

FY19 Cappex Performance

Office of Marketing and Brand Management

2019-08-30

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. Our goals with Cappex are to generate inquiries and applications.

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

Historical overview of Inquiries generated from Cappex (Source: Cappex)

FY	Inquiries
FY16	4,903
FY17	1,305
FY18	1,555
FY19	Not yet available

Note: The drop from FY16 to FY17 is attributed to a change in the contract. After assessing previous years' data, we moved from a nationwide geo-focus to a New England geo-focus

Findings

Note: The findings to the left originate from USM's Salesforce database.

Table 2: Cappex Inquiries by Fiscal Year

FiscalYear	CPPX as Initial Source		CPPX as Any Referral	
	Inquiries	Enrolled	Inquiries	Enrolled
FY16	4,976	65	5,521	128
FY17	2,406	58	2,905	162
FY18	1,020	26	1,502	136
FY19	689	4	1,133	84

Conversions through the funnel by Class (Cappex as the Initial Referral Source)

Table 3: Cappex Inquiries by Fiscal Year

FiscalYear	Inquiries	Applications	Admits	Confirms	Enrolls	App_Yield	Enroll_Yield
FY16	4,976	251	219	78	65	5.04%	1.31%
FY17	2,406	182	161	64	58	7.56%	2.41%
FY18	1,020	127	116	35	26	12.45%	2.55%
FY19	689	28	25	6	4	4.06%	0.58%

Conversions through the funnel by Class (Cappex as the Initial Referral Source)

Table 4: Seniors: Cappex Inquiries by Fiscal Year

FiscalYear	Inquiries	Applications	Admits	Confirms	Enrolls	App_Yield	Enroll_Yield
FY16	1,578	116	99	28	22	7.35%	1.39%
FY17	999	64	52	15	14	6.41%	1.4%
FY18	384	33	30	8	6	8.59%	1.56%
FY19	253	27	24	5	4	10.67%	1.58%

Table 5: Juniors: Cappex Inquiries by Fiscal Year

FiscalYear	Inquiries	Applications	Admits	Confirms	Enrolls	App_Yield	Enroll_Yield
FY16	1,962	100	92	36	32	5.1%	1.63%
FY17	858	99	95	38	35	11.54%	4.08%
FY18	435	94	86	27	20	21.61%	4.6%
FY19	281	1	1	1	0	0.36%	0%

Table 6: Sophomores: Cappex Inquiries by Fiscal Year

FiscalYear	Inquiries	Applications	Admits	Confirms	Enrolls	App_Yield	Enroll_Yield
FY16	1,436	35	28	14	11	2.44%	0.77%
FY17	549	19	14	11	9	3.46%	1.64%
FY18	201	0	0	0	0	0%	0%
FY19	155	0	0	0	0	0%	0%

ROI

One way to calculate ROI is to see if, in the same fiscal year, the revenue generated from tuition covers the cost of the contract. Put another way, do enough senior inquiries convert to enrollments that will generate at least \$16,500?

FY19 ROI

The FY19 Cappex contract for student inquiry names cost \$16,500.00. Of the 689 student inquiries referred during this same fiscal year, 253 (37%) of them seniors, 4 have enrolled to date. Three are from Maine, and one from outside of New England. The table below shows this data, along with the projected revenue amount, based on tuition from thirty credits over one year of enrollment. The revenue is based on the cost per undergraduate credit, \$281/In-State credit, \$739/Out-of-State credit, and \$464/New England RSP credit for one academic year.

The table below shows the number of inquiries and enrollments where Cappex is the initial referral source. Inquiries include senior, junior, and sophomore students. Enrollments include Seniors who enrolled in the same fiscal year that the contract was signed (2018).

Region	Total_Inquiries	Senior_Enrolls	Revenue
Maine	181	3	\$25,290.00
NE Excluding Maine	295	0	\$0.00
Outside NE	213	1	\$22,170.00

FY19 Out-of-State Yield

State	Inquiries	Enrolls
New York	136	1

Below is the same summary for the previous two years.

FY18

Region	Inquiries	Enrolls	Cost_per_Inq
Maine	268	22	\$61.57
NE Excluding Maine	472	4	\$34.96
Outside NE	280	0	\$58.93

FY18 Out-of-State Yield

State	Inquiries	Enrolls
Connecticut	124	1
New Hampshire	84	1
Vermont	30	2

FY17

Region	Inquiries	Enrolls	Revenue
Maine	271	42	\$354,060.00
NE Excluding Maine	458	15	\$208,800.00
Outside NE	1677	1	\$22,170.00

FY17 Out-of-State Yield

State	Inquiries	Enrolls
Massachusetts	185	4
New Hampshire	118	5
New York	155	1
Vermont	26	6

FY16

Region	Inquiries	Enrolls	Revenue
Maine	292	57	\$480,510.00
NE Excluding Maine	487	6	\$83,520.00
Outside NE	4197	2	\$44,340.00

FY16 Out-of-State Yield

State	Inquiries	Enrolls
Connecticut	89	1
Massachusetts	200	1
New Hampshire	121	1
New York	224	2
Rhode Island	34	2
Vermont	43	1

Conclusions

- Moving from a national focus to a New England focus has yielded an increase in applications and enrollments.
- There have been fewer Cappex initial inquiries in FY19, however the anticipated revenue justifies the contract cost. We will look further to find reasons for the decrease.
- Junior inquiries convert into applications and enrollments at a higher rate than Seniors and Sophomores.
- Duplicates in our system may cause our numbers to vary from others used.