

Marketing Report

2019-12-09

FY19 Cappex Performance and Comparison to Previous Years

Description

IN FY19, THE OFFICE OF MARKETING AND BRAND MANAGEMENT at USM contracted with Cappex for one year to acquire HS student inquiries, as it has done for the past several years.

Contract Details

- Run time November 6, 2018 - November 5, 2019
- Contract cost = \$16,500.00

Qualifying Criteria:

- Sophomores, Juniors, Seniors
- ME, MA, CT, VT, NH, NY, RI
- Minimum GPA 2.5

Findings

Per Cappex, the assets we have historically purchased are shown below.

Contract__Yr	Inquiries
CY15	1,201
CY16	1,329
CY17	1,305
CY18	1,555
CY19	1,345

Enrollment Funnel per our Database by Contract Year

Unless otherwise stated, Cappex is the **Initial Referral Source**

Contract_Yr	Inquiries	Apps	Admits	Deposits	Enrolls
Contract 17	946	201	182	67	58
Contract 18	1039	121	99	32	26
Contract 19	1355	88	19	6	5

Enrollment Funnel per our Database by Anticipated Start Year

Anticipated_Start	Inquiries	Apps	Admits	Deposits	Enrolls
Fall 2017	2407	152	136	48	44
Fall 2018	2237	144	135	51	44
Fall 2019	1271	130	114	40	35
Fall 2020	1294	161	73	25	19
Fall 2021	296	1	1	0	0

*Enrollment Funnel per our Database by Contract Year and Anticipated Start Year***Contract Year 2017: 11/6/2016-11/5/2017**

Contract_Yr	Class	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Contract 17	Seniors	106	13	11	6	5	12.26%
Contract 17	Juniors	510	107	101	37	34	20.98%
Contract 17	Sophomores	257	52	46	17	14	20.23%
Contract 17	Freshmen	44	28	23	7	5	63.64%

Contract Year 2018: 11/6/2017-11/5/2018

Contract_Yr	Class	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Contract 18	Seniors	229	11	10	3	2	4.8%
Contract 18	Juniors	417	61	54	15	14	14.63%
Contract 18	Sophomores	311	49	35	14	10	15.76%

Contract Year 2019: 11/6/2018-11/5/2019

Contract_Yr	Class	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Contract 19	Seniors	98	4	4	2	1	4.08%
Contract 19	Juniors	917	84	15	4	4	9.16%
Contract 19	Sophomores	264	0	0	0	0	0%

*Enrollment Funnel per our Database by State***Maine**

Anticipated_Start	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Fall 2017	181	89	83	37	33	49.17%
Fall 2018	248	95	93	39	35	38.31%
Fall 2019	231	97	89	34	31	41.99%
Fall 2020	390	104	47	19	14	26.67%

Connecticut

Anticipated_Start	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Fall 2017	53	2	0	0	0	3.77%
Fall 2018	101	6	6	1	1	5.94%
Fall 2019	112	5	5	0	0	4.46%
Fall 2020	83	5	3	2	1	6.02%

Massachusetts

Anticipated_Start	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Fall 2017	150	19	17	5	5	12.67%
Fall 2018	176	8	8	0	0	4.55%
Fall 2019	146	10	8	1	0	6.85%
Fall 2020	147	13	3	1	1	8.84%

New Hampshire

Anticipated_Start	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Fall 2017	68	11	10	0	0	16.18%
Fall 2018	118	22	20	5	5	18.64%
Fall 2019	74	5	4	2	2	6.76%
Fall 2020	90	8	2	1	1	8.89%

New York

Anticipated_Start	Inquiries	Apps	Admits	Deposits	Enrolls	App_Yield
Fall 2017	127	4	4	1	1	3.15%
Fall 2018	190	1	1	0	0	0.53%
Fall 2019	163	1	1	1	1	0.61%
Fall 2020	142	1	0	0	0	0.7%

Conclusions

- In the preliminary report, we became concerned because we saw a big 67% drop in Cappex inquiries. We decided to address this directly with Aaron Deets, our Cappex Representative.
- After 2 meetings with him, I requested the list of inquiries for the past contract year. The list corroborated over 1,300 inquiries, slightly lower than the number of inquiries they provided the previous year.
- I did a quick check and noticed many of the inquiry contact information was not in our database.
- I addressed this with John Derouche who ultimately diagnosed and remedied the upload problem.
- Moving forward, I will be included in the weekly email inquiry lists, Cappex and Hobson, to verify upload success.
- I have reconciled the FY19 Cappex inquiry list with our records and the results are shown here.
- High School Juniors and Sophomores have highest application yields. We did see a very high application yield for Freshmen for the 2017 contract, however the sample size is small and I therefore advise caution.
- We are seeing a growth in applications from students in MA and CT when looking at the data by anticipated start year.
- Duplicates in our system may cause our numbers to vary from others used.
- Year over year, does revenue justify the contract cost? **Yes**

- Has Cappex decreased from FY18 to FY19 as a 1st referral source.
No
- After showing growth from FY16 to FY18, “All Referrals” showed no change from FY18 to FY19.**The vast majority of Contract Yr 19 inquiries were Juniors and Sophomores. I would anticipate if we continue to see growth it will be among HS students who have anticipated start years of Fall 2020 and later.**
- Does one class convert at a higher rate than another? **Juniors and Sophomores convert from inquiries to applicants at higher rates than seniors.**