

## *FY19 Cappex Performance*

### *Office of Marketing and Brand Management*

2019-09-09

#### *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.

#### *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
FY19	Not yet available
FY18	1,555
FY17	1,305
FY16	4,903

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
FY19	689	4	1,133	84
FY18	1,020	26	1,502	136
FY17	2,406	58	2,905	162
FY16	4,976	65	5,521	128

*Conversions through the funnel (Cappex as the Initial Referral Source)*

Table 3: Cappex Funnel Conversions by Fiscal Year

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

*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
FY19	253	27	24	5	4	10.67%	1.58%
FY18	384	33	30	8	6	8.59%	1.56%
FY17	999	64	52	15	14	6.41%	1.4%
FY16	1,578	116	99	28	22	7.35%	1.39%

Table 5: Juniors: Cappex Inquiries by Fiscal Year

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

Table 6: Sophomores: Cappex Inquiries by Fiscal Year

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

## 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	Tot_Inq	Sen_Inq	Sen_Enr	Revenue
Maine	181	62	3	\$25,290.00
NE Excluding Maine	295	99	0	\$0.00
Outside NE	213	92	1	\$22,170.00

### FY19 Out-of-State Yield

State	Sen_Inq	Sen_Enr
New York	53	1

Below is the same summary for the previous three years.

### FY18

Region	Tot_Inq	Sen_Inq	Sen_Enr	Revenue
Maine	268	71	3	\$25,290.00
NE Excluding Maine	472	174	3	\$41,760.00
Outside NE	280	139	0	\$0.00

### FY18 Out-of-State Yield

State	Sen_Inq	Sen_Enr
Connecticut	48	1
Vermont	15	2

*FY17*

Region	Tot_Inq	Sen_Inq	Sen_Enr	Revenue
Maine	271	61	5	\$42,150.00
NE Excluding Maine	458	170	8	\$111,360.00
Outside NE	1677	768	1	\$22,170.00

*FY17 Out-of-State Yield*

State	Sen_Inq	Sen_Enr
Massachusetts	82	4
New York	64	1
Vermont	15	4

*FY16*

Region	Tot_Inq	Sen_Inq	Sen_Enr	Revenue
Maine	292	100	17	\$143,310.00
NE Excluding Maine	487	198	3	\$41,760.00
Outside NE	4197	1280	2	\$44,340.00

*FY16 Out-of-State Yield*

State	Sen_Inq	Sen_Enr
Connecticut	35	1
New Hampshire	52	1
New York	90	2
Rhode Island	12	1

*Conclusions*

- Although moving from a national focus to a New England focus has yielded fewer inquiries, and subsequent applications and enrollments, we have seen a steady increase in application and enrollment yields, indicating that we are receiving more qualified inquiries.
- There have been fewer Cappex initial inquiries in FY19, however the anticipated revenue justifies the contract cost. Additionally, we have seen a slightly higher enrollment yield among Senior inquiries. (1.58% in FY19 from 1.4% in FY17). It is too early to evaluate Junior and Sophomore yields. Overall enrollment yields has been consistently growing.
- 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.