

Third Party Inquiries: Performance Review of Cappex and Hobson 2016 - 2020

2020-03-19

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 - 33,560 USD
 - Intersect Awareness: annual contract, for the enhanced college profile and counselor community (October - September)
 - Intersect Connection-Active match competitive and Active match self matching: 6 mos (August - January)
 - Major's Awareness: 6 mos (August - January)

Findings

Total Inquiries by Contract Period

| | | Contract | CPPX | HBSN |
|---|------|----------|-------|------|
| 1 | CY16 | 5,824 | 873 | |
| 2 | CY17 | 1,957 | 1,216 | |
| 3 | CY18 | 2,150 | 1,222 | |
| 4 | CY19 | 1,871 | 1,221 | |
| 5 | CY20 | 728 | 1,188 | |

| Initial.Referral.Source | Inquired | Applied | Admitted | Confirmed | Enrolled |
|-----------------------------|----------|---------|----------|-----------|----------|
| Contract 2016 - 2017 | | | | | |
| CPPX | 1181 | 207 | 189 | 69 | 60 |
| HBSN | 715 | 210 | 174 | 51 | 41 |
| Contract 2017 - 2018 | | | | | |
| CPPX | 971 | 138 | 118 | 35 | 27 |
| HBSN | 628 | 329 | 282 | 89 | 72 |
| Contract 2018 - 2019 | | | | | |
| CPPX | 1326 | 223 | 214 | 19 | 4 |
| HBSN | 407 | 135 | 116 | 28 | 15 |
| Contract 2019 - 2020 | | | | | |
| 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 |
|-------------------------------|----------|---------|----------|-----------|----------|
| Anticipated Start 2017 | | | | | |
| CPPX | 230 | 17 | 14 | 7 | 6 |
| HBSN | 403 | 69 | 52 | 8 | 7 |
| Anticipated Start 2018 | | | | | |
| CPPX | 807 | 118 | 111 | 41 | 36 |
| HBSN | 515 | 238 | 205 | 61 | 52 |
| Anticipated Start 2019 | | | | | |
| CPPX | 824 | 114 | 101 | 34 | 29 |
| HBSN | 672 | 297 | 252 | 85 | 68 |
| Anticipated Start 2020 | | | | | |
| CPPX | 1386 | 337 | 311 | 41 | 20 |
| HBSN | 596 | 241 | 213 | 19 | 1 |
| Anticipated Start 2021 | | | | | |
| CPPX | 367 | 1 | 1 | 0 | 0 |
| HBSN | 95 | 0 | 0 | 0 | 0 |
| Anticipated Start 2022 | | | | | |
| 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 |
|----------------------------------|-------------------|----------|---------|----------|-----------|----------|
| Contract CPPX 2016 - 2017 | | | | | | |
| 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 |
| Contract CPPX 2017 - 2018 | | | | | | |
| 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 |
| Contract CPPX 2018 - 2019 | | | | | | |
| 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 |
| Contract CPPX 2019 - 2020 | | | | | | |
| 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 |
|----------------------------------|-------------------|----------|---------|----------|-----------|----------|
| Contract HBSN 2016 - 2017 | | | | | | |
| 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 |
| Contract HBSN 2017 - 2018 | | | | | | |
| 5 | Fall 2018 | 228 | 112 | 93 | 23 | 21 |
| 6 | Fall 2019 | 381 | 202 | 177 | 59 | 50 |
| 7 | Fall 2020 | 18 | 15 | 12 | 7 | 1 |
| Contract HBSN 2018 - 2019 | | | | | | |
| 9 | Fall 2019 | 272 | 84 | 66 | 21 | 15 |
| 10 | Fall 2020 | 129 | 51 | 50 | 7 | 0 |
| 11 | Fall 2021 | 6 | 0 | 0 | 0 | 0 |
| Contract HBSN 2019 - 2020 | | | | | | |
| 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 |
|----------------------|-------------------------|----------|----------|
| Maine | | | |
| Maine | CPPX | 981 | 71 |
| Maine | HBSN | 744 | 111 |
| New Hampshire | | | |
| New Hampshire | CPPX | 290 | 8 |
| New Hampshire | HBSN | 215 | 2 |
| Massachusetts | | | |
| Massachusetts | CPPX | 500 | 3 |
| Massachusetts | HBSN | 601 | 4 |
| Connecticut | | | |
| Connecticut | CPPX | 314 | 2 |
| Connecticut | HBSN | 194 | 4 |
| Vermont | | | |
| Vermont | CPPX | 82 | 4 |
| Vermont | HBSN | 98 | 4 |
| Rhode Island | | | |
| Rhode Island | CPPX | 96 | 0 |
| Rhode Island | HBSN | 1 | 0 |
| Other | | | |
| Other | CPPX | 1446 | 3 |
| Other | HBSN | 432 | 3 |

Fall 2017: Total Inquiries and Enrollments by State

Table 6:

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

Fall 2018: Total Inquiries and Enrollments by State

Table 7:

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

Fall 2019: Total Inquiries and Enrollments by State

Table 8:

| Region | Initial.Referral.Source | Inquired | Enrolled |
|----------------------|-------------------------|----------|----------|
| Maine | | | |
| Maine | CPPX | 200 | 25 |
| Maine | HBSN | 265 | 58 |
| New Hampshire | | | |
| New Hampshire | CPPX | 71 | 3 |
| New Hampshire | HBSN | 72 | 2 |
| Massachusetts | | | |
| Massachusetts | CPPX | 135 | 0 |
| Massachusetts | HBSN | 180 | 3 |
| Connecticut | | | |
| Connecticut | CPPX | 104 | 0 |
| Connecticut | HBSN | 73 | 3 |
| Vermont | | | |
| Vermont | CPPX | 21 | 0 |
| Vermont | HBSN | 27 | 2 |
| Rhode Island | | | |
| Rhode Island | CPPX | 28 | 0 |
| Other | | | |
| 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 |
|----------------------|-------------------------|----------|---------|----------|----------|
| Maine | | | | | |
| Maine | CPPX | 464 | 234 | 215 | 16 |
| Maine | HBSN | 222 | 149 | 135 | 1 |
| New Hampshire | | | | | |
| New Hampshire | CPPX | 89 | 20 | 19 | 0 |
| New Hampshire | HBSN | 53 | 18 | 17 | 0 |
| Massachusetts | | | | | |
| Massachusetts | CPPX | 149 | 28 | 26 | 1 |
| Massachusetts | HBSN | 144 | 33 | 26 | 0 |
| Connecticut | | | | | |
| Connecticut | CPPX | 88 | 9 | 9 | 1 |
| Connecticut | HBSN | 51 | 21 | 18 | 0 |
| Vermont | | | | | |
| Vermont | CPPX | 21 | 6 | 6 | 0 |
| Vermont | HBSN | 36 | 13 | 12 | 0 |
| Rhode Island | | | | | |
| Rhode Island | CPPX | 32 | 7 | 7 | 0 |
| Other | | | | | |
| Other | CPPX | 543 | 33 | 29 | 2 |
| Other | HBSN | 90 | 7 | 5 | 0 |

Conclusion

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