



# Mining the Gold from ABHE, NACCAP, and Institutional Admission Data

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# Overview

- What Data Do You Need?
- ABHE Annual Report Data
- NACCAP Data
- Points of Emphasis Regardless of Source
- Discussion and questions throughout

# The Data You Need



# Your Dashboard Indicator - TUG

- Completion rate
- Admits
- Deposits
- FAFSA submissions
- Visits by those who could enroll this fall

**You will track more data than this, but if I had to pick five internal data points these are the most strategic**

# Your Dashboard Indicator - AGS

- Applications
- Admits
- Pre-registration
- FAFSA submissions
- Visits or the equivalent thereof

**You will track more data than this, but if I had to pick five internal data points these are the most strategic**

# What Else?

- Enrollment and funnel trends – what has been happening the last five years?
- The competition –with whom do I compete at what level of the funnel (and how do you know)? How are they doing?
- The enrollment environment – [WICHE data](#) and [NACCAP data](#)
- Prevailing attitudes about [Biblical higher education](#) and a Christian college environment
- Benchmarking data on budget and staffing

## Creating A Culture of Data-Informed Decisions Requires:

- Agreement on the right metrics
- The right system
- Enough of the right people to design, gather, analyze, and apply the results of what you learn
- Courage from leaders to follow the data where appropriate (and explain rationale when you don't)
- Diligent avoidance of the sample size of one

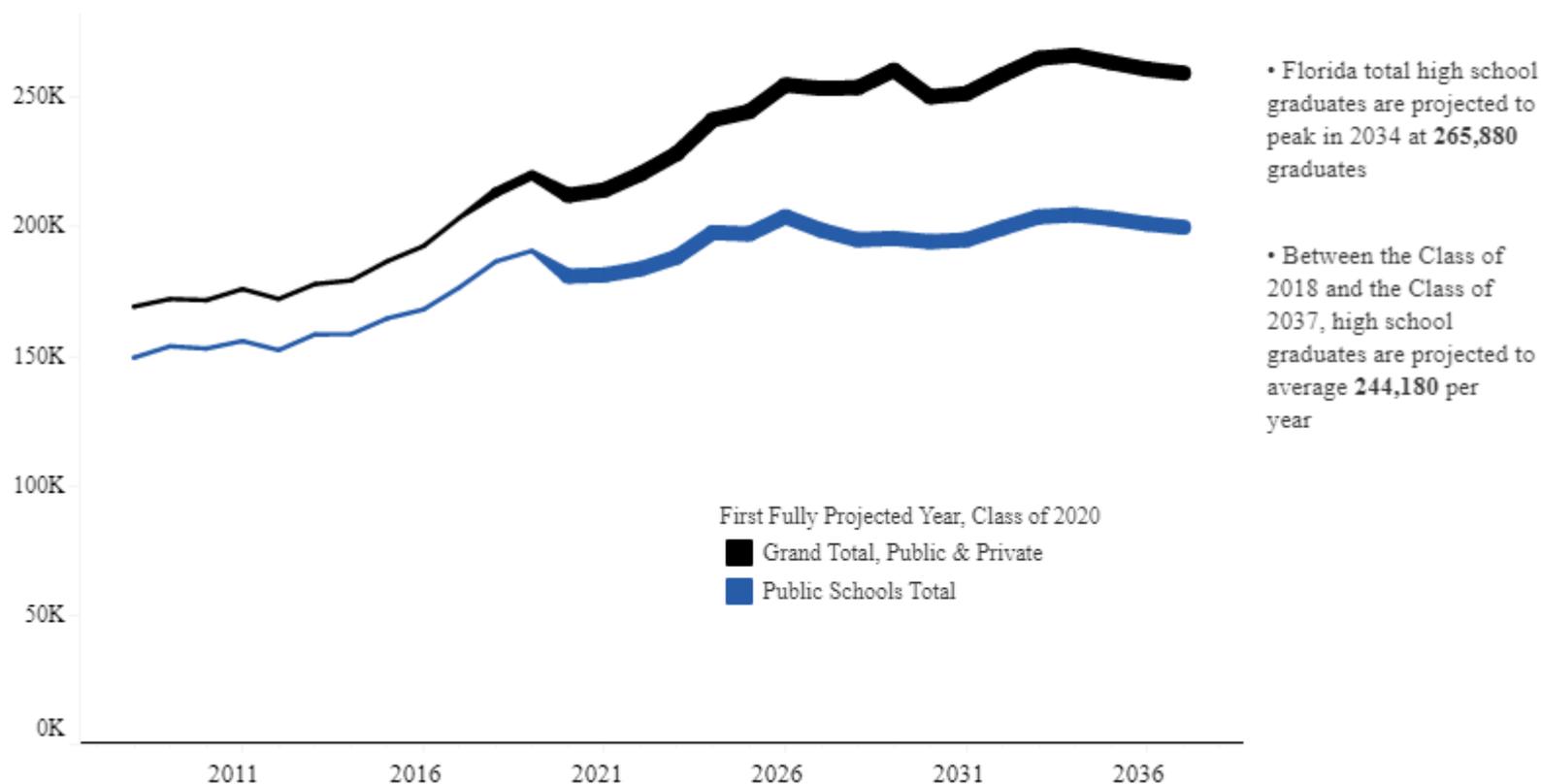
## High School Graduates Profile for

Florida



Projected values are displayed as either thicker or darker in the profile charts. See the notes for more details.

### Total & Public High School Graduates, Class of 2008 to 2037



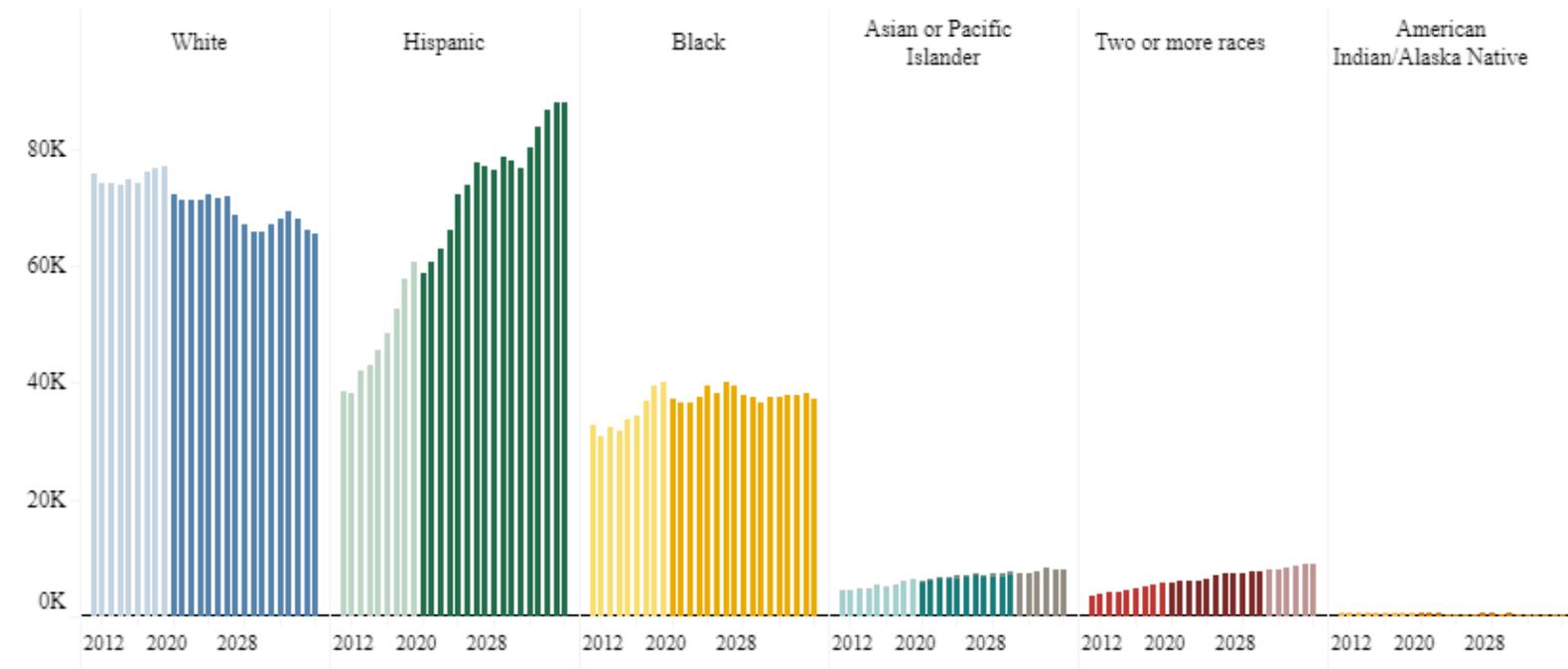
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[WICHE – 10<sup>th</sup> Edition](#)

## Public High School Graduate Trends, Class of 2011 to 2036

• Between the Class of 2019 and 2036, the share of non-white public graduates is projected to **increase from 59% to 68%**

### Public High School Graduates by Race/Ethnicity



First Fully Projected Year, Class of 2020

*Click on a population below to highlight trends in the chart above*

White



Hispanic



Black



Asian &  
NH/OPI



Asian



NH/OPI



AI/AN



Two or More  
Races



Two or More  
Races Imputed



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# Insights from ABHE Annual Report Data

# A Few Highlights – Fall 2020 vs 2019

- Full-time UG headcount dropped by 1,453 or 5.9%
- Fall UG FTE dropped by 620 or 2%
- Full-time Grad headcount increased by 1,150 or 21.5%
- Fall Grad FTE increased by 2,794 or 33.9%
- Thanks to the Grad numbers, overall FTE increased by 2,174 students and 5.6%
- For entire fiscal year, overall credits sold were up by 3.1%

**So what do these numbers say to you about the enrollment state of ABHE members as a whole?**

# A Few Highlights – Fall 2020 vs 2019

- UG applications dropped by 14% (3,749)
- Completed apps increased by 5% (669) and completion rate increased by 12% to 65%
- Admits dropped by 12% (1,452)
- Yield from admit to enrolled increased by 3% to 61%
- New student enrollment (TUG only) dropped by 8% (584)
- 1<sup>st</sup> year retention dropped by 1% to 65%

**So what do these numbers say to you about the enrollment state of ABHE members as a whole?**

# Insights From NACCAP Data

# Fall 2020 New Students

- 37 ABHE members who are NACCAP members; 30 reported their fall data
- 10/30 enrolled more total new students than fall 2019
- Only 1 exceeded their new student goal (by one student)
- Total applications dropped by 5% and transfer apps dropped by 9.1%
- First-year admits increased by 5.9% and transfer admits dropped by 5.6%
- New student enrollment dropped from 2,585 first-year students to 2,482 and transfers dropped from 992 to 861, drops of 4.1% and 15.2% respectively

# NACCAP 2020 Benchmarking Data

- 22 ABHE members of NACCAP shared their data in this annual study
- On average they spent the following % of total admission budget on:
  - 62.6% on salaries and fringe benefits
  - 17% on marketing (combined)
  - 6.4% on travel (big drop this year)
  - 3% on campus visits (should be higher)

# NACCAP 2020 Benchmarking Averages

- 377 full-time UG students
- 116 new students
- Employed 5.1 professional staff with a recruitment FTE of 3.2 and support staff of 1.25
- Enrolled 40.8 new students for every recruitment FTE
- Spent \$4,828 to recruit a new student
- Paid the director of admission \$47,021

# NACCAP 2020 Benchmarking Factors

- Moody Bible the outlier; important to craft a more targeted comparison group
- Averages always hide more than they reveal
- The cost to recruit is always higher at smaller colleges, at rural colleges . . . And lots of ABHE campuses fit these descriptors
- Knowing this kind of data for your campus helps ensure you are committing enough resources to the task of recruitment

# Points of Emphasis

# Principles to Follow

- One year does not a trend make; look at three years at least
- Keep it simple; your dashboard should not resemble the space shuttle
- Educate your campus about the right metrics to watch
- Remember, the point is not to get more inquiries or applications; the point is to enroll more of the right students
- Focus on having enough of the right data

# Principles to Follow

- If data is not your gift, find a friend or hire someone who loves data
- Use data to ground decisions in reality
- There is no perfect system, despite what the salespeople tell you. Lean on recommendations from users and not sales rhetoric
- John Wesley – “we pray as if it all depends on God; we work as if it all depends on us.” Getting enough of the right data is part of the work we do, but don’t let it cloud your view of the God who created everything

**For more information on enrollment data and planning,  
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