### Enrollment Planning Service Calendar 2021-2022
Leverage EPS data throughout the year across your entire team

#### SUMMER 2021
- EPS Virtual Events—Refresher for all staff; Ideas for current moment
- Review point-in-time 2022 cohort data to set policies for next cycle
- Staff Access—Update log-ins across campus departments (unlimited)
- AP Search Research/Segment Analysis Cluster Research
- Plan Fall Travel, HS Counselor Outreach & Alumni Recruitment Plans
  - Find new areas to target using competitor analysis by geography

#### FALL 2021
- Competitor Research for Fall Board of Trustees & Cabinet meetings
- Review final 2021 Executive Summary Reports to see pandemic impact
- Update marketshare reports or systems to new 2022 cohort year data
- Begin to research student populations related to goals for Search
- Read High School Basic Reports for each virtual or in-person visit
  - Use Competitor Data and top majors to strategize your presentations

#### WINTER 2021-22
- Share market landscape with faculty--major trends, demographics, etc.
- Conduct research to inform marketing messages and comm flow
- Research major trends after Dec. PSAT/NMSQT data load
- Look at SAT Trends Dashboard/Exec. Summaries for testing context
- Plan Spring Travel, HS Counselor Outreach & Alumni Recruitment Plans
  - Consider Basic Reports or SAS Clusters as part of holistic review

#### SPRING 2022
- Research for Budget Planning for Search and market expansion
- Competitor Research for Spring Board of Trustees & Cabinet meetings
- Consider expanding EPS usage to other areas (IR, marketing, athletics)
- Start to look more closely at trends for 2023 & 2024 to strategize
- Use Competitor Analysis in your territory to inform yield initiatives
- Apply SAS cluster data to tour guides/orientation leaders (if SAS user)