ONLINE PROGRAMS

APPLICATION FLOW 2018-2019

Exploration

Office of Marketing and Brand Management

University of Southern Maine

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1   Basic Description

The purpose of this report is to look at the application flow for students who have matriculated into one of the University's Online Degree Programs. These programs are ever evolving and in order to meet applicant needs, we want to be attentive to their behavior and demographics.

Question that needs to be answered:

1. Are the students in the original data (51 records) all enrolled?

2. In order to get application dates, this data set has to be merged with the SF database.

3. Look in SF for online degree

1.1   Wrike Link

See the documentation of Wrike Project Description

1.2   Github Link

See the documentation of Github Repository

2   Findings

The raw data is all 2018/2019 online undergraduate net matriculants as of census 2019.

The data reveals a puzzling pattern. Beginning in September, 2018, no students applied. I have shared these findings with Jon Barker to get clarification.

Where are the online students from?

Most matriculants come from Maine, Cumberland, York, and Androscoggin counties. A county summary is shown below.

| State	County	n
LA	Saint Tammany	1
ME		1
ME	Androscoggin	9
ME	Cumberland	14
ME	Franklin	1
ME	Kennebec	1
ME	Knox	5
ME	Lincoln	1
ME	Oxford	3
ME	Penobscot	2
ME	Sagadahoc	1
ME	Washington	1
ME	York	13
NC	Rowan	1
NH	Cheshire	1
VT	Rutland	1

When do students apply?

The following table summarises how many applicants applied in each month. Notice the large gap from September 2018 through November, 2019.

Mo	Month	Apps
8	Aug 2017	1
11	Nov 2017	4
12	Dec 2017	4
1	Jan 2018	4
2	Feb 2018	5
3	Mar 2018	9
4	Apr 2018	5
5	May 2018	7

Mo	Month	Apps
6	Jun 2018	5
7	Jul 2018	5
8	Aug 2018	5
11	Nov 2019	1
2	Feb 2020	1

The plot below illustrates the application flow.
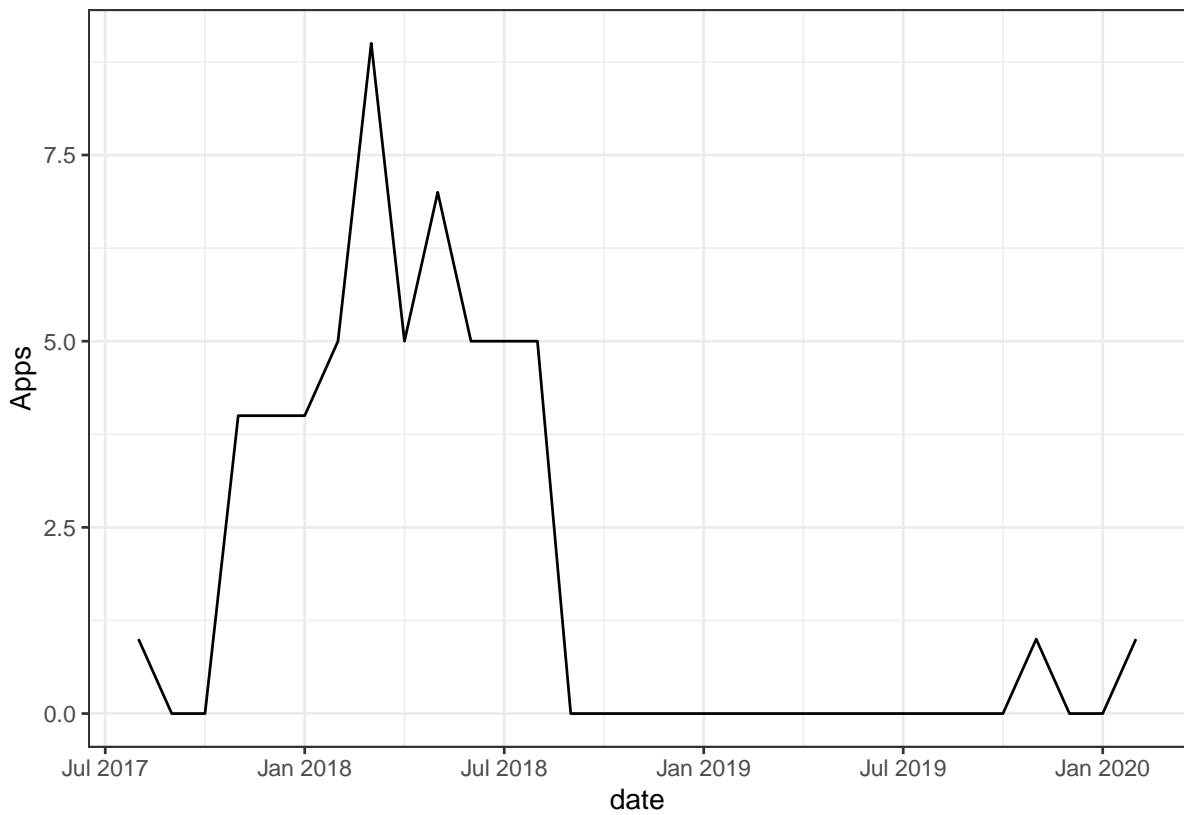
3 Conclusions

- The data provided raises many questions and opportunities for future exploration.
  - We should look at application flow and demographics for students in online graduate programs as well.
  - Do we want to look at the behavior of all students who have indicated an interest in online programs? There is an attribute in Salesforce, a checkbox

for online interest in both Undergraduate and Graduate programs. A little over 3,000 students have indicated an interest. We can discuss this further.