



Advanced Analytics: Identify, Engage, and Enroll Adult Learners

• • • • •
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Speakers



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Industry Trends



Poll Question



- How is your 2023 prospect pool looking?
Are you expecting to be:
 - Up
 - Down
 - Flat

Enrollment Landscape



EDUCATION

More than 1 million fewer students are in college. Here's how that impacts the economy

January 13, 2022 - 5:02 AM ET
Heard on Morning Edition

ELISSA NADWORNY

BLOG POST - JANUARY 5, 2022

College Admissions in an Era of Uncertainty

🐦 📘 🌐 ✉️ 🎧

Coronavirus

U.S. college enrollment dropped again in the fall of 2021, despite the arrival of vaccines.

NEWS

Democrats proposing ban on 'legacy' status admissions for colleges

By **Calle Poffeson** February 2, 2022 | 11:37am | Updated

Education

Drop in college enrollment threatens to cause long-term economic, social consequences

Another million adults 'have stepped off the path to the middle class'

News

The Number of Colleges Continues to Shrink

More public and private two-year and four-year colleges closed or merged between 2019-20 and 2020-21 than was true for for-profit institutions, a change from recent trends.

Higher Education

Colleges lost 465,000 students this fall. The continued erosion of enrollment is raising alarm.

🔊 Listen to article

Admissions Insider

Class Action Suit Filed Against Top Private Colleges



Current Challenges



Filling the Funnel



Top of the
funnel



Poll Question



- How many of your applicants are stealth?
 - 0 – 25%
 - 26 – 50%
 - 51 – 75%
 - 76 – 100%
 - I have no idea. We have stealth applicants?

Marketing: Things to Think About



Enrollment Metamorphosis



Shift from exclusivity to inclusivity in Higher Education





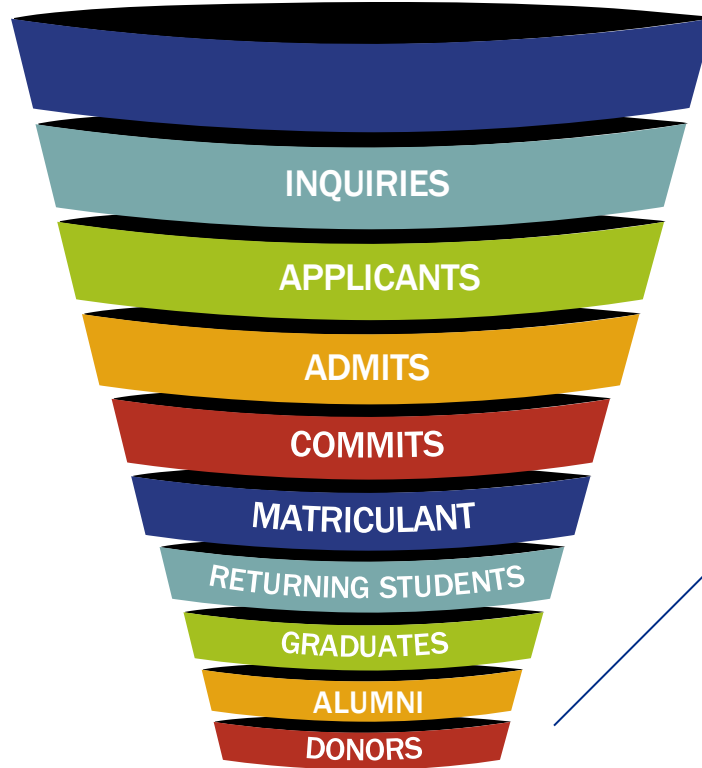
**Reframing Your Approach: “Insights”
is the language of decision makers**



The Intelligent Funnel



amazon.com™



INTELLIGENT NAMES™
by LIAISON

othot™
by LIAISON

Top of the Funnel Disruption



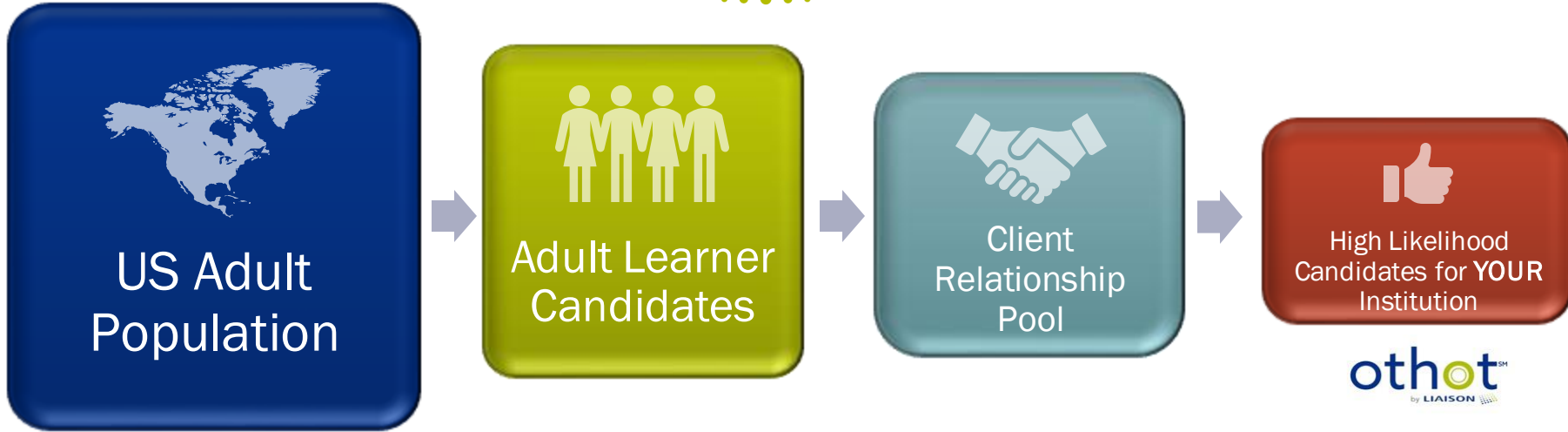
- Adult Learners
- Graduate students
- Degree completers
- Transfer students
- Up-skillers (certificates)
- Parents

A customizable, cost-effective **advanced analytics** solution...

...to start **building relationships** with the best adults for your institution



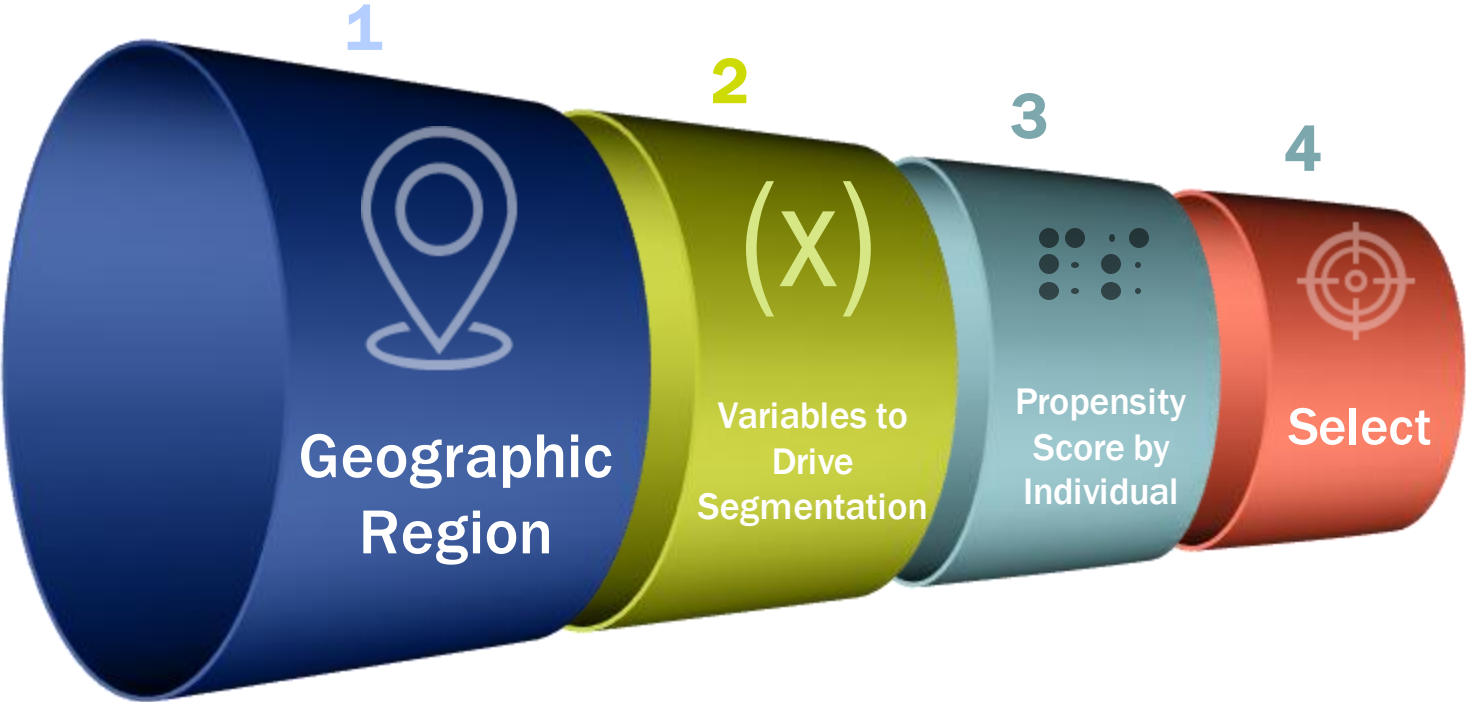
Intelligent Names: Targeting the Segments and Individual



- ✓ Focused on *Individualism*
- ✓ Driven by “*living analytics*”

Conceptual Construct

.....



Intelligent Names Curation Overview



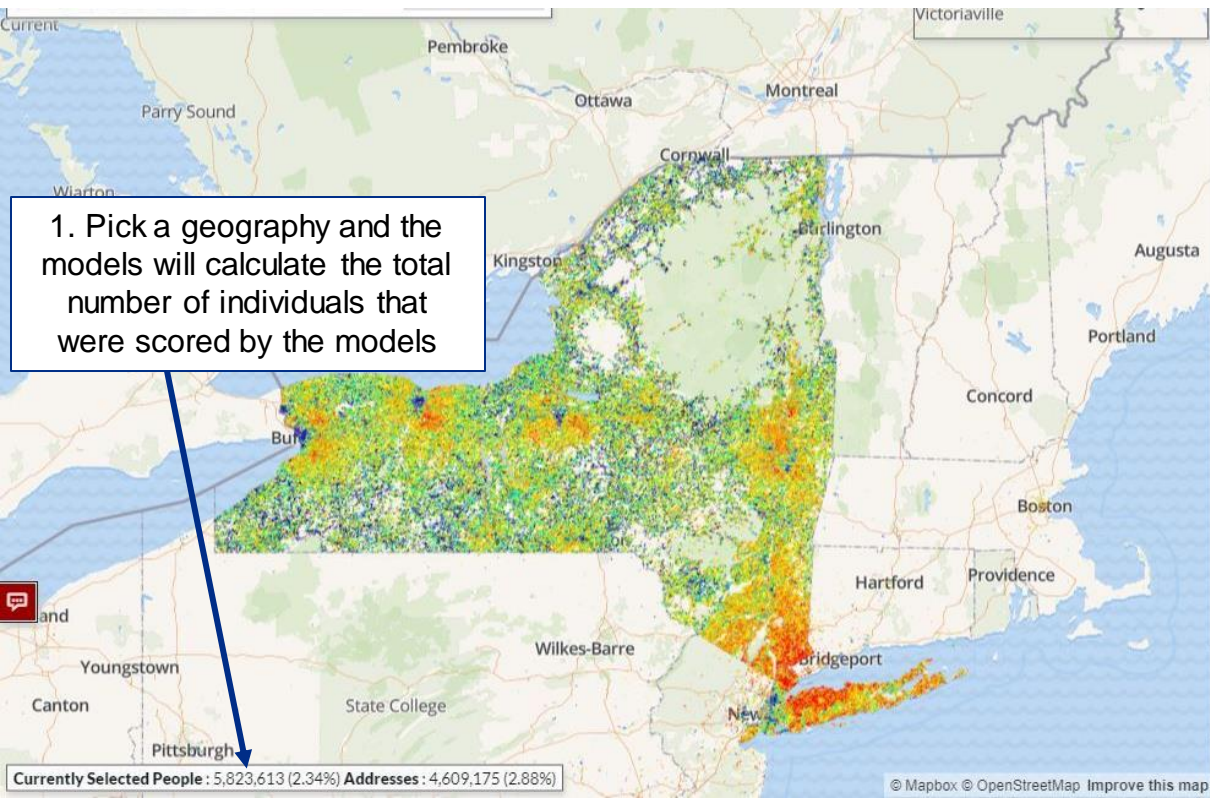
Individual Characteristics

- Education Level
- Age
- Ethnicity
- Gender
- Marital Status
- Children at Home
- Estimated Income
- Religion

Engineered Census Data

- Income Brackets
- Commuting
- Occupations in Area
- Industries in which Individuals Work
- Worker Classification

- + New survey data (modality)
- + Proprietary data (looks- and behaves- like)
- + Institution-directed survey data



VISUALIZE

- ▶ Dots on **Estimated Income**
- ▶ Areas are **Hidden**
- ▶ Borders are **Hidden** ?
- ▶ Masking is **Hidden**
- ▶ Charting ?

SOURCE

- ▶ Universes + 🔍 ↺ ?
- ▶ Purchased ?
- ▶ Custom Shapes ?
- ▶ Existing Exports
- ▶ Reports + ?

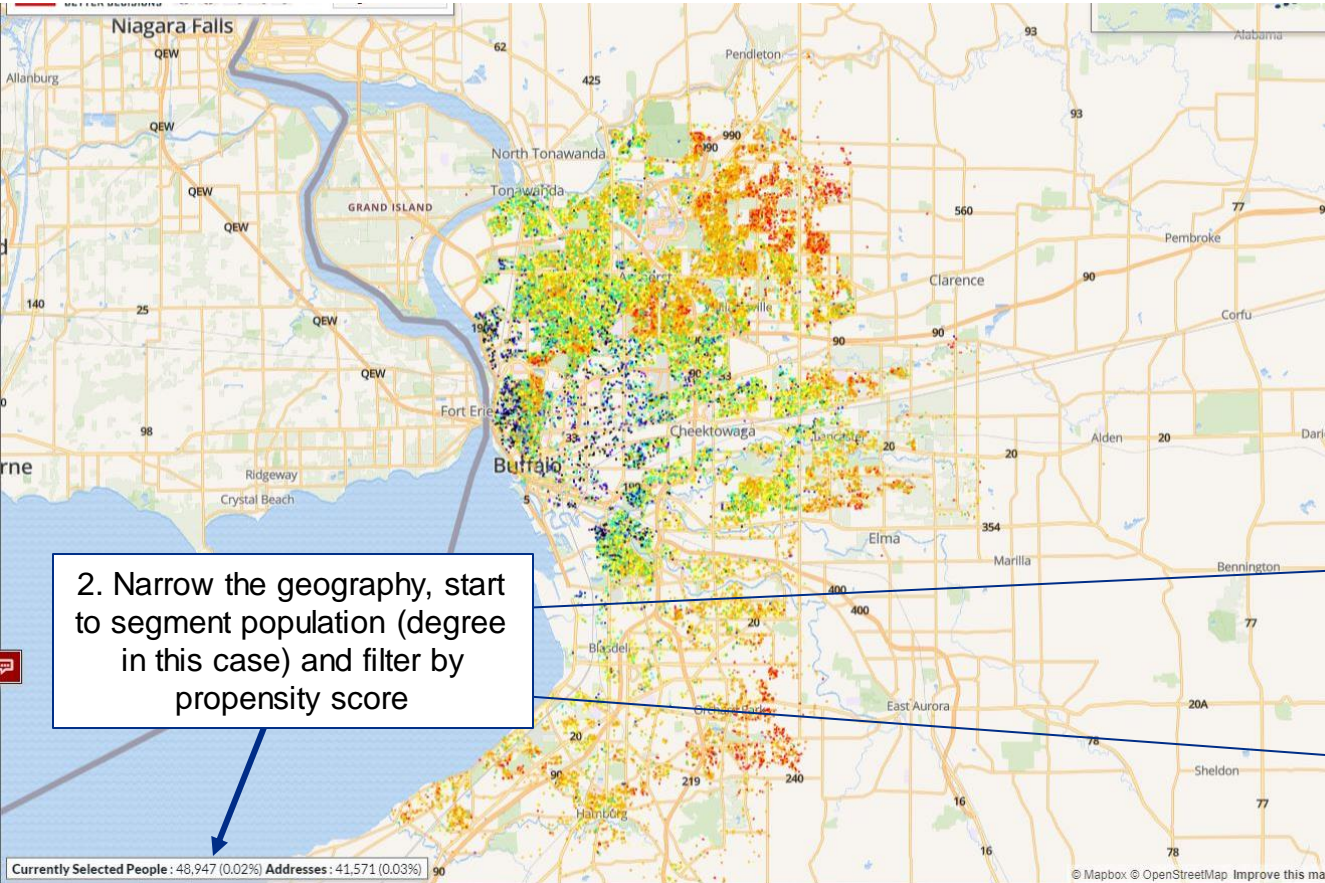
FILTER (1) ?

- ▶ Search ?
- ▶ Area Selections
- ▶ Telephone
- ▶ Individual Characteristics
- ▶ Household Characteristics
- ▶ Census Data
- ▶ HaystaqDNA
- ▼ **Private Data (1) +**
- ▼ **New York (1)**
- ▼ **Matched (1)**

<input type="checkbox"/>	Unknown	0	0%
<input checked="" type="checkbox"/>	Yes	5,823,613	100.0000%

- ▶ Education
- ▶ IntentScoreGrad
- ▶ quintile rank

VM: 2.0.3942 | C: 1A3B | S: L218.0264 | TS: 220413.170137.48. 93 | 283.6 |



2. Narrow the geography, start to segment population (degree in this case) and filter by propensity score

FILTER (4)

Search

Area Selections (1)

- Click Icon to chart totals for **United States**
- State (1)**
- Miscellaneous Districts
- Metropolitan Statistical Area
- Core Based Statistical Area Name
- Core Based Statistical Area Code
- Combined Statistical Area Name
- Combined Statistical Area Code
- DMA Zone
- DMA Code
- Telephone
- Individual Characteristics
- Household Characteristics
- Census Data
- HaystaqDNA
- Private Data (3)**
- New York (3)**
- Matched (1)**

<input type="checkbox"/>	Unknown	0	0%
<input checked="" type="checkbox"/>	Yes	48,947	100.0000%

Education (1)

<input checked="" type="checkbox"/>	Completed College	37,500	76.613%
<input checked="" type="checkbox"/>	Graduate School	11,447	23.387%
<input type="checkbox"/>	High School	0	0%
<input type="checkbox"/>	NA	0	0%
<input type="checkbox"/>	Some College	0	0%
<input type="checkbox"/>	Some High School	0	0%
<input type="checkbox"/>	Unknown	0	0%
<input type="checkbox"/>	Vocational School	0	0%

IntentScoreGrad (1)

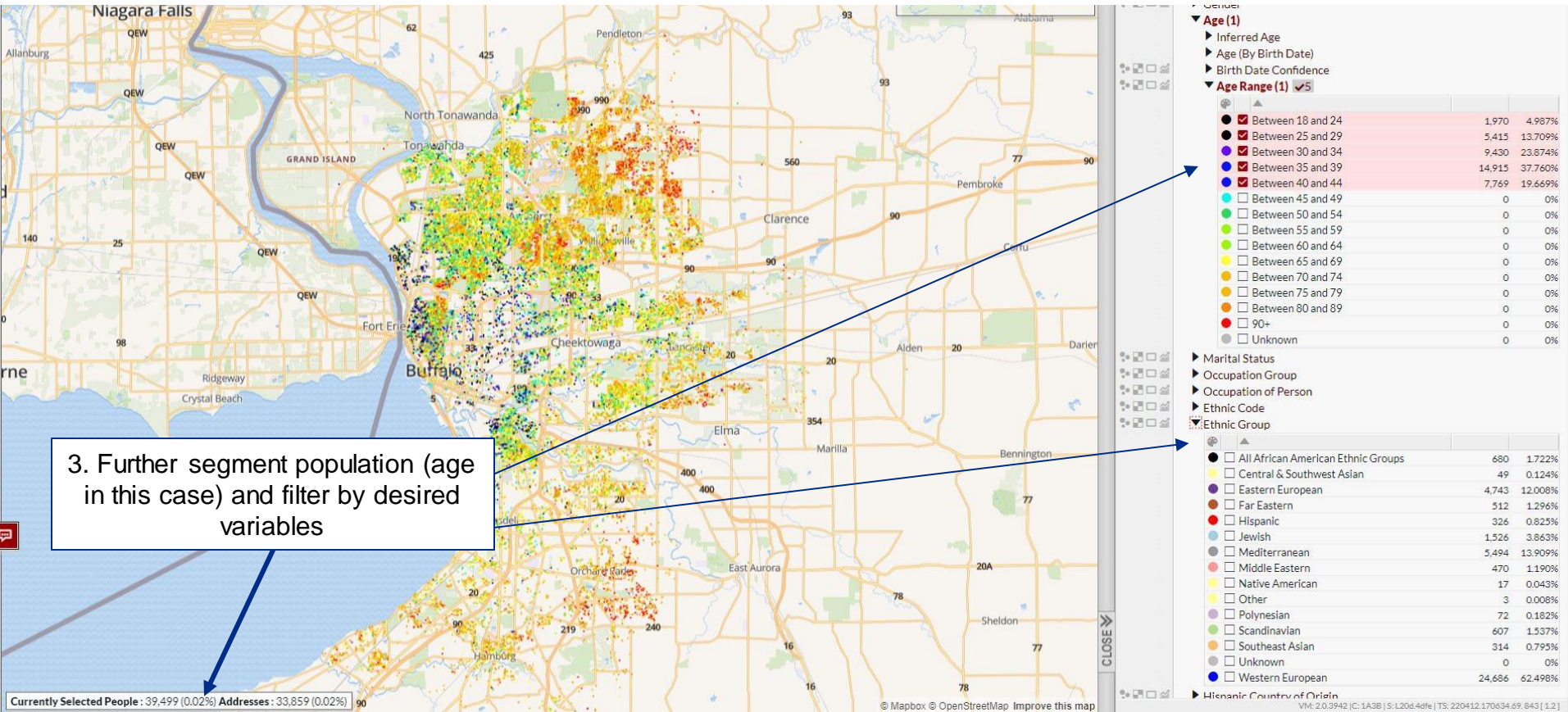
Filter by range (1 - 87)

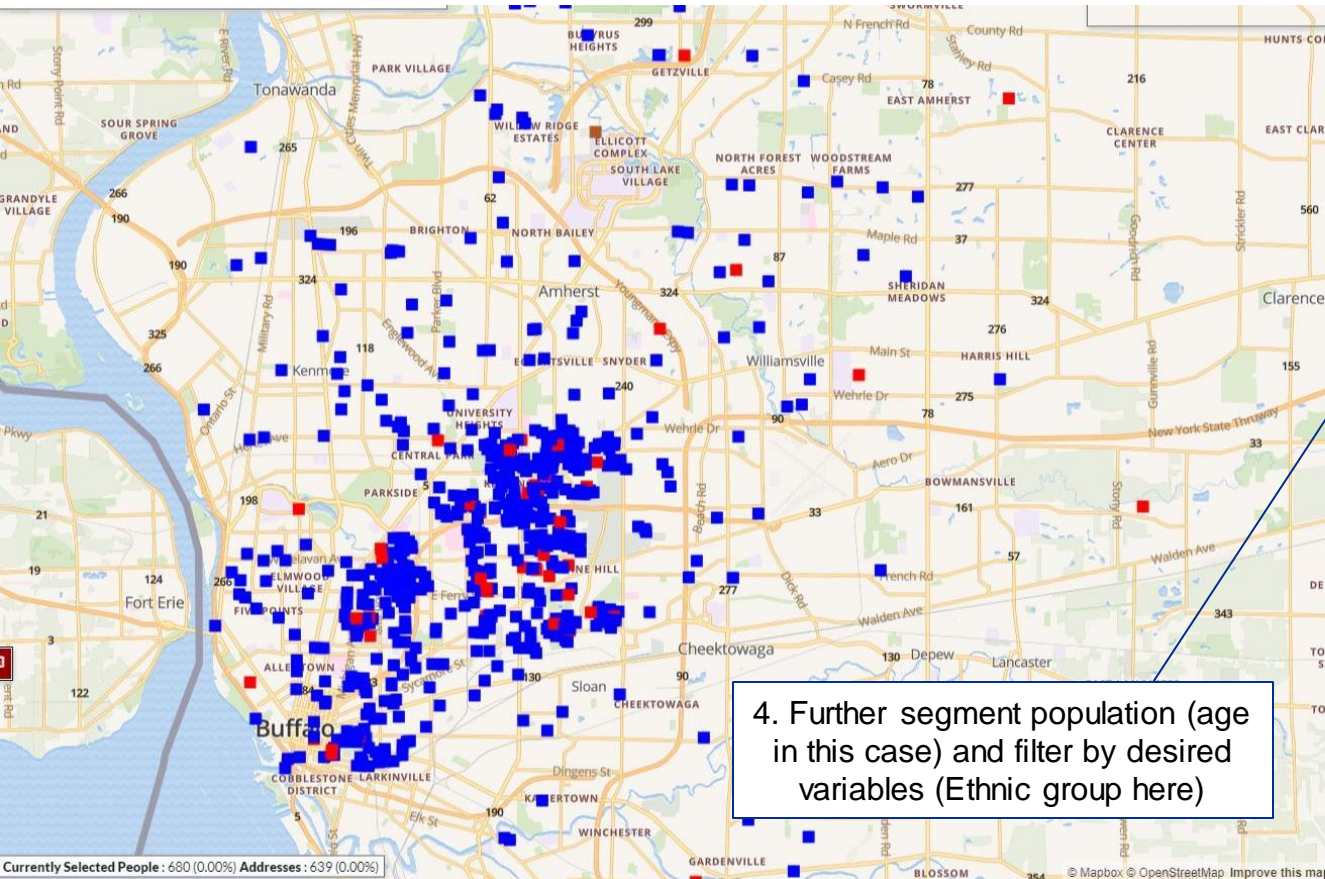
From: x

To: x

Include Unkn...

quintile rank



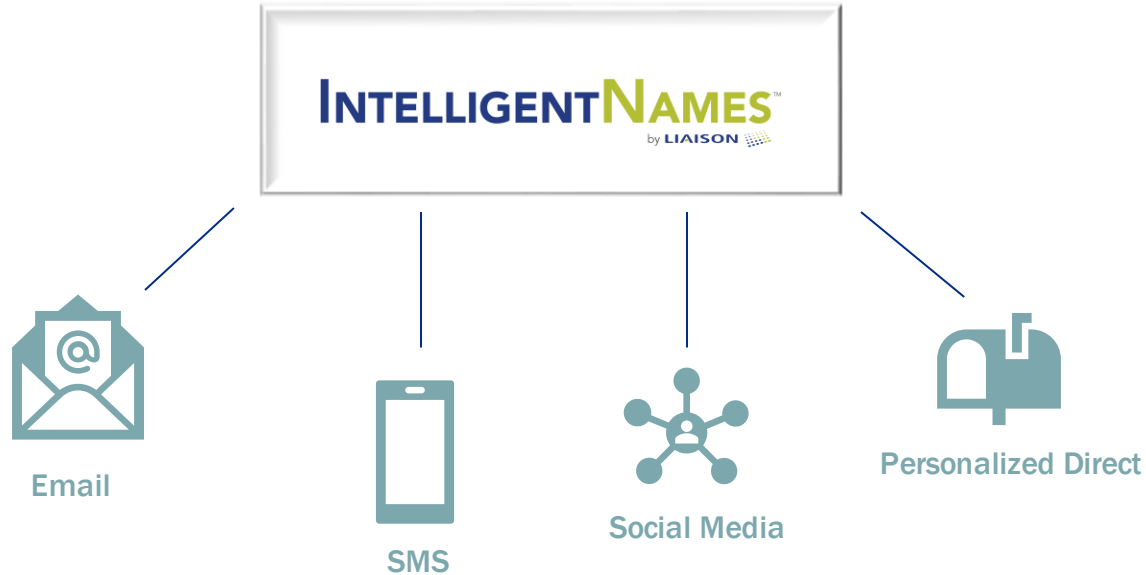


Between 80 and 89 0 0%
 90+ 0 0%
 Unknown 0 0%

- Marital Status
- Occupation Group
- Occupation of Person
- EAST Code
- Ethnic Group (1) ✓1**
 - All African American Ethnic Groups 680 100.000%
 - Central & Southwest Asian 0 0%
 - Eastern European 0 0%
 - Far Eastern 0 0%
 - Hispanic 0 0%
 - Jewish 0 0%
 - Mediterranean 0 0%
 - Middle Eastern 0 0%
 - Native American 0 0%
 - Other 0 0%
 - Polynesian 0 0%
 - Scandinavian 0 0%
 - Southeast Asian 0 0%
 - Unknown 0 0%
 - Western European 0 0%
- Hispanic Country of Origin
- English Language Assimilation
- Primary Language
- Religion
- Education of Person
- Business Owner
- Investments Personal
- Political Ideology
- Registered to Vote
- Has Email
- Record Date
- Household Characteristics
- Census Data
- HaystagDNA
- Private Data (3) +**
 - New York (3) +**
 - Matched (1) ✓1
 - Education (1) ✓2
 - IntentScoreGrad (1)

CLOSE
 VM: 2.0.3973 [C: 1A3B] [S: L22d.66ad] [TS: 220419:135823:46:177.4]

Market where they are



An Intelligent database must provide you with access to this contact information

A wide-angle photograph of the University at Buffalo School of Management building. The building is a large, multi-story structure with a prominent central clock tower. The sky is bright blue with some light clouds. In the foreground, there is a green lawn with a paved walkway leading towards the building. Trees with green and some autumn-colored leaves are scattered around the building. A semi-transparent dark blue banner is overlaid on the left side of the image, containing the text.

Case Study: University at Buffalo School of Management



Q & A



Thank You



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