

# Inquiries\_\_by\_\_Week

Office of Marketing and Brand Management

10/29/2020

## **Description**

On 10/29/20 USM Marketing met with Rinck Advertising's Media Team to discuss the Admission's data they would like to incorporate into the Advertising Dashboards.

Today we realized that the Inquiry Summary distributed by Admissions does not exactly capture the information they are looking for. They would like to have a weekly report that they can overlay the ad vendor performance reports, i.e., a week to week record of the inquiries as they come in for each audience and product.

Audience and Product have been previously defined by Tracy St. Pierre, as follows:

- Venus
- Mars

HS students In-State HS students OOS

Transfers > UG degree (19-23 and Unknown) Tell Tracy that this drastically changes the numbers we saw last time. In-State

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Degree Completers > UG degree

Online students > UG Degree (typically transfers or Working Adults)

Current UG > Graduate degree

Working adults > Graduate degree

Online students > Graduate degree (typically working adults)

## **Factor Values in Raw Data**

**Fiscal Year Initial Source Date**

**Student Type**

**Student Stage**

**Anticipated Start**

**Application Status**

**Student Age Group at Time of Inq/App**

**Region**

**Stealth Apps**

### Select FY

```
## [1] "Fall 2018" "Fall 2019" "Fall 2020" "Fall 2021"
```

Save final tidied data set

## Inquiries

- 1 Undergraduate Degree for In-State High School Students Inquiries
- 2 Undergraduate Degree for Out-of-State High School Students Inquiries
- 3 Transfer In-State Inquiries
- 4 Transfer Out-of-State Inquiries
- 5 Working Adults Inquiries
- 6 Inquiries Graduate In-State Current Undergrads
- 7 Inquiries Graduate In-State Working Adults
- 8 Inquiries Graduate Out-of-State Current Undergrads
- 9 Inquiries Graduate Out-of-State Working Adults

## Applications

- 10 Applications Undergraduate Degree for In-State High School Students Applicants
- 11 Applicants Undergraduate Degree for Out-of-State High School Students
- 12 Applicants Transfer In-State
- 13 Applicants Transfer Out-of-State
- 14 Applicants Working Adults
- 15 Applicants Graduate In-State CU
- 16 Applicants Graduate In-State WA
- 17 Applicants Graduate Out-of-State CU
- 18 Applicants Graduate Out-of-State WA

```
## [1] 4 3
```

##	Anticipated.Start.Term.Year	Aud_P	Inquiries	Applicants
## 1	Fall 2018	HSUGIS	3312	2308
## 2	Fall 2019	HSUGIS	4515	2530
## 3	Fall 2020	HSUGIS	3552	2635
## 4	Fall 2021	HSUGIS	1285	490

Notes from Rinck Meeting Refer to notes before proceeding.

Wrike Notes

Wrike Project for Chris

Github Project for Chris