



Using Analytics to Recruit Students of the Future

Presenter:

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Reynolds COMMUNITY COLLEGE

2

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Downtown

700 E Jackson St
Richmond, 23219



Goochland

1851 Dickinson Road
Goochland, 23063



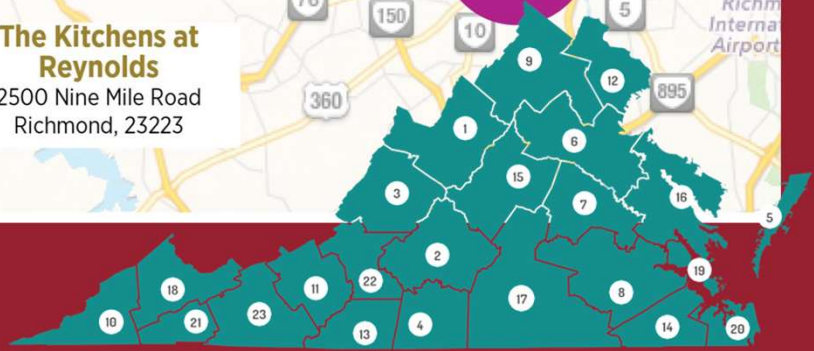
Parham Road

1651 E Parham Rd
Richmond, 23228



The Kitchens at Reynolds

2500 Nine Mile Road
Richmond, 23223

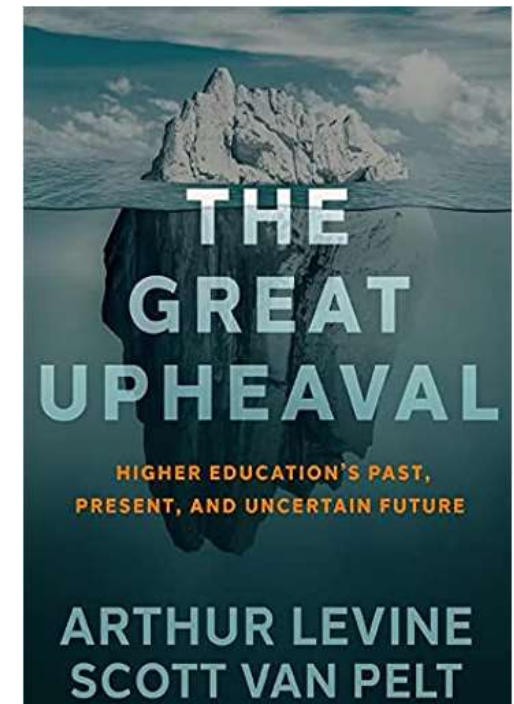
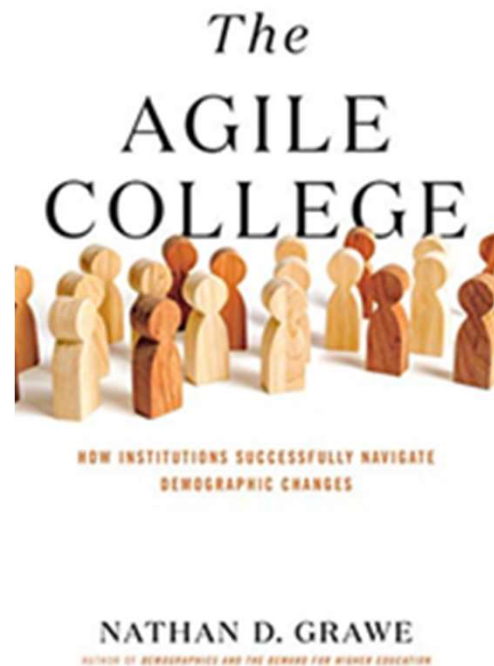




Everything is shifting

"The pipeline of traditional-age students will tighten further midway through this decade because of the drop in births during the Great Recession of 2008, forcing college leaders to compete more aggressively for fewer students... This, along with a student body that's growing more and more diverse, should increase pressure on research universities in particular to take an equity-minded toward increasing access, retention and student success."

Matt Zalaznick, University Business



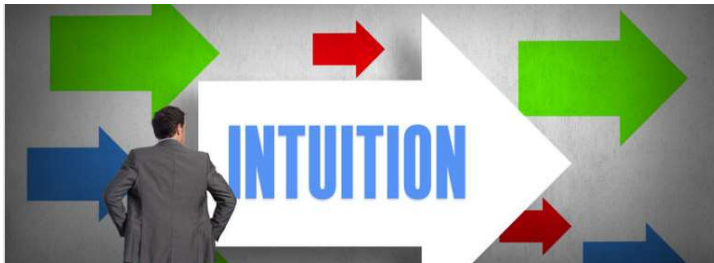
Our challenges in 2018-2019



No enrollment management strategy or college-wide approach



No visualization tools, just static reports
IR team focused on reporting for compliance



Deficient culture for using data for analytics



Inexperience with near real-time data fueling a dashboard

Roadmap for the Analytics Journey



Planning and Preparation

- ✓ Evaluate analytical maturity and detail the roadmap
- ✓ Get leadership onboard with timeline and progression plan
- ✓ Contract with BI vendor
- ✓ Hire staff and shift team focus

Initial Success

- ✓ First dashboard on enrollment
- ✓ Set goals for developing a forecast
- ✓ Data gathering / cleansing for forecast

2020

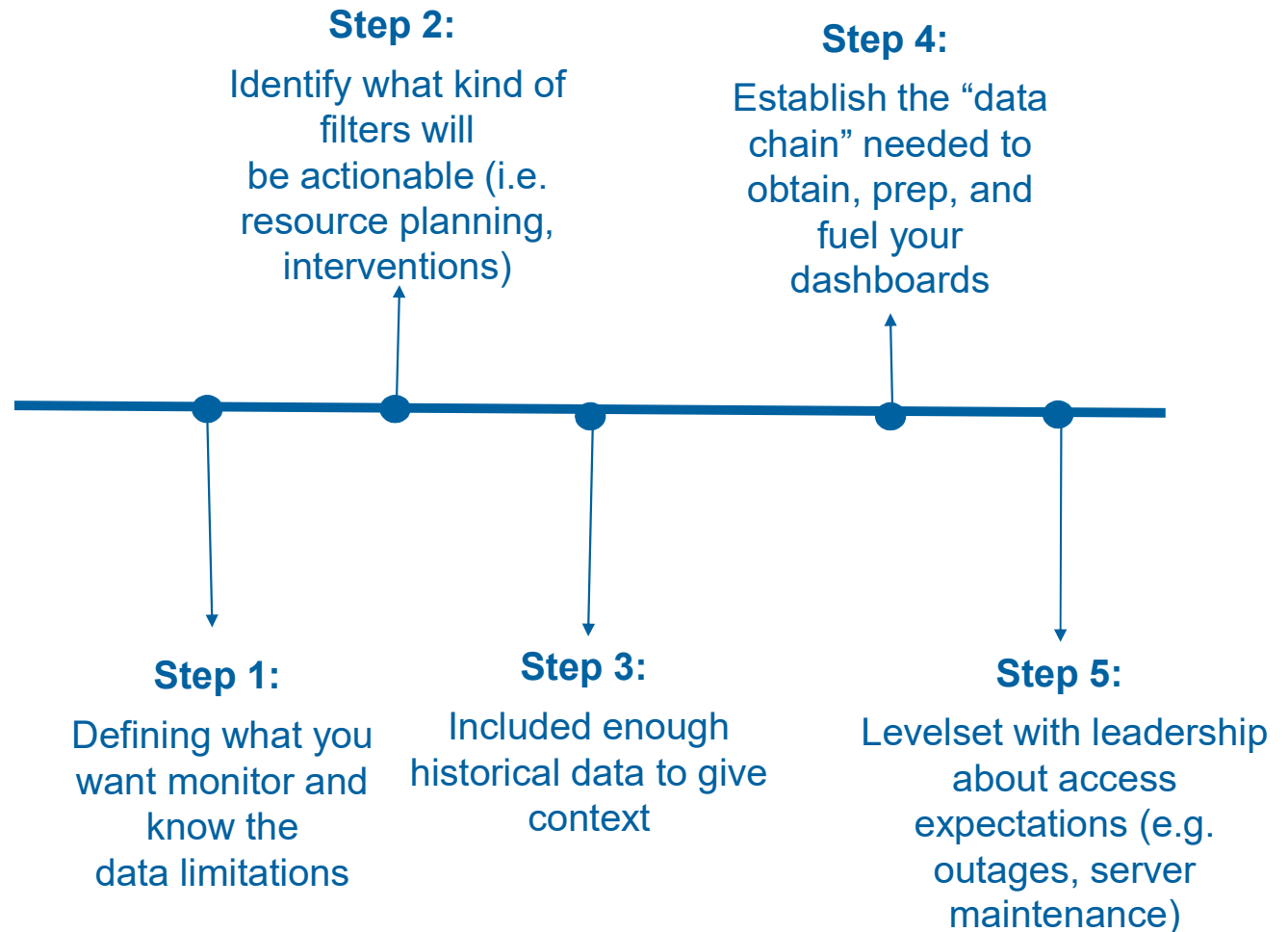
2021

2022

Keeping the Momentum

- ✓ Implement first forecast (enrollment)
- ✓ Implement forecast for applicants
- ✓ Implement forecast for FTES

Step-by-Step Guide to Building a Near Real-Time Dashboard



Enrollment Dashboard Guest Access

Student Enrollment and FTES Goals | Course Enrollment Trends | Student Enrollment Demographics | Application Yield | Financial Aid Trends

Filters: Enrolled × Not an Audited Course × Semester (4) ▾ ×

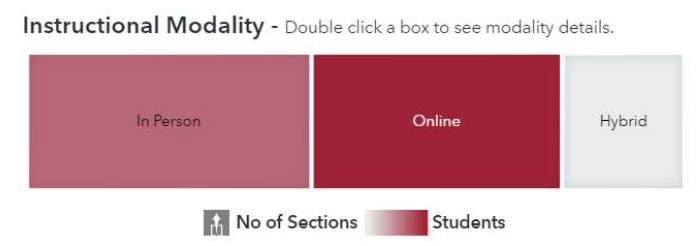
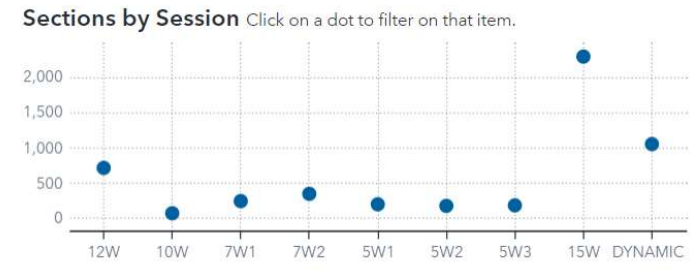
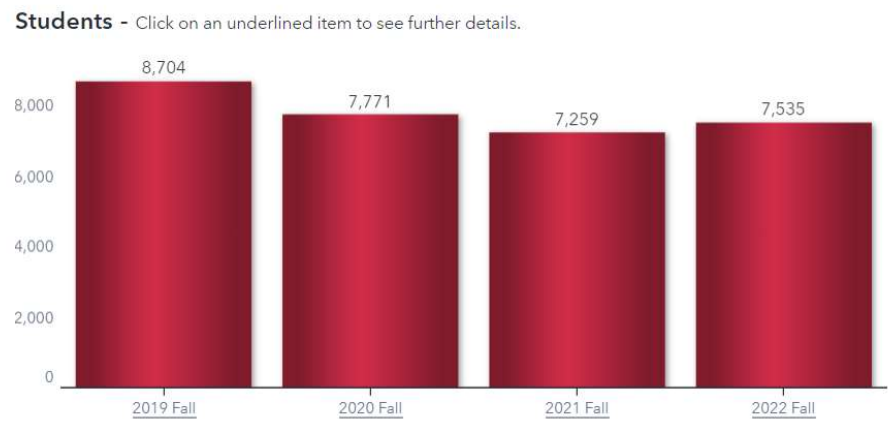
Semester and Location ▾ | Course Details ▾ | Student Demographics ▾ | Student Geolocation ▾ | Student Academics ▾

On demand filter capability

Total Students
21K

Total Student FTES
18K

Total Sections
5.3K

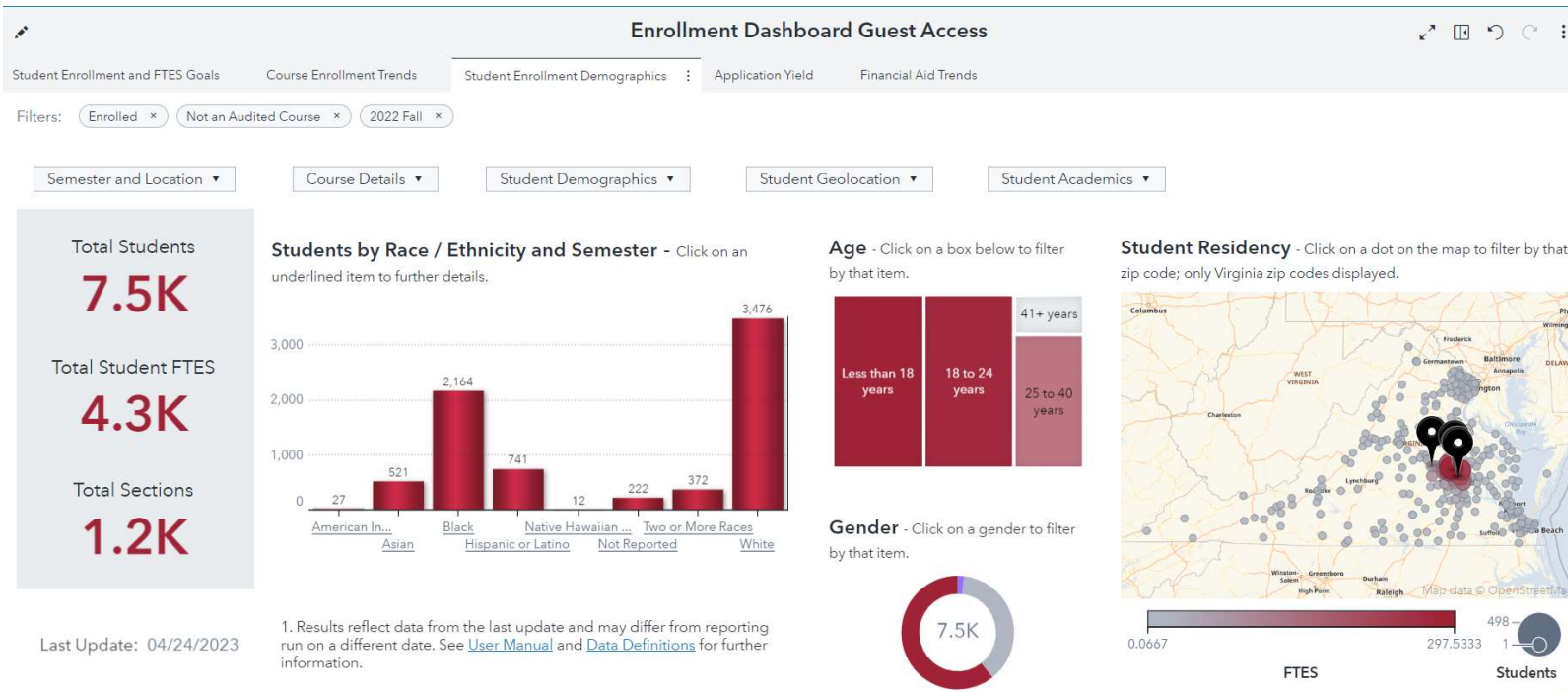


Last Update: 04/24/2023

1. Results reflect data from the last update and may differ from reporting run on a different date. See [User Manual](#) and [Data Definitions](#) for further information.

Enrollment Dashboard

Disaggregating the data in near real-time



College-wide Profile:

- More women than men (61% females)
- 41% under 25 years
- 25% full time

IT Courses Profile:

- Equal numbers of women and men
- 71% under 25 years
- 42% full time

“The College” vs “My College”
Disaggregating Student Demographics

Why Is Near Real-Time, Disaggregated Data Important?

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Interplay of applicants, yield rate, and the new student pipeline



Non-white student enrollment exceeding pandemic levels



Who are we serving, and not serving, and in which programs?

What Did Our Analytics Tell Us?

- Upward trend among new students
- Post-pandemic preference for online instruction (12% higher)
- Exceeded pre-pandemic enrollment among students reporting Two or More Races and the full-time students
- Upward trend in volume of applications but a slight decline in applicant yield
- Ability to dig deeper and disaggregate enrollment and applicant data by:
 - Neighborhood
 - High school
 - School / major / subject
 - First generation
 - Pell-awarded



How Analytics Informed Future Enrollment Planning

Key takeaways for implementing at your institution



Transformative change

Past no longer predicts future

Understand, plan and share the fiscal implications



Right people

Right roadmap

Right analytical tools and access



What is changing?

How do we respond to those changes?

How well did we do?



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