

# Marketing Report

Office of Marketing and Brand Management

2020-03-18

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## Description

In anticipation of an evaluation of third party inquiry vendors, I was asked to provide a summary of Cappex and Hobson's performance over the past three years.

Cappex and Hobson contract details are as follows:

- Cappex - annual contract, November - October, 16,500 USD
- Hobson - 29,643.02 USD
  - Intersect Awareness: annual contract, for the enhanced college profile and counselor community: October - September
  - Intersect Connection-Active match competitive: 6 mos: August - January
  - Intersect Connection-Active match self matching: 6 mos: August - January

## Findings

**Anticipated Start 2017**

**Anticipated Start 2018**

**Anticipated Start 2019**

**Anticipated Start 2020**

## Conclusions

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Table 1: Total Inquiries by Contract Period

| Initial.Referral.Source     | Inquired | Applied | Admitted | Confirmed | Enrolled |
|-----------------------------|----------|---------|----------|-----------|----------|
| <b>Contract 2016 - 2017</b> |          |         |          |           |          |
| CPPX                        | 1181     | 207     | 189      | 69        | 60       |
| HBSN                        | 715      | 210     | 174      | 51        | 41       |
| <b>Contract 2017 - 2018</b> |          |         |          |           |          |
| CPPX                        | 971      | 138     | 118      | 35        | 27       |
| HBSN                        | 628      | 329     | 282      | 89        | 72       |
| <b>Contract 2018 - 2019</b> |          |         |          |           |          |
| CPPX                        | 1326     | 223     | 214      | 19        | 4        |
| HBSN                        | 407      | 135     | 116      | 28        | 15       |
| <b>Contract 2019 - 2020</b> |          |         |          |           |          |
| CPPX                        | 229      | 19      | 17       | 0         | 0        |
| HBSN                        | 535      | 171     | 150      | 5         | 0        |

Table 2: Total Inquiries by Anticipated Start Year

| Initial.Referral.Source       | Inquired | Applied | Admitted | Confirmed | Enrolled |
|-------------------------------|----------|---------|----------|-----------|----------|
| <b>Anticipated Start 2017</b> |          |         |          |           |          |
| CPPX                          | 230      | 17      | 14       | 7         | 6        |
| HBSN                          | 403      | 69      | 52       | 8         | 7        |
| <b>Anticipated Start 2018</b> |          |         |          |           |          |
| CPPX                          | 807      | 118     | 111      | 41        | 36       |
| HBSN                          | 515      | 238     | 205      | 61        | 52       |
| <b>Anticipated Start 2019</b> |          |         |          |           |          |
| CPPX                          | 824      | 114     | 101      | 34        | 29       |
| HBSN                          | 672      | 297     | 252      | 85        | 68       |
| <b>Anticipated Start 2020</b> |          |         |          |           |          |
| CPPX                          | 1386     | 337     | 311      | 41        | 20       |
| HBSN                          | 596      | 241     | 213      | 19        | 1        |
| <b>Anticipated Start 2021</b> |          |         |          |           |          |
| CPPX                          | 367      | 1       | 1        | 0         | 0        |
| HBSN                          | 95       | 0       | 0        | 0         | 0        |
| <b>Anticipated Start 2022</b> |          |         |          |           |          |
| CPPX                          | 84       | 0       | 0        | 0         | 0        |
| HBSN                          | 4        | 0       | 0        | 0         | 0        |

Table 3: Cappex Inquiries by Contract Period

|                                  | Anticipated.Start | Inquired | Applied | Admitted | Confirmed | Enrolled |
|----------------------------------|-------------------|----------|---------|----------|-----------|----------|
| <b>Contract CPPX 2016 - 2017</b> |                   |          |         |          |           |          |
| 1                                | Fall 2017         | 225      | 17      | 14       | 7         | 6        |
| 2                                | Fall 2018         | 576      | 106     | 101      | 37        | 34       |
| 3                                | Fall 2019         | 326      | 52      | 46       | 16        | 13       |
| 4                                | Fall 2020         | 51       | 31      | 27       | 9         | 7        |
| 5                                | Fall 2021         | 3        | 1       | 1        | 0         | 0        |
| <b>Contract CPPX 2017 - 2018</b> |                   |          |         |          |           |          |
| 6                                | Fall 2017         | 2        | 0       | 0        | 0         | 0        |
| 7                                | Fall 2018         | 223      | 12      | 10       | 4         | 2        |
| 8                                | Fall 2019         | 410      | 57      | 50       | 16        | 15       |
| 9                                | Fall 2020         | 314      | 69      | 58       | 15        | 10       |
| 10                               | Fall 2021         | 22       | 0       | 0        | 0         | 0        |
| <b>Contract CPPX 2018 - 2019</b> |                   |          |         |          |           |          |
| 13                               | Fall 2019         | 88       | 5       | 5        | 2         | 1        |
| 14                               | Fall 2020         | 916      | 218     | 209      | 17        | 3        |
| 15                               | Fall 2021         | 256      | 0       | 0        | 0         | 0        |
| 16                               | Fall 2022         | 46       | 0       | 0        | 0         | 0        |
| <b>Contract CPPX 2019 - 2020</b> |                   |          |         |          |           |          |
| 18                               | Fall 2020         | 105      | 19      | 17       | 0         | 0        |
| 19                               | Fall 2021         | 86       | 0       | 0        | 0         | 0        |
| 20                               | Fall 2022         | 38       | 0       | 0        | 0         | 0        |

Table 4: Hobson Inquiries by Contract Period

|                                  | Anticipated.Start | Inquired | Applied | Admitted | Confirmed | Enrolled |
|----------------------------------|-------------------|----------|---------|----------|-----------|----------|
| <b>Contract HBSN 2016 - 2017</b> |                   |          |         |          |           |          |
| 1                                | Fall 2017         | 403      | 69      | 52       | 8         | 7        |
| 2                                | Fall 2018         | 287      | 126     | 112      | 38        | 31       |
| 3                                | Fall 2019         | 19       | 11      | 9        | 5         | 3        |
| 4                                | Fall 2020         | 6        | 4       | 1        | 0         | 0        |
| <b>Contract HBSN 2017 - 2018</b> |                   |          |         |          |           |          |
| 5                                | Fall 2018         | 228      | 112     | 93       | 23        | 21       |
| 6                                | Fall 2019         | 381      | 202     | 177      | 59        | 50       |
| 7                                | Fall 2020         | 18       | 15      | 12       | 7         | 1        |
| <b>Contract HBSN 2018 - 2019</b> |                   |          |         |          |           |          |
| 9                                | Fall 2019         | 272      | 84      | 66       | 21        | 15       |
| 10                               | Fall 2020         | 129      | 51      | 50       | 7         | 0        |
| 11                               | Fall 2021         | 6        | 0       | 0        | 0         | 0        |
| <b>Contract HBSN 2019 - 2020</b> |                   |          |         |          |           |          |
| 12                               | Fall 2020         | 443      | 171     | 150      | 5         | 0        |
| 13                               | Fall 2021         | 88       | 0       | 0        | 0         | 0        |
| 14                               | Fall 2022         | 4        | 0       | 0        | 0         | 0        |

Table 5: Total Inquiries and Enrollments by State 2016-2020

| Region               | Initial.Referral.Source | Inquired | Enrolled |
|----------------------|-------------------------|----------|----------|
| <b>Maine</b>         |                         |          |          |
| Maine                | CPPX                    | 981      | 71       |
| Maine                | HBSN                    | 744      | 111      |
| <b>New Hampshire</b> |                         |          |          |
| New Hampshire        | CPPX                    | 290      | 8        |
| New Hampshire        | HBSN                    | 215      | 2        |
| <b>Massachusetts</b> |                         |          |          |
| Massachusetts        | CPPX                    | 500      | 3        |
| Massachusetts        | HBSN                    | 601      | 4        |
| <b>Connecticut</b>   |                         |          |          |
| Connecticut          | CPPX                    | 314      | 2        |
| Connecticut          | HBSN                    | 194      | 4        |
| <b>Vermont</b>       |                         |          |          |
| Vermont              | CPPX                    | 82       | 4        |
| Vermont              | HBSN                    | 98       | 4        |
| <b>Rhode Island</b>  |                         |          |          |
| Rhode Island         | CPPX                    | 96       | 0        |
| Rhode Island         | HBSN                    | 1        | 0        |
| <b>Other</b>         |                         |          |          |
| Other                | CPPX                    | 1446     | 3        |
| Other                | HBSN                    | 432      | 3        |

Table 6: Fall 2017: Total Inquiries and Enrollments by State

| Region               | Initial.Referral.Source | Inquired | Enrolled |
|----------------------|-------------------------|----------|----------|
| <b>Maine</b>         |                         |          |          |
| Maine                | CPPX                    | 26       | 2        |
| Maine                | HBSN                    | 21       | 5        |
| <b>New Hampshire</b> |                         |          |          |
| New Hampshire        | CPPX                    | 7        | 1        |
| New Hampshire        | HBSN                    | 17       | 0        |
| <b>Massachusetts</b> |                         |          |          |
| Massachusetts        | CPPX                    | 26       | 2        |
| Massachusetts        | HBSN                    | 111      | 0        |
| <b>Connecticut</b>   |                         |          |          |
| Connecticut          | CPPX                    | 11       | 0        |
| Connecticut          | HBSN                    | 23       | 1        |
| <b>Vermont</b>       |                         |          |          |
| Vermont              | CPPX                    | 7        | 1        |
| Vermont              | HBSN                    | 9        | 1        |
| <b>Rhode Island</b>  |                         |          |          |
| Rhode Island         | CPPX                    | 3        | 0        |
| <b>Other</b>         |                         |          |          |
| Other                | CPPX                    | 150      | 0        |
| Other                | HBSN                    | 222      | 0        |

Table 7: Fall 2018: Total Inquiries and Enrollments by State

| Region               | Initial.Referral.Source | Inquired | Enrolled |
|----------------------|-------------------------|----------|----------|
| <b>Maine</b>         |                         |          |          |
| Maine                | CPPX                    | 198      | 28       |
| Maine                | HBSN                    | 224      | 47       |
| <b>New Hampshire</b> |                         |          |          |
| New Hampshire        | CPPX                    | 86       | 4        |
| New Hampshire        | HBSN                    | 58       | 0        |
| <b>Massachusetts</b> |                         |          |          |
| Massachusetts        | CPPX                    | 134      | 0        |
| Massachusetts        | HBSN                    | 134      | 1        |
| <b>Connecticut</b>   |                         |          |          |
| Connecticut          | CPPX                    | 78       | 1        |
| Connecticut          | HBSN                    | 35       | 0        |
| <b>Vermont</b>       |                         |          |          |
| Vermont              | CPPX                    | 23       | 3        |
| Vermont              | HBSN                    | 22       | 1        |
| <b>Rhode Island</b>  |                         |          |          |
| Rhode Island         | CPPX                    | 22       | 0        |
| Rhode Island         | HBSN                    | 1        | 0        |
| <b>Other</b>         |                         |          |          |
| Other                | CPPX                    | 266      | 0        |
| Other                | HBSN                    | 41       | 3        |

Table 8: Fall 2019: Total Inquiries and Enrollments by State

| Region               | Initial.Referral.Source | Inquired | Enrolled |
|----------------------|-------------------------|----------|----------|
| <b>Maine</b>         |                         |          |          |
| Maine                | CPPX                    | 200      | 25       |
| Maine                | HBSN                    | 265      | 58       |
| <b>New Hampshire</b> |                         |          |          |
| New Hampshire        | CPPX                    | 71       | 3        |
| New Hampshire        | HBSN                    | 72       | 2        |
| <b>Massachusetts</b> |                         |          |          |
| Massachusetts        | CPPX                    | 135      | 0        |
| Massachusetts        | HBSN                    | 180      | 3        |
| <b>Connecticut</b>   |                         |          |          |
| Connecticut          | CPPX                    | 104      | 0        |
| Connecticut          | HBSN                    | 73       | 3        |
| <b>Vermont</b>       |                         |          |          |
| Vermont              | CPPX                    | 21       | 0        |
| Vermont              | HBSN                    | 27       | 2        |
| <b>Rhode Island</b>  |                         |          |          |
| Rhode Island         | CPPX                    | 28       | 0        |
| <b>Other</b>         |                         |          |          |
| Other                | CPPX                    | 265      | 1        |
| Other                | HBSN                    | 55       | 0        |

Table 9: Fall 2020: Total Inquiries and Enrollments by State

| Region               | Initial.Referral.Source | Inquired | Applied | Admitted | Enrolled |
|----------------------|-------------------------|----------|---------|----------|----------|
| <b>Maine</b>         |                         |          |         |          |          |
| Maine                | CPPX                    | 464      | 234     | 215      | 16       |
| Maine                | HBSN                    | 222      | 149     | 135      | 1        |
| <b>New Hampshire</b> |                         |          |         |          |          |
| New Hampshire        | CPPX                    | 89       | 20      | 19       | 0        |
| New Hampshire        | HBSN                    | 53       | 18      | 17       | 0        |
| <b>Massachusetts</b> |                         |          |         |          |          |
| Massachusetts        | CPPX                    | 149      | 28      | 26       | 1        |
| Massachusetts        | HBSN                    | 144      | 33      | 26       | 0        |
| <b>Connecticut</b>   |                         |          |         |          |          |
| Connecticut          | CPPX                    | 88       | 9       | 9        | 1        |
| Connecticut          | HBSN                    | 51       | 21      | 18       | 0        |
| <b>Vermont</b>       |                         |          |         |          |          |
| Vermont              | CPPX                    | 21       | 6       | 6        | 0        |
| Vermont              | HBSN                    | 36       | 13      | 12       | 0        |
| <b>Rhode Island</b>  |                         |          |         |          |          |
| Rhode Island         | CPPX                    | 32       | 7       | 7        | 0        |
| <b>Other</b>         |                         |          |         |          |          |
| Other                | CPPX                    | 543      | 33      | 29       | 2        |
| Other                | HBSN                    | 90       | 7       | 5        | 0        |