CONNECTED**24**

Elevating Enrollment Strategy Across Cross-Campus Stakeholders
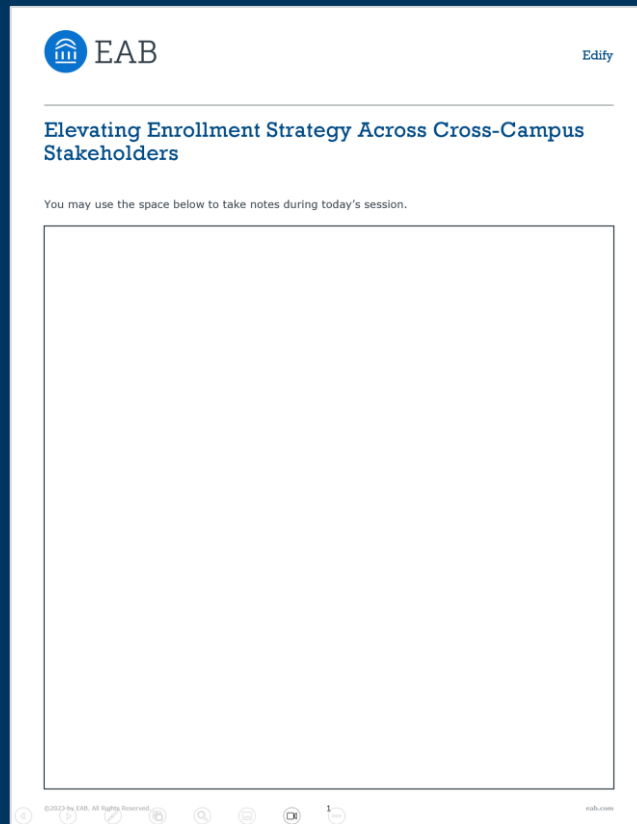
Transformation Lab

EAB

Maggie Dwyer

Strategic Leader, Data and Analytics

Worksheet for Today's Session

Use the first page of the worksheet to capture any notes or ideas throughout today's session.

We encourage you to speak with your Strategic Leader for further discussion!

EAB

Edify

Elevating Enrollment Strategy Across Cross-Campus Stakeholders

You may use the space below to take notes during today's session.

① Understanding the Enrollment Landscape

② Connecting Enrollment to Broader Success Outcomes

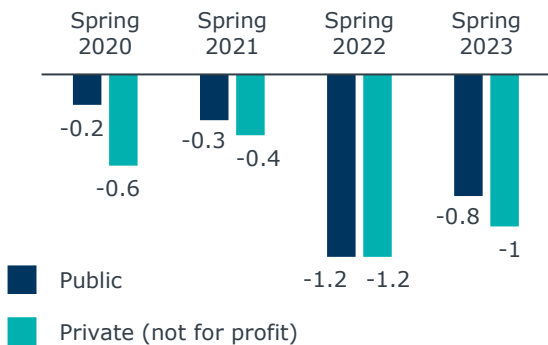**③** Strategic Enrollment Management Accelerator Demonstration and Activity

④ Closing

…Making Retention Critical to Protecting Your Enrollment Investments

**Four-year enrollment
decide is slowing…**

*Percentage of change in enrollment from
previous year*

Spring 2020: -0.2, -0.6
Spring 2021: -0.3, -0.4
Spring 2022: -1.2, -1.2
Spring 2023: -0.8, -1

■ Public

■ Private (not for profit)

**…but still doesn't match
pre-pandemic levels**

Total four-year enrollment

11.3M — Spring 2019
11M — Spring 2023
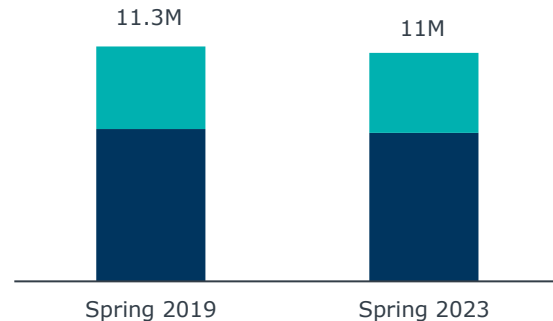
Change in recruitment cost per student from 2020 to 2022[1]

+32%
At private institutions

+5%
At public institutions

1) For 4-year institutions recruiting traditional high-school students.

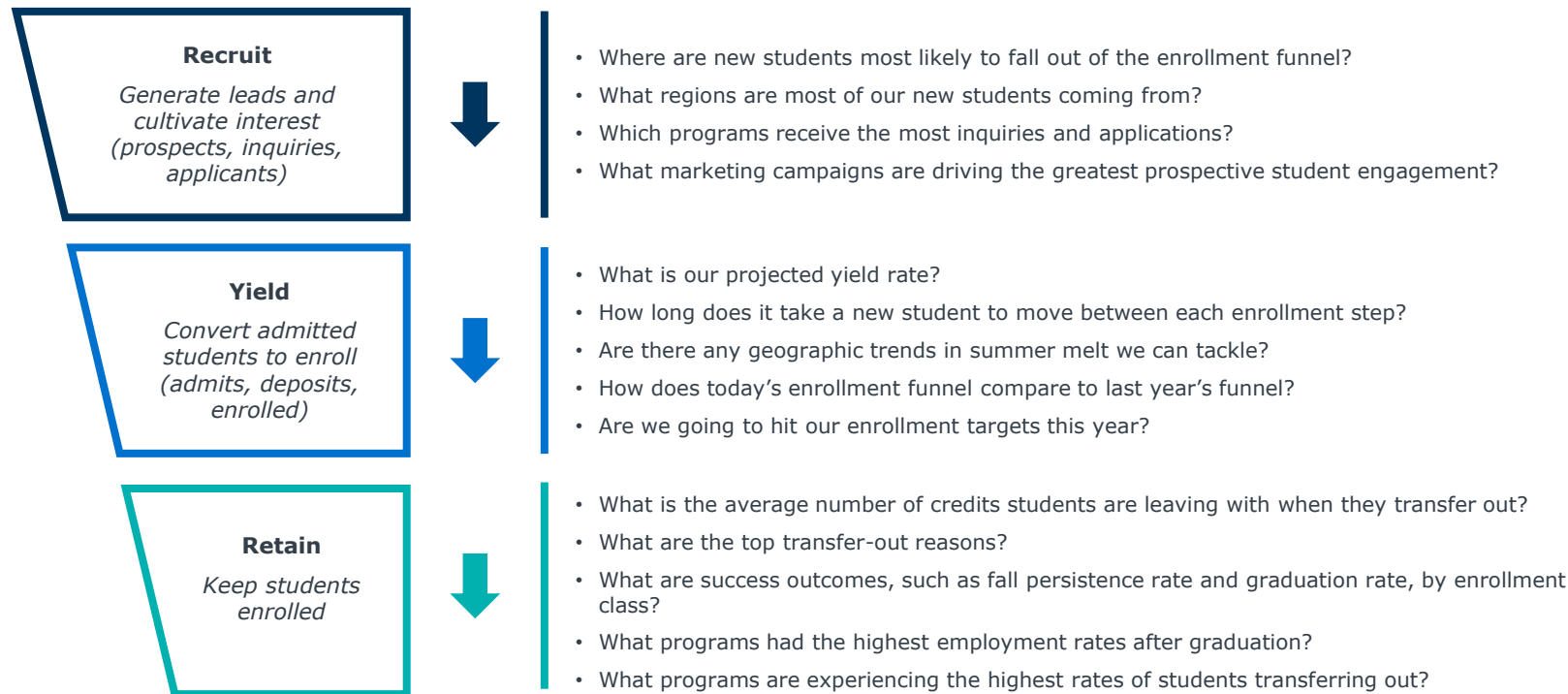# Numerous Collaborators Want to Know What's Happening with Enrollment

As Students Move Through the Funnel, Can We Answer the Questions Being Asked?

Recruit

Generate leads and cultivate interest (prospects, inquiries, applicants)

- Where are new students most likely to fall out of the enrollment funnel?
- What regions are most of our new students coming from?
- Which programs receive the most inquiries and applications?
- What marketing campaigns are driving the greatest prospective student engagement?

Yield

Convert admitted students to enroll (admits, deposits, enrolled)

- What is our projected yield rate?
- How long does it take a new student to move between each enrollment step?
- Are there any geographic trends in summer melt we can tackle?
- How does today's enrollment funnel compare to last year's funnel?
- Are we going to hit our enrollment targets this year?

Retain

Keep students enrolled

- What is the average number of credits students are leaving with when they transfer out?
- What are the top transfer-out reasons?
- What are success outcomes, such as fall persistence rate and graduation rate, by enrollment class?
- What programs had the highest employment rates after graduation?
- What programs are experiencing the highest rates of students transferring out?

What other questions would help inform your institution's enrollment and retention strategies?

Nobody has responded yet.

Hang tight! Responses are coming in.

Worksheet and Discussion Activity

Page 2, Questions 1-2

1. What insights are you hoping to draw from your data?

2. What data challenges prevent your institution from answering these types of questions?

Record your responses in the worksheet and discuss with your table. We'll have one representative from each table share out.

Data Challenges and Aspirations

1 What insights are you hoping to draw from your data?

2 What data challenges prevent your institution from answering these types of questions?

1. Understanding the Enrollment Landscape

2. **Connecting Enrollment to Broader Success Outcomes**

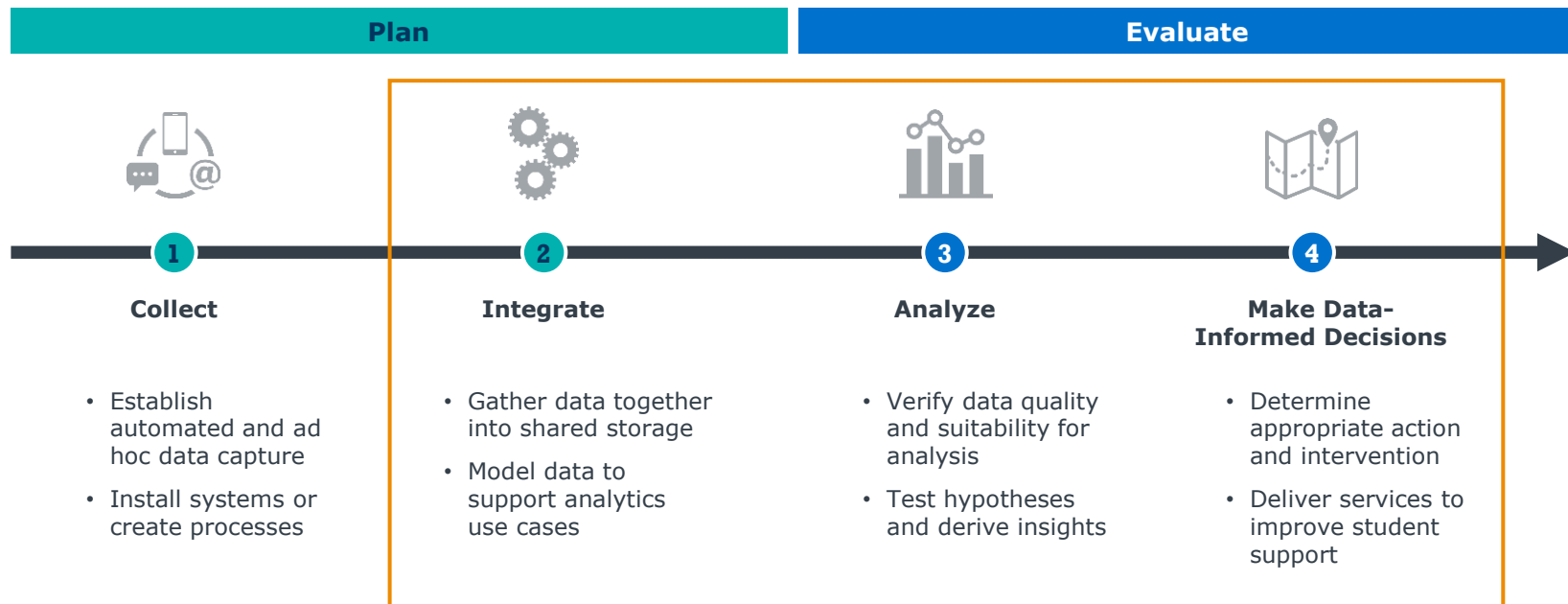3. Strategic Enrollment Management Accelerator Demonstration and Activity

4. Closing

Sustain Momentum Through Ongoing Evaluation

Plan
- Define objectives and metrics
- Design the evaluation strategy

Act
- Implement the initiative with relevant key collaborators

Evaluate
- Analyze and report on results
- Iterate and scale impact
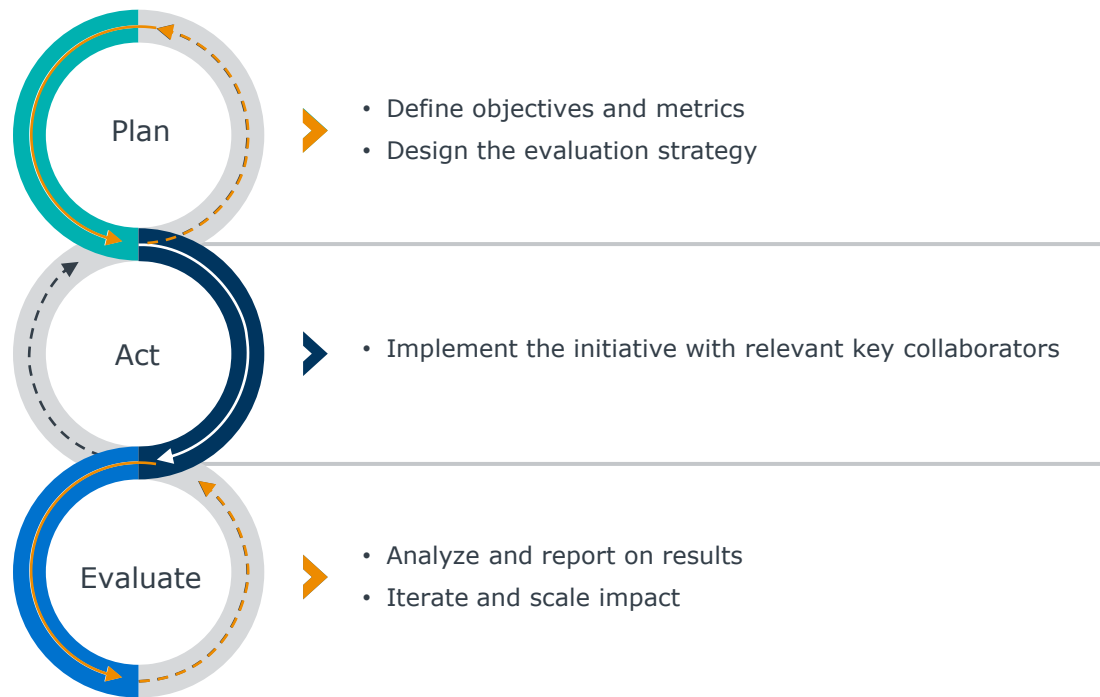
The Path to Data-Informed Student Success

Activating Campus-Wide Student Data Is a Multistep Process

Plan	Evaluate

1 Collect

- Establish automated and ad hoc data capture
- Install systems or create processes

2 Integrate

- Gather data together into shared storage
- Model data to support analytics use cases

3 Analyze

- Verify data quality and suitability for analysis
- Test hypotheses and derive insights

4 Make Data-Informed Decisions

- Determine appropriate action and intervention
- Deliver services to improve student support

Tailored analytics – more to come in a few slides!

Designed Specifically for Higher Ed

Bring Your Data Together

Access and Warehousing

*Cloud-native, secure, infinitely scalable **data lake and warehouse** to support critical institutional initiatives*

Build a Culture of Data Confidence

Data Governance

*Higher ed **best practice rules and validations** to ensure a golden record/single source of truth*

Empower Your Team with Insight

Reporting and Analytics

***Self-service, custom, and pre-built analytics** to drive efficiency and support decision-making*

Build Your Team's Capacity

Professional Services Hours

***EAB support** to meet you where you are. Your team's use of Edify can be self-service or partially or fully managed by EAB.*

Strategy and Culture Support
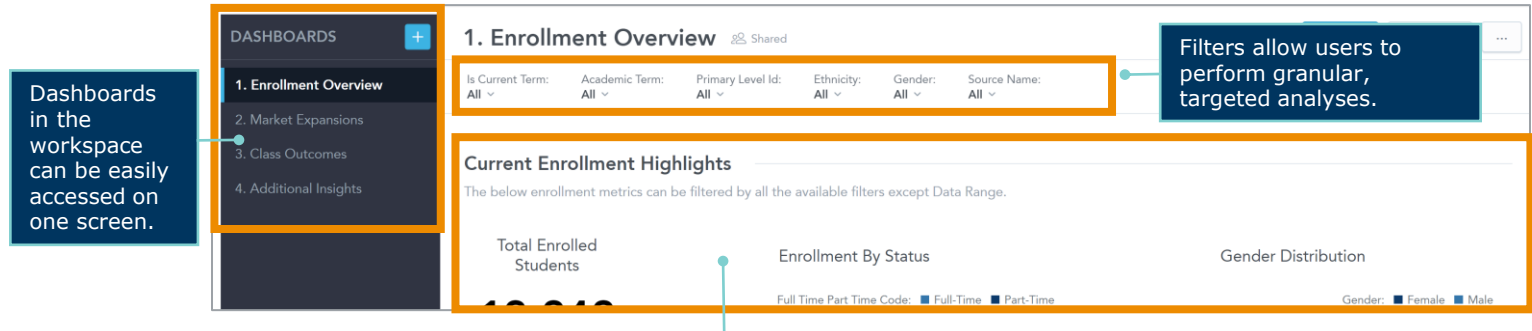
Integration Services

Process Consulting

Data Science and Analysis

Source: Edify.

Edify Accelerator: A templatized workspace containing dashboards with *flexible multisource analytics* focused on answering specific business questions. Edify partners can leverage their Professional Services hours to customize Accelerators for their unique institutional needs.

Data Sources

Data can be pulled from several sources and loaded into Edify.

Custom Dashboards

The data is displayed in customizable dashboards.

Users

Dashboards are permissioned and are web browser-accessible.
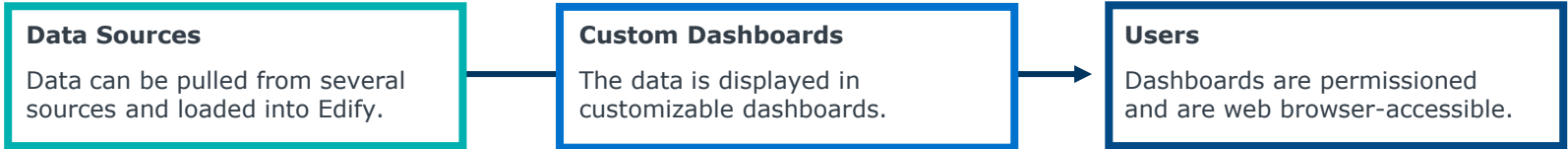
Dashboards in the workspace can be easily accessed on one screen.

Filters allow users to perform granular, targeted analyses.

Data visuals, such as charts and tables, provide users with digestible data points that they can hover over or click on to drill down into.

DASHBOARDS +

1. Enrollment Overview
2. Market Expansions
3. Class Outcomes
4. Additional Insights

1. Enrollment Overview   Shared

| Is Current Term: | Academic Term: | Primary Level Id: | Ethnicity: | Gender: | Source Name: |
| All | All | All | All | All | All |

Current Enrollment Highlights

The below enrollment metrics can be filtered by all the available filters except Data Range.

Total Enrolled Students

Enrollment By Status

Full Time Part Time Code: ■ Full-Time ■ Part-Time

Gender Distribution

Gender: ■ Female ■ Male

Various Accelerators to Support Your Institution

A Library of Customizable Workspaces, So That You Need Not Start from Scratch

Advancement
Identify opportunities to reach more prospects and better retain donors.

Course Planning Optimization
Uncover course-adjustment opportunities to accommodate student demand.

Course Success Equity
Find differences in course performance across demographic groups.

Financial Barriers
Investigate and reduce barriers that may impact student success outcomes.

Financial Sustainability
Narrow in on unit-level costs and identify cost-saving opportunities.

IPEDS Reporting Automation
Streamline data prep and identify opportunities to align with reporting needs.

LMS Utilization
Improve student success outcomes and remove barriers to LMS utilization.

Strategic Enrollment
Pinpoint enrollment trends, view enrollment snapshots, and more.

Success and Retention Opportunities
Advance outcomes via interventions, policy changes, and other initiatives.

Transfer Equity
Understand patterns of transfer behavior and pinpoint equity gaps.

Accelerators are customizable and designed to serve relevant key collaborators. Click here to learn more.

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Source: Edify.

Strategic Enrollment Management (SEM) Accelerator

Insight into the Entire Enrollment Funnel to Fuel Your Strategy

At a Glance

Data to understand the broader impacts of enrollment on student success, finances, and academic programs

Example Users

- Enrollment Management
- Registrar
- Student Success
- Academic Affairs
- Institutional Research and Effectiveness

Questions

What was the impact of our enrollment strategies on an enrollment class?

What are success outcomes, such as fall persistence rate and graduation rate, for the enrollment class?

Are there trends in program demand that indicate a need for new marketing strategies?

What programs had the highest employment rates after graduation?

Potential Actions

Retroactively analyze enrollment strategy impact

Create an intervention plan to support specific student populations

Identify opportunities to improve shrinking programs and support growing programs

Partner with the Career Services Office on student support offerings

Source: Edify.

North Iowa Area Community College (NIACC) | Mason City, Iowa

Gaining Insight into the Enrollment Funnel

Limited Insight

NIACC had limited insight into its enrollment funnel and needed a way to make data visible and actionable.

Strategic Enrollment Management Accelerator

NIACC's CIO partnered closely with EAB throughout the Edify and SEM Accelerator implementations to tailor the analytics to their institution's needs.

More Accurate Insight, Less Reliance on IR

The SEM Accelerator enables deep enrollment insight segmented by subpopulations of students and puts less demand on the IR team to fulfill ad hoc data requests.

Key Results

▶ **Automated accuracy auditing** of enrollment data from Canvas and Colleague

▶ **Extensive CIO input** during implementation and setup

▶ **Decreased demand on IR** since enrollment dashboards now update automatically

▶ **Data from multiple sources** can now be cross-referenced in one user-friendly space:

- Canvas
- National Student Clearinghouse
- Colleague ERP
- Navigate360 CRM

Source: North Iowa Area Community College; EAB interviews and analysis.

1 Understanding the Enrollment Landscape

2 Connecting Enrollment to Broader Success Outcomes

3 **Strategic Enrollment Management Accelerator Demonstration and Activity**

4 Closing

Worksheet Activity During Live Demonstration

Page 3, Questions 1-2

Record the data points you find valuable, customized data points you'd want to include for your institution, and key collaborators who'd benefit from having this data.

After the demonstration, discuss with your table!

Live Demonstration

What strategies and new projects could you implement using this data?

Nobody has responded yet.

Hang tight! Responses are coming in.

① Understanding the Enrollment Landscape

② Connecting Enrollment to Broader Success Outcomes

③ Strategic Enrollment Management Accelerator Demonstration

④ **Closing**

Key Takeaways from Today's Session

Build a campus culture of data confidence on the firm bedrock of governed and accessible data.

Leverage trusted tools, tailored analytics, and best practices to help create your institution's data strategy and stay the course.

Serve students more effectively by aligning your data strategy with enrollment and student success goals.

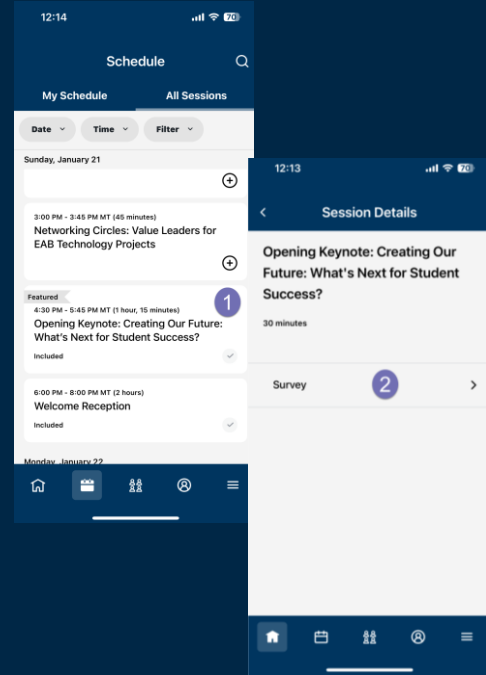# Download the handout in the conference app and share it with your colleagues!

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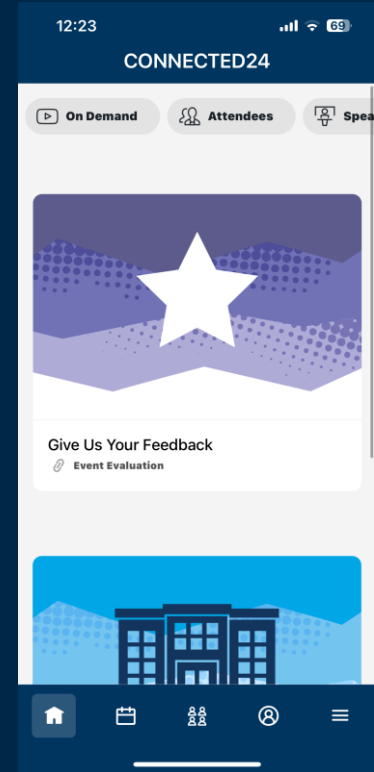
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Complete the Event Feedback Survey

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click the Give Us Your Feedback box.

Need help with the app?

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