Home Grown Data-Driven Tools for Strategic and Tactical Recruitment Success

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The Ohio State University
EMA (Empowering Market Analysis) & SRT (Strategic Reporting Tools)

EMA empowers users to query, summarize, and analyze information for targeted recruitment decisions. Users can create reports and display information visually through maps. EMA is not a CRM; it is a market analysis tool.

The SRT provide comparative information on student counts throughout the recruitment funnel and help in the evaluation of the recruitment initiatives and resources. These reports are customized by geography, by student academic ability, by race ethnicity, by college/major of interest, by consumer behavior & lifestyle grouping, etc.
EMA & the SRT are part of Analysis & Reporting

The Objective: To Support New Freshmen Enrollment By:

- Providing support to university outreach and recruitment professionals as they make informed decisions throughout the recruitment process.

Prospective and/or Inquiries
~300 Thousand

WHO are my students?
WHERE can I find them?
WHAT are they like?
HOW can I reach them?

Enrolled
7,851
Multi-Source Data Integration into One Tool

- TALISMA: Prospect/inquiry, ACT/SAT purchases, tele-counseling, activities/events
- SIS: Application ➔ Enrollment
- ESRI: Demographics, socio-economic, digital mapping
- Geocoding
- Other Sources: ODE, Census Bureau, etc.
- Predictive Models: Probability of enrollment

EMA (Enterprise Management Application)
The EMA Environment

• **The Data** – EMA includes over 300 data elements, which are organized into 22 categories, such as: Academic Ability, Race/Ethnicity, Academic Area of Interest, Level of Interest, Urbanization and Income, Probability of Enrollment, High School, and more. Data in EMA is updated weekly, each Monday morning, ideally by 8 AM.

• **The Tool** – Although EMA’s infrastructure is complex, the tool itself provides a simple and flexible environment for users to explore data, drill down on student cohorts, build custom queries, summarize, create funnel reports, extract student records, and visually display information in maps. Students are geo-tagged by their student and high school address to allow for geographic based querying.

• **The Strategies** – EMA is designed to support the University’s undergraduate student pre-enrollment outreach and recruitment strategies. To this end, EMA is useful for strategy planning, implementation, and evaluation.

• **The Users** – Users are from Enrollment Management, academic areas, Honors and Scholars, and Diversity and Inclusion. Users outside Enrollment Management must have a role that supports the University’s undergraduate student outreach and recruitment strategies. EMA access varies by user type.
EMA & SRT Provide Capabilities For Funnel Reports and Segmentation Analyses in One Environment

EMA:
• Is the only place you can follow a student cohort through the entire recruitment funnel.
• Through Funnel Report provides the ability to compare with year ago, 2 years ago, and 3 years ago.
• Only in EMA you can tie conversion and yield in one environment

SRT:
• Helps the users assess market potential for various segments of the student population based on academic ability metrics, geography, race/ethnicity, income, etc.
• Provides Freshmen and Transfer profile summaries
• Provides plan count comparisons with year ago for prospects/inquiries, applicants, admits, and paid acceptance fees
EMA’s Interface
Funnel Report

- Choose a term or Reset the Page
- Autumn 2019 Semester
- Choose a predefined geography OR choose CUSTOM
- NON-OHIO DOMESTIC
- Geotag students by their high school or home address
  - High School Address
- Narrow your search by indicating a funnel level
  - Prospect and/or Inquiry
- Narrow your search by combining your funnel level (above) with a NOT funnel level (below) For example: Inquiries that have not Applied
  - None

Advanced Query

- Student Matching All Criteria
  - ABL - Potential Ability Level
  - HSL - Targeted High School

- Student Matching At Least One Criteria
  - Potential Honors and Scholars
  - Yes

- AND

- OR

- Student Matching At Least One Criteria
  -
Crosstab Summary

1. Choose a term or Reset the Page
   - Autumn 2019 Semester

2. Choose a predefined geography OR choose CUSTOM
   - NON-Ohio Domestic

3. Geotag students by their high school or home address
   - High School Address

4. Narrow your search by indicating a funnel level
   - Prospect and/or Inquiry

5. Narrow your search by combining your funnel level (above) with a NOT funnel level (below) For example: Inquiries that have not applied
   - None

Advanced Query

- Student Matching All Criteria
  - ABL - Potential Ability Level

- Student Matching At Least One Criteria
  - Potential Honors and Scholars

AND

OR

- Student Matching All Criteria
  - HSL - High School Territory

- Student Matching At Least One Criteria
  - BIO - Race/Ethnicity
Student List Field Selection
# The SRT (Strategic Reporting Tools) Interface

<table>
<thead>
<tr>
<th>Category</th>
<th>Report Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run Report</td>
<td>Academic Unit Admits and Paid Fees by Plan</td>
<td>Admits and Paid Fee Counts by Plan. Plan is at the time of admission for admits, current for paid fees.</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Application Plan by Program</td>
<td>Applicant counts by plan. Associated plan is the plan at the time of application submission.</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Conversion Analysis by Program</td>
<td>Dashboard summary of conversion for a specific program.</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Current AOI for Admits by Program</td>
<td>Admit and Paid Acceptance Fee counts by area of interest.</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Current Plan for Admits by Program</td>
<td>Admit and Paid Acceptance Fee counts by plan. Associated plan is the most recent after admission.</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit ECHDVED-AA List</td>
<td>Student List of ECHDVED-AA for Autumn Term, Prior Spring Term, and Prior Summer Term</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Freshman Profile by Program</td>
<td>Dashboard profile of freshman.</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Freshman Profile By Program By Race/Ethnicity</td>
<td>Freshman Profile By Program By Race/Ethnicity</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Funnel Trends by Plan - Freshman</td>
<td>Historical freshman autumn recruitment funnel by year (beginning 2009) for selected plan(s), geography, and race/ethnicity</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Funnel Trends by Plan - Transfer</td>
<td>Historical undergraduate transfer autumn recruitment funnel by year (beginning 2009) for selected plan(s), geography, and race/ethnicity</td>
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<td>Run Report</td>
<td>Academic Unit Funnel Trends by Program - Freshman</td>
<td>Historical freshman autumn recruitment funnel by year (beginning 2009) for selected program, geography, and race/ethnicity</td>
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<td>Historical undergraduate transfer autumn recruitment funnel by year (beginning 2009) for selected program, geography, and race/ethnicity</td>
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<tr>
<td>Run Report</td>
<td>Academic Unit Interest Plan by Program</td>
<td>Interest counts by plan. Counts represent interest NOT number of students. A students can be counted up to 7 times (each of their 7 captured interests).</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit NFYS By Plan</td>
<td>New First Year Student Admits and Acceptance Fee Paid by Plan</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit NFYSntPlan_Regional</td>
<td>New First Year Student Admits and Acceptance Fee Paid by Plan - Regional Campuses</td>
</tr>
<tr>
<td>Run Report</td>
<td>Academic Unit Reporting and Recruiting Counts</td>
<td>Counts at each stage in the funnel for college reporting and recruiting roles</td>
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<tr>
<td>Run Report</td>
<td>Academic Unit Transfer Profile by Program</td>
<td>Dashboard profile of transfers.</td>
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<tr>
<td>Run Report</td>
<td>Academic Unit Undergraduate Transfers By Plan</td>
<td>Undergraduate Transfer Admits and Acceptance Fee Paid by Plan</td>
</tr>
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</table>
Using Reports to answer Big Picture Questions

- What has been my territory’s performance with various student cohorts during the past 5, 10 years?
  - Trends - Funnel Trends by Geography and Race-Ethnicity to understand the OSU historical recruitment funnel.

- What is the composition of my market based on population trends & projections, and high school testers’ metrics?
  - Demographics – Demographic Summary with race/ethnic profile of population, ACT and SAT test takers.

- What are the testing trends, search buys, funnel flow in my territory?
  - Trends - Test Takers - Test Purchases - OSU Funnel Trends
Evaluating Search Buys

Are search buys paying off in generating applications in the Non-OH domestic market?

• The challenge with the Non-OH Domestic Market:
  • Low Conversion from Prospect to Applicant (~ 2% apply)

• We needed to assess student interest and evaluate performance through the recruitment funnel in the non-OH domestic market
Evaluating Search Buys

Key Definitions

- **Prospects** = Names purchased from testing sources

- **Inquiry** = First point of contact with Ohio State

- **Stealth Applicant** = First point of contact is through an application (Common App or Coalition App)
Evaluating Search Buys
The student flow at the front of the funnel based on interest type

Prospect and/or Inquiry Entry Mode

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Evaluating Search Buys

AU2018 Funnel by P/I Entry Mode
Non-OH Domestic, Columbus Campus

The non-OH domestic market shows that:

- Only 9% of the prospect pool inquire. Of all the inquiries, about 90% are non-prospects.
- True inquiries represent 62% of all inquiries, convert at 12.6%, and yield to ENR at 25%.
- Prospects who inquire represent 12% of all inquiries, convert at 21%, and yield to ENR at 24%.
- Stealth applicants yield to ENR at 13%.
- The average yield to ENR for the Non-OH domestic market is 18.1%.
Evaluating Search Buys
Non-OH Domestic Inquiry Entry Mode Takeaways

• Non Prospects Show Highest Enrollment Counts

• Non-Stealth Inquiries Show the Highest Yield
Using EMA to Dig Into Tactical Questions

• What does my AU2020 student pool look like?
  – Assess your pool and determine who to communicate with for conversion purposes (generating applicants from prospects/inquiries)

• Who should I communicate with?
  – Evaluate pool by “Potential Ability Level”

• What are the testing metrics and race/ethnic classification of my pool?
  – Cross-tabulate potential ability with race/ethnic classification
Using EMA to Dig Into Tactical Questions

Potential Ability Metrics

• Potential Maximus (Highest Test Score Ranges)

• Potential Honors & Scholars (Next Highest Test Score Ranges)

• Recruitable (Middle of the Road)

• Core (Under-served Populations)
Using EMA to Dig Into Tactical Questions

Identifying Students with Interest and Ability

- How do I go about identifying students in my territory who have expressed interest and also have the right testing metrics?
  - First use the Prospect and/or Inquiry Entry Mode
  - Then Cross-tabulate with potential ability level

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Monitoring A Territory’s Performance and Identifying Opportunities for Quick Actions.

• How do I monitor the performance of my students through the funnel for my territory, by....?
  – Funnel Report by testing metrics, race/ethnicity, first generation, ..... 

• How do I identify the low hanging fruit for conversion and yield?
  – Latent pool for conversion or yield
Using Maps to Visually Display Information

- Spatially analyzing student cohorts for recruitment events venue selection

- Mapping Demo
How is EMA used by an academic area at Ohio State?
Krista Scott - Director of Undergrad Recruitment, Food Agriculture & Environmental Science

- **Benefits**
  - Admissions without EMA

- **Comparison**
  - CFAES in context of OSUe
  - Individual Departments

- **Trends and Planning**
  - Strategic Planning
  - Context for other assessment

- **Training**
  - Individual Departments
  - College Leadership
• Contact:

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