

## RECRUIT THE "RIGHT" PROSPECTS AHEAD OF YOUR COMPETITORS

**Enrollment Management Competitive Intelligence Tool (EMCIT)** is our solution for identifying new target markets that yield best "fit" inquiries for your school.

With EMCIT, you will also be able to see where your competitor schools have been most successful.

### We Find Promising Students

By using geodemography, we reveal patterns to identify and predict behavior of students who will apply to your institution, choose to enroll, and continue through graduation.

EMCIT maximizes the use of the College Board's Segment Analysis Service (SAS) and its Enrollment Planning Service (EPS) to identify "best fit" prospective students and learn where your greatest threats and opportunities exist among competitive schools.

### Increase Your ROI

With EMCIT, we will provide a series of reports, analyses, and recommendations that are customized to your needs.

Make the best use of your recruitment resources by targeting name searches in key markets only. This strategy will save dollars on the front end and improve your return on investment.



Student retention starts with your recruitment and admittance strategy. Increase your graduation rate by recruiting students who are most likely to succeed at your school.

### With Competitive Intelligence, You Can

- Improve the yield of your admitted student pool
- Discover new and promising markets for targeted recruitment efforts
- Learn more about your current competition and discover competitive opportunities
- Save marketing dollars by targeting efforts to specific markets only

**BEST OF ALL, our team of experts will work with you to provide customized reports, sound feedback, and counsel on competitive trends.**

**EMPOWR™**

**OPTIMIZE YOUR RECRUITMENT STRATEGIES FURTHER.**

**DETAILS ON BACK.**



# EMPOWR™

## CONVERT YOUR INQUIRIES TO APPLICANTS

### INCREASE YOUR INQUIRY CONVERSION RATE WITH EMPOWR

**EMPOWR is a customized, comprehensive, and collaborative student recruitment tool designed to transform raw admissions and recruitment data into actionable information to expand the application pool.**

EMPOWR starts by identifying where your search efforts are succeeding and finds pockets of opportunity for expanding and/or modifying your name purchases and eventually analyzes your inquiry pool and identifies students more likely to apply.

#### **We "Tag" Best Prospects**

Our statistical models indicate the factors that predict conversion. Models can be used to "tag" individual inquiries with the greatest likelihood of converting.

This enables your school to tailor communications to subsets of inquirers and focus on prospects most likely to convert. Targeted messages save resources and increase effectiveness.

#### **We Find "Fence-Sitters"**

EMPOWR also identifies "fence-sitters" in your inquiry pool. This group often responds to more assertive recruitment efforts.

#### **EMPOWR Models Work**

EMPOWR modeling can be a very useful tool in your school's Admissions operation.

Don't resort to treating all prospects equally when you can be provided with information to tailor your prospect communications. By customizing your messages, you will increase your conversion rate of inquiries to applicants.

With EMPOWR, we will provide analyses to help you optimize your list name buying selection, your recruitment strategies and tactical efforts, and ultimately, your inquiry-to-application conversion rate.

#### **Contact Us**

Call Maguire Associates today to learn how EMCIT and EMPOWR work in tandem to expand your inquiry pool and convert your inquiries to applicants.



**MAGUIRE  
ASSOCIATES**

#### **Maguire Associates Offers Data-Driven Solutions For Student Recruitment And Retention**

Jack Maguire, the first to coin the term "Enrollment Management," is highly regarded as the father of Enrollment Management. In the early 1970's, when Jack was the Dean of Admissions at Boston College (BC), he created the first Enrollment Management model for the recruitment and retention of students. Jack's approach to do thorough research, use financial aid strategically, and integrate all marketing efforts, yielded amazing results. During his tenure at BC, he tripled the number of applications and transformed the quality and national character of the students.

Since 1983, Maguire Associates, a leading higher education consulting firm, has partnered with numerous institutions so they may reach their enrollment and net revenue objectives. Maguire offers comprehensive services to help each institution establish best practices in Enrollment Management, Market Research, Retention and Strategic Planning, and Marketing, Communications, and Branding. By using market research, sophisticated data analysis, and predictive modeling, Maguire has enabled colleges and universities, as well as independent and public schools, to reach their goals.

