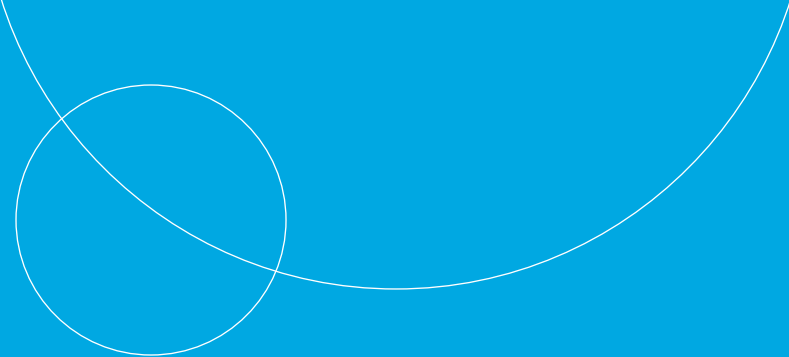




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Is There a Secret Sauce? Common Themes in Achieving Enrollment Success

William Boffi, Vice President for Enrollment Management, Assumption University

Amanda Craddock, Ed.D., Vice President for Enrollment Management, Coastal Carolina University

Jeff Gingerich, Ph.D., President, St. Bonaventure University

Jen Wick, Vice President, Consulting Services, Ruffalo Noel Levitz

Talking Points

1. Introductions and Case Studies
2. Themes of Success
3. Examples and Stories (the Secret Sauce)
4. Questions

Meet Our Panelists

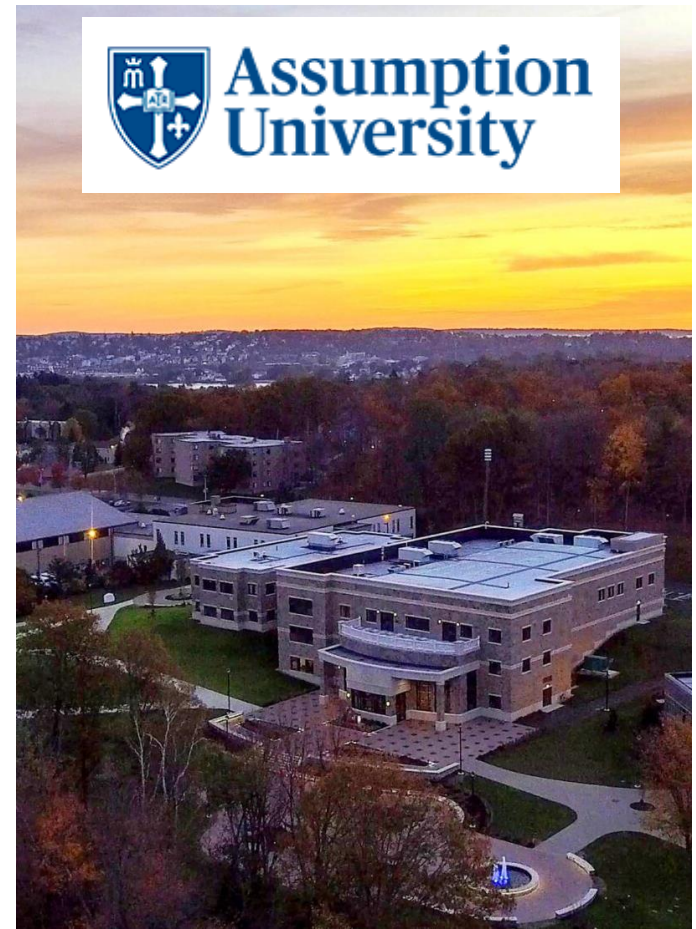


William Boffi

Vice President for Enrollment Management

Assumption University

- Location: Worcester, MA
- Undergraduate Enrollment: 1,704
- Undergraduate Tuition: \$50,494
- Most Popular Programs: Health Professions, Business, Liberal Arts
- Athletic Conference: NCAA DII, Northeast-10



Assumption University

In just one year, Assumption University experienced a remarkable turn-around

For fall 2023:

- Admit count increased 22%
- Yield was up 0.6%
- The discount rate **decreased** 1.6%
- **Net Tuition Revenue grew 42%**

29%

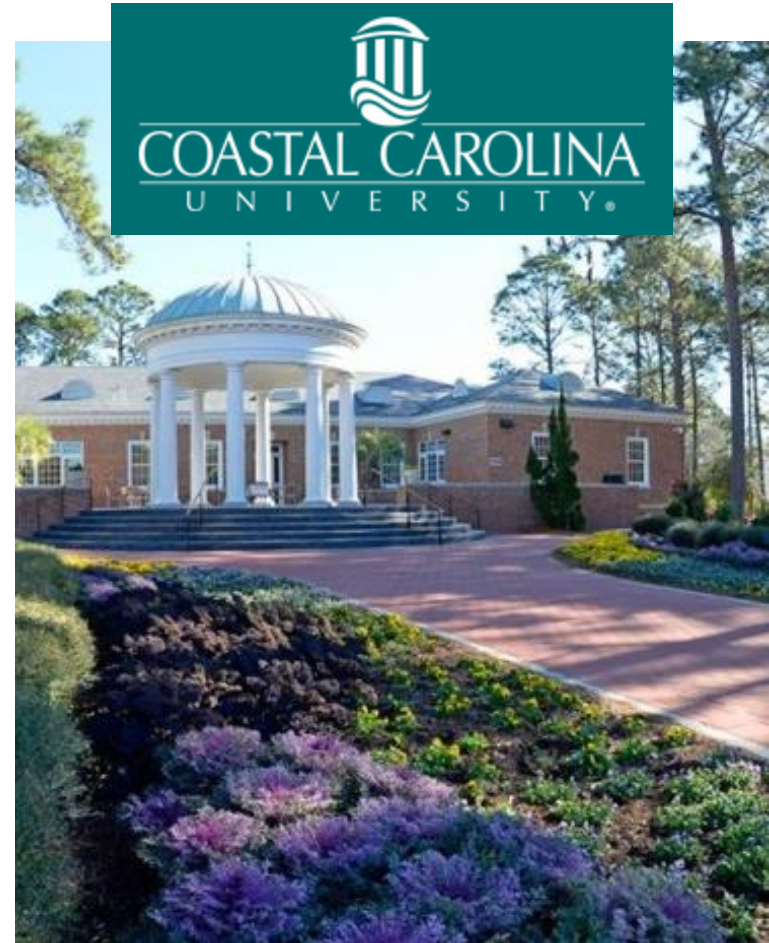
Increase in first-year enrollment from fall 2022 to fall 2023

Amanda Craddock, Ed.D.

Vice President for Enrollment Management

Coastal Carolina University

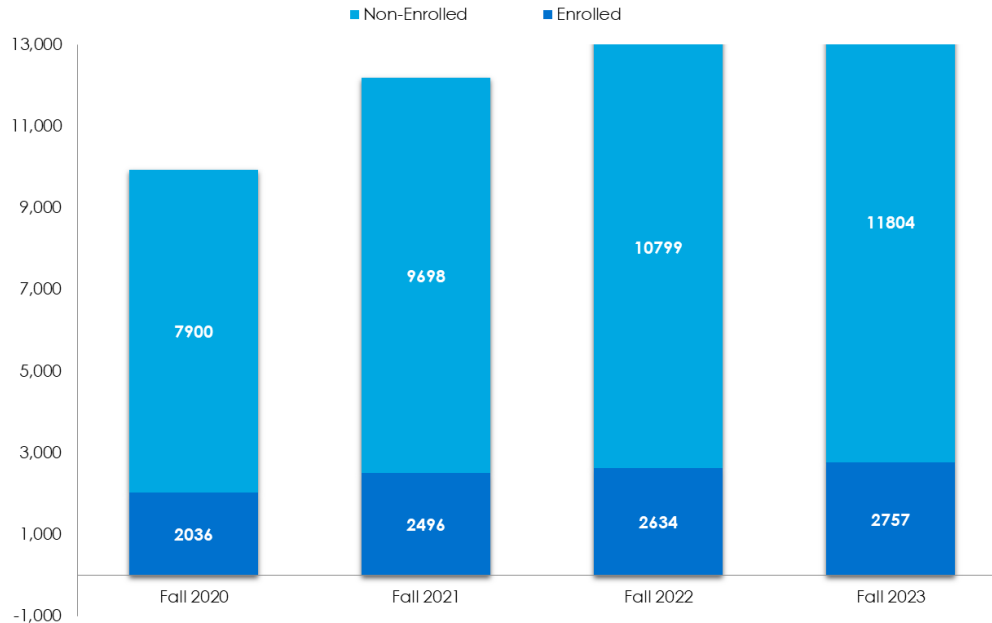
- Location: Conway, SC
- Undergraduate Enrollment: 9,797
- Undergraduate Tuition: \$5,820 Residents
\$14,814 Non-Residents
- Most Popular Programs: Business, Marketing, Marine Biology, Sports Management, Psychology
- Athletic Conference: NCAA DI, Sunbelt



Coastal Carolina University

Sustained success with first-year enrollment growth every year for the last 4 years

Coastal Carolina University: Total First-Year Students



46%

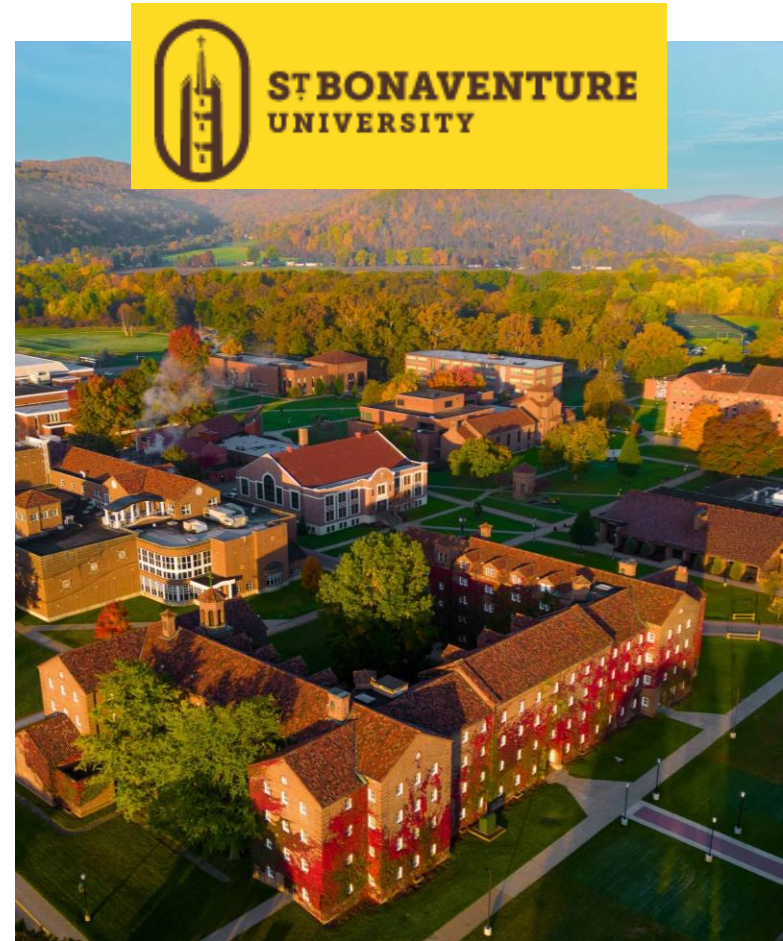
Increase in first-year net tuition revenue from 2020 to 2024, due in part to non-resident enrollments

Jeff Gingerich, Ph.D.

President

St. Bonaventure University

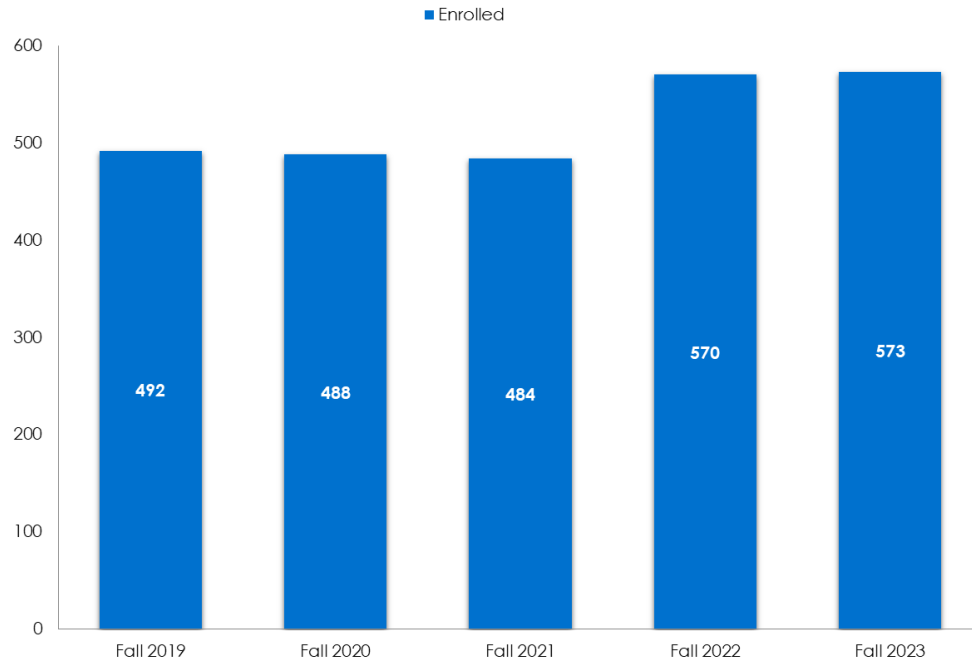
- Location: St. Bonaventure, NY
- Undergraduate Enrollment: 1,856
- Undergraduate Tuition: \$40,500
- Most Popular Programs: Business, Education, Health Professions
- Athletic Conference: NCAA DI, Atlantic 10



St. Bonaventure University

Consistent results, a success in of itself, then a new level was reached and maintained

St. Bonaventure University: Total First-Year Students
5-Year Enrollment Trends



20%

Increase in first-year net tuition revenue over the last 5 years

Common Themes of Success



Is there a recipe?

No, but there are common ingredients.

- Back to basics – consistent human connections
- A seasoned team, building and developing talent
- Marshalling the support of the faculty
- Strong, engaged support from senior leadership
- Focus on the residential/student life experience
- Data-driven: robust, segmented reporting to set and monitor strategies
- Proactively develop new academic programs
- **Willingness to take calculated risks**



Examples and Stories from the Panel



“Old school” versus technology: what works when it comes to engaging with students and parents?



Building a Strong Team

And keeping them!

What has been helpful in finding and retaining a talented team?

The background of the slide is a blue-tinted photograph of a graduate wearing a black mortarboard cap and a white gown. The graduate is positioned on the right side of the frame, looking towards the left. The text is centered over the image.

What are some of the most effective ways faculty have helped in recruitment?

Partnering with Senior Leadership

An involved, engaged group with common goals makes the difference

Enrollment leadership may have the least control over this critical element of success.

How would you recommend garnering support or reframing relationships with other administrators and faculty?





**Identifying and Promoting New
Academic Programs:
Tell us about the process at your
institution.**

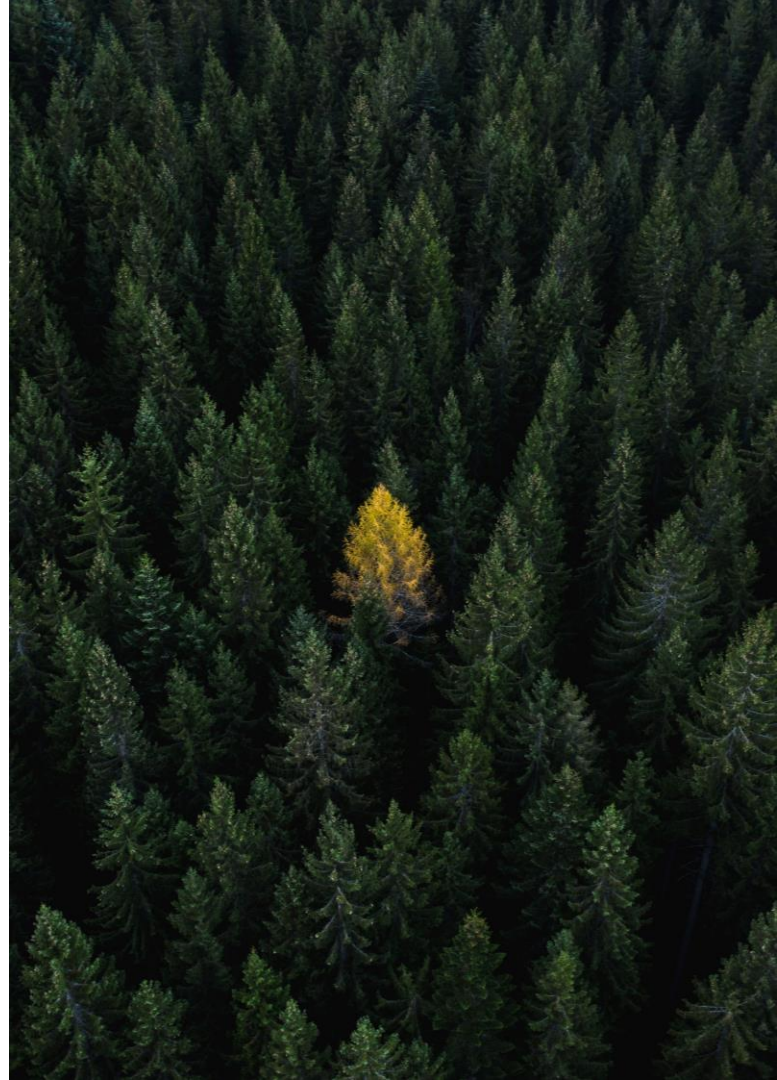
What improvements in the residential experience have helped with enrollments?



What are some of the most important data to track?

Seeing the forest *and* the trees

- Conversion rates at all funnel stages
- Volume and yield by inquiry source
- Admits, yield, and discount rate by important populations and segments
 - Geographic region
 - Academic quality
 - Need levels
 - Campus visit data
 - Intended program of study
 - Phone calls/contacts
 - Qualifying scores of admitted students



**Do you have an example where
data took strategy development
in a surprising direction?**

OR

**What data were you tracking
that lead you to change
strategies mid-cycle?**

A large group of skydivers in various colorful suits (red, blue, yellow, black, green) are falling in a circular formation against a clear blue sky. The skydivers are in various poses, some with arms outstretched, some with legs tucked. The overall scene is dynamic and captures a moment of collective action in a high-altitude environment.

**What risks have you taken?
What worked? What didn't?**

Audience Questions!



Thank You

Jen Wick

Vice President, Consulting Services



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