



BGSU 2020 Final Conversion Review

Applicant Marketing, Yield and Demand Builder

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Agenda

1. Executive Summary
2. Applicant Marketing
3. Yield
4. Demand Builder



Executive Summary

Bowling Green State University

Executive Summary Final Conversion 2020

Ruffalo Noel Levitz (RNL) and BGSU are partnered together for:

- ✓ Applicant Cultivator (AC)
- ✓ Admitted Student Marketing (Yield)
- ✓ Demand Builder (DB)

The results presented in this presentation were built off a data load report from September 3, 2020 and as of this date, BGSU's RNL programs have touched and influenced:

- ✓ 53,192 Inquiries
- ✓ 11,388 Applicants
- ✓ 10,115 Completed Applicants
- ✓ 9,714 Accepts
- ✓ 2,545 Deposits
- ✓ 2,258 Enrolled



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RNL Touched – Fall 2020 and Fall 2019

FSA's are removed from the non-touched

Stage	FA20 Unique RNL Touched	FA20 Non-Touched	FA19 Unique RNL Touched**	FA19 Non-Touched
Inquiries	53,192*	7,129	30,230	34,438
Apps	11,388	1,904	8,575	6,751
Inquiry to App Rate	21.4%	26.7%	28.4%	19.6%
Completed Apps	10,155	1,352	8,000	4,680
App to Comp App Rate	88.8%	71.0%	93.3%	69.3%
Accepts	9,714	1,091	7,884	3,719
Comp App to Accept Rate	96.0%	80.7%	98.6%	79.5%
Deposits	2,545	446	2,288	1,092
Accept to Deposit Rate	26.2%	40.9%	29.0%	29.4%
Enrolled	2,258	393	2,153	959
Deposit to Enrolled Rate	88.7%	88.1%	94.1%	87.8%



*Selection of non-responders included

**No Applicant Cultivator

Two-Year Funnel Overview

First-Year Domestic Final Data

	Fall 2020	Fall 2019
Inquiries	63,557	65,161
Applications	16,528	15,819
Application Rate	26.0%	24.3%
Complete Applications	13,695	12,996
Application Completion Rate	82.9%	82.2%
Accepts	12,477	11,891
Accept Rate	91.1%	91.5%
Deposits	3,422	3,508
Deposit Rate	27.4%	29.5%
Enrollment	3,014	3,230
Enrollment Rate	88.1%	92.1%



Final counts may differ slightly from internal data



Applicant Marketing

Applicant Cultivator

One campaign launch to 10,000 records, primarily out-of-state, including client-provided inquiries and targeted search non-responders

- **Modeling**

- *Search Predictive Model with four distinct markets*
- *ForecastPlus Inquiry-to-Enrollment Model to assign enrollment propensity scores to inquiries*

- **Marketing Mix and Targeted, Personalized Outreach**

- *Email: one campaign with nine unique email versions*
 - *108,390 records included*
- *Phone: one phone launch and 400 calling hours to inquiries and non-responders*
 - *38,935 included*
 - *8,671 completed calls, 45,995 attempts*
- *Print: 10,000 personalized, application information packets with branded envelope*
 - *16,033 included*

- **Consulting**

- *Search strategy development and model leveraging*
- *Annual reporting and 24/7 on-demand access to results*

Fall 2020 Final Data by Stream

Stage	FA20 AC Inquiry	FA20 AC Search Non-Responders	FA20 Non-AC Institutional
Inquiries	43,215	1,842	18,500
Apps	6,127	528	9,873
App Rate	14.2%	28.7%	53.4%
Completed Apps	5,418	365	7,912
App to Comp App Rate	88.4%	69.1%	80.1%
Accepted	5,076	364	7,037
Comp App to Acc Rate	93.7%	99.7%	88.9%
Deposit	1,246	49	2,127
Acc to Dep Rate	24.5%	13.5%	30.2%
Enrolled	1,102	43	1,869
Dep to Enrolled Rate	88.4%	87.8%	87.9%

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Applicant Cultivator

- Program started **October 1, 2019**
- Total student pool: **115,082**
- Year had the huge asterisk of **COVID-19**
- Inquiries included in Applicant Cultivator have a **higher** application completion rate than non-program data.
- Students included in Applicant Cultivator have **higher** application completed application to accept rates than non-program data.
- Inquiries included in Applicant Cultivator have a **higher** application deposit to enrollment rate than non-program data.

Search Non-Responders

Stage	Market 3	Market 4
Size of pool	47,352	18,587
Inquiries	1,726	116
Apps	491	37
App Rate	28.4%	31.9%
Completed Apps	348	17
App to Comp App Rate	70.9%	45.9%
Accepted	347	17
Comp App to Acc Rate	99.7%	100.00%
Deposit	47	2
Acc to Dep Rate	13.5%	11.8%
Enrolled	41	2
Dep to Enrolled Rate	87.2%	100.00%



Market 3 – Select NY, Select PA, IN, IL, MI
 Market 4 – MD/VA, Rochester

Calling Results

Final – one phase

Call Result	Total
Already Applied	50
Planning to Apply	214
Unsure of Applying	346
Plans to Transfer	10
Not Interested	1,071
Total	1,691

A blue-tinted photograph of a university courtyard. In the foreground, there are several stone arches supported by columns. In the background, a large domed building is visible, surrounded by trees and a green lawn. The text "Admitted Student Qualification/Yield" is overlaid in white.

Admitted Student Qualification/Yield

Observations from Final Conversion Results

FY2020 Yield

- FY2020 was the second year for service
 - Surveys offered by phone and email (initial and two reminders)
 - Two segments: admitted, not deposited and admitted, deposited
- Calling and emails began week of January 6, 2020 (Last year, January 2, 2019)
- 5,927 admitted students (over 6,000 initially loaded)
 - 1,381 Interested
 - 604 Not Interested
 - 379 Other Completes
 - 3,563 incompletes
- Your partnership with RNL is building a solid foundation for the enrolled class.
 - *2020 RNL campaign produced 1,432 enrolls*

Stream Summaries

FY2020

<i>2020 Data*</i>	Accepts	Deposit	Admit to Deposit Rate	Enrolled	Deposit to Enrolled Rate	Yield Rate
Total in Institution's Final Data	12,477	3,422	27.4%	3,014	88.1%	24.1%
Yield Program	5,927	1,587	26.8%	1,432	90.2%	24.2%

*Data as of September 3, 2020



Stream Summaries

FY2020 and *FY2019*

2020 Data*	Accepts	Deposit	Admit to Deposit Rate	Enrolled	Deposit to Enrolled Rate	Yield Rate
Total in Institution's Final Data	12,477	3,422	27.4%	3,014	88.1%	24.1%
Yield Program	5,927	1,587	26.8%	1,432	90.2%	24.2%

*Data as of September 3, 2020

2019 Data*	Accepts	Deposit	Admit to Deposit Rate	Enrolled	Deposit to Enrolled Rate	Yield Rate
Total in Institution's Final Data	11,891	3,508	29.5%	3,230	92.1%	27.2%
Yield Program	5,836	1,803	30.9%	1,720	95.4%	29.5%

*Data as of October 28, 2019



Stream by Profile

FY2020 and FY2019

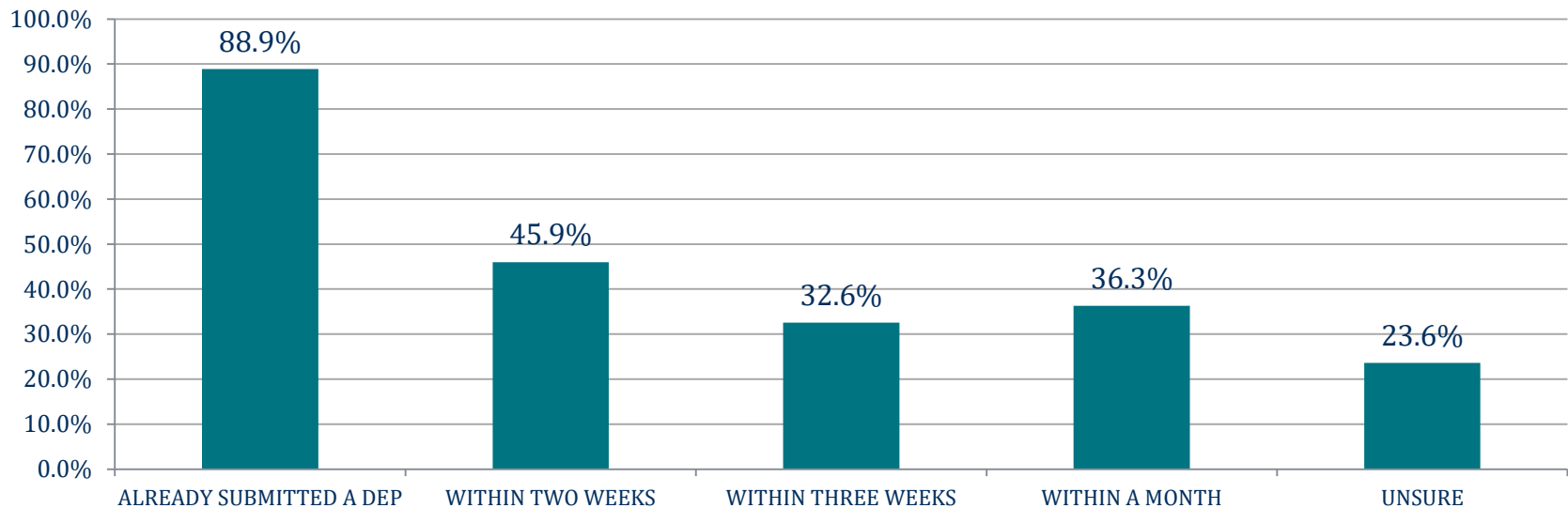
Result	2020 Accept	2019 Accept	2020 Deposit	2019 Deposit	2020 Admit to Deposit Rate	2019 Admit to Deposit Rate	2020 Enrolled	2019 Enrolled	2020 Deposit to Enrolled Rate	2019 Deposit to Enrolled Rate
Interested	1,381	2,417	569	1,290	41.2%	53.4%	522	1,241	91.7%	96.2%
Not Interested	604	552	34	18	5.6%	3.3%	30	16	88.2%	88.9%
Other Complete	379	723	92	111	24.3%	15.4%	86	102	93.5%	91.9%
Incomplete	3,563	2,144	892	384	25.0%	17.9%	794	361	89.0%	94.0%



*2020 data as of September 3, 2020; 2019 data as of October 28, 2019

Planning to Deposit

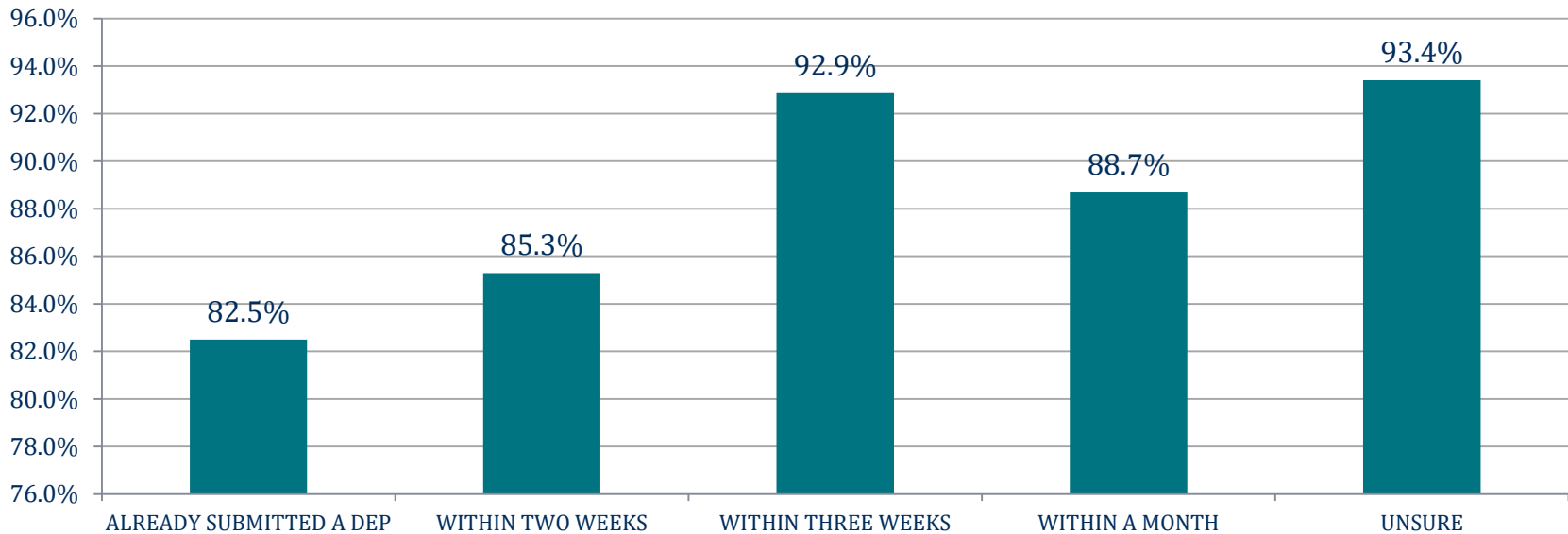
FY2020 Accept to Deposit Rate



RESPONSE	COUNT
ALREADY SUBMITTED A DEP	40
WITHIN TWO WEEKS	68
WITHIN THREE WEEKS	14
WITHIN A MONTH	53
UNSURE	91

Planning to Deposit

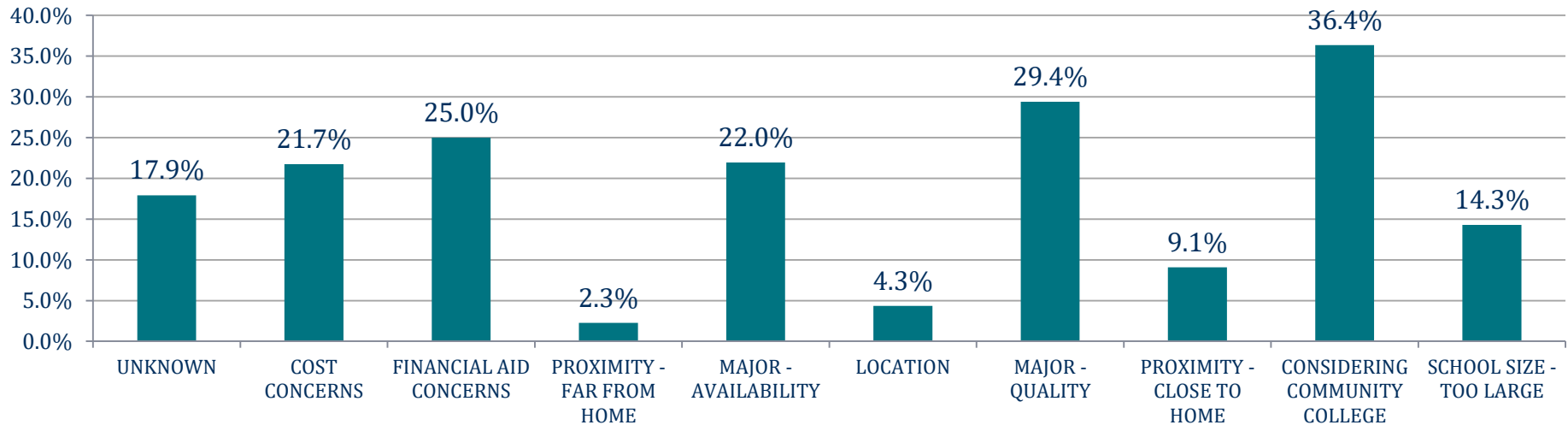
FY2020 Deposit to Enroll Rate



RESPONSE	COUNT
ALREADY SUBMITTED A DEP	33
WITHIN TWO WEEKS	58
WITHIN THREE WEEKS	13
WITHIN A MONTH	47
UNSURE	85

Objections/Concerns

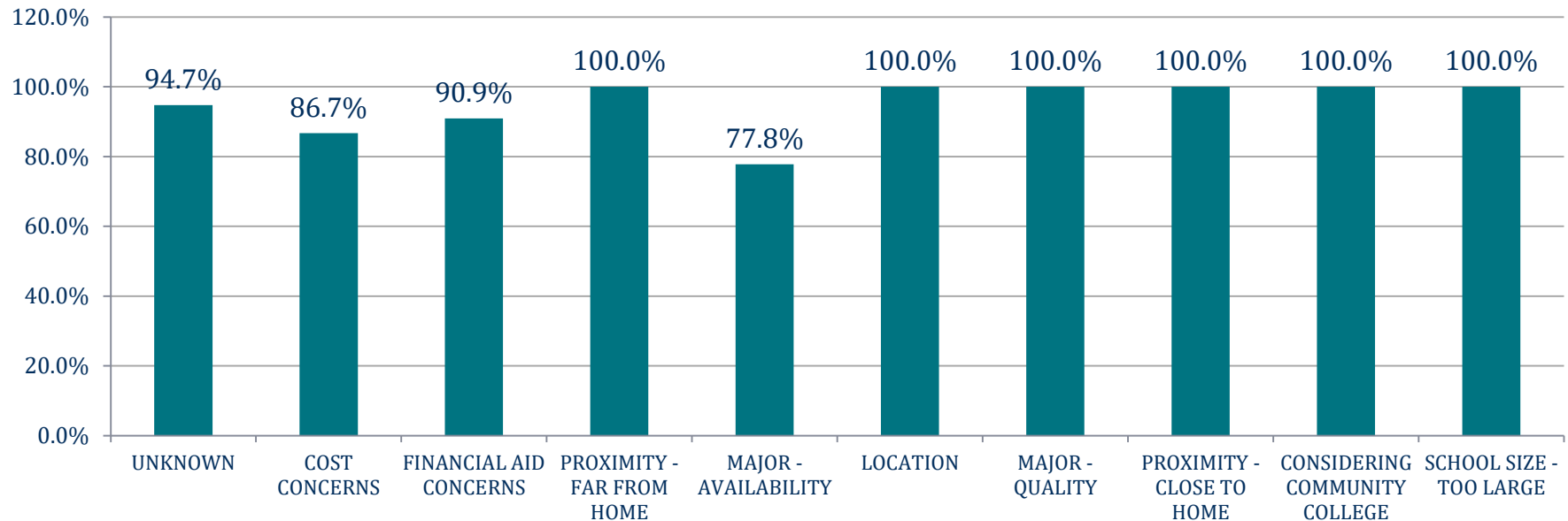
FY2020 Accept to Deposit Rate



RESPONSE	COUNT
UNKNOWN	38
COST CONCERNS	15
FINANCIAL AID CONCERNS	11
PROXIMITY - FAR FROM HOME	1
MAJOR - AVAILABILITY	9
LOCATION	1
MAJOR - QUALITY	5
PROXIMITY - CLOSE TO HOME	1
CONSIDERING COMMUNITY COLLEGE	4
SCHOOL SIZE - TOO LARGE	1

Objections/Concerns

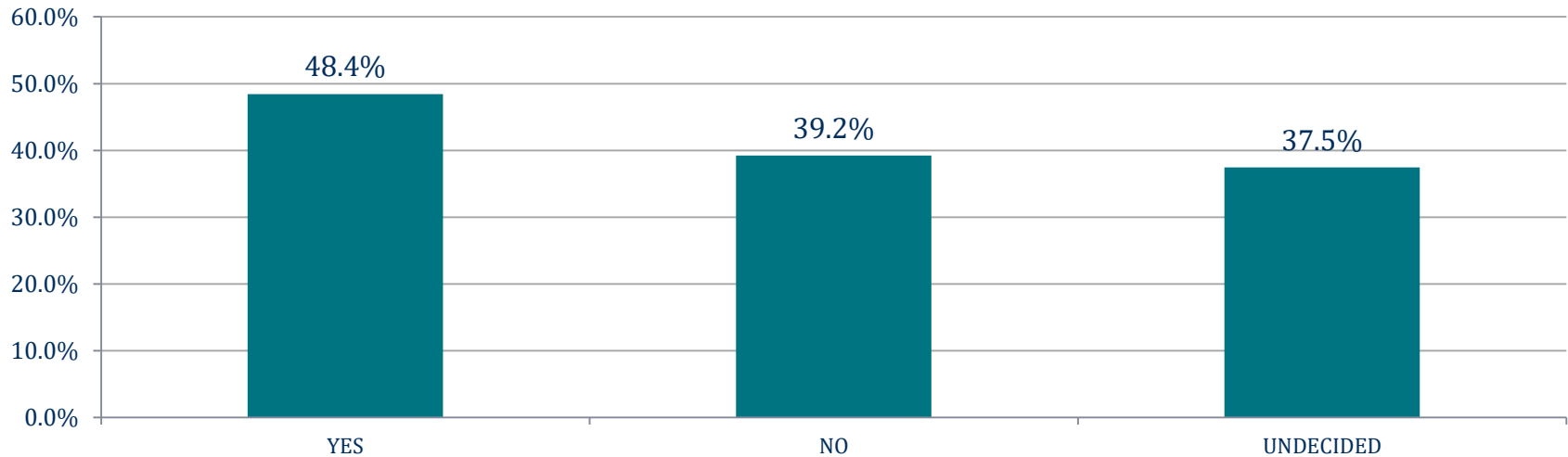
FY2020 Deposit to Enroll Rate



RESPONSE	COUNT
UNKNOWN	36
COST CONCERNS	13
FINANCIAL AID CONCERNS	10
PROXIMITY - FAR FROM HOME	1
MAJOR - AVAILABILITY	7
LOCATION	1
MAJOR - QUALITY	5
PROXIMITY - CLOSE TO HOME	1
CONSIDERING COMMUNITY COLLEGE	4
SCHOOL SIZE - TOO LARGE	1

Campus Visits

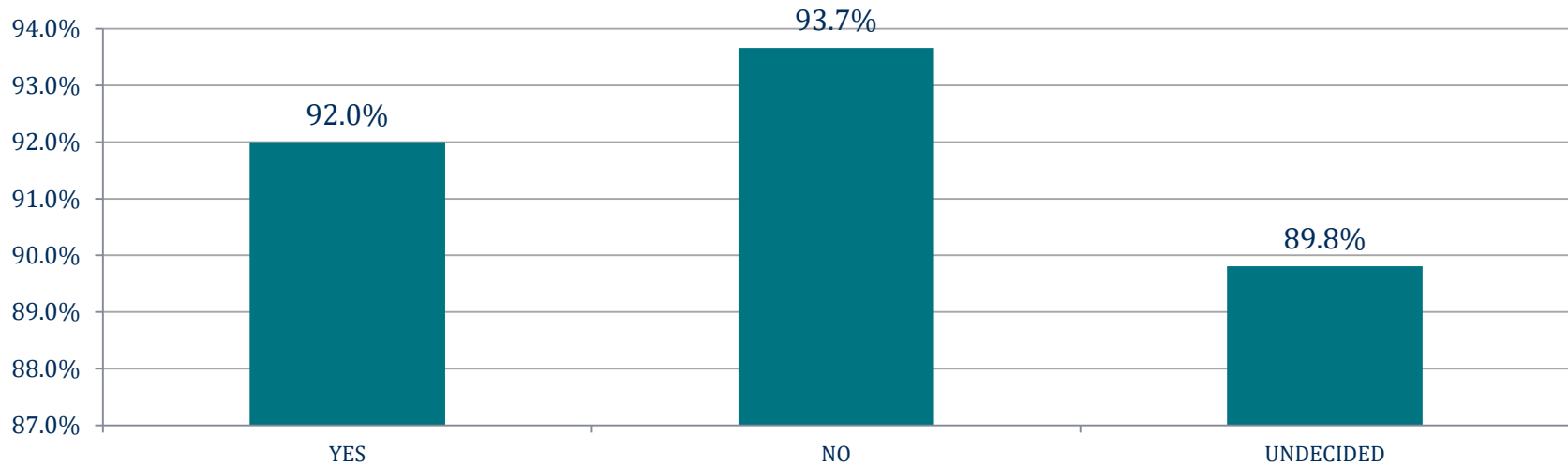
FY2020 Accept to Deposit Rate



RESPONSE	COUNT
YES	250
NO	142
UNDECIDED	157

Campus Visits

FY2020 Deposit to Enroll Rate



RESPONSE	COUNT
YES	230
NO	133
UNDECIDED	141



Demand Builder

Demand Builder

Up to six campaign launches; up to 125,000 junior and sophomore search records

- **Modeling**
 - *Search Predictive Model with four distinct markets to inform search purchases*
- **Marketing Mix and Targeted, Personalized Outreach**
 - *Email: up to six campaigns with nine unique messages and three unique segments*
 - *Phone: two phone launches and 400 calling hours to new search records*
 - *Print: up to 125,000 personalized, direct mail letter packages with branded envelope. Three unique segments, and text message reply mechanism included*
 - *Digital: 1,000,000 ad impressions, including custom-audience first-party matching and location-based geo-fencing at select feeder high schools*
 - *Next day fulfillment email to responders, and four additional PLUS fulfillment emails to responders and select non-responders*
- **Consulting**
 - *Search strategy development and model leveraging*
 - *Annual reporting and 24/7 on-demand access to results*

*Affordability Predictor added for 2021 2022, completed one 2020 scoring






Search Program Summary

Class of Fall 2020 – Data as of September 3, 2020

Sophomore Class Searched: February 2018-October 2018

Junior Class Searched: February 2019-October 2019

Senior Class Searched: September 2019-January 2020

- 138,023 search records included in the report, 33,055 inquiries
 - 8,370 responders
 - 24,685 non-responders (a portion were loaded directly into the inquiry pool)
- 8,739 total responders, 8,370 for Fall 2020 provided in service data
- Your multi-channel direct marketing approach is working:
 - 84.9% of your search response enrolled pool derived from email strategy 
 - 9.6% of your search response enrolled pool derived from the direct mail strategy 
 - 5.5% of your search response enrolled pool derived from the calling strategy 

Search Program Summary

Class of Fall 2020

- RNL search generated 33,055 total inquiries for Fall 2020, 52.0% of total inquiries
 - 8,370 responders
 - 24,685 non-responder inquiries
- RNL search generated 6,953 applications, 42.1% of total applications
 - 1,320 responders
 - 5,633 non-responders
- RNL search generated 5,930 admits, 47.5% of total admits
 - 1,152 responders
 - 4,778 non-responders
- RNL search generated 152 deposits, 41.6% of total deposits
 - 304 responders
 - 1,118 non-responders
- RNL search generated 1,256 enrolls, 41.7% of total enrolls
 - 271 responders
 - 985 non-responders



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Fall 2020 Final Data by Stream

Stage	Searched	Not Searched	Institutional Total	F20 Search as a % Total	F19 Search as a % Total
Inquiries	33,055	30,502	63,557	52.0%	41.9%
Applicants	6,953	9,575	16,528	42.1%	35.6%
Accepts	5,930	6,547	12,477	47.5%	41.6%
Deposits	1,422	2,000	3,422	41.6%	35.1%
Enrolled	1,256	1,758	3,014	41.7%	35.4%

- RNL Search has targeted and influenced 41.7% of your total, domestic, freshmen deposit pool for fall 2020; 35.4% for fall 2019



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Fall 2020 Final Conversion Rates

Stream	Search Records	Non-Search Records	Institutional Total
Inquiry-to-App Rate	21.0%	31.4%	26.0%
App-to-Accept Rate	85.3%	68.4%	75.5%
Acc-to-Deposit Rate	24.0%	30.5%	27.4%
Dep-to-Enrolled Rate	88.3%	87.9%	88.1%

Class Analysis

Vendor	Seniors	Juniors	Sophomores
Searched	6,502	107,111	36,167
Inquiries	652 (136 responders)	18,377 (5,912 responders)	18,984 (2,740 responders)
Inquiry Rate	10.03% (2.09% response rate)	17.16% (5.52% response rate)	52.49% (% response rate)
Apps	336 (52 responders)	4,477 (891 responders)	2,980 (335 responders)
App Rate	5.20% (38.24% responders)	15.07% (4.2% responders)	8.20% (14.34% responders)
Accepts	298 (48 responders)	3,824 (782 responders)	2,540 (335 responders)
Accept Rate	88.69% (92.31% responders)	88.69% (87.77% responders)	85.23% (85.24% responders)
Deposits	50 (10 responders)	856 (191 responders)	665 (109 responders)
Deposit Rate	16.78% (20.83% responders)	22.38% (24.42% responders)	26.18% (32.54% responders)
Enrolled	43 (10 responders)	752 (171 responders)	590 (96 responders)
Enrolled Rate	86.00% (100.00% responders)	87.9% (89.5% responders)	88.70% (88.10% responders)



Record counts may be duplicated if a record was searched in multiple classes; therefore class totals on this page may differ slightly.

Search Vendor Data

Vendor	ACT	College Board	NRCCUA
Searched	20,992	90,464	26,567
Inquiries	3,892 (1,226 responders)	10,791 (4,806 responders)	18,372 (2,338 responders)
Inquiry Rate	18.54% (5.84% response rate)	11.93% (5.31% response rate)	69.20% (8.80% response rate)
Apps	1,542 (304 responders)	3,252 (652 responders)	2,159 (364 responders)
App Rate	18.54% (24.80% responders)	30.14% (13.57% responders)	11.75% (15.57% responders)
Accepts	1,381 (279 responders)	2,837 (584 responders)	1,712 (289 responders)
Accept Rate	89.56% (91.78% responders)	87.24% (89.57% responders)	79.30% (79.40% responders)
Deposits	308 (77 responders)	637 (141 responders)	477 (86 responders)
Deposit Rate	22.30% (27.60% responders)	22.45% (24.14% responders)	27.86% (29.76% responders)
Enrolled	275 (72 responders)	570 (129 responders)	411 (70 responders)
Enrolled Rate	89.29% (93.51% responders)	89.48% (91.49% responders)	86.16% (81.40% responders)



Search Model Markets

First search model

- **Market 1**
 - 63.8% of total applied, 65.6% of total admitted, **69.5%** of total enrolled
 - Primary Ohio Counties
- **Market 2**
 - 15.0% of total applied, 16.1% of total admitted, **20.0%** of total enrolled
 - Rest of Ohio
- **Market 3**
 - 15.9% of total applied, 13.8% of total admitted, **7.7%** of total enrolled
 - Select New York, Select Pennsylvania, Indiana, Illinois, Michigan
- **Market 4 – Limited purchasing in MD/VA and remaining Rochester area**
 - 5.3% of total applied, 4.6% of total admitted, **2.9%** of total enrolled
 - Rest of the United States

Search Market Results

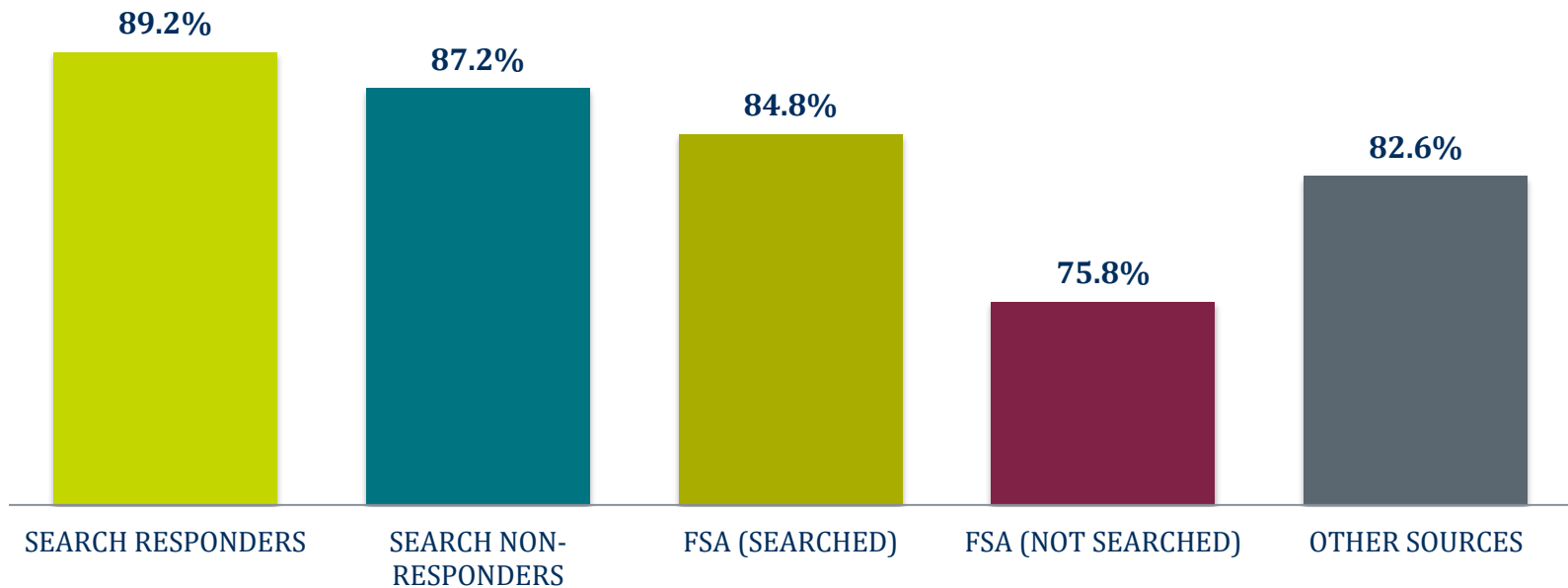
Market	Market 1	Market 2	Market 3	Market 4
Searched	44,489	15,937	55,886	21,701
Inquiries	19,076 (3,291 responders)	7,793 (1,374 responders)	5,524 (3,197 responders)	661 (508 responders)
Inquiry Rate	42.88% (7.40% response rate)	48.90% (8.62% response rate)	9.88% (5.72% response rate)	3.05% (2.34% response rate)
Apps	4,670 (786 responders)	1,274 (265 responders)	937 (242 responders)	72 (27 responders)
App Rate	24.48% (23.88% responders)	16.35% (19.29% responders)	16.96% (7.57% responders)	10.89% (5.31% responders)
Accepts	4,120 (706 responders)	1,071 (223 responders)	701 (205 responders)	38 (18 responders)
Accept Rate	88.22% (89.82% responders)	84.07% (84.15% responders)	74.81% (84.71% responders)	52.78% (66.67 responders)
Deposits	1,023 (204 responders)	297 (76 responders)	98 (22 responders)	4 (2 responders)
Deposit Rate	24.83% (28.90% responders)	27.73% (34.08% responders)	13.98% (10.73% responders)	10.53% (11.11% responders)
Enrolled	914 (181 responders)	253 (68 responders)	85 (20 responders)	4 (2 responders)
Enrolled Rate	89.35% (88.73% responders)	85.19% (89.47% responders)	86.73% (90.91% responders)	100.00% (100.00% responders)



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Fall 2020 Application Completion

2020 APPLICATION COMPLETION RATE



Non-Responders

Inquiry Source Breakout

Source	# Inquiries	# Apps	Inq to App Rate	# Acc	App to Acc Rate	# Dep	Acc to Dep Rate	# Enr	Dep to Enr Rate
ACT PURCHASE (18-22)	1,206	561	46.52%	493	87.88%	102	20.69%	87	85.29%
ACT PURCHASE (23-26)	574	244	42.51%	224	91.80%	44	19.64%	39	88.64%
ACT PURCHASE (27-29)	181	80	44.20%	66	82.50%	16	24.24%	16	100.00%
ACT PURCHASE (30-36)	113	33	29.20%	29	87.88%	4	13.79%	4	100.00%
ACT TEST SCORES	367	138	37.60%	134	97.10%	37	27.61%	35	94.59%
ADMISSIONS OFF-CAMPUS EVENT	87	18	20.69%	15	83.33%	6	40.00%	6	100.00%
ADMISSIONS ON-CAMPUS EVENT	1	1	100.00%	1	100.00%	1	100.00%	1	100.00%
AP PURCHASE	1	1	100.00%	1	100.00%	1	100.00%	1	100.00%
AP TEST SCORES	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
APPLICATION FOR ADMISSION	230	218	94.78%	171	78.44%	32	18.71%	29	90.63%
CAMPUS PARTNER OFF-CAMPUS EVENT	42	8	19.05%	6	75.00%	1	16.67%	1	100.00%
CAMPUS PARTNER ON-CAMPUS EVENT	30	10	33.33%	9	90.00%	2	22.22%	2	100.00%
CARNEGIE MAGAZINE	75	10	13.33%	8	80.00%	1	12.50%	1	100.00%
COLLEGE FAIR	319	93	29.15%	84	90.32%	27	32.14%	25	92.59%
COMMON APP	204	91	44.61%	80	87.91%	25	31.25%	21	84.00%
DAILY VISIT	97	53	54.64%	49	92.45%	19	38.78%	18	94.74%
EXPRESS INTEREST	34	17	50.00%	14	82.35%	4	28.57%	3	75.00%
FAFSA	9	6	66.67%	5	83.33%	2	40.00%	2	100.00%
GROUP VISIT	7	1	14.29%	1	100.00%	1	100.00%	1	100.00%
HOBSONS	68	22	32.35%	16	72.73%	4	25.00%	4	100.00%
HS VISIT	186	126	67.74%	113	89.68%	44	38.94%	40	90.91%
NRCCUA	15,653	1,655	10.57%	1,325	80.06%	357	26.94%	312	87.39%
PEOPLESOFT	4	4	100.00%	4	100.00%	1	25.00%	0	0.00%
RNL NON-RESPONDERS	3	3	100.00%	3	100.00%	1	33.33%	1	100.00%
SAT PURCHASE	4,989	2,169	43.48%	1,865	85.98%	370	19.84%	325	87.84%
SAT TEST SCORES	130	46	35.38%	38	82.61%	12	31.58%	7	58.33%
STUDENTPATHS.COM	6	3	50.00%	3	100.00%	0	0.00%	0	0.00%
SUMMER CAMP	67	21	31.34%	20	95.24%	4	20.00%	4	100.00%
TRANSFER OFF-CAMPUS VISIT	1	1	100.00%	1	100.00%	0	0.00%	0	0.00%
Grand Total	24,685	5,633	22.82%	4,778	84.82%	1,118	23.40%	985	88.10%

2021 2022 Final Response

Juniors, Sophomores



Class	Searched	Response	Response Rate
Seniors*	17	17	100.00%
Juniors	115,833	5,932	5.12%
Sophomores	27,705	1,769	6.39%
Freshman	90	90	100.00%
Total	143,645	7,808	5.44%



*Included in the jr/soph data

Next Steps

2020-2021

- January Purchases 
 - 2022 2023: Demand Builder
 - College Board, Encoura and determine what Cappex has available
- Mid-winter
 - Fall 2021 mid-year conversion
- Spring Purchases 
 - April, June



Thank you!

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