

Marketing Report

2020-11-13

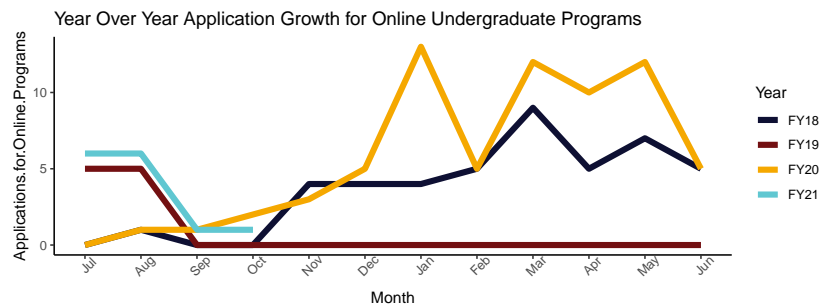
Description

THE PURPOSE OF THIS ANALYSIS is to explore the changes that have occurred in the flow of applications to Undergraduate Online Programs. I look at both application data from past census reports and inquiry data from prospective students who fill out Marketing inquiry forms that can be filled out from campaign landing pages.

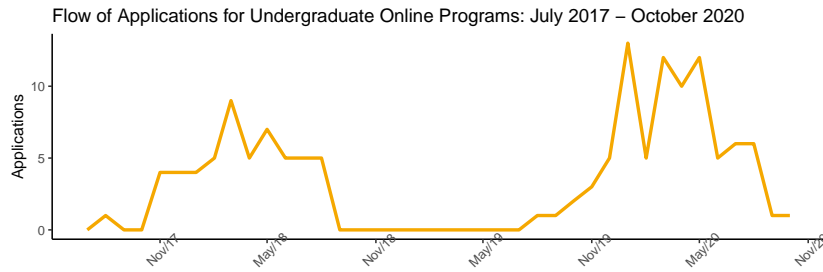
Findings

FY20 SAW AN INCREASE in applications for students seeking online programs. After a one year period that started in Aug, 2018, marking a dearth of applications to the University's Undergraduate Online Programs, applications started coming in at a higher rate. This change is evident in the two plots below.

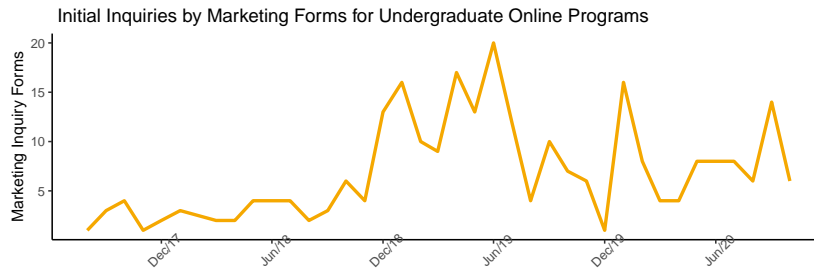
The first shows that there has been growth in the last census year.



The second plot, shown below, captures the same data on a time line. The second period of activity, from August 2019, is significantly higher than the previous period. This is very exciting.



The final plot, shown below, marks the flow of marketing inquiry forms (as an initial referral source). What is clear is an increase in the flow of inquiries preceded the growth in applications.



Age of Applicant

FiscalYear	AgeGroup	Applications
FY20	19 and Under	11
FY20	20-25	18
FY20	26 and Up	39
FY21	20-25	2
FY21	26 and Up	12

The table above shows that the majority of applicants fall into the working adult audience. It is too soon to say whether will see an increase in the Current Undergraduate audience.

Conclusions

- While a small component of the University's portfolio of products, Online Programs have grown.
- The majority of the applicants are over 25 years old.

- Further analysis into the the performance of ads for the online programs might show a similar trend.

[Wrike Project Details](#)

[Github Repository](#)