

# 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)

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

Anticipated.Start.Term.Year	Inquiries
Fall 2018	587
Fall 2019	578
Fall 2020	637
Fall 2021	179
Fall 2022	9

### Inquiries Graduate Out-of-State

Anticipated.Start.Term.Year	Inquiries
Fall 2018	39
Fall 2019	42
Fall 2020	50

Anticipated.Start.Term.Year	Inquiries
Fall 2021	12
Fall 2022	NA
## 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

Anticipated.Start.Term.Year	Applicants
Fall 2021	179

#### **Applicants Graduate In-State**

Anticipated.Start.Term.Year	Applicants
Fall 2018	640
Fall 2019	645
Fall 2020	794
Fall 2021	157
Fall 2022	1

#### **Applicants Graduate Out-of-State**

Anticipated.Start.Term.Year	Applicants
Fall 2018	45
Fall 2019	59
Fall 2020	124
Fall 2021	16

Notes from Rinck Meeting Refer to notes before proceeding.

Wrike Notes

Wrike Project for Chris

Github Project for Chris