

How Texas Tech Leverages EPS for More Strategic Outreach



TEXAS TECH
UNIVERSITY

ttu.edu

LOCATION: Lubbock, TX

2022 ENROLLMENT: 40,600

INSTITUTION TYPE: Public flagship

ABOUT ENROLLMENT PLANNING SERVICE™(EPS)

EPS is an analysis and reporting service that locates students who meet admission criteria and are likely to succeed at a particular institution. It also informs more strategic recruitment activities based on a wide range of criteria including geography, demographics, academic preparation, and educational aspirations.

ABOUT JASON HALE



Jason Hale serves
as the Assistant
Vice President
for Enrollment

Management and Executive Director of Undergraduate Admissions at Texas Tech University. He began his career in enrollment management twenty years ago as an admissions counselor and has gone on to serve in many state and national organizations related to admissions and recruitment.

Q&A WITH JASON HALE ON EPS AT TEXAS TECH

Q: What are some of the enrollment goals you are using EPS to support?

A: At Texas Tech, we utilize the rich data available in EPS for many of our strategic goals, primarily around our recruitment strategies. From prioritizing admission counselor territories, determining new markets, informing individual high school strategies, as well as overall market analysis, **EPS provides a one stop shop for much of the data used with our recruitment teams.** Our recruitment management team supports each admission counselor with this data as we prioritize school visits or plan travel to new territories. By utilizing the data in EPS, our teams have become territory experts and have impactful conversations with high school counselors, teachers, prospective students and even alumni in the recruitment process.

Q: How are you using EPS insights to design your enrollment strategy?

A: Changes in student demographics as well as student behavior greatly impact our enrollment strategy. No longer can I repeat what has always been done and expect to maintain market share. By utilizing EPS data, I have been able to refine my student search strategies. **Understanding the changes in testing patterns, AP participation, degree demand, and score sending overlap with other schools, allows me to be more strategic in our outreach** and how we shape our class through Search. Utilizing features in EPS like High School Projections or data found in the Executive Summary Reports enables me as an enrollment leader to work closely with our marketing teams to customize and segment our messaging based on factors like student demographics, test score sender volume by state, or to quickly see what our top feeder schools are and how those have changed over time. These tools are also useful as I work with administration to inform decisions related to enrollment.

Q: How do you empower your team to use EPS?

A: My philosophy is to put these tools in their hands. Creating a data driven culture is critical in employee development. The more engaged and informed our staff become, the better they are at their role in assisting students. **When an admissions counselor can visit a school and have up-to-date data about the student enrollment and make up, it enables them to truly become territory managers.** I have found that the more engaged our staff are in the data, the greater likelihood of staff retention. Ultimately this leads to providing excellent service to our prospective students, greatly impacting our enrollment outcomes.

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