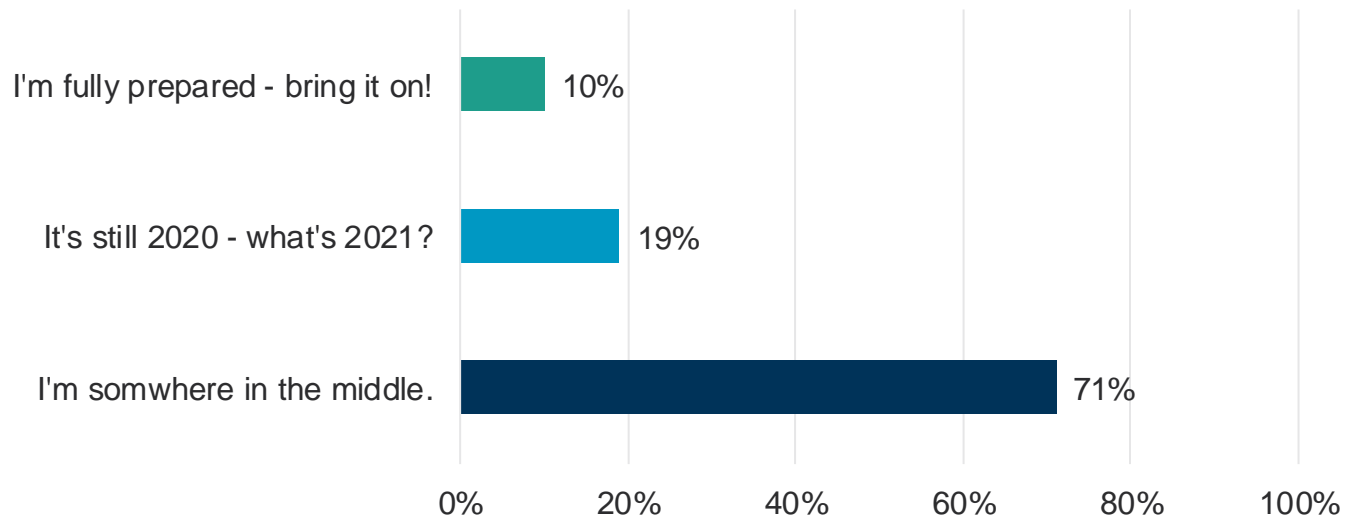
How prepared are you for 2021?

1. I'm fully prepared – bring it on!
2. It's still 2020 – what's 2021?
3. I'm somewhere in the middle.



Audience Poll Results

How prepared are you for 2021?



Number of Respondents: 247

Agenda

- Transitioning from 2020 to 2021
- Overview of the challenges of the past recruitment cycle
 - Impact of test optional on admissions
 - Increased competition for out-of-state students
 - Pivot to virtual recruiting methods
- Best Practices
 - Optimizing Predictive Models
 - Market Analysis
- Audience Q&A

Managing Uncertainty....

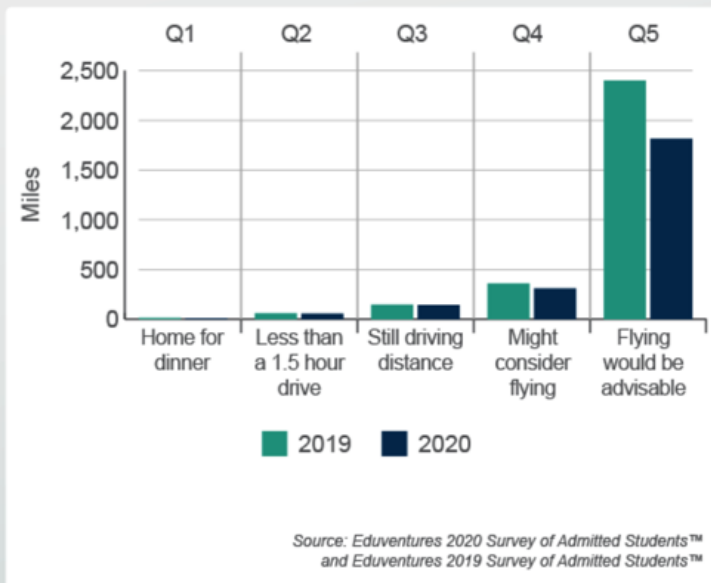
THE ADMISSIONS OFFICE RISES TO THE CHALLENGE

- Adoption of new practices, tools and technologies to support yield efforts.
- Student and family care and support
- Providing clarity to an anxious and eager population during a time in which the undergrad experience was uncertain.

The Essentials for 2021

EVALUATE YOUR MARKETS

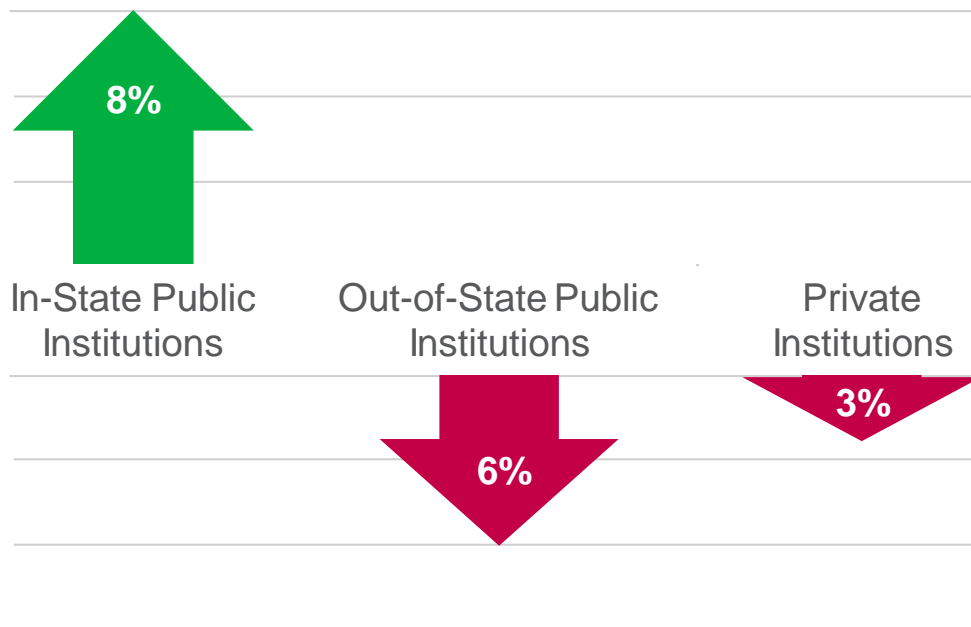
Miles to Enrolling Institution by Travel Quintiles



The Essentials for 2021

REASSESS YOUR COMPETITION

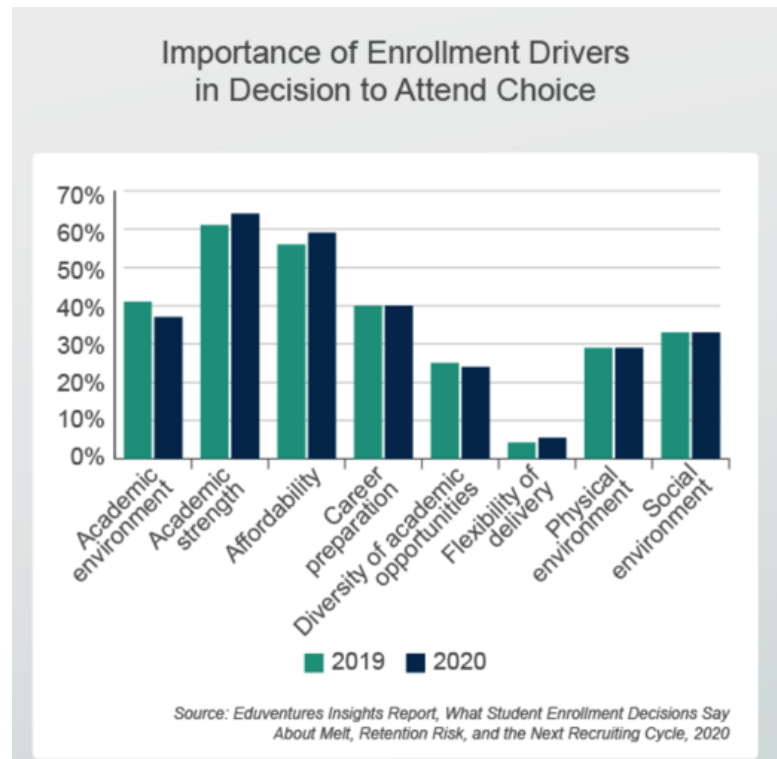
Change in Enrollment from 2019 to 2020



Insight from Eduventures Admitted Student Research

The Essentials for 2021

SHARPEN YOUR MESSAGE



Adapting Recruiting Practices for 2021



Given your time in the industry, what are your top concerns right now?



Audience Poll

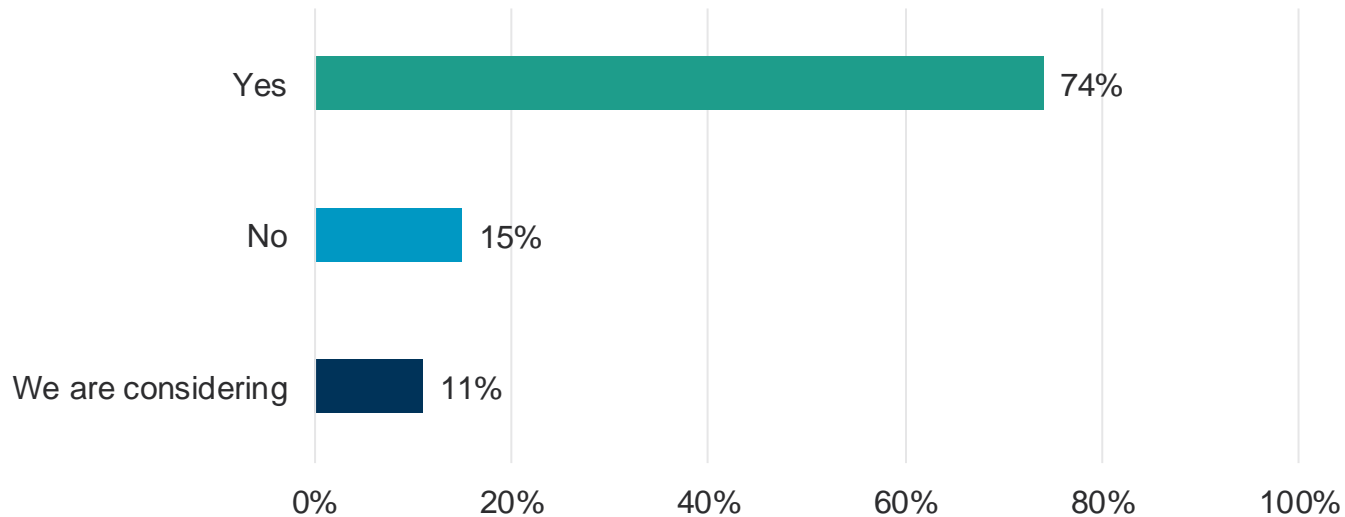
Have you implemented test optional practices for 2021?

1. Yes
2. No
3. We are considering



Audience Poll Results

Have you implemented test optional practices for 2021?



Number of Respondents: 236

Impact of Test Optional on Admissions/Acceptance Profile


- Need to look elsewhere where test scores once helped with prediction
- Deeper dive into transcripts; AP, IB & DE attempted
- Unweighted GPA more meaningful than weighted (clear floor & ceiling; more like college – no reward for mediocrity)
- Essay & letters of rec. obviously more influential; Pandemic essays will be tiresome and not at all salient; need a different topic to differentiate
- Merit Awarding: Look for measures that correlated in the past with high test scores, if part of your merit award strategy




ACT | NRCCUA Best Practices

- Begin student engagement as early as possible this year
- Today **millions of students** are in Encoura Data Lab
 - 800,000 students scheduled to take the ACT in September and October
- Ensuring you're targeting with precision
 - Machine learning modeling for Encoura clients with 2020 enrolled students


Encoura Data Lab: Class Planner App




Class Planner




Data Center



Enrollment Lens




Engagement Analytics



Research

Top Filters

More Filters



Enrollment Predictor

0.50

1.00

Show range summary

Acquired

Yes

☒ No

Graduation Year

☒ All

☒ 2020 ☒ 2021 ☒ 2022

☒ 2023 ☒ 2024 ☒ 2025

GPA

<C

A+

Test Score Range

>

Gender

>

Ethnicity

>

Career & Academic Interest

>

Specialized Colleges

>

Geo Filter:


State ▾

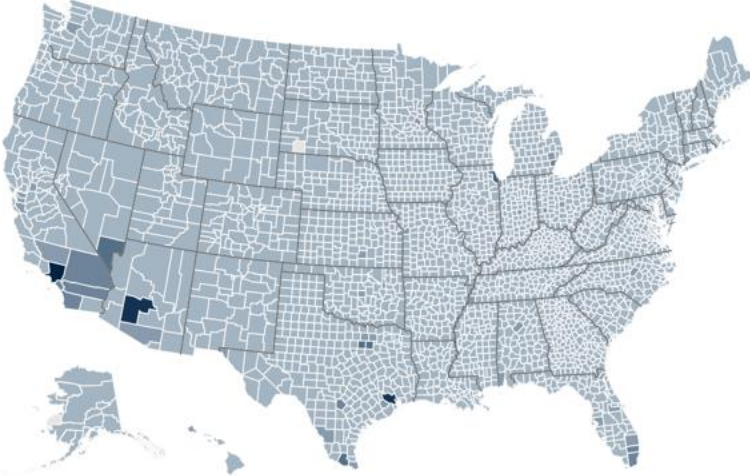
Geomarket ▾

County ▾

SCF ▾

ZIP ▾





View By:

State

County

Population Analysis

GPA Distribution

Search Name



5,226,475 prospects

Now

Future

search type

Apply Filters

Save This Search

▾

Export Search Summary

Max Search Volume



Filter Summary

Filter Criteria	Criteria Details
Acquired	No

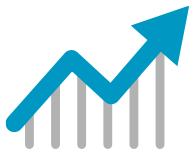
University of Tampa traditionally
has a large OOS population.
What's your point of view on
2021?



Increased Competition for Out-of-State Students



- Anyone can “travel” to recruit out-of-state or international students; levels the budgetary playing field



- Focus on analyzing markets throughout the year



- Discuss on your monthly Encoura Enrollment Consultant calls

Encoura Data Lab: Enrollment Lens

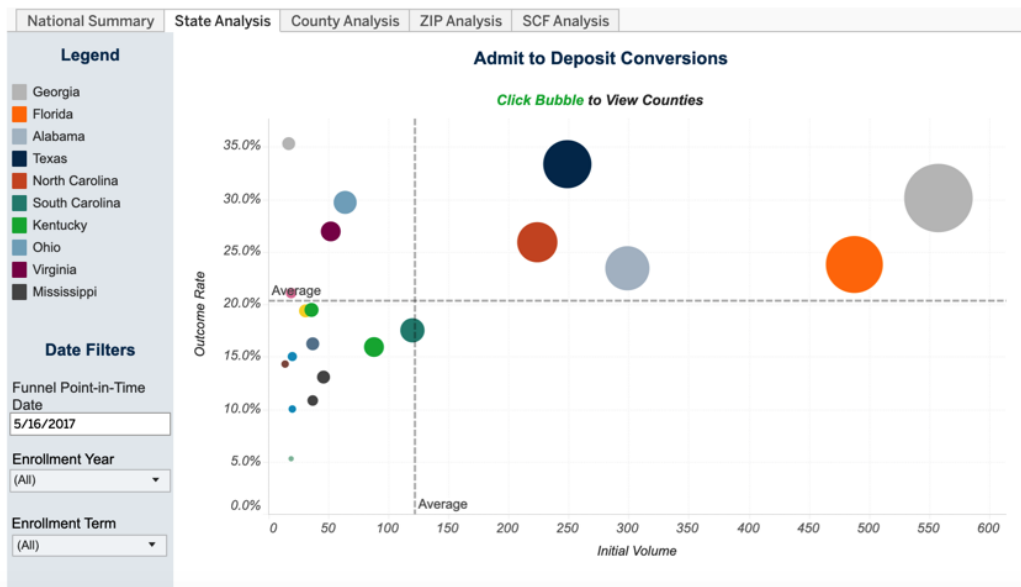


Enrollment Lens™ - Strategic Insights Location

Explore your enrollment funnel by geographic location using the interactive charts and filters to analyze markets and discover new opportunities.

Sample University

Data Import Date: 05/16/2017

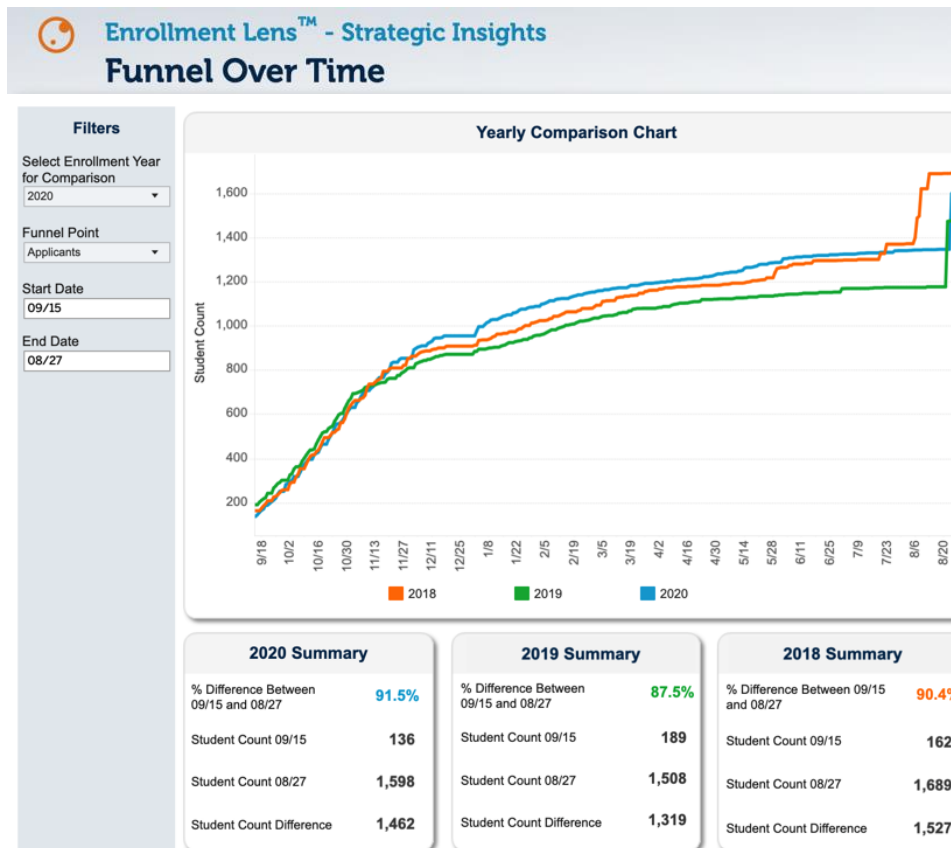


ACT | NRCCUA Analytics Best Practices

- Discuss your markets with your Encoura Enrollment Consultant
- Use Enrollment Lens to track and pace key populations
- Benchmark outcomes vs. prior years



Encoura Data Lab: Enrollment Lens



Approaching With a 2021 Predictive Model

- Enrolled student file on July 1, 2020 vs. October 1, 2020
- Interpretation of model scores with 2019 vs. 2020 fall class; examine measurable differences between last year's class and this year's "die hards"; lower scores when warranted

Enrollment Predictor



Class Planner

Data Center

Enrollment Lens

Engagement Analytics

Research

Top Filters

More Filters ⚙️ ▾

✓ Enrollment Predictor 🔔 ▾

0.81 — 1.00

Score Range	Volume
0.90-1.00	20,677
0.80-0.89	23,553
0.70-0.79	24,067
0.60-0.69	27,935
0.50-0.59	36,961
0.40-0.49	69,316
0.30-0.39	131,281
0.20-0.29	173,686
0.10-0.19	168,983
0.00-0.09	41,282

Hide range summary

Acquired 🔔 ▾

☐ Yes ☒ No

Graduation Year ▾

☐ All ☒ 2021 ☐ 2022 ☐ 2023 ☐ 2024 ☐ 2025

Geo Filter: State ▾ Geomarket ▾ County ▾ SCF ▾ ZIP ▾

View By: State County

Search Name

41,924 prospects

Now Future search type

Apply Filters

Save This Search ▾

Export Search Summary

Max Search Volume 🔔

Filter Summary

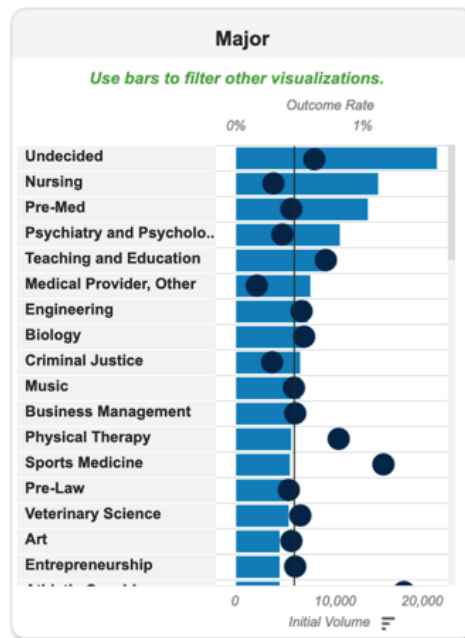
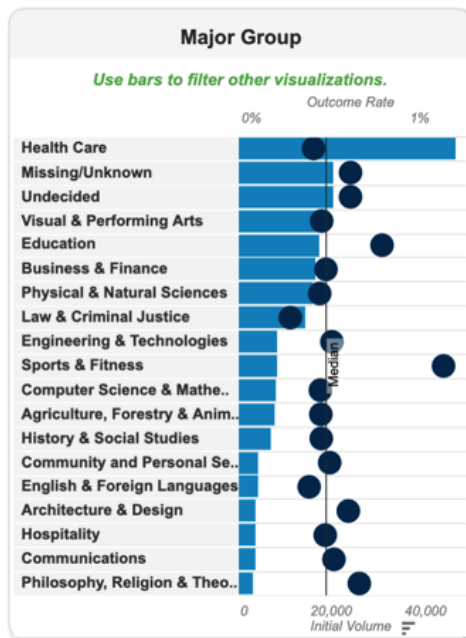
Filter Criteria	Criteria Details
Acquired	No
Enrollment Predictor	0.81 to 1.00
Graduation Year	2021

Profile Outcome Analysis



Enrollment Lens™ - Strategic Insights

Profile Outcome



Virtual Event Costs vs. Benefits

Costs

- Still not as “connected” as in-person, nor as dynamic
- Participant can’t “see” as much (if an Open house, etc.)
- Time zone differences are problematic for singular events

Benefits

- Budget friendly vs. in-person travel
- Allows exploration/experimentation of new territories and markets
- Events can be recorded and recycled (espec. good for difficult ones)
- Ability to offer additional specific and special events (departmental)
- Provides more access to students with financial need or from remote or rural locations

Audience Poll

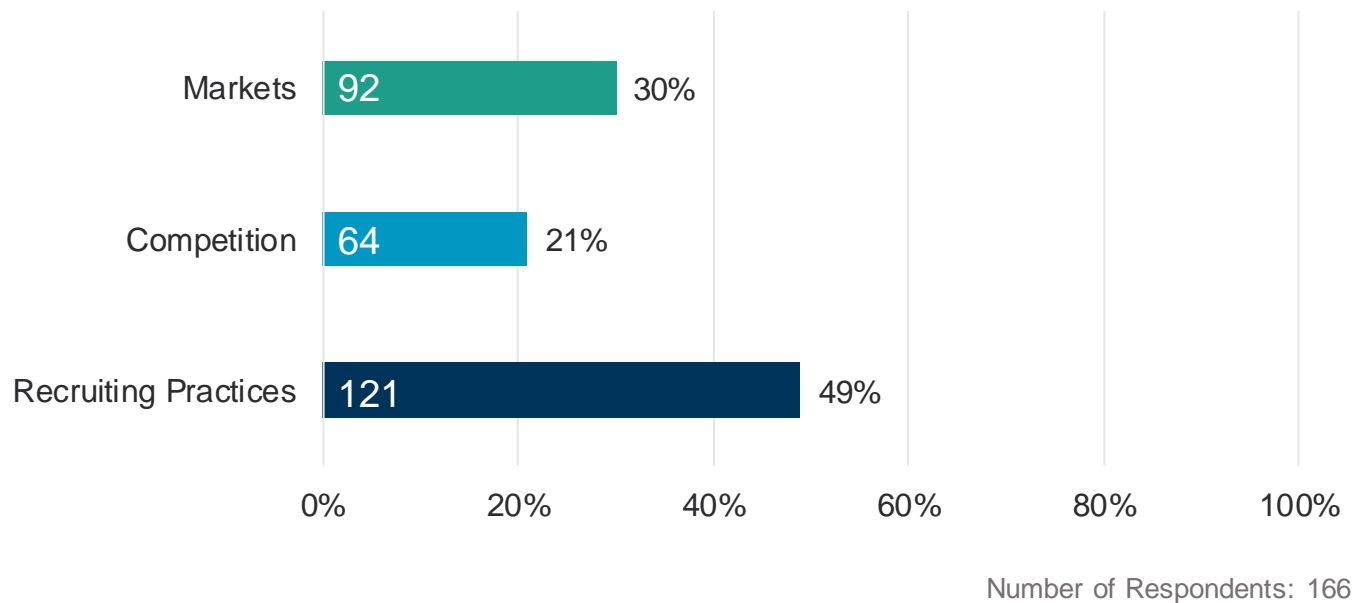
Which of the following have you re-evaluated for 2021 based on your 2020 class? (Select all that apply)

1. Markets
2. Competition
3. Recruiting Practices



Audience Poll Results

Which of the following have you re-evaluated for 2021 based on your 2020 class? (Select all that apply)

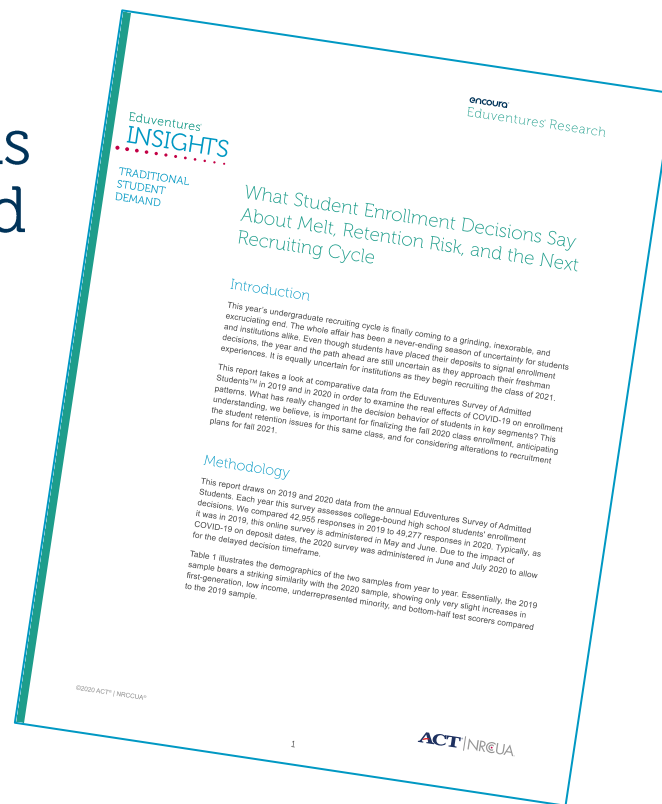


Additional Resources

What Student Enrollment Decisions Say About Melt, Retention Risk, and the Next Recruiting Cycle

Available now:

encoura.org/enrollment-resource-library



Digital Marketing Solutions for the Evolving Enrollment Office

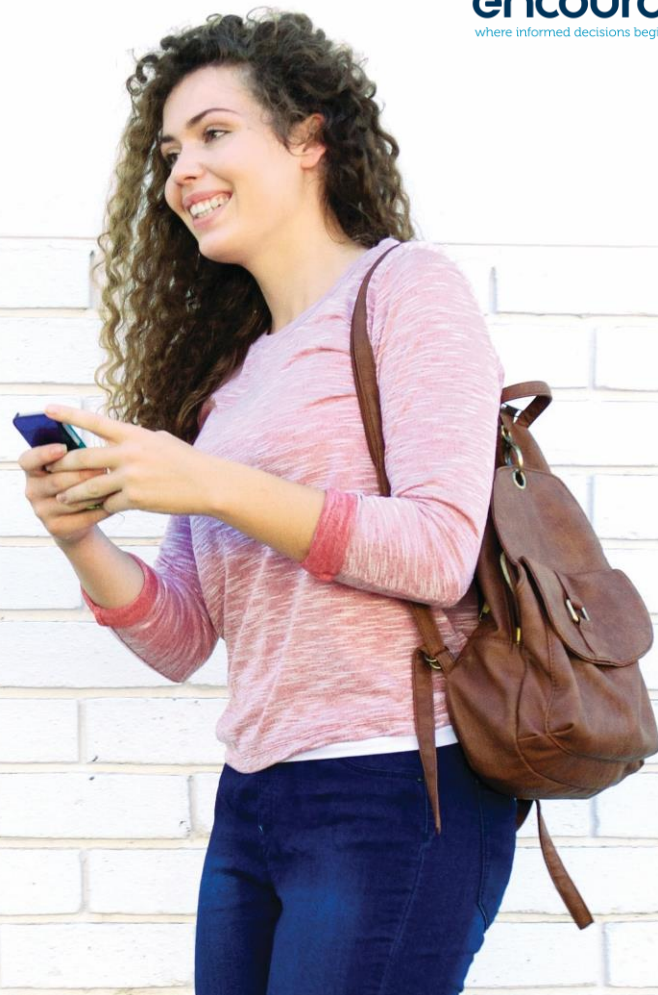
Reach your prospective students wherever they go.

You're working harder. Why shouldn't your media budget work harder for you?

We've designed and managed innovative digital campaigns for hundreds of institutions. Clients appreciate our creative approach to digital enrollment marketing for undergrad, transfer, grad and adult students.

Learn more:

encoura.org/digital-solutions



Thank you.

Email us any time at contact@nrccua.org

