

Enrollment Planning Service and Segment Analysis

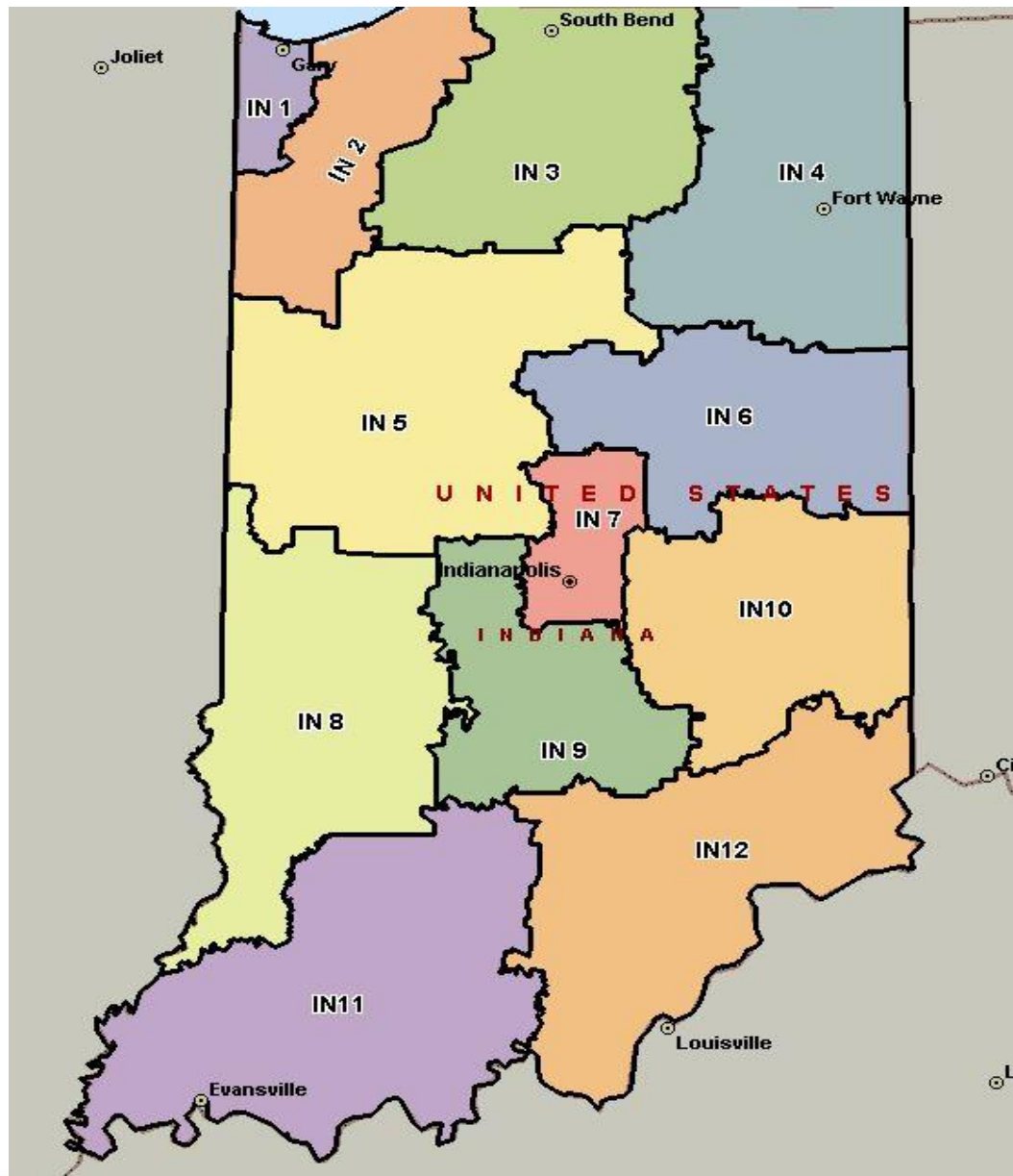
September 5, 2019

Enrollment Planning Service (EPS)

- Market Research and Visibility
- Competitor Analysis
- Plan recruitment activities in new and existing markets

Market Research and Visibility

- Insight on geomarkets
- Where do we have the most student interest/visibility?
- Which markets provide the most interest in specific academic programs?



Market Research and Visibility

- Executive Summary Reports
 - Data on SAT score senders
 - See what our score senders look like and where they are located
 - Identify our top geomarkets
- Basic Reports
 - Overview profile of states, geomarkets and high schools

Overview | North High School 2018

Address 15331 HIGHWAY 41 N EVANSVILLE, INDIANA, 47725 UNITED STATES	HS Code 150977	% Free & Reduced Lunch 31
Telephone 18124358283	Market IN11 Southwest Indiana	% of grads taking SAT 60
	HS Location Large City	12th Grad Enrollment 309
	HS Control Public	Total HS Enrollment 1,522

Demographics

	Volume		Average SAT Total Score	
	All SAT Takers	Your Score Senders	All SAT Takers	Your Score Senders
Total				
Volume	203	80	1088	1080
Sex				
Female	119	46	1063	1059
Male	84	34	1122	1109
Ethnicity/Race				
American Indian/Alaskan	3	2	--	--
Asian	10	4	1111	--
Black	17	7	994	--
Cuban	2	2	--	--
Hawaiian/Pacific Islander	1	1	--	--
Hispanic - Other	1	1	--	--
Mexican	3	2	--	--
Puerto Rican	0	0	n/a	n/a
White	180	68	1089	1075
Other	0	0	n/a	n/a
No Response	3	2	--	--
Mobility				
In-State	104	69	1106	1086
Out-of-State	43	11	1103	1043
Family Income				
< \$20,000	10	8	1083	--
\$20,000 - \$40,000	19	5	1003	--
\$40,001 - \$60,000	17	6	1054	--
\$60,001 - \$80,000	25	12	1119	1084
\$80,001 - \$100,000	20	9	1136	--
\$100,001 - \$140,000	35	16	1085	1090

Intended Major

	Volume		Average SAT Total Score	
	All SAT Takers	Your Score Senders	All SAT Takers	Your Score Senders
First Choice				
Agriculture	2	1	--	--
Architecture	2	0	--	n/a
Ethnic/Gender Study	0	0	n/a	n/a
Biological Science	15	7	1176	--
Business/Mgmt	27	10	1083	1112
Journalism/Comm	1	0	--	n/a
Computer/Info Sys	3	0	--	n/a
Construction	0	0	n/a	n/a
Education	12	5	945	--
Engineering	34	12	1117	1029
Engineering Tech	4	0	--	n/a
English Lang/Lit	0	0	n/a	n/a
Family / Consumer	2	1	--	--
Foreign Lang/Lit	1	1	--	--
Health Professions	47	19	1106	1130
History	0	0	n/a	n/a
Legal Professions	5	2	--	--
Liberal Arts	1	0	--	n/a
Library Science	0	0	n/a	n/a
Math/Statistics	0	0	n/a	n/a
Mechanic / Repair	0	0	n/a	n/a
Military Technologies	0	0	n/a	n/a
Interdisciplinary	0	0	n/a	n/a
Conservation	0	0	n/a	n/a
Recreation Studies	0	0	n/a	n/a
Culinary Services	0	0	n/a	n/a
Religion/Philo	0	0	n/a	n/a
Physical Sciences	2	0	--	n/a
Precision Prod	0	0	n/a	n/a
Psychology	7	1	--	--



Market Research and Visibility

- Interactive Reports
 - 3 year trends on SAT score senders from specific geomarkets
 - View geomarket data of students with a particular academic interest and SAT score (total and/or sub score) and create dashboards

Competitor Analysis

- Top of mind consideration: what other colleges are receiving the same test scores
- Competitor SAT volume and overlap by top geomarkets, majors, etc

IN 11 Southwest Indiana

TOP COMPETITOR OVERLAP

RANK		TOTAL VOLUME	OVERLAP VOLUME	OVERLAP MEAN TOTAL SCORE
	University of Southern Indiana	1,283	—	—
01	Indiana University Bloomington	1,124	508	1120
02	University of Evansville	635	368	1108
03	Ball State University	578	267	1099
04	Indiana State University	464	253	1049
05	Indiana University-Purdue University Indianapolis	509	244	1112
06	Purdue University	621	233	1165
07	Vincennes University	331	178	1013
08	Western Kentucky University	279	152	1062
09	Ivy Tech Community College: Southwest	225	135	996
10	Murray State University	186	95	1095

Segment Analysis Service (SAS)

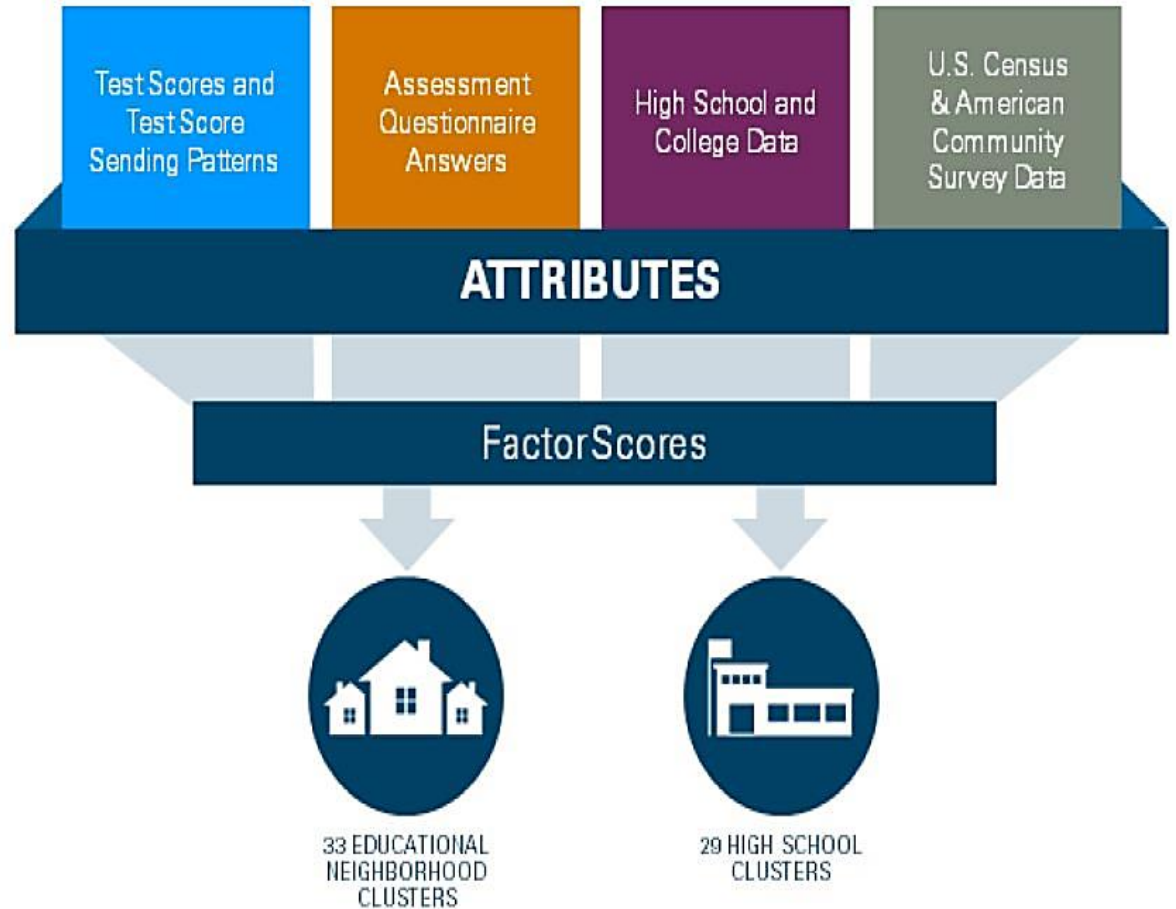
- Service used to describe the college choice behavior of high school students based on:
 - Where they live
 - Where they go to high school

Geodemography

Process of analyzing geographic survey data to profile economic and demographic characteristics within a specific location.

Segment Analysis Service is educationally relevant

Educationally relevant geodemography



Top 5 Educational Neighborhoods

Top Five Neighborhood Clusters

Cluster	Applicant	Admit		Enroll	
	N	%	N	%	N
66	1,126	88%	993	40%	402
83	1,031	88%	911	41%	370
63	374	91%	339	47%	158
51	430	91%	393	36%	143
77	274	92%	251	53%	132

*Fall 2018 data

Top 5 Educational Neighborhoods

- 66** Older, middle-class, blue-collar families with some college
- 83** Traditional blue-collar workers with some college experience
- 63** Middle-class suburban professional neighborhoods with traditional values
- 51** Professionals with graduate degrees and moderate-to-high income
- 77** Small town, middle-class, blue-collar homeowners with some college experience

Top 5 High School Clusters

Top Five High School Clusters

Cluster	Applicant	Admit		Enroll	
	N	%	N	%	N
59	1,731	87%	1,514	40%	601
65	1,608	86%	1,384	40%	555
68	274	95%	260	46%	119
79	378	90%	340	32%	110
75	133	93%	124	40%	49

Top 5 HS Cluster Descriptions

- 59** Public schools in suburban settings primarily serving white, blue-collar populations
- 65** Public schools in suburban settings serving affluent, racially diverse populations
- 68** Religious schools primarily serving Catholic populations
- 75** Public schools in rural settings primarily serving middle-class populations with traditional values
- 79** Public schools primarily serving highly educated, middle-class populations

Top 10 EN and HS Cluster Combo

Top Ten Cluster Combination

Cluster		Applicant	Admit		Enroll	
NH	HS	N	%	N	%	N
66	59	919	89%	814	40%	325
83	59	563	88%	497	39%	192
83	65	355	89%	316	42%	134
51	65	346	91%	316	38%	120
63	65	229	90%	206	45%	92
66	65	123	86%	106	47%	50
59	79	154	90%	138	34%	47
77	59	85	94%	80	59%	47
77	65	74	86%	64	59%	38
63	68	56	100%	56	61%	34

Key EN and HS Cluster Factors

- Traditional middle class working families
- Low diversity
- Financial Aid is very important
- Higher likelihood to stay in state and/or closer to home

Outcomes

- Regularly append cluster data
- Segmented communication plans
- Territory Management
- Strengthen academic affairs collaboration with strategic recruitment initiatives

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