

Eliminating the Surprises in Enrolment Management

Gary Fretwell
Senior Vice President

RUFFALOSM
NOEL LEVITZ

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Toronto, Canada

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The future is embedded
in the present.

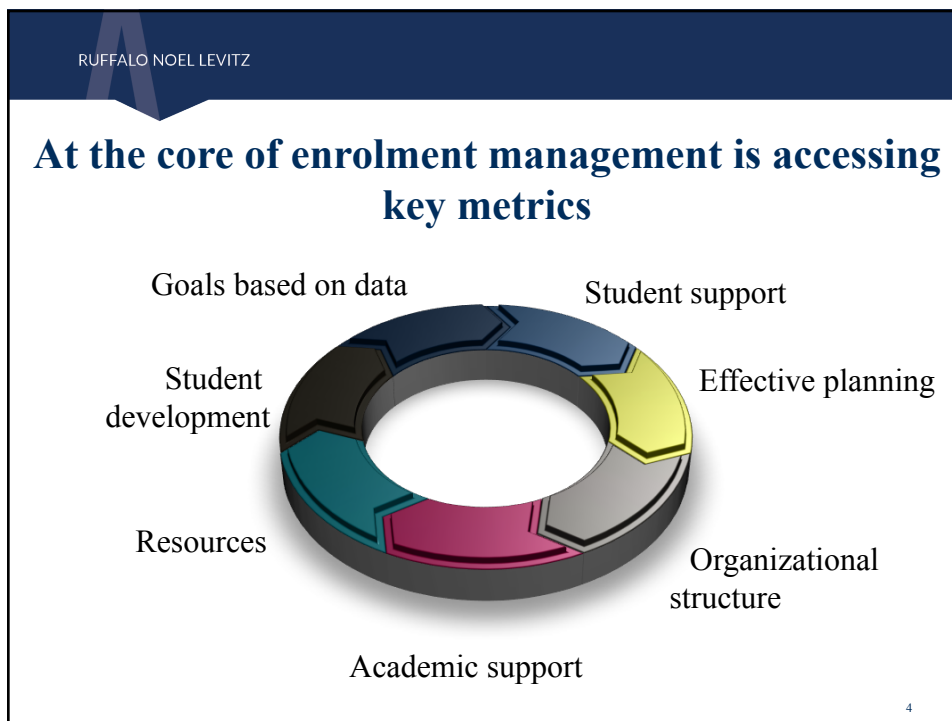
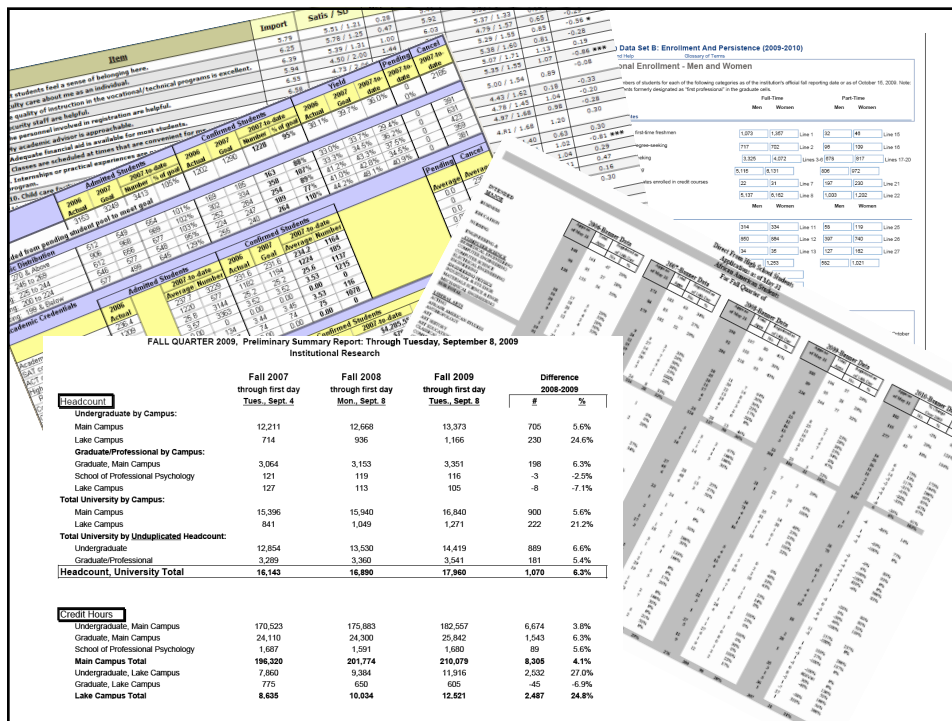
– John Naisbitt

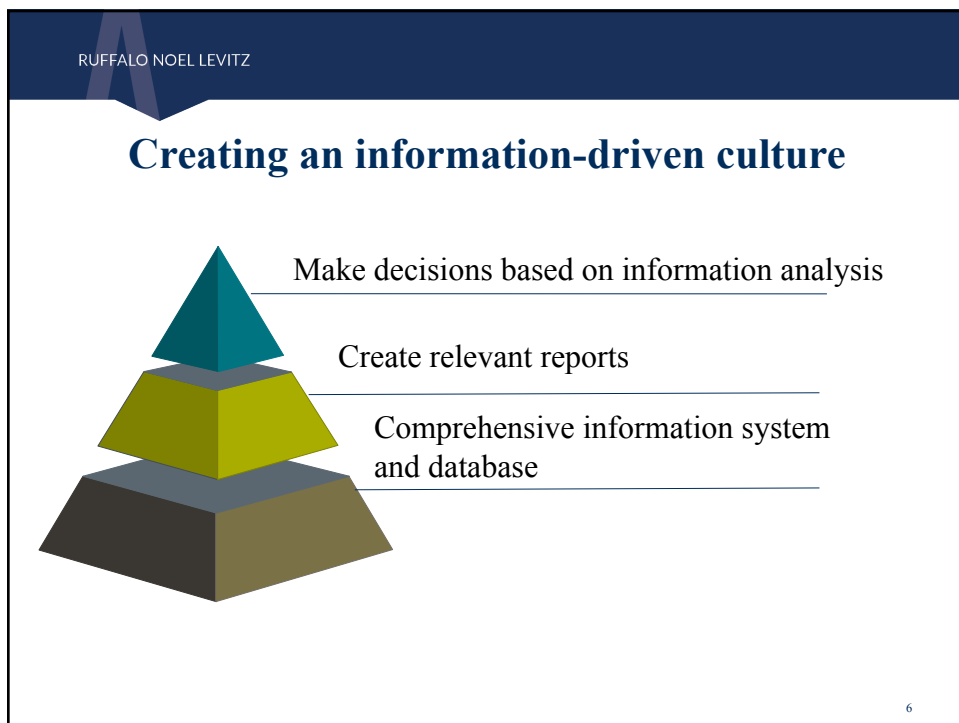
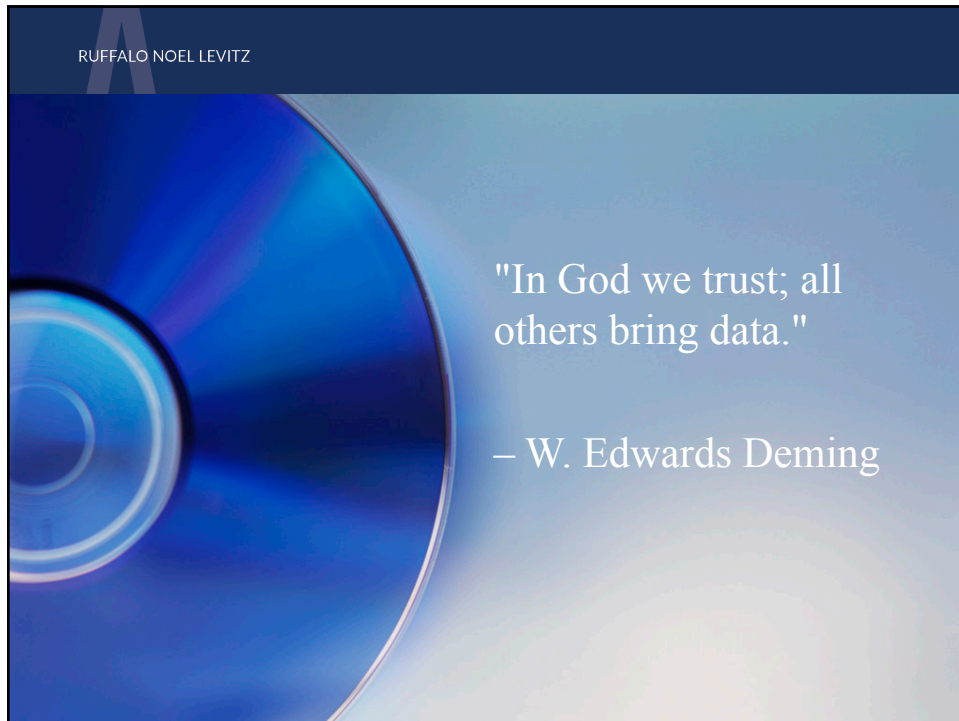


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Eliminating the Surprises in enrolment Management

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Metrics – the science of measuring!



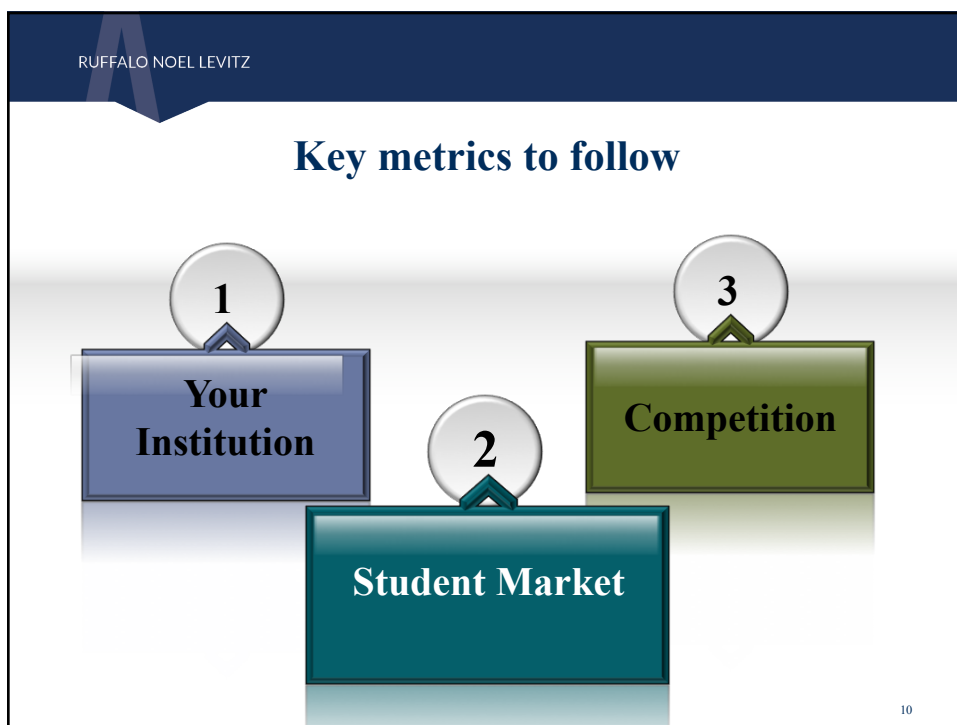
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Which metrics are important to monitor?

- 1 Key environmental metrics that effect your institution's enrolment results
- 2 The prospective student metrics are rapidly changing
- 3 What do we need to know to improve our students chances of success?

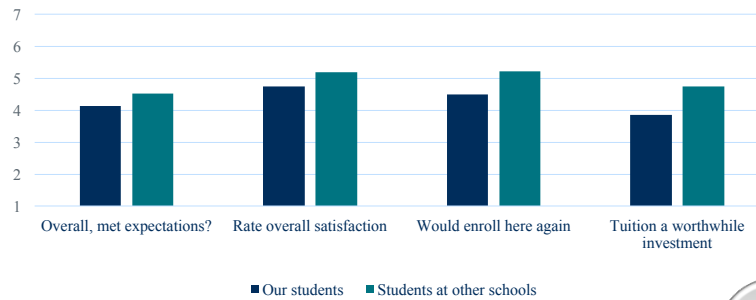
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Current student research reveals broad institutional issues...

Overall Satisfaction



1

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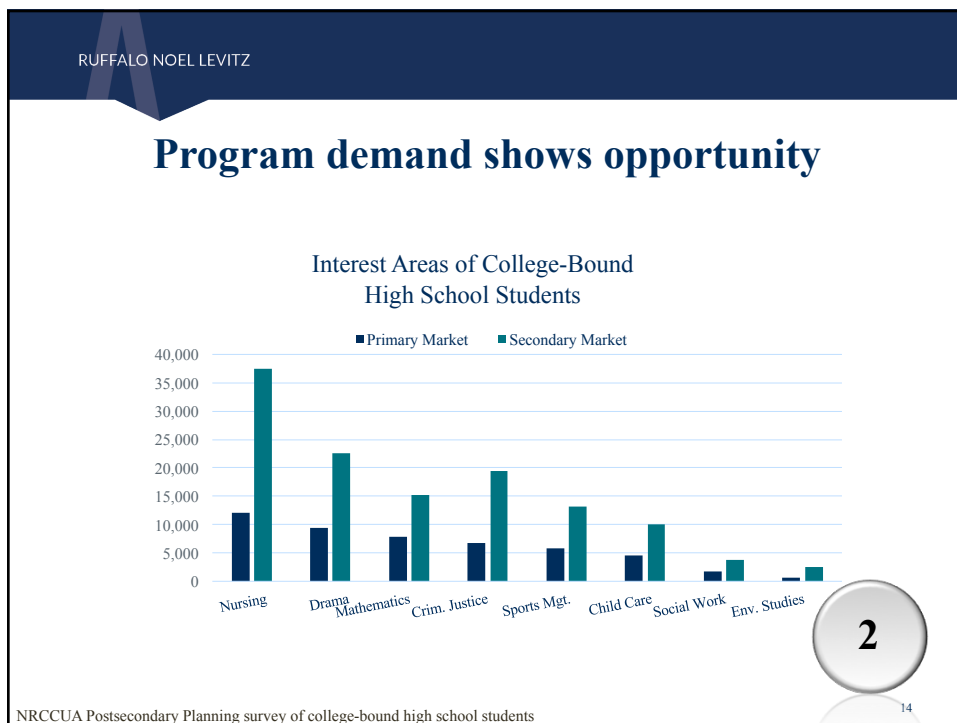
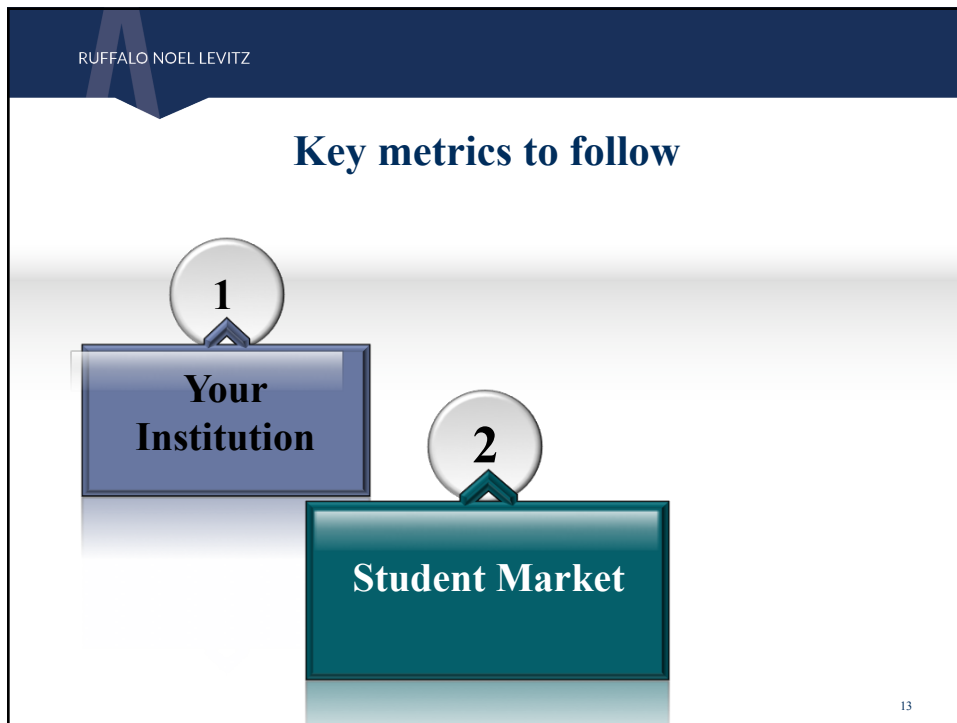
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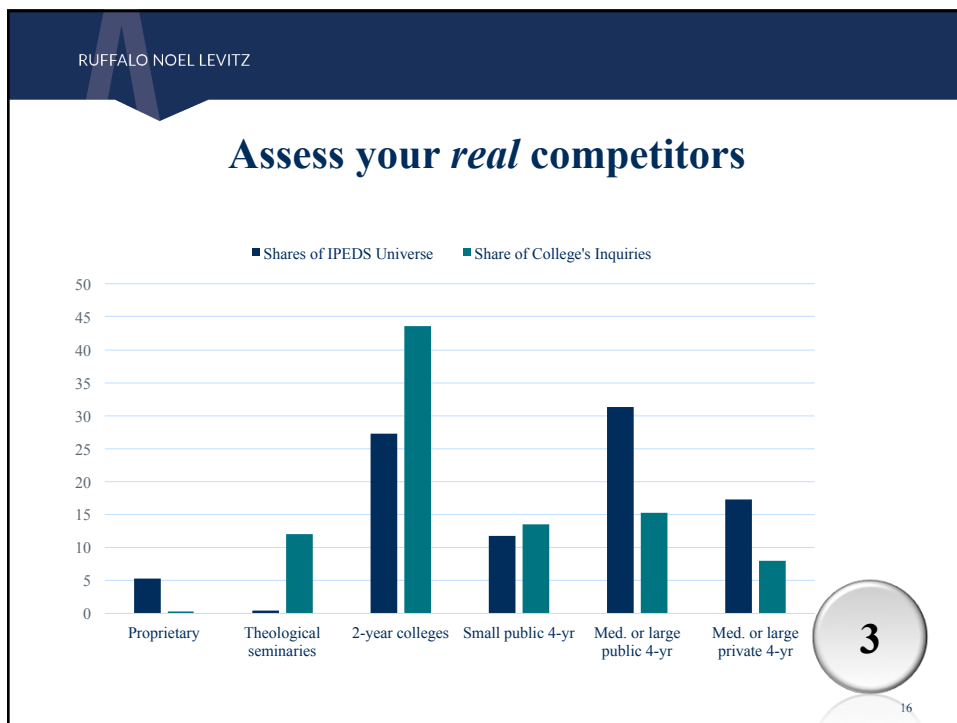
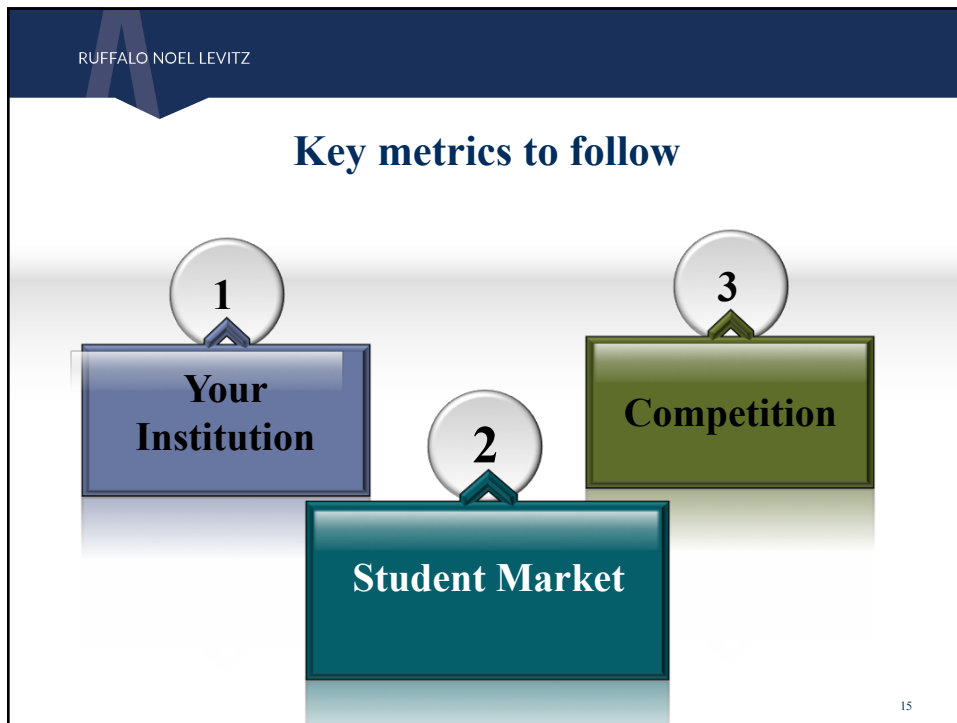
...and specific institutional challenges

Item	Import	Satis / SD	Gap
1. Most students feel a sense of belonging here.	5.79	5.51 / 1.21	0.28
2. Faculty care about me as an individual.	6.25	5.78 / 1.25	0.47
3. The quality of instruction in the vocational/technical programs is excellent.	6.39	5.39 / 1.31	1.00
4. Security staff are helpful.	5.94	4.50 / 2.00	1.44
5. The personnel involved in registration are helpful.	6.55	4.73 / 2.06	1.82
6. My academic advisor is approachable.	6.58	5.10 / 1.75	1.48
7. Adequate financial aid is available for most students.	6.73	5.26 / 1.63	1.47
8. Classes are scheduled at times that are convenient for me.	6.58	4.49 / 1.63	2.09
9. Internships or practical experiences are provided in my degree/certificate program.	6.27	4.92 / 1.75	1.35
10. Child care facilities are available on campus.	4.22	4.10 / 1.60	0.12
11. Security staff respond quickly in emergencies.	6.55	4.58 / 1.98	1.97
12. My academic advisor helps me set goals to work toward.	6.21	4.69 / 1.68	1.52
13. Financial aid awards are announced to students in time to be helpful in college planning.	6.64	5.11 / 1.52	1.53

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Understand your market share trends

Bachelor's Degrees Awarded in
Business Administration



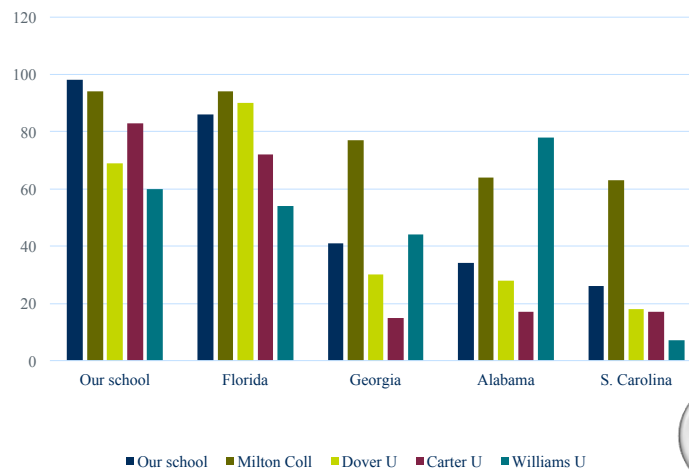
Source: National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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Awareness of your name vs. competition

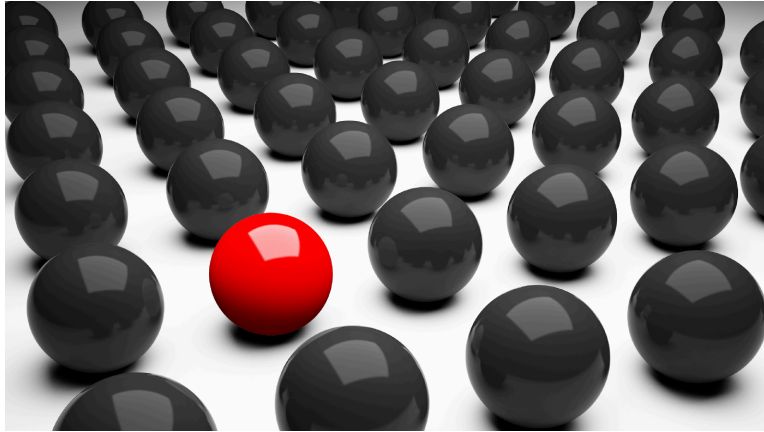


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Research to establish brand positioning

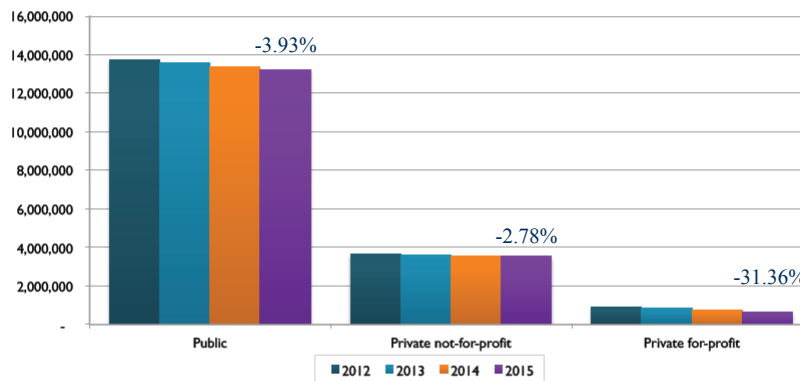


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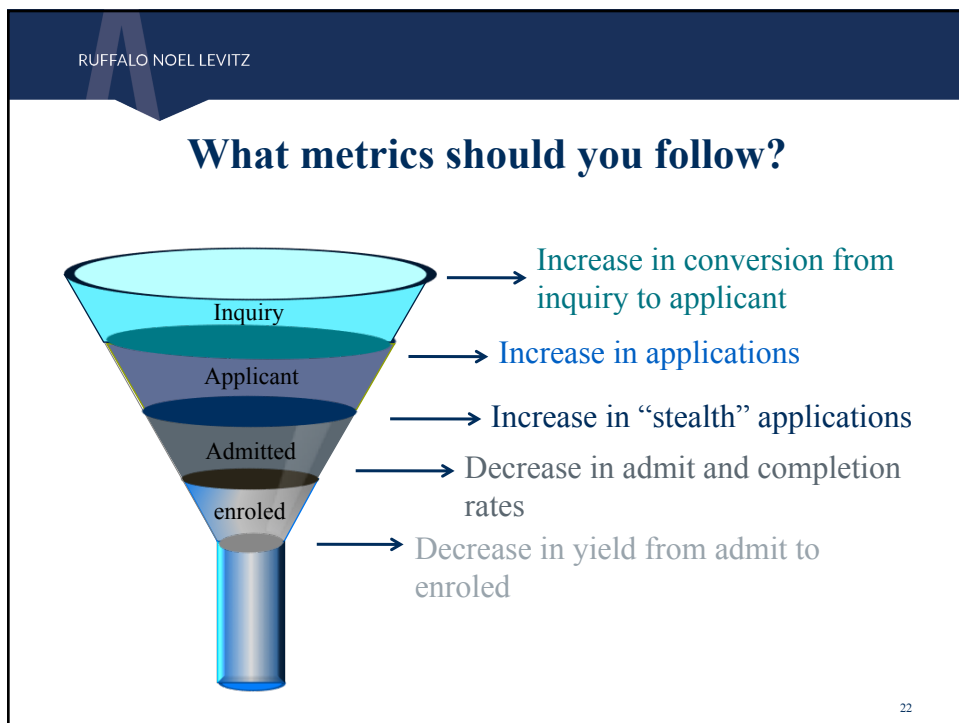
The growth in distance courses has resulted in far fewer students on campus

NUMBER OF STUDENTS STUDYING ON CAMPUS - 2012-2015



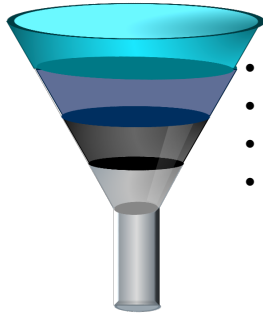
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93% of high school students will give you a valid e-mail address...but when?



- As an inquiry 26%
 - When a school asks 26%
 - After applying 44%
 - After accepted 3%
- } **Secret Shoppers**

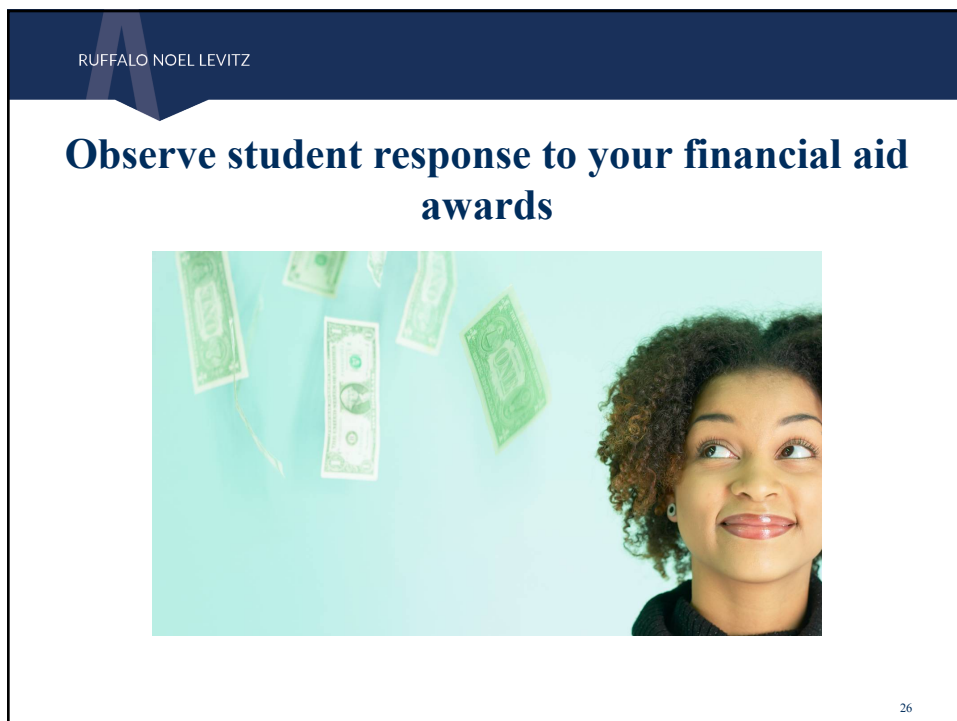
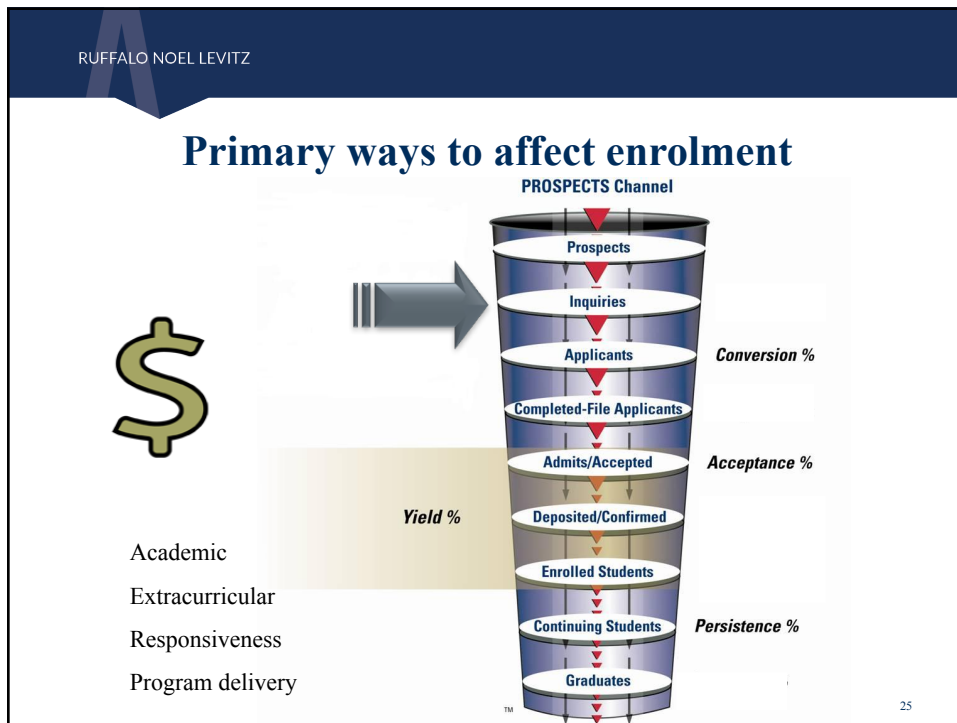
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The old funnel model does not monitor different funnels by application type, geography, application completion, etc.

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Key financial aid and scholarship metrics to monitor

- Number of students applying for aid
- Number of students with demonstrated need
- Number of students with need aided
- Percent of need met (determine gap)
- Percent of need met with gift aid and self-help
- Amount and percent of merit aid (and non-need aid)
- Amount of indebtedness at time of graduation

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Online data to monitor: Google Analytics

AdWords sent 6,470 visits via 4 campaigns

Site graph

Goal Conversion

Commerce

Other

Visits

Impressions

Clicks

Cost

CTR

CPC

RPC

ROI

Margin

6,470

1,305,625

25,016

\$10,011.48

1.92%

\$0.40

\$0.16

-61.09%

-157.02%

% of Site Total

% of Site Total

% of Site Total

% of Site Total

Site Avg

Site Avg

Site Avg

Site Avg

Site Avg

3.33%

100.00%

100.00%

100.00%

1.92%

\$0.40

\$0.16

-61.09%

-157.02%

Campaign

Visits

Impressions

Clicks

Cost

CTR

CPC

RPC

ROI

Margin

1. Google Store - English - Americas

6,384

1,302,147

8,902

\$3,106.73

0.71%

\$0.35

\$0.44

25.38%

20.24%

2. (not set)

75

0

0

\$0.00

0.00%

\$0.00

\$0.00

0.00%

0.00%

3. Newsletter Campaign

11

15,941

200

\$187.72

1.25%

\$0.94

\$0.00

100.00%

0.00%

4. Google Store - English - EU, APAC & ROW

0

1,184,437

15,914

\$6,717.03

1.34%

\$0.42

\$0.00

100.00%

0.00%

Find campaign

containing

Go

Go to

Show rows

10

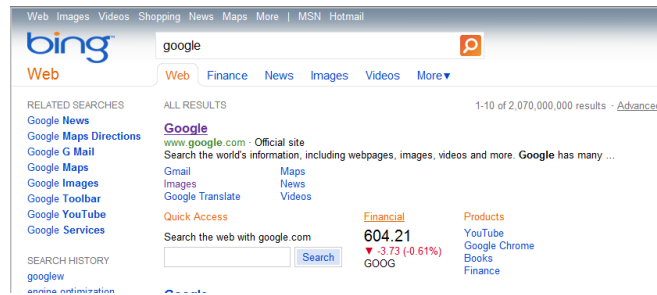
1 of 4 of 4

- Set up specific campaigns
- Review search engine optimization (SEO) for the whole site and specific recruitment and academic program pages

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From a SEO perspective, the best data to look at is:



- Search engine traffic overall
- The most popular keyword phrases used
- How many of the keyword phrases used were related to specific topics

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... A useful benchmark



The number of inquiry form submissions/per number of unique visitors to the admissions page

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Web analytics is most helpful when it's tied to an action

Keeping this in mind will help focus on what to look for.

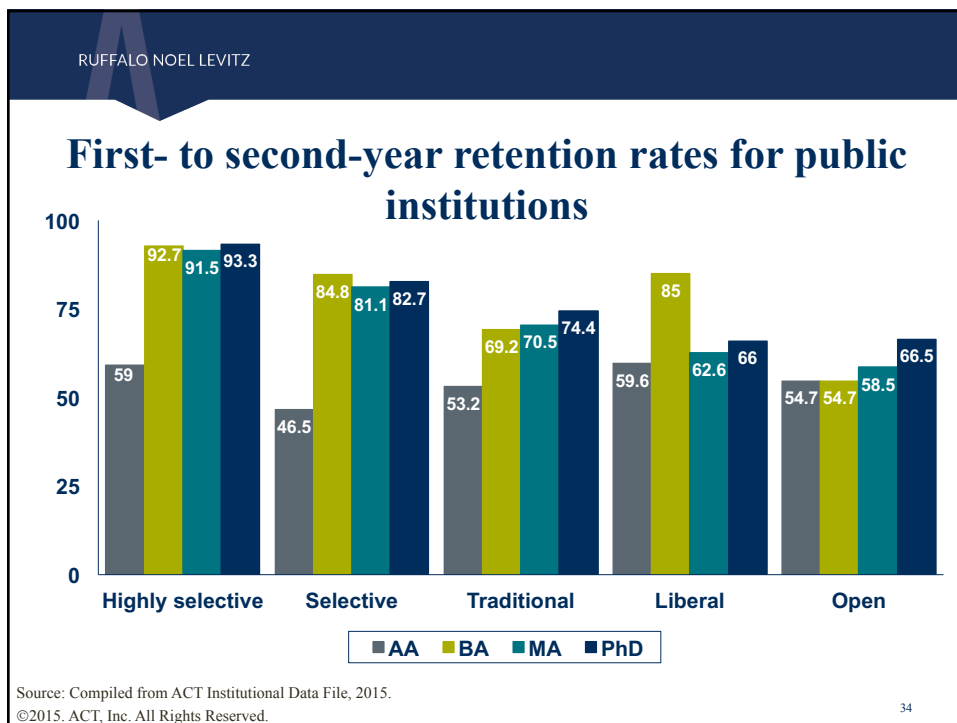


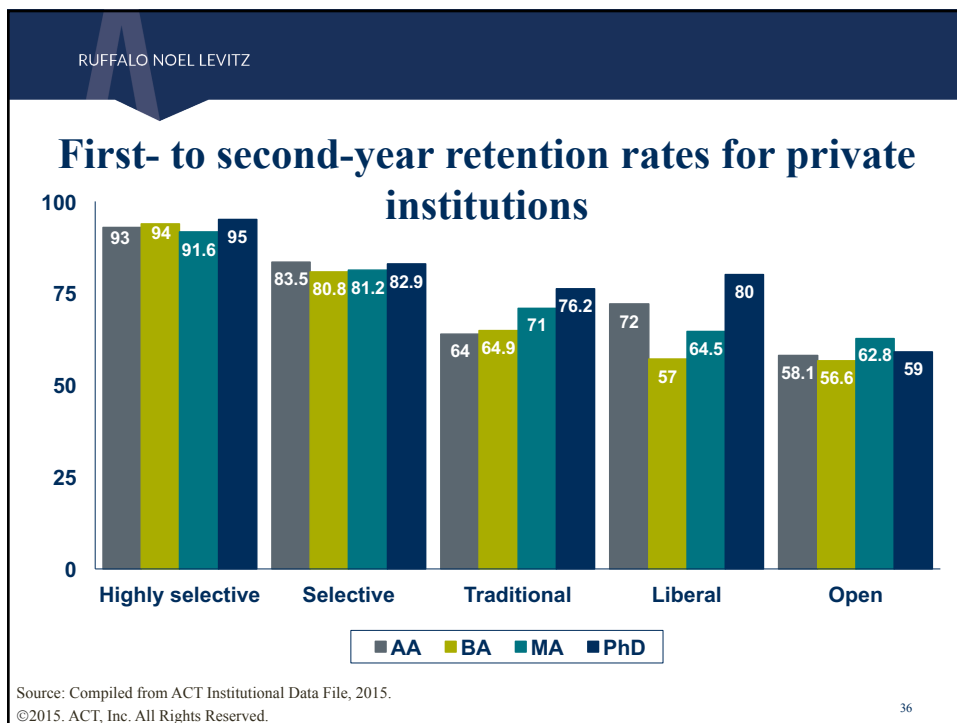
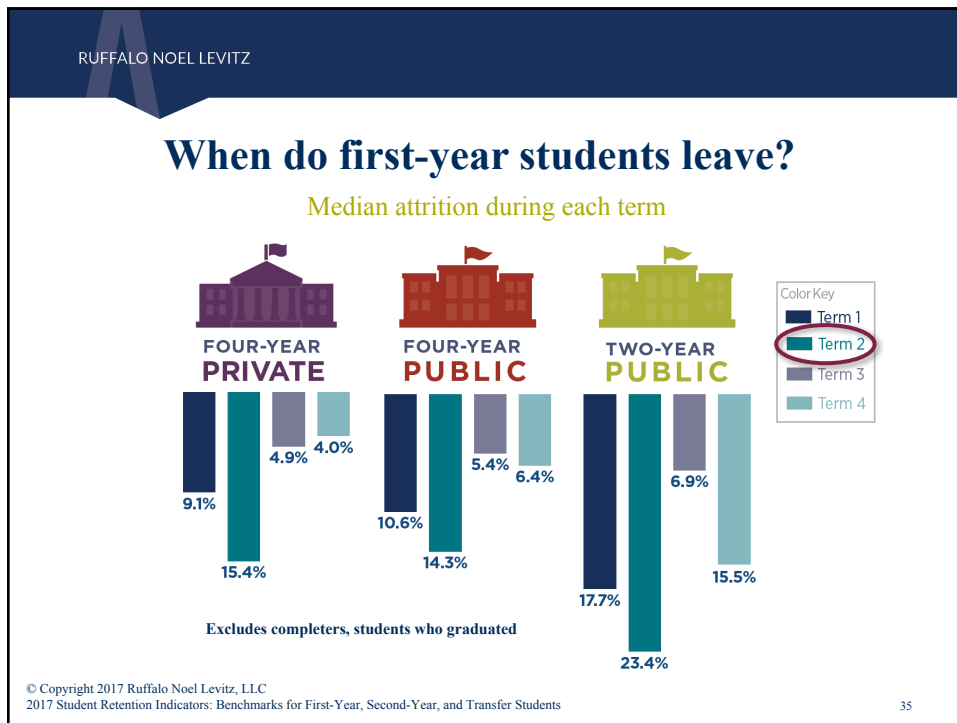
The key to all web analytics data is surrounding it with context and supporting actionable insights.

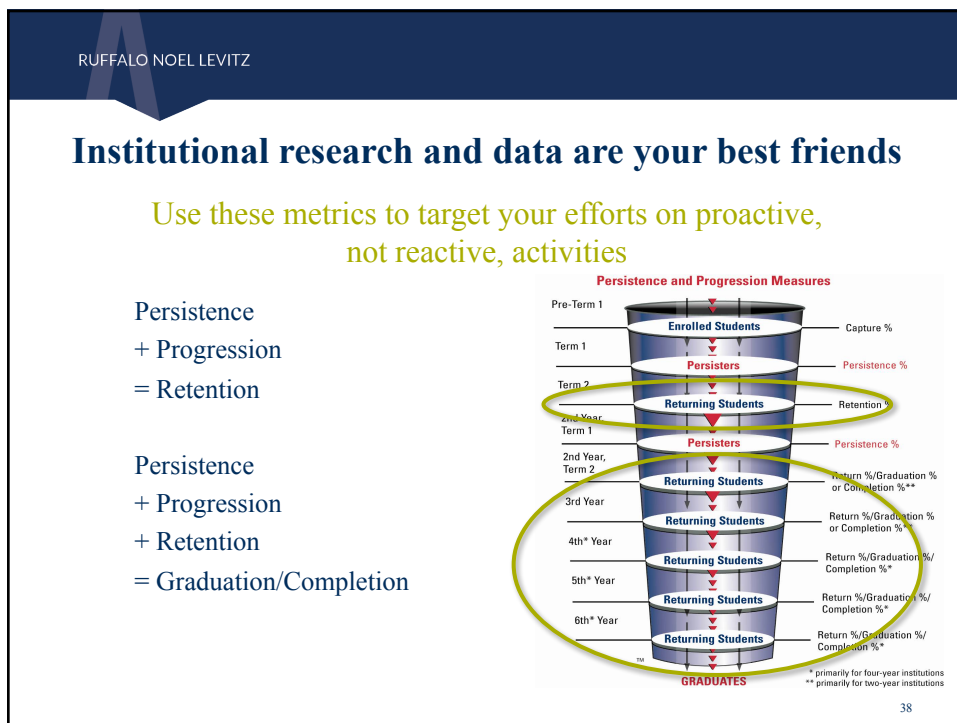
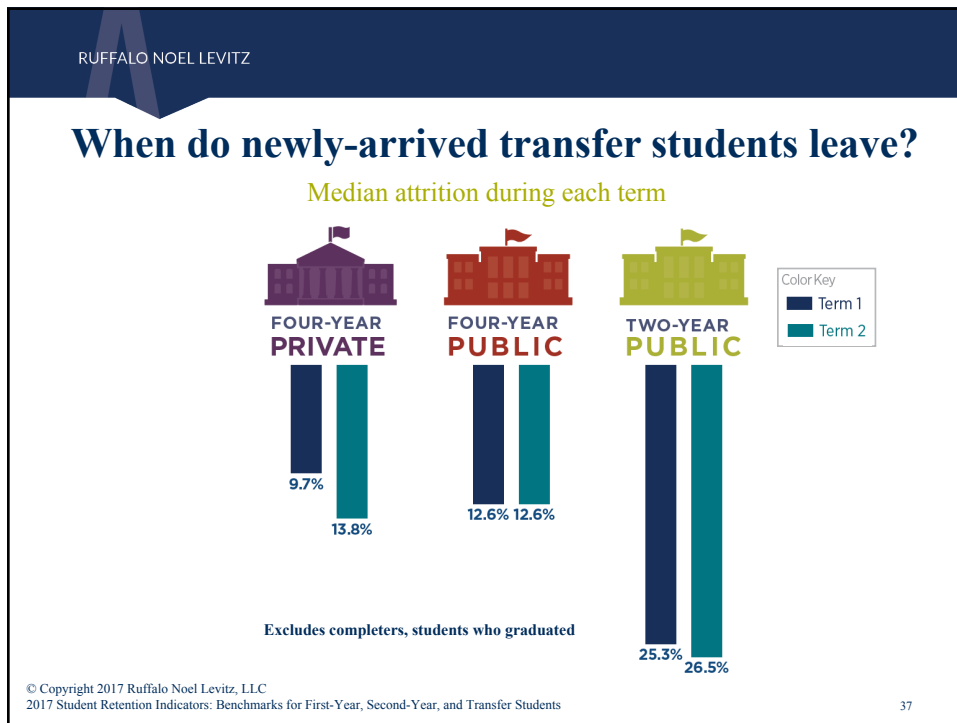
The most successful clients have implemented detailed tracking around communications and marketing strategies. For example, tying together e-mail messages to applications or campus visit registrations.

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3 Improve Students' Chances of Success





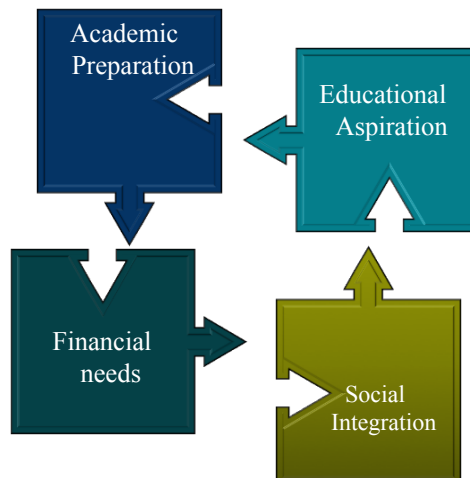


Retention outcomes can be measured locally and nationally

1. Internal measures that may not have national benchmarks
2. ACT benchmarks
3. Retention outcomes are multivariate: P,P,R,C/G – with swirl
4. Persistence and progression

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Four risk categories to monitor



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GARY FRETWELL
Senior Vice President
Enrollment Management

Gary.Fretwell@RuffaloNL.com
800.876.1117 | toll free
720.984.6464 | cell
303.714.5660 | office

RuffaloNL.com

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