



**MAGUIRE  
ASSOCIATES**

*Advancing  
Higher Education  
Through Insight  
and Innovation*

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# Technology on the Front-End: Optimize Your Efforts

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# Enrollment Challenges

- Increase applications
- Lower the admit rate
- Enroll high quality students
- Increase diversity
- Manage discount rate
- Spend less money to accomplish all of the above

# Quality Equation

$$\begin{aligned} & \text{Quality Data} \\ & + \text{Quality Analyst} \\ & = \text{Quality Information} \end{aligned}$$

# Quality Data

- Student Clearinghouse  
***“Student Tracker”***
- College Board  
***“Descriptor Plus”***

# Student Tracker

- *Where did my admits enroll?*
- *Where do my high quality admits enroll?*
- *Where do my scholarship admits enroll?*
- *Where do my minority admits enroll?*
- *Where do my bread & butter admits enroll?*
- *How well is my financial aid strategy working?*

# Student Tracker Process

1. Join Student Clearinghouse
2. Prepare file of your admits
3. Upload file to the Clearinghouse
4. Download file of destination institutions
5. Append destination data to existing data files
6. Analyze

# Student Tracker Results

	<b>Loss Institution</b>	<b>Loss N</b>	<b>% among Known Declines</b>
1	INSTITUTION #1	93	5.4%
2	INSTITUTION #2	79	4.6%
3	INSTITUTION #3	71	4.1%
4	INSTITUTION #4	68	3.9%
5	INSTITUTION #5	45	2.6%
6	INSTITUTION #6	41	2.4%
7	INSTITUTION #7	39	2.3%
8	INSTITUTION #8	38	2.2%
9	INSTITUTION #9	38	2.2%
10	INSTITUTION #10	36	2.1%
	<b>Total</b>	<b>548</b>	<b>31.8%</b>

# Student Tracker Results

		>=1500	1400-1499	1300-1399	1200-1299	<1200	Total
1	INSTITUTION #1	13	61	17	2	0	93
2	INSTITUTION #2	8	20	31	14	6	79
3	INSTITUTION #3	4	37	21	7	2	71
4	INSTITUTION #4	20	29	15	3	1	68
5	INSTITUTION #5	23	14	7	1	0	45
6	INSTITUTION #6	1	10	21	5	4	41
7	INSTITUTION #7	14	14	9	2	0	39
8	INSTITUTION #8	10	13	12	2	1	38
9	INSTITUTION #9	5	19	9	1	4	38
10	INSTITUTION #10	10	21	4	1	0	36
	<b>Total</b>	<b>108</b>	<b>238</b>	<b>146</b>	<b>38</b>	<b>18</b>	<b>548</b>

# Descriptor Plus

- *What's the profile of my applicants?*
- *What's the profile of my enrollees?*
- *Where can I find more of the kind of students who apply, enroll and graduate from my institution?*
- *Which prospects should I concentrate my resources on?*

# Using Descriptor Plus

- Tagged past 2 years of applicants
- Tagged the past 2 years of matriculants
- Identified top clusters among each
- Identified “hot prospects”
- Identified “hot suspects” to place in prospect pool

# Applicant High School Clusters

Cluster	Apps
HS Cluster #1	33
HS Cluster #2	0
HS Cluster #3	0
HS Cluster #4	31
HS Cluster #5	2
HS Cluster #6	33
HS Cluster #7	21
HS Cluster #8	54
HS Cluster #9	2
HS Cluster #10	384
HS Cluster #11	20
HS Cluster #12	172
HS Cluster #13	0
HS Cluster #14	0
HS Cluster #15	143

Cluster	Apps
HS Cluster #16	2
HS Cluster #17	69
HS Cluster #18	11
HS Cluster #19	78
HS Cluster #20	25
HS Cluster #21	3
HS Cluster #22	1
HS Cluster #23	1020
<del>HS Cluster #24</del>	<del>222</del>
HS Cluster #25	1404
HS Cluster #26	12
HS Cluster #27	46
HS Cluster #28	0
HS Cluster #29	4
HS Cluster #30	6

# High School Cluster #25

- Large, suburban public high schools
- College bound
- Desire smaller, private institutions
- High test scores, average GPA
- Limited high school courses
- Not very active outside of class
- Moderate-to-higher income families

# High School Cluster #23

- Academically talented
- Very wealthy
- Excellent test scores & grades
- College prep curriculum
- Desire prestigious college
- Will “shop around” for a college
- Apply to many colleges
- Highly educated and involved parents

# Applicant Neighborhood Clusters

Cluster	Apps
EN Cluster #1	75
EN Cluster #2	67
EN Cluster #3	269
EN Cluster #4	436
EN Cluster #5	22
EN Cluster #6	12
EN Cluster #7	20
EN Cluster #8	48
EN Cluster #9	0
EN Cluster #10	2
EN Cluster #11	13
EN Cluster #12	7
EN Cluster #13	286
EN Cluster #14	75
EN Cluster #15	195

Cluster	Apps
EN Cluster #16	128
EN Cluster #17	26
EN Cluster #18	94
EN Cluster #19	36
EN Cluster #20	108
EN Cluster #21	70
EN Cluster #22	385
EN Cluster #23	39
EN Cluster #24	67
EN Cluster #25	74
EN Cluster #26	49
EN Cluster #27	24
EN Cluster #28	18
EN Cluster #29	8
EN Cluster #30	3

# Neighborhood Cluster #4

- Excellent academic credentials
- Desire expensive, selective colleges
- Wealthy
- Highly mobile
- Savvy college shoppers and buyers
- Many college options
- Very little diversity

# Neighborhood Cluster #22

- Small/medium public schools
- College prep and college counseling
- Strong academic credentials
- Desire selective, private colleges
- Consider religious affiliation
- Mobile –enroll out-of-state
- Affluent, educated parents

# Crosstabulation

EN Cluster #	HS Cluster #																													
	1	4	5	6	7	8	9	10	11	12	15	16	17	18	19	20	21	22	23	24	25	26	27	29	30					
1									4	37			5	3	1			11		2	1	4								
2		2				1		8	1	1			6	3				23	1	8										
3	1	2		1		1		7		2	6			1	12			45	1	18						1				
4					1			2		22	1		12		8			19	1	15			1	1						
5								2		1	9							3		7										
6					1			3		2	1				1			2					2							
7										8			2					1				4	2							
8	5			1		4		3	2				1					13	9	2						1				
10					1														1											
11				2	1			7	1											1										
12								3		1	2													1						
13	1					5	1	22		9			6	1	13	4		1	154	14	44	1	1		1					
14		1						6			19				1				5	3	39									
15		1	1		1						39		2		1				23		119	1				1				
16		4			1			67	2	8			1		1				22		11	1								
17				8	1	1		4	1	1			1			1				6										
18				1		1		7		1	1		1		1				33	3	15	1								
19		4			3	2		1	2				2		2				5	2			1							
20				1				31	1	5			1		4				22	24	1	1	1	1						
21	8	1		4		1		4	1		4								9	17	12									
22		2						6		5	7		1		4				65		288									
23						1		13	1	9	3		3		1				3		1		3							
24	6	3		1	1	4		4		2	6		1		1				11	11	13									
25		2			2	1		22		1			3						14	3	13			1						
26					1			19	1		1				3				9	1	6		2							
27						1		2											2	16	1									
28						2		2	5	2							2		3	1	1									
29				3															2	1	1									
30																			3											

# Crosstab "Clusters"

EN Cluster #	HS Cluster #																													
	1	4	5	6	7	8	9	10	11	12	15	16	17	18	19	20	21	22	23	24	25	26	27	29	30					
1								4		37			5		3	1			11		2	1	4							
2		2				1		8	1	1			6		3				23	1	8									
3	1	2		1		1		7		2	6			1	12				45	1	183					1				
4						1		2		22	1		12		8	1			19	1	185		1	1						
5								2		1	9								3		7									
6					1			3		2	1				1				2				2							
7										8			2						1			4	2							
8	5			1		4		3	2				1						13	9	2					1				
10					1														1											
11				2	1			7	1											1										
12								3		1	2													1						
13	1					5	1	22		9			6	1	13	4		1	154	14	44	1	1		1	1				
14		1						6			19				1				5	2	39									
15		1	1		1						39		2		1				23		119	1				1				
16		4			1			67	2	8			1		1				22		11	1								
17				8	1	1		4	1	1			1			1				6										
18				1		1		7		1	1		1		1				33	3	15	1								
19		4			3	2		1	2				2		2				5	2			1							
20				1				31	1	5			1		4		1		22	24	1	1	1	1		1				
21	8	1		4		1		4	1		4								9	12	12									
22		2						6		5	7		1		4				65	1	288									
23						1		13	1	9	3		3		1				3		1		3							
24	6	3		1	1	4		4		2	6		1		1				11	11	13									
25		2			2	1		22		1			3						14	3	13		1							
26					1			19	1		1				3				9	1	6		2							
27						1		2											2	16	1									
28						2		2	5	2							2		3	1	1									
29				3															2	1	1									
30																			3											

# Next Steps

- Repeat the process with matriculants

- Identify “hot prospects”



- Mine “suspects” who match target cluster profiles



# Descriptor Plus

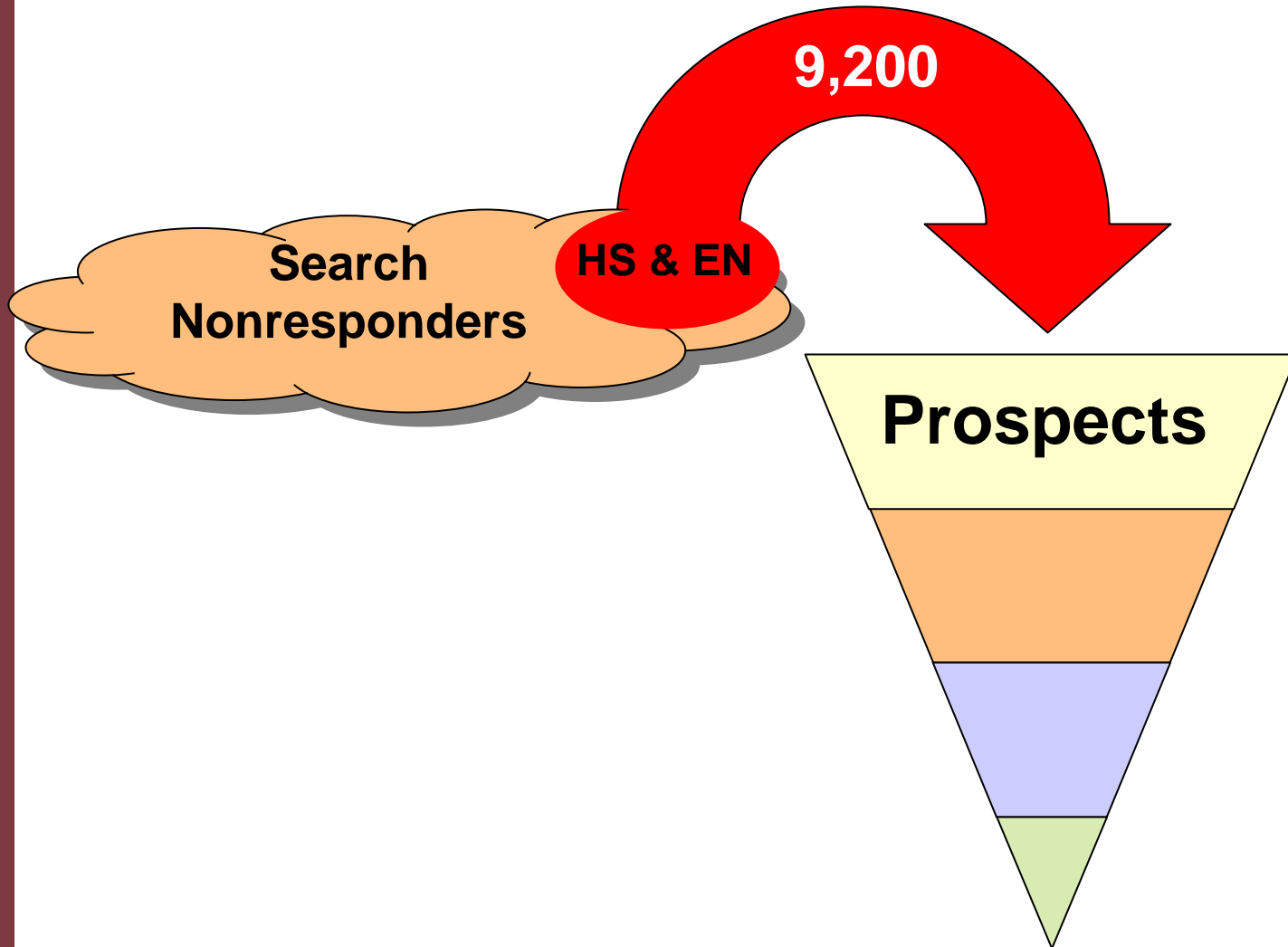
- Tagged past 2 years of applicants
- Tagged the past 2 years of matriculants
- Identified top clusters among each
- Identified “hot prospects”
- Identified “hot suspects” to place in prospect pool

# “Hot Prospects”

- Tagged 40,000 prospects (Fall 2006) with HS and EN codes

	<b>Viewbook Mailing</b>	
	2005	2006
Mailed	40,000	15,000
Cost each	\$7	\$7
<b>Total Cost</b>	<b>\$280,000</b>	<b>\$105,000</b>

# "Hot" Suspects



# Electronic Recruitment

- Invited to on-campus events
- Informed them when representatives were visiting their areas
- Offered special application
- Reminded about application deadlines
- Included in regular communication stream

...*and spent less than \$500 to do it!*

# Results

- “Hot suspects” constituted 9.2% of the applicant pool
- High quality applicants
- Enrolled 52 students from this pool

# Using Quality Data

- Use data to identify new markets
- Within those markets, target “hot prospects” and “hot suspects”
- Strategically allocate recruitment resources
- Build relationships with students and guidance counselors in new markets

***Thank you!***

Presentation available online:

**<http://www.maguireassoc.com/resource/index.html>**