

The logo for ACT | NRCUA. 'ACT' is in a bold, dark blue font with a red swoosh under the 'A'. 'NRCUA' is in a grey font with a red dot in the center of the 'C'. A vertical line separates the two parts.

**ACT**<sup>®</sup> | NRCUA<sup>®</sup>

Membership matters.

## Making the Class: Recruiting Smarter, Not Harder

*Thursday, September 16, 2021*



# Today's Speakers



**Clint Chapman**  
*SVP of Encoura Enrollment  
Services*



**Bethany Moran**  
*VP West, Higher Education  
Consultant Group*



# Why Modeling?

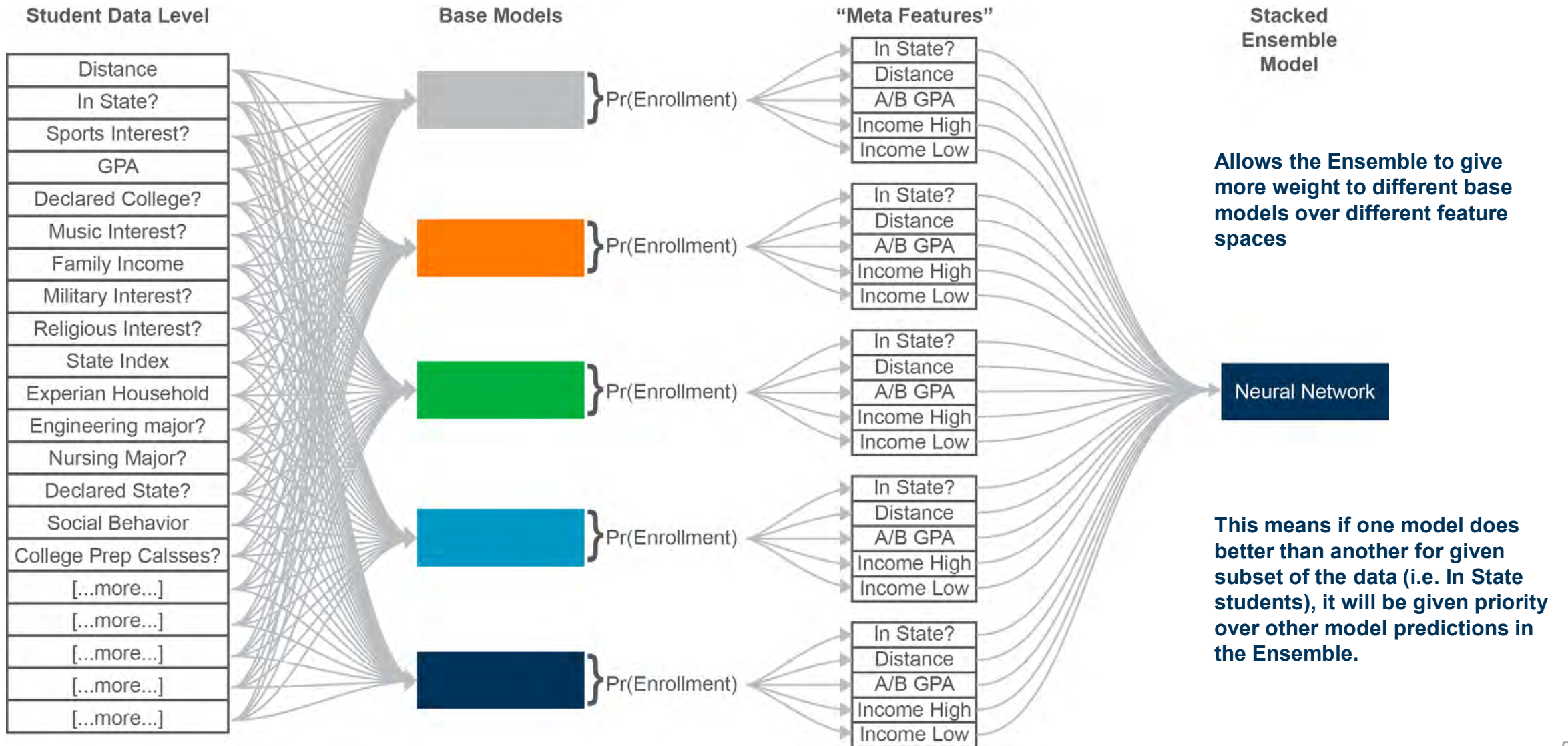
Take the hard work out of search and put it toward recruiting the students to campus

- 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





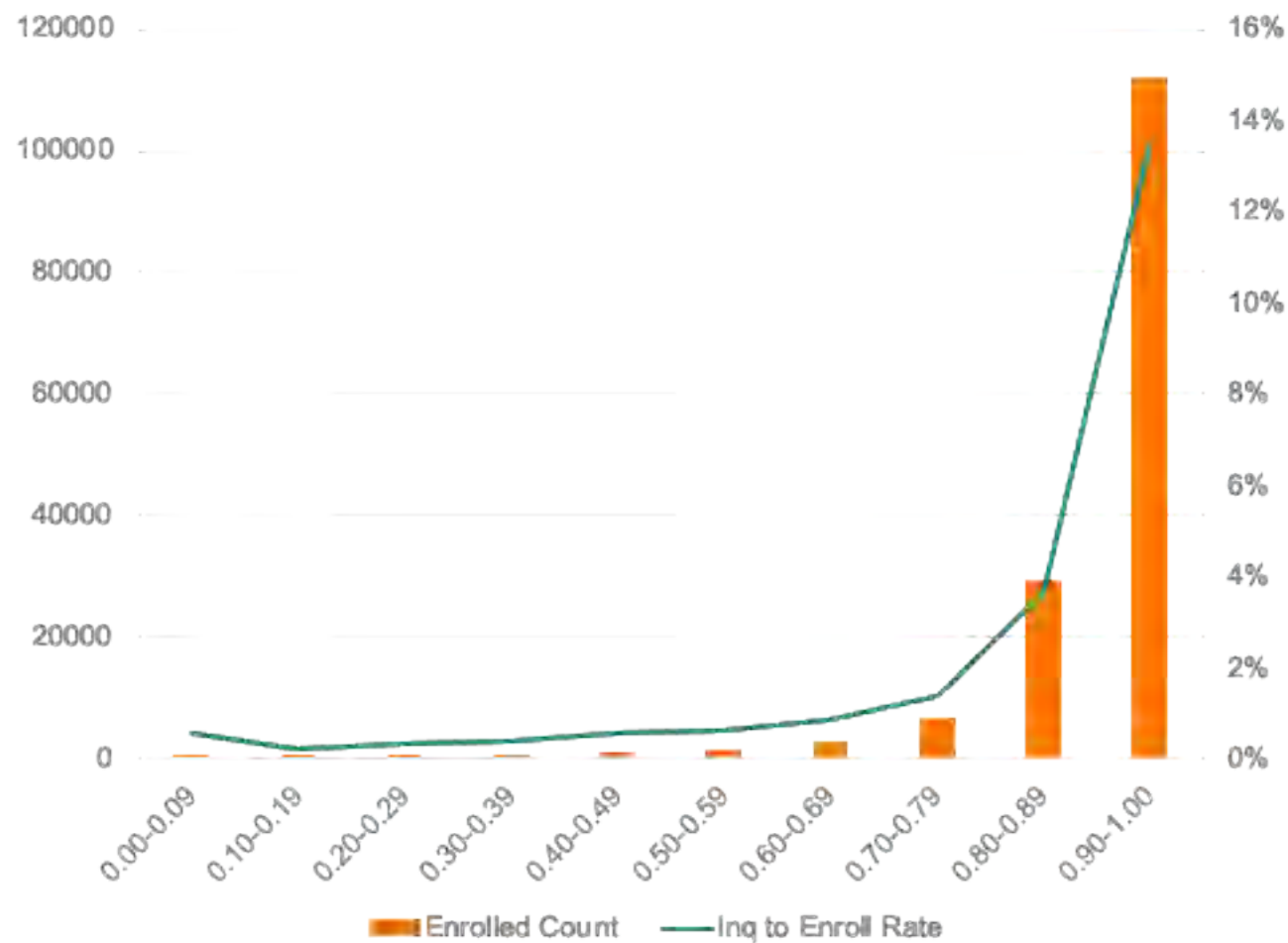
# Individualized Variable Weights

Each student has a unique profile



# Make Your Search as Strategic as Possible

## Aggregate Inquiry to Enroll Rate by Model Score Fall 2020



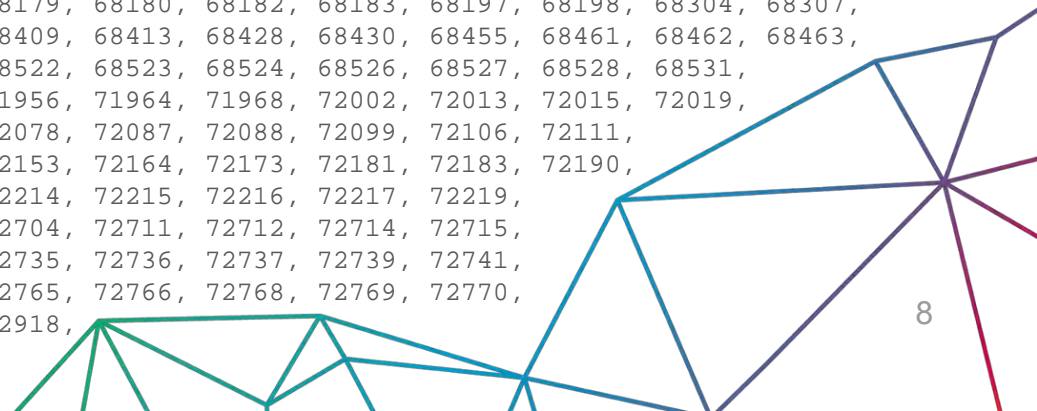
**91%**  
Cumulative  
Enrolled in .8+

N = 256 Colleges & Universities

# Making it Complicated

## So many ZIP codes

40018, 40025, 40027, 40041, 40059, 40204, 40205, 40207, 40220, 40222, 40223, 40224, 40225, 40228, 40229, 40231, 40241, 40242, 40243, 40245, 40252, 40253, 40257, 40258, 40266, 40269, 40272, 40280, 40281, 40282, 40283, 40285, 40287, 40289, 40290, 40291, 40292, 40293, 40294, 40295, 40296, 40297, 40298, 40299, 41001, 41007, 41011, 41015, 41017, 41018, 41019, 41051, 41053, 41059, 41075, 41076, 41099, 43002, 43004, 43016, 43017, 43021, 43023, 43026, 43035, 43044, 43054, 43065, 43068, 43069, 43081, 43085, 43086, 43110, 43119, 43123, 43137, 43194, 43195, 43199, 43209, 43212, 43214, 43218, 43220, 43221, 43230, 43234, 43235, 43251, 43260, 43266, 43268, 43270, 43271, 43272, 43279, 43287, 43291, 43528, 43537, 43551, 43571, 43616, 44122, 44131, 44133, 44136, 44139, 44140, 44145, 44149, 44224, 44240, 45002, 45005, 45030, 45034, 45036, 45039, 45040, 45051, 45052, 45065, 45066, 45069, 45106, 45140, 45150, 45152, 45157, 45174, 45202, 45208, 45215, 45218, 45221, 45226, 45227, 45230, 45231, 45233, 45234, 45235, 45236, 45238, 45240, 45241, 45242, 45243, 45244, 45245, 45246, 45247, 45248, 45249, 45251, 45252, 45255, 45263, 45264, 45267, 45268, 45269, 45270, 45271, 45273, 45274, 45277, 45280, 45296, 45298, 45299, 45414, 45419, 45458, 45459, 46030, 46031, 46032, 46033, 46034, 46037, 46038, 46052, 46060, 46061, 46062, 46069, 46071, 46074, 46075, 46077, 46082, 46085, 46102, 46107, 46113, 46147, 46183, 46201, 46202, 46203, 46204, 46205, 46206, 46207, 46208, 46209, 46211, 46214, 46216, 46217, 46218, 46219, 46220, 46221, 46222, 46224, 46225, 46226, 46227, 46228, 46229, 46230, 46231, 46234, 46235, 46236, 46237, 46239, 46240, 46241, 46242, 46244, 46247, 46249, 46250, 46251, 46253, 46254, 46255, 46256, 46259, 46260, 46262, 46266, 46268, 46274, 46275, 46277, 46278, 46280, 46282, 46283, 46285, 46290, 46291, 46295, 46296, 46298, 46321, 50003, 50007, 50009, 50010, 50014, 50021, 50023, 50035, 50038, 50039, 50046, 50055, 50056, 50063, 50066, 50069, 50070, 50073, 50105, 50109, 50111, 50124, 50131, 50134, 50146, 50154, 50161, 50167, 50169, 50201, 50220, 50226, 50233, 50236, 50237, 50244, 50248, 50261, 50263, 50265, 50266, 50276, 50278, 50303, 50310, 50311, 50312, 50316, 50317, 50320, 50321, 50322, 50323, 50324, 50325, 50327, 50340, 51502, 51503, 51510, 51521, 51525, 51526, 51536, 51542, 51548, 51549, 51553, 51559, 51560, 51575, 51576, 51577, 52002, 52003, 52039, 52053, 52068, 52073, 52202, 52213, 52214, 52218, 52219, 52227, 52228, 52233, 52240, 52241, 52242, 52245, 52246, 52253, 52302, 52314, 52317, 52322, 52324, 52328, 52333, 52336, 52338, 52340, 52341, 52352, 52402, 52403, 52404, 52405, 52407, 52411, 52755, 68002, 68005, 68007, 68008, 68009, 68010, 68022, 68023, 68028, 68029, 68034, 68037, 68046, 68048, 68056, 68058, 68059, 68064, 68068, 68069, 68102, 68104, 68105, 68106, 68112, 68113, 68114, 68116, 68117, 68118, 68120, 68122, 68123, 68124, 68127, 68128, 68130, 68132, 68133, 68134, 68135, 68136, 68137, 68138, 68139, 68142, 68144, 68145, 68147, 68152, 68154, 68155, 68157, 68164, 68172, 68175, 68176, 68178, 68179, 68180, 68182, 68183, 68197, 68198, 68304, 68307, 68317, 68336, 68339, 68347, 68349, 68358, 68366, 68368, 68372, 68402, 68404, 68407, 68409, 68413, 68428, 68430, 68455, 68461, 68462, 68463, 68502, 68504, 68505, 68506, 68507, 68510, 68512, 68514, 68516, 68517, 68520, 68521, 68522, 68523, 68524, 68526, 68527, 68528, 68531, 68532, 68583, 68588, 71901, 71902, 71903, 71909, 71910, 71913, 71914, 71933, 71949, 71956, 71964, 71968, 72002, 72013, 72015, 72019, 72028, 72031, 72032, 72033, 72034, 72035, 72039, 72047, 72053, 72058, 72061, 72076, 72078, 72087, 72088, 72099, 72106, 72111, 72113, 72114, 72115, 72116, 72117, 72118, 72119, 72120, 72124, 72135, 72141, 72142, 72153, 72164, 72173, 72181, 72183, 72190, 72199, 72201, 72202, 72203, 72204, 72205, 72206, 72207, 72209, 72210, 72211, 72212, 72214, 72215, 72216, 72217, 72219, 72221, 72222, 72223, 72225, 72227, 72231, 72260, 72295, 72629, 72701, 72702, 72703, 72704, 72711, 72712, 72714, 72715, 72716, 72717, 72718, 72719, 72722, 72727, 72728, 72729, 72730, 72732, 72733, 72734, 72735, 72736, 72737, 72739, 72741, 72744, 72745, 72747, 72749, 72751, 72753, 72756, 72757, 72758, 72761, 72762, 72764, 72765, 72766, 72768, 72769, 72770, 72774, 72901, 72902, 72903, 72904, 72905, 72906, 72908, 72913, 72914, 72916, 72917, 72918, 72919, 72921, 72923, 72932, 72934, 72935, 72936, 72937, 72938, 72940, 72941, 72944, 72945, 72946, 72947, 72948, 72952, 72955, 72956, 72957, 72959, 73007, 73012, 73013,





# Model Performance

High conversion at the top with missed opportunities at the bottom

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

8154

11

# Model Performance

High conversion at the top with missed opportunities at the bottom

Model Score	Available Students	Prospect to Deposit Rate*	
0.90 - 1.00	3385	2.1%	69
0.80 - 0.89	10363	0.4%	45
0.70 - 0.79	3553	0.2%	6
0.60 - 0.69	2286	0.2%	4
0.50 - 0.59	1161	0.0%	0
0.40 - 0.49	365	0.0%	0
0.30 - 0.39	43	0.0%	0
0.20 - 0.29	8	0.0%	0
0.10 - 0.19	8	0.0%	0
0.00 - 0.09	0	0.0%	0

13,747

114

\*Assumed from prior model score conversion

# Two Profiles Miles Apart

Excluded because of ZIP code

	Student 1 (acquired)	Student 2 (not acquired)
City	Austin	Austin
High School Code	Same	Same
Gender	F	M
Race Ethnicity	Hispanic	Black/African-American
First Generation	Y	N
GPA	B	B+
College Type	Private	Public
Denominational College	Baptist	Baptist
HS Course Track 1	AP	AP
HS Course Track 2	Dual	Dual
Academic Interest 1	Advertising	Marketing
Academic Interest 2	Marketing	
Enrollment Predictor	0.66	0.9

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

# Expand Opportunity

Know where we've been – Historic conversion

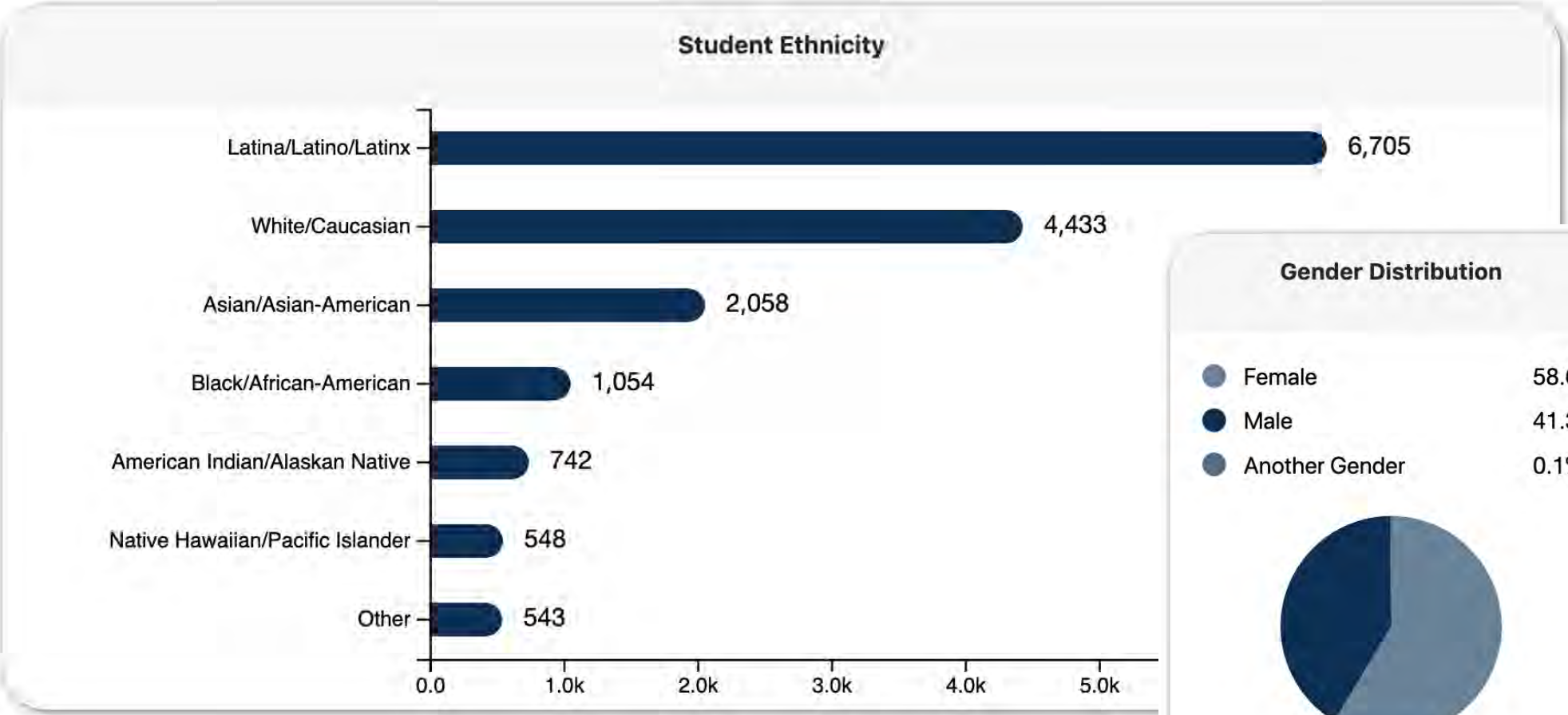
## SMART + Score Distribution By Funnel Point

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

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

# Expand Opportunity

Know where we've been – 0.9 Availability



# Expand Opportunity

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

## Filter Summary

Filter Criteria	Criteria Details
Enrollment Predictor	0.85 to 1.00
Ethnicity	Black/African-American
GPA	B to A+
Graduation Year	2022

**2,720** prospects

Now
  Future
 search type

## Filter Summary

Filter Criteria	Criteria Details
Enrollment Predictor	0.75 to 1.00
Ethnicity	Black/African-American
GPA	B to A+
Graduation Year	2022

**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](https://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!



**Reva Levin**

*SVP of Encoura Enrollment Services*

[encoura.org/webinars](https://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

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