A Success Story
from ACT

Data-Driven Recruiting Helps Forge Lifelong Student Relationships at Cal Poly

ACT® Educational Opportunity Service

FACT: College Recruiting Is Getting Harder

The National Student Clearinghouse Research Center reports a decrease in college enrollment rates in recent years. When you combine this with the fact that college dropout rates have increased, it creates a significant challenge for admissions teams.

FACT: Educational Opportunity Service (EOS) Can Help

You're probably familiar with the ACT® test—the college admissions and placement test taken by nearly 2 million high school graduates every year. Because of this, we are able to offer data-rich solutions to help you find the right students through EOS.

GREAT: But What Does the Real Impact Look Like?

With better data, you can identify, recruit, and retain students who are a better fit for your school. But what does this look like at the institutional level?

How does better data influence your admissions and enrollment decisions? To tell this story, let's take a trip to California.

One School's Success Story

Located in San Luis Obispo, California Polytechnic State University (Cal Poly) is the largest land-holding public university in California. Known for its "learn by doing" educational approach, Cal Poly is a leader in engineering and other STEM programs.

Like many colleges and universities, recruiting and retaining students is a challenge for Cal Poly, and California's intricate and evolving laws complicate this issue even further. To satisfy their own admissions standards and the state's requirements, Cal Poly must find diverse groups of academically qualified students interested in studying STEM.

"Changes in state law related to selection criteria directly impacted us and posed some unique challenges," said Jim Maraviglia, Cal Poly's associate vice provost for marketing and enrollment development.

Cal Poly needed an effective and efficient recruiting strategy that was aligned with their key performance indicators and that stressed both high quality and increased diversity among in-state and out-of-state applicants.

"It's not just about successful recruiting and retention. It's about successful graduates in successful careers 10 years out. We don't want that student relationship to end. We want them back on campus and involved for life. EOS provides us with a strategy for forming lifelong relationships with students, graduates, and alumni."

Jim Maraviglia
Associate Vice Provost for Marketing and Enrollment Development

A Smarter System for Recruiting, Retention, and Building Relationships

Using their key indicators of high test performance and diversity, Cal Poly applies EOS to identify and recruit prospective students.

"It's amazing what we've been able to accomplish," said Maraviglia. Since they started using EOS in 1995, all of Cal Poly's critical entrance measures have increased for both in-state and out-of-state students, including total number of enrollments, average ACT Composite score, and average high school GPA. EOS data helps Cal Poly build relationships with prospective applicants, allowing them to guide qualified students to specific majors.

"I've designed CRM (customer relationship management) systems before," said Maraviglia. "I can honestly say that I love the EOS tool set. Every admissions officer has access to the EOS account. It's great for young recruiting professionals to be able to learn to utilize real data early in their careers."

EOS is the engine that powers Cal Poly's targeted, data-driven marketing.

"We don't waste a penny," said Maraviglia. He also notes that the true impact of this data reaches beyond recruiting and retention. "EOS provides us with a strategy for forming lifelong relationships with students, graduates, and alumni. We can capitalize on this front-end data down the road. Every university can be doing this."

What Will Your Story Be?

Start your success story by scheduling a consultation with an EOS Success Specialist. Simply complete the form found at www.act.org/eos/contact.html.

Learn more at act.org/eos