Enrollment Solutions for Regional Public Universities

April 11, 2018
Most public university admissions directors – 84 percent – say they were very or moderately concerned about reaching their institution’s enrollment goals in 2017.

63 percent of admissions directors say their institution has sought more out-of-state students, including roughly 9 in 10 of those at public four-year institutions.
Volumes on February 12, 2018; includes 2018, 2019, and 2020 graduates

State        Aug 2014    Aug 2017
Michigan     50,286      189,687
Illinois     77,852      196,581
Colorado     37,797      80,501
Data Load Schedule

With the addition of state-contracted school day administrations we now have 15 distinct data loads scheduled

More Junior opportunities with April School day & May SAT data loads

<table>
<thead>
<tr>
<th>College Board Assessment</th>
<th>Testing Date</th>
<th>Data Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>August SAT &amp; SAT Subject</td>
<td>August 26, 2017</td>
<td>September 25, 2017</td>
</tr>
<tr>
<td>October SAT &amp; SAT Subject</td>
<td>October 7, 2017</td>
<td>November 6, 2017</td>
</tr>
<tr>
<td>October SAT School Day</td>
<td>October 11, 2017</td>
<td>November 13, 2017</td>
</tr>
<tr>
<td>November SAT &amp; SAT Subject</td>
<td>November 4, 2017</td>
<td>December 4, 2017</td>
</tr>
<tr>
<td>December SAT &amp; SAT Subject</td>
<td>December 2, 2017</td>
<td>January 8, 2018</td>
</tr>
<tr>
<td>*PSAT/NMSQT &amp; Fall PSAT 10</td>
<td>October 11, 14 &amp; 25, 2017</td>
<td>January 8, 2018</td>
</tr>
<tr>
<td>*March SAT</td>
<td>March 10, 2018</td>
<td>April 9, 2018</td>
</tr>
<tr>
<td>March SAT School Day 1&lt;sup&gt;st&lt;/sup&gt; Admin</td>
<td>March 7, 2018</td>
<td>April 9, 2018</td>
</tr>
<tr>
<td>March SAT School Day 2&lt;sup&gt;nd&lt;/sup&gt; Admin</td>
<td>March 21, 2018</td>
<td>April 23, 2018</td>
</tr>
<tr>
<td>April SAT School Day 1&lt;sup&gt;st&lt;/sup&gt; Admin</td>
<td>April 10, 2018</td>
<td>May 14, 2018</td>
</tr>
<tr>
<td>April SAT School Day 2&lt;sup&gt;nd&lt;/sup&gt; Admin</td>
<td>April 24, 2018</td>
<td>May 29, 2018</td>
</tr>
<tr>
<td>*May SAT &amp; SAT Subject</td>
<td>May 5, 2018</td>
<td>June 4, 2018</td>
</tr>
<tr>
<td>*Spring PSAT 10</td>
<td>February 26 - April 27, 2018</td>
<td>June 25, 2018</td>
</tr>
<tr>
<td>June SAT &amp; SAT Subject</td>
<td>June 2, 2018</td>
<td>July 23, 2018</td>
</tr>
<tr>
<td>*AP</td>
<td>May 7-18, 2018</td>
<td>July 30, 2018</td>
</tr>
</tbody>
</table>

*Most impactful data loads
March SAT & School Day SAT Data

- Top 6 States
  - FL 100,460
  - TX 88,439
  - CA 61,415
  - PA 29,037
  - GA 28,251
  - NY 25,720
- International 41,972

- 533,873 Students loaded into Search
- 82.4% of students were Juniors (2019 cohort), 15% of students were Seniors (2018 cohort).
- 15,317 students are Seniors (2018 cohort) who have not been available in Search previously.
- 41,772 students loaded are first time, new to Search
Solution 1
Saturate your primary market early and often
Primary Market Saturation

Meeting Enrollment Manager’s 2018 Needs

- Make Sure You Are Not Leaving Any Students On the Table
  - Open Search and Copy a “Primary Market” Search
  - Hit “Calculate”
  - Many of you will be surprised with the number of new students you will find

- Sweeping Up
  - Standing Orders
  - Quarterly Sweeps
SAT Score Improvements and Official SAT® Practice

The argument for “Sweeping up”

Number of points gained from PSAT/NMSQT® to SAT correlated to hours spent practicing

Based on 250,000 students from the Class of 2017

Practice advanced students regardless of gender, race, income, and high school GPA
Solution 2
Use Search to support your mission of enrolling local underserved students
Low SES is a great tool to identify underserved students in your primary market.
Solution 3
Strategically develop the right new markets with Segment Analysis Service™
Segment Analysis Service

The College Board Search suite includes Student Search Service®, Enrollment Planning Service™ and Segment Analysis Service™

- Segment Analysis is a data enhancement service describing the college choice behavior of students by (a) where they live and (b) go to high school.

Neighborhood Cluster

Highly educated, moderately affluent professionals whose children have high educational aspirations

<table>
<thead>
<tr>
<th>Diversity</th>
<th>Low</th>
</tr>
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<tbody>
<tr>
<td>Income</td>
<td>Moderate to high</td>
</tr>
<tr>
<td>Notable Factor</td>
<td>Students excel academically and seek selective colleges and financial aid.</td>
</tr>
</tbody>
</table>

Legend

- White: 1
- Light Yellow: 2-4
- Dk Yellow: 5-10
- Orange: 11-20
- Red: 21-50
- Pink: 51-100
- Brown: 101-200
- Blue: 201-500
- Dark Blue: 501-1,000
- Purple: 1,001-2,500
- Light Blue: 2,501-5,000
- Medium Blue: 5,001-10,000
- Dark Blue: 10,001-20,000
- Black: 20,001-50,000
- Grey: 50,001-100,000
Segment Analysis Service

The College Board Search suite includes Student Search Service®, Enrollment Planning Service™ and Segment Analysis Service™.

- **Know** more about students
- **Plan** outreach, target precisely
- **Enable** more sophisticated analysis

### Neighborhood Cluster
Highly educated, moderately affluent professionals whose children have high educational aspirations

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#### Dominant Cluster Factors
- Highest Ability
- Mobile
- Apply to the Most Prestigious Colleges
- Low Need but Influenced by Merit Aid

This is a neighborhood of modestly affluent and highly educated professionals, where most families own relatively expensive homes. Almost all parents have some college experience, with a majority holding graduate degrees. Students most likely attend public schools and consistently excel academically. They take full advantage of AP and honors course work, score at or near the top on standardized tests, and have exceedingly high educational goals. They are highly mobile and submit a reasonable number of applications to selective private institutions across the country. Most will seek financial assistance.

<table>
<thead>
<tr>
<th>Number of Neighborhoods</th>
<th>1,243</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of All Neighborhoods</td>
<td>2.80%</td>
</tr>
<tr>
<td>% 18–21-Year-Olds</td>
<td>3.60%</td>
</tr>
</tbody>
</table>

#### Values & Ranking of Key Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Family Income (x $1,000)</td>
<td>$86.4</td>
<td>8</td>
</tr>
<tr>
<td>% Adults w/ Professional Jobs</td>
<td>52%</td>
<td>4</td>
</tr>
<tr>
<td>% Speaking English Only</td>
<td>87%</td>
<td>13</td>
</tr>
<tr>
<td>% of Population Nonwhite</td>
<td>12%</td>
<td>24</td>
</tr>
<tr>
<td>% of Population College Aged</td>
<td>7%</td>
<td>16</td>
</tr>
<tr>
<td>% of Students First Generation</td>
<td>17%</td>
<td>33</td>
</tr>
<tr>
<td>% Likely to Apply Out of State</td>
<td>65%</td>
<td>2</td>
</tr>
<tr>
<td>% Interested in Financial Aid</td>
<td>61%</td>
<td>24</td>
</tr>
<tr>
<td>Mean SAT Critical Reading Score</td>
<td>598</td>
<td>1</td>
</tr>
<tr>
<td>Mean SAT Math Score</td>
<td>613</td>
<td>1</td>
</tr>
<tr>
<td>Mean SAT Writing Score</td>
<td>588</td>
<td>2</td>
</tr>
<tr>
<td>Avg Cost Targeted Colleges (x $1,000)</td>
<td>$21.3</td>
<td>2</td>
</tr>
</tbody>
</table>
Solution 4

Use Search to effectively launch new programs
New programs

Use College Board Search to conduct market research and to carve out unique populations for segmented communication

- College Board Search has a “Research Only” function.
- Dashboard view provides helpful summary information to inform your decisions.
Solution 5
Use AP Searches to meet retention goals and speak directly to your price sensitive consumers
AP - The Source You Should Be Using

Only 1.4% of All Search Orders Include the AP Data Source

- Search Seniors New to Search thru AP
  - 839K juniors were opted in to Search in July 2017 AP data load
  - 62K were new to Search!
  - These are all seniors now
  - 100,000 freshman opted in!
- Messaging Is Important!

Expected 4 year graduation rates

Note: Expected graduation rates were computed based on Sample 1 models. These values are associated with non-first generation status females with an average PSAT/NMSQT score attending a public institution of average selectivity. Please see research report for all results.
Search Consultations

Please reach out to us if you would like to have a Search consultation.

Next Data Load:

• April 9, 2018 (March SAT and March SAT School Day)
• May 14, 2018 (April SAT School Day)

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Appendix
Appendix

Links to mentioned resources below, and PDFs of quoted studies to the right.

• PSAT to SAT Concordance
• AP Course Ledger
• Segment Analysis Overview