

FY21 Q1 Admissions Funnel Summary for Advertising

Office of Marketing and Brand Management

10/13/2020

Brief Description:

The following report provides 2 summaries. First, I show a succinct version of the Weekly Admission's Reports put together by John Tabor, Associate Director of Communications & Analytics at the University of Southern Maine. This report is condensed to include only the number of inquiries and applications Admissions has seen to date for the FA21 and FA20 cycles. The second table is a summary of the number of completed inquiry forms as an initial referral source. Forms are completed by digital ad viewers who have navigated to **request more information**.

Findings

Admissions Funnel Summary through September 21, 2020 (most current)

Audience	Inquiries		Applicants		YoY Change	
	Inq.FA21	Inq.FA20	App.FA21	App_FA20	Chg.Inq	Chg.App
HS_IS	1,184	3,420	36	44	-65%	-18%
HS_OOS	4,214	7,717	81	65	-45%	25%
TR	4,989	11,558	66	64	-57%	3%
WA	386	697	120	98	-45%	22%
GR_WA	102	362	96	81	-72%	19%
GR_CU	119	277	36	42	-57%	-14%
Online	-	-	7	1		600%

Marketing Forms as an Initial Inquiry Source (July 1 - September 30)

Audience	Inquiries		Change
	FA21	FA20	
HS-IS	40	16	-60%
HS-OOS	20	21	-80%
HS-UNKN	16	28	-84%
TR	42	25	-58%
WA	2	3	-98%
GR	78	27	-22%
OL	34	12	-66%

Conclusions

- Overall inquiries are down for all audiences, as are Marketing inquiries.
- Applications are slightly up for most audiences.