USM Office of Marketing and Brand Management

2020-10-13

FY21 Weekly Admissions Reports Summary to Inform Agency Campaigns

Description

THE PURPOSE OF THIS REPORT is identify how the weekly Admission's Reports generated by John Tabor can inform Marketing's digital advertising efforts.

There are between 10 and 14 reports furnished to us weekly and I endeavor to point to the most useful reports that would assist in optimizing our various campaigns.

Findings

Agency Campaigns

1. Undergraduate Programs for In-State High School Students
2. Undergraduate Out-of-State High School Students
3. Transfer Program for Current Undergraduates
4. Degree Completion for Working Adults
5. Graduate Programs for Current Undergraduates
6. Graduate Programs for Working Adults
7. Online Programs
8. Special Programs

THE TABLE BELOW identifies where the information can be found in the weekly reports.

Campaign	Inquiry	Application
UG In-State	Search Name Inquiry Funnel Reports	Admissions Summary Report
UG OOS	Search Name Inquiry Funnel Reports	Admissions Summary Report AND Scholarship Report
Transfer	Search Name Inquiry Funnel Reports	Admissions Summary Report AND Scholarship Report
WA	Search Name Inquiry Funnel Reports	Admissions Summary Report (25 > Segment)
GR	Search Name Inquiry Funnel Reports	Grad Admissions Profile (In-State and Out-of-State)
OL	Not Available at this Time	Miscellaneous Report
Special Programs	Not Available at this Time	Admissions Profile Report AND Misc Report for Pathways
Certificate Programs	Not Available at this Time	Certificate Report

Conclusions

- I propose sharing a simple table on a weekly basis.

Campaign	Inquiry	Application
UG In-State	Down	Up
UG OOS	Up	Down
Transfer	Down	Up
WA	Up	Down
GR	Down	Up
OL	Up	Down
Special Programs	N/A	N/A
Certificate Programs	N/A	N/A

- It will take about one hour weekly to summarize the findings in the multiple admissions' reports.

- Notes after rough draft discussion

  - Clarify classification of stealth apps
  - Clarification of other elements detailed in email to John Tabor.
  - Final report should have weekly ups and downs by numbers and percentages.
  - Add form completions for direct conversions.

  Wrike Project Details
  Github Repository