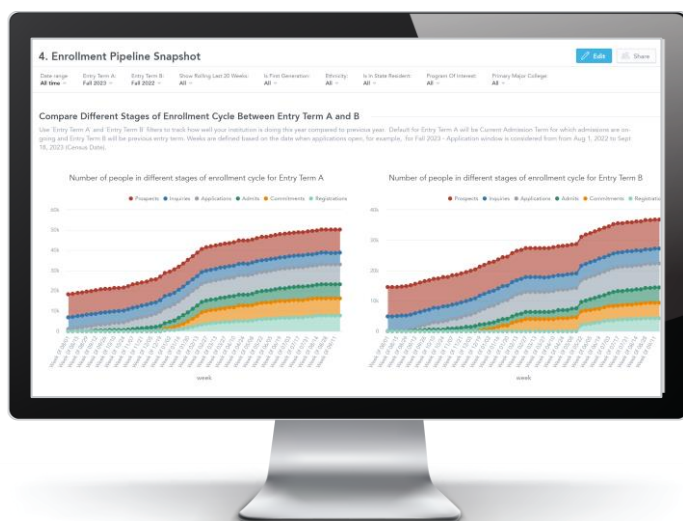


STRATEGIC ENROLLMENT

Enrollment data discrepancies are a consistent source of frustration. For example, Admissions provides one set of enrollment numbers, but when the Board gets data from IR, the numbers don't match up. Edify Accelerator packages take advantage of the data organization and flexibility provided by Edify's data model, helping schools go deep into topical areas and allowing leaders across campus find answers to their specific questions. The Strategic Enrollment Management Accelerator was designed for your enrollment team to elevate key data across stakeholder groups—whether for a cabinet meeting or for daily status updates, the data is validated and curated into useful, centralized insights.



Connect enrollment to broader outcomes

Quantify the impact enrollment changes have on broader student success, finance, and academic challenges

Visualize impact of demand strategies

Use snapshotting of enrollment data to build consensus on prioritizing where and when to spend budget this cycle

Focus on the metrics that matter

Reimagine dashboards based on the stage of the enrollment funnel you're most focused on, with no coding needed

How Edify Accelerates Insight to Action

BRING DATA TOGETHER

Incorporate data elements from **multiple sources**

E.g., SIS, Finance ERP, Enrollment and Retention CRMs, & National Student Clearinghouse

CREATE A CULTURE OF DATA CONFIDENCE

Govern all aspects of "prospect data" on campus to keep a single source of truth

DRIVE INSIGHT ACROSS STAKEHOLDERS

Share trends in program enrollment to inspire action within departments

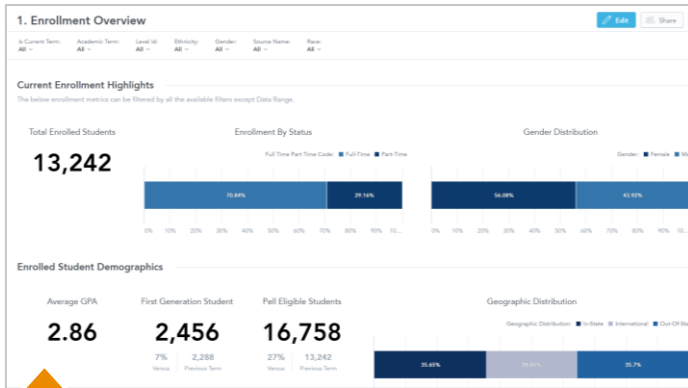
Focus enrollment efforts on highest growth areas

MOVE AT THE SPEED OF CONVERSATION

The data is displayed in templated, customizable dashboards designed to answer your very specific questions and initiate action in the moment. For example, enable your staff to scale outreach and interventions after seeing disparate outcomes across populations. Or surface point-in-time comparisons of progress for each stage of the enrollment funnel to adjust your strategy.

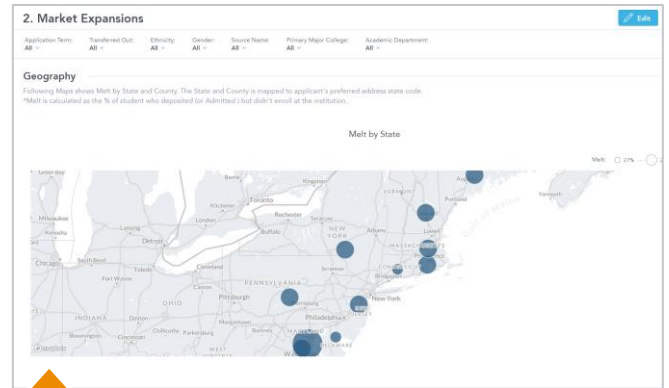
Customizable Dashboards to Make Sense of Your Data

The following KPIs incorporate data from various sources, including Enrollment and Retention CRMs for prospective and current student data; SIS for student registration, financial aid, and graduation data; Finance systems like Powerfaids for financial aid data; National Student Clearinghouse for outcomes data; Advancement CRM (or other outcomes-tracking system) for student post-graduation employment data.



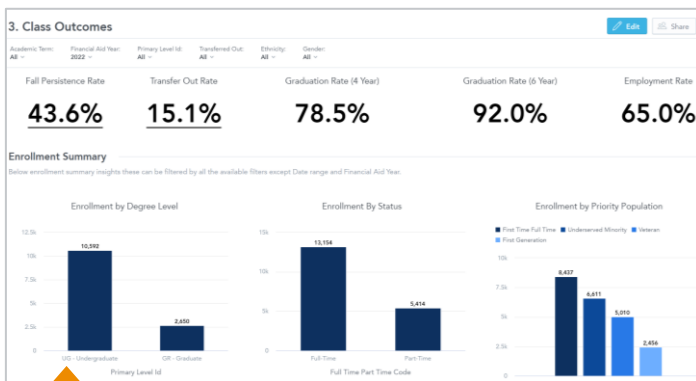
ENROLLMENT OVERVIEW

- Explore historical, current, and projected enrollments, yield rate and change from previous class
- Class Composition KPIs include: Gender and geographic distribution, under-served minority, average GPA, first-time full time, average test scores, first-generation, and Pell-Eligible
- Analyze funnel with count of prospects, inquiries, applications, deposits, and enrollees
- Additional insights includes Top 10 Majors by Enrollment, Top 5 Reasons for Transfer, and Top Inquiry sources



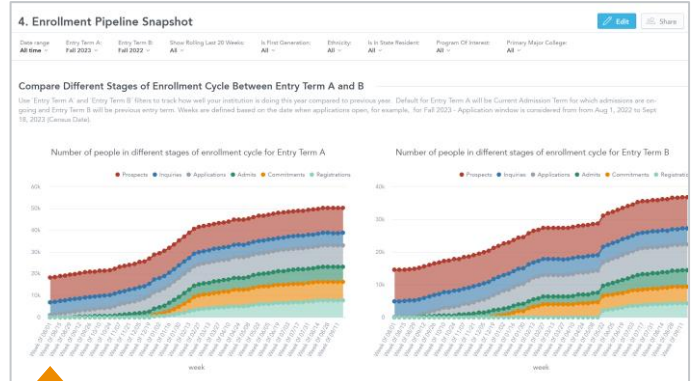
MARKET EXPANSIONS

- Track melt by region and change in demand by subject area by analyzing applicants to total applicants
- Understand transfer-out patterns from National Student Clearinghouse data by subject area and destination program of transfers
- Visualize programs by learning modality section type (in person, online, hybrid)



CLASS OUTCOMES

- Transform your data into measurable outcomes, such as: Persistence, graduation, and transfer rates
- Explore fiscal return by enrollment class (net tuition revenue, revenue per student, discount rate, average awarded aid)



ENROLLMENT PIPELINE SNAPSHOTTING

- Visualize enrollment trends across time to adapt your strategy in the moment
- E.g., capture how many applicants, admits, and enrollees you had one week prior to close of enrollment each term in the past 10 years
- Or track current Fall applications against previous Fall terms to adjust marketing spend

Please note, we are dedicated to deliver these dashboards based on any source data it requires, we are very flexible. Metrics used in the dashboards are equally flexible and can be changed on demand by your team or in partnership with your EAB service team.

Analytics for Stakeholders Across Campus

Every Edify workspace is designed to answer a common set of business questions that higher education leaders face. The SEM Accelerator includes data points about enrollment, academic programs, financial projections, and more to provide users with relevant information to inform questions about enrollment strategy and planning, and understand the broader impacts on student success, finances, and academic programs.



Enrollment Management/Registrar

- Are we predicted to hit enrollment targets?
- What is our current enrollment pipeline?
- How are we developing and progressing around new strategies to expand enrollment?
- Geographically, are there any trends in summer melt that we can tackle?
- What was the impact of our enrollment strategies on an enrollment class?

Potential Actions

- Prioritize areas for enrollment budget spend
- Identify opportunities to improve struggling academic programs
- Adjust discount rate strategy for students who are most likely to enroll
- Retroactively analyze enrollment strategy impact



Student Success

- What are success outcomes, such as fall persistence rate and graduation rate, for the enrollment class?
- What programs had the highest employment rates after graduation?

Potential Actions

- Create an intervention plan to support specific student populations
- Partner with the Career Services Office on student support offerings



Institutional Research and Effectiveness

- How many students are enrolled on campus today? In each program?
- What are the student demographics for the enrollment class, such as the number of first-generation students, and how does the value compare to the previous term?
- What data do we have to fulfill accreditation requirements?

Potential Actions

- Use data in mandatory state and federal reporting
- Create report for a Board meeting
- Collect data for accreditation reporting



Academic Affairs

- Are there trends in program demand that indicate a need for new marketing strategies?
- Which programs are experiencing the highest rates of students transferring out?
- What programs are receiving the most applications?
- What programs are most effective at online learning?

Potential Actions

- Identify opportunities to improve shrinking programs and support growing programs
- Partner with Program Chairs on retention strategies
- Provide programs with additional online teaching materials and support

Interested in Learning More?

Contact your Strategic Leader or edifypartnersuccess@eab.com today!