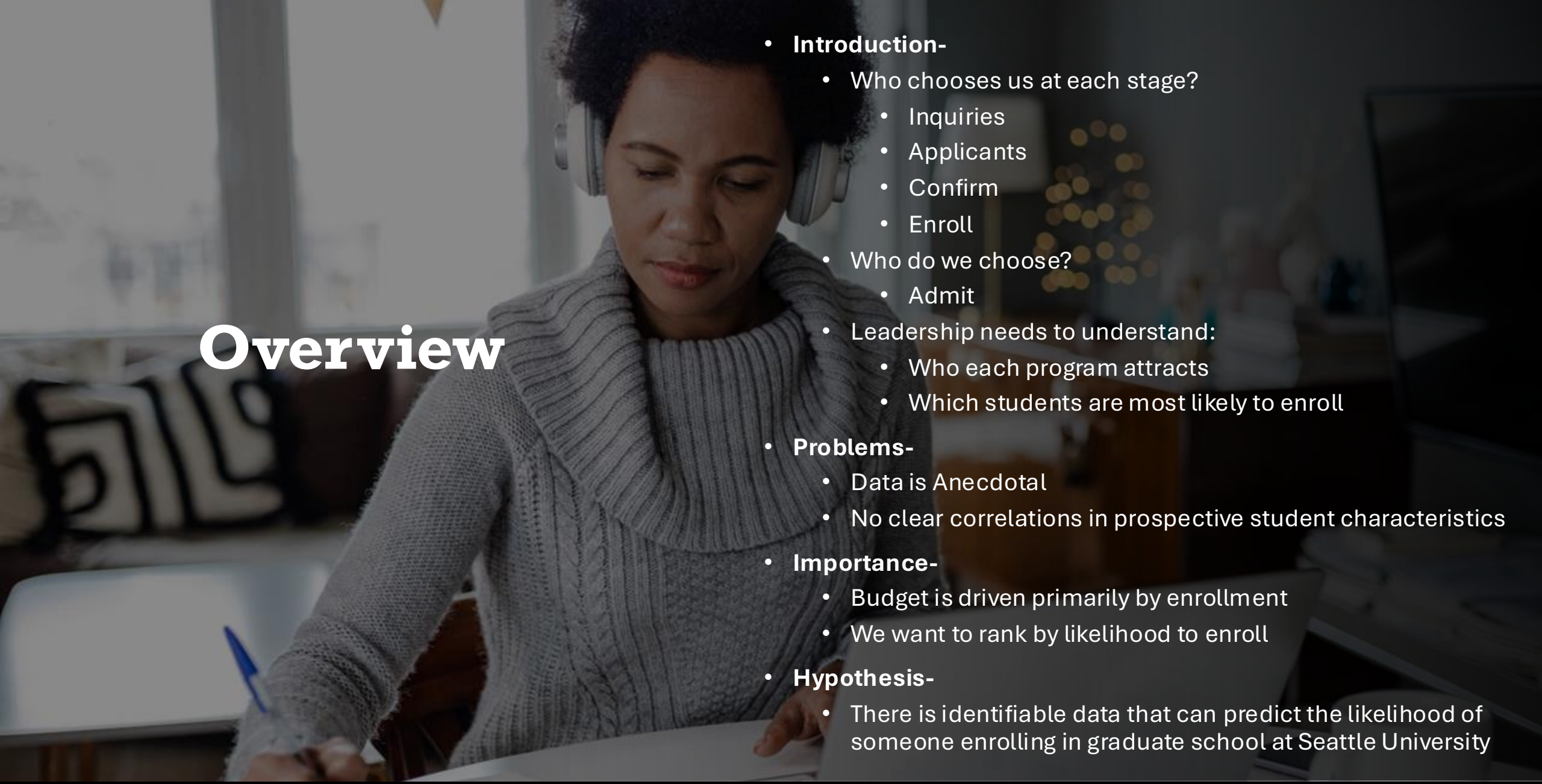
SEATTLE
UNIVERSITY

Who Chooses Us and Who Do We Choose?

Introduction

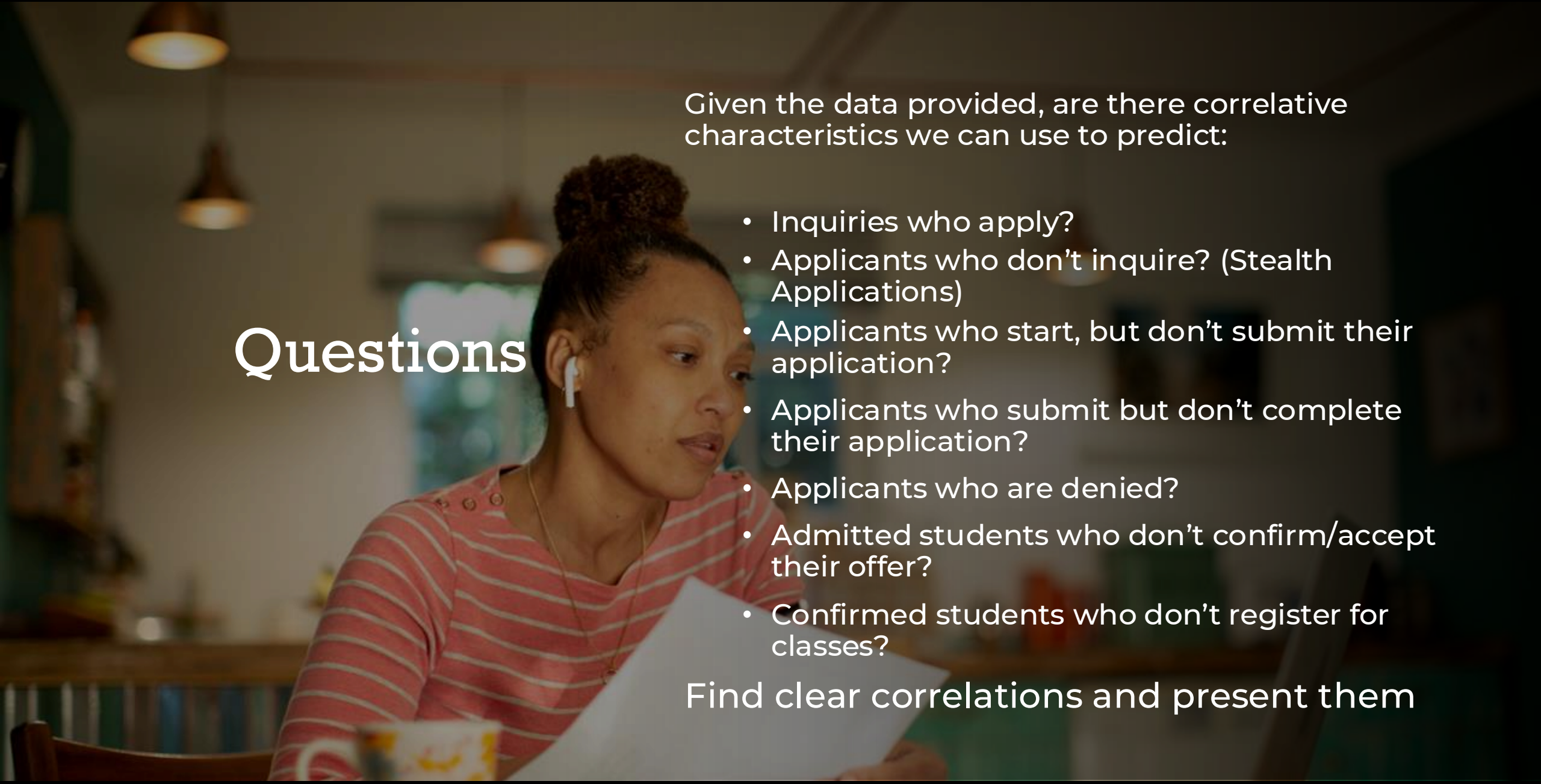
Diane Fishel-Hall: Operations and Marketing for Graduate, Executive, and Professional Education

- Private industry, primarily in Marketing Operations
- Switched to Higher Education 17 years ago, past seven at SU
- Education
  - B.A. in Graphic Design and Marketing, Indiana University
  - M.S. in Information Technology and Administrative Management, Central Washington University
  - M.S. Business Certificate in Business Analytics, Seattle University
  - Doctorate in Educational and Organizational Learning and Leadership, Seattle University ‘25



Overview

- **Introduction-**
  - Who chooses us at each stage?
    - Inquiries
    - Applicants
    - Confirm
    - Enroll
  - Who do we choose?
    - Admit
  - Leadership needs to understand:
    - Who each program attracts
    - Which students are most likely to enroll
- **Problems-**
  - Data is Anecdotal
  - No clear correlations in prospective student characteristics
- **Importance-**
  - Budget is driven primarily by enrollment
  - We want to rank by likelihood to enroll
- **Hypothesis-**
  - There is identifiable data that can predict the likelihood of someone enrolling in graduate school at Seattle University



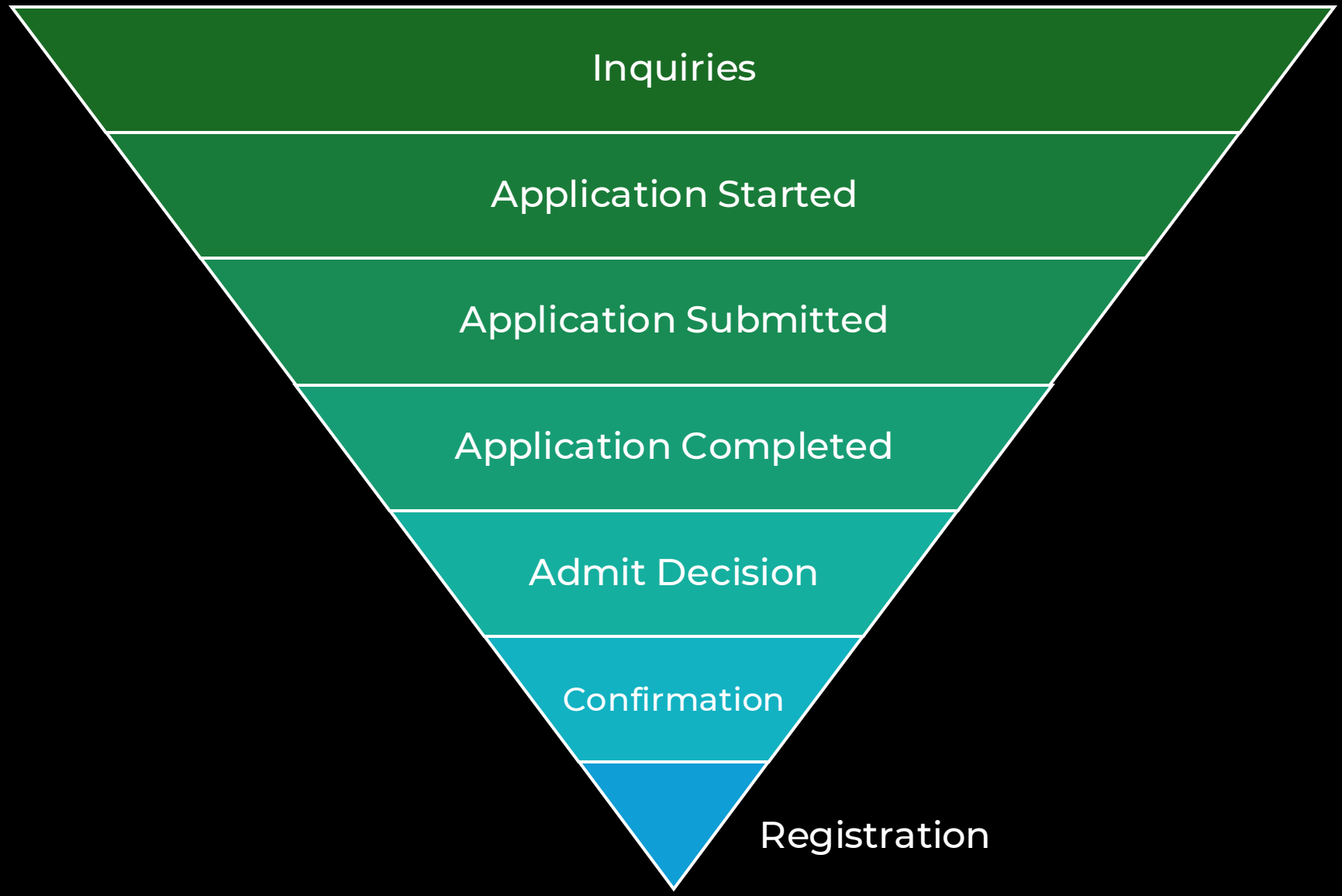
Questions

Given the data provided, are there correlative characteristics we can use to predict:

- Inquiries who apply?
- Applicants who don't inquire? (Stealth Applications)
- Applicants who start, but don't submit their application?
- Applicants who submit but don't complete their application?
- Applicants who are denied?
- Admitted students who don't confirm/accept their offer?
- Confirmed students who don't register for classes?

Find clear correlations and present them

Admissions Funnel



Description

26,573
Records

- Reference ID
- Record Created Date
- College
- Primary Inquiry Program
- Primary Inquiry Program Term
- Application Reference ID
- Application Created Date
- Application Start Term
- Application Program
- Admit Date
- Confirmed Date
- Decision
- Initial Scholarship
- Registered in Colleague
- Sex
- Race
- Age
- Citizenship Status
- Country
- GPA

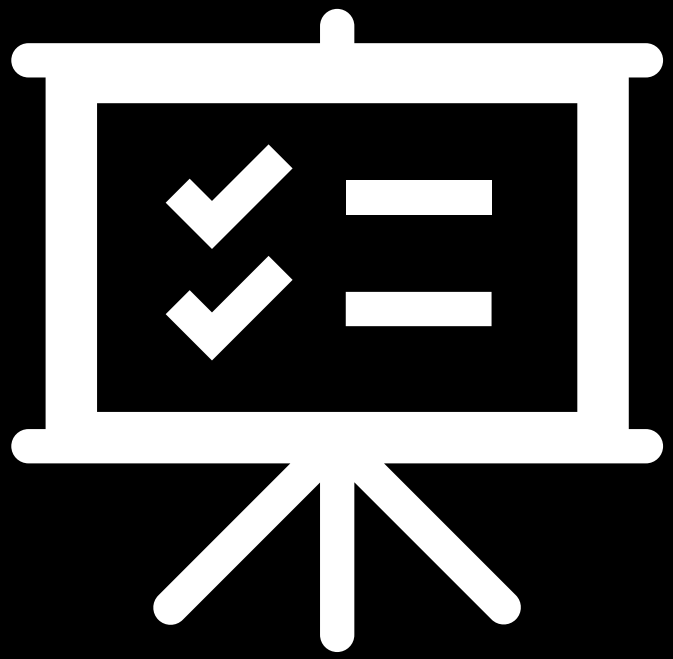
Deliverables

- Power point Presentation
  - 20 Minute Presentation
  - 10 Minute Q&A
- Focus:
  - Key data insight from analysis
  - Post analysis hypothesis (if any)
  - Data model used and metrics
  - Results that answer the questions
  - Model Recommendation

- Technical work (in appendix)

Grading Criteria

- Presentation - 30
  - Does the presentation flow well?
  - Is it easy to understand what the team did and their results?
- Insights & Data Modelling - 70
  - Does the team offer insights about the data?
  - Does the team answer the questions?
  - Did the team experiment with multiple models and is able to explain their recommended model(s) and why they selected this?



Tips on Presenting to Board Members