

RECRUIT THE “RIGHT” PROSPECTS AHEAD OF YOUR COMPETITORS

EMCIT (Enrollment Management Competitive Intelligence Tool) is our solution for identifying new target markets that yield best “fit” inquiries for your school. With EMCIT, you will 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, and identify new markets where you may be successful.

Make the best use of your recruitment resources by targeting name buys. 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:

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

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



