

College and Career Information Public Colleges Currently Use and Would Find Useful

SIUE Office of Enrollment Management

December 2018

What names do we buy and where do we buy them –
**PSAT, PreACT, NRCCUA, SAT, ACT, College Bound Selection
Service, CAPPEX**

Scope of Information

Unique by source but usually includes basic demographic info, academic interests, high school, 4yr, 2 yr, public, private, estimated household income.

We often create initial communication strategies based on ZIP and...

Use of career interests

Student usually provides “anticipated field of study” or “academic interest” information. We target initial communication flow and marketing based on specific major (including undecided)

FAFSA data use in recruitment

Parent College/First generation information receives targeted messaging. Student application, admit, yield and retention rates are tracked by a combination of variables including EFC. Institutional need based aid is distributed using EFC and unmet need.

Cost

Student names from testing services and other list providers cost between 40 and 70 cents per name.

Self reported scores are “free” but we invest in PreACT and PSAT names. We market to HS sophomores way before ACT/SAT

Savings

If the State provided us with SAT scores and SAT data from all state test takers we would reinvest about \$50,000 a year in alternative recruitment activities.

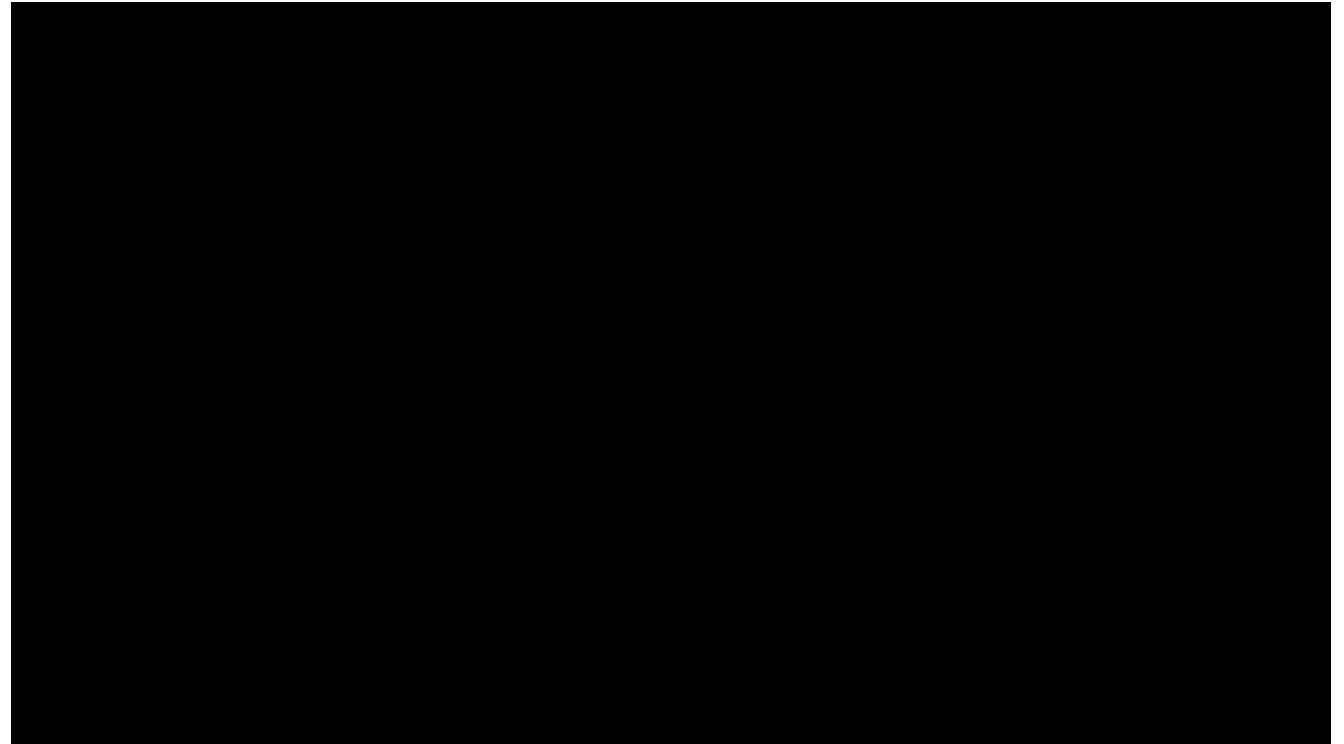
Access

We would also receive the names of students who do not send their scores to colleges because they don't anticipate being college ready, recruited, or desirable

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Beyond Standardized Test Information

Using labor market data to connect people, curriculum, and employers.



Interested in GoRecruit? Sign up for our webinar led by product manager Ashley Safranski, a 10-year veteran of recruitment and enrollment management at [Washington State University](https://www.washingtonstate.edu). Register here: https://hubs.ly/H0fMM_B0

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Engaging Prospective Students
with Employment Outcomes Data

DEC. 12TH • 11 A.M. PST



