



**C R E D O**

# Mining Institutional Data for Actionable Information

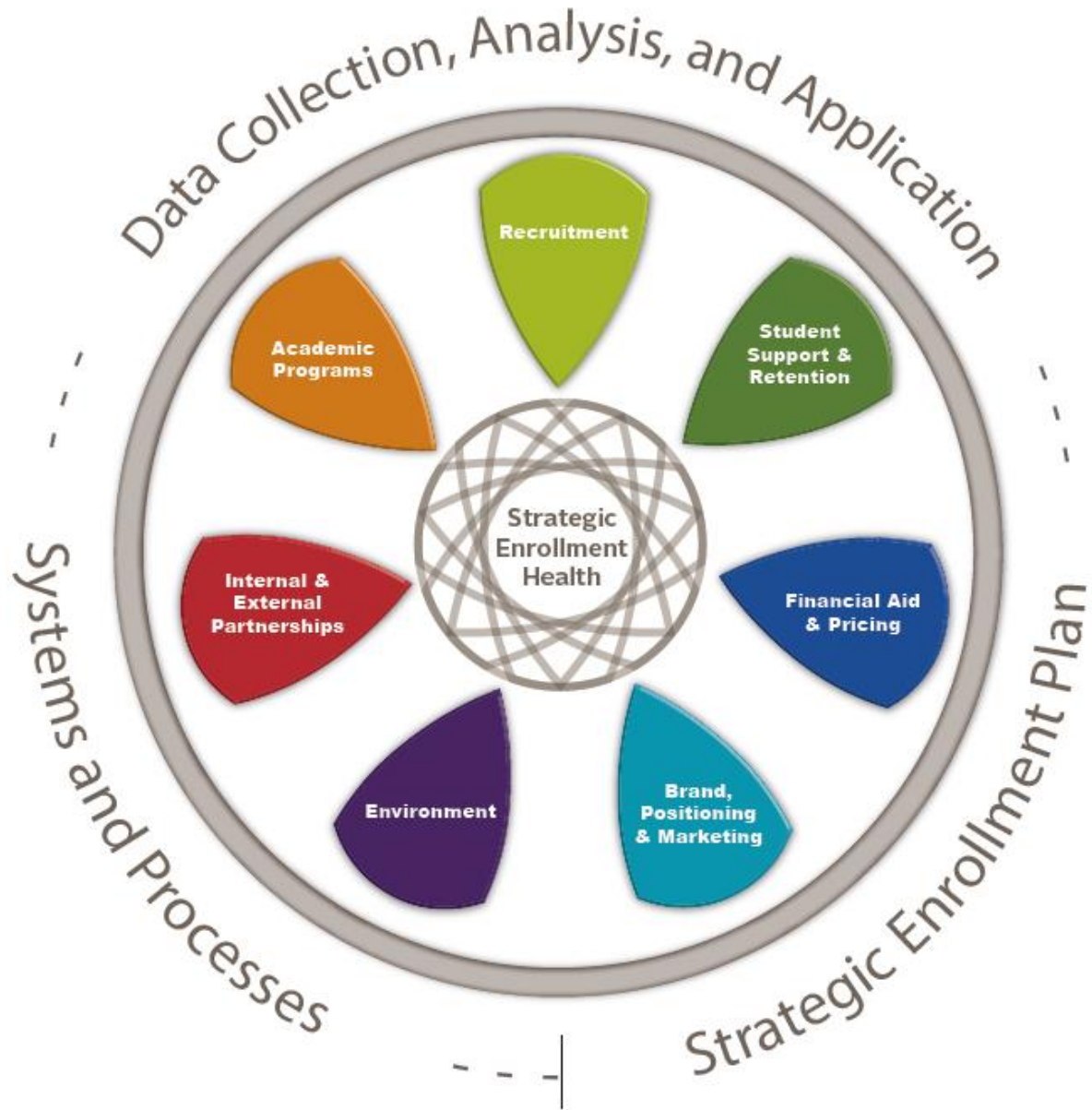
## 2020 ABHE Annual Meeting

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Tim Fuller, *Senior Vice President/Owner*

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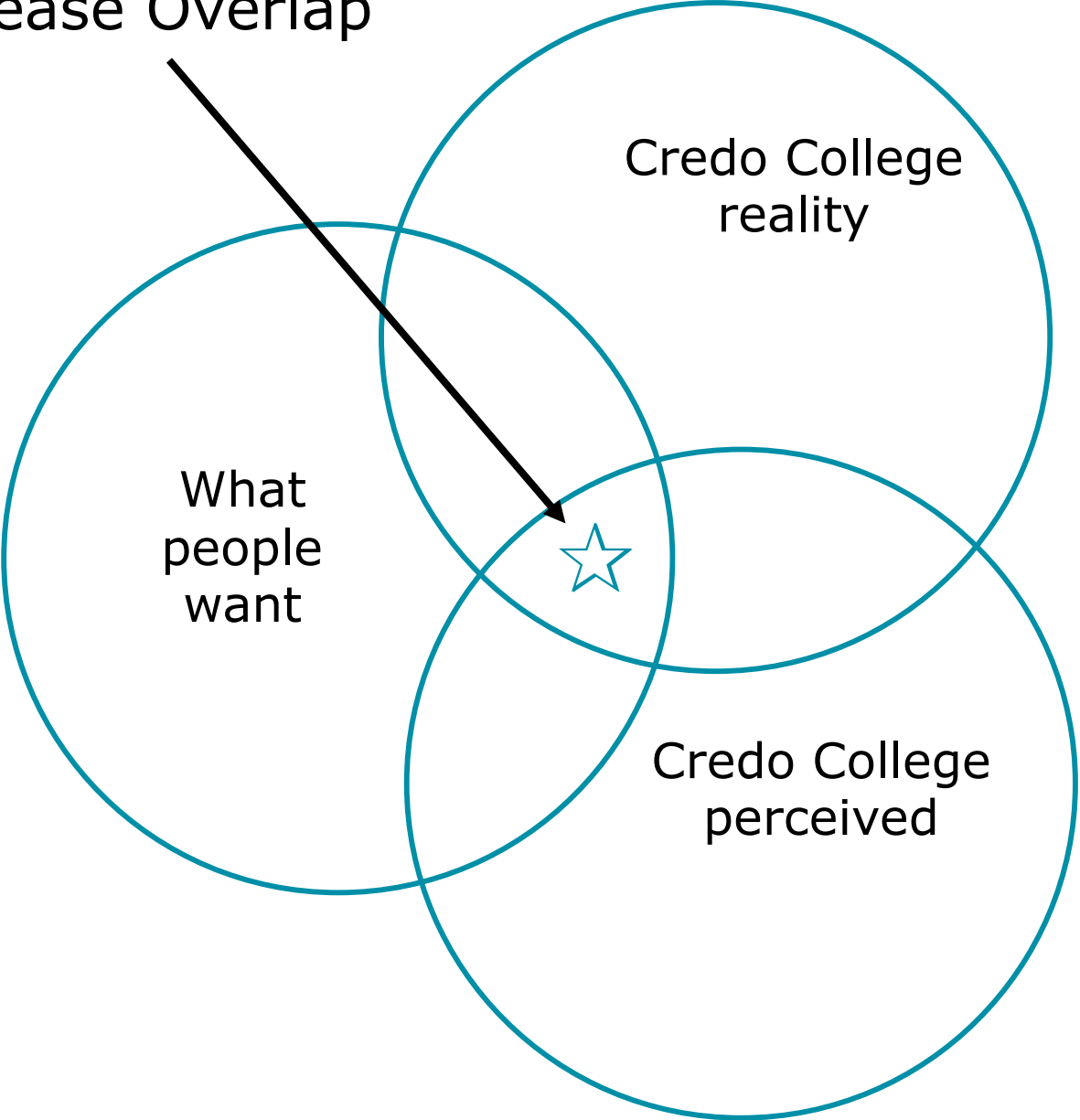
# The Admission Truths – Data, Systems and Processes

- 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





# Practice Makes Perfect – Case Study

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



<b>Totally Awesome Bible College</b>					
Funnel Data					
2015 - 2019					
	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Inquiries	1,200	1,450	1,550	1,675	2,500
Applications	250	265	280	320	355
Completes	225	220	210	200	195
Admits	220	215	195	195	190
Matriculants	80	80	75	70	65
Inquiry to App	20.8%	18.3%	18.1%	19.1%	14.2%
App to Complete	90.0%	83.0%	75.0%	62.5%	54.9%
Complete to Admit	97.8%	97.7%	92.9%	97.5%	97.4%
Admit to Matric	36.4%	37.2%	38.5%	35.9%	34.2%





# 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?

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# Thank you!

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