A Success Story
from ACT

University of
Arkansas at
Little Rock Turns
Around Declining
Enrollment with
Data-Driven
Relationships

ACT® Educational
Opportunity Service

FACT: College Recruiting Is Getting Harder

The United States Census Bureau 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 Arkansas.

One School's Success Story

Stretching across 250 tree-covered acres in Little Rock's midtown area, the University of Arkansas at Little Rock (UALR) is a classic metropolitan public research university.

UALR offers students many innovative programs, including systems engineering, STEM, and nursing. The fast-paced city environment has provided the fully accredited four-year institution with both opportunities and challenges. While Little Rock and surrounding areas provide a steady stream of students, those numbers began to decline over the past decade.

"We relied too much on our metro location and didn't recruit as much as we might have," said Katie Young, director of admissions at UALR.

Faced with fading enrollment, UALR needed to look beyond Little Rock for new students and areas of growth. The school introduced a program waiving nonresident tuition for degree-seeking students in contiguous states such as Texas and Tennessee. Young and her team members then identified a need to target these potential students with the attractive tuition waiver.

"We just used our list for a big mailing before. We weren't targeting anyone. We were just throwing a whole bunch of stuff out there and seeing what stuck," said Young.

UALR needed to transform their mass-mailing program into a focused recruiting engine.

"The biggest lesson we've learned is that you have to do more than just dutifully send out postcards. You have to scrutinize the data and strategize and figure out how you can address each potential student as an individual."

Katie Young
Director of Admissions

How Data-Driven Relationships Can Stop Declining Enrollment

While UALR has used EOS for many years, what they've done with that same data over the past few years has been dramatically different.

Young and her team now use EOS data to target students in the Memphis and Dallas areas with a message about their tuition waiver. With a new customer relationship management system in place, they supplement EOS with new information from relationships they build through email and one-on-one student contact with recruiters. All of this allows them to further enhance their database as they move potential students through the funnel more efficiently.

"We put a lot of work into getting to know the prospect pool. In the past we didn't have the technology to parse through this data, and we went with a one-size-fits-all approach," said Young. "Now we sort by territory and recruiter visits. We have individual recruiters running their own campaigns on top of the global campaigns we're sending out."

This hard work has paid off. The new approach hasn't just stopped declining enrollment at UALR—enrollment numbers are now increasing for the first time in years. During the 2014–2015 school year, enrollment was up 8.9 percent. In the fall of 2015, this increase more than doubled to 18 percent when compared with the previous year.

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

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