Enrollment Management
at the University of Iowa

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Enrollment Management Model at Iowa:

– Combines Admissions, Operations, Communications, Financial Aid, Scholarships from previous structures.
– Introduces a new area- Enrollment Analytics
What is it?

Strategic Enrollment Management is a comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention, and graduation rates of students, where “optimum” is defined within the academic context of the institution. As such, SEM is an institution-wide process that embraces virtually every aspect of an institution’s function and culture.

~ Michael Dolence
In simplest terms…

How should admissions spend time?

A – Will NOT enroll no matter what you do

B – Will enroll no matter what you do

C - Influence
How do you build a class?
Trivia Time!

How many prospects in our database?
– 389,959

How many campus visitors in 2017-2018?
– 63,879

How many Fall 2018 Applications?
– 23,551

How many e-mails sent to prospects?
– 2,726,073
Combining Art and Science

Who are the right students for Iowa?

– Statistical Measurement of Historical Enrollments
– Predictive Modeling
– Prospect Scoring
– Segment Analysis
– Geo-Fencing and Digital Marketing
– Prediction Trend Analysis
– High Demand Segments
– Institutional Priorities
Campus Visits = Enrolled Students

Daily Campus Visitors

- 5504 (2013)
- 6495 (2014)
- 6707 (2015)
- 7753 (2016)
- 8168 (2017)
- 8142 (2018)
On-campus events = yield

Total Campus Visitors

- 2013: 10505
- 2014: 10854
- 2015: 11294
- 2016: 13237
- 2017: 13367
- 2018: 13443

1: Includes on-campus events.
Geomarkets

• Collections of zip codes within states
  – Defined by college professionals
  – Distinct in terms of student behavior in relation to college plans
  – Student are assigned based on the high school address

• Educational Neighborhood Clusters
  – 33 distinct clusters represent 44,000 real neighborhoods
  – Defined by 38 academic demographics and 51 traits that influence college choice

• High School Clusters
  – 40 academic and demographic clusters represent 33,000 high schools
  – Described by 51 characteristics that influence college choice
So what do you do with all of that data?
Defining Iowa for Students

- Establishing a clear picture of Iowa
- Creating a value proposition
- Clearly articulating outcomes
- Distinguishing Iowa from our competition
- Shaping the class through segmentation
- Creating excitement
- Validation of the decision
New for 2018-2019

• Honors Application
• Academic Groups
• UCA/EMGT Scholarship Task Force
• Joined the Common Application platform
• Non-Resident Scholarship Awarding
It is about people

Successful student recruitment:
• Not brochures,
• Not marketing,
• Not analytics,
• Not fancy buildings
• Not lazy rivers

It is about creating a culture
The bag is your call to action!
Thank you!

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