



Scalable Enrollment Success

How Results-Oriented Recruitment Marketing
Brings Ambitious Goals within Reach

Ian Watt
Managing Director, Client Success
EAB Enrollment Services
iwatt@eab.com

We help schools support students from enrollment to graduation and beyond

> Find and enroll your right-fit students

> Support and graduate more students

➤ **ROOTED IN RESEARCH**

7,500+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

1,500+ Institutions served

3.7 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

> Prepare your institution for the future



WINTER
IS
COMING




A New Paradigm

Challenging Market Conditions Require a Shift in Mindset


Existing Paradigm

"Here's our **budget**. What kind of enrollment results can we get?"

New Paradigm

"Here are our enrollment **goals**. What will it take to accomplish them?" 

"How much are we **spending** on recruitment marketing?"

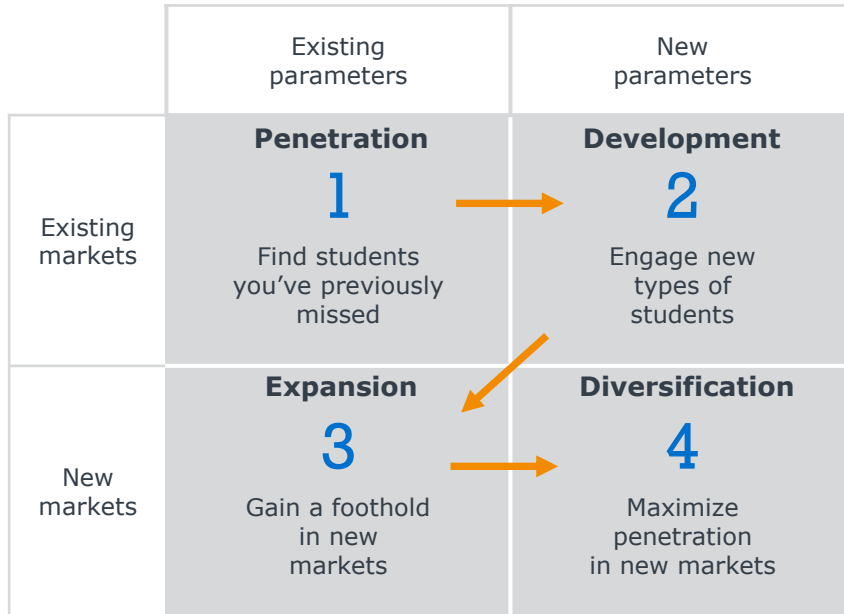
"How much **revenue** is our recruitment-marketing spend generating?" 

"How **efficient** is our recruitment-marketing spend?"

"How **productive** is our recruitment-marketing spend?" 

“First Things First”

A Comprehensive, Integrated Targeting Strategy for Optimal Enrollment Outcomes



Source: EAB research and analysis.



The Power of Proximity

Distance from Campus Is a Key Variable in Enrollment Outcomes and ROI

Funnel Conversion Rates by Distance from Campus

Distance (Miles)	0-25	26-50	51-100	101-200	201-500	500+
Contacted	25,000	25,000	25,000	25,000	25,000	25,000
<i>Response Rate</i>	13.9%	12.6%	12.9%	12.4%	12.4%	13.6%
Inquiries	3,475	3,150	3,225	3,100	3,100	3,400
<i>Conversion to Applicant</i>	31.3%	22.5%	19.3%	16.1%	13.9%	10.8%
Applicants	1,088	709	622	499	431	367
<i>Accept Percentage</i>	67.7%	67.3%	65.9%	62.9%	54.4%	50.2%
Accepted	736	477	410	314	234	184
<i>Yield Percentage</i>	30.3%	22.6%	20.2%	18.9%	16.4%	15.1%
Enrolled	223	108	83	59	38	28
Enrolled per 1,000 Contacts	9	4	3	2	2	1

Source: EAB research and analysis.



Step 1

Ensure you are not missing core student populations

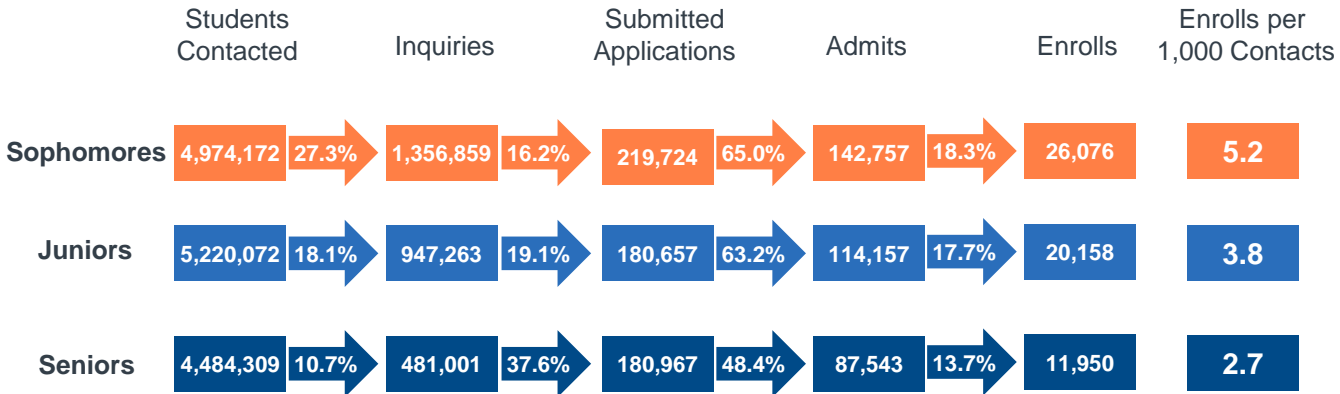
	Existing parameters	New parameters
Existing markets	Penetration 1 Find students you've previously missed	Development 2 Engage new types of students
New markets	Expansion 3 Gain a foothold in new markets	Diversification 4 Maximize penetration in new markets

Source: EAB research and analysis.

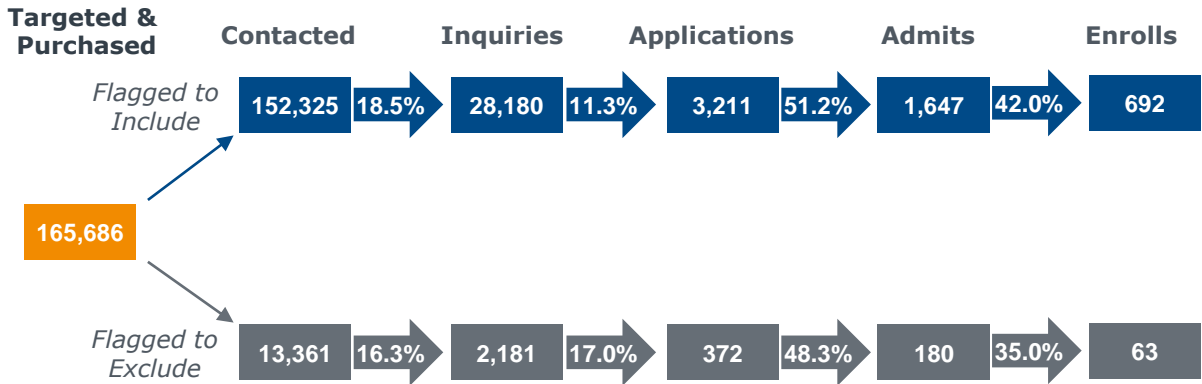


Enrollment Summary by Year in High School Contacted

Sample of 105 Schools



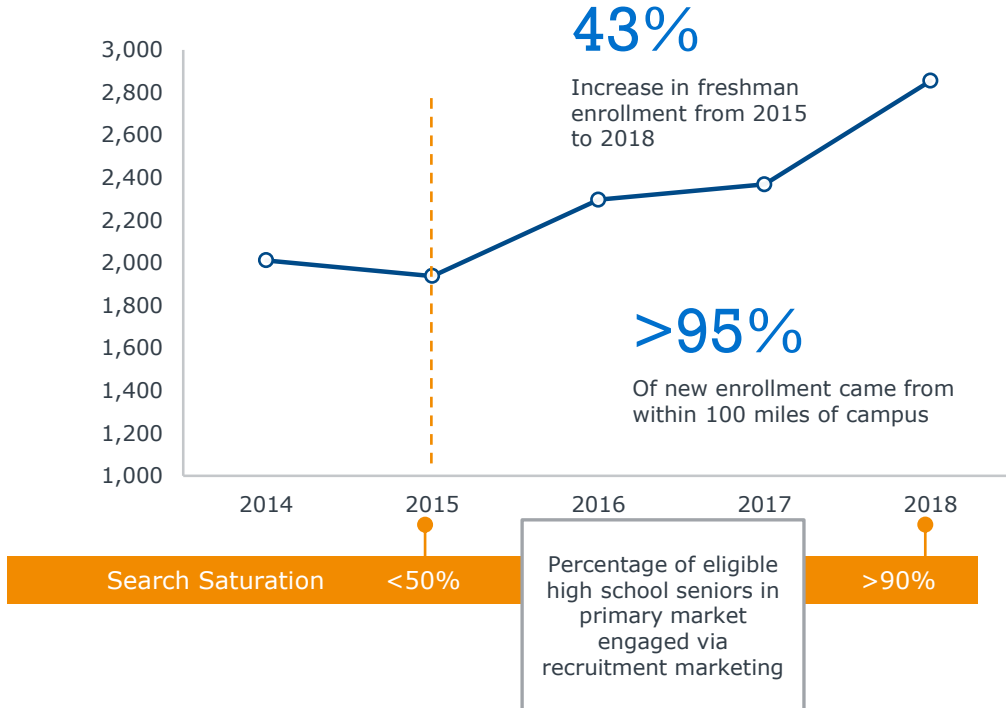
Pursuit of efficiency may be at the expense of outcomes



Same Markets, New Potential

Fall Freshman Enrollment

By Entering Class Year, University F



Step 2

Adjust Targeting Parameters to Connect with New Students

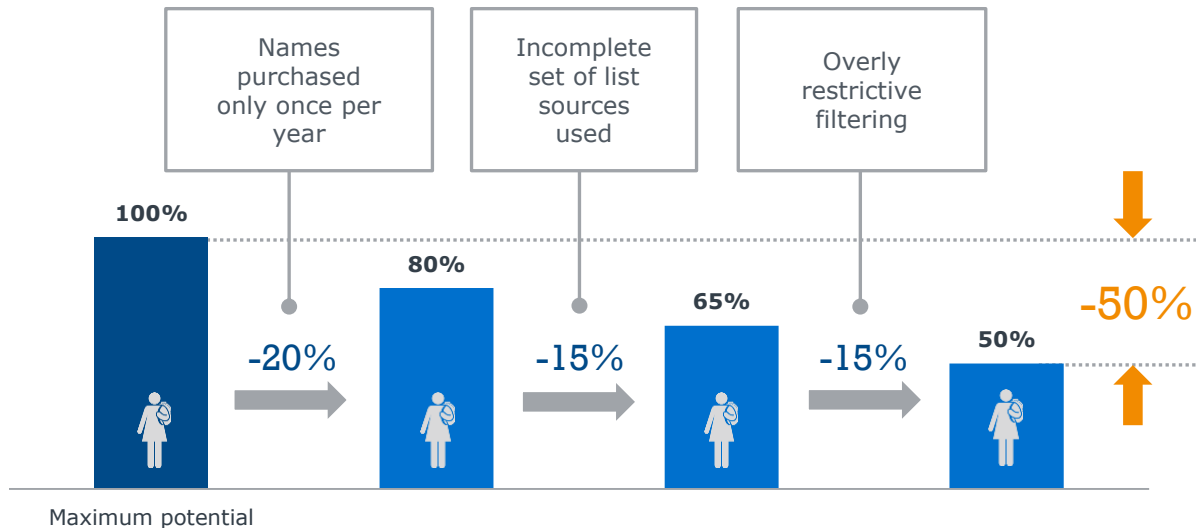
	Existing parameters	New parameters
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Tactical Elements Can Limit Full Potential



Percentage of Best-Fit Students Available for Recruitment-Marketing Outreach

Prospect-Volume Penalty, by List-Sourcing Scenario, Typical College/University



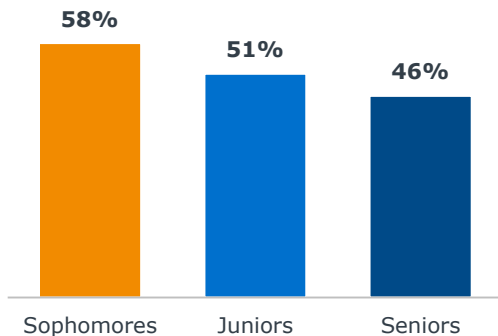
Source: EAB research and analysis.

A Multifaceted Challenge

Several Aspects of Targeting Strategy Can Impact Full Potential

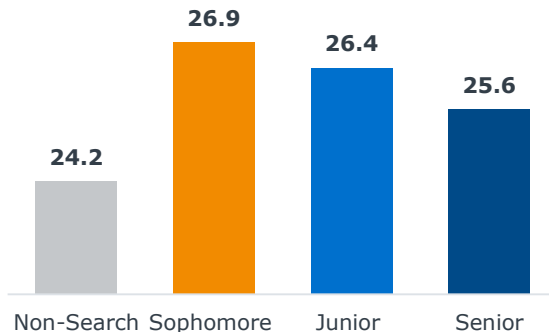
Percentage of Students Switching Major

Between Initial Search Contact and Application, by Year First Engaged¹



Average Enrolled Test Score

By High School Year of First Search Contact, College G



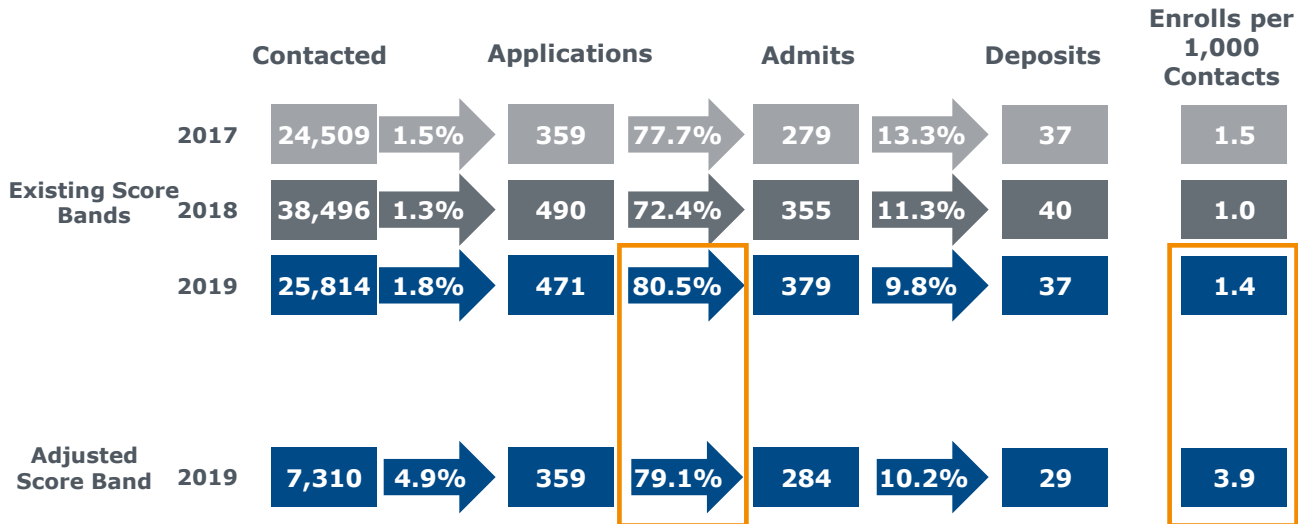
1) Based on results from 36 colleges and universities studied.

Adjusted Score Band Delivered Significant Returns



Test Based Senior Search Performance by Score Range

Collage G: Entering Classes 2017-2019



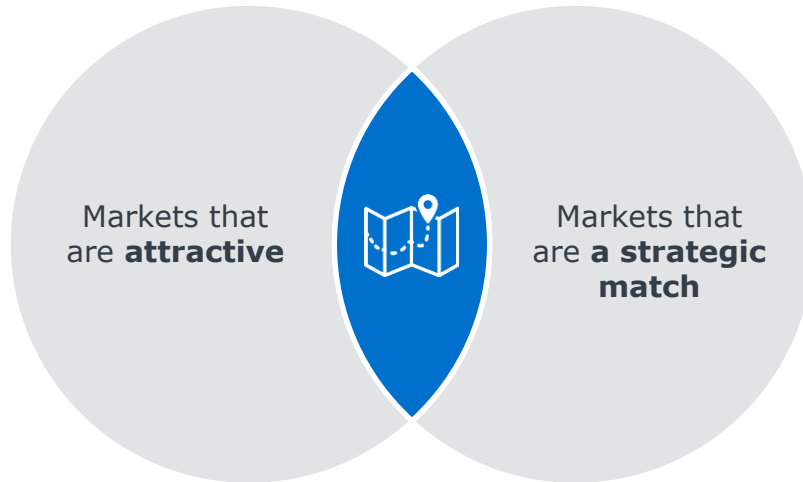
Step 3

Build New Markets Carefully and Strategically

	Existing parameters	New parameters
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Understanding Reach-Market Potential

Markets Thought of as Attractive Don't Always Make Strategic Sense



Analytics Boost Reach-Market Viability

EAB's Reach-Market Analytics Pinpoint Most Promising Zip Codes



Examples of parameters analyzed

- Selectivity
- Size
- Public/private
- Historical reach-market draw
- Location
- Reputation

- Average household income
- Average educational attainment
- Historical student-enrollment behaviors
- Average distance traveled for college
- Distance from campus
- % public versus private high schools

Examples of data sources used

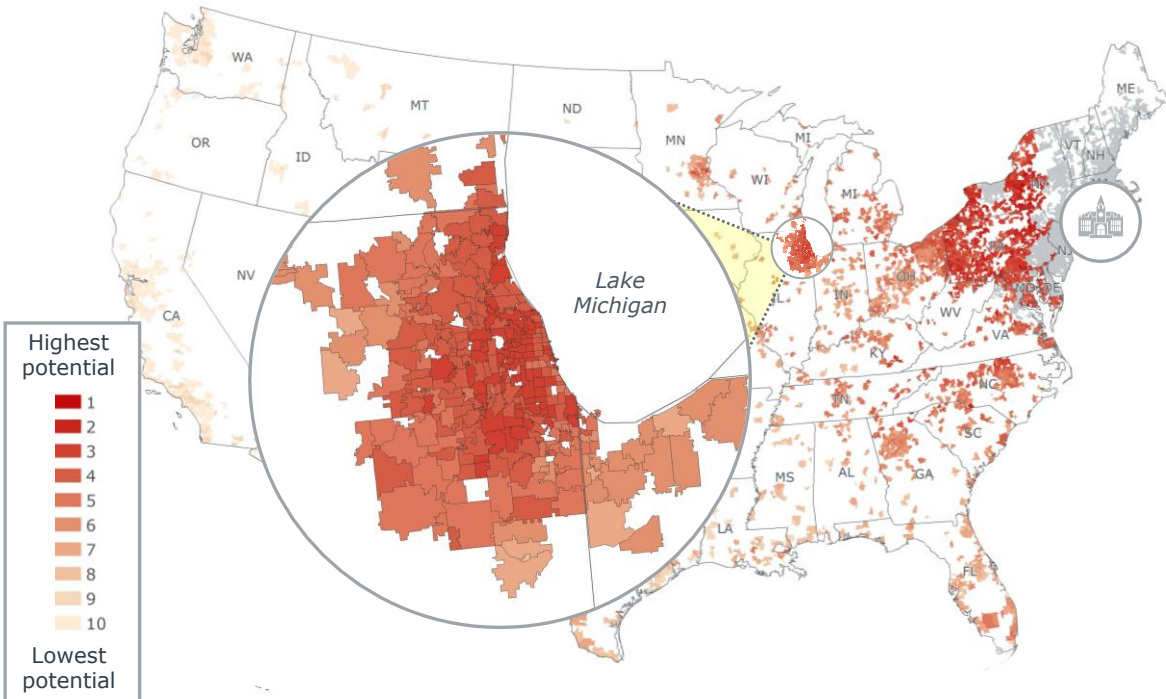
- EAB recruitment-campaign data
- Historical data from recruiting college
- IPEDS

- EAB data warehouse
- National Center for Educational Statistics
- US Census
- Third-party consumer databases

Source: EAB research and analysis.

Reach-Market Analytics in Action

A School in the Northeast Assesses the Chicago Market

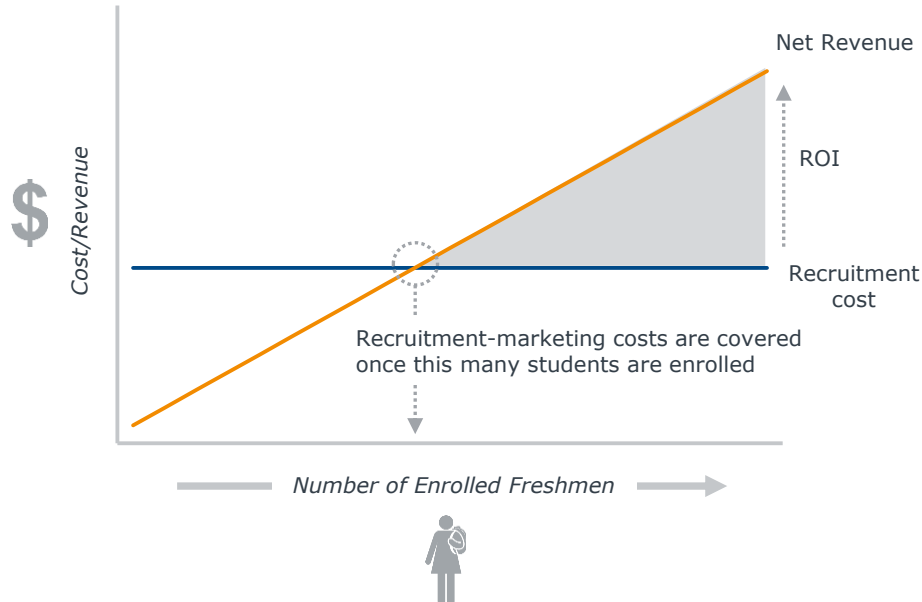


Source: EAB research and analysis.

ROI Framework

Understanding Recruitment-Marketing Cost Relative to Revenue Impact

Recruitment-Marketing Break-Even Analysis



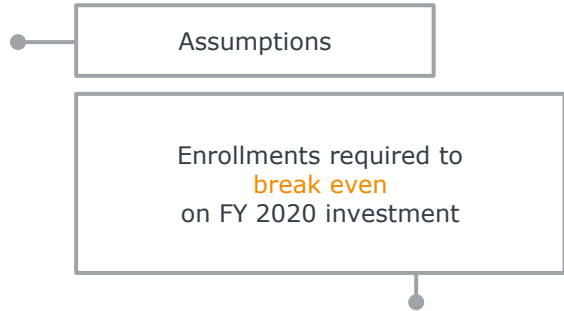
Source: EAB research and analysis.

Targeting New Markets with an ROI Mindset

Assessing Incremental Enrollment Required for Different Levels of Return

Sample ROI Analysis

2019-20 tuition and fees		\$42,885
Estimated annual tuition increase		3.00%
Estimated tuition discount rate		57.0%
Estimated first-year NTR per enrollment	FY 2020	\$18,441
	FY 2021	\$19,564
	FY 2022	\$20,150



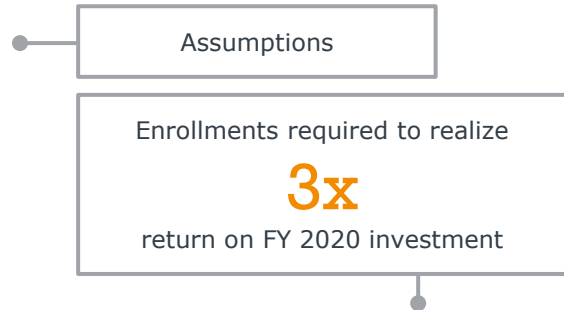
	Contact year	Contact quantity	FY 2020 total investment	FY 2020	FY 2021	FY 2022
Additional markets in New York	Senior	3,000	\$8,100	0.4		
	Junior	6,000	\$14,400		0.7	
	Sophomore	4,000	\$9,600			0.5

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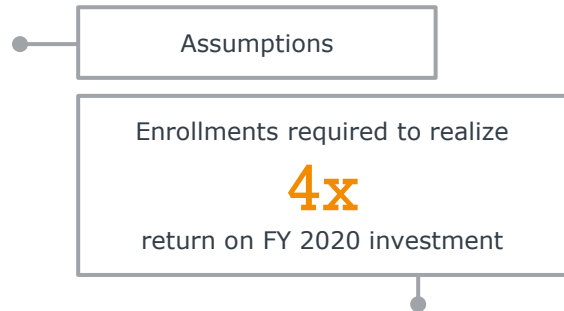
	Contact year	Contact quantity	FY 2020 total investment	FY 2020	FY 2021	FY 2022
Additional markets in New York	Senior	3,000	\$8,100	1.8		
	Junior	6,000	\$14,400		2.9	
	Sophomore	4,000	\$9,600			1.9

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	Contact year	Contact quantity	FY 2020 total investment	FY 2020	FY 2021	FY 2022
Additional markets in New York	Senior	3,000	\$8,100	2.2		
	Junior	6,000	\$14,400		3.7	
	Sophomore	4,000	\$9,600			2.4

An Integrated, Comprehensive Approach

Targeting Strategy for Optimal Enrollment Outcomes

	Existing parameters	New parameters
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Transformative Results

A Change in Mindset Can Deliver Striking Impact for All Types of Schools

	Description	Year-Over-Year Change:		
		Enrollment	Freshman NTR	ROI
College A	Midsized university in the West	+14%	+19%	5:1
College B	Highly selective university in the Northeast	+34%	+35%	15:1
College C	Midsized private university in the South	+34%	+61%	10:1
College D	Small private college in the Mid-Atlantic	+66%	+80%	7:1

Source: EAB research and analysis.

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Washington DC | Richmond | Birmingham | Minneapolis

202-747-1000 | [eab.com](https://www.eab.com)

Appendix

Managing Priorities and Expectations

Different Recruitment Levers Have Unique Profiles

Level of Effort/Level of Return Matrix (*Example*)

Potential Enrollment Lever	Level of Effort/ Investment	Level of Return	Time to Return
Rebranding	High	Moderate	Long
Pricing and discounting	High	High	Immediate
Additional staff and travel	Low	Low	Moderate
Search/Recruitment Marketing	Moderate	High	Moderate
New academic programs	High	Moderate	Long
New Lacrosse team	Moderate	Moderate	Moderate

Managing Priorities and Expectations

