



PRESENTATION HANDOUT



Recruitment for Rookies

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Agenda

1. Introductions
2. Data
3. Students
4. Reporting
5. RNL Resources

Getting Started

1. Who's in the room?
2. What do you hope to learn during this session?
3. What do you hope to take away from your attendance at this conference?
4. Why does all this stuff matter???



Data

Important Numbers

Different Ways to Track Enrollment



Head Count – “students in seats” (1 person = 1 student enrolled)



Full-Time Equivalent (FTE) – total number of credit hours/institutional definition of a full-time course load (100 credit hours/15 = 6.7 students enrolled)



Credit Hours – total number of course credit hours attempted in a given term

Could also be segmented by student status – degree-seeking students; non-degree-seeking students; etc.

Important Numbers

Finance/Financial Aid

- Discount Rate
 - NACUBO vs. institutional definition
- Funded vs. Unfunded Aid
- Net Tuition Revenue (NTR)
- Total Revenue



Quality Measures

- GPA
 - Which scale?
 - Does campus recalculate? If yes, how?
- Test Blind, Test Optional
 - Optional for Admission but required for scholarships
 - Other variations
- Course selection
 - Availability vs. completion



A blue-tinted photograph of three students in a meeting. A woman on the left is pointing at a smartphone held by a man in the center. A woman on the right is looking at the phone. They are standing around a table with papers and a laptop. The background shows a window with a view of a building.

Students

Understanding Enrollment

Categories or Student Type

- First-time in College
- Transfer
- Special Status
 - Non-degree seeking
 - Dual Enrollment
 - Readmit
 - Conditional or provisional
 - Probationary
- Difference between Retention and Persistence

Student Populations

Do outcomes vary at your institution?

- Race and Ethnicity
 - Residential/Commuter
 - In-State/Out-of-state
 - Athletes
-
- Retention, Persistence, Graduation Rates

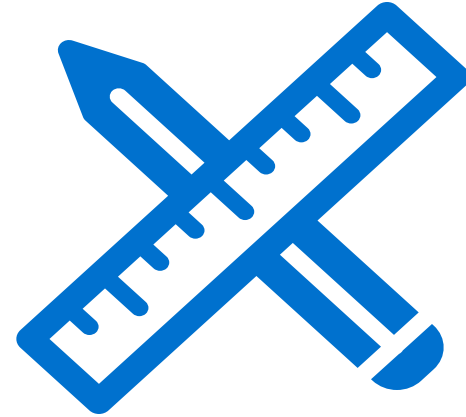


Reporting

Reporting and Metrics

Tracking performance

- Funnel Reporting
- Conversion Rates
 - Inquiry-Application
 - Application-Admit
 - Yield (Admit-Enrolled)
- Engagement Stream Analysis--behavior/conversion by source



Engagement Stream Analysis

Sample Funnel Report

Engagement Stream Summary

	Inq	Apps	Comps	Admits	Deps	Enrolled
	38,444	5,514	4,529	4,292	856	783

	Inq to App	App Completion	Admit Rate	Admit to Dep	Yield	Inq to Enrolled
	14.34%	82.14%	94.77%	19.94%	18.24%	2.04%
RNL F18 CONSOLIDATED DATA - PRIVATE	10.97%	78.55%	86.82%	23.05%	20.56%	1.54%

Engagement Stream Analysis

Counts by Source Group

	Inq	Apps	Comps	Admits	Deps	Enrolled
ADVERTISING	5,896	155	123	115	24	24
FSAs	1,958	1,958	1,514	1,382	249	225
OTHER/MISC	915	1	1	1	-	-
REFERRAL	683	98	73	66	24	21
SEARCH - Non-RNL	470	146	118	115	35	29
SEARCH - RNL Demand Builder	14,077	1,635	1,382	1,348	226	210
SEARCH - RNL App Cultivator	489	276	210	208	33	28
SELF INITIATED	1,473	212	193	183	49	44
TRAVEL	4,031	345	315	302	67	63
VISIT/TOUR	1,024	167	154	151	52	50
WEB/ELECT.	7,428	521	446	421	97	89
GRAND TOTAL	38,444	5,514	4,529	4,292	856	783



Engagement Stream Analysis

Counts by Inquiry Date

Counts by Inquiry Time of Year (Inquiry Date)

	Inq	Apps	Comps	Admits	Deps	Enrolled
PRE-SOPHOMORE	2,667	172	144	137	47	43
FALL SOPHOMORE	1,156	91	84	83	22	20
WINTER SOPHOMORE	4,279	462	388	376	73	67
SPRING SOPHOMORE	2,094	321	281	276	47	44
SUMMER SOPHOMORE	1,186	83	67	62	18	16
FALL JUNIOR	3,765	284	246	236	69	64
WINTER JUNIOR	1,789	173	151	143	31	26
SPRING JUNIOR	3,116	364	325	310	78	74
SUMMER JUNIOR	2,100	767	683	655	112	106
FALL SENIOR	4,772	1,985	1,611	1,504	236	215
WINTER SENIOR	2,274	654	466	432	91	81
SPRING SENIOR	895	142	77	72	28	23
SUMMER SENIOR	148	16	6	6	4	4
POST-SENIOR	4	-	-	-	-	-
DATE MISSING	8,199	-	-	-	-	-
GRAND TOTAL	38,444	5,514	4,529	4,292	856	783



RNL Resources

RNL Resources

RuffaloNL.com – Resources – Papers & Reports

- E-Expectations Trend Report
- Prospective Family Engagement Report
- Discounting Report for Four-Year Institutions
- Cost of Recruiting an Undergraduate Student Report
- High School Counselor Report
- Online Student Recruitment Report

Possible Sessions of Interest

- 14B50 – The Strategic Enrollment Planning Imperative: Higher Education Past and Present
- 14C51 – E-Expectations: Trends in Student Use of Digital Resources
- 15E50 – Strategy in the Midst of Chaos
- 15F51 – 2022 Prospective Family Engagement Study



Thank you!

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