Setting Next Year’s Research Agenda

Enrollment Management
A Common Refrain

“How Can We Improve Enrollment Management?”

Student Demographics
- International students
- Transfer students
- Niche populations
- Professional/online

Pricing and Discounting
- Pricing strategy
- Competitive intelligence
- Predictive analytics
- Financial aid modeling

Marketing and Branding
- Social media strategy
- Customer relationship mgmt
- Strategic differentiation
- Brand strategy

Capacity Management
- Predicting course demand
- Program level planning
- Space master planning
- Online/blended courses
Notes:
A Shifting Landscape

*Differences in Population Growth Leading Many to Recruit Further Afield*

**Projected Change in Traditional Age College Students**

**Member Questions**

- What are the trends in my region?
- How should I target recruitment efforts in other regions?
- How can I attract students nationally to my online programs?
- Which populations am I overlooking?
- How can I maximize the value of articulation agreements?
- How can I increase my international student enrollment?
A Failed Strategy

Rising Discount Rates Fail to Attract More Students

A Financial Aid Arms Race

Average Tuition Discount Rate, First-Time, Full-Time Freshmen

Small Institutions Struggling to Attract Students

Private Institutions That Lost Both Freshmen and Undergraduate Enrollment, 2010-2011

Member Questions

• How can I optimize the impact of my merit aid dollars?
• Are there creative ways to meet growing student financial need?
• Have we finally hit a ceiling for tuition?
• Would it make sense for us to lower our list price?
• How should I respond to aggressive discounting by my competitors?
Standing Out in a Crowd
Reaching Potential Students in an Increasingly Crowded Market

More and More Sophisticated Ways to Reach Prospective Students

Member Questions

• How much emphasis should I put on marketing a handful of “signature” programs?

• Am I making effective use of social media to engage prospective students as well as current students and alumni?

• How can I balance the need for distinctive “brand” identity with the desire to appeal to a broad range of students?
Matching Supply to Demand
Planning Capacity Investments Based on Projected Enrollment

Member Questions

• What should my enrollment target be given my existing capacity constraints?
• What investments would I need to make to accommodate significant growth in international students?
• To what degree can online and hybrid courses increase my overall capacity?
• How will changing student transfer patterns affect demand for lower and upper division courses?
What Information Are You Missing?
A Wide Range of Consultants, Associations, and Sources Already Exist

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<tr>
<th>Consultants</th>
<th>Associations and Research Centers</th>
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<tr>
<td>Scannell &amp; Kurz, Inc.</td>
<td>National Research Center for College &amp; University Admissions</td>
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<td>Noel-Levitz</td>
<td>American Association of Collegiate Registrars and Admissions Officers</td>
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<td>The Dysart Group</td>
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