# Admissions/Marketing
# Monday 7:00-8:00

## Enrollment Reports

# Enrollment Management at Culver

**J. Michael "Mike" Turnbull**

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**Current Director of Admissions at Culver Academies for the past sixteen years. Professional Enrollment Management experience as a Dean/Director of Enrollment Management, Admissions/ Financial Aid at four College & Universities for fourteen years. Provided Enrollment Management consulting for fifteen College and Universities over a ten-year period. Served in the United States Army (HHC, 1st Brigade, 1st Armored Division).**

**As the Director of Admissions at Culver, Mike introduced Enrollment Management principles that has allowed Culver to achieve remarkable successes. Annual Enrollment Goals have been met or exceeded over the past 15 years at Culver.**

# Enrollment Management at Culver

- For Enrollment Management purposes, the Admissions Office tracks each of the following numbers each fall – and more:

- Overall Enrollments to Goals, Tuition Costs, Retention, Year-to-Year Comparisons, Annual Enrollment Profiles, Geographic and Demographic Charting, and New Student Profiles.

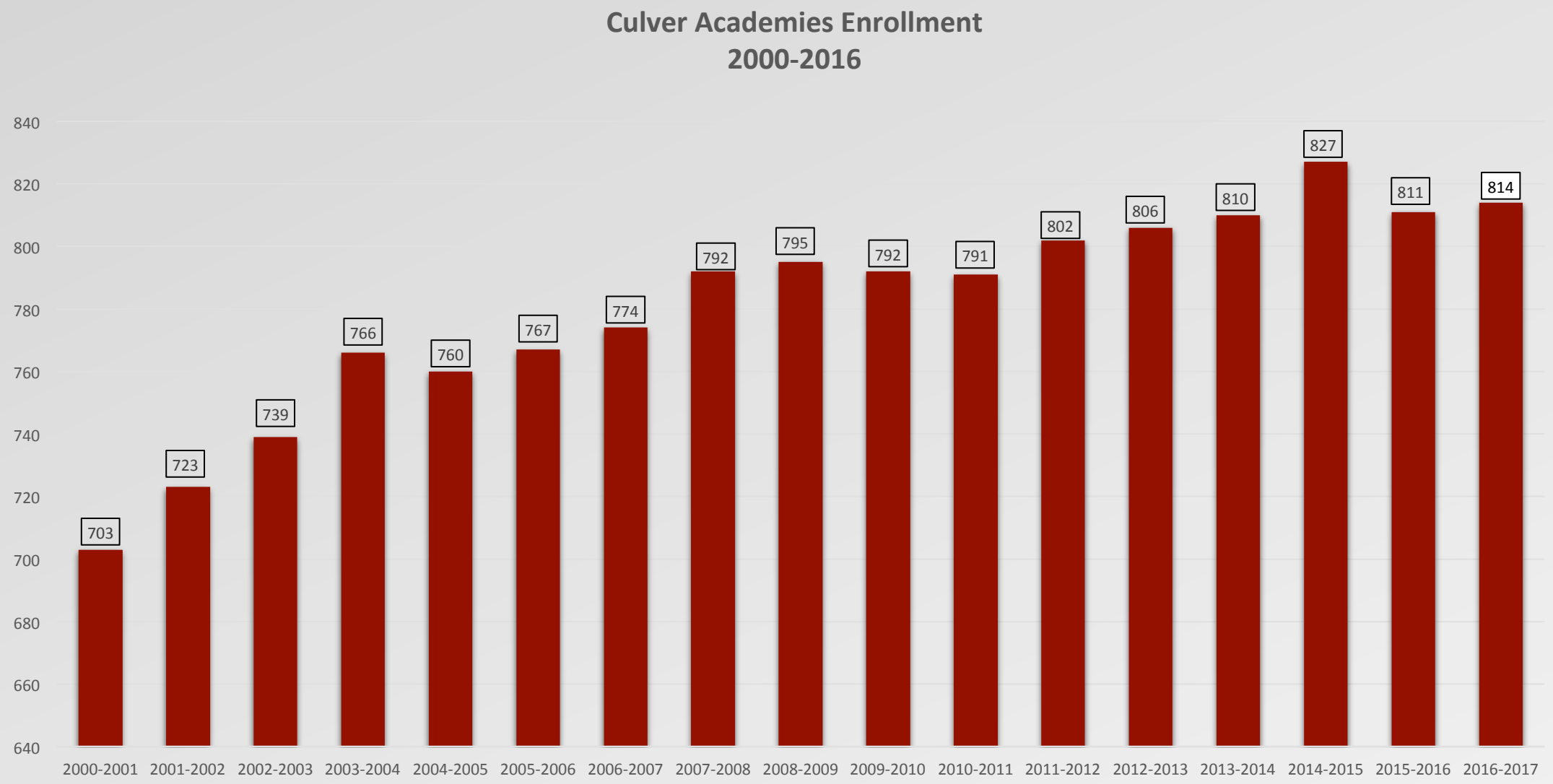
- Specific data elements include numbers of Boys, Girls, 9th, 10th, 11th 12th graders (New & Ret.), Domestic, International, Diversity, Boarding/Day, Need & Merit-based FA, Full-Pay, Employee Children, – and more.

- All help to measure successes of specific enrollment strategies and actions taken by the School to achieve Optimal Enrollments as well as providing crucial information needed to evaluate how well the overall Enrollment Management initiatives are working in “SHAPING” Culver Enrollments.

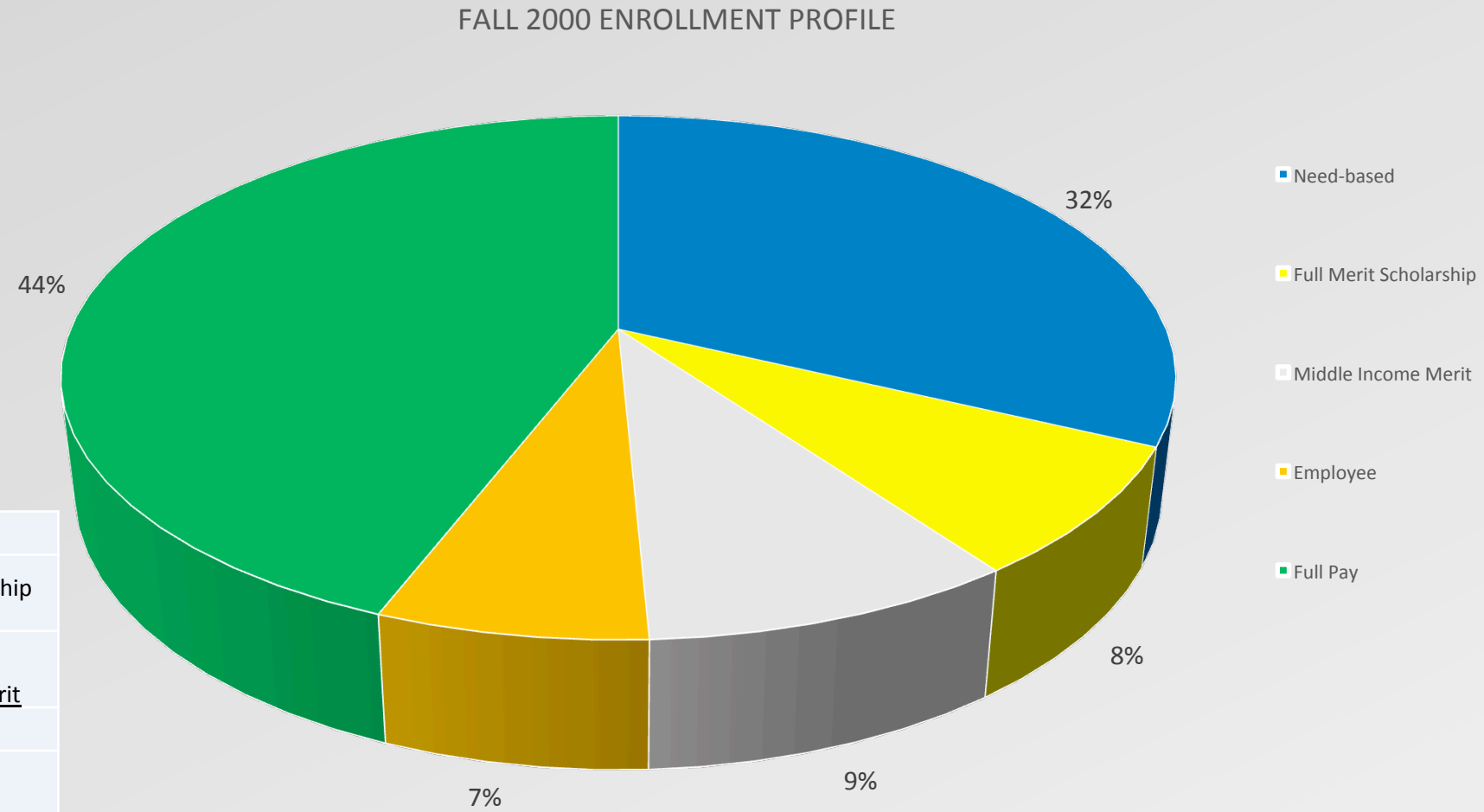
# Enrollment Management at Culver

Example of using data from the annual Enrollment Reports for a brief discussion of current enrollments (compared to the past) for the Fall 2016 Board of Trustee Meeting.

# Enrollment 2000-2016

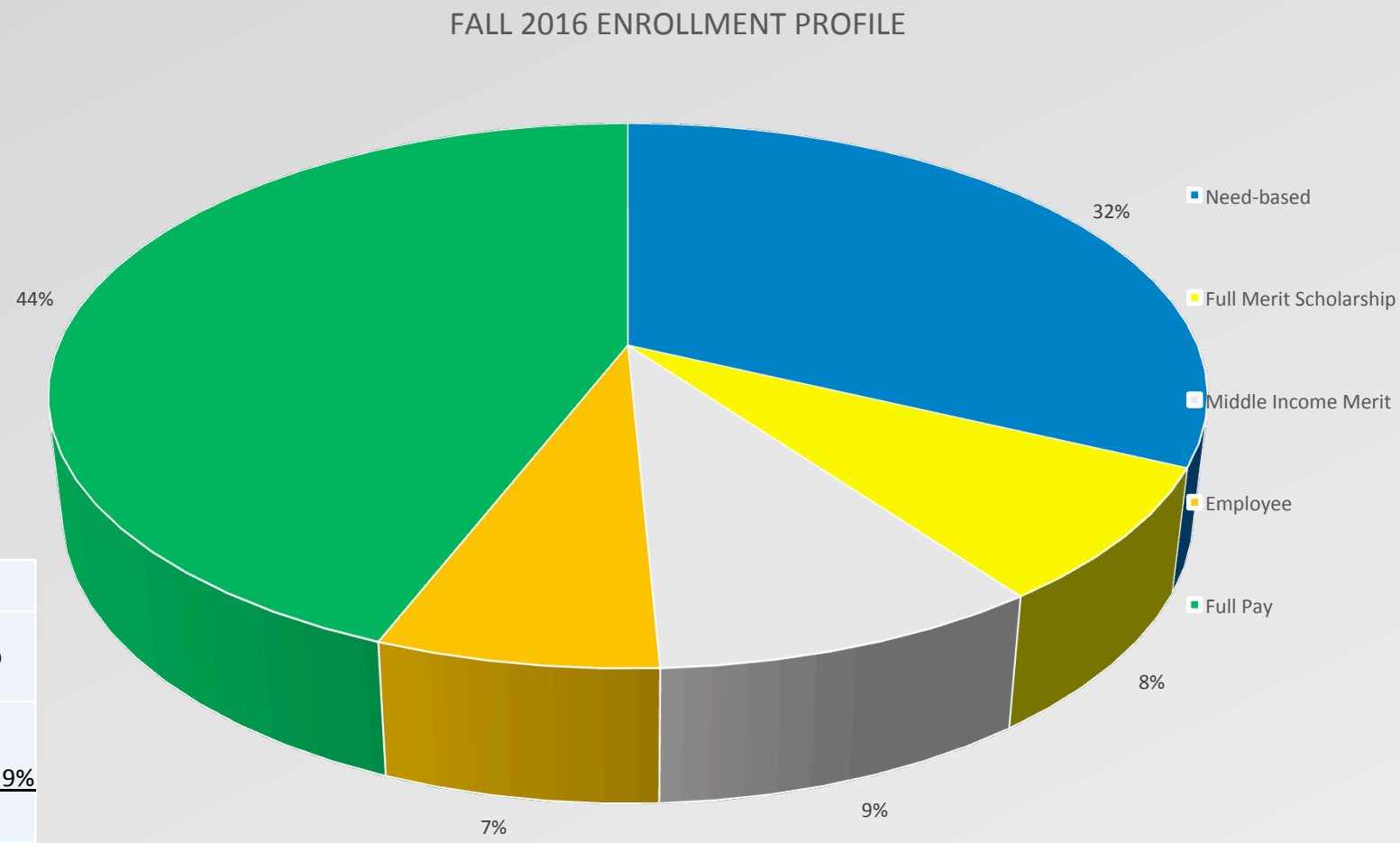


# Fall Enrollment 2000




| | |
|---|---|
| 383 | Need-based 54% |
| 8 | Full Merit Scholarship 1% |
| 0 | Middle Income Merit |
| 47 | Employee 7% |
| 265 | Full Pay 38% |
| 703 | Total |

# Fall Enrollment 2016

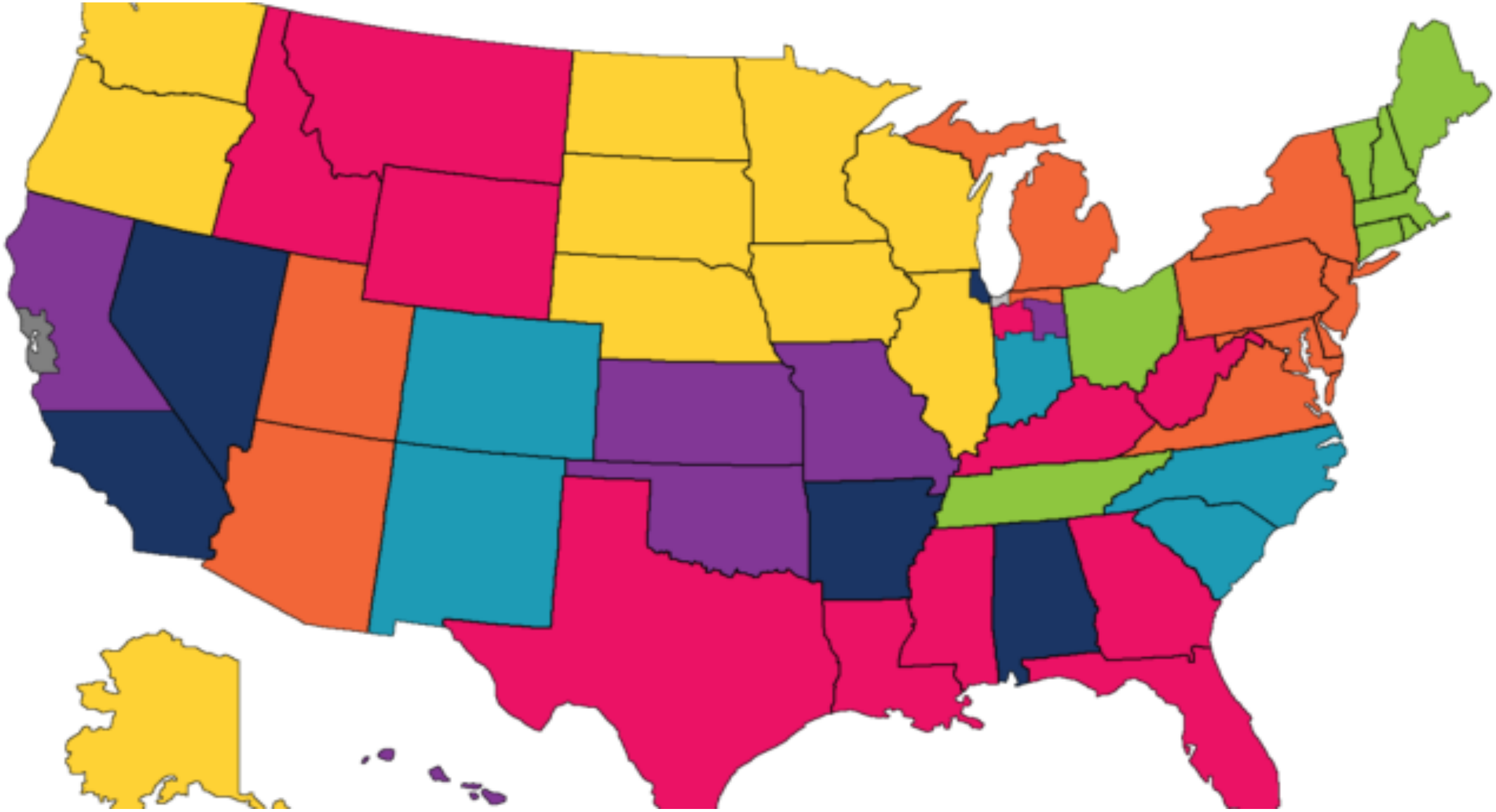



| | |
|---|---|
| 261 | Need-based 32% |
| 65 | Full Merit Scholarship 8% |
| 75 | Middle Income Merit 9% |
| 54 | Employee 7% |
| 359 | Full Pay 44% |
| 814 | Total |

# Fall 2000 to Fall 2016

| | *2000* | *2016* | *Difference* | *Percentage* |
|---|---|---|---|---|
| Enrollment | 703 | 814 | 111 | 16% |
| CGA | 274 | 346 | 71 | 26% |
| CMA | 428 | 468 | 41 | 9% |
| Retention | 88% | 94% | | 6% |

| | *2000* | *2016* | *2000* | *2016* | *Percentage Increase/Decrease* |
|---|---|---|---|---|---|
| Domestic | 601 | 654 | 85% | 80% | -5% |
| International | 102 | 160 | 15% | 20% | 5% |



# Enrollment Management at Culver

- Questions  and Comments?

- Thank you for your interest!

# Admissions/Marketing
# Monday 10:00

## Creating Annual Enrollment Plans

# Annual Plan: *Where Do You Begin?*

**Brand Identity**

- Who are you?

**Value Proposition**

- What do you offer?
- Where are you going and why?

# Annual Plan: *Know Your Objective*

**Leverage Brand Ambassadors**

- Students
- Parents
- Alumni
- Community

**Educate Your Constituencies**

- Customized Communications
- Relatable, Relevant, Resourceful

# Enrollment Management at Culver

- Current Enrollment Management at Culver Academies for 815 Students ( 250-260 New & 560-570 Returning Students) each year is handled by the Admissions Office (4 Hourly, 11 Salaried Staff).

- Included are specific goals for Boys, Girls, 9th, 10th, 11th 12th graders (New & Ret.), Domestic, International, Diversity, Boarding/Day, Need & Merit-based FA, Full-Pay, Employee Children, Retention, and Registrations – all help "SHAPE" Culver Enrollments.

- "Funnels" include 3K – 4K Inquires, 600-800 Applications, 400-500 Admits, 240-260 Enrolled New Students each Year. Returning Students 540 – 570 Retention averages 94% for the past 5-years.

# Enrollment Management at Culver

**Target Enrollment Goals for next year include**:

| Level | New | Returning | Total |
|---|---|---|---|
| 9th | 165-170 | 0 | 165-170 |
| 10th | 55-60 | 165-170 | 220-230 |
| 11th | 25-30 | 185-190 | 210-220 |
| 12th/PG | 1-2 | 215-217 | 216-219 |

These are the projections for next fall based on current enrollments.

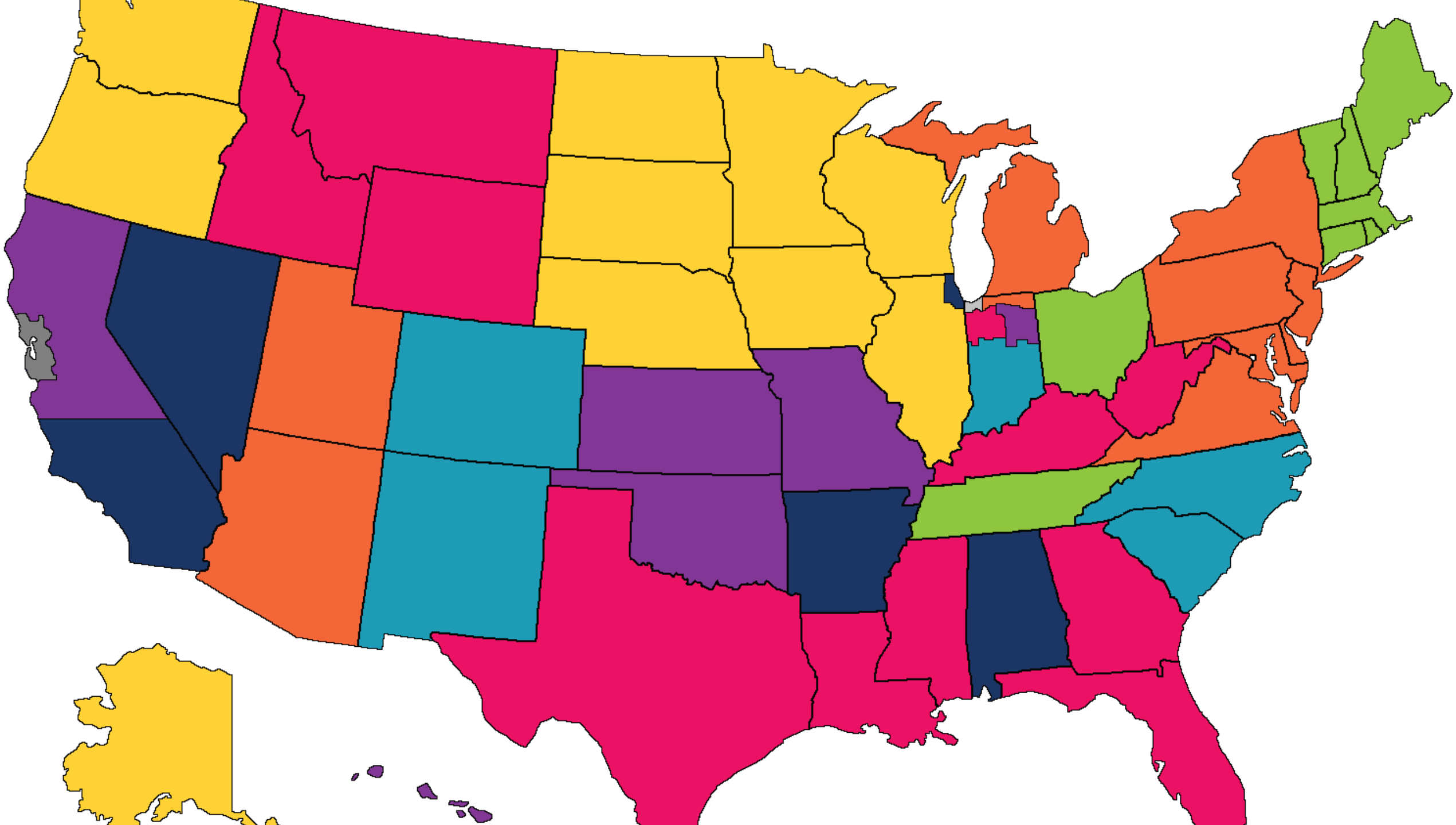
# Enrollment Management at Culver

- Admissions divides the America and World into Regions by nine Admission Counselors with each responsible for recruiting and developing their areas & providing new students toward our yearly enrollment goal of 250-260 new students.

- Strategy #1 - Primary Efforts are devoted to Primary Regions; Secondary Efforts to Secondary Regions – Time, Effort, $$ counts.

- Strategy #2 – Get Prospective Students/Families to Campus. Two large Fall Open Houses (150-200 people/ea.) and 400-500 new students doing "Shadow Days" (Aug. – Feb.). This is the #1 Recruitment / Enrollment activity for New Students.

- Strategy #3 – Attend Off-Campus Culver Events, School Visits/Fairs, Searches, Constant Contact and Mailings to generate Inquires and initial Applications. A well-crafted Visitation/ Shadow Days, however, is what we funnel new students/families into that sales them on Culver.



# Enrollment Management at Culver

- Completed applications are reviewed by the Admissions Committee from January 15 – March 1.  Enrollment Agreements are sent out in early March.  Waitlists usually start in later March.

- A Spreadsheet is used by the Admissions Committee to review all applicants on a 100 point system.  Admissions, Scholarships, Financial Aid awards use the spreadsheet as the basis of decisions and the awarding of Merit and Need-based aid.

- Admissions handle Registration and Enrollment processes of both New and Returning students during the Spring and Summer delivering an optimal fall enrollment for the start of school each August.

# Enrollment Management at Culver

| First Name | Last Name | Gender | Counselor | Region | Grade Apply | Academics (50) | SSAT Total Score | Interview (20) | Activities (20) | Counselor Rating (10) | Extras (4) | Total Score (104) | FA | Emp. | SCH | Status |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Female | MG | IL | 9 | 50 | 2208 | 20 | 18 | 10 | 1 | 99 | FA | - | No | Admit |
| | | Male | JK | MI | 9 | 50 | 2286 | 20 | 18 | 10 | 1 | 99 | FA | B 46 | Yes | Admit |
| | | Female | MG | IL | 9 | 49 | 2184 | 20 | 20 | 10 | 0 | 99 | - | B 45 | Yes | Admit |
| | | Male | SB | IL | 10R | 47 | 2145 | 20 | 20 | 10 | 1 | 98 | FA | - | No | Admit |
| | | Female | SK | TX | 9 | 47 | 2094 | 20 | 18 | 10 | 2 | 97 | FA | - | No | Admit |
| | | Male | JP | IN | 9 | 48 | 2208 | 20 | 18 | 10 | 1 | 97 | - | B 43 | Yes | Admit |
| | | Male | JK | IN | 9 | 49 | 2229 | 20 | 18 | 10 | 0 | 97 | - | B 43 | Yes | Admit |
| | | Female | JP | NJ | 9 | 49 | 2217 | 20 | 18 | 10 | 0 | 97 | FA | B 45 | Yes | Admit |
| | | Female | JP | MI | 9 | 48 | 2229 | 20 | 18 | 10 | 1 | 97 | FA | B 45 | Yes | Admit |
| | | Female | JP | MI | 9 | 49 | 2262 | 20 | 16 | 10 | 2 | 97 | FA | B 46 | Yes | Admit |
| | | Male | SK | IN | 9 | 45 | 2106 | 20 | 18 | 10 | 3 | 96 | FA | EMP | No | Admit |
| | | Female | SK | FL | 11 | 44 | 1210 | 20 | 20 | 10 | 2 | 96 | - | - | No | Admit |
| | | Male | AN | IN | 9 | 47 | 2091 | 20 | 18 | 10 | 1 | 96 | FA | B 40 | Yes | Admit |
| | | Female | JK | IN | 9 | 48 | 1979 | 20 | 18 | 10 | 0 | 96 | FA | D 44 | Yes | Admit |
| | | Male | JP | IN | 9 | 46 | 2124 | 20 | 20 | 10 | 0 | 96 | FA | D 42 | Yes | Admit |
| | | Male | SB | MI | 9 | 47 | 2229 | 20 | 18 | 10 | 1 | 96 | FA | B 44 | Yes | Admit |
| | | Female | SB | IL | 9 | 46 | 1998 | 20 | 18 | 10 | 2 | 96 | FA | D 46 | Yes | Admit |

# Enrollment Management at Culver

- Questions  and Comments?

- Thank you for your interest!