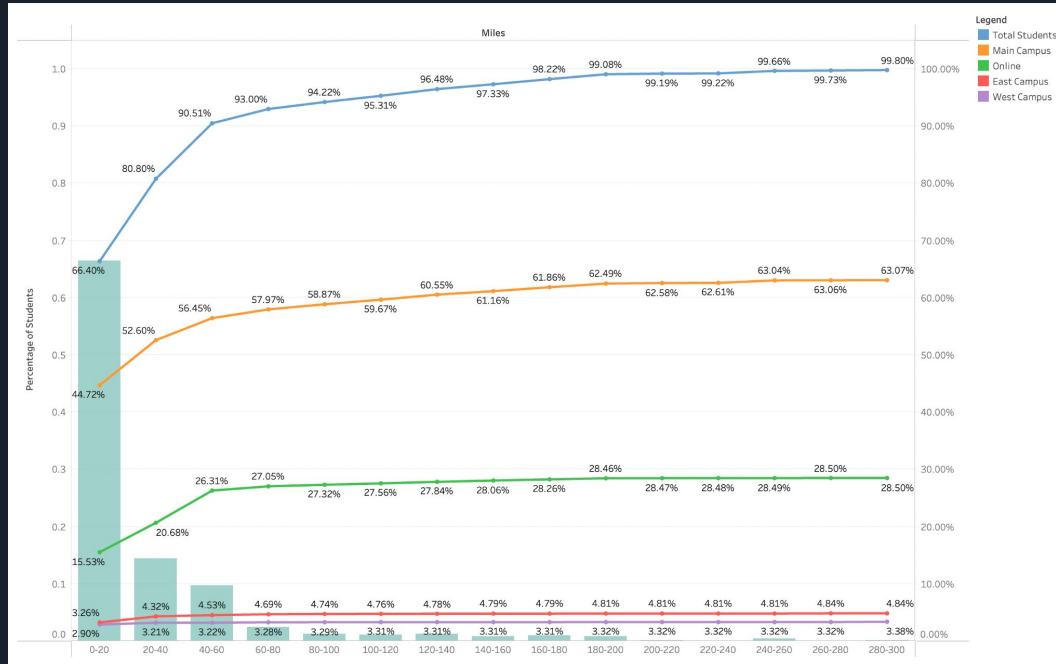




Student Location Demographics

Scott Fisher

How far from campus do students live?



Bars represent the distances all students live from their respective campus. Lines are running totals of how many students live in the area around each campus with increasing radius.

	Campus			
Miles	Main Campus	Online	East Campus	West Campus
0-20	44.72%	15.53%	3.26%	2.90%
20-40	7.88%	5.14%	1.06%	0.31%
40-60	3.85%	5.63%	0.22%	0.01%
60-80	1.53%	0.74%	0.16%	0.07%
80-100	0.89%	0.27%	0.05%	0.01%
100-120	0.81%	0.24%	0.02%	0.01%
120-140	0.88%	0.27%	0.02%	0.01%
140-160	0.60%	0.23%	0.02%	0.00%
160-180	0.70%	0.20%	0.00%	0.00%
180-200	0.63%	0.19%	0.02%	0.01%
200-220	0.09%	0.02%	0.00%	0.00%
220-240	0.03%	0.01%	0.00%	0.00%
240-260	0.43%	0.01%	0.00%	0.00%
260-280	0.02%	0.01%	0.03%	0.00%
280-300	0.01%	0.00%	0.00%	0.06%
>300	0.15%	0.01%	0.02%	0.03%

Display of total student body dispersion around each campus respectively



80% of students

Below are the distances for 80% of each student body

- Main Campus - 40 miles
- Online - 60 miles
- West Campus - 20 miles
- East Campus - 40 miles



Results

- The majority of students live near campus.
- A slight surprise:

Online students mostly live within 60 miles of campus.



Actions

- Focus marketing for each campus program more heavily in these distances.
- If the desire is to convert online students to physical, focus on marketing online program classes that are offered in-person to online students.
- Market to online students that live within 40 miles.



Improvements

Add specific programs offered by each campus to the analysis. This way, distances are more accurate, and marketing info is more concise.