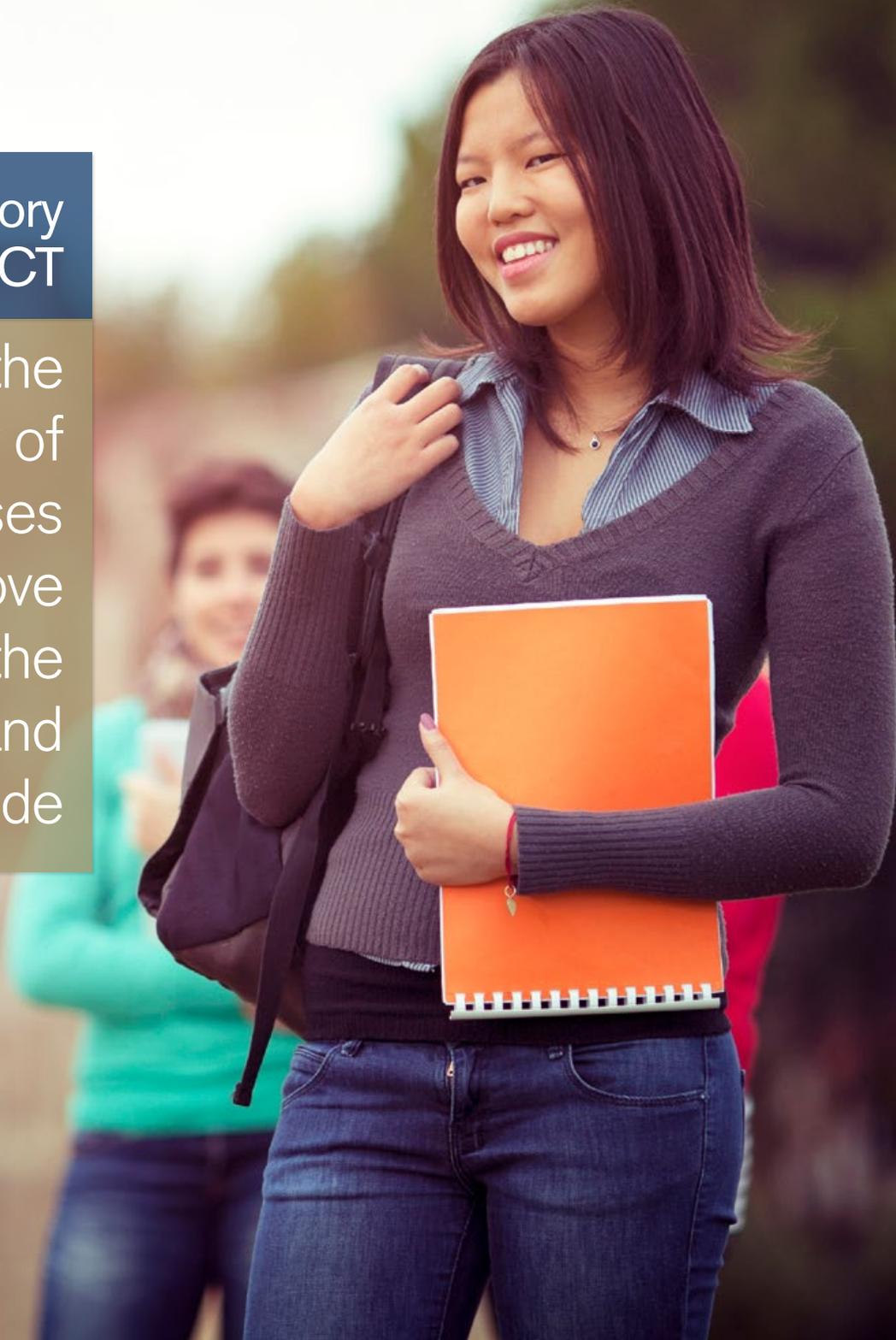


## A Success Story from ACT

How the  
University of  
Oklahoma Uses  
Data to Improve  
Recruiting at the  
College Level and  
Campus-wide



## **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 quality 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 Oklahoma.



## One School's Success Story

The University of Oklahoma is a proud school with a rich history. In fact, the university was founded 17 years before Oklahoma became a state. Located in Norman, Oklahoma, the school is ranked first among public universities in enrollment of National Merit Scholars and among the top 10 in the graduation of Rhodes Scholars. However, in these challenging times for higher education, even prominent schools face obstacles.

"A school the size of ours has multiple colleges on campus," said Brendan Klein, assistant director of strategic technologies for the University of Oklahoma Office of Admissions and Recruitment. When the provost asked the college deans on campus to get more involved in recruiting, Klein's office was overwhelmed with phone calls. While Klein's team had to focus on campus-wide recruiting efforts—and the critical university-wide goal of improving diversity—they also needed to direct the deans and provide guidance on individual colleges' recruiting programs.

To continue their tradition of academic excellence, the University of Oklahoma needed a targeted, scalable system for recruiting high-performing, diverse students.



"We want the best of the best—both in state and out of state. In a market where people are able to attend private colleges with more scholarships, the high-achieving students often end up there. Everyone wants a stronger class, a bigger class, and a more diverse class."

*Brendan Klein  
Assistant Director of Strategic  
Technologies for the Office of  
Admissions and Recruitment*

## A Scalable Solution for Targeted Recruiting

Through a pilot program with the College of Architecture, Klein and his team expanded the University of Oklahoma's longtime use of EOS data to include not only more names, but also more potential students. These potential students were identified by high scores on other predictability measures, such as the ACT EOS Mobility Index, which predicts how likely a student is to enroll out of state.

Using the data as a starting point, Klein's team developed an in-house predictive model to create an aggregate score for identifying in-state and out-of-state students who best fit the program's criteria. The data and predictive modeling are the foundation of a unified communications effort in which the University Admissions Office leads with targeted calls and emails, while the College of Architecture follows up with personal contact from recruiters and through events on campus.

After early successes in the College of Architecture, this strategy was scaled to other colleges at the University of Oklahoma.

"We're up in both prospects and applicants who are higher in performance and diversity. In one specific area of study, we've grown from 100 students to over 300," said Klein. "We find the data in EOS to be among the most accurate in making a predictive model that can help us drive decision making. We trust the data and so do our administrators."

While these metrics are promising, Klein also admits that the University of Oklahoma has just "scratched the surface" of what they can do with EOS. To stay ahead, recruiting will have to continue to be even more targeted and aligned at both the college and university level.

### 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](http://www.act.org/eos/contact.html).

Learn more at [act.org/eos](http://act.org/eos)

