



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)

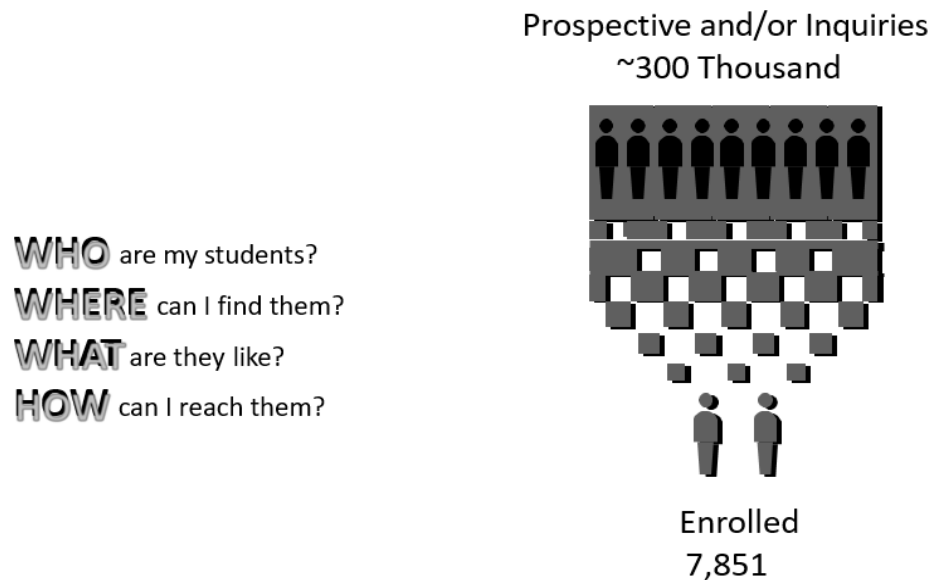
EMA **empowers users** to query, summarize, and analyze information for targeted recruitment decisions. Users can create reports and display information visually through maps. EMA is not a CRM; it is a market analysis tool.

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.

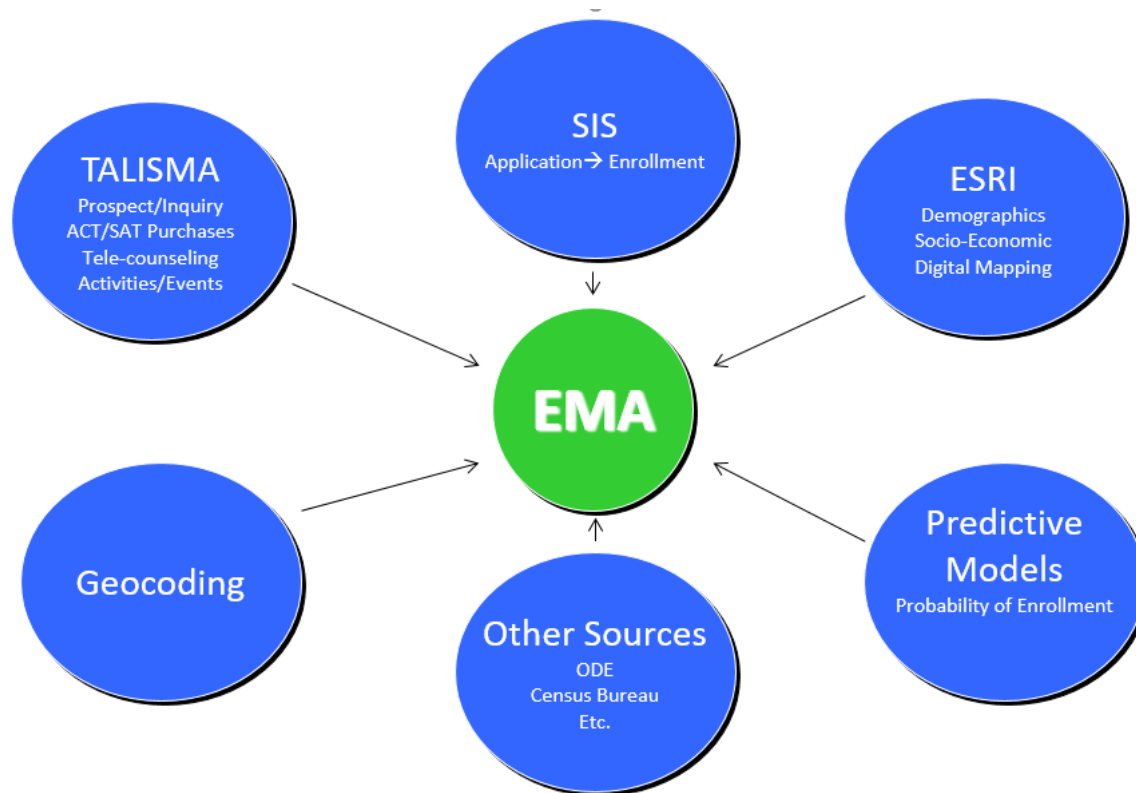
EMA & the SRT are part of Analysis & Reporting

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.



Multi-Source Data Integration into One Tool



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

Last Successful Update Completed: 7/8/2019 9:07:15 AM

Last Successful Geocode Completed: 2019.06.26

Signed in as : **mora.1@osu.edu** belonging to : **ADMIN**

[Tools](#)

[Sign Out](#)

* 1. Choose a **term** or Reset the Page

Autumn 2019 Semester

* 2. Choose a predefined **geography** OR choose CUSTOM

ALL

* 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

Admit Type

Freshman

Campus

Columbus

6. Select a **deliverable**

Student List

Advanced Query

Student Matching All Criteria Student Matching At Least One Criteria

AND OR

Student Matching All Criteria Student Matching At Least One Criteria

Saved Queries VAULT



Funnel Report

* 1. Choose a **term** or Reset the Page [Reset 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

Admit Type

Freshman

Campus

Columbus

6. Select a **deliverable**

Funnel Report

7. Choose a funnel report row variable

INQ - Prospect and/or Inquiry Entry Mode

CREATE NOW

Advanced Query

Student Matching All Criteria Student Matching At Least One Criteria

ABL - Potential Ability Level >= Potential Honors and Scholars

HSL - Targeted High School = Yes

AND OR

Student Matching All Criteria Student Matching At Least One Criteria



Crosstab Summary

| | |
|---|--|
| <p>* 1. Choose a term or Reset the Page Reset Page</p> <p>Autumn 2019 Semester</p> | <p>Admit Type</p> <p>Freshman</p> |
| <p>* 2. Choose a predefined geography OR choose CUSTOM</p> <p>NON-OHIO DOMESTIC</p> | <p>Campus</p> <p>Columbus</p> |
| <p>* 3. Geotag students by their high school or home address</p> <p>High School Address</p> | <p>6. Select a deliverable</p> <p>Crosstab Summary</p> |
| <p>* 4. Narrow your search by indicating a funnel level</p> <p>Prospect and/or Inquiry</p> | <p>7. Choose a crosstab row variable</p> <p>HSL - High School Territory</p> |
| <p>* 5. Narrow your search by combining your funnel level (above) with a NOT funnel level (below) For example: Inquiries that have not Applied</p> <p>None</p> | <p>8. Choose a crosstab column variable</p> <p>BIO - Race/Ethnicity</p> |
| <p>CREATE NOW</p> | |

Advanced Query

Student Matching All Criteria Student Matching At Least One Criteria

| | | | |
|-------------------------------------|-------------------------------|----|-------------------------------|
| <input checked="" type="checkbox"/> | ABL - Potential Ability Level | >= | Potential Honors and Scholars |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |

AND OR

Student Matching All Criteria Student Matching At Least One Criteria

| | | | |
|--------------------------|--|--|--|
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |

Student List Field Selection

Last Successful Update Completed: 7/8/2019 9:07:15 AM

Last Successful Geocode Completed: 2019.06.26

Signed in as : **mora.1@osu.edu** belonging to : **ADMIN**

[Tools](#)

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Number of Records: **229,947**

[Export to Excel](#)

[View Records](#)

Field Categories

ALL

Filter On Off

[Filter](#)

Available Fields

ABL_CONV_COMM_TYPE - Conversion Communication Type
 ACT_CALCULATED - ACT Calculated
 ACT_CHOICE - ACT Choice
 ACT_COMPOSITE - ACT Composite
 ACT_ENGLISH - ACT English
 ACT_HIGH_COMPC - High ACT Comp or SAT Concordance
 ACT_MATH - ACT Math
 ACT_PLAN - PLAN
 ACT_RANGE - ACT Range
 ACT_READING - ACT Reading
 ACT_SCIENCE - ACT Science Reasoning
 ACT_SENDER - ACT Score Sender
 ADI_ACAD_PACK - Academic Packet
 ADI_ACAD_PACK_DT - Academic Packet Date
 ADI_AOI_CURRENT - Current Area of Interest
 ADI_DIREN_COMM - Direct Enrollment Communication
 ADI_DIREN_COMM_DT - Direct Enrollment Comm Date
 ADI_INT1_DATE - Interest 1 Date
 ADI_INT2_DATE - Interest 2 Date
 ADI_INT3_DATE - Interest 3 Date
 ADI_INT4_DATE - Interest 4 Date
 ADI_INTL_DATE - Interest Most Recent Date
 ADI_PLAN_ADM - Admit Plan
 ADI_PLAN_APP - Application Plan
 ADI_PLAN_CURRENT - Current Plan
 ADI_PLAN_INT_ANY - Interest Plan ANY
 ADI_PLAN_INT1 - Interest 1 Plan



Selected Fields

IDN_EMPLID - PeopleSoft Student Identifier
 IDN_TALID - Talisma Student Identifier
 BIO_LAST_NAME - Student Last Name
 BIO_FIRST_NAME - Student First Name
 BIO_MID_NAME - Student Middle Name
 BIO_NICK_NAME - Student Nick Name
 BIO_HSTREET1 - Student Home Street. Present address is used if home address is missing.
 BIO_HCITY - Student Home City
 BIO_HSTATE - Student Home State/Province
 BIO_HZIPPLUS - Student Home Zip 9 Digits
 BIO_HZIP - Home Zip Code
 BIO_BIRTHDATE - Students Date of Birth
 BIO_PHONE - Phone Number
 BIO_EMAIL - Email
 BIO_GENDER - Gender
 BIO_RACE_ETH - Race/Ethnicity
 BIO_TMINORITY - Targeted Minority
 BIO_FIRSTGEN - First Generation
 HSL_CODE - High School Code
 HSL_NAME - High School Name
 HSL_TARGETED - Targeted High School
 ABL_ABILITYGRP - Potential Ability Level
 BIO_LOWINC - Low Socioeconomic status
 ODI_YSP_DESIG - YSP Designation
 VST_ADMVISIT - Admissions Visit
 INQ_INQSOURCE - Inquiry Source
 ADI_PLAN_INT1 - Interest 1 Plan

Saved Fields VAULT

Query Definition Details

Confidentiality Statement

The SRT (Strategic Reporting Tools) Interface

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

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

| Entry Mode | Prospect | Quality | Stealth | Notes |
|--|----------|---------|---------|----------------------------|
| Non-Prospects Non-Stealth | No | Mixed | No | TRUE Inquiries |
| Non-Prospects Stealth | No | Mixed | Yes | Hiding Interest |
| Prospects Stealth | Yes | High | Yes | Hiding Interest |
| Prospects who Inquired After Purchase | Yes | High | No | Pre-Application Interest |
| Prospects who Inquired Before Purchase | Yes | High | No | Pre-Purchase Interest |
| Prospects who Inquired But No Inquiry Date | Yes | High | No | By definition, never apply |
| Prospects who Never Inquired | Yes | High | No | Missed Opportunities |

Evaluating Search Buys

AU2018 Funnel by P/I Entry Mode

Non-OH Domestic, Columbus Campus

Funnel Report for Autumn 2018 Semester
By INQ_PROINQ_ENTRY_MODE for the Selected Geography
COL Campus

| Autumn 2018 Semester | | | | | | | | | | | | |
|--|----------------|----------------|---------------|---------------|---------------|--------------|--------------|---------------|--------------|---------------|---------------|---------------|
| DESCRIPTION | FNL_PROINQ | FNL_PRO | FNL_INQ | FNL_APP | FNL_ADM | FNL_PAF | FNL_ENROLL | INQnoAPP | ADMnoPAF | Conversion | YieldPAF | YieldENROLL |
| Non-Prospects Non-Stealth | 44,629 | 0 | 44,629 | 5,603 | 2,402 | 684 | 597 | 39,026 | 1,718 | 12.6 % | 28.5 % | 24.9 % |
| Non-Prospects Stealth | 12,937 | 0 | 12,937 | 12,937 | 4,357 | 798 | 683 | 0 | 3,559 | 100.0 % | 18.3 % | 15.7 % |
| Prospects Stealth | 2,253 | 2,253 | 2,253 | 2,253 | 1,715 | 200 | 174 | 0 | 1,515 | 100.0 % | 11.7 % | 10.2 % |
| Prospects who Inquired After Purchase | 5,954 | 5,954 | 5,954 | 1,283 | 1,062 | 238 | 221 | 4,671 | 824 | 21.6 % | 22.4 % | 20.8 % |
| Prospects who Inquired Before Purchase | 2,882 | 2,882 | 2,882 | 610 | 521 | 159 | 140 | 2,272 | 362 | 21.2 % | 30.5 % | 26.9 % |
| Prospects who Inquired But No Inquiry Date | 3,588 | 3,588 | 3,588 | 0 | 0 | 0 | 0 | 3,588 | 0 | 0.0 % | 0.0 % | 0.0 % |
| Prospects who Never Inquired | 141,170 | 141,170 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.0 % | 0.0 % | 0.0 % |
| TOTAL | 213,413 | 155,847 | 72,243 | 22,686 | 10,057 | 2,079 | 1,815 | 49,557 | 7,978 | 31.4 % | 20.7 % | 18.1 % |

Source: EMA (Update: 10/02/2018)

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

Prospect and/or Inquiry Entry Mode

| Entry Mode | Prospect | Quality | Stealth | Notes |
|--|----------|---------|---------|----------------------------|
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| Prospects who Never Inquired | Yes | High | No | Missed Opportunities |

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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