



# DATA DRIVEN ENROLLMENT MANAGEMENT

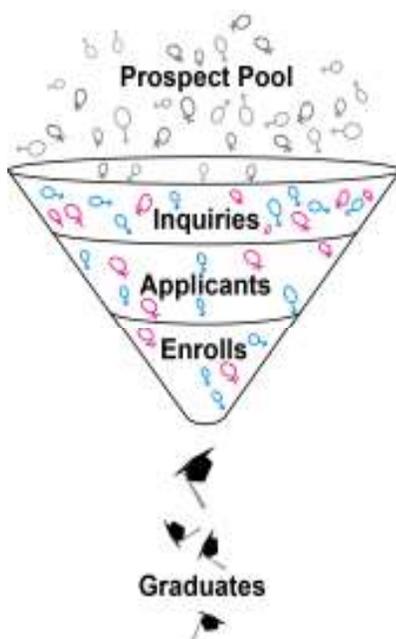
The competing environment within higher education requires universities to effectively target and yield ‘best fit’ students while efficiently managing both the human and financial resources to do so. A data driven approach to enrollment management can help a university do this by considering a more detailed and informative view of the students throughout the entire enrollment funnel and beyond. In such an environment institutions can approach tasks such as prospecting, inquiry prioritization, financial aid leveraging and student retention using data driven procedures. JumpStart proudly offers a variety of enrollment management services incorporating data driven techniques aimed at reducing those uncertainties and inefficiencies in the admissions process, resulting in more focused marketing efforts and better utilization of university financial resources.

## Data Strategy Assessment

**Goal:** Evaluate Data and Resource Requirements.

Data Integrity is a term used to describe the completeness of your data. Simply put, it is the assurance that data are consistent, correct, and appropriate for its intended use. While an institution’s data may carry a level of integrity sufficient to manage the enrollment funnel, it may not carry the level of integrity required to support the analytic techniques that can provide useful intelligence towards better management of that funnel.

A data assessment can help improve upon the accuracy and integrity of the data delivered to your decision makers through prioritized recommendations concerning data driven technology for decision support, data collection, data cleansing, data integration, data enhancement, and historical data tracking and maintenance.



## Analytic Cohort Profiling

**Goal:** Identify New Markets & Geo-Demographic Opportunity.

To begin understanding the demographic and geographic markets that should be the focus of your recruiting efforts, you should first understand, in detail, the various academic, geographic, and demographic qualities that make up the inquiry pool and enrollment classes at your institution. By understanding these qualities you can more intelligently choose areas to focus efforts and more effectively purchase responsive marketing lists.

## List Search & Testing Service

**Goal:** Shape Enrollment & Improve Inquiry Conversion Rates.

List testing is a basic direct mail practice that can and should be utilized with all direct contact channels within your institutions marketing strategy. A properly organized list test will provide priceless information leading to the continued improvement of subsequent campaigns by identifying the most responsive target markets, creative designs, or most effective offers.

## Inquiry/Application Modeling

**Goal:** Improve Applicant Conversion Rates & Enrollment Yields.

Predictive modeling is an advanced statistical approach that can be used to gain insight into future behavior. While such models can be applied to any and all stages of the admissions funnel, probably the most common model is one that predicts an inquiries propensity to apply at the institution or, alternatively, an applicant’s propensity to enroll at the institution. The realization of this knowledge can be used to create a more cost effective marketing budget by reducing the marketing cost associated with courting unlikely enrolls. Additionally, it will allow marketing efforts to focus on the high yielding prospects leading to higher enrollment rates.



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## Econometric Modeling

**Goal:** Effectively Use Financial Aid Packaging.

When considering the fact that there are more individuals now applying for federal aid dollars, making less aid available to individual students, institutions are looking to data driven techniques to develop packaging strategies that attract students while optimizing institutional resources and objectives. Econometric modeling can be used to support your financial aid strategy by providing you information about the characteristics that influence your applicant’s enrollment behavior. It also allows you to assess the impact that additional institutional aid will have on each applicant’s enrollment behavior and it can assist your institution in optimizing their overall financial aid strategy to maximize head count, minimize institutional aid dollars, and/or maximize net tuition revenue.

Key Benefits
✓ Data Driven Decision Making
✓ Shaped Enrollment Mix
✓ Focused Marketing Efforts
✓ Increased Enrollment Yields
✓ Prioritized Recruiting
✓ Reduced Marketing Cost
✓ Higher Retention Rates

## Retention Modeling

**Goal:** Increase Retention Rates.

Another key application of predictive modeling in data driven enrollment management is retention modeling. While inquiry modeling measures the likelihood of an inquiry to apply and enroll, the retention model can be used to measure an enrolled student’s likelihood to persist. A model of this type can also provide critical insight into the characteristics that describe attrition. An awareness of this critical information concerning your enrolled students will allow your institution to be proactive in your efforts to enhance the involvement and institutional fit for students at risk of dropping out.

## The JumpStart Advantage...

Our team of experts will work directly with you and your staff to define a solution that will best meet your needs. JumpStart is dedicated to providing ongoing support and promptly addressing all your concerns!



We take great pride in offering comprehensive custom solutions to meet your enrollment objectives. We believe your organization benefits most when a *joint* partnership exists. Our expertise in database marketing and statistical analysis, coupled with your expertise in enrollment management, provides a strong foundation for a productive partnership. I hope you find this information helpful in assessing your current enrollment needs. Don’t hesitate to contact us to discuss how JumpStart can assist you in achieving your institutional goals!

♦ **Data Driven Approach** – Our expertise in mining data to acquire and retain students in the most efficient and least costly way provides you with the assurance that your resources are best utilized.

♦ **Customized Approach** – Our goal is to provide your organization with a solution that fits your specific needs. If your organization has a unique situation that requires a custom solution, we will work with you to meet that specific need. We strive to provide custom solutions that can be seamlessly incorporated within your current infrastructure.

For more information about our data driven services and predictive modeling tools contact Bryan at [bbell@jspoa.com](mailto:bbell@jspoa.com) or 317.777.1997.

