WEBINAR:

Why the Future of Enrollment Management is in Predictive Analytics

Thursday, January 16th

Hosted by:

Rapid Insight

Presented by:

The webinar will begin at 2 PM ET, 11 AM PT.
Why the Future of Enrollment Management is in Predictive Analytics

In today's enrollment environment, these are near-universal truths: institutions are short on students, tight on public funding, and flush with competition. What's also true is that you can no longer afford to ignore the data.

Data-driven enrollment management is not new anymore, and advanced means of on-demand reporting is essentially the norm. But how many institutions are still only beginning to explore the hidden potential of predictive analytics? There's still time to get ahead of the higher-ed curve, and predictive analytics can allow you to strategically improve everything from incoming class headcounts and academic quality to diversity KPIs and financial aid outlays.

In this webinar, we'll talk to Dr. Bryan Terry, Vice Chancellor for Enrollment Management at Arkansas State University, about how he brought his deep background in data-driven enrollment to campus, and learn of the transformative impact his work has had on student retention.

This webinar will explore:
• How to apply predictive analytics to enrollment management
• How to nurture a data-driven environment on campus
• Strategies for using data to impact strategic decisions

Join Rapid Insight analyst manager James Cousins and our guest, Bryan Terry, to learn why effectively leveraging predictive analytics may be the key to meeting the biggest enrollment challenges we face.
This webinar is being recorded!
A copy of the video and slide deck will be emailed to you after the presentation.
Agenda

• About the speakers
• The significance of data
• Data in action
• Strategies for analytics adoption
• Demonstration
• Questions?
About the Speakers
Dr. Bryan Terry
Vice Chancellor for Enrollment Management
Arkansas State University

Dr. Bryan Terry currently serves as the inaugural vice chancellor for enrollment management at Arkansas State University. Terry has over 27 years of experience in higher education, specializing in enrollment management for both private and public universities. His focus on a data-driven workplace has guided his student-first approach to success. He has a proven track record with enrollment and is committed to the entire student process – from recruitment to graduation.
About Arkansas State University

Carnegie Research 2, NCAA FBS Division I
- Places A-State in top 10% nationwide
- Second largest university in Arkansas

Leader in Health Sciences & Research
- Hosts state’s 1st osteopathic medical school, NYITCOM at A-State
- Nationally ranked School of Nursing
- Arkansas Biosciences Institute at Arkansas State

Educational Innovator
- Operating the first U.S.-style residential campus in Mexico
- Largest provider of 100% online degree programs in state
- College of Education and Behavioral Science a regional leader

Undergrad Powerhouse for State & Region
- Over 90,000 alumni with high percentage of first-generation graduates
- More than 150 degree programs
- Create@State among largest student research conferences in region
James Cousins is the Senior Statistical Analyst at Rapid Insight, Inc. He works directly with organizations in order to bring data to bear in decision-making, build analytic capacity, and make data more accessible and valuable. His work has involved hundreds of organizations—from teams of more than 10, to analysts operating on their own.

James holds a B.S. in Mathematics from Dickinson College, and is currently pursuing his M.S. in Data Analytics from Johnson & Wales University.
About Rapid Insight

Predictive analytics and data preparation software company empowering professionals of all skill levels to turn raw data into actionable insights

Founded in 2002 and headquartered in Conway, NH

Serving thousands of customers worldwide, ranging from healthcare to higher education

Code free (but code friendly) self-service analytics platform

The Veera platform enables users to easily build predictive models, perform advanced data analysis, and share insights
The Significance of Data

A brief rundown of why we believe it’s so important to give data analysis a seat at the table.
Right Up Front

Predictive Analytics can enable:

• Individual enrollment likelihoods

• Forecasts/predictions about incoming class size, demographics, & other KPIs

• Shaping your incoming class towards strategic goals

• Proactively identifying attrition risk
High Level

INVENTORY

What can your data objectively say about your institutional setting

EXPLORATION

What might explain the patterns evident in the data

IMPLEMENTATION

How can you respond with the support of the data and within your institutional goals

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about the speakers • the significance of data • data in action • strategies for analytics adoption • demonstration
Inventory

- Everyone benefits from taking a data-driven look at the recent past
- Helps you spot trends that are borne out by data
- Provides a baseline for planning

about the speakers • the significance of data • data in action • strategies for analytics adoption • demonstration
Exploration

• Once you’ve spotted the trends, you can use data to come up with explanations

• Predictive analytics can provide the significant causes of observed trends
Implementation

Institutional Challenge

- Enrollment is down
- Enrolled class is not affordable

Institutional Response

- Increase application count
- Broaden acceptance criteria
- Recruit out of state
- Expand emerging media advertising
- More mailers
- Pre-assess affinity to enroll before accepting
- Explore new grant packaging

For any given enrollment challenge that your institution faces, there are dozens of possible solutions that you could explore.
Implementation

Institutional Response

<table>
<thead>
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Feasible Institutional Responses

<table>
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<tr>
<th>Recruit out of state</th>
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Data is critical for helping you figure out which plans:

- Will solve the challenge
- Are likely to provide the largest impact
- Fit your budget
Data in Action

What it looks like when you put your data analysis into action
Declining Enrollment!

Suppose a decline in enrollment is your call to action. Let’s look at this on a few levels:

- Taking Inventory
- Exploring the Causes
- Implementing a Solution

![Overall Enrollment Graph](image-url)
Declining Enrollment!

Taking Inventory

Where are you losing enrollments?
• Among first years?
• Among transfers?
• Do any demographics stand out?
• Which KPIs are suffering?
  • Discount rate
  • Academic quality
  • Test-submitter %
Declining Enrollment!

Exploring the Causes

• Almost everything is always changing - so which changes caused the decline?

• Predictive Analytics
Declining Enrollment!

Predictive Analytics

Outcome: Enrollment

Applicant Characteristic Data

Top Factors

Individual Probabilities

Likelihood Groupings
# Declining Enrollment!

## Predictive Analytics

<table>
<thead>
<tr>
<th>Applicant</th>
<th>% Enrollment</th>
<th>Likelihood Binning</th>
</tr>
</thead>
<tbody>
<tr>
<td>900724154</td>
<td>72.3%</td>
<td>High</td>
</tr>
<tr>
<td>900724155</td>
<td>41.8%</td>
<td>Medium</td>
</tr>
<tr>
<td>900724156</td>
<td>8.4%</td>
<td>Low</td>
</tr>
<tr>
<td>900724157</td>
<td>39.1%</td>
<td>Medium</td>
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</tbody>
</table>

### Applicant Likelihood Binning

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### Number of Admitted apps vs Projected Enrollment Rate

<table>
<thead>
<tr>
<th>Number of Admitted apps</th>
<th>Projected Enrollment Rate</th>
<th>Projected Number of Students Enrolling</th>
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<tbody>
<tr>
<td>2742</td>
<td>43.12%</td>
<td>1182</td>
</tr>
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**About the speakers**: the significance of data, data in action, strategies for analytics adoption, demonstration.
Declining Enrollment!

Implementing a Solution

Everybody’s got a budget—especially enrollment

• There’s always more solutions than there is money and time to pursue them
  • Once you’ve identified *precisely* what is going on,
  • and explored and defended what might be causing it,
• Justifying your strategy is much easier
Implementing a Solution: Targeted Outreach

These high-achieving students are highly qualified, and would respond best to outreach from faculty.

These students live further away, and might benefit from student-mentor outreach.

These high-need students might need clarification or more communication from financial aid.
Strategic Value of Predictive Analytics
What's Next?

• You can stay relevant as the admissions landscape changes
• Find your institution's admissions edge
• Know which strategies are working, and which are diminishing
Software Demonstration
Veera Construct enables everyone from citizen data scientists to PhD statisticians to turn any data into actionable information.

Veera Predict enables users of any skill level to analyze data and build predictive models in a fraction of time required by other tools.

Veera Bridge empowers organizations by democratizing data with its cloud-based collaboration platform.
The Veera Platform

Data Sources

Data Preparation

Predictive Modeling

Data Destinations

by Rapid Insight
Questions?
Thank You!

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Vice Chancellor of Enrollment Management  
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To learn more about the Veera platform, visit www.rapidinsight.com/veera-platform