



SMART NAME BUYING

Chris Coons, Elmira College +
Jamie Gleason, Capture Higher Ed



GOALS FOR THE PRESENTATION

- Share about our experience with SEARCH
- Discuss best practices (general)
- Help you (& your institution) better use SEARCH to meet your goals
- Roundtable as professionals



TAKE THE PULSE

- How many in the room have used search in the last year?
- What platforms have you used?
- Which do you prefer?
- How has your use of search changed in the past number of years?

ELMIRA COLLEGE

- **Small, Private Liberal Arts College – Elmira, NY**
 - 1,100 Students
 - 55% NY; 45% Out of State
 - 95% Residential
 - 7% International Students

- **2018 Quantitative Cycle Goals**
 - 45,000 Search Volume
 - Inquiry Goal = 31,250
 - Total Application Goal = 2,500
 - Complete Application Goal = 2,250
 - Applicants from Search Goal = 270
 - Admit Goal = 2,000
 - Deposit Goal = 330
 - Enrolled Goal = 300

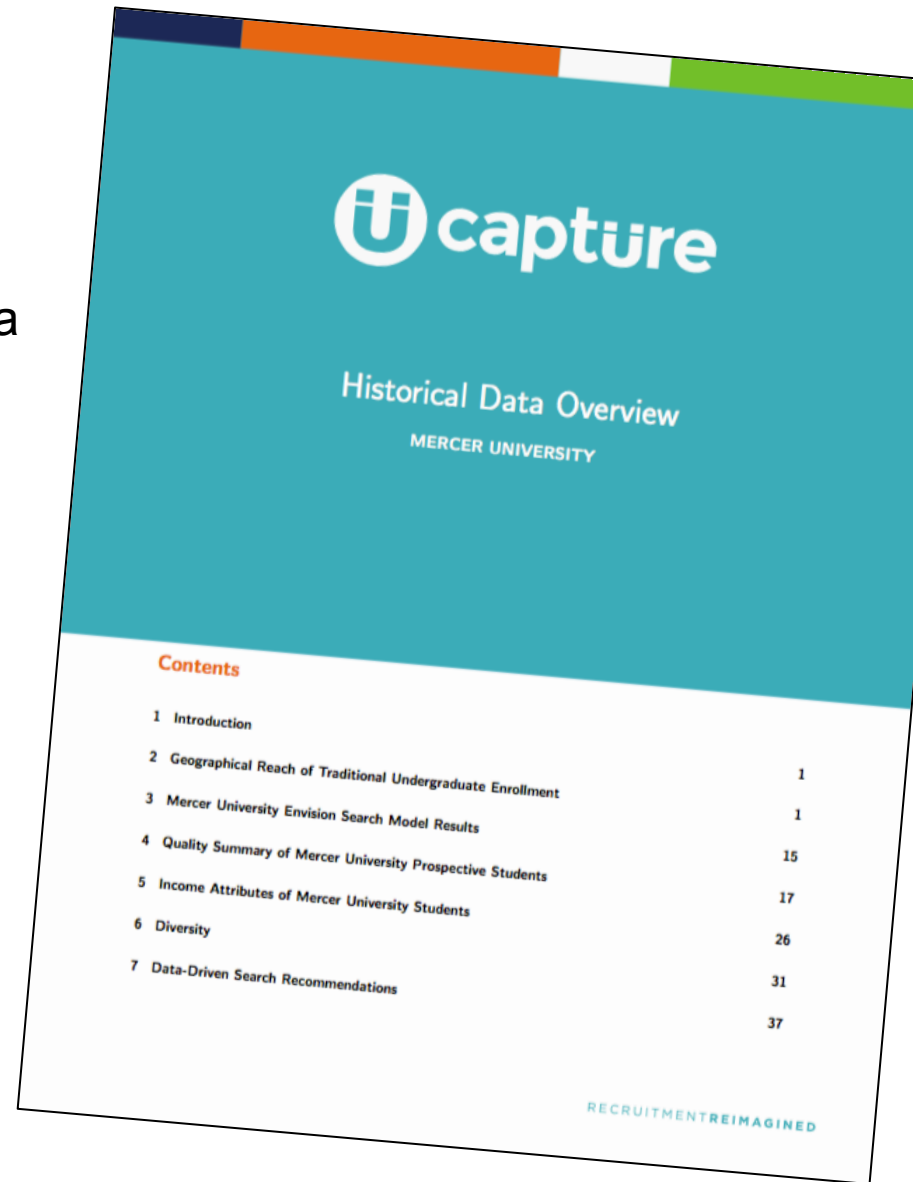
ELMIRA COLLEGE

2018 Strategic Goals

- Increase enrollment from newer markets – for example, Mid-Atlantic and New England
- Decrease enrollments in nursing
- Increase enrollments in “liberal arts” programs (under-enrolled)
- Stabilize or increase enrollment in primary markets – quality + value
- Monitor discount rates to maximize net tuition revenue
- Increase male enrollment

STEP 1: RESEARCH

- Research, review, analyze College Data
 - Current conversion data
 - Applicant data
 - Enrolled data
 - Current student data
 - EC Student Graduation Data
 - Challenges
 - New Markets
 - Change in Strategy
 - Volume of purchase
 - Pre-2014 volume
 - Current volume



STEP 2: DEVELOP PREDICTIVE MODEL

- Prospect to Inquiry
- Inquiry to App
- App to Enroll

A Supplement or Alternative to Scoring: Use the Capture engagement data (e.g. CAI score) to move F'18 prospects to INQUIRY level. Introducing CAPTURE PROSPECTS (there are two kinds).

Capture Organic Prospects

Identified site visitors collected from filling out a Progressive Identification (PID) form
8% of visitors who are served a PID complete it
75% of submissions are brand new organic leads for the partner

Capture Affinity Prospects

Behaviorally identified visitors with a Capture Affinity Index (CAI*) that makes them similar to 'traditional' inquiries and just as likely to apply. These include prospective students who are just as engaged on the website but have not yet completed a traditional inquiry form. The CAI threshold will vary by school and over time so that it is always a reliable proxy for the equivalent of a traditional inquiry.

STEP 3: PURCHASING NAMES

Data Points

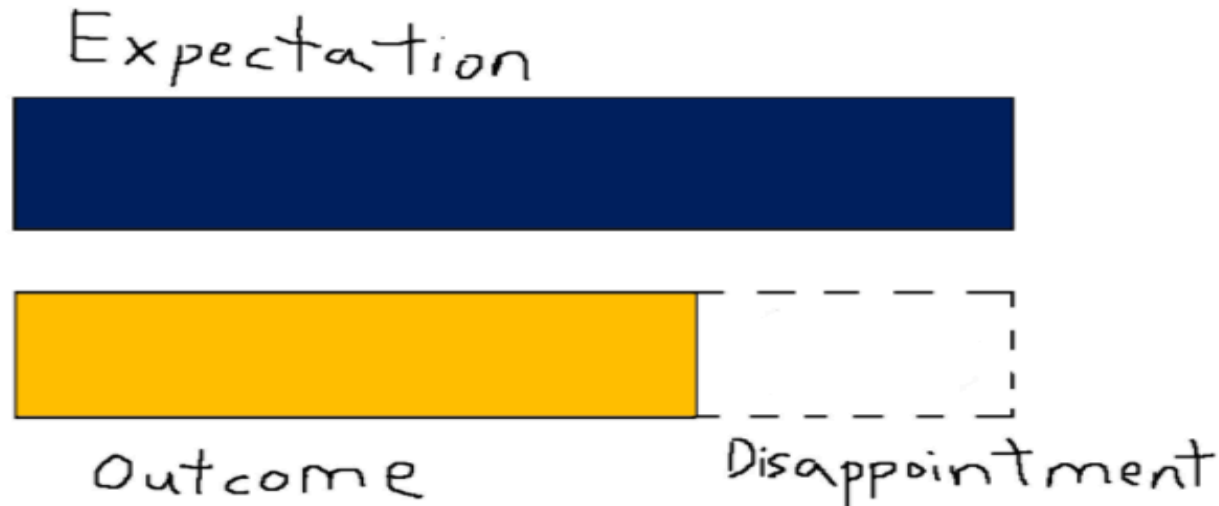
- Geography
- Primary
- Segmented test scores
- Segmented academic majors
- Segmented academic performance
- Secondary
- Broader scores
- Academic Majors
- Mobility
- Tertiary (New Markets)
- Test scores
- Mobility
- Academic Majors



STEP 3: PURCHASING NAMES

Test Scores

- Look at institutional averages
- Look at institutional maximum/minimum
- Look at scores of students in tertiary, secondary, and primary markets
- Primary markets – higher test scores (reputational)
- Secondary + Tertiary – decrease minimum score (lack of brand awareness)



STEP 3: PURCHASING NAMES

Academic Majors

- Segmented by entrance criteria (if applicable)
 - Nursing at EC
 - Forensic sciences, intelligence studies at MU
- Segmented by geographic region
 - Primary market – more apt to enroll in any major
 - Secondary + Tertiary – utilize signature programs only

Other Criteria

- College Size
- College Setting
- Financial Aid
- High School courses
 - Can be segmented by Academic major – i.e. sciences for “academic segmented searches.”

Data Limitations

- Student input
- The “undecided” student

STEP 4: ENVISION

- Predictive tool used for name buys
- Historical Data
 - Primary market – Top XX% Envision Prediction
 - Secondary + Tertiary markets – Top XX% Envision Prediction
 - Expand based on volume

Envision Search
Capture Advisory Services

Choose Partner

elmira

Upload Saved Settings (.RDS) File

Browse... No file selected

Download SAT Zips-only XLSX File

Download ACT Zips-only TXT File

Download Zips + Info XLSX File

Save Settings (.RDS) File

Predicted Quantile: Higher = Better

1

Best Allowed Predicted Rank

1

Worst Allowed Predicted Rank

43440

Median Income: (\$0 = Unknown)

0 200,000

State or EPS

State

Uncheck All States

Selection Summary | Map | City Counts | User Guide

Selected Zips Summary

	Value
Total Zips	4,344
Minimum Predicted Quantile	19
Mean Predicted Quantile	20
Maximum Predicted Quantile	20
Minimum Rank Included	1
Mean Rank Included	2,172
Maximum Rank Included	4,344
Minimum Income Included	0
Mean Income Included	35,117
Median Income Included	36,448
Maximum Income Included	183,686

Selected Zips Income Distribution

State

state	zip_counts
NY	2285
PA	438
MA	247
CT	163
NJ	138
CA	87
MN	73
ME	69
MD	60
OR	51
NH	49
WA	49

EPS

eps_cde	zip_counts
NY11	232
NY 8	206
Unknown	154
NY 7	153
NY 9	148
NY27	148
NY10	138
NY 1	128
PA 8	111
NY 5	108
PA 7	97
NY 6	95