

2022

SOUTHEAST ACT CONFERENCE

BRYANT CONFERENCE CENTER

8:30 AM-4:45 PM CT | December 7

ACT® State
Organizations

A4: Where Did They All Go? Effective uses of National Student Clearinghouse (NSCH) Data

Adrienne Amador Oddi, Queens University

Rick Clark, Georgia Institute of Technology

Charlie Carabello, University of Georgia

WHERE DID YOU GO? WHY DID YOU GO? DOES ANYBODY EVEN CARE?

IDENTIFYING COMPETITORS THROUGH THE STUDENTS WHO ATTEND OTHER INSTITUTIONS

CHARLIE CARABELLO
ASSOCIATE DIRECTOR for ADMISSIONS & ENROLLMENT MANAGEMENT
THE UNIVERSITY OF GEORGIA

RICK CLARK
ASSISTANT VICE PROVOST & EXECUTIVE DIRECTOR FOR ADMISSIONS
THE GEORGIA INSTITUTE of TECHNOLOGY

ADRIENNE AMADOR ODDI
VICE PRESIDENT OF STRATEGIC ENROLLMENT AND COMMUNICATIONS
QUEENS UNIVERSITY

LEARNING OUTCOMES

- How to use National Student Clearinghouse data to identify destination of applicants not attending
- How Clearinghouse data helps stimulate Campus conversations and increase depth of those discussions
- How it can be leveraged to shape your narrative on and off campus

HOW DO WE DEFINE PEER INSTITUTIONS?

- Comparable
 - Similar institutional characteristics such as: institutional mission, school type, enrollment size and mix, degrees offered, campus setting, student to faculty ration, tuition and fees, acceptance rate, percent of students that are Pell grant recipients, one-year retention rate, six-year graduation rate, ACT/SAT scores, and endowment
- Aspirational
 - Similar institutional characteristics but performing better in some or all areas
- Competitor
 - Cross applications
 - Students admitted to your institution but enroll at one of these schools

WHAT ARE YOU LOOKING FOR?

- What schools do we have cross applications with?
- What percentage of our admitted applicants enroll in these institutions?
- What is the student profile?
- Why are they enrolling elsewhere?

WHAT IS THE STUDENT PROFILE NOT ATTENDING?

- Use interactive software (e.g. Tableau, Power BI, etc.) to examine results. Look at # and % of who enrolled elsewhere by student demographics.
- HS GPA
- ACT/SAT scores
- Gender
- Race/ethnicity
- Citizenship
- Home state
- First-generation status
- Financial Aid

OWN YOUR DATA

“POLICY FORMED FROM THE STAND
ALONE ANECDOTE IS THE MORTAL
ENEMY OF THE WELL INFORMED”

DATA IN THREE ACTS

Top Five Overall

Georgia Tech

University of Florida

University of Chapel Hill

Clemson

Florida State University

DATA IN THREE ACTS

Top Five for Non Residents

University of Florida

University of Chapel Hill

Florida State University

Clemson

University of Texas

DATA IN THREE ACTS

Top Five for Residents

Georgia Tech

Georgia State

Emory University

Mercer University

Kennesaw State

DIG EVEN DEEPER....

GA-02 Fulton Co	GA-05 Northeast Georgia	GA-07 Southwest Georgia	GA-06 Southeast Georgia
GEORGIA INSTITUTE OF TECHNOLOGY	GEORGIA INSTITUTE OF TECHNOLOGY	GEORGIA INSTITUTE OF TECHNOLOGY	GEORGIA INSTITUTE OF TECHNOLOGY
GEORGIA STATE UNIVERSITY	UNIVERSITY OF NORTH GEORGIA	AUBURN UNIVERSITY	GEORGIA SOUTHERN UNIVERSITY
EMORY UNIVERSITY	GEORGIA STATE UNIVERSITY	MERCER UNIVERSITY	MERCER UNIVERSITY
UNIVERSITY OF VIRGINIA	AUBURN UNIVERSITY	GEORGIA SOUTHERN UNIVERSITY	GEORGIA COLLEGE AND STATE UNIVERSITY
UNIVERSITY OF MICHIGAN	AUGUSTA UNIVERSITY	KENNESAW STATE UNIVERSITY	AUGUSTA UNIVERSITY

DEFINE AND DEFEND DECISIONS

Top Five for Declined Residents

Georgia State

Kennesaw State

Georgia Southern

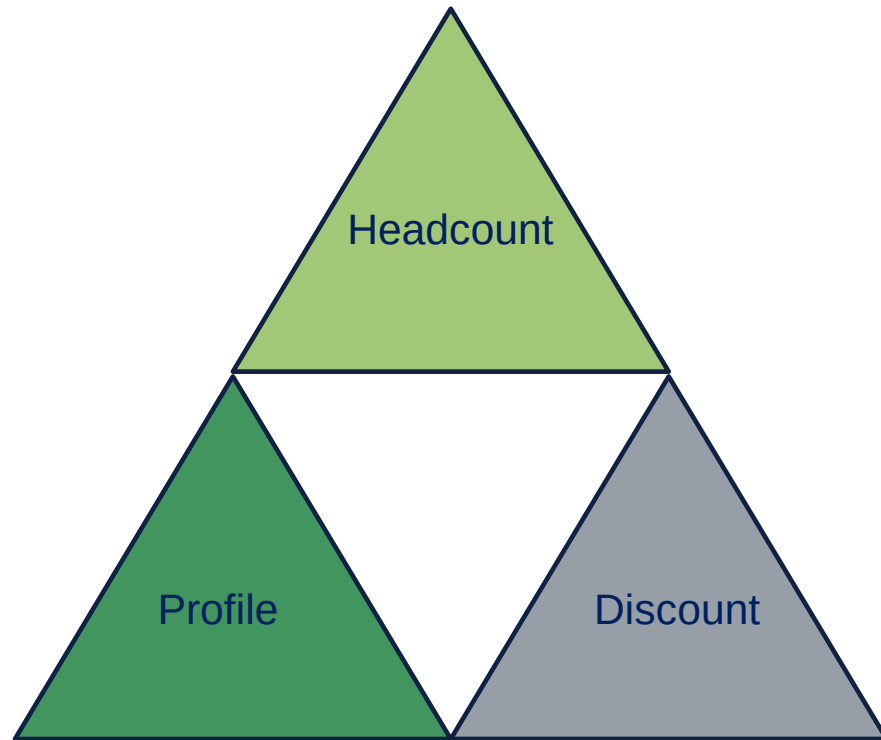
University of North Georgia

Georgia College and State University

THE WHY IS AS IMPORTANT AS THE WHERE

- Why Survey this Population?
- How to Develop, Deploy, & Disaggregate your Results
- What Impact Combining Data can have for your office

BUILDING BETTER COMMUNICATIONS WITH CONSTITUENTS



MORE MORE MORE...

Stage	2019	2020	2021
Applications	3392	3469	3530
Admits	2206	2340	2426
Enrolls	332	331	289

- More Applications and Admits but Fewer Students
- Less Revenue Per Student
- Students Less Prepared Academically

WHAT IS HAPPENING?

Top Five Overall

University of North Carolina - Charlotte

University of North Carolina - Greensboro

East Carolina University

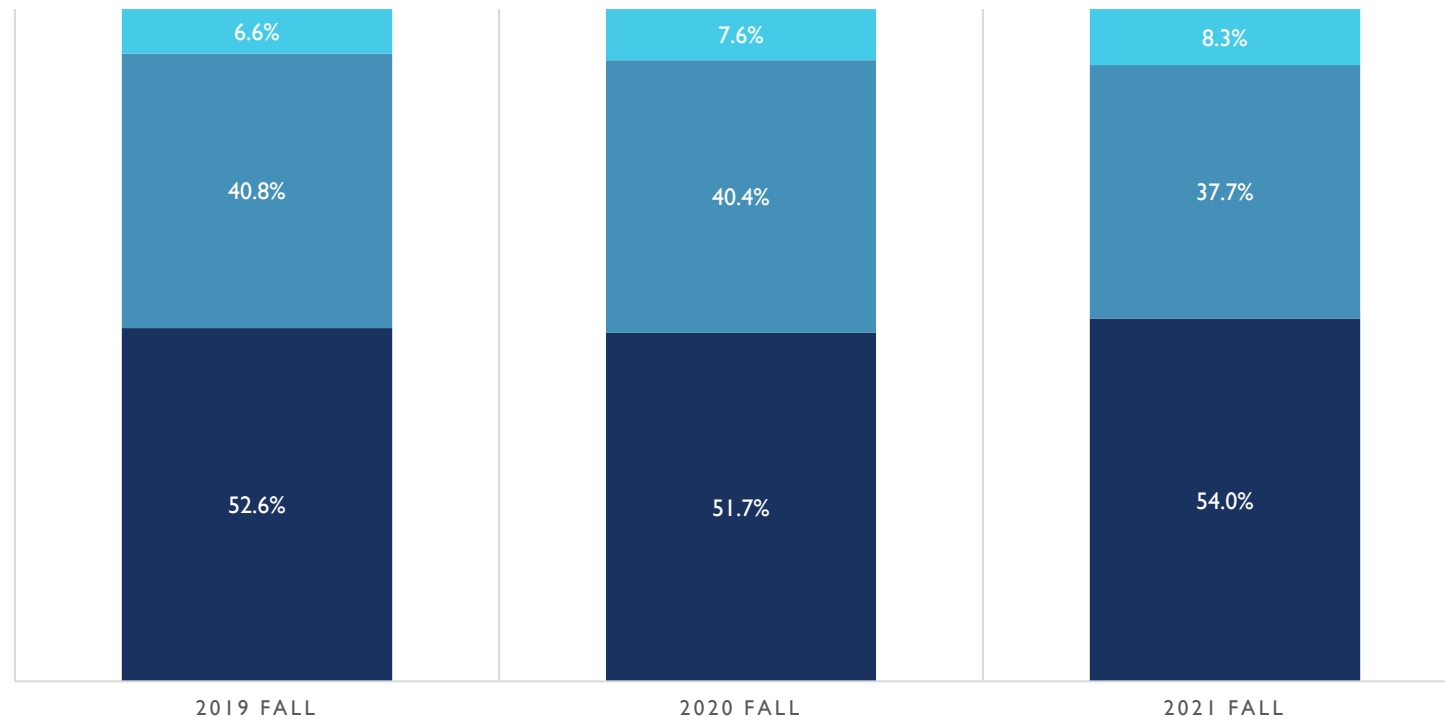
Appalachian State University

North Carolina A&T

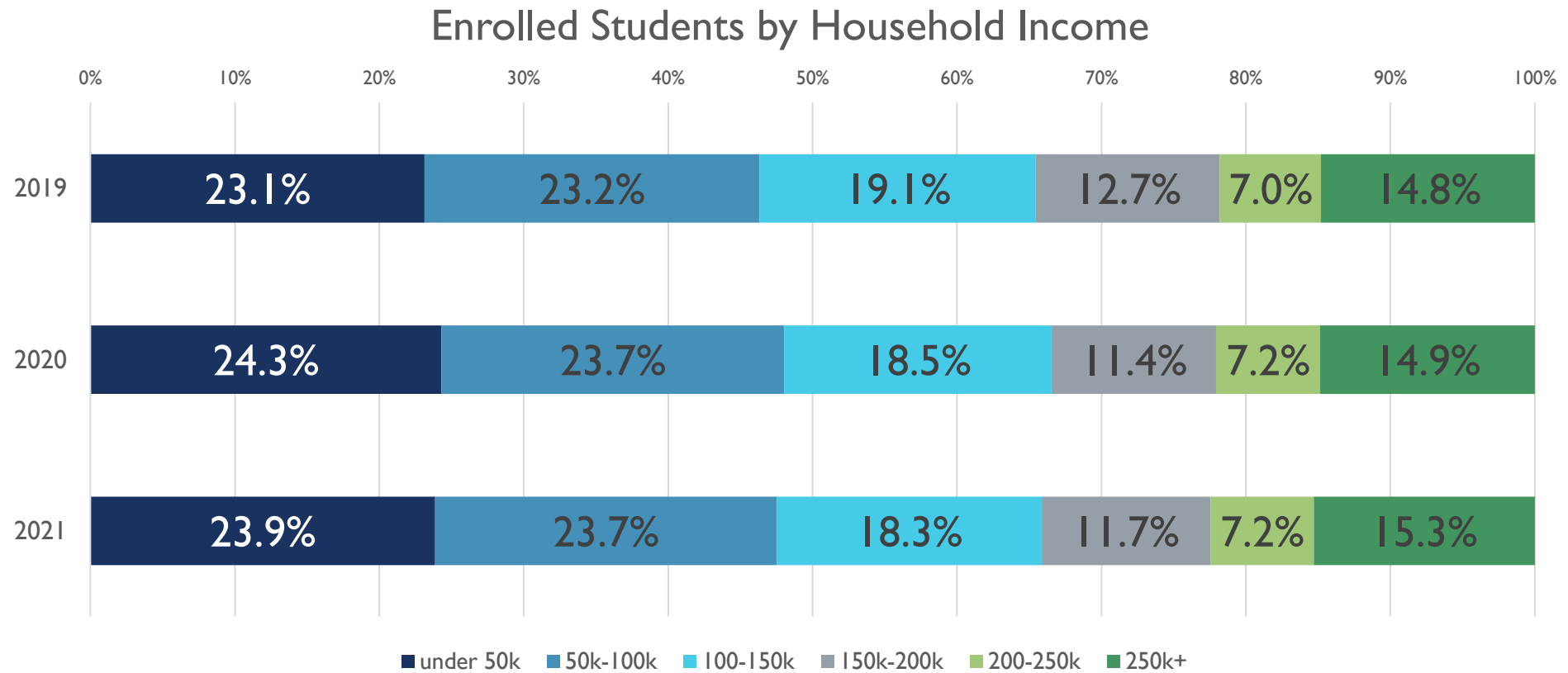
SO WHO ARE OUR STUDENTS

ACADEMIC PREPAREDNESS

■ Academic 1 ■ Academic 2 ■ Academic 3



TELL ME MORE...

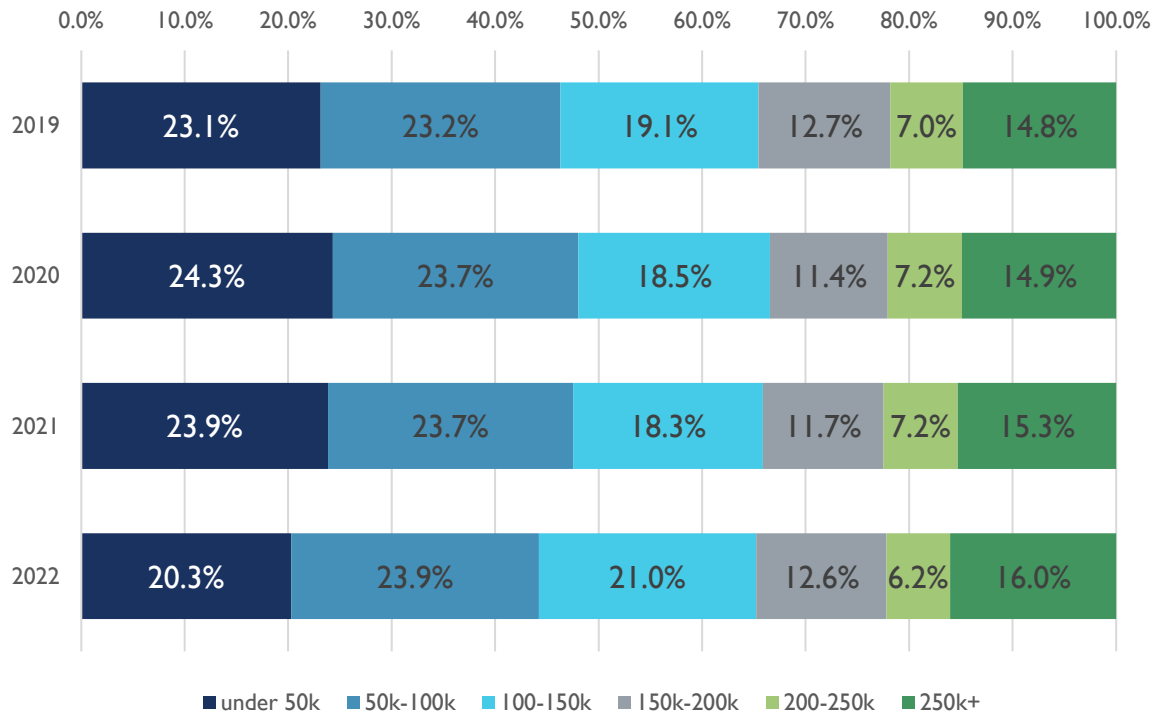


SO WHAT DID WE DO?

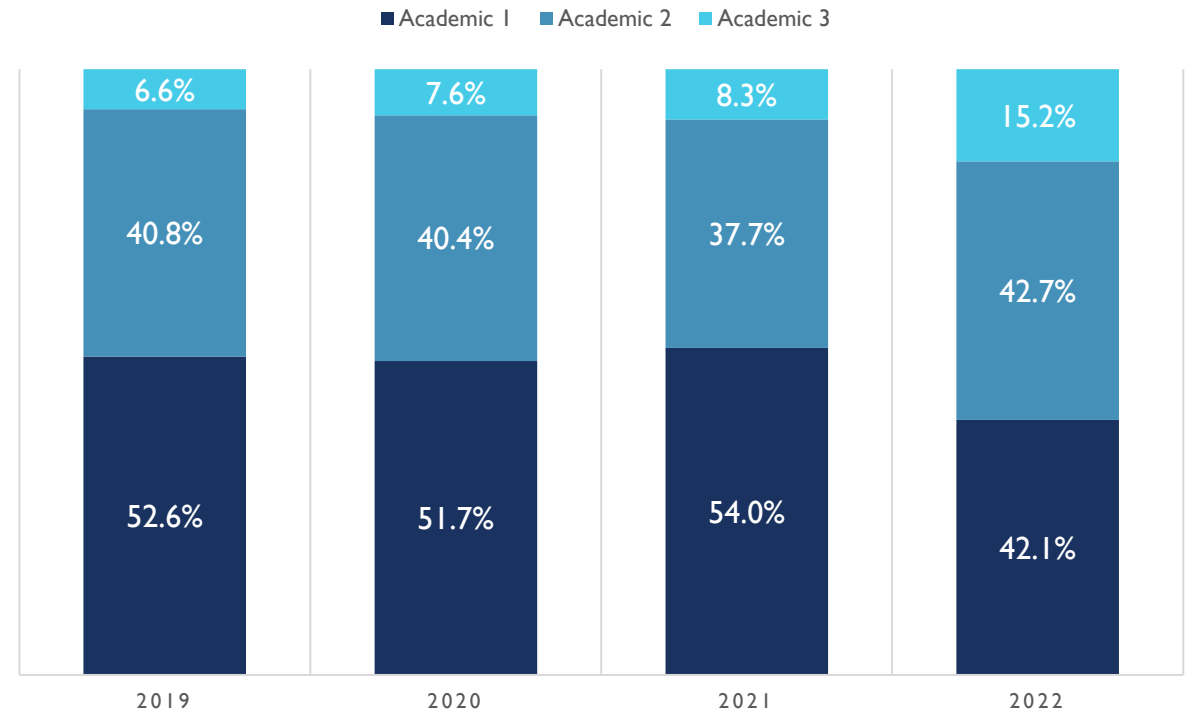
- We changed our prospecting strategy to target better prepared students
- We educated counselors to speak to the value of Queens
- We increased our discount rate

MORE MORE MORE...

Distribution of Students By Household Income



ACADEMIC PREPAREDNESS



CAMPUS CONVERSATIONS MADE STRONGER WITH DATA

RICK CLARK - GT

- Campus Partners Meetings
- Deans Tour
- Faculty Admission Review
- Campus Newsletters
- Social Media
- President's Cabinet
- GT Foundation/ Development

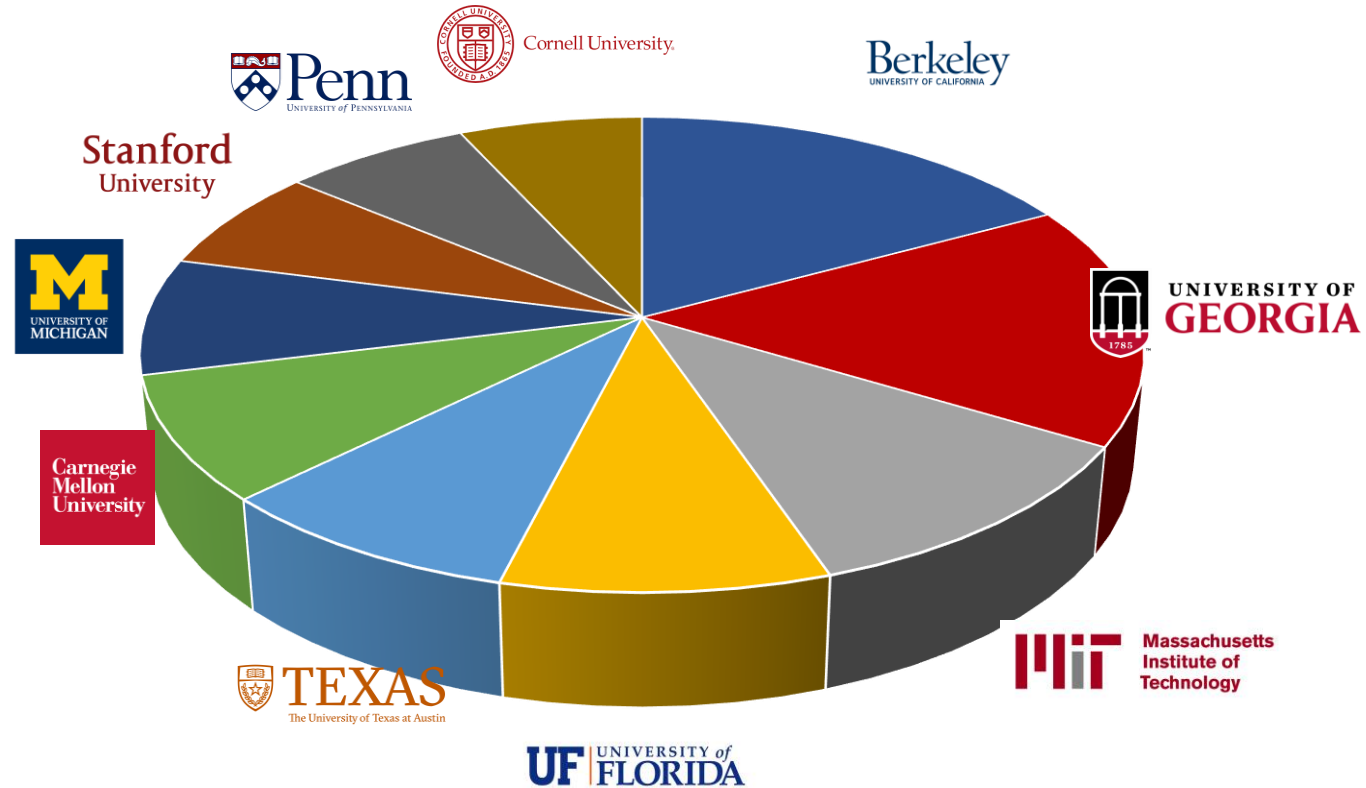
COMMUNICATE, EDUCATE, MOTIVATE



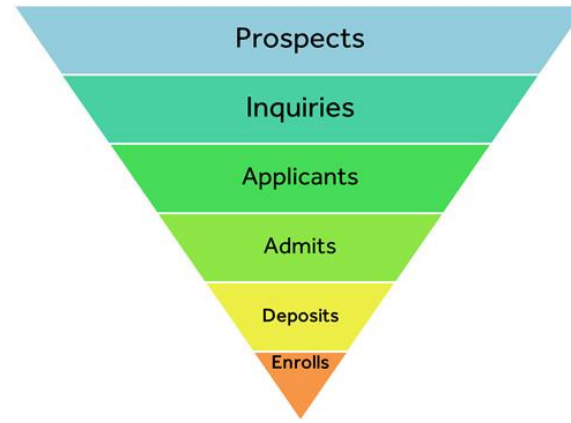
Why Don't Students Choose Tech?

- **52%** applied to **10 or more** colleges.
- **63%** were *admitted* to **five or more** colleges.
 - **15%** were *admitted* to **10 or more** colleges.
- **42%** of admitted cited "better financial package/scholarship elsewhere"

COMPETITION



Competition for Georgia Students



- Yield dropped from 68% to 64% in last five years
- Student melt doubled in same time period



HARVARD
UNIVERSITY



VANDERBILT
UNIVERSITY



Massachusetts
Institute of
Technology



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Stanford
University



UNIVERSITY OF MICHIGAN



Penn
UNIVERSITY of PENNSYLVANIA



EMORY
UNIVERSITY

Duke
UNIVERSITY



UNIVERSITY OF
GEORGIA



Georgia
Tech

Harvard	#2 (TIE)
MIT	#2 (TIE)
STANFORD	#6
PENN	#8
DOOK	#9
VANDERBILT	#14
EMORY	#21
MICHIGAN	#23
UNC	#28
GEORGIA TECH	#38
UGA	#48

All 7 Privates meet 100% of demonstrated financial need





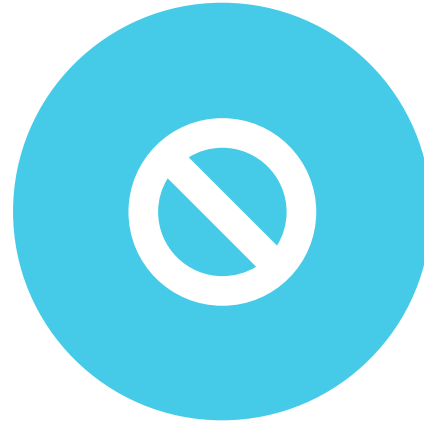
USE OF RACE IN COLLEGE ADMISSION

Table	Count	
By Sex	By School	By School
By GT College		Totals
By Major		UNIVERSITY OF GEORGIA
By Residency		47
By Citizenship		MASSACHUSETTS INSTITUTE OF TECHNOLOGY
By HS US State		38
By HS Country		PRINCETON UNIVERSITY
Black		24
Hispanic		UNIVERSITY OF SOUTHERN CALIFORNIA
First Gen		22
First Gen+		STANFORD UNIVERSITY
Admitted		16
Denied		VANDERBILT UNIVERSITY
Waitlisted		15
Pell		DUKE UNIVERSITY
		14
		EMORY UNIVERSITY
		12
		CARNEGIE MELLON UNIVERSITY
		12
		JOHNS HOPKINS UNIVERSITY ARTSSCIENCES ENGINEERING
		12
		YALE UNIVERSITY
		12
		UNIVERSITY OF FLORIDA
		11
		RICE UNIVERSITY
		11
		HARVARD UNIVERSITY
		11
		CORNELL UNIVERSITY
		10
		PURDUE UNIVERSITY - WEST LAFAYETTE
		10

INSTITUTIONAL PRIORITIES



PELL ENROLLMENT

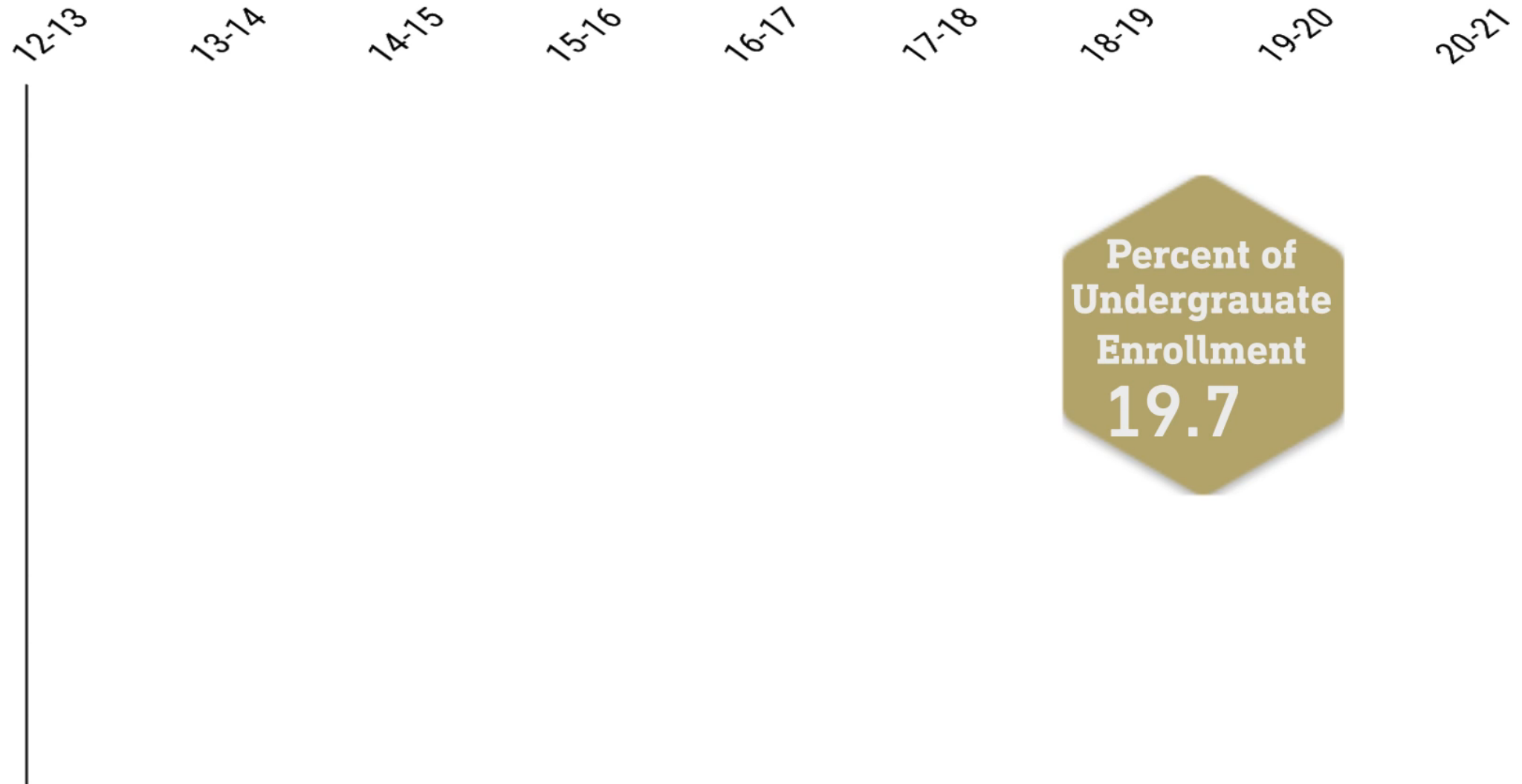


UNDERREPRESENTED
ETHNICITIES



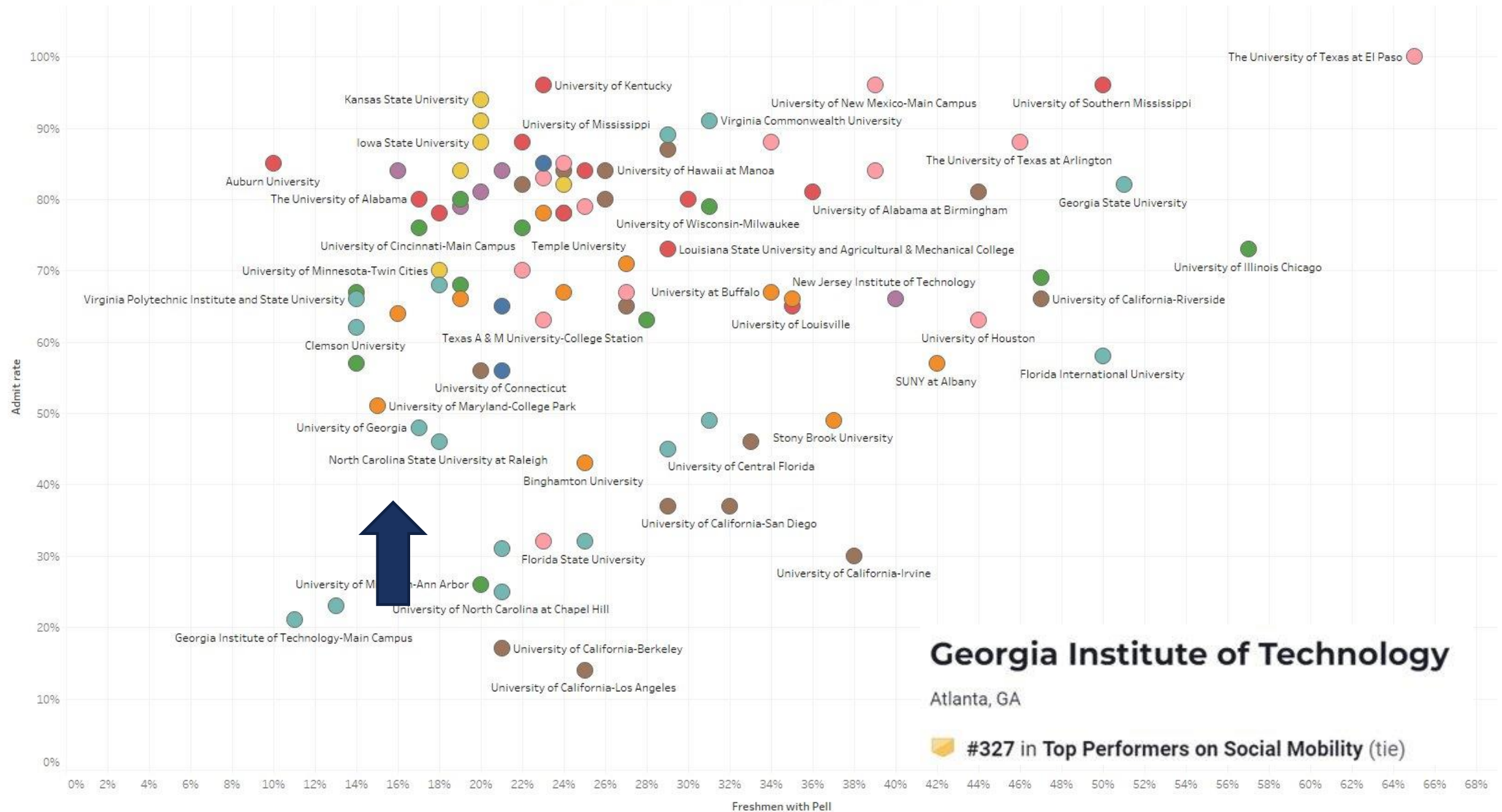
MAJOR DIVERSITY

Total Pell Enrollment at Georgia Tech from 2012-2021



Sources: American Talent Initiative (ATI) and Georgia Tech Institutional Research & Planning

Admit Rate and Pell Participation at R1 Public Universities, 2020



Top Competitors for Pell Grant Enrollment



PRINCETON
UNIVERSITY

#1



Massachusetts
Institute of
Technology

#2



HARVARD
UNIVERSITY

#3

Yale

#3

Stanford

#3

Northwestern

#10



VANDERBILT
UNIVERSITY

#13



EMORY
UNIVERSITY

#22



UNIVERSITY OF
GEORGIA

#49



COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

#18

MARKET SHIFTS

TOP 10 COMPETITORS FOR ENROLLMENT

2016



Contact info

Adrienne Amador Oddi
VP of Strategic Enrollment and Communications
Queens University of Charlotte
oddia@queens.edu

Rick Clark
AVP and Executive Director | Undergraduate Admission
Georgia Institute of Technology
rick.clark@admission.gatech.edu

Charlie Carabello
Associate Director of Admissions
The University of Georgia
ccarabel@uga.edu