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.
How prepared are you for 2021?

- I'm fully prepared - bring it on! 10%
- It's still 2020 - what's 2021? 19%
- I'm somewhere in the middle. 71%

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

Source: Eduventures 2020 Survey of Admitted Students™ and Eduventures 2019 Survey of Admitted Students™
Change in Enrollment from 2019 to 2020

- In-State Public Institutions: 8%
- Out-of-State Public Institutions: 6%
- Private Institutions: 3%

Insight from Eduventures Admitted Student Research
The Essentials for 2021

SHARPEN YOUR MESSAGE

Importance of Enrollment Drivers in Decision to Attend Choice

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?

Yes: 74%
No: 15%
We are considering: 11%

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
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: 09/16/2017

<table>
<thead>
<tr>
<th>National Summary</th>
<th>State Analysis</th>
<th>County Analysis</th>
<th>ZIP Analysis</th>
<th>SCF Analysis</th>
</tr>
</thead>
</table>

Legend
- Georgia
- Florida
- Alabama
- Texas
- North Carolina
- South Carolina
- Kentucky
- Ohio
- Virginia
- Mississippi

Date Filters
- Funnel Point-in-Time Date: 09/16/2017
- Enrollment Year: (All)
- Enrollment Term: (All)

Admit to Deposit Conversions

Click Bubble to View Counties

![Graph showing admit to deposit conversions with location filters and data import date.](image)
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

Enrollment Lens™ - Strategic Insights
Funnel Over Time

Filters
- Select Enrollment Year for Comparison: 2020
- Funnel Point: Applicants
- Start Date: 09/15
- End Date: 08/27

Yearly Comparison Chart

### 2020 Summary
- % Difference Between 09/15 and 08/27: 91.5%
- Student Count 09/15: 136
- Student Count 08/27: 1,598
- Student Count Difference: 1,462

### 2019 Summary
- % Difference Between 09/15 and 08/27: 87.5%
- Student Count 09/15: 189
- Student Count 08/27: 1,508
- Student Count Difference: 1,319

### 2018 Summary
- % Difference Between 09/15 and 08/27: 90.4%
- Student Count 09/15: 162
- Student Count 08/27: 1,689
- Student Count Difference: 1,527
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

Sample University

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

Search Name

41,924 prospects

Now, Future, search type

Apply Filters

Save This Search

Export Search Summary

Max Search Volume

Filter Summary

Acquired: No

Graduation Year: 2021

View By: State, County

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

Major Group

Use bars to filter other visualizations.

Outcome Rate

0%

Health Care
Missing/Unknown
Undecided
Visual & Performing Arts
Education
Business & Finance
Physical & Natural Sciences
Law & Criminal Justice
Engineering & Technologies
Sports & Fitness
Computer Science & Mathem...
Agriculture, Forestry & Anim...
History & Social Studies
Community and Personal Ser...
English & Foreign Languages
Architecture & Design
Hospitality
Communications
Philosophy, Religion & Theol.

Major

Use bars to filter other visualizations.

Outcome Rate

0%

Undecided
Nursing
Pre-Med
Psychiatry and Psycholo...
Teaching and Education
Medical Provider, Other
Engineering
Biology
Criminal Justice
Music
Business Management
Physical Therapy
Sports Medicine
Pre-Law
Veterinary Science
Art
Entrepreneurship

Initial Volume

24
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)

- Markets: 92 (30%)
- Competition: 64 (21%)
- Recruiting Practices: 121 (49%)

Number of Respondents: 166
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