

IMPLEMENTING A DATA-DRIVEN APPROACH TO ADMISSION AND FINANCIAL AID

John W. Dysart

President, **THE DYSART GROUP**



DATA-DRIVEN ENROLLMENT MANAGEMENT



- Can Be Achieved with Modest Resources
- Does Not Require Outside Assistance
- Well-Staffed IT Departments Helpful But Not Essential

ADMISSION DATA ESSENTIALS

- Minimum Data Requirements
- Understanding the Funnel
- Expected Conversion Rates
- Reviewing the Trends
- Evaluating Recruitment Tactics
- Outcome Accountability and Performance



MINIMUM DATA REQUIREMENTS



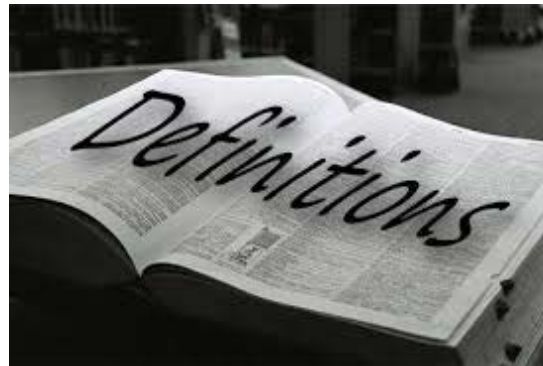
MINIMUM DATA REQUIREMENTS

- Understanding Terms
- Prospects, Inquiries, Applications, Acceptances, Denials, Deposits/Enrollment Counts
- Initial Contact Sources
- Intended Term
- Status Dates
- Counselor Assignment



Understanding Terms

- Prospects: *Purchased Names, Data Drops*
- Inquiries: *Students Who Have Actively Expressed Interest*
- Applicants: *Students Applying for Admission*
- Acceptances: *Accepted for Admission*
- Denials: *Denied Admission*
- Deposits: *Submitted Enrollment Deposit*
- Enrolled: *Registered and Attended*



Initial Contact Source

- College Fair
- High School Visit
- Student Search
- Referral
- Youth Camp
- Web Site
- Athletics
- Application



Intended Term/Status Dates

It is important to always include the intended term of enrollment and to attach a date to each status including prospect, inquiry, applicant, accepted, denied, deposited/enrolled.

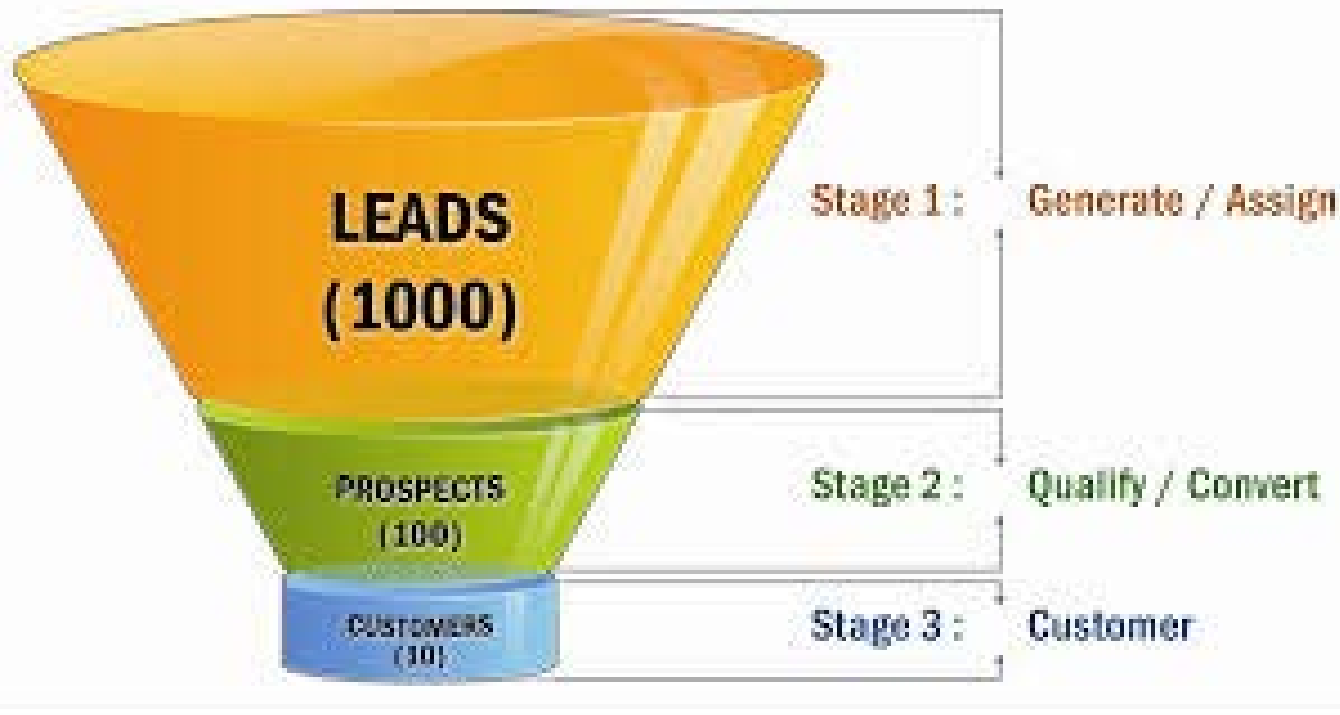


Counselor Assignment

- Geographic Territory
- Student Type (freshmen, transfer, international, etc.)
- Alphabet

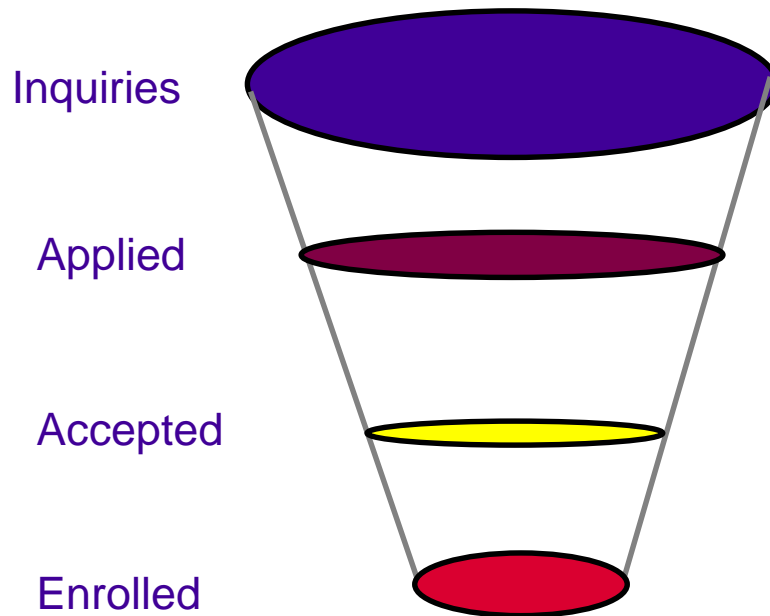


UNDERSTANDING THE FUNNEL



UNDERSTANDING THE FUNNEL

The Admissions Funnel

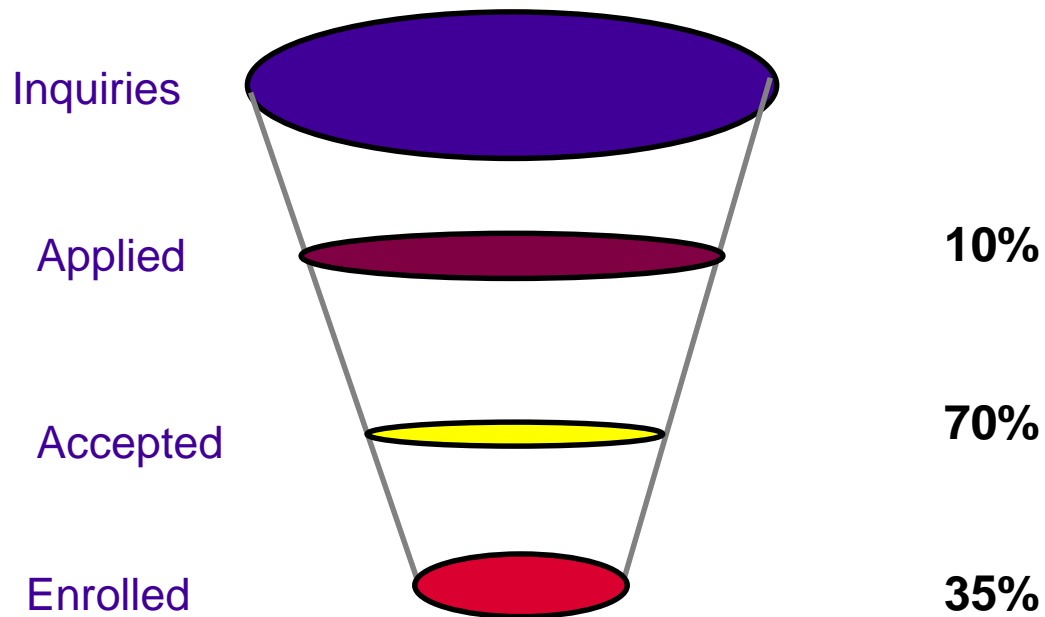


EXPECTED CONVERSION RATES

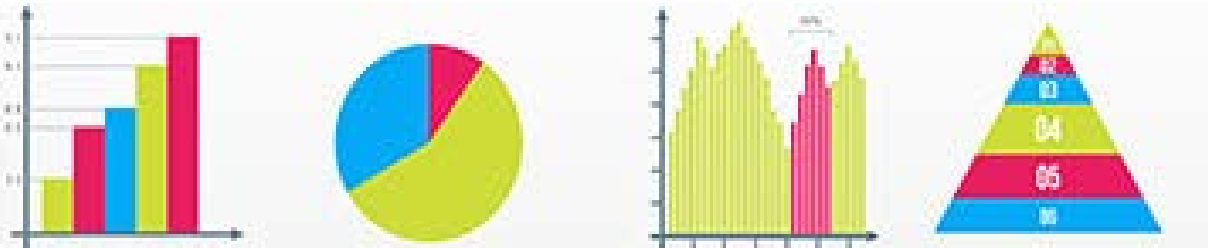
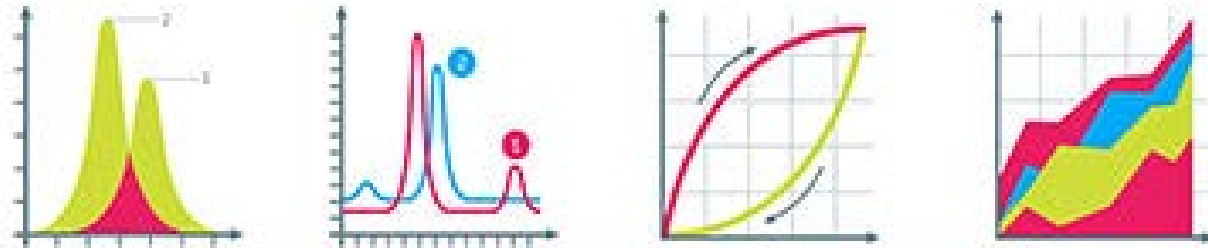


EXPECTED CONVERSION RATES

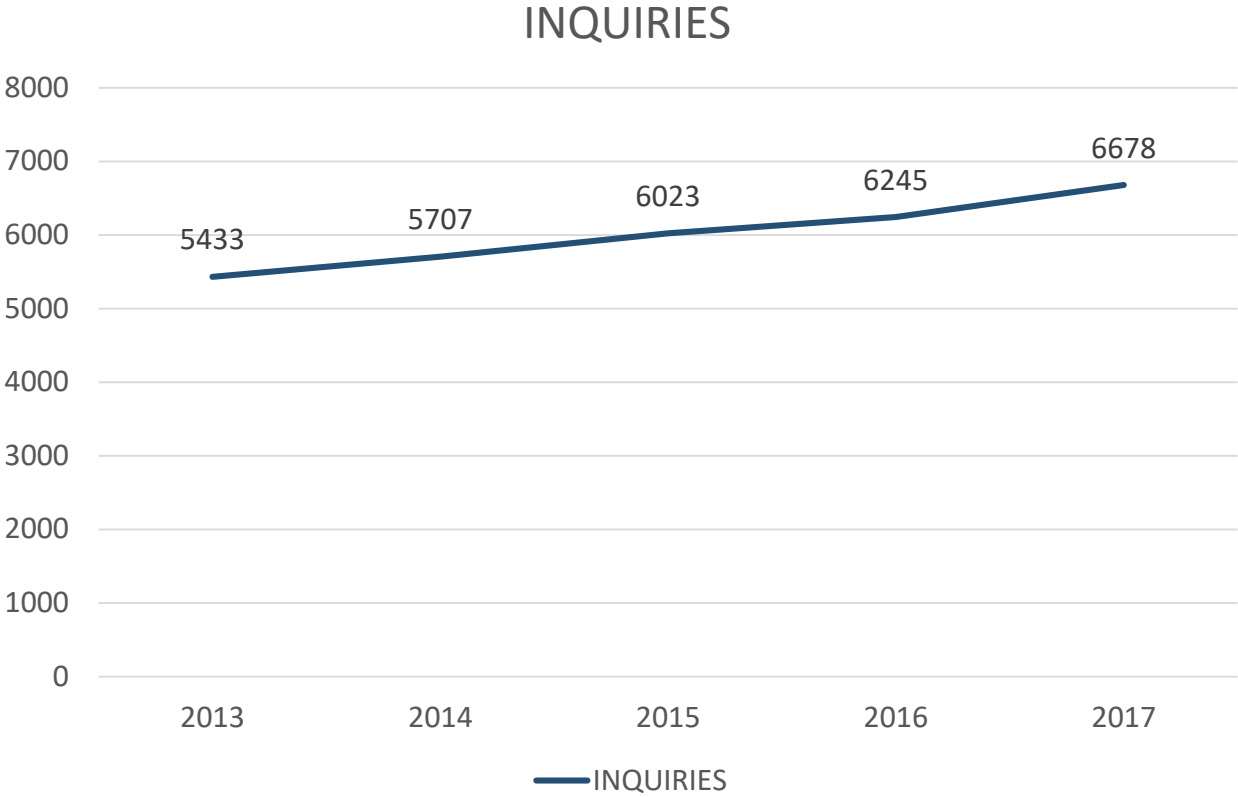
The Admissions Funnel



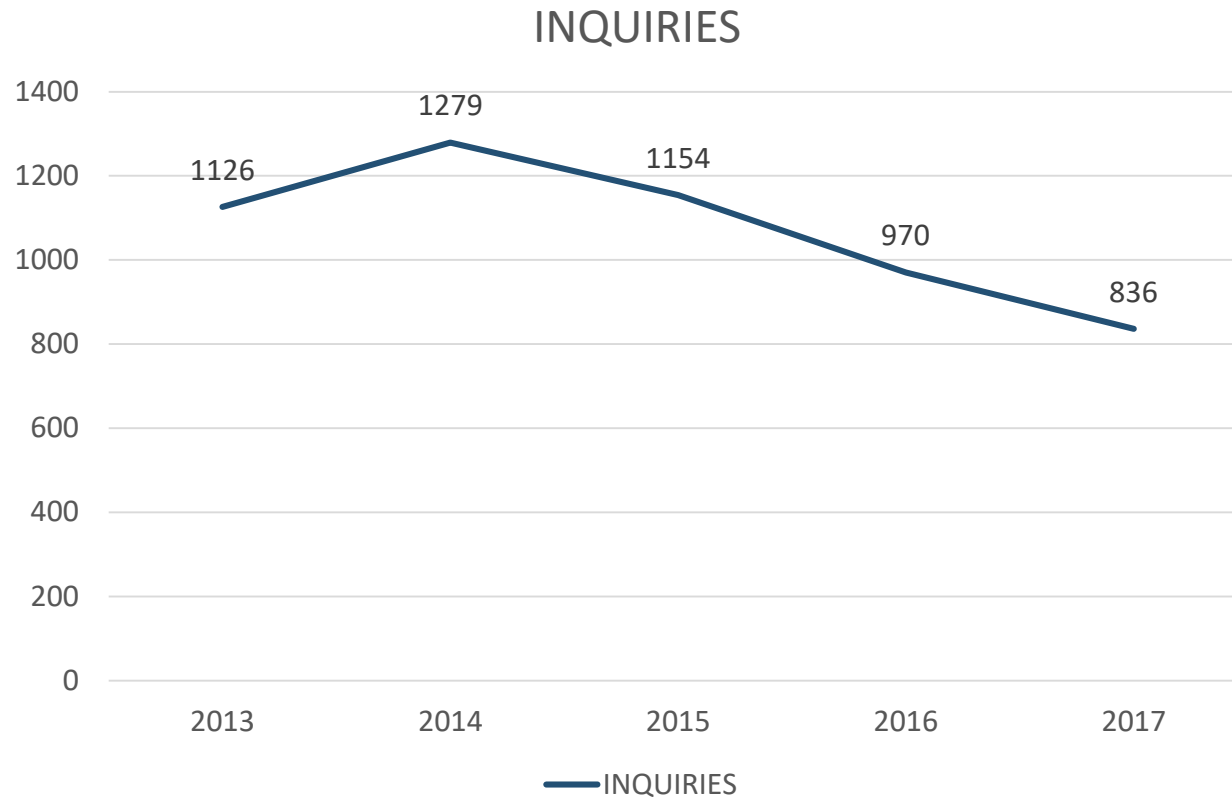
REVIEWING THE TRENDS



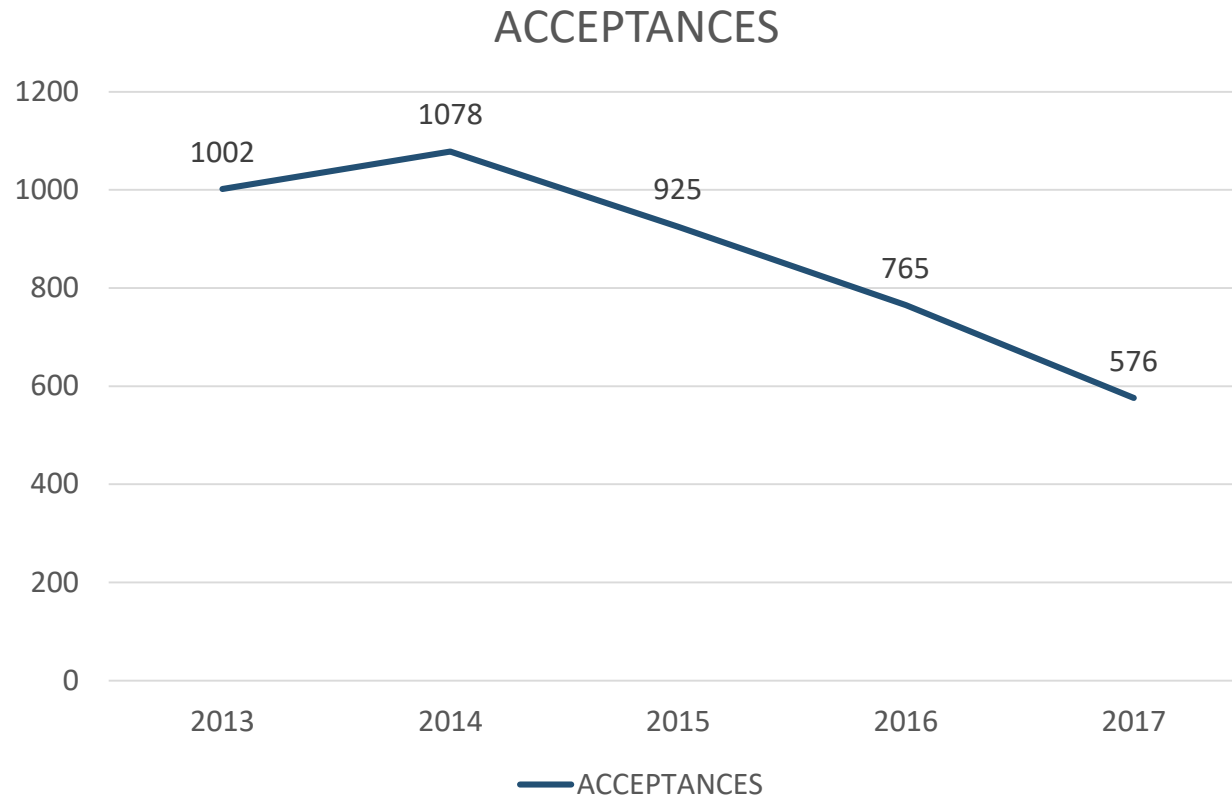
INQUIRY TRENDS



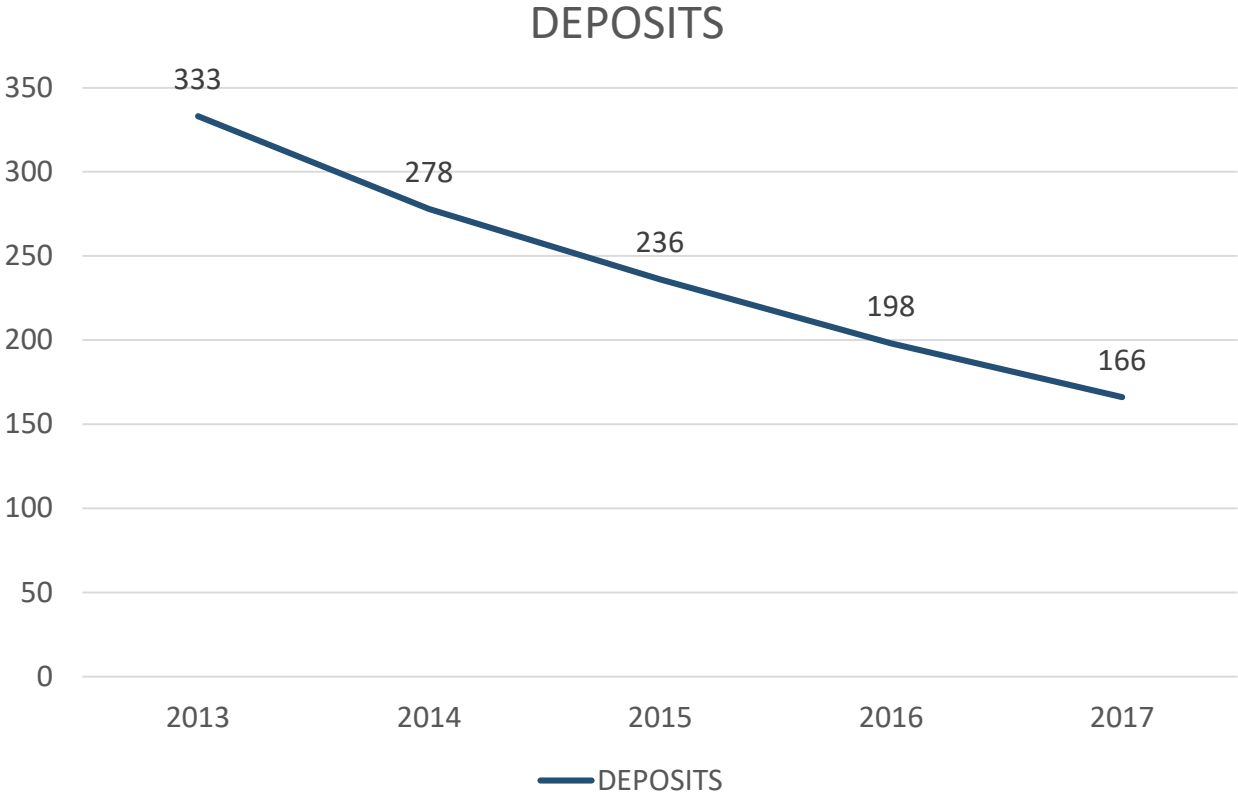
APPLICATION TRENDS



ACCEPTANCE TRENDS



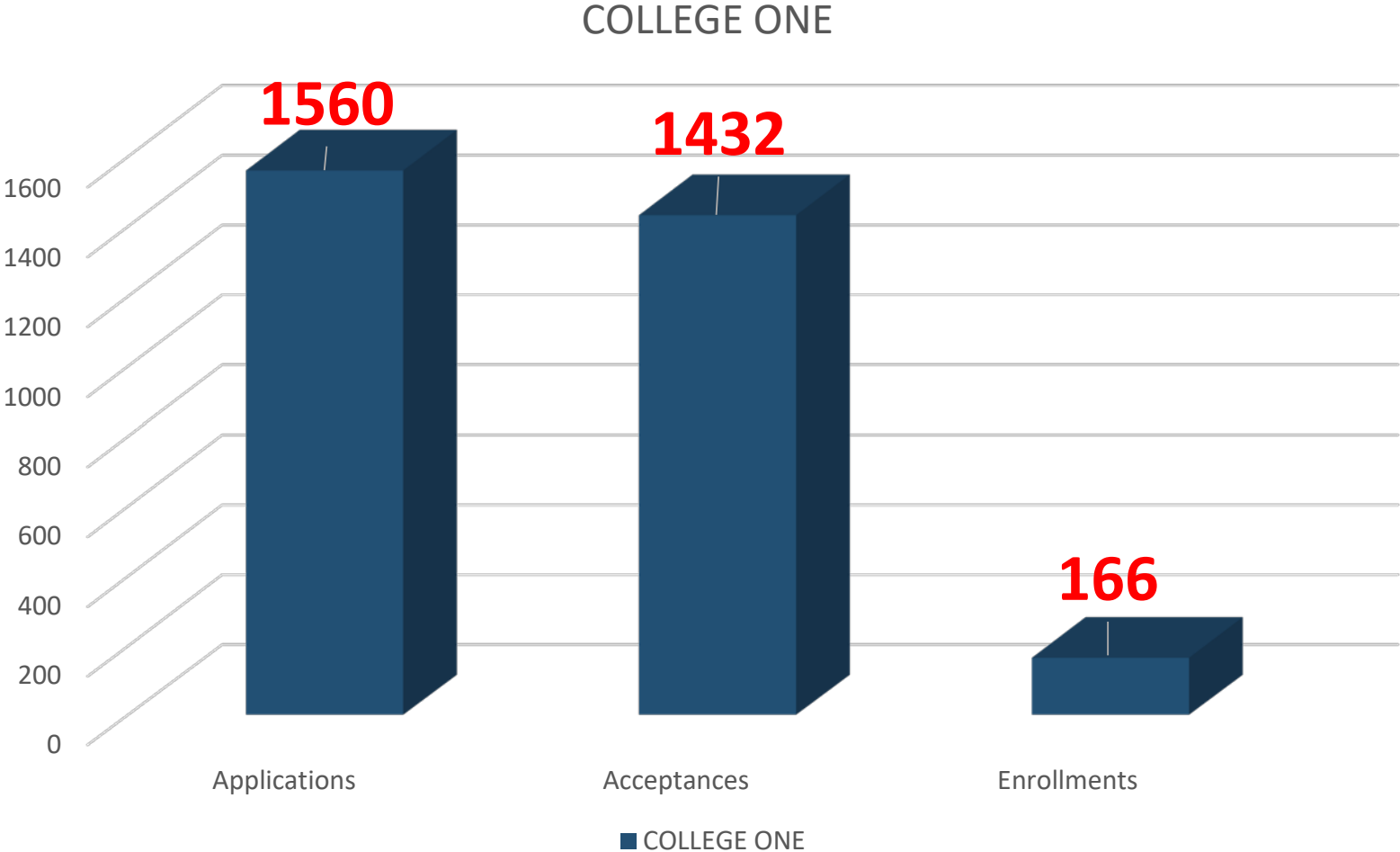
DEPOSIT TRENDS



TEST YOUR TREND KNOWLEDGE

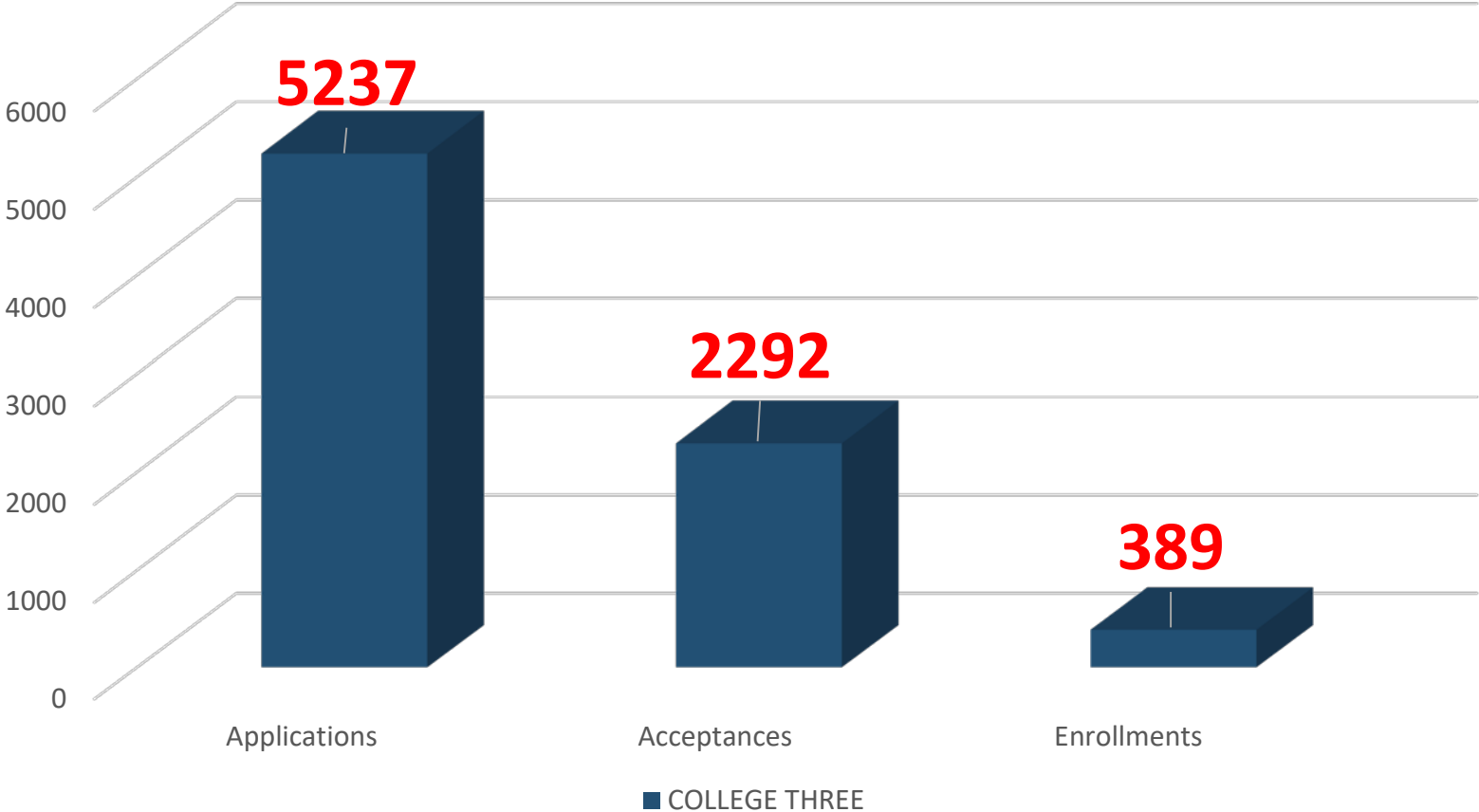


COLLEGE ONE



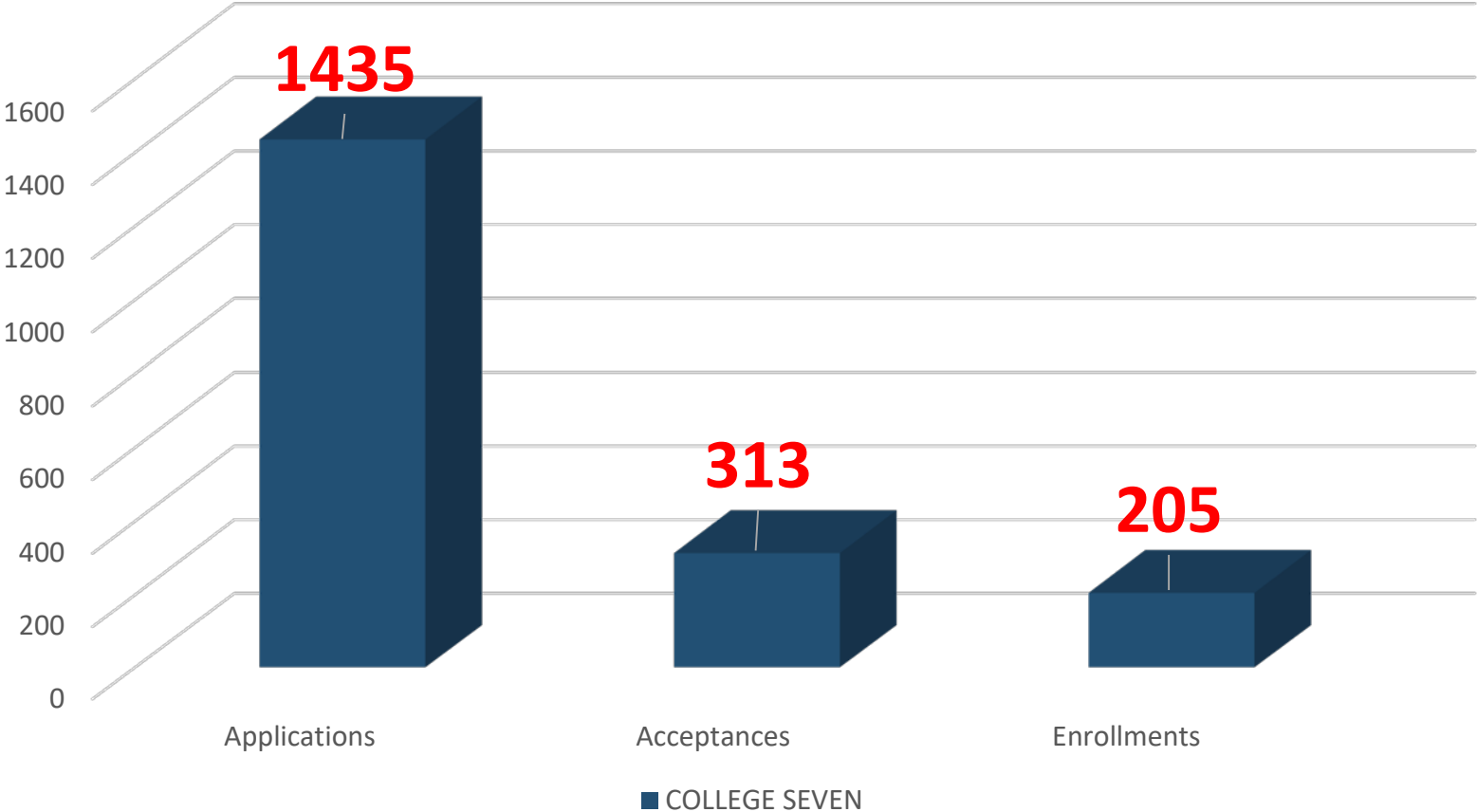
COLLEGE TWO

COLLEGE TWO



COLLEGE THREE

COLLEGE THREE



EVALUATING RECRUITMENT TACTICS



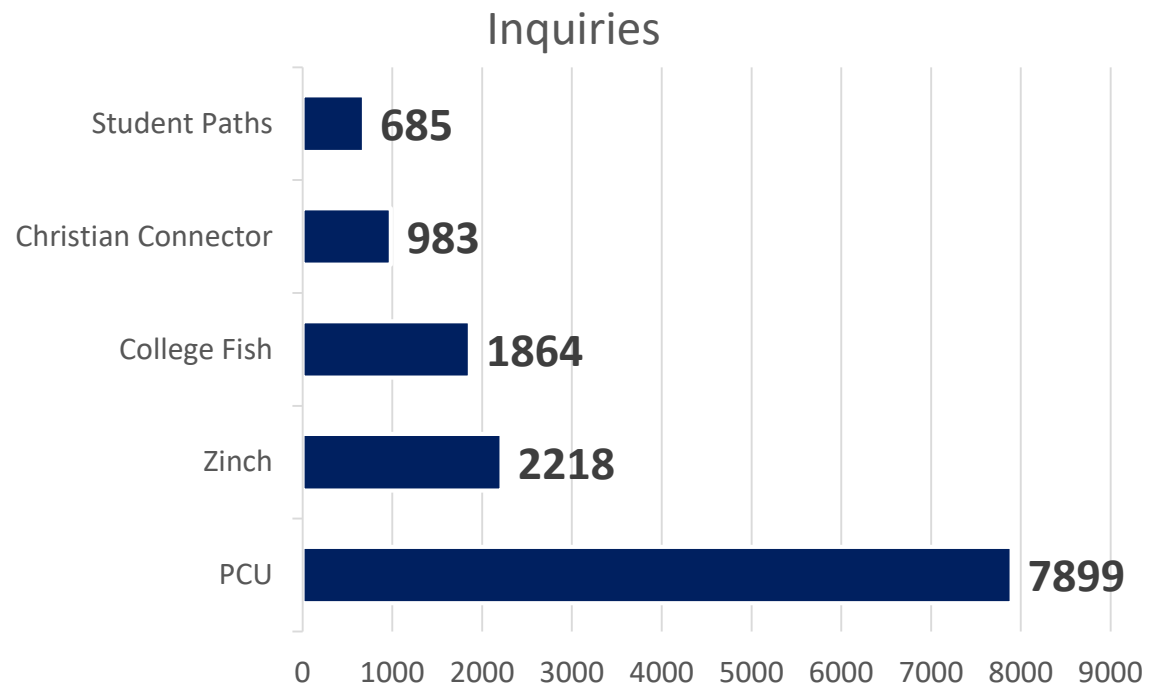
ANALYZING THE POOLS

- List Top Ten Sources
- Determine Conversion Rates to Applications
- Determine Conversion Rates to Accepted Applicants
- Determine Conversion Rates to Enrollments
- Cease Investing in Sources Unlikely to Generate Applications, Acceptances and Enrollments



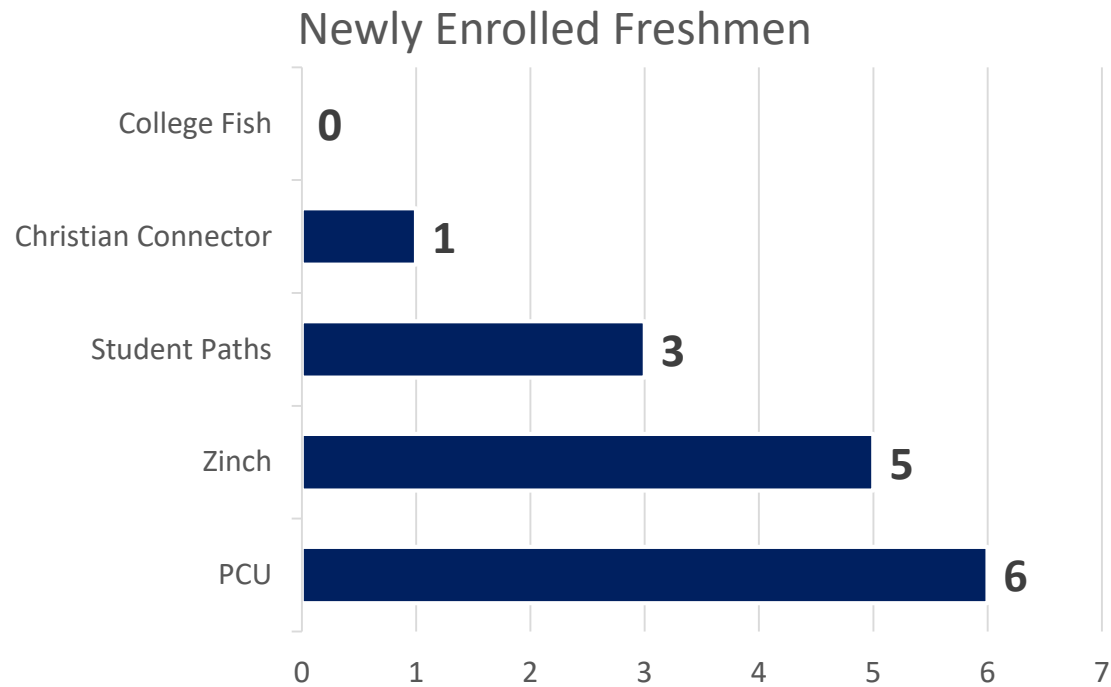
SAMPLE COLLEGE

Initial Contact Source of Inquiries



SAMPLE COLLEGE

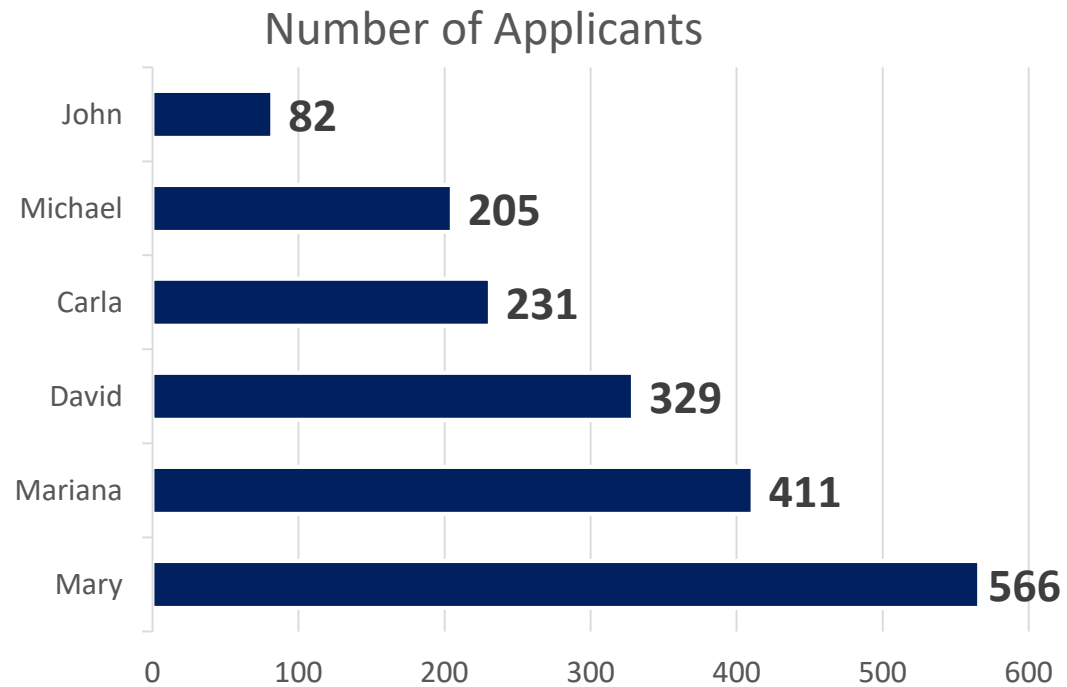
Initial Contact Source of Newly Enrolled Students Fall 2015



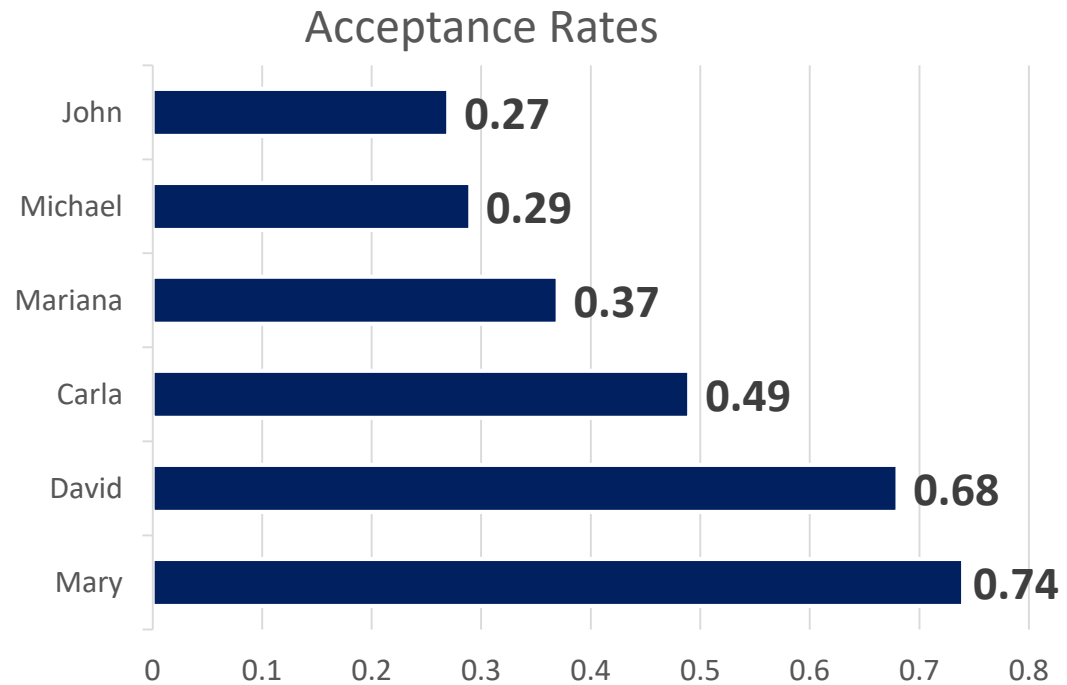
OUTCOME ACCOUNTABILITY AND PERFORMANCE



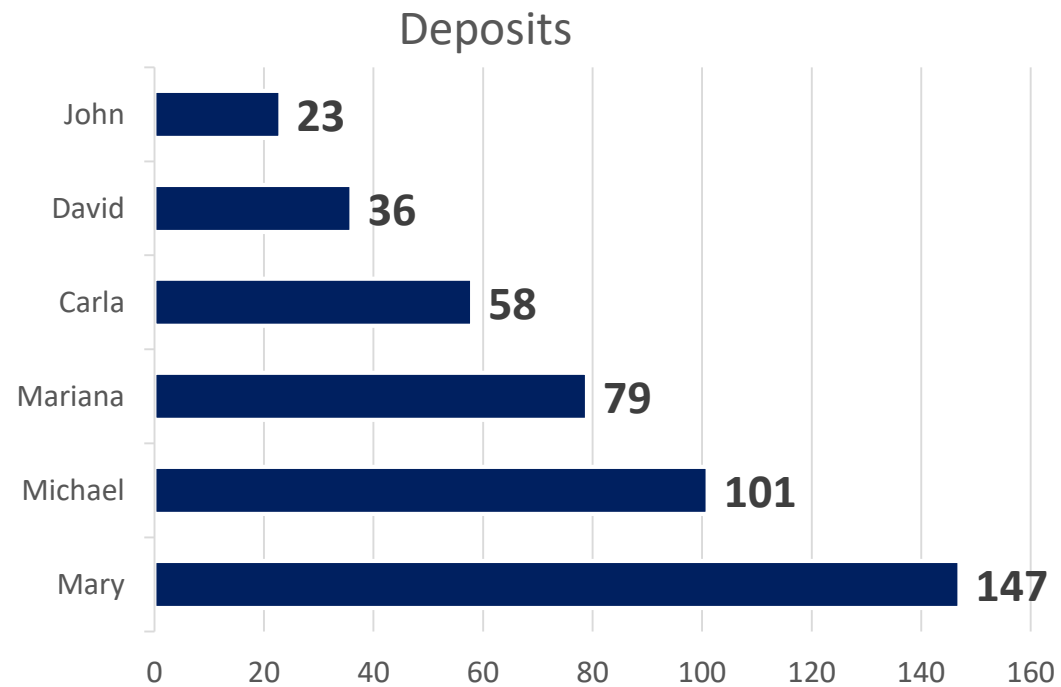
Application Distribution Among Counselors



Acceptance Rates Among Counselors

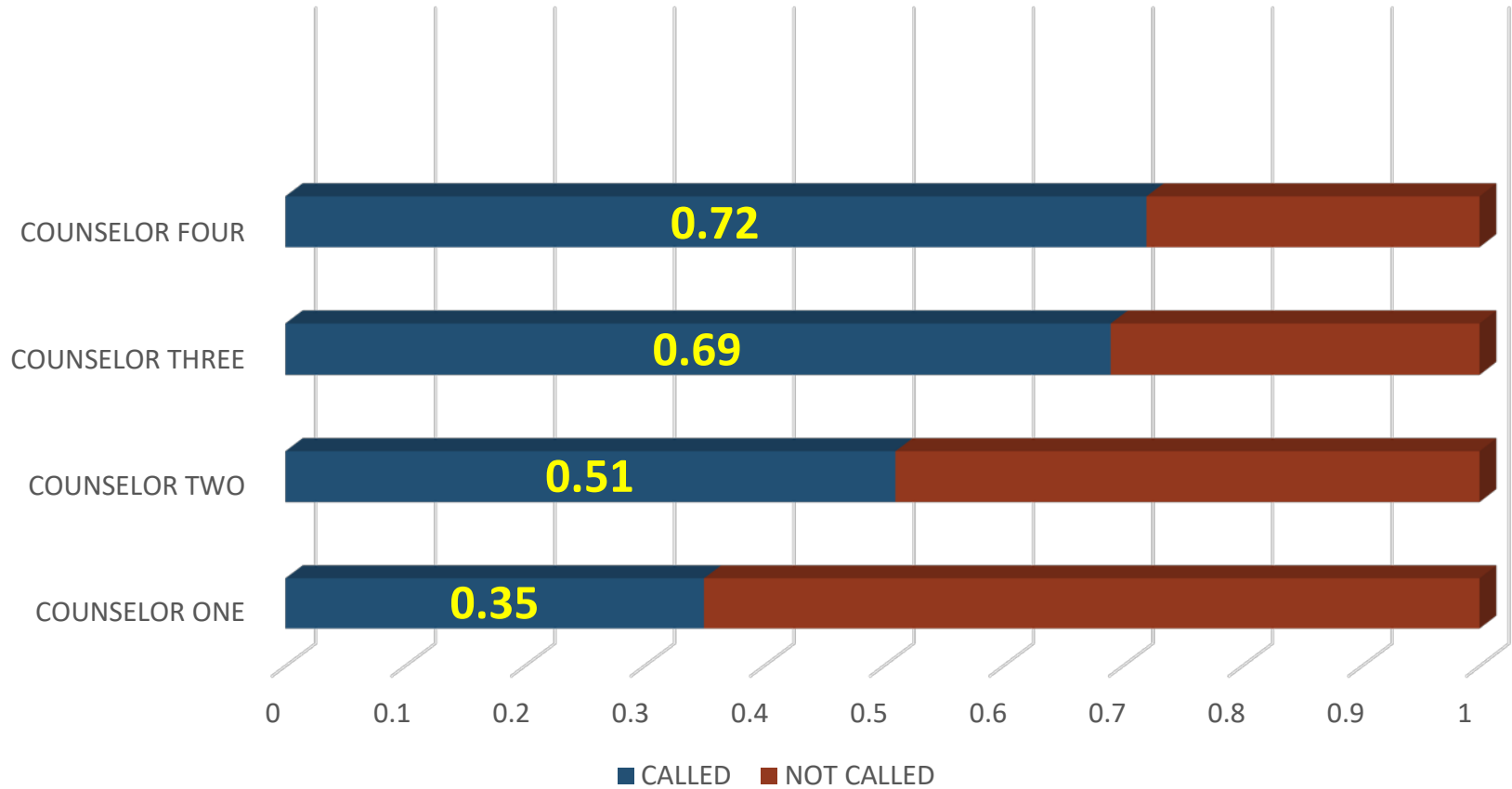


Deposit Numbers Among Counselors



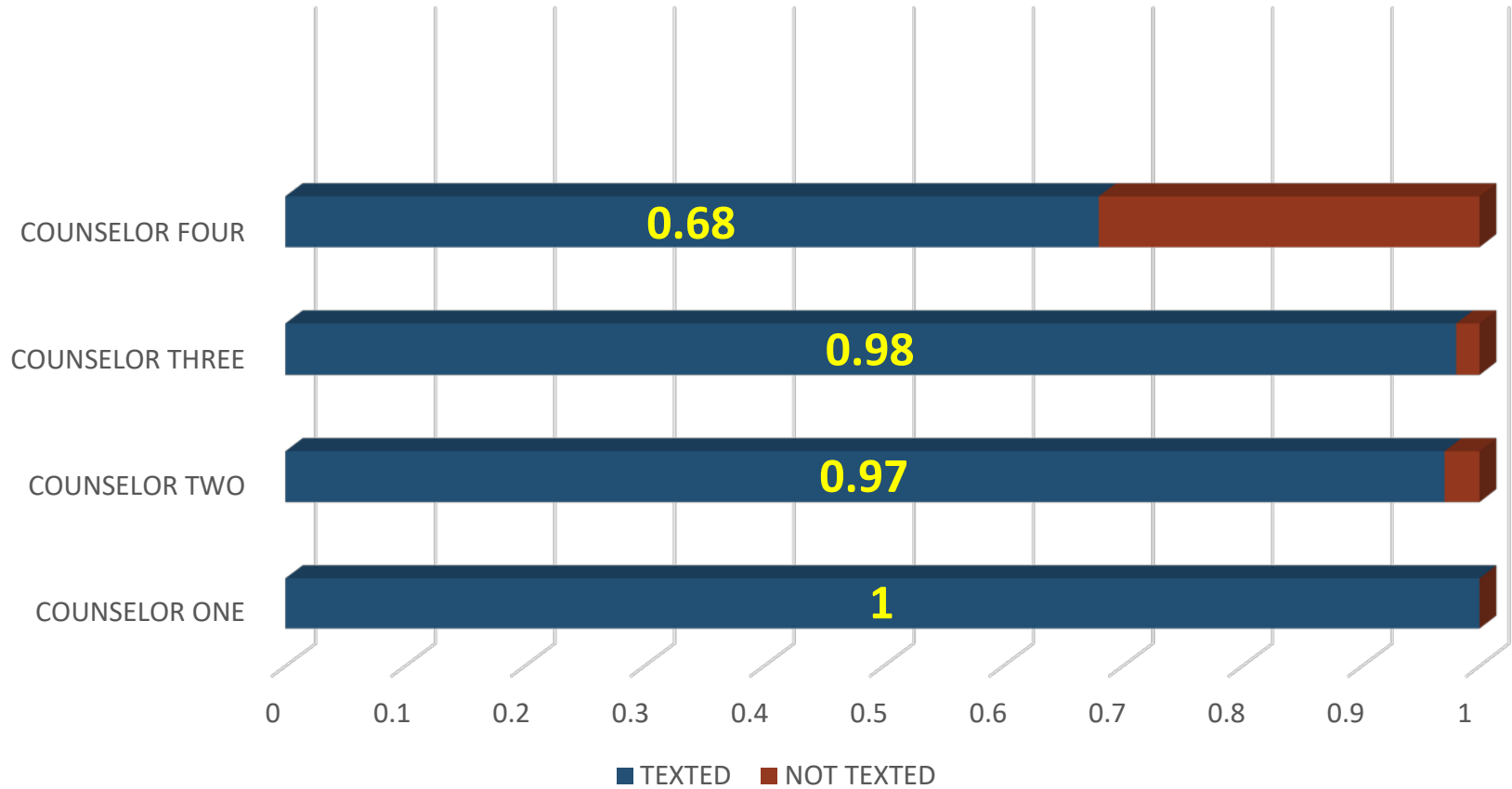
WEEKLY 30-DAY CONTACT RATES REPORT

TELEPHONE RATES

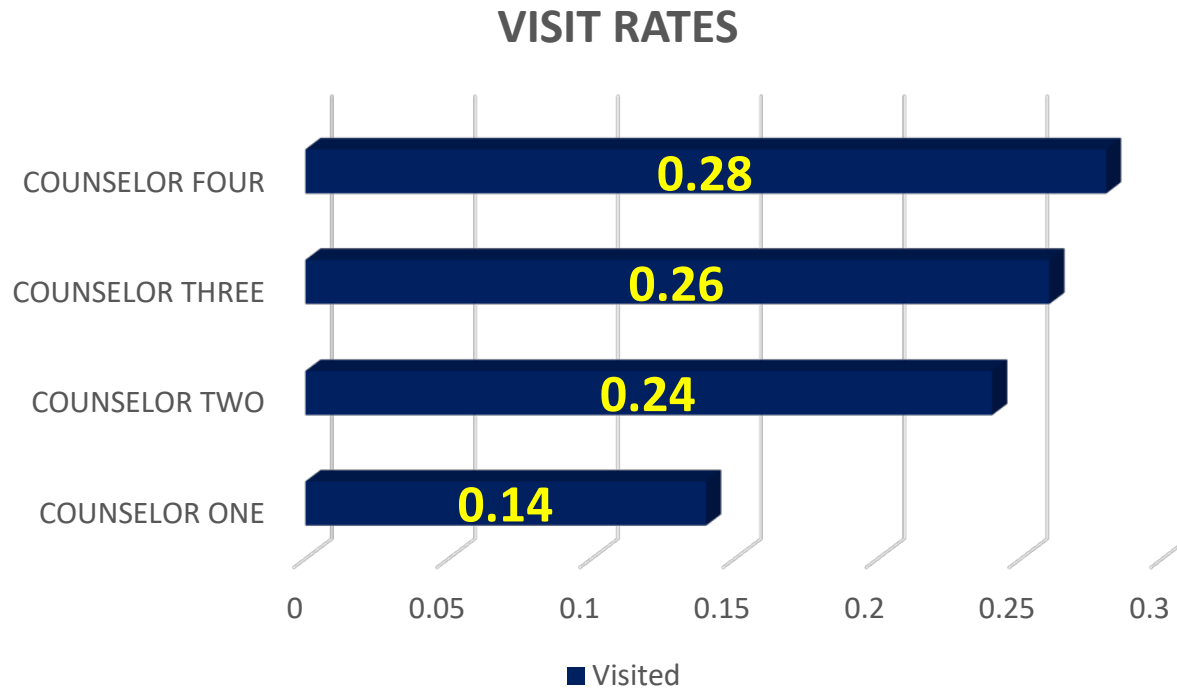


WEEKLY 30-DAY CONTACT RATES REPORT

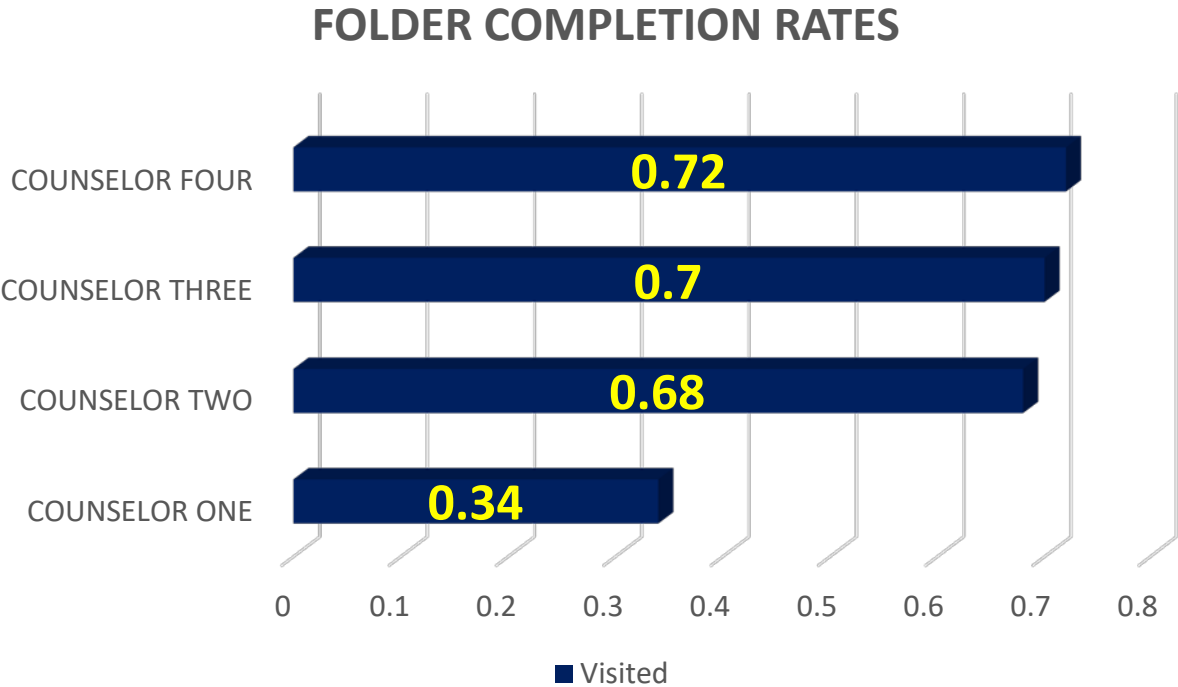
TEXT RATES



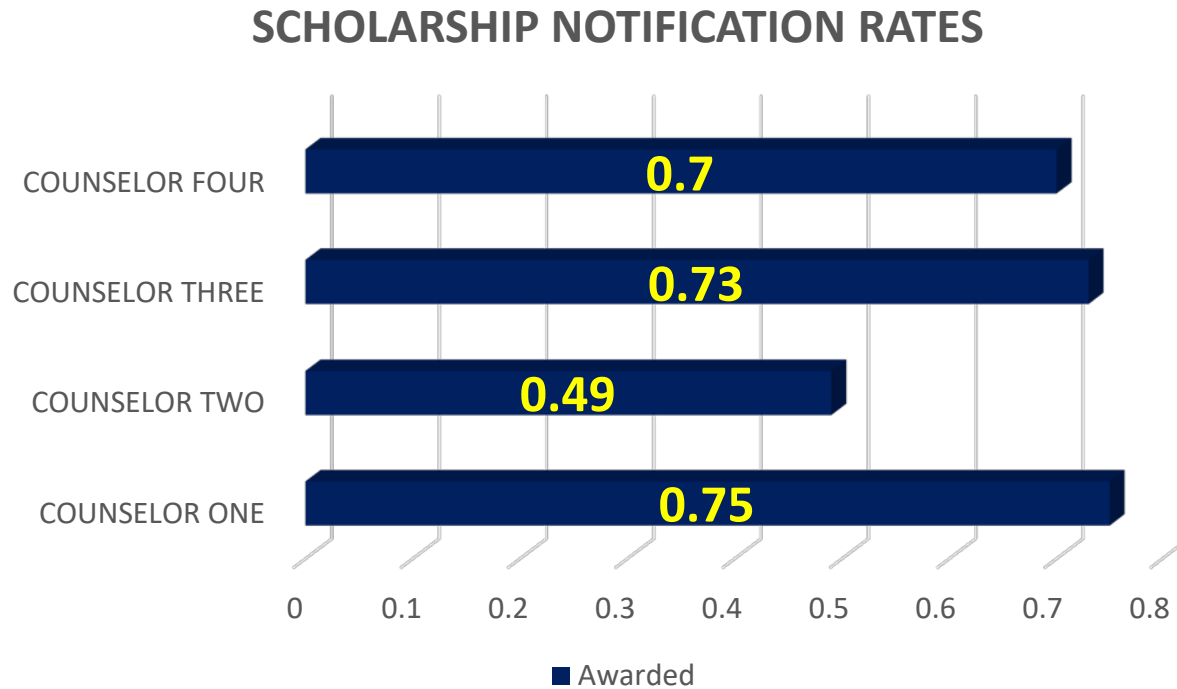
VISIT RATES



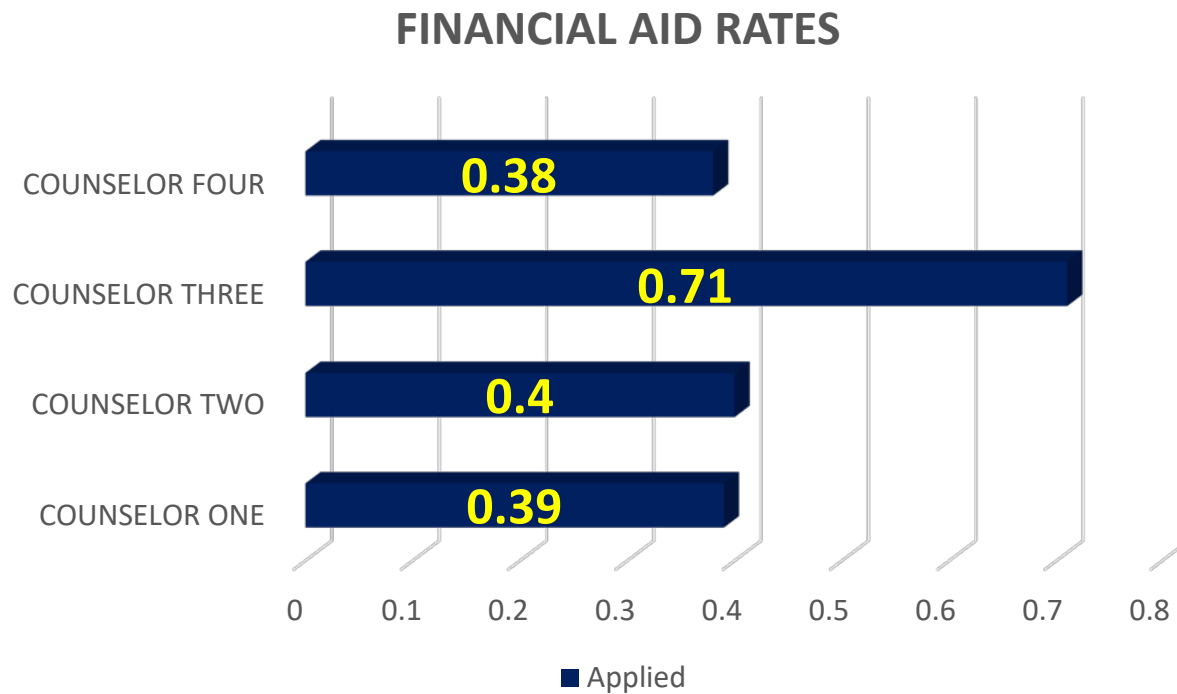
FOLDER COMPLETION RATES



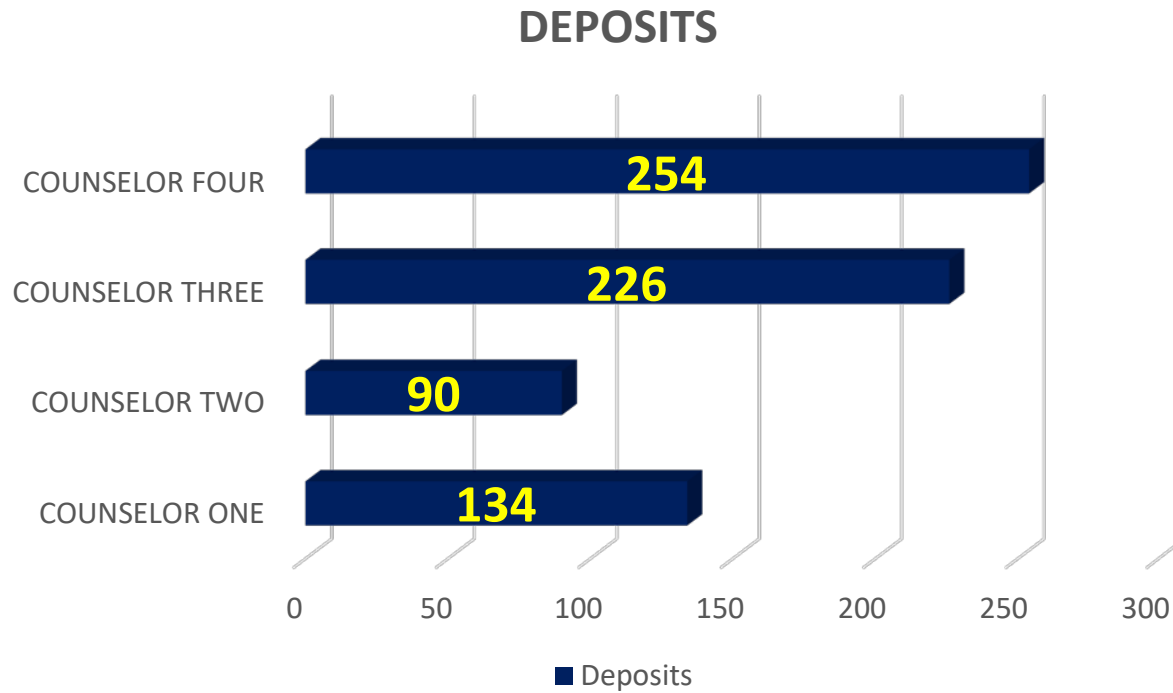
SCHOLARSHIP NOTIFICATION RATES



FINANCIAL AID APPLICATION RATES



DEPOSIT REPORT



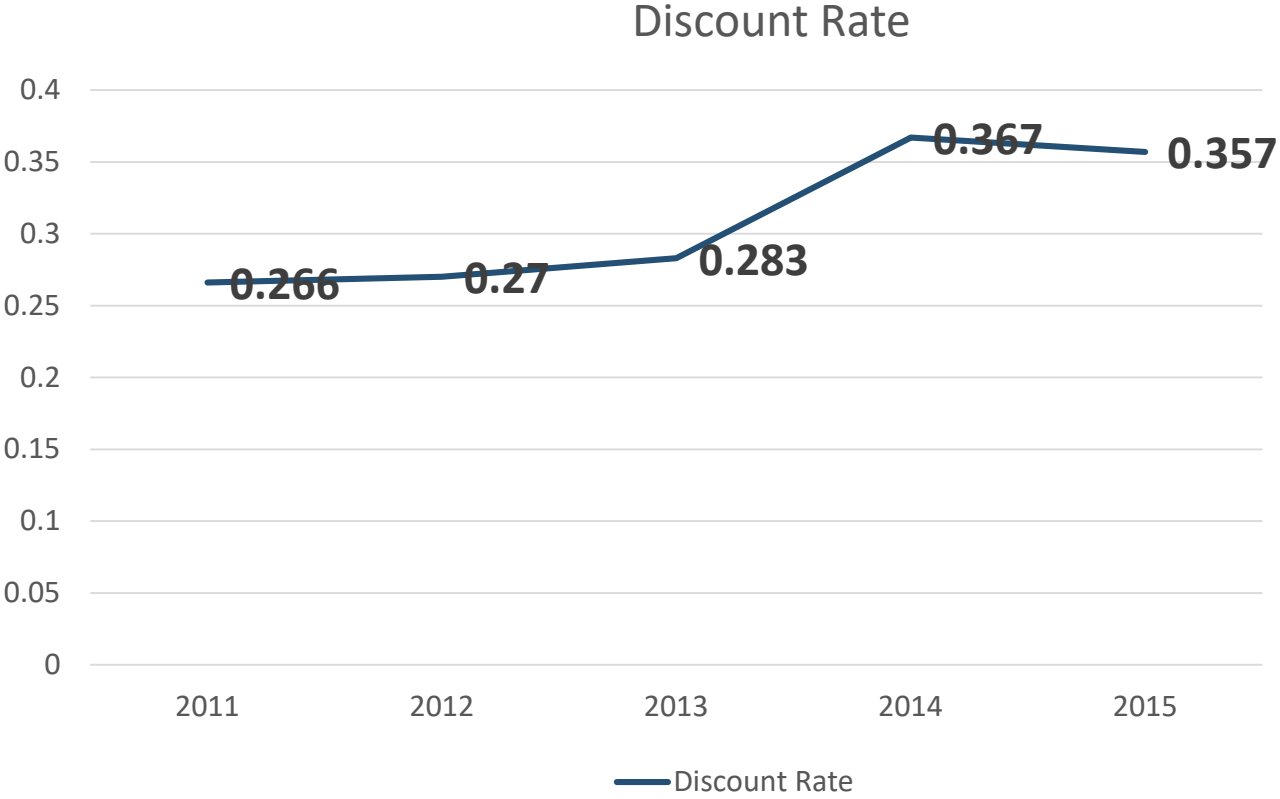
FINANCIAL AID DATA ESSENTIALS

- Monitor for Both New and Returning Students
- Track Institutional Aid
- Track ISER Dates
- Track Packaging Dates
- Track Completion Dates
- Evaluating Outcomes
- Evaluating Institutional Aid Structure
- Evaluating Tactics

MONITOR INSTITUTIONAL AID



TRACK INSTITUTIONAL AID



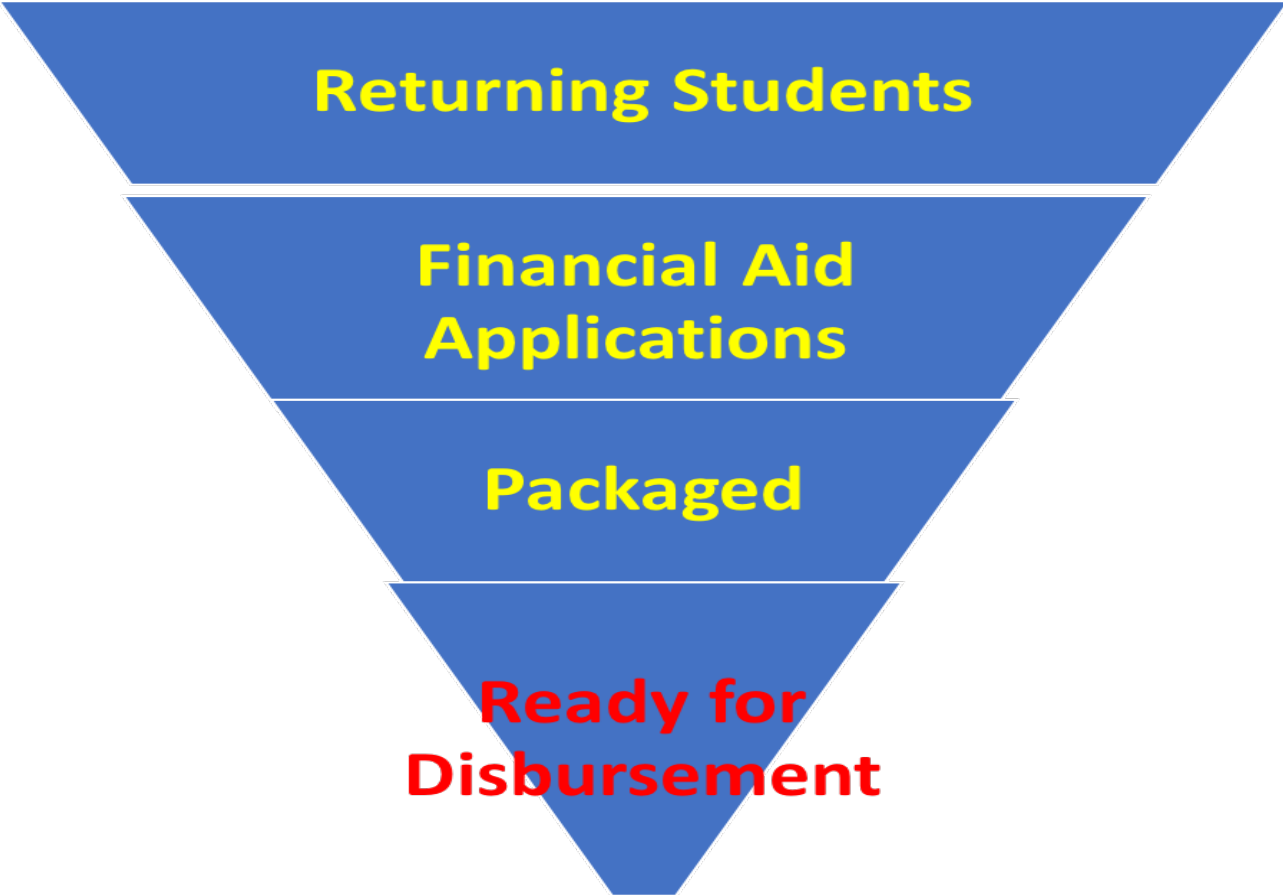
EVALUATE OUTCOMES WEEKLY REPORT



WEEKLY FINANCIAL AID REPORT



WEEKLY FINANCIAL AID REPORT



STRUCTURE OF INSTITUTIONAL AID PROGRAMS

- Number of Aid Programs
- Renewal Requirements
- Percentage Scholarship/Grant
- Full Tuition Scholarships
- Stacking Rules
- Control Authority (Departments, Committees, Faculty)
- Design and Predictability



TACTICS: FINANCIAL AID PROCESS

- Encourage FA Applications and Completion
- Begin Awarding October 1
- Award All Within 48 Hours
- Reduce Paperwork
- Monitor Application and Completion
- Actively Consider Appeals
- Weekly Reports



Through the late seventies, the higher education industry sought enrollment leaders with sales experience. Coaches, for example, were often tapped to run admission and early enrollment management operations. We wanted “people” people.

As competition increased, financial aid stagnated and demographics shifted, it became clear that successful enrollment leaders needed analytical skills.

While the industry continues to evolve, data-informed tactical and strategic planning are even more important. It has already spread from four-year private to four-year public institutions. It is now being adopted by for-profit schools, graduate programs, community colleges and even high schools.