

# Pipeline Vital Sign Monitoring

## Uncovering Programs Best Positioned for Growth

Universities tasked with growing enrollment need to know which programs to target. One strategy is to consult programs across a series of admissions pipeline metrics to see which programs behave inconsistently—i.e., they perform well on some metrics and poorly on others.

Tools 6 and 7 in the Market-Smart Toolkit allow you to do this for your university's programs. Tool 6 is the matrix of pipeline vital signs, allowing the enrollment management team to easily spot those programs best positioned for growth. Tool 7 is a template report for individual programs. Visit the Market-Smart Toolkit website at [EAB.com](http://EAB.com) to download the Excel file that will allow you identify those programs ripest for growth. The Excel file contains detailed instructions about how it should be used.

### Tool 6: Matrix of Pipeline Vital Signs (a snapshot)

Program Name	Inquiries	Conversion Rate	Applications	Change in Applications	Yield Rate	Retention Rate	Enrolled Students
Program 1	100	23%	23	5%	20%	90%	32
Program 2	342	22%	75	4%	21%	88%	33
Program 3	415	17%	71	1%	22%	86%	21
Program 4	689	15%	103	-1%	25%	91%	45
Program 5	134	24%	32	-2%	21%	90%	34
Program 6	87	20%	17	-4%	18%	75%	22
Program 7	65	19%	12	6%	17%	88%	17
Program 8	96	17%	16	2%	16%	87%	54
Program 9	222	18%	40	1%	18%	86%	16
Program 10	201	17%	34	4%	19%	90%	34
Program 11	548	17%	93	3%	18%	91%	37
Program 12	324	19%	62	5%	21%	86%	33
Program 13	690	20%	138	2%	22%	87%	30
Program 14	54	21%	11	3%	15%	85%	15
Program 15	323	24%	78	2%	22%	80%	11
Program 16	376	25%	94	6%	20%	90%	81
Program 17	109	26%	28	8%	18%	89%	25
Program 18	187	23%	43	-1%	17%	88%	28
Program 19	178	25%	45	-2%	16%	89%	34
Program 20	200	31%	62	3%	19%	89%	12
Program 21	200	11%	22	2%	21%	87%	22
Program 22	200	14%	28	1%	25%	86%	25
Program 23	200	15%	30	2%	19%	88%	32
Program 24	200	16%	32	0%	15%	85%	33
Program 25	200	22%	44	-1%	14%	88%	67
Program 26	200	15%	30	3%	19%	90%	55
Program 27	200	16%	32	4%	25%	79%	45
Program 28	200	17%	34	5%	12%	90%	32
Program 29	200	23%	46	2%	22%	87%	21
Program 30	200	24%	48	6%	21%	84%	15
Program 31	200	22%	44	2%	22%	88%	105
Program 32	200	21%	42	3%	21%	88%	15



### Download the Excel File

A customizable template and detailed instructions are available at [eab.com/emf/marketsmarttoolkit](http://eab.com/emf/marketsmarttoolkit)

### Tool 7: Individual Program Pipeline Vital Sign Report (a snapshot)

Program Name	Inquiries	Conversion Rate	Applications	Change in Applications	Yield Rate	Retention Rate	Enrolled Students
Program 1	100	23%	23	5%	20%	90%	32
University Average	229	20%	45	2%	19%	87%	32

#### Insights and Recommendations:

Next Steps for Marketing Team:

- \_\_\_\_\_
- \_\_\_\_\_

Next Step for Academic Program Leadership:

- \_\_\_\_\_
- \_\_\_\_\_

Next Steps for Admissions/Financial Aid Staff:

- \_\_\_\_\_
- \_\_\_\_\_