

Enrollment Share Variance Reports

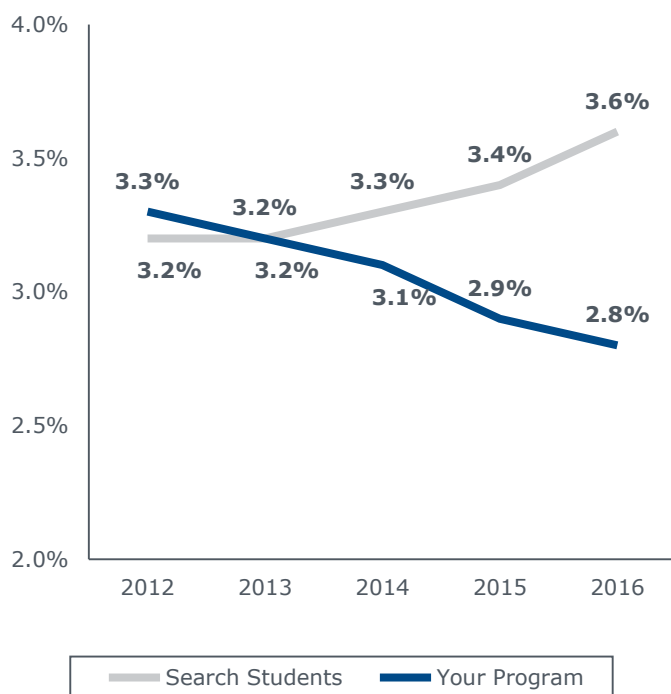
It can often be difficult to know which programs are best positioned to grow enrollments, or what changes would need to be made to help them do so. This pair of graphs will help diagnose if the program is ripe for growth and whether its current difficulties are more a result of the program's positioning or its content.

The two-step analysis below uses prospects' intended majors from College Board to benchmark each program's enrollment and applications to broader trends. The first step (Enrollment Share) reveals whether a program should be performing better based on its external market demand. For underperforming programs, the second step reveals where immediate efforts should focus to turn it around.

To input your own data, click on the chart you wish to edit, navigate to the "Design" panel at the top, and click "Edit Data." This will open an Excel file with instructions about what data to put where.

Enrollment Share

Proportion of Prospects Interested or Enrolled in Program



Application Share

Proportion of Prospects Interested in Program Compared to Proportion of Applicants to Program

