

## Admission Analytics™

*The new benchmark in market intelligence for enrollment management*

The Admission Analytics™ suite is designed to help you focus your limited marketing resources while improving your Strategic Enrollment Management (SEM) program. Admission Analytics consists of 3 tools:

- University/College Applicant Study (UCAS™)
- SkoolPool™
- Acceptance Declined Survey (ADS™)

\* The tools within the Admission Analytics™ suite are continually under refinement. Details subject to change.

## Understanding UCAS™

- ✓ 3 possible report levels
  1. Dashboard
  2. Benchmark Report
  3. Competitive Intelligence Report
- ✓ Over 300 data points with analysis in 4 sections:
  1. Applicant Profile
  2. Marketing Efforts
  3. Key Decision Factors
  4. Reputation and Brand Perceptions

# UCAS™ – 3 Report Levels

## 1. Dashboard

Online real-time access to data from each major theme  
(Applicant Profile, Marketing Efforts, Key Decision Factors, Reputation and Brand Perceptions)

## 2. Benchmark Report

*Includes Dashboard (above) +*

Custom reports prepared by Academica Group analysts, including your institution's own applicants compared to a competitive benchmark (calculated as an average of 5 key competitors selected in consultation with you).

Reports include:

- Charts and tables
- Data analyzed and presented in formats not available online (push-pulls, mean scores, summary charts, etc.)
- Statistical analysis to determine significant differences
- Each of the 4 sub-reports provided in intervals: Applicant Profile, Marketing Efforts, Decision Factors, Reputation/Brand Perceptions

Additional Options:

- Analytical Chapter Summary – Bullet-point summary of key findings for each sub-report.
- Live campus presentation or webinar of key findings

## 3. Competitive Intelligence Report

*Includes Dashboard + Benchmark Report (above) +*

- Institution-specific data comparing your institution to up to 5 key competitor institutions. *(May be subject to sample size limitations.)*

Additional Options:

- Analytical Chapter Summary – Bullet-point summary of key findings for each sub-report.
- Live campus presentation or webinar of key findings

# UCAS™ - Contents by Section

## 1. Applicant Profile

### *Basic Demographics*

- Gender (supplied by client)
- Age
- Region (derived from postal/zip code)
- Community size
- Immigration status (birth location/when moved to this country)
- Race
- Mother tongue

### *Socio-Economic Characteristics*

- Marital status
- Disability
- Current employment status, and last time employed
- Household income

### *Educational Profile*

- Grade Average last year of high school
- Highest level of education mother and/or father achieved (used to derive 1st generation applicant statistic)
- Highest level of education of respondent
  - Current schooling status
  - Last time in school
  - Derive educational stage variable (direct entry, delayed entry, previous HE experience)
- Ultimate degree intention

## 2. Marketing Efforts

Measures applicant use and influence of more than 20 information sources on the decision-making process:

### *Word of Mouth*

- Family, friends, high school teachers, high school guidance counsellors

### *Web*

- Number of institutional websites visited, pages used most
- Most important website functions
- Relative influence, appeal of 1st choice institution's websites
- Educational web portals visited in researching institutions

### *Print*

- Use, influence, and appeal of viewbooks, brochures, alumni magazine
- Number, appeal, and helpfulness of viewbooks
- Number and helpfulness of course calendars
- Parental involvement in viewing viewbooks and calendars
- Where viewbooks/calendars obtained

### *Recruitment*

- Use, influence, appeal, and number attended of high school presentations, information fairs, etc.
- Use, influence, and appeal of formal campus tour, informal campus visits, campus open houses
- Number of campuses visited before application
- Receipt and influence of contact by phone, email, and mail

### *Marketing Media*

- Media seen, read or heard while researching institutions - including national newspapers, local newspapers, magazines, outdoor, transit, radio, television, and more.

### 3. Key Decision Factors

#### *Decision-Making Process*

- Reasons for applying to PSE/Higher Ed
- Decision-making process
- Shortlist applied to, First-choice institution

#### *Subject Area*

- Classification of program at 1st choice institution (also provided by client in a form specific to each individual institution)

#### *Planned Living Arrangements*

- Need to relocate to attend 1<sup>st</sup> choice, and required distance if so
- Planned living arrangement during PSE/Higher Ed
- Planning to work while at PSE/Higher Ed

#### *Impact of Factors*

- **Academic** (High admission average, Academic reputation of institution, Academic reputation of program/major, Library collections/facilities, Investments in latest technology, Range of program offerings, Quality of faculty, High-profile research, Availability of an Honors program/college institution rankings/guidebook ratings)
- **Financial** (Availability of needs or merit based bursaries/scholarships, Assistance applying for financial aid, Tuition costs, Costs of attending, Part-time job opportunities or work-study options, Institution is close to home, Flexible course delivery (evenings, weekends, online, distance, etc.))
- **Outcome** (Easy to get accepted, Ability to transfer credits, Relevant industry in the area, Co-op programs/internships, Opportunities for student leadership, Graduates get high-quality jobs, Graduates get into top professional and grad schools, Undergraduate research opportunities, International exchange options, National/professional accreditation)
- **Campus** (Clubs and social activities, Successful teams/varsity athletics, Convenient public transit, Campus cafeteria/food services options, Reputation for student experience, Access to city/urban life, Attractive campus, Campus housing/residences, Availability of off-campus housing, Recreational sports/fitness facilities, Large student population, History/tradition of school, Attending the school your parent(s) attended, Diversity of student population, Availability of child care)
- **Nurturing** (Friends attending, Small class sizes, Faculty-student interaction, Religious considerations, Small student population, Safety on campus, Safety off campus, Small surrounding community, Student evaluation of professors)

#### 4. Reputation & Brand Perceptions

- Comparative ratings of institutional reputation for:
  - Academic excellence
  - Student life experience
  - Innovation
  - Tradition
  - Teaching
  - Research
  - Affordability
  
- Top-of-mind open-ended word associations for client and key competitor institutions

## Understanding SkoolPool™

*Multi-platform social media application putting “stealth applicants” on the radar*

SkoolPool is a social networking application currently enabled for Facebook and MySpace. In addition to user-facing functions (share my shortlist, vote on friends’ shortlist, see future classmates, announce application and offers, etc.) SkoolPool collects ongoing timestamped data in the background.

Real-time dashboard analytics track changes in prospects’ thinking over time:

- Number of prospective students considering your school
- Basic demographic data
- Consideration set of your prospective students
- Institutional preference rankings
- Reasons why students are considering your institution and your key competitors
- Conversion rate of prospects to applicants for you and your key competitors, and timing of that conversion
- Impact of your marketing efforts and those of your key competitors
- Size of scholarship offers from you compared to your key competitors
- Conversion rate of offers to acceptances and timing of that conversion

## Understanding ADS™

The Acceptance Declined Survey (ADS™) examines the flip-side of enrollment – why some students shortlist your institution, may even visit your campus, yet decline your offer and pursue their education elsewhere.

- ✓ 2 report formats
  1. Dashboard
  2. Full Report  
(Dashboard + Custom reports prepared by Academica group)
  
- ✓ 3 possible report levels based on the number of questions analyzed
  - 20, 50 or 80 questions

### Dashboard – 20

Understand your declined applicants in terms of:

- Did they accept an alternate college/university or choose not to attend PSE at all?
- Their level of interest in your institution when they applied
- Where they will be attending (which of your top competitors)?
- Were they influenced to decline you because of their perceptions about:
  - The quality and timing of your communication?
  - The quality of your print materials, website and recruitment activities?
  - Your campus?
  - Your reputation?
  - Your programs?
  - Your location?
  - Other financial aspects?
- Qualitatively:
  - Why they were satisfied or dissatisfied with the way you communicated with them?
  - What one thing could you have done to change their mind?

### **Dashboard – 50**

- Same as the Dashboard – 20 + additional analysis breaking the seven factors down into approximately 35 individual aspects.
- Did they visit your campus and how satisfied they were with the experience?

### **Dashboard – 80**

- Same as the Dashboard – 50 + additional analysis breaking the seven factors down into approximately 45 individual aspects  
+ Financial Aid questions
- How does your scholarship strategy compare?
  - Did you offer them a scholarship?
  - Did their institution of choice offer them a scholarship?
  - How large was each scholarship?
- How does the timing of your Offer of Admission compare to your competitors?

### **Full Report - 50**

Same as Dashboard - 20 + Custom reports prepared by Academica Group + Index Scale prioritizing all of the approximately 35 factors from most important in the decision to least important

- Exploration of index scores by up to five key variables:
  - Level of commitment
  - Grade average
  - Area of study
  - Top competitors, etc.

Additional Options:

- Analytical Summary – Bullet-point summary of key findings.
- Live campus presentation or webinar of key findings

## **Full Report - 80**

Same as Full Report - 50 + Index Scale prioritizing all of the approximately 45 factors from most important in the decision to least important overall and by up to five key variables.

### **Additional Options:**

- Analytical Chapter Summary – Bullet-point summary of key findings for each sub-report.
- Live campus presentation or webinar of key findings

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