

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)

Enrollment Managers/Leadership

EPS Alpha/Search Alpha/Data & Operations Staff

Admissions Counselors/Territory Managers