



ForecastPlus for Recruitment™

**Focus your recruitment efforts on the students
who are most likely to enroll**

Noel-Levitz®

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Increase your enrollment yields, conversion rates, and your return on investment through predictive modeling

In today's cost-conscious higher education environment, admissions offices are being asked to do more with less and to justify every dollar they spend—while still hitting the enrollment goals of their campus.

At the same time, larger numbers of prospective students and greater numbers of students who are “secret shoppers” stretch your finite recruiting resources even more, making it harder than ever to qualify students and enroll the class you really want.

That's why so many campuses use Forecast*Plus* for Recruitment. Forecast*Plus* creates a statistical model that predicts student enrollment behavior. You can qualify your prospects, inquiries, applicants, and admits precisely and see which students are the most likely to enroll.

How does predictive modeling benefit your campus?

Forecast*Plus* adds more precision and efficiency to the recruitment process, making it much easier to:

- **Increase conversion and yield rates**
Focus on those prospective students who have the greatest chance of becoming actual students
- **Uncover and connect with “secret shoppers” before they apply**
Treat the highest-rated prospects as inquiries and get those students into your communication flow before they apply
- **Segment communications to students more effectively**
Eliminate the need to communicate equally with every student in your funnel, saving your more expensive and time-intensive efforts for your best leads
- **Shape enrollments by desired characteristics**
Qualify students by a host of subpopulations—such as ethnicity, academic ability, location, desired fields of study, and estimated income
- **Manage the time and travel of your admissions staff more efficiently**
Prioritize your phone call efforts and focus your travel on regions that have high numbers of students who are most likely to enroll
- **Improve the return on investment of your recruitment dollars**
Save money on printing, mailing, travel, and communications by using precise qualification to maximize the enrollment impact of your recruitment budget

Free consultation and demonstration

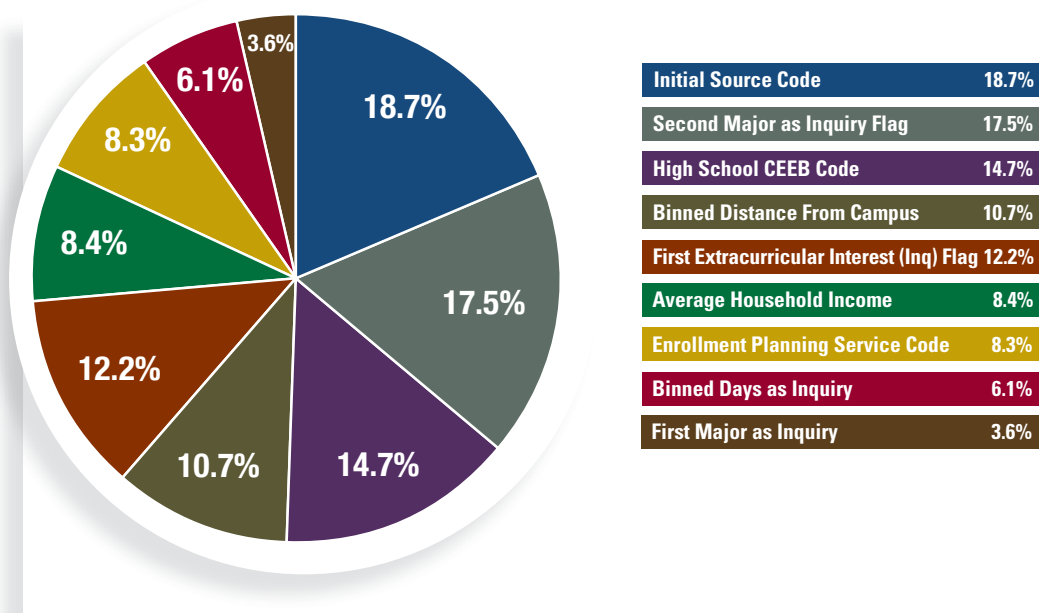
See how Forecast*Plus* could make an immediate impact on your funnel management and recruitment efforts. Ask for a guided demonstration with our consultants. E-mail ContactUs@noellevitz.com or call 1-800-876-1117 to schedule a demonstration.

See the likelihood of enrollment for any student in your funnel

ForecastPlus uses an advanced statistical model to rate the enrollment probability for any student you wish to assess. Here's how it works:

- 1) Gather and prepare all relevant data for modeling.** Your [ForecastPlus team](#) works directly with your campus to collect historical data on both students who enrolled and those who did not. This information is used to look for predictive variables—characteristics that influenced the enrollment decision.
- 2) Supplement your data with additional socioeconomic data that may predict enrollment.** [Additional demographic, economic, geographic, and other key data](#) are added to your historical enrollment data. These additional variables strengthen the predictive power of the model and are done at the precise ZIP+4 level (roughly four-to-nine households), rather than using larger, less precise block groups.
- 3) Build a campus-specific enrollment model and test it for accuracy.** Noel-Levitz statisticians use the collected data to create an enrollment model. They test this model for accuracy against your previous enrollment and refine the model for maximum accuracy.
- 4) Identify variables that predict enrollment.** The model reveals the characteristics that predict enrollment and weighs each factor as well. The following is an example of how this process works:

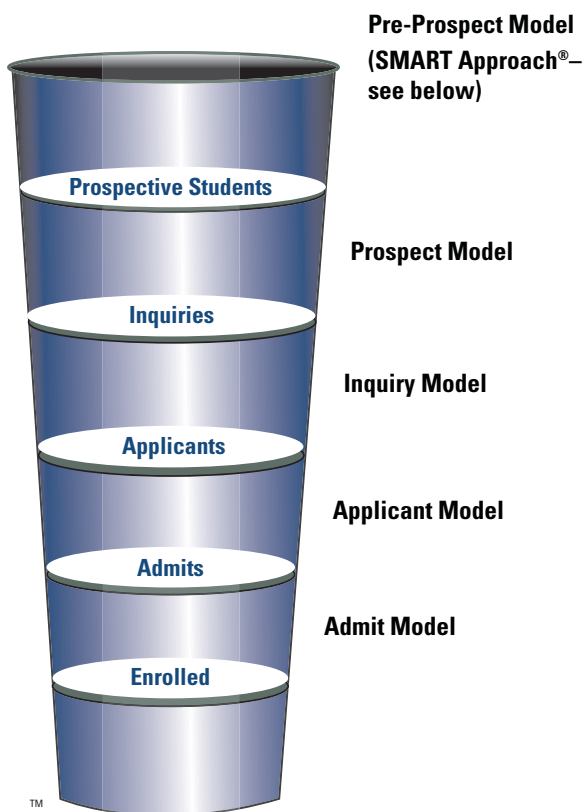
Relative strength of model variables



5) **Assign prospective students a model score.** Any prospective student you wish to score receives a model score between 0 and 1. This allows you to assess the enrollment likelihood of each individual student.

Student	Model score	Enrollment probability
Kate Black	.99	<i>Highly Likely</i>
Mike Miller	.85	<i>Highly Likely</i>
Dave Hamilton	.72	<i>Likely</i>
Jessica Zwick	.68	<i>Likely</i>
Angie Mabeus	.46	<i>Somewhat Likely</i>
Audrey Keppler	.41	<i>Somewhat Likely</i>
Brian Schuler	.21	<i>Less Likely</i>
Jordan Clouser	.17	<i>Less Likely</i>

Qualify students at any stage of the funnel



ForecastPlus allows you to qualify students at any stage of the funnel, from pre-prospect to admit. You can combine different stages into a completely customized approach.

Your consultant can help you determine which models would best match your enrollment goals and also devise [effective strategies](#) for each stage of the model. For instance, if using the prospect model, you could pull high-scoring prospects into your inquiry pool in order to start building relationships with those students. Low-scoring students who are unlikely to enroll could receive an inexpensive postcard inviting them to request more information, allowing you to use your resources more efficiently while still communicating with your prospects.

Qualify list purchases before buying a single name

Noel-Levitz also offers a list-purchase predictive modeling tool, SMART Approach. Created in conjunction with NRCCUA® (the National Resource Center for College & University Admissions), SMART Approach pre-qualifies millions of high school student leads in NRCCUA's database. You can increase the enrollment yield of your list purchases, add high-quality leads from desired subpopulations, find strong prospective students in previously untapped markets, and much more. See www.noellevitz.com/SMART for more information and to request a demonstration.

Save resources and increase enrollment yields by segmenting your recruitment efforts

Once students have received their [model scores](#), you can prioritize your efforts to focus on students who are your best leads. The following table illustrates this segmentation:

Recruitment strategies	Model score range				
	.00-.49	.50-.59	.60-.79	.80-.89	.90-1.00
Web site					
E-mail					
E-newsletters/communications					
Direct mail					
Student calls					
Professional staff					
Alumni					
Faculty					

Note how students with lower scores do not get left out of your efforts, but instead simply receive less expensive/time-consuming contacts with your campus. They may still show interest, at which time you can pursue them more aggressively, but you are not wasting time and resources on student leads that are unlikely to generate enrollment.

Using this approach helps you:

- Facilitate better relationship-building by increasing the time spent with highly interested prospective students
- Have admissions staff, student callers, and volunteers continually follow up with students they know have the highest propensity for enrolling
- Focus admissions outreach efforts (travel and follow up)
- Increase your ability to truly personalize the admissions process
- Provide a mechanism for enrollment forecasting

Receive complete support from a dedicated team of enrollment and statistical experts

Throughout the ForecastPlus process, you receive assistance from a team of specialists dedicated to helping you:

- Collect and clean the data to build the enrollment model
- Build and test the model to ensure its statistical accuracy
- Analyze the results
- Use the data to strengthen your recruitment strategies and improve their cost-effectiveness

Each campus has its own ForecastPlus team



Enrollment consultant

Your enrollment consultant guides the entire modeling project, coordinating the data collection and building of the model while providing analysis and recommendations for strategies. In addition to coming to your campus to work with your enrollment team on strategy development and implementation, your consultant is also available for consultation via phone and e-mail throughout the year.



Statistician

Your statistician creates the predictive model and tests it for accuracy. He or she also helps identify which variables have the greatest impact on students' enrollment decisions.



Technical Product Support Specialist (TPSS)

Your TPSS provides technical support throughout the process. He or she works directly with your campus to gather the data and clean it (to prepare it to be used in the model). Plus, your TPSS offers technical assistance throughout the modeling process.

Additional Noel-Levitz support

Noel-Levitz has dozens of consultants and additional specialists. Your team can also draw on their expertise and abilities for strategy development, model creation, and technical support. No other firm offers the breadth of experience and depth of support that we do.

Get the most precise appended student data available to enrollment managers

In addition to using your own historical data to predict student enrollment behavior, Forecast*Plus* also appends socioeconomic data to your predictive model. This appended data can uncover key additional factors that could be affecting student enrollment.

See key data at the household level with Acxiom

Forecast*Plus* appends socioeconomic data from Acxiom to all predictive models. Why Acxiom? Because Acxiom data reveals key data elements down to the ZIP+4 level, as opposed to other providers that use larger, less accurate geographic segmentation.

For instance, data from Equifax and the US Census are based on block groups of 600-3,000 households. Acxiom is based on groups of six-to-nine households. That's a dramatic increase in accuracy and allows you to target prospective students more precisely than ever.

Acxiom appended data include:

- **Personicx clusters**—Personicx is an advanced tool for demographic segmentation, using 70 different categorization "clusters." Personicx offers fresh data that accurately reflect the subtle but distinct differences between different demographic groups.
- **Average household income**
- **Ethnicity classifications**—Because Acxiom drills down to the household level, these two classifications make it easier than ever to find students from specific economic or ethnic groups.

Using Acxiom data to supplement your historical data ensures that Forecast*Plus* provides the most accurate, precise, and detailed predictive models for enrollment management.

Campus outcomes

This chart shows results from all of the campuses that used Forecast*Plus* in 2010. Among these campuses, 83 percent of the net deposits came from 45 percent of the inquiry pool. Just 8 percent of net deposits were from the lowest 35 percent of the pool.

Score range	Inquiry	Applicant	Admit	Net deposit	Applicant/ Inquiry	Admit/ Inquiry	Net deposit/ Inquiry
0.00-0.09	5,341	122	67	14	2.3%	1.3%	0.3%
0.10-0.19	39,372	1,369	678	179	3.5%	1.7%	0.5%
0.20-0.29	163,177	6,340	3,259	916	3.9%	2.0%	0.6%
0.30-0.39	265,356	13,104	7,821	2,399	4.9%	2.9%	0.9%
0.40-0.49	251,389	20,048	12,778	3,981	8.0%	5.1%	1.6%
0.50-0.59	198,436	24,144	16,565	5,376	12.2%	8.3%	2.7%
0.60-0.69	159,265	27,516	19,640	6,790	17.3%	12.3%	4.3%
0.70-0.79	128,834	32,830	23,700	8,513	25.5%	18.4%	6.6%
0.80-0.89	82,470	31,986	23,271	8,231	38.8%	28.2%	10.0%
0.90-1.00	40,098	22,879	17,021	7,099	57.1%	42.4%	17.7%
Total/Average	1,333,738	180,338	124,800	43,498	13.5%	9.4%	3.3%

Imagine how much time and effort you would save—and the enrollment yields you could realize—by knowing which segments of your funnel had the best chance of enrolling at your campus.

Case study

Eastern Kentucky University

Eastern Kentucky University (EKU) sought to increase enrollment by 2,000 students over the next five years by achieving 2 percent growth per year. The university assessed operations in recruitment, retention, and financial aid, as past scholarship budgets had been surpassed and the university was not achieving desired results. To turn things around, EKU embarked on strategic enrollment planning that included initiatives focused on recruitment, retention, and graduation efforts to drive goal setting and achievement.

Following strategic plan development, EKU developed an annual recruitment plan to collaborate on the action steps outlined in the five-year plan and coordinate efforts with key campus stakeholders. Specific initiatives included development of a calling center, scoring prospective students with analytical research capabilities, and differentiating types of student outreach and communication to ensure focus on those most likely to succeed at EKU. Financial aid operations and policies were revamped to ensure students received the aid packages they needed and expected. Additionally, through increased student assessments, the university is receiving valuable and timely feedback from students that has helped guide enhancements to orientation, advising, and student services as a whole.

Results

- After only one year, the combination of predictive modeling, strategic financial aid awarding, and changes in recruitment operations have helped put EKU on target to meet goals for this fall's incoming class
- Improved both yield and discount rate within the first year of the project
- Operations throughout various departments have been streamlined, improving timeliness and allowing staff to better utilize information
- Admissions office has become wiser with territory management
- The campus has become more efficient and effective in its use of resources, allowing for a greater return on investment

" This project has helped us work to maximize opportunities at all touch-points with prospective students and parents in ways we had never worked before.

" We have really appreciated the professionalism of Noel-Levitz and their responsiveness to our needs. If we need something, anything, even just to bounce an idea off of someone, they are there."

Linda Fossen

Associate Vice President and Dean of Enrollment

Case study

Lenoir-Rhyne University (North Carolina)

Lenoir-Rhyne University looked to Noel-Levitz for new strategies to become more efficient, free up staff time, focus on student relationships, and ultimately grow enrollment.

The university began utilizing predictive modeling for precision and efficiency in the top of its enrollment funnel. The data provided by the predictive model has empowered enrollment counselors to work with students from the point of inquiry all the way through the funnel to orientation. In addition, strategic financial aid research helps counselors to maximize award packages for students, meeting their needs and expectations, and making a Lenoir-Rhyne education a reality for them.

Results

In five years, Lenoir-Rhyne:

- Increased inquiries by 56 percent
- Increased applications by 45 percent
- Set record-breaking enrollment, growing from 1,604 to 1,842
- Increased the accepted rate from 18 to 25 percent

“ My staff and I are data-driven decision makers. I can't have a full-time statistician on my enrollment staff, so the support we receive from our Noel-Levitz team is extremely valuable. The predictive modeling and ERMS systems provide us with tremendous amounts of usable data that has enabled us to refine our enrollment activities and use our resources as efficiently as possible.

“ The Noel-Levitz services have empowered our staff to be enrollment counselors, not admissions counselors—they are able to be the point of contact for students from the point of inquiry all the way through the enrollment funnel. The knowledge our counselors have of the whole process is a large benefit to students and to our enrollment growth.”

Rachel Nichols
Vice President for Enrollment

Case study

Benedictine College (Kansas)

Benedictine College wanted to increase first-year enrollment by becoming more strategic in student recruitment and financial aid awarding efforts.

The college applied Forecast*Plus* predictive modeling to its inquiry pool to better target mail, electronic, and telephone communications. The college's student counselors call every prospective student with a model score higher than 0.5, and the admissions staff only sends hard copies of recruitment pieces to students with model scores of 0.5 and above.

Additionally, the college conducted custom financial aid research to better leverage available financial aid dollars. Based on year-to-year historical analyses, Benedictine restructures its financial aid awards to ensure it extends awards that will maximize the yield rates of subsets of admitted students.

Results

Over the last five years, Benedictine has increased its first-year enrollment 42.9 percent, growing from 280 students to 400 students. At the same time, the college has increased its net revenue and improved the academic profile of its incoming class.

" Predictive modeling has definitely saved us money in printing and shipping. The model scores identify several thousand prospective students that have very little likelihood to enroll. We know that we could do everything right and those students wouldn't enroll. Without predictive modeling, we would be sending tens of thousands of pieces of mail to those students."

Pete Helgesen
Dean of Enrollment Management

Case study

The University of Findlay (Ohio)

The University of Findlay wanted to achieve steady enrollment growth through increases in first-time-in-college and transfer students. It used ForecastPlus to better manage the inquiry pool and to focus communications and travel plans.

Results

Findlay used predictive modeling to focus recruitment efforts more effectively by more strategically managing inquiries and focusing concentrated outreach to prospective students. It developed a segmented communication plan that is completely based on model scores. The money saved on mailings was used to develop an e-communication program without increasing the communications budget.

The university structured all travel plans on model score—using the scores to open new markets. Since implementing the new travel plan, the university has enrolled a record number of students from the Chicago area.

Findlay has also used the model scoring to target and communicate strategically within its inquiry pool to build strong academic classes. In just four years, Findlay's 2005 academic profile of 21.7 ACT and a 3.18 GPA improved to 24.2 ACT and a 3.5 GPA.

Overall, predictive modeling has been vital during the stressful economic times of recent years, allowing Findlay to continue its undergraduate population growth from 586 new students to 733 and grow its transfer student population by 55 percent.

“ Although Noel-Levitz has been a huge asset to The University of Findlay in terms of growing our first-time freshman and transfer population, they have also assisted the university with isolating issues that may interfere with student success, including economic barriers and retention issues.

“ The Noel-Levitz consultants have become a part of our team analyzing all of our processes along with us to improve recruitment and retention.”

Donna Gruber

Director of Undergraduate Admissions

Free consultation and demonstration

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About Noel-Levitz

Noel-Levitz is a nationally recognized consulting firm that focuses on strategic planning for enrollment and student success in higher education. Each year, higher education executives from throughout the U.S. meet regularly with Noel-Levitz to accomplish their goals for student recruitment, marketing, student retention, and strategic enrollment management. Since 1973, Noel-Levitz has partnered with more than 2,700 colleges and universities throughout North America. The firm offers consulting, custom research, benchmark data, innovative tools and technologies, side-by-side plan development and execution, and resources for professional development.

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