Advanced Analytics: Identify, Engage, and Enroll Adult Learners

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Speakers

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Industry Trends
Poll Question

• How is your 2023 prospect pool looking? Are you expecting to be:
  - Up
  - Down
  - Flat
Enrollment Landscape
Current Challenges
Poll Question

• How many of your applicants are stealth?
  - 0 – 25%
  - 26 – 50%
  - 51 – 75%
  - 76 – 100%
  - I have no idea. We have stealth applicants?
Marketing: Things to Think About

DIGITAL

SOCIAL

INBOUND
Enrollment Metamorphosis

Shift from exclusivity to inclusivity in Higher Education
Reframing Your Approach: “Insights” is the language of decision makers
The Intelligent Funnel

- Inquiries
- Applicants
- Admits
- Commits
- Matriculant
- Returning Students
- Graduates
- Alumni
- Donors

Top of funnel contacts
Top of the Funnel Disruption

- Higher Propensity for Behavior
- Higher Engagement
- Deeper Relationships
- Increase in Apps
- Higher Likelihood to Enroll

- Adult Learners
- Graduate students
- Degree completers
- Transfer students
- Up-skillers (certificates)
- Parents
A customizable, cost-effective advanced analytics solution...

...to start building relationships with the best adults for your institution
Intelligent Names: Targeting the Segments and Individual

✓ Focused on **Individualism**
✓ Driven by “**living analytics**”
Conceptual Construct

1. Geographic Region
2. Variables to Drive Segmentation
3. Propensity Score by Individual
4. Select
Intelligent Names Curation Overview

**Individual Characteristics**
- Education Level
- Age
- Ethnicity
- Gender
- Marital Status
- Children at Home
- Estimated Income
- Religion

**Engineered Census Data**
- Income Brackets
- Commuting
- Occupations in Area
- Industries in which Individuals Work
- Worker Classification

+ New survey data (modality)
+ Proprietary data (looks- and behaves- like)
+ Institution-directed survey data
1. Pick a geography and the models will calculate the total number of individuals that were scored by the models.
2. Narrow the geography, start to segment population (degree in this case) and filter by propensity score
3. Further segment population (age in this case) and filter by desired variables
4. Further segment population (age in this case) and filter by desired variables (Ethnic group here)
An Intelligent database must provide you with access to this contact information.
Case Study: University at Buffalo School of Management
Thank You

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