

Bowling Green State University

Erin O'Neill

Enrollment Consultant

RUFFALOSM
NOEL LEVITZ

F2018 ESS Mid-Year Conversion

Search Program Components

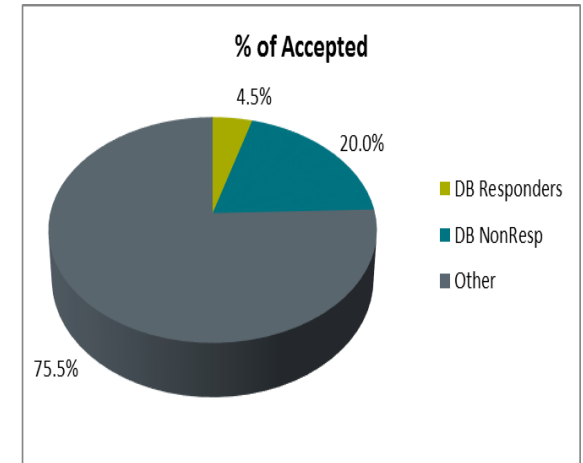
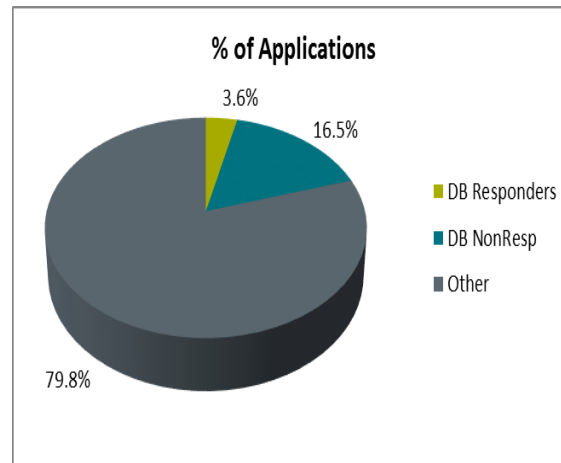
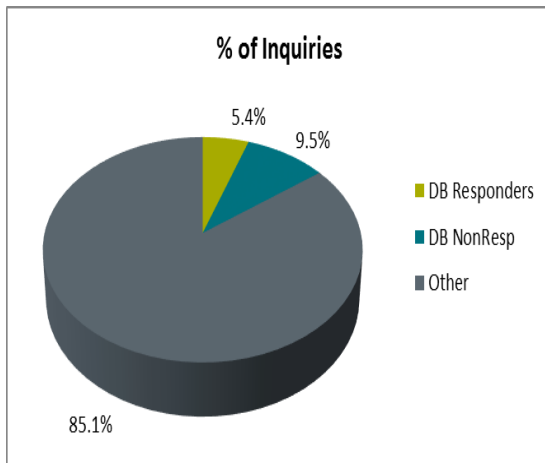
- Search Predictive Model
- Up to 6 campaign launches as records become available for purchase
- Estimated 100,000 records
 - 15,000 - Seniors (125,000 srs, jrs, sophs in Demand Builder contract)
 - 85,000 – Juniors (110,000 juniors/sophomores in ESS contract)
- Email campaign to all valid addresses
 - Series of 5 emails - Seniors
 - Series of 9 emails – Juniors (and Sophomores)
- Direct mail to 60,000 records
 - 60,000 – Juniors (and Sophomores)
- Email fulfillment and series of 4 additional engagement emails to all junior and sophomore search responders

F18 ESS Mid-Year Conversion Analysis

Bowling Green State University Demand Builder Summary

Demand Builder (DB) Mid-Year Conversion for 2018 Entering Class
 Junior Class Searched February, 2017 to November, 2017
 Senior Class Searched September, 2017 to October, 2017

From Final Data By Stream	DB Responder	DB NonResp	From All DB/Search Records	Total Records In Institution's Mid-Year Data	DB % of Totals
Inquiry	2,926	5,173	8,099	54,470	14.9%
Application	544	2,468	3,012	14,933	20.2%
Accept	499	2,214	2,713	11,082	24.5%



BGSU F18 Summary

	F18 Mid-Year ESS	% of BGSU Totals
Search Volume	77,418*	
Inquiries	8,099	14.9%
Applications	3,012	20.2%
Admits	2,713	24.5%
Enrolls	TBD	TBD
Inquiry Rate	10.5%	
Inquiry to App Rate	37%	
Admit Rate	90%	
Enroll Rate	TBD	

*Local records not included, sophomores not searched

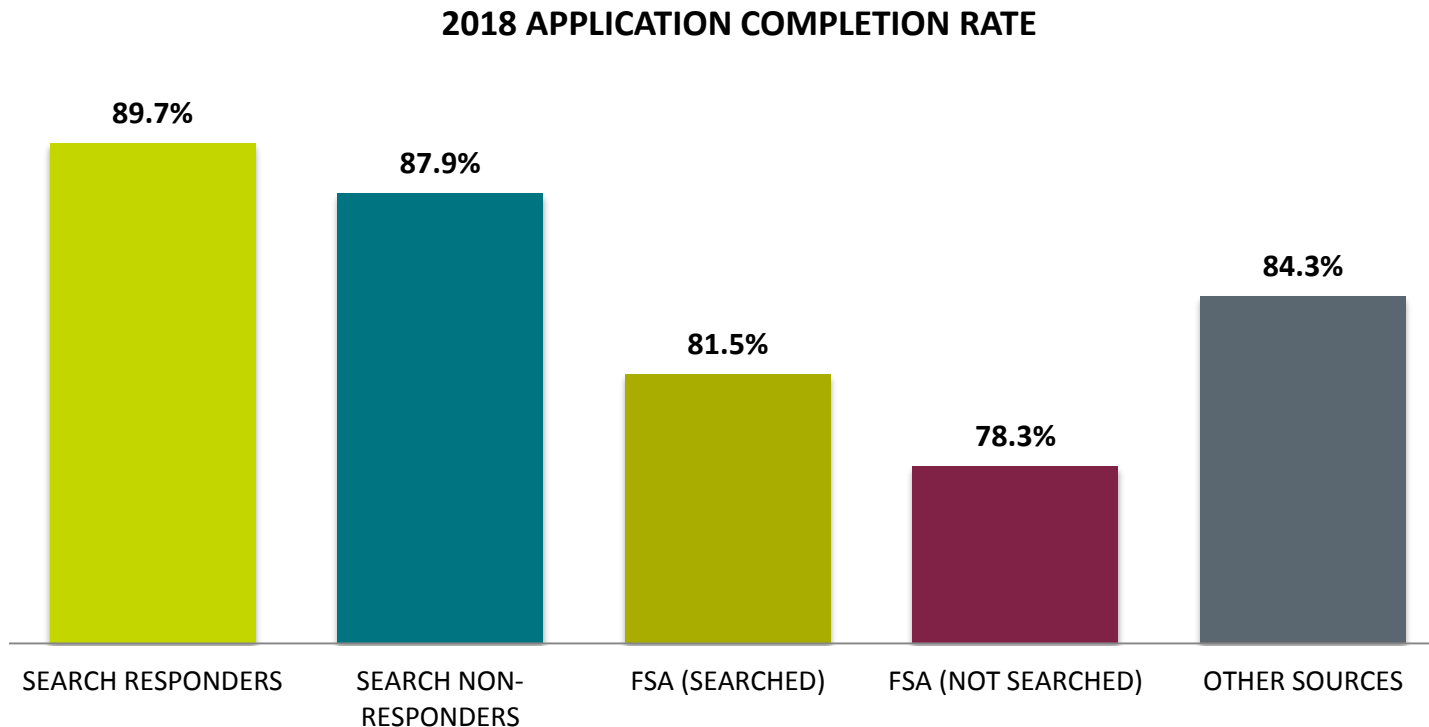
F18 ESS Mid-Year Conversion Analysis

		F18 Results
Market 1 (Primary Ohio Counties)	Search Volume	28,721
	Inquiries	5,062
	Responders	1,322
	Applications	2,191
	Admits	1,994
	Enrolled	TBD
Market 2 (Rest of Ohio)	Search Volume	8,787
	Inquiries	1,347
	Responders	468
	Applications	465
	Admits	429
	Enrolled	TBD

F18 ESS Mid-Year Conversion Analysis

		F18 Results
Market 3 (Illinois, Indiana, Michigan, Select New York, Select Pennsylvania)	Search Volume	37,045
	Inquiries	1,588
	Responders	1,070
	Applications	342
	Admits	277
	Enrolled	TBD
Market 4 (Rochester, NY area)	Search Volume	2,863
	Inquiries	101
	Responders	65
	Applications	13
	Admits	12
	Enrolled	TBD

2018 Application Completion Rate



By Class Searched:

F18 Search Results by Class Searched

	Searched	Inquiries	Responders	Applications	Admits	Enrolls
Juniors	65,943	7,476	2,749	2,798	2,535	TBD
Seniors	13,259	735	289	292	253	TBD

Search Best Practices

- Verify all search responders are imported as new inquiries
- Include search responders in campus-based communication flows
- Capture academic interest data from vendors to build program demand data
- Communication flow to search non-responders in key markets to boost inquiry rates

Renewal Conversation

- Demand Builder
- Forecast*Plus*
- SMART Approach

Thank you!

RUFFALOSM
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