



WHERE DID YOU GO?

IDENTIFYING COMPETITORS THROUGH THE STUDENTS WHO ATTEND OTHER INSTITUTIONS

CHARLIE CARABELLO
ASSOCIATE DIRECTOR for ADMISSIONS & ENROLLMENT MANAGEMENT
THE UNIVERSITY OF GEORGIA

TIFFANY LEE
ASSISTANT PROVOST for INSTITUTIONAL EFFECTIVENESS, RESEARCH, AND PLANNING
LINCOLN UNIVERSITY

LEARNING OUTCOMES

- How to use National Student Clearinghouse data to identify competitor institutions
- Identify ways to improve admissions yield rate through competitor school analysis
- Expand your knowledge about student behaviors and outcomes through survey collection and 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 OR develop an integration with your CRM
 - 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 and set a date to upload.
 - 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

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 (Dual Enrollment can sometimes muddy the picture)
- 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 software (e.g. Tableau, Power BI, etc.) to examine results. Look at # and % of 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

WHY ARE THEY ENROLLING ELSEWHERE?

Institutional aid offered

- Family EFC
- Scholarships and Waivers

Intended academic program

- What program did they enroll in at the other school? Does your institution offer this program
- Many schools share major level data

Public vs. private & In-state vs Out-of-state tuition

Take analysis from just quantitative to qualitative

THE WHY IS AS IMPORTANT AS THE WHERE

- Why Survey this Population?
- How to Develop, Deploy, & Disaggregate your Results
- What Impact Combining Data can have for your office

WHY SURVEY?

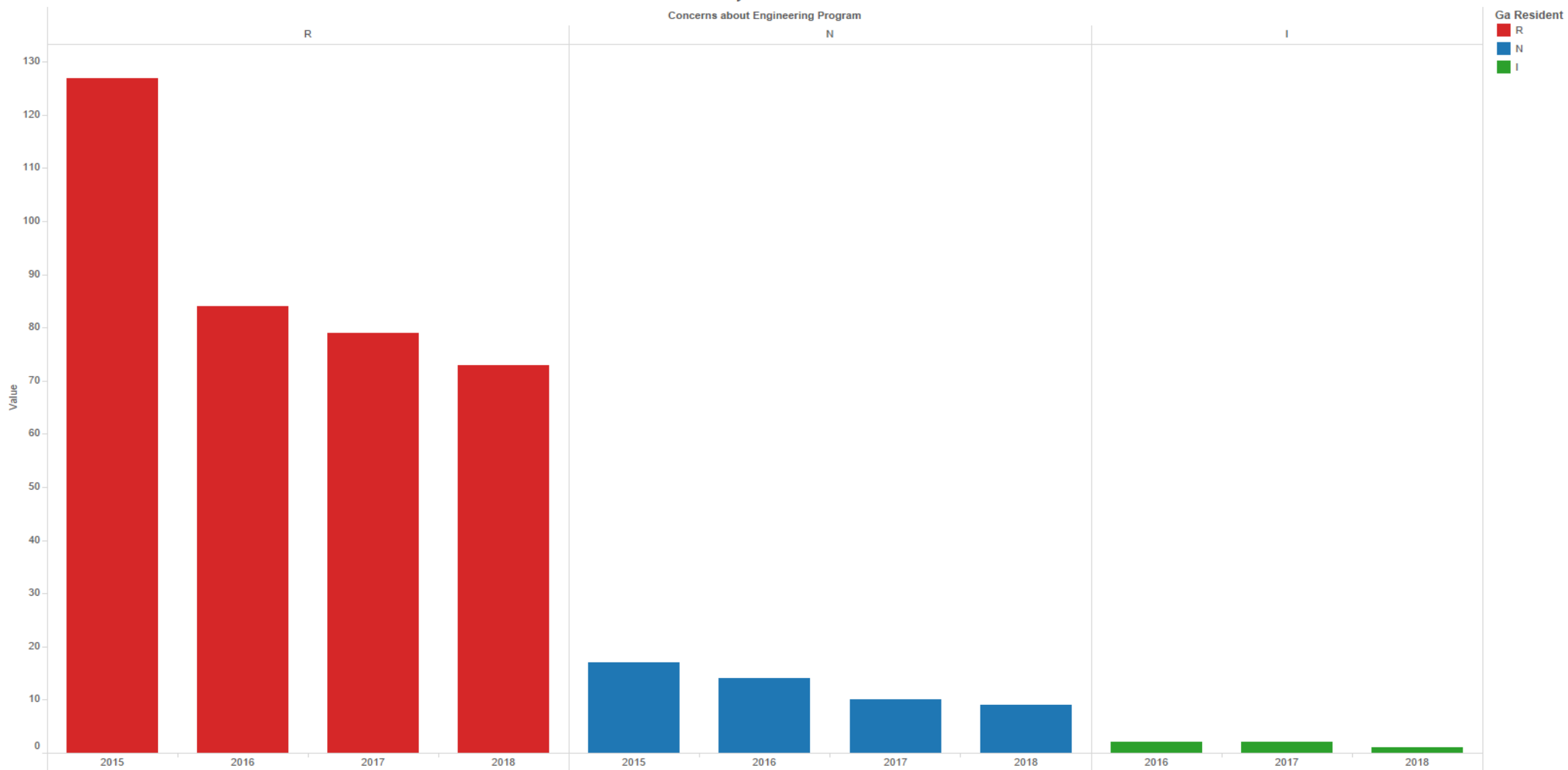
- Everybody will have an opinion about your quantitative results – make sure you give voice to most accurate ones!
- Better information on your students
 - Focus and tailor your message
 - Assist your campus in seeing their real strengths and challenges.

HOW TO

- Collaborate with your IT Staff to integrate or combine your NSCH with your Application Data and CRM
- Develop a History of responses to cut down on unusable Free Responses
- Render your Data in visual format to allow non-technical audiences to get at their FAQ's

Primary Reason

Concerns about Engineering Program



Count of Number of Records and distinct count of Primary Code for each Entry Term broken down by Primary Code and Ga Resident. Color shows details about Ga Resident. The view is filtered on Ga Resident, Primary Code and Entry Term. The Ga Resident filter has multiple members selected. The Primary Code filter keeps Concerns about Engineering Program. The Entry Term filter keeps 2015, 2016, 2017 and 2018.

VISUALIZE YOUR DATA

SO WHAT?

- Deeper Conversation with Campus Partners
- Help understand and build better communications with constituents
- Set the Table for Staff Success

THANK YOU!

- Contact Information:

Charlies Carabello – Associate Director for Admissions & EM – The University of Georgia

ccarabel@uga.edu | 706-542-8732

Tiffany Lee - Assistant Provost Institutional Effectiveness, Research and Planning - Lincoln University

tlee@Lincoln.edu | 484-365-7608