Noel-Levitz Partnership
Presentation Outline

• History of Partnership
• N-L Spring Visit: initial findings
• UNK Needs Statement
• Contract Elements & Timeline
• Implementation & Up to date information
History of Partnership

• Initial visit to campus January 9, 2008 for discussion on enrollment situation
• Comprehensive enrollment analysis visit to campus March 12th and 13th
• N-L reviewed enrollment history, Phase I strategic plan, Phase II plans pertinent to marketing, recruitment, and retention prior to visit. On-site interviews included faculty, staff, students, and administrators
• Contract signed and implementation is underway
UNK Strengths
N-L Student Satisfaction Inventory

- Advisor knows requirements in major
- Good variety of courses provided on campus
- Instruction in major field is excellent
- Faculty are knowledgeable in their field
- Content of courses within my major is valuable
- Faculty are available after class and office hours
- Able to register with few conflicts
- Commitment to academic excellence on this campus
- Students are made to feel welcome
- Personnel involved in registration are helpful
- Able to experience intellectual growth here
- Institution has a good reputation in community
- Tutoring services are readily available
- Admissions staff are knowledgeable
UNK Issues
N-L Student Satisfaction Inventory

• Tuition paid is a worthwhile investment
• Adequate financial aid is available for most students
• Living conditions in the residence halls are comfortable
• Faculty are fair and unbiased in treatment of students
• Advisor is approachable
• Quality of instruction in most classes is excellent
• Security staff respond quickly in emergencies
• Financial aid awards announced in time to be helpful
• Student activity fees are put to good use
• Faculty provide timely feedback about student progress
• Amount of student parking is adequate
• Faculty take into consideration student differences
Operational Opportunities to Increase Enrollment

- Refine marketing for recruitment audiences
- Increase/improve the inquiry pool
- Improve conversion rate (inquiry to application)
- Offer admission to more students
- Improve yield rate (admit to enrollment)
- Increase retention rate (living up to values, advising)
- Assure financial affordability for those who wish to enroll
- Add academic programs or extracurricular activities
- Altering delivery of programs to be more accessible and responsive to students
Planning Initiatives

• Further refine enrollment plans to coordinate recruitment, retention, and marketing activities to support goals
• Continue to improve processes and systems to recruit undergraduate students
• Develop type of market intelligence and communications to distinguish programs, especially on website
• Refine UNK’s internal capability to evaluate scholarship and financial aid program considering both ability and willingness to pay
• Improve academic advising efforts and consider deploying RetentionRT to further strengthen retention efforts
UNK’s Needs Statement to Noel-Levitz

- Immediate help for UG marketing & recruitment aimed at Fall 2009 (building inquiries; etc)
- Immediate help for retention operations
- Strategic enrollment planning, organization, and operations advice over several years
- Annual plans for recruitment and retention
Contract Elements

• Marketing & Recruitment Consulting
• Strategic Enrollment Consulting
• Predictive Modeling for both the Prospect and Inquiry Stages
• Retention RT and Retention Consulting
Partnership Timeline

• Four year partnership June 2008 – May 2012
• Six months marketing and recruiting consulting
• Four years of predictive modeling services, SMART approach and ForecastPlus
• Retention services for 2009-10 and 2010-11
Campus Partnership Leads

- Dusty Newton, Director, UG Recruitment & Admissions – Project Lead & Recruitment Lead
- Renee Ballenger, Director of Marketing Communications – Marketing Lead
- Ed Scantling, Dean of COE - Strategic Enrollment Planning Lead
- Gail Zeller, Dean of Student Life – Retention Lead
Project Staging & Implementation

• Marketing & Recruitment Consulting
• Predictive Modeling for both Prospect and Inquiry Models
• Strategic Enrollment Management consulting
• Retention Consulting & RetentionRT implementation
Marketing & Recruitment visit (Aug 7-8) Recommendations

- Establish an enrollment management council
- Develop and share regular enrollment data
- Develop enrollment funnel goals through 2012
- Begin situational analysis of annual recruitment plan
- Further develop communication flows
- Identify new publications and associated costs
- Finalize advertising schedule, mediums, and locations
- Conduct additional market research to make decisions
- Finalize key marketing messages
- Review written communications
- Refine travel schedule
- Launch new website asap
- Develop a series of additional deadline and priority dates for Fall 2009
- Package and award financial aid earlier
- Aggressively promote the Tuition Assistance Program (TAP)
- Investigate discontinuing verification of all students awarded financial aid
M & R Recommendations (con’t)

• Review institutional scholarship strategy
• Publish scholarship index more widely
• Hire a 0.5 to 1.0 receptionist for Office of Admissions
• Consultant Visits Sept 25-26, Nov 10-11, Jan 15-16, May 4-5
Strategic Enrollment Plan
Development & Consultation

- Development of Master Enrollment Plan
- Key Performance Indicators Identification
- Situation analysis & assessment
- Strategy development and quantifiable goal identification
- Action and support plan development
- Plan Evaluation and Modification
- SEP Visits: Oct 28-29, Dec 4-5, Feb 26-27, April 23-24
Enrollment Management Council

- Ed Scantling, Dean of COE (Chair)
- John Lakey, Asst VC for Business & Finance
- Bruce Elder, Professor of Accounting & Finance, Econ Chair
- Gary Davis, Professor of Music and Honors Program Director
- Gail Zeller, Interim Dean of Student Life
- Mary Daake, Director of Academic Advising
- Mary Sommers, Director of Financial Aid
- Juan Guzman, Director of Multicultural Affairs
- Diane Longo, International Education
- Kathy Livingston, Director of Institutional Research
- Dusty Newton, Director, UG Recruitment & Admissions
- Gloria Vavricka, Director of eCampus
- Linda Johnson, Director of Graduate Admissions
- Renee Ballenger, Director of Marketing Communications
- Kim Schipporeit, Registrar
Predictive Modeling – Prospects & Inquiries

• For prospective students, the likelihood that a student will enroll is determined by the degree to which the student shares the characteristics of the current student body
• Manage the marketing/recruitment process and reallocate limited resources strategically, differentiate communications
• Increase enrollment & shape incoming class
• Funnel grading – rate the desirability of prospective students based on academic potential, special talent, ability to pay, location
• Treat top scoring prospects as inquiries
• Target top scoring out of state prospects
• Prioritize telecounseling efforts by model score to better focus on relationship building with inquiries
• Travel prioritization
RetentionRT & Consulting

- RetentionRT blends a UNK specific predictive model (observed risk factors) with data gleaned from a motivation/attitudinal survey (self-reported risk factors)
- RetentionRT set-up – data collection, training campus, and monitoring
- Retention consulting – phone conversations on-going with NL, will survey Fall 2008 freshmen to use as a part of the predictive model
- Retention consulting on campus visit Spring 2009 will include analysis of predictive model, strategy recommendations, development of steps for full implementation for Fall 2009
- Visits: February 4th and April 9-10
- Follow-up visits include retention planning workshop, administrator and advisor training, development of action plans
Benefits of using RetentionRT

• UNK can identify students with risk factors in a way that allows for immediate intervention
• Aggregate and individual student reports will aid our advisors and student service providers in targeting those students
• Students will receive immediate feedback upon completion of the survey that includes customizable recommendations based on the student’s responses to the survey
• Informs the campus retention planning efforts