2018

resolve

ENROLLMENT TECHNOLOGY CONFERENCE

SMART NAME BUYING

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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

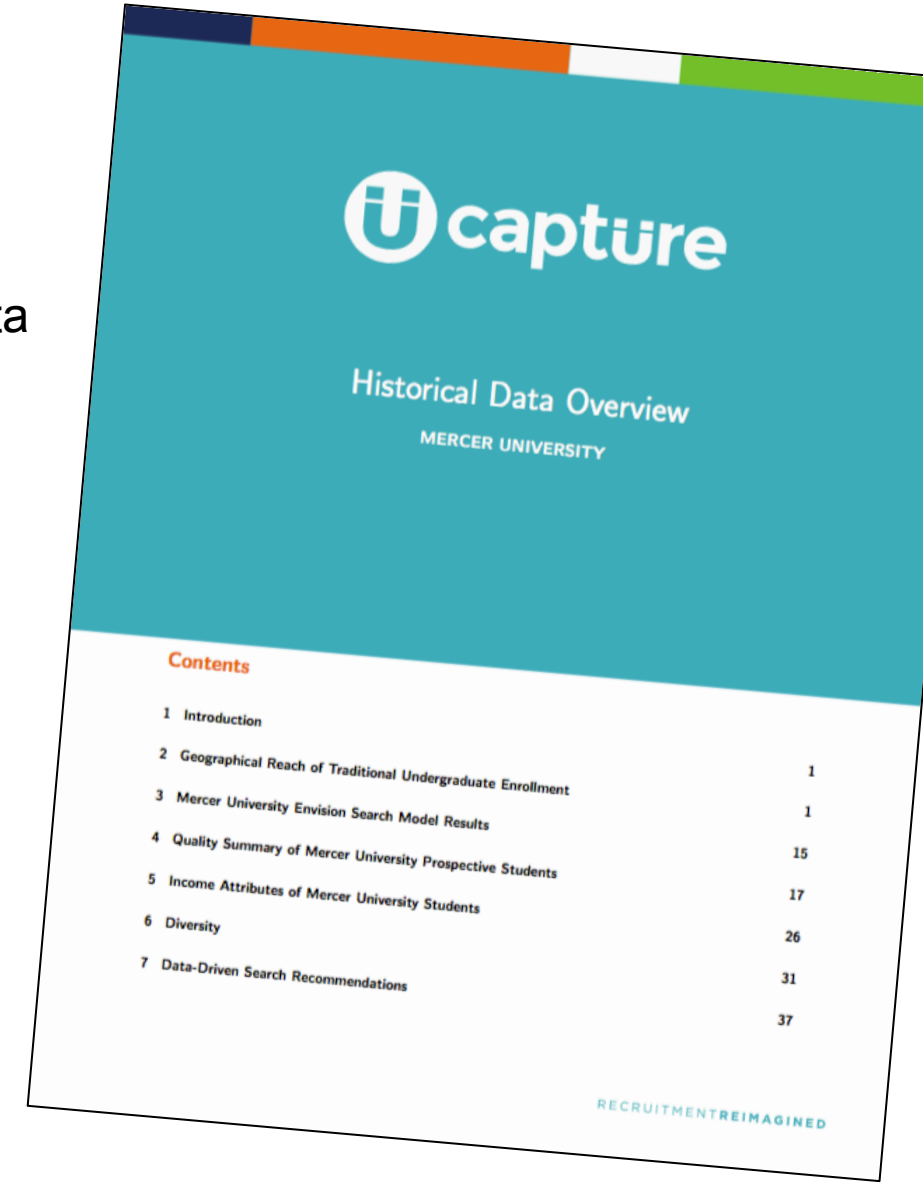
ELMIRA COLLEGE

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

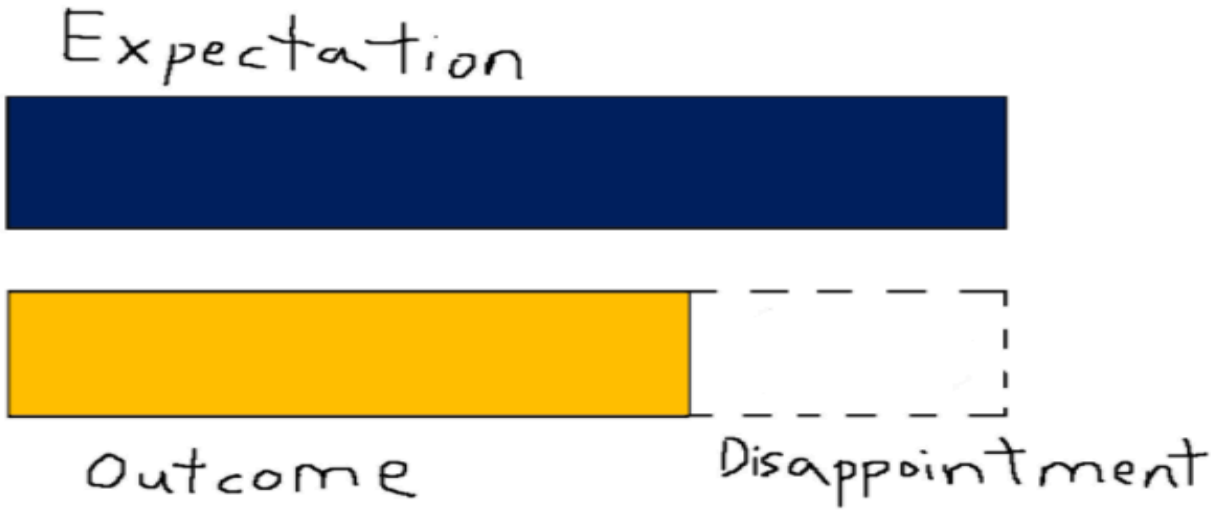
Data Points

- 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

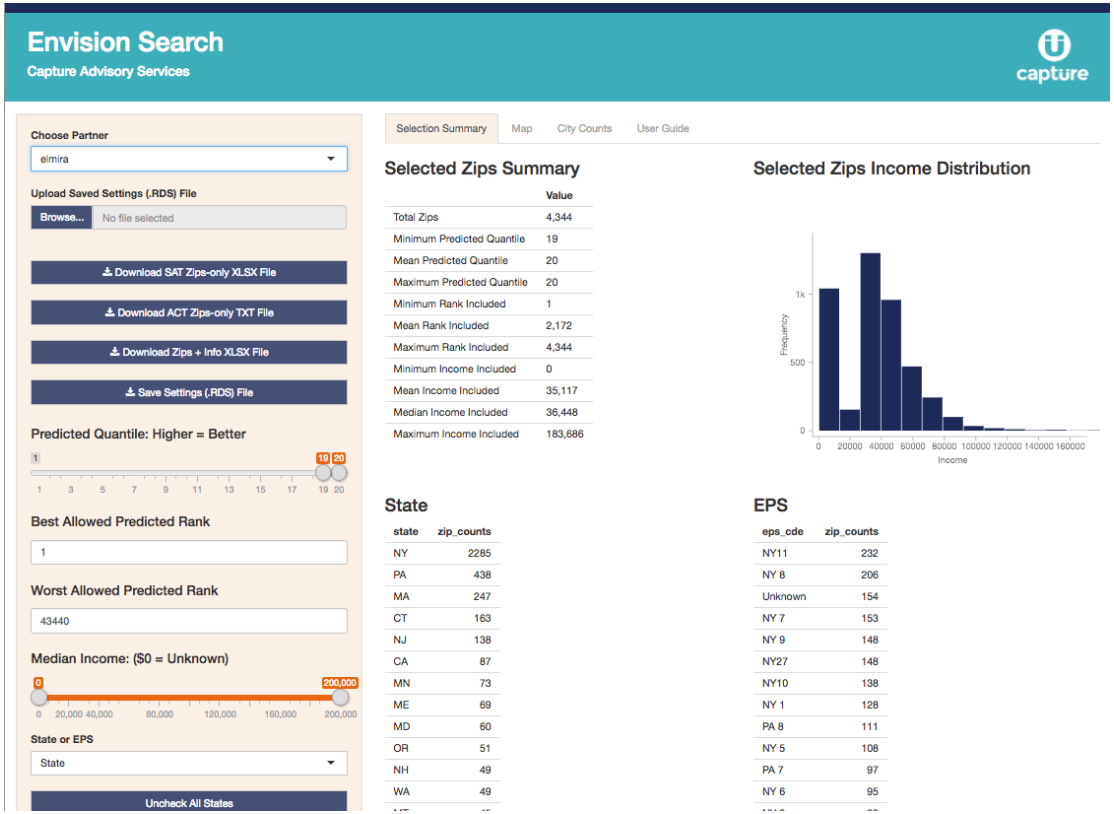
- Segmented by entrance criteria (if applicable)
  - Nursing at EC
  - Forensic sciences, intelligence studies at MU
- Segmented by geographic region
  - Primary market – more apt to enroll in any major
  - Secondary + Tertiary – utilize signature programs only

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