Making the Class: Recruiting Smarter, Not Harder
Today’s Speakers

Clint Chapman
SVP of Encoura Enrollment Services

Bethany Moran
VP West, Higher Education Consultant Group
Why Modeling?

Take the hard work out of search and put it toward recruiting the students to campus

- Strengthen targeting to optimize marketing and recruiting resources
- Improve ROI and eliminate waste
- Identify new markets and shape your class
- Utilizing virtual events
- A better experience for the students and your admissions staff
Modeling Stories
Allows the Ensemble to give more weight to different base models over different feature spaces.

This means if one model does better than another for given subset of the data (i.e. In State students), it will be given priority over other model predictions in the Ensemble.
Individualized Variable Weights

Each student has a unique profile

<table>
<thead>
<tr>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCFIndex</td>
</tr>
<tr>
<td>EPSIndex</td>
</tr>
<tr>
<td>StateIndex</td>
</tr>
<tr>
<td>DistanceMiles</td>
</tr>
<tr>
<td>Cont_GPA</td>
</tr>
<tr>
<td>DirectionDegrees</td>
</tr>
<tr>
<td>DC_Count</td>
</tr>
<tr>
<td>HS_Percent_AGPA</td>
</tr>
<tr>
<td>HS_Percent_FirstGenera..</td>
</tr>
<tr>
<td>COLLEGE_PREP</td>
</tr>
<tr>
<td>HS_APOffered</td>
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<tr>
<td>2016_democrat</td>
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<tr>
<td>IsACT</td>
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<tr>
<td>2016_republican</td>
</tr>
<tr>
<td>IsDeclaredState</td>
</tr>
<tr>
<td>URBAN_RURAL_CODE</td>
</tr>
<tr>
<td>INST_SIZE_MEDIUM</td>
</tr>
<tr>
<td>FIRST_GENERATION_yes</td>
</tr>
<tr>
<td>SPORTS_INTEREST</td>
</tr>
<tr>
<td>Major_Undecided</td>
</tr>
</tbody>
</table>
Make Your Search as Strategic as Possible

Aggregate Inquiry to Enroll Rate by Model Score Fall 2020

N = 256 Colleges & Universities

91% Cumulative Enrolled in .8+
So many ZIP codes
Model Performance

High conversion at the top with missed opportunities at the bottom

<table>
<thead>
<tr>
<th>Model Score</th>
<th>Prospects</th>
<th>Inquiries</th>
<th>Deposits</th>
<th>Prospect to Inquiry Rate</th>
<th>Prospect to Deposit Rate</th>
<th>Percent of Deposited</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.90 - 1.00</td>
<td>10086</td>
<td>6288</td>
<td>207</td>
<td>62.3%</td>
<td>2.1%</td>
<td>70.6%</td>
</tr>
<tr>
<td>0.80 - 0.89</td>
<td>17272</td>
<td>4343</td>
<td>75</td>
<td>25.1%</td>
<td>0.4%</td>
<td>25.6%</td>
</tr>
<tr>
<td>0.70 - 0.79</td>
<td>5126</td>
<td>779</td>
<td>8</td>
<td>15.2%</td>
<td>0.2%</td>
<td>2.4%</td>
</tr>
<tr>
<td>0.60 - 0.69</td>
<td>1890</td>
<td>368</td>
<td>3</td>
<td>19.5%</td>
<td>0.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>0.50 - 0.59</td>
<td>826</td>
<td>154</td>
<td>0</td>
<td>18.6%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.40 - 0.49</td>
<td>258</td>
<td>38</td>
<td>0</td>
<td>14.7%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.30 - 0.39</td>
<td>50</td>
<td>11</td>
<td>0</td>
<td>22.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.20 - 0.29</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.10 - 0.19</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.00 - 0.09</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
**Model Performance**

High conversion at the top with missed opportunities at the bottom

<table>
<thead>
<tr>
<th>Model Score</th>
<th>Available Students</th>
<th>Prospect to Deposit Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.90 - 1.00</td>
<td>3385</td>
<td>2.1%</td>
</tr>
<tr>
<td>0.80 - 0.89</td>
<td>10363</td>
<td>0.4%</td>
</tr>
<tr>
<td>0.70 - 0.79</td>
<td>3553</td>
<td>0.2%</td>
</tr>
<tr>
<td>0.60 - 0.69</td>
<td>2286</td>
<td>0.2%</td>
</tr>
<tr>
<td>0.50 - 0.59</td>
<td>1161</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.40 - 0.49</td>
<td>365</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.30 - 0.39</td>
<td>43</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.20 - 0.29</td>
<td>8</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.10 - 0.19</td>
<td>8</td>
<td>0.0%</td>
</tr>
<tr>
<td>0.00 - 0.09</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**13,747** 114

*Assumed from prior model score conversion*
## Two Profiles Miles Apart

*Excluded because of ZIP code*

<table>
<thead>
<tr>
<th></th>
<th>Student 1 (acquired)</th>
<th>Student 2 (not acquired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>Austin</td>
<td>Austin</td>
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<tr>
<td>High School Code</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>Gender</td>
<td>F</td>
<td>M</td>
</tr>
<tr>
<td>Race Ethnicity</td>
<td>Hispanic</td>
<td>Black/African-American</td>
</tr>
<tr>
<td>First Generation</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>GPA</td>
<td>B</td>
<td>B+</td>
</tr>
<tr>
<td>College Type</td>
<td>Private</td>
<td>Public</td>
</tr>
<tr>
<td>Denominational College</td>
<td>Baptist</td>
<td>Baptist</td>
</tr>
<tr>
<td>HS Course Track 1</td>
<td>AP</td>
<td>AP</td>
</tr>
<tr>
<td>HS Course Track 2</td>
<td>Dual</td>
<td>Dual</td>
</tr>
<tr>
<td>Academic Interest 1</td>
<td>Advertising</td>
<td>Marketing</td>
</tr>
<tr>
<td>Academic Interest 2</td>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Enrollment Predictor</td>
<td>0.66</td>
<td>0.9</td>
</tr>
</tbody>
</table>
Don’t Simply Repeat the Past
Identify New Markets

Find opportunities you couldn’t otherwise find

• Find students with high model scores in new geography
• Identify best fit students when opening a new market
• Gender balance
• Diversity initiatives
## SMART + Score Distribution By Funnel Point

*Click on a funnel point to filter the Score Distribution visualization by the desired funnel point.*

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Inquiries</th>
<th>Applicants</th>
<th>Accepts/Admits</th>
<th>Deposits/Confirms</th>
<th>Enrolled</th>
<th>Inq to App Rate</th>
<th>Inq to Admit Rate</th>
<th>Inq to Deposit Rate</th>
<th>Inq to Enroll Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00-0.09</td>
<td>94</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>0.10-0.19</td>
<td>464</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1.08%</td>
<td>0.65%</td>
<td>0.43%</td>
<td>0.00%</td>
</tr>
<tr>
<td>0.20-0.29</td>
<td>1,211</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>0.66%</td>
<td>0.33%</td>
<td>0.08%</td>
<td>0.08%</td>
</tr>
<tr>
<td>0.30-0.39</td>
<td>2,099</td>
<td>25</td>
<td>19</td>
<td>1</td>
<td>1</td>
<td>1.19%</td>
<td>0.91%</td>
<td>0.05%</td>
<td>0.05%</td>
</tr>
<tr>
<td>0.40-0.49</td>
<td>2,020</td>
<td>22</td>
<td>16</td>
<td>1</td>
<td>1</td>
<td>1.09%</td>
<td>0.79%</td>
<td>0.05%</td>
<td>0.05%</td>
</tr>
<tr>
<td>0.50-0.59</td>
<td>2,543</td>
<td>41</td>
<td>34</td>
<td>11</td>
<td>8</td>
<td>1.61%</td>
<td>1.34%</td>
<td>0.43%</td>
<td>0.31%</td>
</tr>
<tr>
<td>0.60-0.69</td>
<td>3,736</td>
<td>74</td>
<td>60</td>
<td>15</td>
<td>13</td>
<td>1.98%</td>
<td>1.61%</td>
<td>0.40%</td>
<td>0.35%</td>
</tr>
<tr>
<td>0.70-0.79</td>
<td>5,415</td>
<td>270</td>
<td>227</td>
<td>65</td>
<td>53</td>
<td>4.99%</td>
<td>4.19%</td>
<td>1.20%</td>
<td>0.98%</td>
</tr>
<tr>
<td>0.80-0.89</td>
<td>5,269</td>
<td>493</td>
<td>421</td>
<td>92</td>
<td>77</td>
<td>9.36%</td>
<td>7.99%</td>
<td>1.75%</td>
<td>1.46%</td>
</tr>
<tr>
<td>0.90-1.00</td>
<td>5,772</td>
<td>1,751</td>
<td>1,587</td>
<td>490</td>
<td>406</td>
<td>30.34%</td>
<td>27.49%</td>
<td>8.49%</td>
<td>7.03%</td>
</tr>
</tbody>
</table>
Know where we’ve been – 0.9 Availability

**Student Ethnicity**

- Latina/Latino/Latinx: 6,705
- White/Caucasian: 4,433
- Asian/Asian-American: 2,058
- Black/African-American: 1,054
- American Indian/Alaskan Native: 742
- Native Hawaiian/Pacific Islander: 548
- Other: 543

**Gender Distribution**

- Female: 58.6%
- Male: 41.3%
- Another Gender: 0.1%
**Expand Opportunity**

Additional list builds that represent objectives & model to identify highest probability

### Filter Summary

<table>
<thead>
<tr>
<th>Filter Criteria</th>
<th>Criteria Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment Predictor</td>
<td>0.85 to 1.00</td>
</tr>
<tr>
<td>Ethnicity</td>
<td>Black/African-American</td>
</tr>
<tr>
<td>GPA</td>
<td>B to A+</td>
</tr>
<tr>
<td>Graduation Year</td>
<td>2022</td>
</tr>
</tbody>
</table>

**2,720 prospects**

**Now** | **Future**

**Search type**

---

<table>
<thead>
<tr>
<th>Filter Criteria</th>
<th>Criteria Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment Predictor</td>
<td>0.75 to 1.00</td>
</tr>
<tr>
<td>Ethnicity</td>
<td>Black/African-American</td>
</tr>
<tr>
<td>GPA</td>
<td>B to A+</td>
</tr>
<tr>
<td>Graduation Year</td>
<td>2022</td>
</tr>
</tbody>
</table>

**13,681 prospects**

**Now** | **Future**

**Search type**
Additional Resources
Participate in Prospective Student Research

Find Out What Students Think of Your Institution

Participating in Prospective Student Research provides:

• The exact words – including frequency and sentiment – that students use when thinking of your institution
• Essential focus for your team’s resources and messaging
• Insight into Student Mindsets™ of your prospective students: behaviorally and attitudinally-based market segmentation of college-bound high school students

encoura.org/psr

Deadline to Participate: October 22, 2021
The Secret Sauce: The Digital Undergraduate Recruitment Formula

Date: Thursday, September 30, 2021
Time: 2PM ET/1PM CT
Duration: 60 Minutes

In this webinar, VP of Encoura Digital Solutions Reva Levin will reveal the secret sauce to digital outreach for any undergraduate enrollment team. Join us on Thursday, September 30 as she shares the three key ingredients that will give your digital recruitment strategies a flavor that your prospective students will love!

encoura.org/webinars
Join us at
2021 NACAC National Conference
BOOTH 1307

LIVE PRESENTATION
Personalizing the Transfer Student Experience: Using Data to Improve Recruitment and Onboarding
Presented by Johanna Trovato and Concordia University TX
Thursday, September 23, A Block 2-3pm PT, Room 611
Thank you.

Clint Chapman  
SVP, Encoura Enrollment Services  
Email: clintc@nrccua.org

Bethany Moran  
VP West, Higher Education Consultant Group  
Email: bethanym@nrccua.org