In-progress Enrollment Update to BPC

Candace J. Boeninger
March 9, 2021
## Spring 2021 Enrollment

<table>
<thead>
<tr>
<th>Term</th>
<th>Spring 2020</th>
<th>Spring 2021</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athens</td>
<td>25533</td>
<td>24099</td>
<td>-5.6%</td>
</tr>
<tr>
<td>Chillicothe</td>
<td>1321</td>
<td>1306</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Eastern</td>
<td>477</td>
<td>350</td>
<td>-26.6%</td>
</tr>
<tr>
<td>Lancaster</td>
<td>1328</td>
<td>874</td>
<td>-34.2%</td>
</tr>
<tr>
<td>Southern</td>
<td>992</td>
<td>852</td>
<td>-14.1%</td>
</tr>
<tr>
<td>Zanesville</td>
<td>912</td>
<td>924</td>
<td>1.3%</td>
</tr>
<tr>
<td>Total</td>
<td>30563</td>
<td>28405</td>
<td>-7.1%</td>
</tr>
</tbody>
</table>

As of census 2/2/2021
## Athens Undergraduate Admission (3/9/2021)

### Test-optional Choice: Total App Pool as of 3/8/2021

<table>
<thead>
<tr>
<th>Residency</th>
<th>Sex</th>
<th>Fall 2019</th>
<th></th>
<th>Fall 2020</th>
<th></th>
<th>Fall 2021</th>
<th></th>
<th>Fall 2020 - Fall 2021 Differences</th>
<th>Fall 2019 - Fall 2021 Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonres</td>
<td>Female</td>
<td>4318</td>
<td>3017</td>
<td>102</td>
<td>4307</td>
<td>2939</td>
<td>128</td>
<td>4199</td>
<td>3160</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>3071</td>
<td>2047</td>
<td>77</td>
<td>2955</td>
<td>1921</td>
<td>70</td>
<td>2932</td>
<td>2119</td>
</tr>
<tr>
<td>Nonres Total</td>
<td></td>
<td>7389</td>
<td>5064</td>
<td>179</td>
<td>7262</td>
<td>4860</td>
<td>188</td>
<td>7131</td>
<td>5279</td>
</tr>
<tr>
<td>Resident</td>
<td>Female</td>
<td>9598</td>
<td>8268</td>
<td>1056</td>
<td>8663</td>
<td>7587</td>
<td>1075</td>
<td>8212</td>
<td>7258</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>6836</td>
<td>5653</td>
<td>636</td>
<td>6911</td>
<td>5048</td>
<td>632</td>
<td>5711</td>
<td>4922</td>
</tr>
<tr>
<td>Resident Total</td>
<td></td>
<td>16434</td>
<td>13921</td>
<td>1682</td>
<td>14674</td>
<td>12635</td>
<td>1707</td>
<td>13923</td>
<td>12080</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>23823</td>
<td>18885</td>
<td>1871</td>
<td>21936</td>
<td>17495</td>
<td>1905</td>
<td>21054</td>
<td>17359</td>
</tr>
</tbody>
</table>

Source: Daily Admissions Reporting Dashboard

- **56% Test-Optional**
- **36% Test-Optional**
Update:
OHIO Excellence Awards
www.ohio.edu/excellence

Fall 2021
OHIO Excellence Awards offers, first run:
• $62.6 million
• 10,611 admitted students

Fall 2020
OHIO Signature Awards offers, first run:
• $46.8 million
• 9,344 admitted students
Campus Visits: Priority #1

Pre-COVID, admits with visit were ~5x more likely to enroll than admits who did not visit

- **To what extent did the visit inspire enrollment vs. likelihood to enroll prompt the visit?**

Increasing Visits Throughout Spring…

- **Mid-March, 2020:** Canceled all in-person visits and events
- **Mid-fall:** Opened visits 1 family/session under public health guidance; 30 families/week
- **Early winter:** Increased demand, increased capacity to ~90 families/week
- **Current:** ~240 families/week and increasing with guidance from public health

### Proportion of Admitted Pool with Campus Visit

<table>
<thead>
<tr>
<th>Term</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2021</td>
<td>10.2%</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>39.2%</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>36.6%</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>39.3%</td>
</tr>
</tbody>
</table>

*Comparison as of March 8*
Virtual Visits: Here to Stay

https://www.ohio.edu/admissions/visit/virtual-visits

What impact will a virtual visit have on enrollment behavior?
OHIO Gateway Day

https://www.ohio.edu/admissions/visit/ohio-gateway-day

- **Multi-format content**: Static, live, simulive, and on-demand
- **Live and Simulive Dates**: February 20, **March 20** (additional dates TBD)
- **Virtual event platform**: Student Bridge
- **Featured college videos**: Welcome from dean, college overview, student experience
- **Engagement opportunities**: Live chat moderation and pre/post-event follow-up
- **On-demand content**: Student life, D&I, Tracking enabled
OHIO Gateway Day: Feedback

Event Stats:
• ~11k page views, ~3k visits on event date
• Average actions per visitor: 8.4

Event Attendees
• 84% registered show-up rate
• 41 states and US territories
• 39 countries
• 18% URM
• 16% first-gen

Confirmed Intent to Enroll
• 270+ registrants (90+ post-event)

Survey Says...

Please rate your interest in Ohio University before attending OHIO Gateway Day:
- Neutral/Unsure: 60.4%
- Somewhat Interested: 28.3%
- Very Interested: 11.3%

Please rate your interest in Ohio University after attending OHIO Gateway Day:
- Somewhat Interested: 88.7%
- Very Interested: 11.3%

N=53 as of 3/8/2021
Other Yield Efforts: Admissions + UCM

- Mobile admission letter, personalized social media lenses
- Admitted student qualification survey with marketing campaign
- Telephone and texting campaigns
  - Callers: Admissions advisors, student telerecruiters, ambassadors, alumni
  - Example topics: General engagement; incomplete housing contract push; milestone/deadline reminders; event messaging; financial aid; next steps
- Postal mail
  - Letters, postcards, brochures, publications, promotional items, etc.
- E-mail campaigns
- Social and paid media, including targeted digital
- Online events, chats, webinars
- COVID-style in-person campus visits
- Parent/guardian and school counselor/CBO engagement
- For the Culture series, EBN Connects
- Chatbot: Ask Rufus the CatBot *(Launching this week!)*
Other Yield Efforts: Academic Units

College Points of Contact: Assistant/Associate Deans (typically)

• **Admissions-directed Projects**
  **Point of Contact:** Katie Troyer, senior director, enrollment marketing, troyer@ohio.edu
  - Webinars and chats
    - Requested: School/department-level events in each month: February, March, and April
  - In-person, on-campus academic visits, interviews, and auditions
  - Admitted student virtual events
    - Group or 1:1 via Zoom, Teams, Slate, or other platform
  - Calling and texting campaigns (faculty/staff, student ambassadors, alumni)
  - OHIO Honors selection and communication (with OHP staff)

• **UCM-directed Projects**
  **Point of Contact:** Josh Casto, senior director, enterprise marketing, castoj@ohio.edu
  - Academic content for broadcast communication (letters, emails, brochures, postcards)
  - Admitted student virtual event video content
  - College-based promotional marketing
Price Position and Rate Considerations