

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

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

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)

Task 1

Task2

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 Inquiries

[1] "Unknown" "19 and Under" "20-25" "26 and Up"

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 3314 |
| Fall 2019 | 4176 |
| Fall 2020 | 3559 |
| Fall 2021 | 955 |
| Fall 2022 | NA |
| Fall 2023 | NA |

Undergraduate Degree for Out-of-State High School Students Inquiries

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 3421 |
| Fall 2019 | 3753 |
| Fall 2020 | 2866 |
| Fall 2021 | 1518 |
| Fall 2022 | NA |
| Fall 2023 | NA |

Transfer In-State Inquiries

, AgeGroupforTransfers

[1] "Unknown Age" "Transfer Age" "Too Old" "Too Young"

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 472 |
| Fall 2019 | 293 |
| Fall 2020 | 293 |
| Fall 2021 | 48 |
| Fall 2022 | NA |

Transfer Out-of-State Inquiries

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 127 |
| Fall 2019 | 44 |
| Fall 2020 | 49 |
| Fall 2021 | 13 |
| Fall 2022 | NA |

Working Adults Applicants

[1] "Unknown" "19 and Under" "20-25" "26 and Up"

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 1445 |
| Fall 2019 | 1584 |
| Fall 2020 | 1673 |
| Fall 2021 | 1053 |
| Fall 2022 | NA |
| Fall 2023 | NA |

Inquiries Graduate In-State Current Undergrads

[1] "Unknown" "19 and Under" "20-25" "26 and Up"

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 114 |
| Fall 2019 | 95 |
| Fall 2020 | 109 |
| Fall 2021 | 34 |
| Fall 2022 | 4 |

Inquiries Graduate In-State Working Adults

[1] "Unknown" "19 and Under" "20-25" "26 and Up"

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 329 |
| Fall 2019 | 287 |
| Fall 2020 | 312 |
| Fall 2021 | 79 |
| Fall 2022 | NA |

Inquiries Graduate Out-of-State Current Undergrads

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 18 |
| Fall 2019 | 9 |
| Fall 2020 | 16 |
| Fall 2021 | 4 |
| Fall 2022 | NA |

Inquiries Graduate Out-of-State Working Adults

[1] "Unknown" "19 and Under" "20-25" "26 and Up"

| Anticipated.Start.Term.Year | Inquiries |
|-----------------------------|-----------|
| Fall 2018 | 12 |
| Fall 2019 | 17 |
| Fall 2020 | 22 |

Applications

Applications Undergraduate Degree for In-State High School Students Applicants

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

Filter Criteria for Inquiries:

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 2309 |
| Fall 2019 | 2536 |
| Fall 2020 | 2637 |
| Fall 2021 | 168 |

Applicants Undergraduate Degree for Out-of-State High School Students

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 863 |
| Fall 2019 | 1084 |
| Fall 2020 | 1075 |
| Fall 2021 | 89 |

Applicants Transfer In-State

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 532 |
| Fall 2019 | 490 |
| Fall 2020 | 452 |
| Fall 2021 | 57 |

Applicants Transfer Out-of-State

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 77 |
| Fall 2019 | 80 |
| Fall 2020 | 78 |
| Fall 2021 | 16 |

Applicants Working Adults

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 527 |
| Fall 2019 | 574 |
| Fall 2020 | 582 |
| Fall 2021 | 179 |

Applicants Graduate In-State CU

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 176 |
| Fall 2019 | 169 |
| Fall 2020 | 206 |
| Fall 2021 | 48 |
| Fall 2022 | 1 |

Applicants Graduate In-State WA

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 464 |
| Fall 2019 | 476 |
| Fall 2020 | 588 |
| Fall 2021 | 109 |

Applicants Graduate Out-of-State CU

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 19 |
| Fall 2019 | 27 |
| Fall 2020 | 44 |

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2021 | 10 |

Applicants Graduate Out-of-State WA

| Anticipated.Start.Term.Year | Applicants |
|-----------------------------|------------|
| Fall 2018 | 26 |
| Fall 2019 | 32 |
| Fall 2020 | 80 |
| Fall 2021 | 6 |

Notes from Rinck Meeting Refer to notes before proceeding.

Wrike Notes

Wrike Project for Chris

Github Project for Chris