



Using Data at the Right Time, to make the Right Decisions

Dr. Tami Selby, Ph.D.; Vice President of Enrollment, Chadron State College

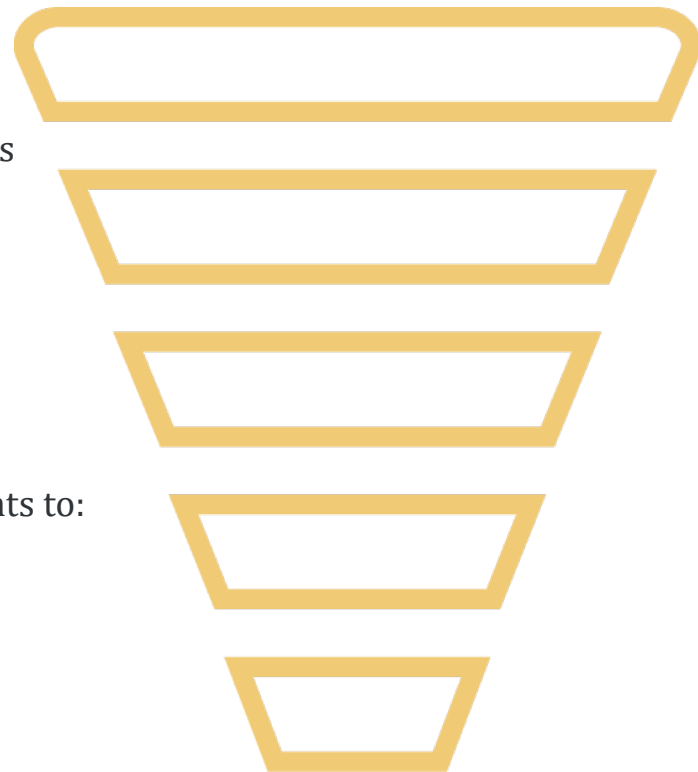
Dr. April Bush, Ph.D.; Vice President & Sr Consultant, RNL

Questions to Answer

1. What types of data are you using?
2. How are you using data to inform strategy?
3. How do you use modeling to make decisions or set priorities?
4. What metrics do you use through the funnel to assess health and forecast outcomes?
5. How do you translate data into action?
6. What do you wish you could better track compared to your current state?

Data and analytics play an increasingly important role in forecasting, decision making, and investment strategies.

- Analytics at each stage of the funnel evaluate:
- Health of each stage beyond volume—e.g., behavior analytics help better predict the likelihood of an inquiry to apply.
- Trackable financial aid communications help predict the likelihood of a student to enroll.
- Better understanding of your funnel allows for **proactive** interventions instead of reactive tactics including adjustments to:
 - Communication flow
 - Territory management



Analytics play a critical role at each stage of the enrollment funnel

Smarter Name Acquisition

SEARCH MODELING

- Predictive inquiry-to-application model
- Inform strategic decisions across all vendors and list sources

Target Search Messaging by Estimated EFC

AFFORDABILITY PREDICTOR

- A capability exclusive to RNL
- Establishes each student's likely EFC range (low, moderate, high)
- Provide more nuanced and specific aid-related outreach
- Inform affordability messaging earlier in the cycle

Convert and Yield

INQUIRY SCORING

- Historic actuals combined with real-time engagement scoring of the inquiry pool allows for a better assessment of the inquiry pool
- Invest in the right students (time and marketing resources) through ongoing scoring

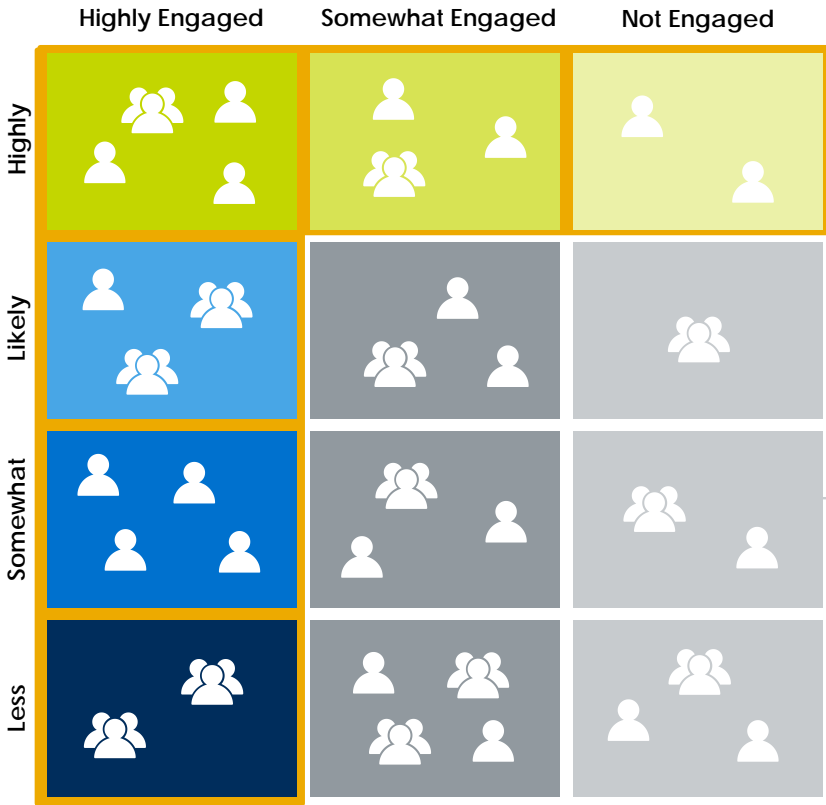
ENGAGEMENT SCORING

- Real-time behavior scoring allows for targeted messaging
- Ensure your best leads are always receiving the most attention

Prospects and inquiries

Use data to identify the right students to invite into the funnel – based on historical data as well as new market development

Mid-funnel analytics drive communication, prioritization, and accurate forecasting.



Modeling
Inquiry, Applicant, Admit (Example)

Action: Intensify marketing outreach for the students most likely to apply and those highly engaged.

Action: Optimize channel mix and test new strategies to drive engagement.

Analytics drives strategy and content for all audiences



Individual Model Scores

	Score	Enrollment Likelihood
Kate Black	.99	Extremely Likely
Mike Miller	.85	Highly Likely
Dave Hamilton	.72	Somewhat Likely
Jessica Zwick	.68	Somewhat Likely
Angie Watson	.46	Less Likely
Audrey Keppler	.41	Less Likely
Brian Schuler	.21	Not Likely
Jordan Clouser	.17	Not Likely

Inquiry Management can help identify those students we should spend the most time on early in the funnel as they are most likely to enroll.

INTEREST LEVEL	PREDICTIVE MODELING									
	A	B	C	D	E	F	G	H	I	J
1	Bread & Butter				Aspirers					
2					Lookers & Drainers					
3	Settlers		Lookers & Drainers							
4									Not Interested	
5	Not Interested									
NOT INTERESTED							Not Interested			
NOT SURVEYED	Historic				Lookers & Drainers					

Apps and Admits

Data can also be used to develop your strategic enrollment plan targeting your apps and admits.



Communications and campaigns should imagine "what else" the moveable middle needs to know to take the next step.

Number of written communications a typical prospective student receives from marketing and recruitment offices by stages.

	PURCHASED NAMES/ PROSPECTS	INQUIRY STAGE	APPLICANT STAGE	ADMIT STAGE	DEPOSIT/ CONFIRMED STAGE
FOUR-YEAR PRIVATE INSTITUTIONS					
25th percentile	6.0	10.0	6.0	10.0	6.0
Median	10.0	15.0	9.0	15.0	10.0
75th percentile	12.0	19.0	18.0	21.5	18.0
FOUR-YEAR PUBLIC INSTITUTIONS					
25th percentile	5.0	6.0	5.5	6.5	5.5
Median	7.0	9.0	9.0	12.0	10.0
75th percentile	12.5	18.0	14.5	22.0	14.0

In other words, it's noisy out there.



With students applying to 5-6 colleges, we need to also be able to prioritize our outreach as they continue to move through the funnel.

Model Score Ranges	.00-.49	.50-.59	.60-.79	.80-.89	.90-1.00
E-Mail					
E-Newsletters/ Communications					
Direct Mail					
Student Callers					
Counselors					
Alumni					
Faculty					

Yield

Students are weighing their options; how do we continue to use data to reach our enrollment goals?

FAFSA Filing is Critical to Increasing Yield

Public Institutions, Residents

Filed FAFSA

40.4%

Yield



No FAFSA

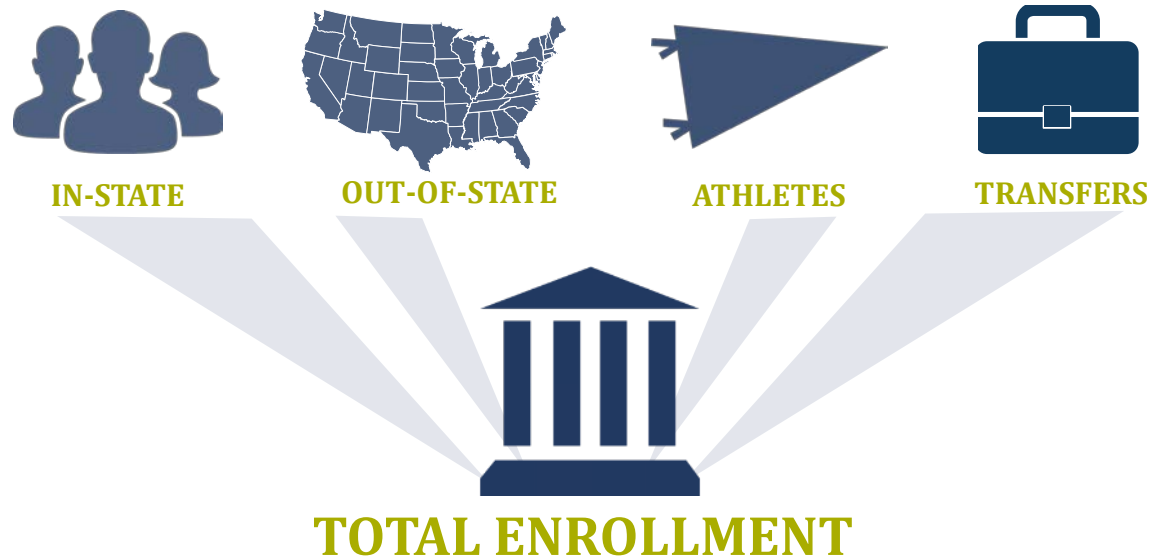
15.1%

Yield

Build a financial aid plan that targets the students you want to enroll each year.

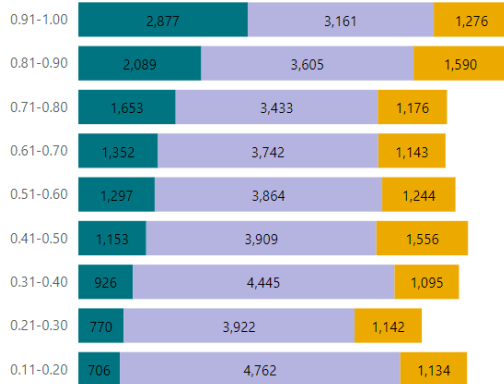


Does your campus have specific targets that you want to achieve – grow OOS, non-athletes, or others?



If you had additional dollars to spend, would you know which students you should award extra dollars to move the needle and influence their enrollment decision?

ENROLLMENT LIKELIHOOD SCORE



AID RECEIPTIVITY



\$1,000



At this stage of the funnel, the variables are often tied to filling the **FAFSA**, the student's **net charges**, major as an admit, an **academic component** (such as GPA), and **demographic information** (state, county, distance, etc.).



Do you have different groups that have lower yield? Are their barriers to their enrollment.

GENERATION STATUS	DIDN'T NEED FINANCIAL AID	NEEDED FINANCIAL AID BUT DIDN'T BELIEVE WOULD QUALIFY	NOT ELIGIBLE FOR FEDERAL STUDENT AID PROGRAMS	IT WAS TOO COMPLICATED
First-generation students	18%	27%	15%	41%
Continuing-generation students	27%	29%	26%	18%

41%



First-Generation Students believe the FAFSA is too complicated.





To the parents of...

Are you meeting parent expectations?

Most parent engagement efforts
are impersonal, ineffective, and
provide no enrollment data.



Melt

Which students are most likely to melt?

FAFSA Filers are 4x more likely to enroll and... *3x less likely to melt*

Filed FAFSA

27.2%

Yield

8.9%

Melt Rate



No FAFSA

6.1%

Yield

23.3%

Melt Rate

**Do you know
which students
pay their
deposit and
then don't show
up for the start
of school?**

- Did they file the FAFSA?
- Did they register and attend summer orientation?
- Did they complete the academic questionnaire?
- Did they complete their health form?
- Are their parents active in the parent portal (CampusESP)?
- Are they engaged in social media platforms (such as ZeeMee)?
- Are they outside a certain mile radius of campus?
- Are they first generation students?
- Are they students of color?
- What other data point are you capturing about melt?

Additional Data and Strategy

Enrollment growth is not just about enrolling new First-Year and Transfer Students.

The Key to Success: DIVERSIFICATION



What are the new markets/programs that the college needs to focus on to increase enrollments?

New Markets/Programs



Leverage Student Workstudy and internships to help students earn while they learn.

LEARN & EARN Populations



Adults who started college, but never completed Opportunity for economical advancement.

Transfer Populations

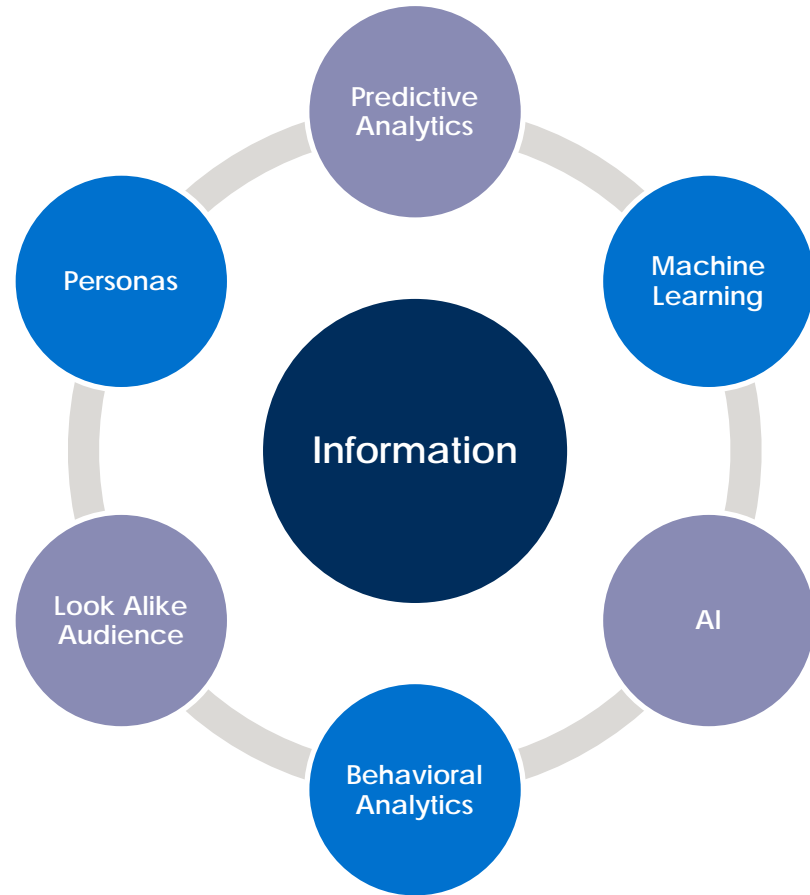


Who started and did not finish and has not completed anywhere else?

Recruit-Back Initiative

No one should be surprised come Fall

- How often are you sharing your data?
 - Is there such a thing as oversharing?
- Who do you share your data with on a regular basis?
- Do you provide context to the data that you share?
- Are you reporting subpopulation data: In-state, OOS, athletes, transfers, internationals?
 - Do any of these enroll late and increase the discount rate last minute?



Other Data Sources

Which external data sources you do you rely on to inform your strategies or support initiatives?

Internal and external analytics provide context to the environment necessary for success

Three additional types of analytics for consideration:

- 1 Demand / Market Share Analysis:**
What are the portfolio moves that offer the greatest potential?
- 2 Employment analysis:**
Who's hiring? What jobs? What skills and credentials are employers looking for?
- 3 Survey research:**
Understanding market perception to find viable opportunities.

Key Takeaways

- Take a fresh look at your data and ask yourself how you can positively impact results with what you already have on hand.
- Evaluate additional metrics and add new KPI's that provide value.
- Review external data to ensure you are prepared for known shifts and transitions.
- What are other key takeaways from this session?



Thank you!

Feel free to reach out with any questions.

Dr. Tami Selby, VPEM, Chadron State – tselby@csc.edu

Dr. April Bush, VP & SR Consultant, RNL – April.Bush@RuffaloNL.com