Targeted Data Leads to Smarter, More Selective Recruiting in Oklahoma

ACT® Educational Opportunity Service

FACT: College Recruiting Is Getting Harder

The National Student Clearinghouse Research Center reports a decrease in community college enrollment rates in recent years. When you combine this with the fact that college dropout rates have increased, it creates a significant challenge for admissions teams.

FACT: Educational Opportunity Service (EOS) Can Help

You're probably familiar with the ACT® test—the college admissions and placement test taken by nearly 2 million high school graduates every year. Because of this, we are able to offer data-rich solutions to help you find the right students through EOS.

GREAT: But What Does the Real Impact Look Like?

With better data, you can identify, recruit, and retain students who are a better fit for your school. But what does this look like at the institutional level? How does better data influence your admissions and enrollment decisions?

To tell this story, let's take a trip to Oklahoma.

One School's Success Story

Nestled along the Salt Fork Arkansas River in Tonkawa, Oklahoma, Northern Oklahoma College (NOC) is a two-year school that primarily serves students in north central and northwestern Oklahoma. While NOC is the most affordable school in the state, with competitive programs in astronomy, agriculture, and digital media, the best students often end up at the bigger state schools. That's why NOC created the President's Leadership Council Scholarship for high-performing students.

"It's a unique full-ride opportunity. It includes everything—books, fees, room, and board," said Rick Edgington, EdD, vice president of enrollment management at NOC.

And yet, after NOC established it, the scholarship failed to attract interest from applicants. In many cases NOC had more scholarships available than they had students applying for it.

"It was really sad to see this great scholarship going unused," said Edgington.

NOC needed a better strategy and better tools to more effectively market this opportunity.

"Students are getting a flood of recruitment materials. We need to cut through the noise. EOS allows us to personalize the recruiting experience and do more than just send a glossy brochure. I can use EOS data to look at the contiguous counties and find potential candidates based on their Composite ACT score. I can get their names and addresses and contact them. It's smarter recruiting."

Rick Edgington, EdD
Vice President of Enrollment Management

A Smarter System for Scholarship Recruiting

Working with the ACT team, Edgington created an EOS account that he used to find prospective students who were a good fit for the NOC scholarship.

"We started using it as a means to identify students with ACT Composite scores," said Edgington. "Over time, we've started slicing and dicing it different ways, including by intended college major, interests, and services."

Matching scholarship criteria with EOS data, he used the tools available within EOS to pinpoint potential students in contiguous counties, resulting in a low-cost system to help NOC target their marketing and recruiting programs. This campaign led to a 150 percent increase in applicants for the President's Leadership Council Scholarship.

"Obviously, we attained our goal of ensuring the scholarship was awarded to excellent students," said Edgington. "But we also recognized the utility of the EOS system and the residual effect it had on our recruitment efforts."

NOC has since expanded its use of EOS for other recruiting programs in areas such as STEM, agriculture, music, digital media, concurrent enrollment, and summer bridge opportunities. As a core component of the NOC marketing program, EOS has led to more qualified applicants and targeted recruiting campus-wide.

What Will Your Story Be?

Start your success story by scheduling a consultation with an EOS Success Specialist. Simply complete the form found at **www.act.org/eos/contact.html**.

Learn more at act.org/eos