

## INCREASE YOUR INQUIRY-TO-APPLICANT CONVERSION RATE

**EMPOWR—Student Recruitment Optimization—** 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. The model analyzes your inquiry pool and identifies students' likelihood of applying on a 1-10 scale.

### 1. Predict Conversion

Our statistical models indicate the factors that predict conversion.

### 2. "Tag" Best Prospects

Models are used to "tag" individual inquiries based on their likelihood of converting.

### 3. Analyze Name Buys

Understand Search campaign impact and purchase the right students through name buys.

### 4. Find "Fence-Sitters"

Identify "fence sitters" in your inquiry pool and focus assertive recruitment efforts to increase returns.

### 5. Target Interactions

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

### EMPOWR Models Work

Using data, specifically statistical models, enables strategic deployment of resources and focused attention on prospects that have the *highest potential of converting*. EMPOWR helps take the guesswork out of enrolling the class, particularly with recruitment.

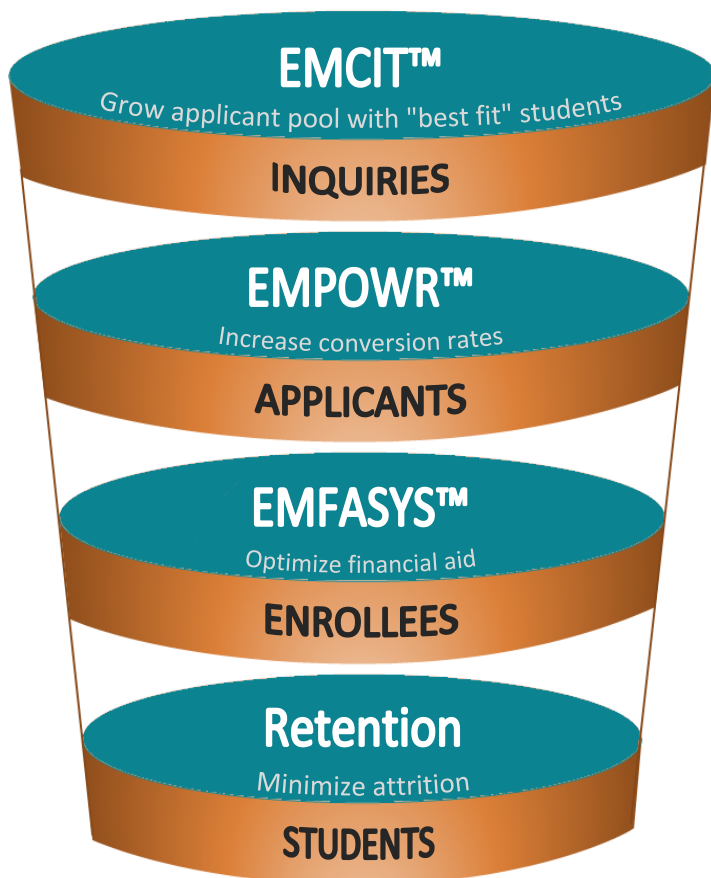
### Increase Your ROI with EMPOWR

- A Northeast liberal arts college sent late communications to tagged inquiries and gained 200 applications for the current cycle.
- A Southern liberal arts university increased conversion of the top two "likelihood" groups by 18.2% and 9.2%.
- A mid-sized Midwestern college increased applications by 30% over a 10-year engagement.
- A Northeast associate's and bachelor's degree granting institution increased applications by 2% in one year while cutting printing costs by \$70K.

A customized EMPOWR model identifies the factors that predict application behavior at your institution. Each prospect or inquiry is tagged with a probability to apply, allowing your team to most efficiently target and prioritize recruitment efforts. Your unique EMPOWR model provides a top of the funnel solution that maximizes conversion while saving time, money, and resources.

# MAGUIRE ASSOCIATES CAN HELP YOU REMOVE THE GUESSWORK

## ENROLLMENT MANAGEMENT PRODUCTS AND SOLUTIONS



### EMCIT™

Target. Recruit. Enroll.

### EMPOWR™

Predict. Tag. Influence.

### EMFASYS®

Forecast. Plan. Achieve.

### Retention

Benchmark. Predict. Integrate.



### Maguire Analytics®

Customize. Visualize. Strategize.

### Market Research

Engage. Assess. Understand.

Maguire Associates is a leading consulting firm that serves higher education institutions so they may optimize net revenue and enrollment objectives. Our team of dedicated experts serve Presidents, CFOs, COOs, Vice Presidents of Enrollment Management, Directors of Admissions, and other higher education professionals by helping them develop and achieve their enrollment management goals. We use a highly customized and personalized approach throughout all of our service offerings, including:

- Consulting | Enrollment Management ♦ Marketing & Communications
- Modeling | Financial Aid Optimization ♦ Capacity Analysis ♦ Targeted Search & Recruitment Strategies
- Research | Institutional Identity ♦ Price & Value Studies ♦ Program Portfolio Assessment
- Admitted Student Research ♦ Customized Market Research

For over 30 years, Maguire Associates has been using our expertise, experience, and evidence-based orientation to help college and university leaders consider and resolve the big questions. Like our clients, we remain steadfastly committed to our core mission – *advancing higher education through insight and innovation.*