

# **The Top 10 Analytics Every Enrollment Professional Should Know**

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# Welcome to Enrollment Management!



**Now solve the puzzle.**

# Why should you care about analytics?

- People lie. Data doesn't.
- You want to be the “go to” person in the office.  
“Knowledge is power”
- You can prove your worth and track your results.
- You want to move onward and upward in your career.

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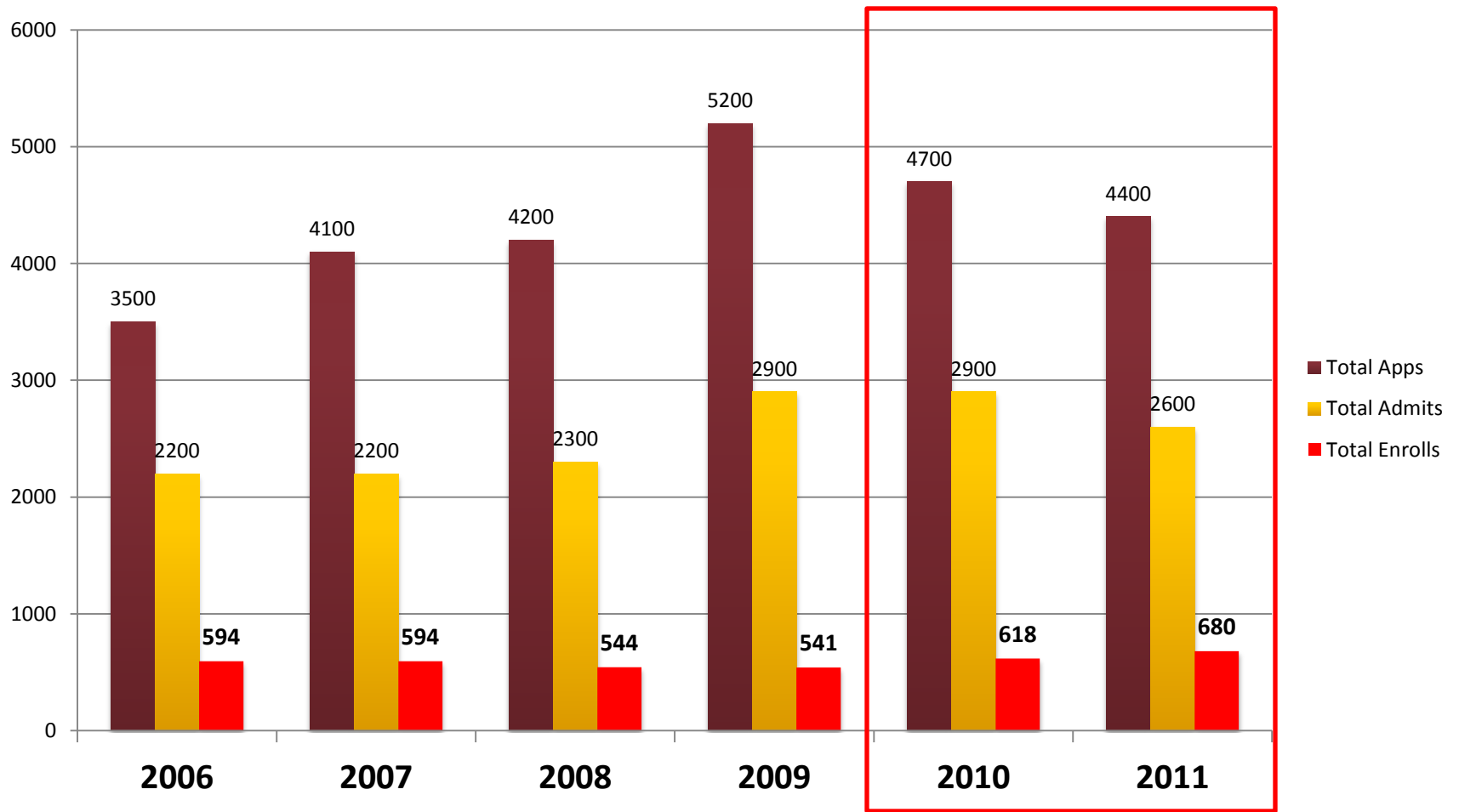


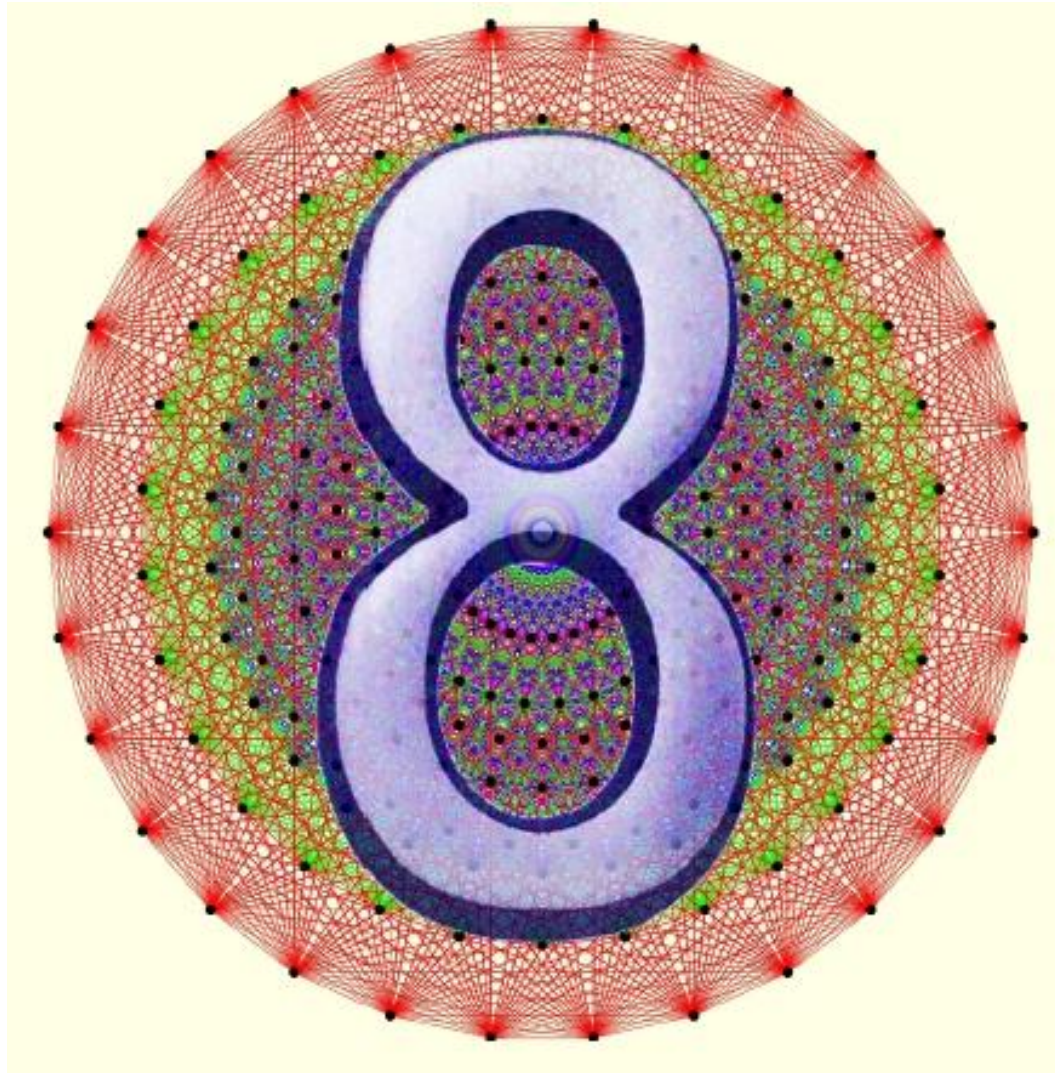
# Applicants and Yield Over Time

	Applications	Admits	Enrolls	ED
2008	4200	2300	545	30%
2009	5200 (+1000)	2900 (+600)	541 (-4)	27%
2010	4700 (-500)	2900 (+0)	620 (+79)	33%
2011	4500 (-200)	2601 (-300)	680 (+60)	38%



# The “funnel” that counts







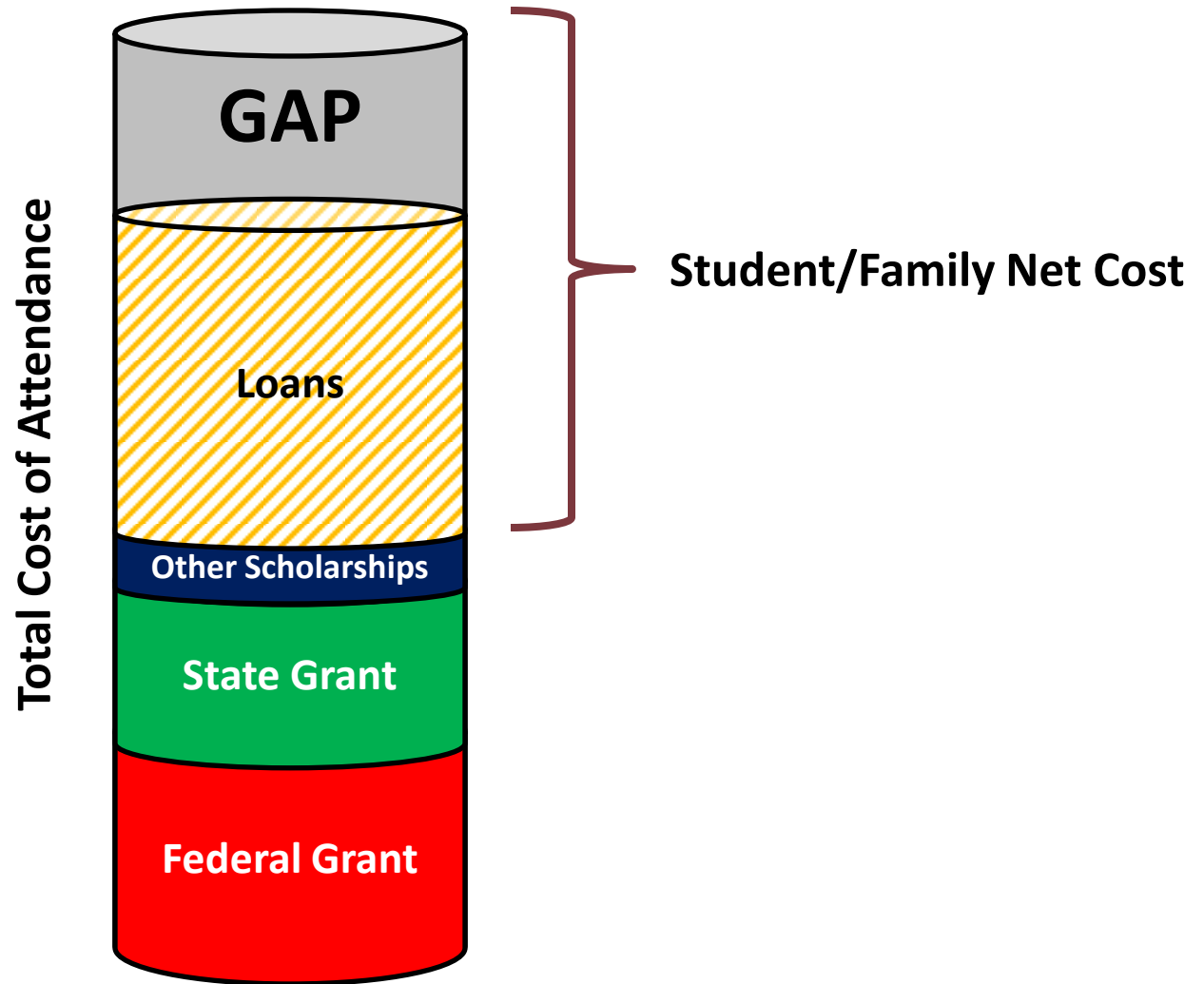
# Net Revenue

## Where's the Money Coming From?

	<b>2010</b>	<b>2011*</b>	<b>Difference</b>
<b>Enrollment</b>	630	724	<b>+94</b>
<b>Yield</b>	21.3%	27.4%	<b>+6.1%</b>
<b>SAT</b>	1169	1176	<b>+7</b>
<b>ACT</b>	25.58	26.67	<b>+1.09</b>
<b>Rating</b>	2.19	1.98	<b>-0.21</b>
<b>Tuition Discount</b>	40.0%	40.4%	<b>+0.4%</b>
<b>Net Total Revenue</b>	<b>\$22,332,152</b>	<b>\$26,482,980</b>	<b>+ \$4,150,828</b>
*Deposits as of 5/5/11			



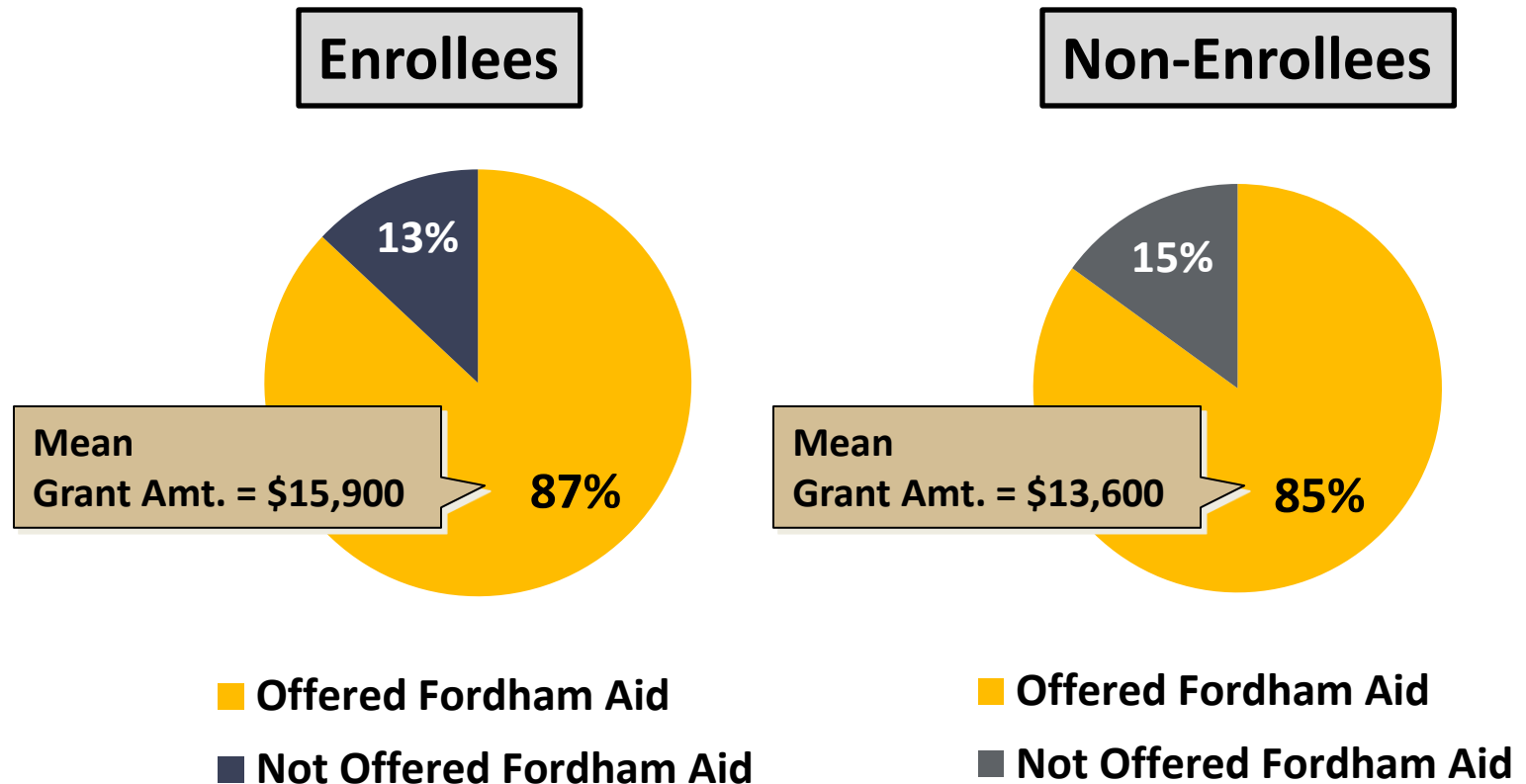
# “Out of Pocket” Cost of Your Institution





# How Much Does Financial Aid Differ?

- Nearly equal proportion of enrolling and non-enrolling students received aid
- On average, enrolling students we offered slightly more aid





# Know Your Competitors

	<i>Loss Institution</i>	2010	% of Total Known Loss	2011	% of Total Known Loss	Total
	<b>SAMPLE UNIVERSITY (Win)</b>	<b>336</b>	<b>--</b>	<b>300</b>	<b>--</b>	<b>636</b>
1	CENTRAL MICHIGAN UNIVERSITY	48	5.1%	35	4.2%	83
2	SAGINAW VALLEY STATE UNIVERSITY	32	3.4%	31	3.7%	63
3	MICHIGAN STATE UNIVERSITY	27	2.8%	28	3.4%	55
4	GRAND VALLEY STATE UNIVERSITY	19	2.0%	32	3.9%	51
5	WESTERN MICHIGAN UNIVERSITY	27	2.8%	20	2.4%	47
6	OAKLAND UNIVERSITY	29	3.1%	17	2.1%	46
7	DELTA COLLEGE	18	1.9%	25	3.0%	43
8	MACOMB COMMUNITY COLLEGE	19	2.0%	20	2.4%	39
9	OAKLAND COMMUNITY COLLEGE	19	2.0%	11	1.3%	30
10	FERRIS STATE UNIVERSITY	11	1.2%	17	2.1%	28

National Student Clearinghouse “Student Tracker”





# Who is your competition targeting?

	<i>Loss Institution</i>	ACT				Total
		<18	18-20	21-22	23+	
	<b>SAMPLE UNIVERSITY (Win)</b>	<b>29</b>	<b>78</b>	<b>73</b>	<b>120</b>	<b>300</b>
1	CENTRAL MICHIGAN UNIVERSITY	4	8	12	11	35
2	GRAND VALLEY STATE UNIVERSITY	0	5	7	20	32
3	SAGINAW VALLEY STATE UNIVERSITY	3	10	5	13	31
4	MICHIGAN STATE UNIVERSITY	1	4	11	12	28
5	DELTA COLLEGE	3	8	7	7	25
6	MACOMB COMMUNITY COLLEGE	1	8	6	5	20
7	WESTERN MICHIGAN UNIVERSITY	1	7	5	7	20
8	FERRIS STATE UNIVERSITY	4	7	1	5	17
9	OAKLAND UNIVERSITY	1	5	5	6	17
10	EASTERN MICHIGAN UNIVERSITY	3	4	5	1	13



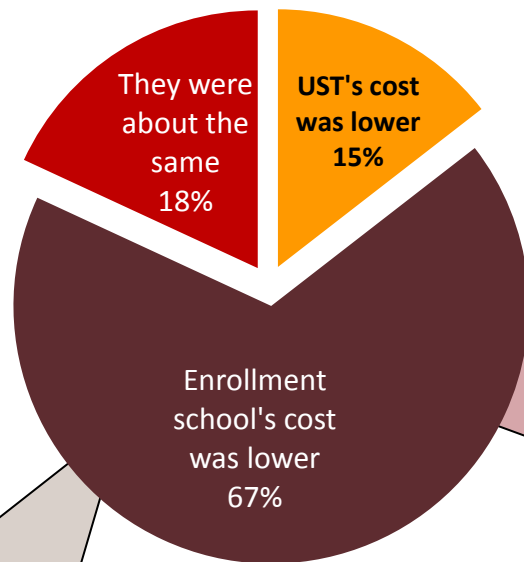
# Your Predictors of Enrollment

Predictor	Effect
Student Visited Campus	+
College Listed First on FAFSA	+
College Internal Rating	-
Major: Pre-Business	+
FAFSA Submitted	+
Institutional Aid	+
Submitted Test Scores	-
Minority	-



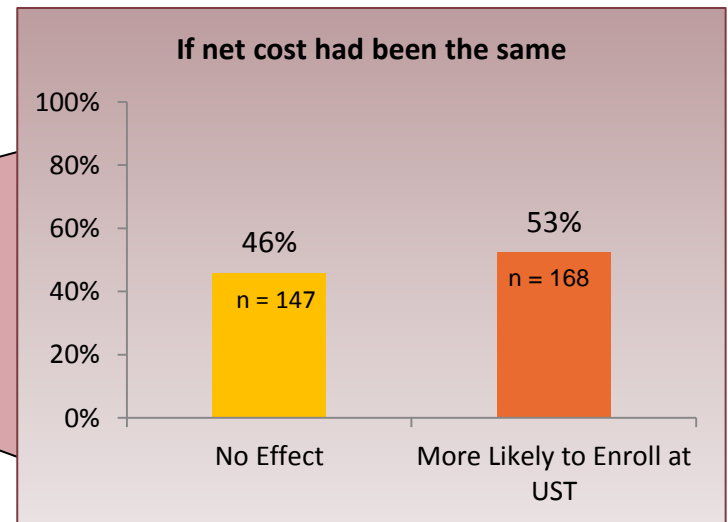
# Non-Enrolling Students' Net Cost: Your College vs. Competitors

How did your college's Net Cost Compare to that of chosen college?



58% Public Institution  
66% Female Students  
59% High or Very High Interest in UST at time of application

If net cost had been the Same, How Would Your Enrollment Decision Have Been Affected?



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# Where are your students coming from?

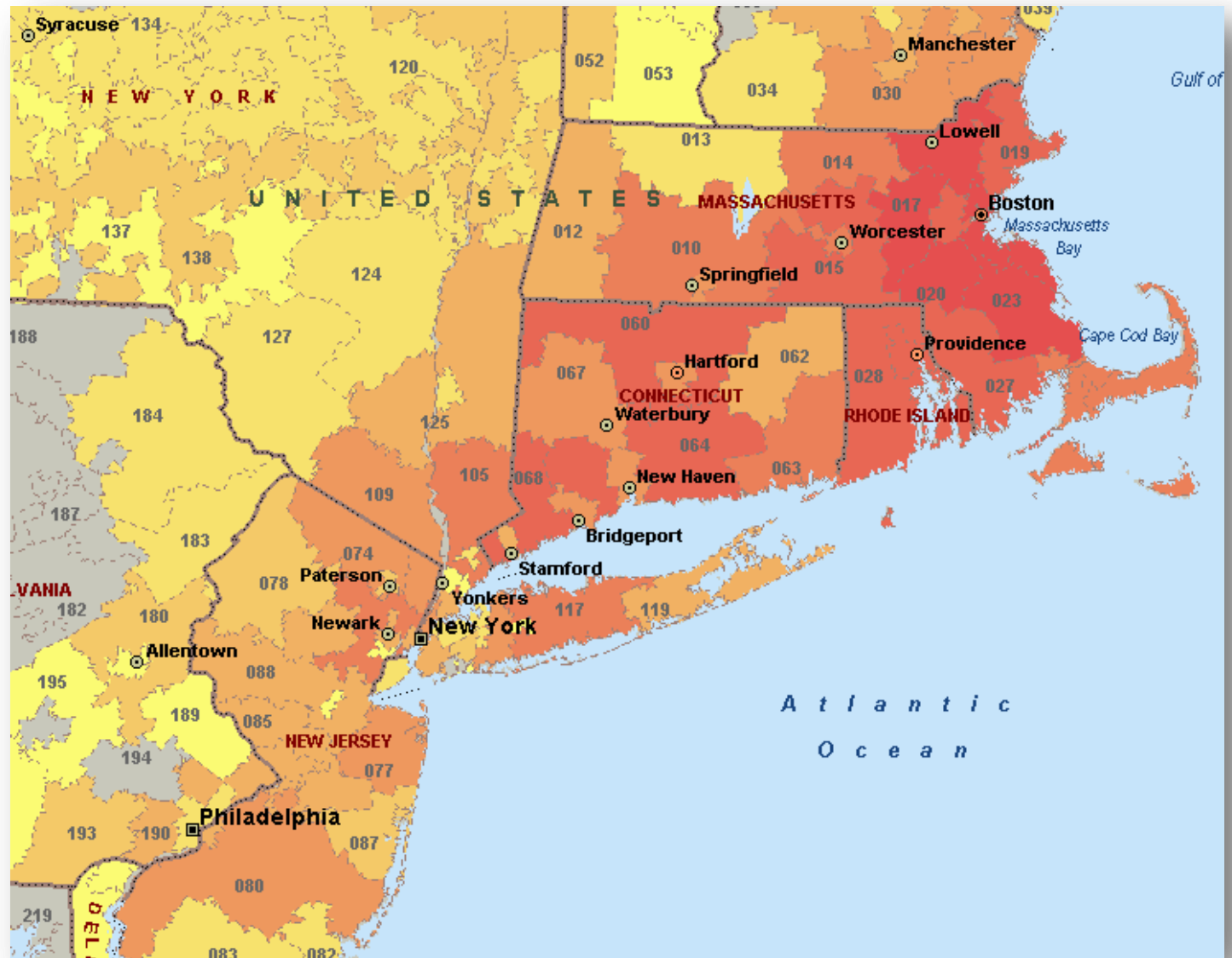
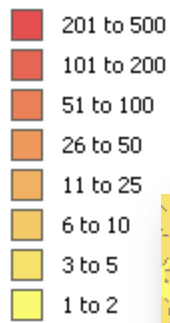
<b>Inquirers 2010</b>				
		<b>Inquirers</b>	<b>Applicants</b>	<b>Enrolls</b>
267 - Cumberland, MD	MD	2	0	0
480 - Royal Oak, MI	MI	100	7	1
481 - Detroit, MI	MI	227	13	3
482 - Detroit, MI	MI	187	7	0
483 - Royal Oak, MI	MI	139	6	2
484 - Flint, MI	MI	31	1	0
485 - Flint, MI	MI	11	1	0
486 - Saginaw, MI	MI	44	2	1
487 - Saginaw, MI	MI	13	2	0
488 - Lansing, MI	MI	65	4	0
489 - Lansing, MI	MI	13	1	1
490 - Kalamazoo, MI	MI	68	3	0
491 - Kalamazoo, MI	MI	11	0	0
492 - Jackson, MI	MI	84	3	2
493 - Grand Rapids, MI	MI	15	2	1
494 - Grand Rapids, MI	MI	49	4	0
495 - Grand Rapids, MI	MI	32	1	0
496 - Traverse City, MI	MI	24	0	0
497 - Gaylord, MI	MI	10	1	0
498 - Iron Mountain, MI	MI	7	0	0
499 - Iron Mountain, MI	MI	3	0	0

# Where should you spend time and money?

<b>Inquirers 2010</b>				
		<b>Inquirers</b>	<b>Applicants</b>	<b>Enrolls</b>
424 - Evansville, IN	IN	5	0	0
460 - Indianapolis, IN	IN	79	3	2
461 - Indianapolis, IN	IN	98	8	3
462 - Indianapolis, IN	IN	90	5	0
463 - Gary, IN	IN	74	1	0
464 - Gary, IN	IN	11	1	0
465 - South Bend, IN	IN	38	3	0
466 - South Bend, IN	IN	26	2	0
467 - Fort Wayne, IN	IN	45	5	2
468 - Fort Wayne, IN	IN	112	3	1
469 - Kokomo, IN	IN	20	0	0
472 - Columbus, IN	IN	21	0	0
473 - Muncie, IN	IN	43	3	0
474 - Bloomington, IN	IN	10	0	0
475 - Terre Haute, IN	IN	14	0	0
476 - Evansville, IN	IN	11	1	1
477 - Evansville, IN	IN	10	0	0
478 - Terre Haute, IN	IN	6	0	0
479 - Lafayette, IN	IN	12	0	0



# Applicants



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