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Bob Gay, Senior Vice President
James Murtha, Chairman & CEO

#BbWorld15
Growing Inquiry Pools \(\rightarrow\) Decreasing Conversion Rates
Larger, “Softer” Applicant Pools $\rightarrow$ Lower Yields
Stagnant Enrollment In Spite of Rising Discount Rates

ILLUSTRATIVE

Discount Rate
Enrollment

#BbWorld15
Institutions Struggle to Improve Graduation Rates

Percentage of Four-Year College Students Who Earn A Degree Within Five Years of Entry

Source: Compiled from ACT Institutional Data Files
Money Spent on Student Search has Grown

• In 2002, 84% of the schools surveyed for the annual Admissions and Enrollment Management Practices Study reported buying search names

• In 2013, 92% of schools surveyed reported buying search names
  – 44% bought more than 100K names
  – 40% bought more than the previous year
  – 77% used a search vendor
  – 22% contacted non-responders 10+ times
  – 35% offered an incentive for responding
Money Spent on Student Search has Grown

• Name buys + Vendor costs + Communications + Incentives + Staff time == $$$$  

• What is the ROI?  

• In 2013:  
  – Only 10% reported that 50% or more of deposits came from search  
  – 24% were not on track to meet their enrollment goals for the year
Conversion Rates on Search vs Other Sources

• Recent Maguire client:
Get the Most out of Search

• Measure your results
• Be targeted
• Consider the entire student lifecycle
Solution: Measure ROI on name buys

• How many of the names bought converted to applicants, admits, and enrolled students?

• Include all prospects in ROI analysis, not just those who inquire

• How much money was spent on each recruit?
  – Cost of Names, Vendor fees, Staff time

• How much did you get back with application fees and net tuition revenue on those who enrolled?

• Do your name buys pay for themselves?

• If not, are you attracting students you would not otherwise get?
Solution: Build data-informed recruitment plans

• Avoid broad-brush name buys
  – Target searches toward “right-fit” students to save money

• Research before you buy
  – Where have you been successful in the past?
  – Which neighborhoods and high schools serve the types of students who are likely to be a good match?
  – Where are your competitors finding success?

• Use tools like Enrollment Planning Service (EPS) and Segment Analysis Service

• Consider buys from companies like Chegg or Cappex that “match” students and institutions

• Maguire Associates EMCIT
Solution: Model prospect-to-applicant conversion

• Statistical models measure the factors that predict conversion

• Models can be used to “tag” individual inquirers with likelihood of converting

• Recruit those most likely to convert
  – Target messaging to save resources and increase effectiveness

• Maguire Associates EMPOWR
Solution: Use predictive models of yield

• Statistical models used to predict yield can be applied to recruitment
  – Build name buys around enrollment goals
  – Recruit inquiries most likely to enroll

• Incorporating outside data into your inquiry database can give you a more complete picture
  – Segment Analysis Service data: you could know something about financial need early on in the process
Solution: Don’t forget about retention

• Model retention
  – What are the characteristics that predict retention and graduation?
    • Can these be incorporated into name buys?

• Higher graduation rates →
  – Greater student and parent satisfaction
  – More satisfied alums to help recruit new inquiries
  – And finally, better outcomes and better rankings
Maguire Associates + Blackboard Partnership

Enrollment and retention success driven by intelligent decisions and real results:

- Integrated 360-degree view into student behavior
- Predictive modeling to optimize outcomes
- Personalized student outreach
Questions?