



# Student Recruitment Optimization

*Advancing Higher Education Through Insight and Innovation*

Enrollment officials often report that they have ample data, but lack the information needed to make the most effective student recruitment decisions. That is why using research and analysis to create real knowledge about student markets and characteristics is no longer a luxury; it has become a necessity.

## The Right Analytic Framework

With EMPOWR, Maguire Associates' comprehensive student recruitment optimization service, we blend analytic expertise with hands-on experience to help you create new opportunities with your prospects, inquirers, and applicants. Our holistic analyses and customized approach can help you:

- Understand hidden trends of prospective student application behavior;
- Identify the inquirers most likely to apply and those you can best influence;
- Increase inquirer-to-applicant conversion rates;
- Improve search performance and streamline name purchases; and
- Expand diversity by reaching out to students in new markets who share characteristics with those who thrive at your institution.

Recruitment budgets represent six-, seven-, or even eight-figure financial commitments. Where else in your institution's budget do you spend that much money without verifying results or exploring missed opportunities?

EMPOWR is a comprehensive service designed to optimize student recruitment – verifying results and identifying areas of opportunity. It is not just a report-delivery mechanism, a mere tagging service, or stand-alone software that forces you and your staff to learn a new system and do all the work. Instead, EMPOWR delivers:

- Sophisticated research, analysis, and recruitment evaluation;
- Multivariate statistical modeling that differentiates among prospective students unlikely to apply, those who may be on the fence, and those who are likely applicants;
- Research techniques and admissions expertise to match analytic results to specific institutional needs;
- Research and information on student markets, characteristics; and application conversion tendencies, and
- Practical recommendations for ensuring that results are applied in valuable ways, avoiding the painfully familiar sequence wherein research is performed, findings are presented, and the report gathers dust.

## How It Works: The Deliverables

EMPOWR lets you extract meaningful knowledge from your data and apply your expertise with ever-greater efficiency and effectiveness. An EMPOWR project delivers various core analytic methodologies and processes that are customized for your institution.

First, we analyze the geographic composition of your inquiry pool, applicants, and enrolled students. We create detailed maps that identify your student markets, providing

extensive data in addition to accessible visual representations of these critical groups.

Second, we examine your inquirer and applicant pools, exploring and analyzing the conversion rates for a wide variety of variables including first contact source type, geography, ethnicity, and high school. We help you discover where your recruitment efforts are most successful and where there is room for improvement.

Sample Institutional Conversion Summary				
INQUIRY SOURCE TYPE	INQ	APPS	% APPS	CONV %
Student Initiated	11,328	3,751	72.6%	33.1%
Travel Initiated	4,602	538	10.4%	11.7%
Search	17,981	687	13.3%	3.8%
Referral Contact	2,812	194	3.8%	6.9%
<b>TOTAL</b>	<b>36,723</b>	<b>5,170</b>	<b>100.0%</b>	<b>14.1%</b>
"Stealth" Applications				1,025
Student Initiated w/out "Stealth" Apps				26.5%
Search names purchased				180,000

Third, we identify characteristics shaping student application likelihood. We provide clear explanations of the data with implications that help you connect the research to your recruitment operations.

Sample College Profile Charts					
Sex	2005-2007				
	Inq	App	Conv	Accept	Acc Rate
Female	23,548	1,945	8.3%	1,335	68.6%
Male	36,584	4,856	13.3%	3,682	75.8%
Ethnicity	2005-2007				
	Inq	App	Conv	Accept	Acc Rate
Majority	47,321	5,757	12.2%	4,493	78.0%
Minority	12,811	1,044	8.1%	524	50.2%
High School Type	2005-2007				
	Inq	App	Conv	Accept	Acc Rate
Public	46,230	5,604	12.1%	4,143	73.9%
Private	13,214	1,087	8.2%	805	74.1%
Home School/Other	688	20	2.9%	11	55.0%

Fourth, we advise on search optimization, identifying where spending is not producing increased applications. With these data in hand, we can help you target opportunities for improvement. Search consumes a large portion of the recruitment budget, including extensive printing, mailing, and postage costs. Analyzing its effectiveness and offering specific targeted recommendations are key components of the EMPOWR service.

Texas	Prospects			Applicants		
	2005	2006	2007	2005	2006	2007
750 - North Texas, TX	52	1584	2567	1	2	0
751 - Dallas, TX	14	328	465	0	2	0
752 - Dallas, TX	31	624	858	0	0	2
753 - Dallas, TX	0	0	3	0	0	0
754 - Greenville, TX	6	25	40	0	0	0
755 - Texarkana, TX	3	13	37	0	0	0
756 - East Texas, TX	2	14	18	0	0	0
757 - East Texas, TX	7	28	34	0	0	0
758 - Palestine, TX	3	6	5	0	0	0
759 - Lufkin, TX	5	11	12	0	0	0
760 - Ft Worth, TX	29	805	458	2	1	0
761 - Ft Worth, TX	25	362	310	0	0	1
762 - Ft Worth, TX	12	218	162	0	1	0

Finally, we perform multivariate statistical analyses to identify the students in your inquirer pool who are the most and least likely to apply as well as the fence-sitters. We then deliver specific recommendations for managing your search resources carefully. We can also help you expand the value of external data sources such as the StudentTracker service from the National Student Clearinghouse.

Maguire Associates can help you improve your strategic search and extract greater value from the data and resources that you already have. With EMPOWR, you can create a culture of evidence that turns too-often uncertain tasks such as buying prospect name lists into more intentional, informed, and ultimately successful actions.

