



# Recruitment for Rookies

Erin O'Neill

*AVP Client Success*

Ken Huus

*VP & Senior Consultant*

# 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 get out of this session?
3. What do you hope to get out of your attendance at this conference?
4. Why does all this stuff matter???

A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate arches supported by columns. In the background, a large, multi-story building with a prominent dome and a spire is visible. The courtyard is green with some trees and a few people walking. The word "Data" is overlaid in white text on the left side of the image.

Data

# Important Numbers

## *Different Ways to track Enrollment*

- Head Count – “butts 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





Students

# Defining Students

## *Varying categories*

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





# Reporting

# Reporting and Metrics

## *Tracking performance*

- Funnel Reporting
- Conversion Rates
  - Inquiry-Application
  - Application-Admit
  - Yield (Admit-Enrolled)
- First Source Analysis – measuring ROI on initial source
- Contact Analysis – measuring ROI on any recruitment activity
- Engagement Stream Analysis – behavior/conversion by source



# RNL Resources

# RNL Resources

## *Ruffalonl.com – Resources – Papers & Reports*

- E-Expectations Trend Report
- Prospecting Family Engagement Report
- Discounting Report for Four-Year Institutions
- National First-Year Students and Their Motivation to Complete College
- Digital Marketing Resource Kit
- Marketing and Recruitment Practices for Undergraduate Students
- Online Student Recruitment Report

# Possible Sessions of Interest

- 25C91 – Financial Aid for Rookies
- 26F81 – Leveraging ForecastPlus Scoring Throughout the Enrollment Funnel
- 26H80 – The 2023 Family Engagement Study
- 26J80 – E-Expectations Series: Incorporating Student Preferences into College Marketing Outreach
- 26K80 – Say What? Meeting the Communication Expectations of Today's Gen Zs



# Thank you!

Erin O'Neill | [erin.oneill@ruffalonl.com](mailto:erin.oneill@ruffalonl.com)

Ken Huus | [ken.huus@ruffalonl.com](mailto:ken.huus@ruffalonl.com)