



C R E D O

Benchmarking and Understanding the Cost to Recruit a Student

2020 ABHE Annual Meeting

Tim Fuller, *Senior Vice President/Owner*



Agenda

- 1 Who: NACCAP/Credo Partnership
- 2 What: Benchmarking
- 3 Why: Participation and Data



Who: NACCCAP / Credo Partnership

- Credo has been NACCCAP's enrollment research partner since 2008.
- A resource to NACCCAP and other Christian higher education organizations (CCCU, ABHE, ABACC) on enrollment trends
- A turnkey partnership for NACCCAP leadership
- The Credo project team uses the data to build knowledge and strategy capacity for college presidents, enrollment leaders and other cabinet members
- The Credo team actively recruits new members for NACCCAP and encourages full utilization of the research and other NACCCAP services



What: NACCAP Enrollment Research Project

The NACCAP Enrollment Research Project (ERP) provides admission officers at member institutions with critical comparative data about traditional undergraduate admissions throughout each recruiting cycle.

Data is gathered through the website
www.naccapreseerach.org



What: Project Components

- Two research projects facilitated on the website
 - Funnel reports
 - Annual Benchmarking Study (ABS)
- Other regular research
 - Graduate/Adult/Seminary admission
 - Admission Counselors
 - College Counselors



What: Annual Benchmarking Study

- Annual report
- Gathers data on budget, staffing, salaries, and funnel
- Just completed 27th annual research cycle
- Data broken down by NACCAP regions, institutional size, and institutional type (CCCU, ABHE, other)
- Complete member-by-member results available to participants only
- 101 participating institutions in the 2019 cycle including 17 ABHE members
- 2020 ABS launches August 1 and closes by (American) Thanksgiving



Why Should My Institution Participate?

- “How are the numbers?”
 - The best way to answer this question involves not just a comparison with last year or the last several years. It should include some sense of what the trends are in the marketplace of Christian higher education.
- Access
 - You’re gaining access to trends for NACCAP members as a group, but also data on the institutions against which you measure your own success on a regular basis.
 - You can only access the full data when you participate.



Questions Benchmarking Helps You Answer

- Have we committed enough budget and staff to the task of recruiting students?
- How are we spending our budget dollars in comparison to others (and does this difference matter)?
- How do our funnel metrics compare?
- Who is doing well and how can we learn from them?
- Based on the data we're seeing, where should we put our strategic focus as we seek to meet our enrollment goals?

Why: The Data – Case Study

NACCAP Admission Benchmarking Study Comparison Summary for Totally Awesome Bible College

Average Budget Dollars	TABC	Watchlist	Smallest Enrollment
Advertising	\$4,412	\$39,377	\$48,305
Publications	\$20,146	\$4,190	\$21,588
Electronic Media	\$3,190	\$17,683	\$19,274
Direct Mail	\$64,309	\$11,734	\$28,338
Marketing Subtotal (sum of above categories)	\$92,057	\$72,985	\$117,504
Travel	\$17,396	\$28,267	\$29,473
On-Campus Entertainment	\$7,476	\$8,747	\$11,453
Student Wages	\$13,540	\$34,664	\$26,170

Why: The Data – Case Study

Average % of Total Budget	TABC	Watchlist	Smallest Enrollment
Advertising	0.91%	12.70%	9.31%
Publications	4.17%	1.19%	3.69%
Electronic Media	0.66%	2.99%	2.58%
Direct Mail	13.32%	3.17%	3.67%
Marketing Subtotal (sum of above categories)	19.07%	20.05%	19.25%
Travel	3.60%	7.50%	6.37%
On-Campus Entertainment	1.55%	2.41%	2.79%
Non-Salary Total	43.55%	35.91%	36.91%
Professional Salaries	34.94%	31.33%	35.68%
Support Salaries	6.32%	10.35%	6.60%
Student Wages	2.81%	9.91%	8.12%
Total Salary and Fringe	56.45%	64.09%	63.09%

Why: The Data – Case Study

Enrollment, Staffing Ratios	TABC	Watchlist	Smallest Enrollment
Total Undergrad Enrollment	206	240	251
Fall 2019 FT New Students	62	74	87
Spring 2019 FT New Students	11	10	12
Total 2019 FT New Students	73	82	98
FTE Professional Staff	5.25	3.20	4.25
FTE Prof Staff — Direct Recruiting	3.25	2.15	3.02
FTE Support Staff	1.00	1.15	1.12
Starting Counselor Salary	\$26,500	\$25,327	\$29,685
Ratio: New Students / Prof Staff FTE	13.90	29.31	23.95
Ratio: New Students / Recruiting FTE	22.46	42.29	33.82
Ratio: Total Budget \$ / New Student	\$6,612	\$4,382	\$4,724
Professional Staff Overhead	2.00	1.05	1.37
Support Staff / Total Staff	16.00%	25.90%	21.83%
New Transfers	17	20	27
Transfer % of Total Fall 2019 New Students	27.42%	24.94%	29.32%

Why: The Data – Case Study

Admissions Funnel	TABC	Watchlist	Smallest Enrollment
2019 Grads Who Inquired	1806	1291	1463
Inquiry to Application %	10.08%	37.61%	28.37%
2019 Grads Who Applied	182	315	324
App to Completed App %	57.14%	48.30%	56.37%
2019 Grads Who Completed Apps	104	135	169
Completed App to Admitted %	93.27%	87.06%	88.00%
2019 Grads Who Were Admitted	97	114	146
Admitted to Enrolled %	46.39%	54.20%	51.28%
2019 Grads Who Enrolled	45	60	67

Any questions?
Final thoughts?

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Thank you!

Tim Fuller, tfuller@credohighered.com
