

CONNECTED18

Introducing EAB's Pipeline Analytics Solution

Driving Enrollment Outcomes with Real-Time Performance Insights





Enrollment Management Turned Upside Down

Market Shifts Challenging EMs from Predicting Pipeline Performance



Changing Student Behaviors

70%

increase in students applying to 6+ schools from 2006-2015

20%

lower likelihood that first-gen student visits campus



Shifting Peer Dynamics

32%

increase in out-of-state enrollment for flagship publics from 2007-2013

49%

of students from the \$300K+ band last year went to lesser but more affordable institutions—higher than any other income group



Decreasing Pipeline Visibility

130%

increase in apps 2010-2016, despite 2% drop in prospects

40%

predictive power lost due to discontinued interest rankings



Adaptable Inputs

22%

increase in post-deposit withdrawals, 2007-2015

\$3.5M

Institutional overexpenditure in financial aid due to rise in low-income and first-generation enrollment in 2017

Enrollment Management Turned Upside Down

Lack of Predictability Drives Critical Business Problems

Spending More, Getting Less

*Cost to Recruit
(2011 vs. 2015)*

+2%

For publics

+26%

For privates

*Change in Yield Rate¹
(2011 vs. 2015)*

-5%

For publics

-4%

For privates

Struggling to Keep Up

“

Before 2008, executing on the enrollment management plan was like watching a slug cross the road. Now it's like trying to catch a Superball.

VPEM

Large Public Research University

“

The face value of the numbers I'm looking at every day continues to decline. Every year I'm not sure what the end will look like. That's unnerving.

VPEM

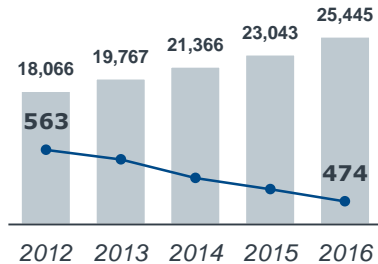
Small Private University

Source: "Yield Rates Are Declining—Why?," Academic Impressions, May 11, 2016, <https://www.academicimpressions.com/yield-rates-are-decliningwhy/>; EAB analysis of EPDP data; Eric Hoover and Sara Lipka, "Enrollment Goals Remain Elusive for Small Colleges," *The Chronicle of Higher Education*, December 11, 2016, <https://www.chronicle.com/article/Enrollment-Goals-Remain/238624>; "Cost of Recruiting an Undergraduate Student," Ruffalo Noel Levitz (2013 and 2016 editions); EAB interviews and analysis.

Consumer Marketing Innovators Playing Smarter

Starbucks Betting on Data and Analytics to Drive Growth

Customer Growth Falls Behind Store Expansion



— Total Number of Stores
 — Average Daily Customers per Store

Digital Investments Enable Customer Data Mining

2011:

Starbucks invests in mobile app to improve the customer experience

17M Mobile app active users

90M Mobile transactions per week



A Wealth of Consumer Data

- Drink and food preferences
- Order frequency and cadence
- Time of day/day of week consumption patterns
- Real-time customer location
- Responsiveness to offers and promotions

Analytics Launch Customer Engagement Opportunities

“We know who you are. We know how you’re different from others.”

Joe LaCugna, Director of Analytics and Business Intelligence, Starbucks

1. Identify likely customers based on behavior patterns
2. Engage customers based on scoring category and desired outcome: regain lost customer, increase spend, retain loyal customer
3. Enable baristas with geo-mapping technology to know customer’s proximity to ensure beverage is fresh at arrival

<https://www.cio.com/article/3050920/analytics/starbucks-cto-breeds-personalized-experiences.html>; <http://www.businessinsider.com/heres-how-mobile-order-and-pay-could-lift-starbucks-2016-11>; <https://qz.com/943502/in-china-theres-starbucks-and-then-theres-everything-else/>; <https://www.retaildive.com/ex/mobilecommercedaily/starbucks-ai-barista-further-reduces-human-interaction-shifts-mobile-ordering>

Obstacles Inhibiting the Full Power of Analytics

Key Barriers to Data-Driven Enrollment Management



1 Disparate Data Sources

- Critical data exists in multiple data sets across the institution
- Lack of data integration makes it impossible to understand connections between variables
- Behavioral data unavailable or tracked sporadically




2 Lack of Analytics and Data Science Resources

- CRM provides descriptive reports, not business intelligence
- Small research/analytics teams overmatched to meet needs for on-demand, advanced analytics




3 Analytics Absent Actionable Insights

- Analytics staff lack knowledge of best practices to provide prescriptive recommendations
- Analyses surface problems absent action steps to enable course corrections




“Right now, I have to look at four to five different reports to get an idea of how we’re doing and where we’re at.”

*VPEM,
Midsized Private Institution*



“We have a really good IR person...but she doesn’t have the time to build out fields and track and analyze data from the CRM. She would need two more full-time people to do that.”

*AVP Enrollment,
Midsized Public Institution*



“The question always is, ‘what do we do with the information?’ What we really need are action steps to tell us how to change our behavior.”

*VPEM,
Small Private Institution*

Your Enrollment Performance at Your Fingertips



University Data

- Sourced from SIS, CRM, financial aid systems, and recruitment partners
- Updated daily



EAB Data Science Team

EAB Data

- National benchmarks for interpreting prospect responsiveness and online behavior
- Collected from 1.5B+ annual student interactions



Institution-Specific Predictive Analytics Platform

Real-Time Predictive Models, Customized to You

- Stage-to-stage **forecasts**
- **Enrollment** likelihood at the individual-student level
- **Retention** likelihood
- Insight into influencers to **improve performance**



Enrollment Projections

Will we meet our enrollment goals?



Prospect Prioritization

Which prospects are ripe for high-touch outreach?



Performance Insights

What levers can I pull to improve performance?



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