

# 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

Narrow 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

Anticipated.Start.Term.Year	Aud_P	Inquiries	Applicants	DateCollected
Fall 2018	CUGRIS	114	176	2020-11-18
Fall 2018	CUGROS	18	19	2020-11-18

Anticipated.Start.Term.Year	Aud_P	Inquiries	Applicants	DateCollected
Fall 2018	CUTRIS	471	531	2020-11-18
Fall 2018	CUTROS	127	77	2020-11-18
Fall 2018	HSUGIS	3309	2306	2020-11-18
Fall 2018	HSUGOS	3421	863	2020-11-18
Fall 2018	WADC	1443	526	2020-11-18
Fall 2018	WAGRIS	328	463	2020-11-18
Fall 2018	WAGROS	12	26	2020-11-18
Fall 2019	CUGRIS	93	168	2020-11-18
Fall 2019	CUGROS	9	27	2020-11-18
Fall 2019	CUTRIS	292	490	2020-11-18
Fall 2019	CUTROS	45	80	2020-11-18
Fall 2019	HSUGIS	4453	2526	2020-11-18
Fall 2019	HSUGOS	3908	1084	2020-11-18
Fall 2019	WADC	1587	574	2020-11-18
Fall 2019	WAGRIS	286	473	2020-11-18
Fall 2019	WAGROS	17	32	2020-11-18
Fall 2020	CUGRIS	106	202	2020-11-18
Fall 2020	CUGROS	16	44	2020-11-18
Fall 2020	CUTRIS	287	445	2020-11-18
Fall 2020	CUTROS	49	78	2020-11-18
Fall 2020	HSUGIS	3548	2633	2020-11-18
Fall 2020	HSUGOS	2861	1075	2020-11-18
Fall 2020	WADC	1674	578	2020-11-18
Fall 2020	WAGRIS	303	583	2020-11-18
Fall 2020	WAGROS	22	78	2020-11-18
Fall 2021	CUGRIS	41	58	2020-11-18
Fall 2021	CUGROS	4	10	2020-11-18
Fall 2021	CUTRIS	55	60	2020-11-18
Fall 2021	CUTROS	14	17	2020-11-18
Fall 2021	HSUGIS	1396	729	2020-11-18
Fall 2021	HSUGOS	1731	367	2020-11-18
Fall 2021	WADC	1074	190	2020-11-18
Fall 2021	WAGRIS	97	138	2020-11-18
Fall 2021	WAGROS	NA	8	2020-11-18

Notes from Rinck Meeting Refer to notes before proceeding.

Wrike Notes

Wrike Project for Chris

Github Project for Chris