

# Marketing Report

2020-03-18

## 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

### Total Inquiries by Contract Period

Table 1:

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

**Total Inquiries by Anticipated Start Year**

Table 2:

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

**Cappex Inquiries by Contract Period**

Table 3:

	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

**Hobson Inquiries by Contract Period**

Table 4:

	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

**Total Inquiries and Enrollments by State 2016-2020**

Table 5:

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

**Fall 2017: Total Inquiries and Enrollments by State**

Table 6:

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

**Fall 2018: Total Inquiries and Enrollments by State**

Table 7:

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

**Fall 2019: Total Inquiries and Enrollments by State**

Table 8:

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



Fall 2020: Total Inquiries and Enrollments by State

Table 9:

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

Notice that there is no number preceding the note.  $x \in [a, b]$

Conclusion

$$\frac{d}{dx} \left( \int_a^x f(u) \, du \right) = f(x).$$

- 
- 
-