Mining Institutional Data for Actionable Information

2020 ABHE Annual Meeting

Tim Fuller, Senior Vice President/Owner
The Admission Truths – Data, Systems and Processes

- The right person/people
- Timely turnaround
- Leveraged financial aid and enrollment data
- Data protocols
- Effective training and use of current system
- Efficient processes
- Archiving of key data points
- An enrollment research agenda
  - Carried out
  - Data analyzed
  - Steps taken as necessary ("so what?")
Building an Enrollment Research Agenda

- **Yield rates along the funnel** (and by major, gender, geography and other key variables)
- **Source code analysis** – ROI
- Campus visit totals and yield rates by type and month
- Admitted student research
- Validity of admission requirements
- Market research (top of the funnel, parents, etc.)
- Predictive modeling

- Application and deposit trends by month
- Yield by counselor territory
- The competition
- Strategic financial aid analysis
- Benchmarking and comparisons
- **Student success research**
- Impact of policy decisions on recruitment and retention
Increase Overlap

What people want

Credo College reality

Credo College perceived
Totally Awesome Bible College (TABC) is experiencing a new student enrollment slide which started in 2015.

Key Factors to Consider

• TABC has experienced significant turnover in admission leadership and team roles

• Lots of finger pointing and blame game activity happening across campus

• The board wants answers and is holding the president responsible for a turnaround
<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inquiries</td>
<td>1,200</td>
<td>1,450</td>
<td>1,550</td>
<td>1,675</td>
<td>2,500</td>
</tr>
<tr>
<td>Applications</td>
<td>250</td>
<td>265</td>
<td>280</td>
<td>320</td>
<td>355</td>
</tr>
<tr>
<td>Completes</td>
<td>225</td>
<td>220</td>
<td>210</td>
<td>200</td>
<td>195</td>
</tr>
<tr>
<td>Admits</td>
<td>220</td>
<td>215</td>
<td>195</td>
<td>195</td>
<td>190</td>
</tr>
<tr>
<td>Matriculants</td>
<td>80</td>
<td>80</td>
<td>75</td>
<td>70</td>
<td>65</td>
</tr>
<tr>
<td>Inquiry to App</td>
<td>20.8%</td>
<td>18.3%</td>
<td>18.1%</td>
<td>19.1%</td>
<td>14.2%</td>
</tr>
<tr>
<td>App to Complete</td>
<td>90.0%</td>
<td>83.0%</td>
<td>75.0%</td>
<td>62.5%</td>
<td>54.9%</td>
</tr>
<tr>
<td>Complete to Admit</td>
<td>97.8%</td>
<td>97.7%</td>
<td>92.9%</td>
<td>97.5%</td>
<td>97.4%</td>
</tr>
<tr>
<td>Admit to Matric</td>
<td>36.4%</td>
<td>37.2%</td>
<td>38.5%</td>
<td>35.9%</td>
<td>34.2%</td>
</tr>
</tbody>
</table>
Questions

• What does the data tell you?
• What other data do you need to get a complete picture?
• What would you do?
• What would you stop doing?
Any questions?
Final thoughts?
Thank you!

Tim Fuller, tfuller@credohighered.com