

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:

HS students > UG degree Transfers > UG degree Online students > UG Degree (typically transfers or Working Adults) Degree Completers > UG degree 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

Save final tidied data set

Inquiries

The dilemma here is that there are many records in the Unknown age group. Should they be included?

Filter Criteria for Inquiries:

- Stealth == "Not Stealth"
- Student.Stage == "Inquiry"
- Region == "Maine"
- Anticipated.Start.Term.Year starts with Fall
- Career == "Undergraduate"

- Student.Type == “First Year Student”

Undergraduate Degree for In-State High School Students

AgeGroup	Anticipated.Start.Term.Year	Inquiries
19 and Under	Fall 2018	3314
19 and Under	Fall 2019	4176
19 and Under	Fall 2020	3559
19 and Under	Fall 2021	955
19 and Under	Fall 2022	NA
19 and Under	Fall 2023	NA

Undergraduate Degree for Out-of-State High School Students

AgeGroup	Anticipated.Start.Term.Year	Inquiries
19 and Under	Fall 2018	3421
19 and Under	Fall 2019	3753
19 and Under	Fall 2020	2866
19 and Under	Fall 2021	1518
19 and Under	Fall 2022	NA
19 and Under	Fall 2023	NA

Transfer In-State

Anticipated.Start.Term.Year	Inquiries
Fall 2018	990
Fall 2019	749
Fall 2020	799
Fall 2021	162
Fall 2022	11

Transfer Out-of-State

Anticipated.Start.Term.Year	Inquiries
Fall 2018	170
Fall 2019	85
Fall 2020	88
Fall 2021	16
Fall 2022	NA

Applications

Applications Undergraduate Degree for In-State High School Students

The dilemma here is that there are many records in the Unknown age group. Should they be included?

Filter Criteria for Inquiries:

AgeGroup	Anticipated.Start.Term.Year	Applicants
19 and Under	Fall 2018	2309
19 and Under	Fall 2019	2536
19 and Under	Fall 2020	2637
19 and Under	Fall 2021	168

Undergraduate Degree for Out-of-State High School Students

AgeGroup	Anticipated.Start.Term.Year	Applicants
19 and Under	Fall 2018	863
19 and Under	Fall 2019	1084
19 and Under	Fall 2020	1075
19 and Under	Fall 2021	89

Transfer In-State

Anticipated.Start.Term.Year	Applicants
Fall 2018	1181
Fall 2019	1179
Fall 2020	1196
Fall 2021	182
Fall 2022	1

Transfer Out-of-State

Anticipated.Start.Term.Year	Applicants
Fall 2018	128
Fall 2019	133
Fall 2020	130
Fall 2021	43

Notes from Rinck Meeting

Wrike Notes

Wrike Project for Chris

Github Project for Chris