

# WHERE DID YOU GO?

## IDENTIFYING COMPETITORS THROUGH THE STUDENTS WHO ATTEND OTHER INSTITUTIONS

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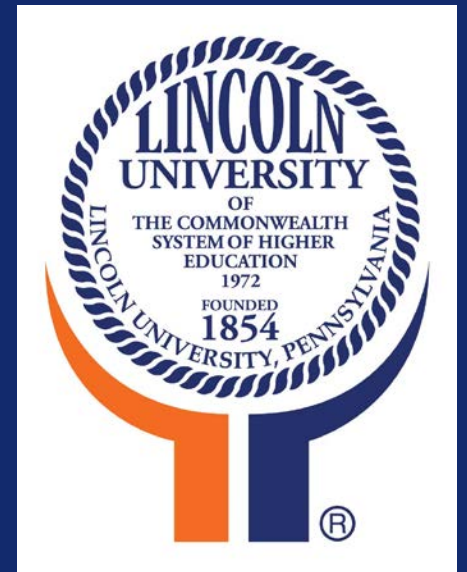
ASSISTANT PROVOST

INSTITUTIONAL EFFECTIVENESS, RESEARCH, AND PLANNING

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# LEARNING OUTCOMES

- How to use National Student Clearinghouse data to identify competitor institutions
- Identify ways to improve admissions yield rate through competitor school analysis



# HOW DO WE DEFINE PEER INSTITUTIONS?

- Comparable
  - Similar institutional characteristics such as: institutional mission, school type, enrollment size and mix, degrees offered, campus setting, student to faculty ration, tuition and fees, acceptance rate, percent of students that are Pell grant recipients, one-year retention rate, six-year graduation rate, ACT/SAT scores, and endowment
- Aspirational
  - Similar institutional characteristics but performing better in some or all areas
- Competitor
  - Cross applications
  - Students admitted to your institution but enroll at one of these schools



# WHAT ARE YOU LOOKING FOR?

- What schools do we have cross applications with?
- What percentage of our admitted applicants enroll in these institutions?
- What is the student profile?
- Why are they enrolling elsewhere?



# WHAT SCHOOLS DO WE HAVE CROSS APPLICATIONS WITH?

- Download all application data
  - Name, date of birth, ex, race/ethnicity, home state, citizenship, intended major, financial aid package offered, ACT/SAT scores, high school, cumulative high school GPA, admissions representative
- Prepare NSC student tracker file
  - School must participate in NSC student tracker
  - Submit a Declined Admissions (DA) report
  - Follow instructions in Student Tracker for Colleges & Universities (STCU) manual
- Receive 3 NSC return files
  - [Control report](#): Overview of search results
  - [Aggregate report](#): Provides the most commonly attended institutions
  - [Detail report](#): Provides all postsecondary term information located. Each row contains information on one postsecondary term, or a degree



# WHAT PERCENTAGE OF OUR ADMITTED APPLICANTS ENROLL IN THESE INSTITUTIONS?

- Clean NSC Detail Report
  - Differentiate whether you want analyze first school attended or all institutions attended (college sequence)
  - Differentiate whether you want an institution overall in general or by campus (Rutgers – Newark vs. Rutgers – New Brunswick)
  - Remove duplicates (
- Merge NSC data with institutional application data
  - Use unique identifier
- Begin analyzing data!
  - What percent enrolled ever?
  - What percent enrolled as their first college/university?



# WHAT IS THE STUDENT PROFILE?

- [Use interactive dashboard software](#) (e.g. Tableau, Power BI, etc.) to examine results. Look at # and % who enrolled elsewhere by student demographics. Try to answer, who are we losing?
  - HS GPA
  - ACT/SAT scores
  - Gender
  - Race/ethnicity
  - Citizenship
  - Home state
  - First-generation status
- Just as important as it is to examine students who enroll elsewhere, its important to look at the student profile of admits whose records were not found.



# WHY ARE THEY ENROLLING ELSEWHERE?

- [Use interactive dashboard software](#) (e.g. Tableau, Power BI, etc.) to examine results. Look at various student profiles. Try to answer why are we losing these students?
  - Institutional aid offered
    - Family EFC
  - Intended academic program
    - What program did they enroll in at the other school? Does your institution offer this program
  - Public vs. private
    - In-state vs Out-of-state tuition





# NEXT STEPS...

- Take analysis from just quantitative to qualitative
- Key Areas:
  - Admissions
  - Financial Aid
  - Faculty
  - Institutional research
- Update strategic recruitment plan in collaboration with faculty
- Update strategic financial aid packaging process
- Examine similar and different institutional characteristics



THANK YOU!

QUESTIONS?

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