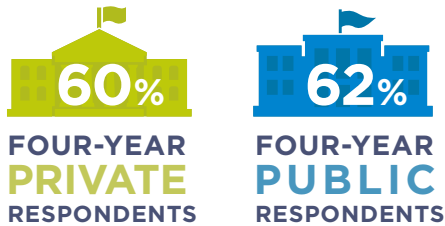


# 5 CHALLENGES FOR 2017

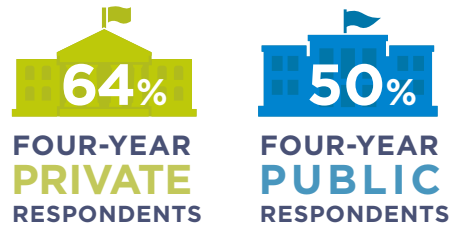
Based on lessons learned from a fall 2016 poll of campus officials

## Institutions raised enrollment goals for 2016, but outcomes often fell short

RAISED FTIC GOAL  
(FALL 2016 VS. FALL 2015)



RAISED GOAL FOR  
TRANSFER STUDENTS

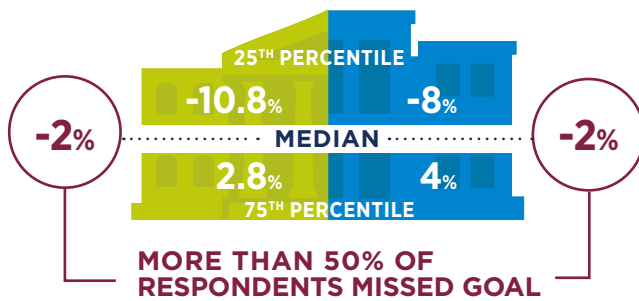


FTIC = First Time in College first-year students

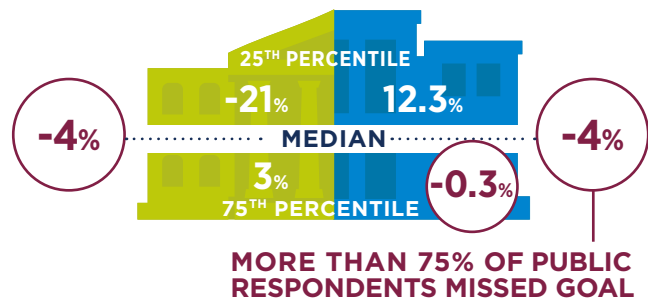
Infographic Color Key

Private  
Public

FTIC ACTUAL VS. GOAL



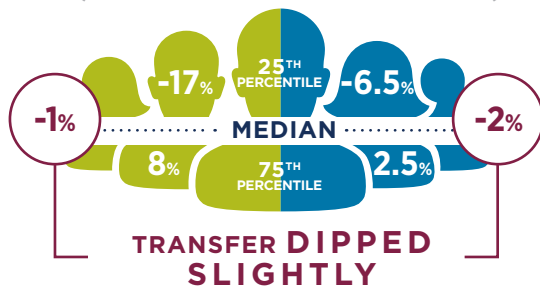
TRANSFERS ACTUAL VS. GOAL



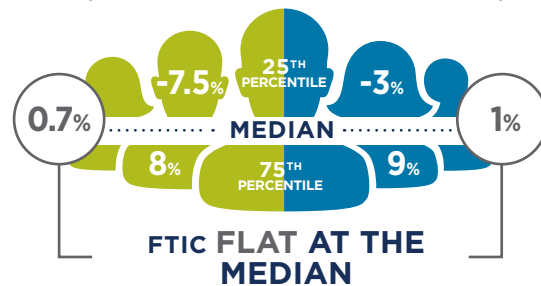
**TAKEAWAY:** Setting “reach” goals is still an effective practice, but the key is to make sure these goals are realistic, based on an in-depth analysis of external trends and demands and internal strengths and weaknesses. To develop realistic goals, many campuses use a strategic enrollment planning process.

## Slight dip in transfer students may have contributed to missed goals in 2016

ACTUAL TRANSFER ENROLLMENT  
(FALL 2016 VS. FALL 2015)



ACTUAL FTIC ENROLLMENT  
(FALL 2016 VS. FALL 2015)



**TAKEAWAY:** The transfer drop is a particular concern for institutions that depend on this group. Recommendation: Take the time necessary to create a well-developed transfer student recruitment plan based on data and catchment area trends.

## Third-party applications yielded at lower rates compared to institutional applications

MEDIAN YIELD RATE FROM ADMIT TO ENROLLEE (FTIC STUDENTS)



**32%**  
INSTITUTIONAL  
ELECTRONIC  
APPLICATIONS



**28%**  
INSTITUTIONAL  
PAPER  
APPLICATIONS



**18.4%**  
THIRD-PARTY  
APPLICATIONS

Data here is based on four-year private institution respondents.

**TAKEAWAY:** Applications collected by third parties outside the institution can be very valuable, but expect them to yield lower than your own applications. At the median, approximately 2 of every 10 third-party applicants yield versus approximately 3 of 10 for institutional applicants.

## Stealth applicants still going strong

STUDENTS NOT IDENTIFYING THEMSELVES BEFORE APPLYING (MEDIAN RATES)



OVERALL FTIC



INTERNATIONAL FTIC



TRANSFER STUDENTS



IN-STATE FTIC



OUT-OF STATE FTIC



**TAKEAWAY:** Stealth applicants are here to stay, and they can wreak havoc on your projections if you don't monitor their rates of conversion separately. Recommendation: **Develop the metrics to track these various "routes" by students into your final enrolled cohort.**

## Purchased names converted to inquiries at a rate of 10 to 15 percent at the median

INITIAL CONVERSION RATE (PURCHASED NAMES TO INQUIRIES)



Purchased names = names purchased for student search campaigns for fall 2016 from SAT, ACT, or other sources such as NRCCUA.

**TAKEAWAY:** To focus recruiting, it's important for each institution to track its conversion rates for each source of inquiries. Then compare the data against internal trendlines and to external benchmarks, such as the data here, to identify opportunities for improving and areas that are going well.

Benchmark rankings of inquiry sources are available in RNL's 2016 Marketing and Student Recruitment Practices Benchmark Report.