



The 360 Report

Market Context for Enroll360 Partners

October 24, 2023

Webinar will begin promptly at 3:01 EST

Today's Presenters



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Today's Agenda

The 360 Report

- 1 National Trends and Early App Results
- 2 List Source Update and Available Names
- 3 Maintaining Channel Superiority – Apply, Connections, Match
- 4 New FAFSA – Updates from the Department of Ed and the Market
- 5 Marketing Enhancements for Spring Semester

APPLICATIONS

~5% Growth, but Driven Mostly by More Apps Per Student

YIELD RATES

Public Partners Down 1 Pt – Private Partners Down .3 Pts

MELT

Melt Ticked Up 1.5% Pts

NTR PER STUDENT

Very Marginal Growth +~\$100

WAITLIST ACTIVITY

60%+ Increase in April and May Waitlist Activity

ACCESS AND COLLEGE-GOING RATES

Pell and Near-Pell Enrollment Saw Moderate Rebound



Early Results

Entering Class 2024

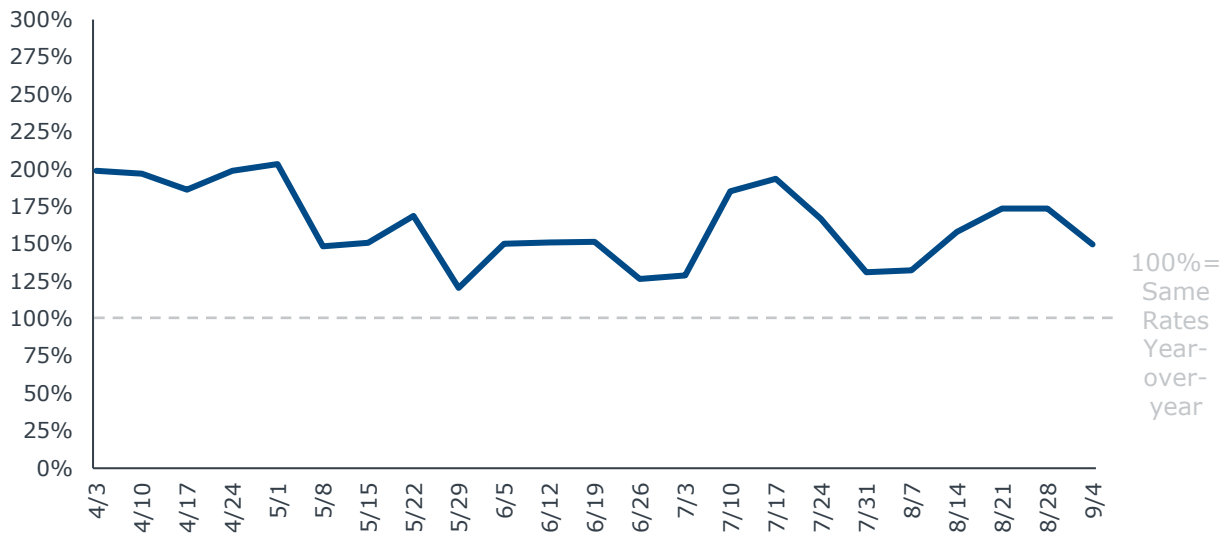


Increased Engagement with Paid Social Platforms



6

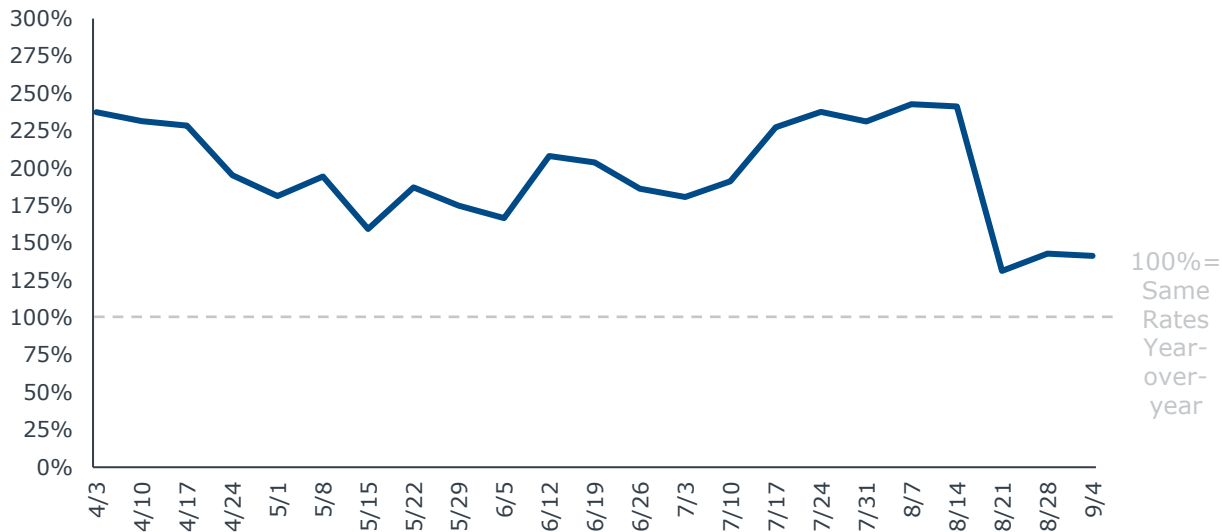
Instagram and Facebook Click-through Rate Year-over-Year Index



Strong Snapchat Engagement Growth



Snapchat Swipe-Up Rate Year-over-Year Index



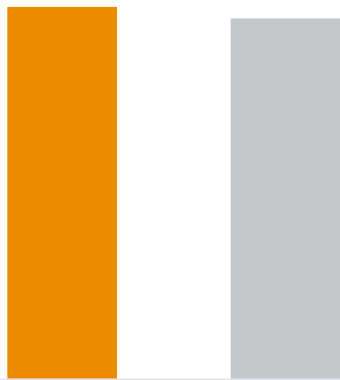
100% =
Same
Rates
Year-
over-
year

Virtual Tour Visitor Traffic and Inquiries are Slightly Lower so Far this Year



Virtual Tours
Total Visitors

4,654,000 4,541,000



July-Aug
2022

July-Aug
2023

Virtual Tours
Total Inquiries

748,000 709,000



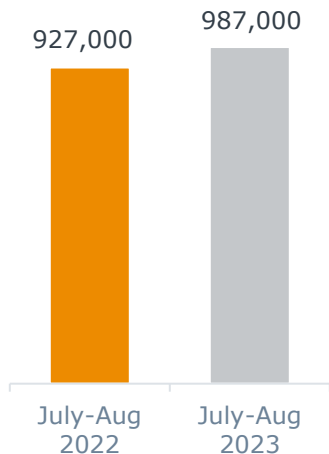
July-Aug
2022

July-Aug
2023

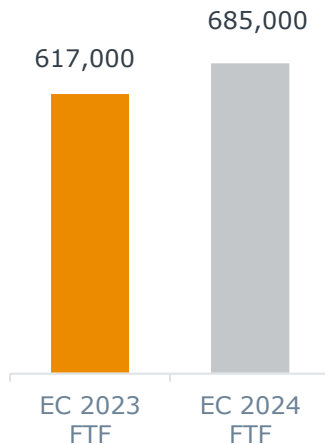
Audience Traffic, Registrations, and Inquiries are all Showing Strong Growth



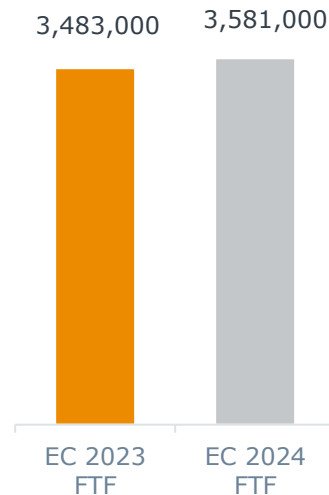
Appily Audience
Total Site Unique Visitors



Appily Audience
Total Registrants



Appily Audience
Total Inquiries

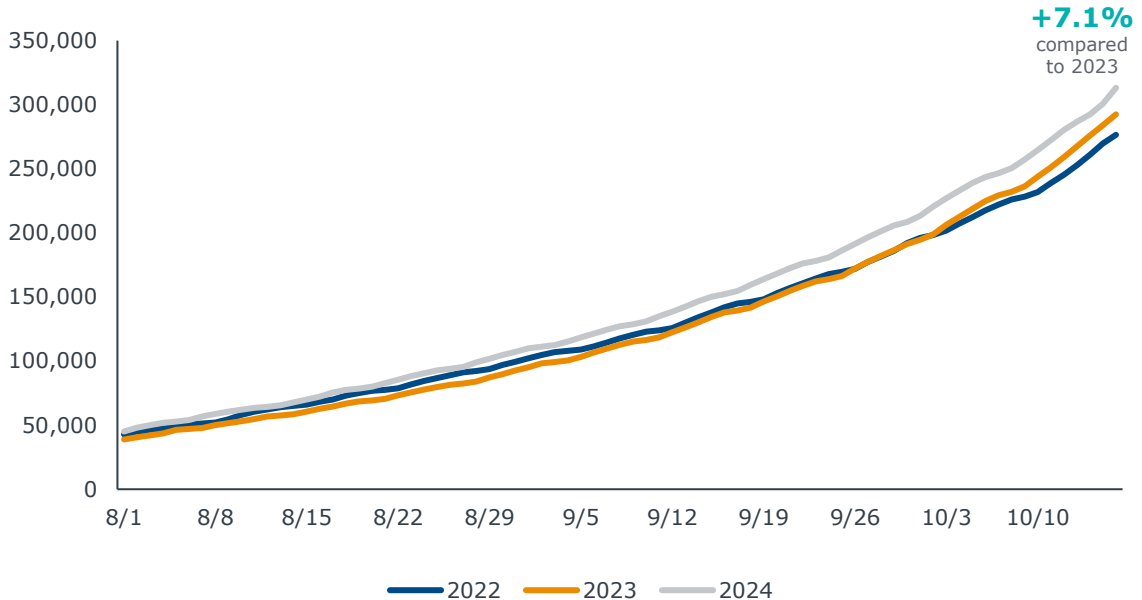


Applications Running Slightly Ahead of Last Year



Maintaining Early Lead as Deadline Season Approaches

Cumulative Submitted Applications

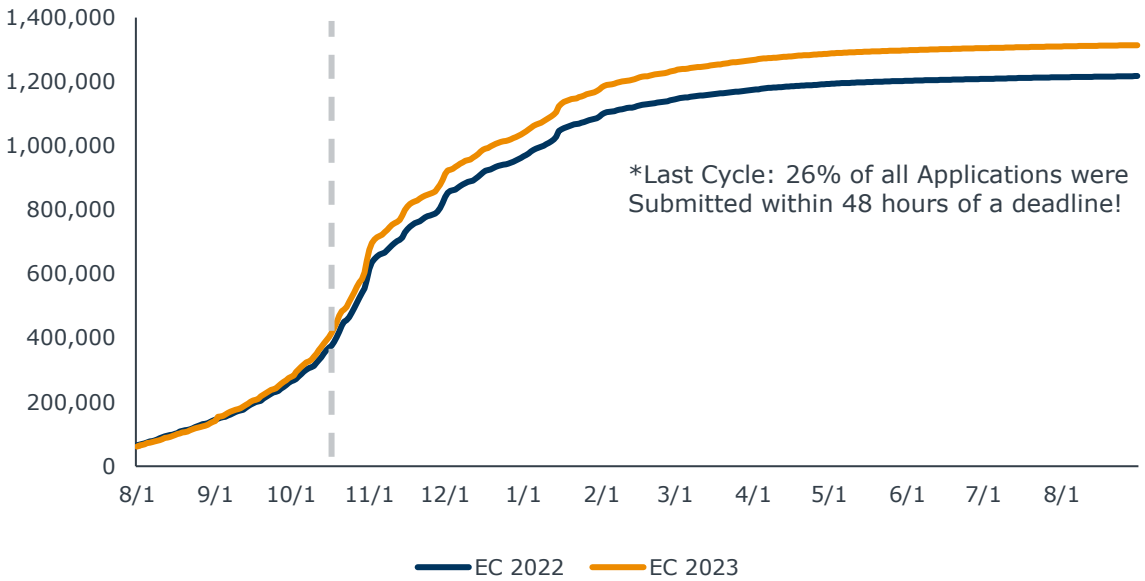


N= 152 schools

Curve Still Building, Deadline Windows Critical

In 2022 and 2023, ~23% of Applications Received by 10/16

Cumulative Total Submitted Applications



N= 152 schools

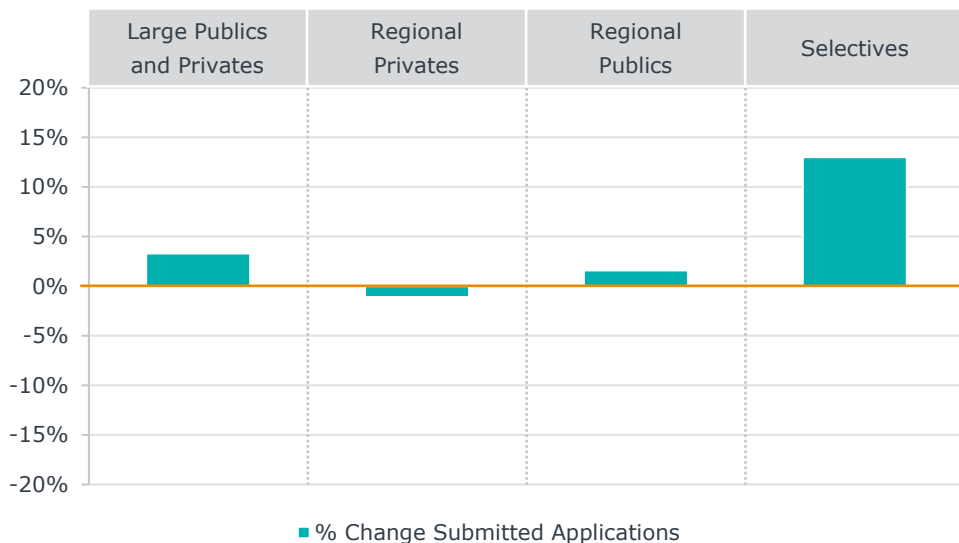
Selective Campuses Driving Most Growth



Other School Segments Largely Flat

Submitted Application Change by School Segment

Entering Classes 2023 and 2024



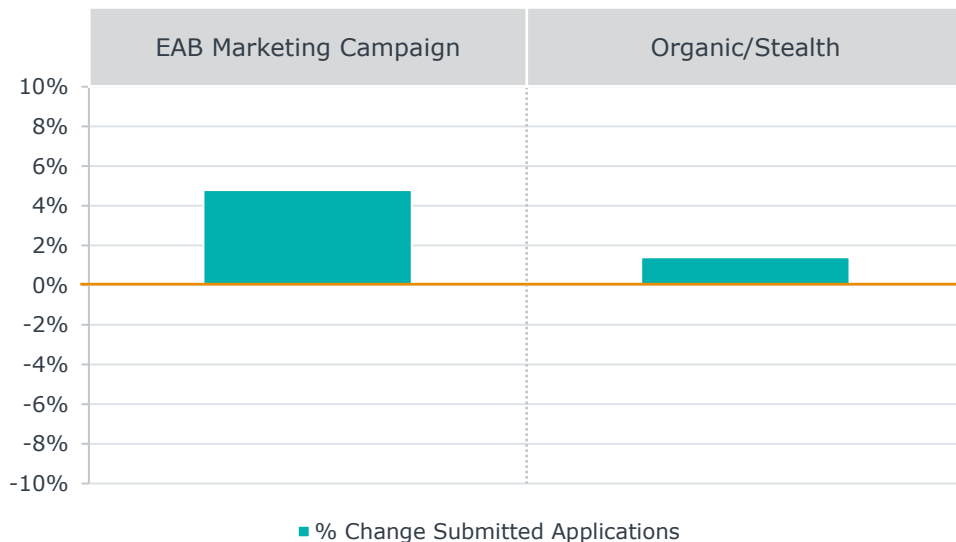
N= 152 schools

Marketed and Organic Apps Tracking Ahead



Submitted Application Change by Audience

Entering Classes 2023 and 2024



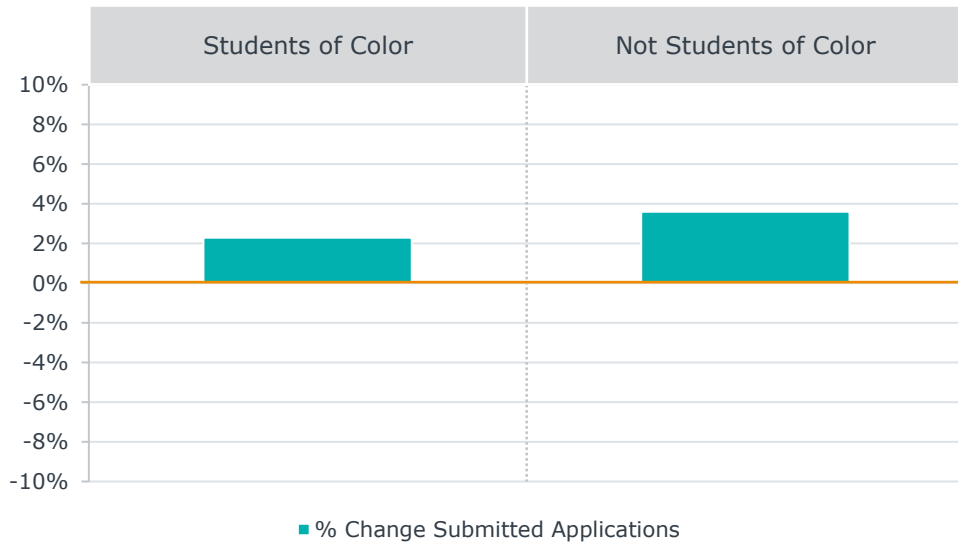
N= 152 schools

Student of Color Apps Up, But Not Proportionally So



Submitted Application Change by Student Race/Ethnicity

Entering Classes 2023 and 2024



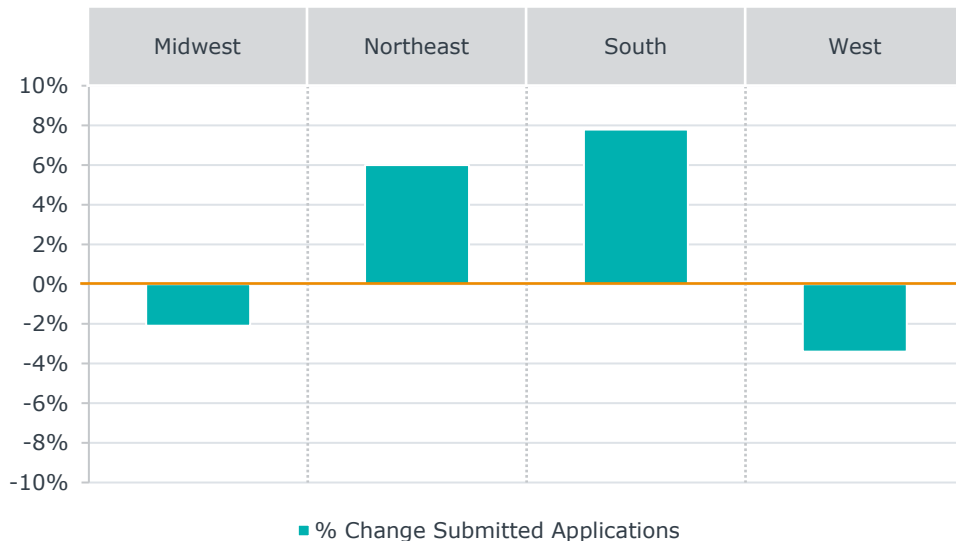
N= 152 schools

SC/TN/NY Driving Gains in South and Northeast; IL/OH/WA Pulling Down Midwest and West



Submitted Application Change by Student Region

Entering Classes 2023 and 2024



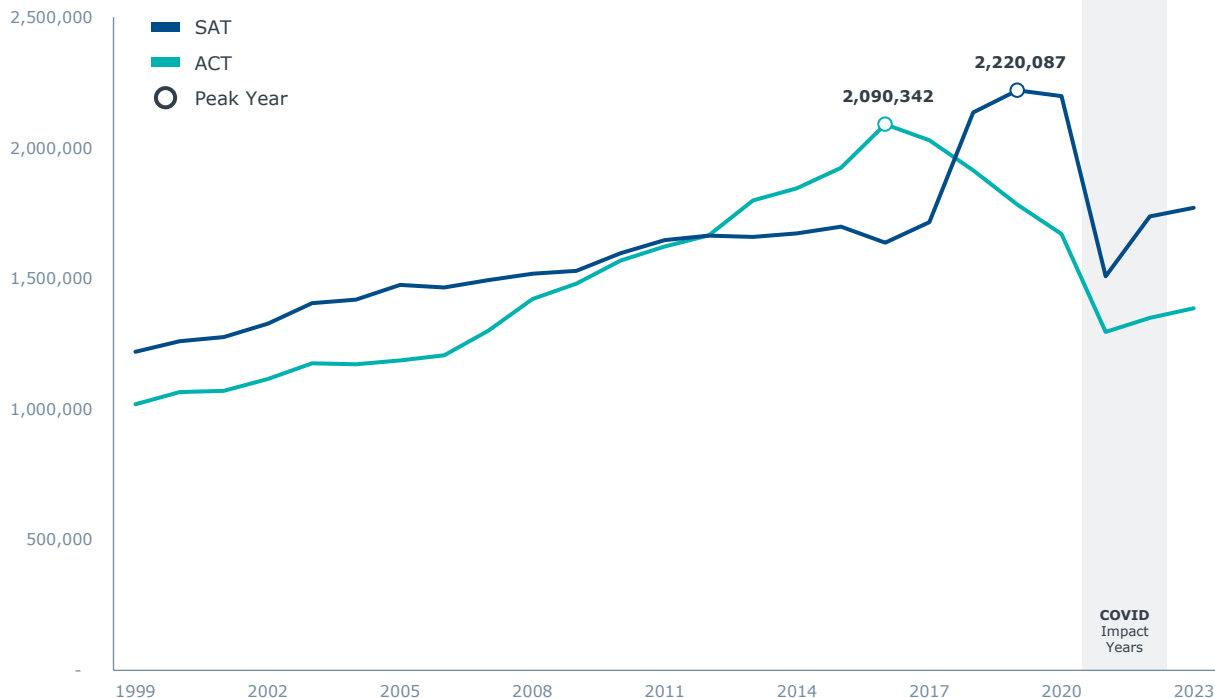
N= 152 schools



List Source News

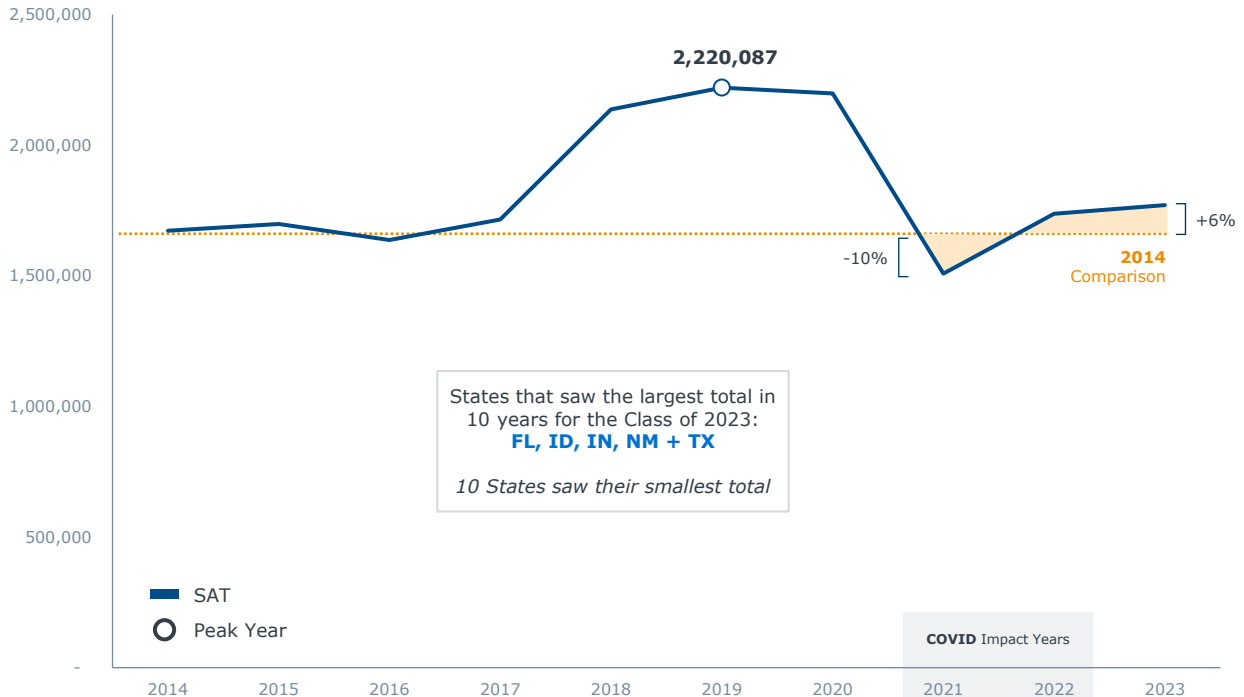
Annual Testing Results, List Source Updates

National 25-Year Review of Standardized Testing

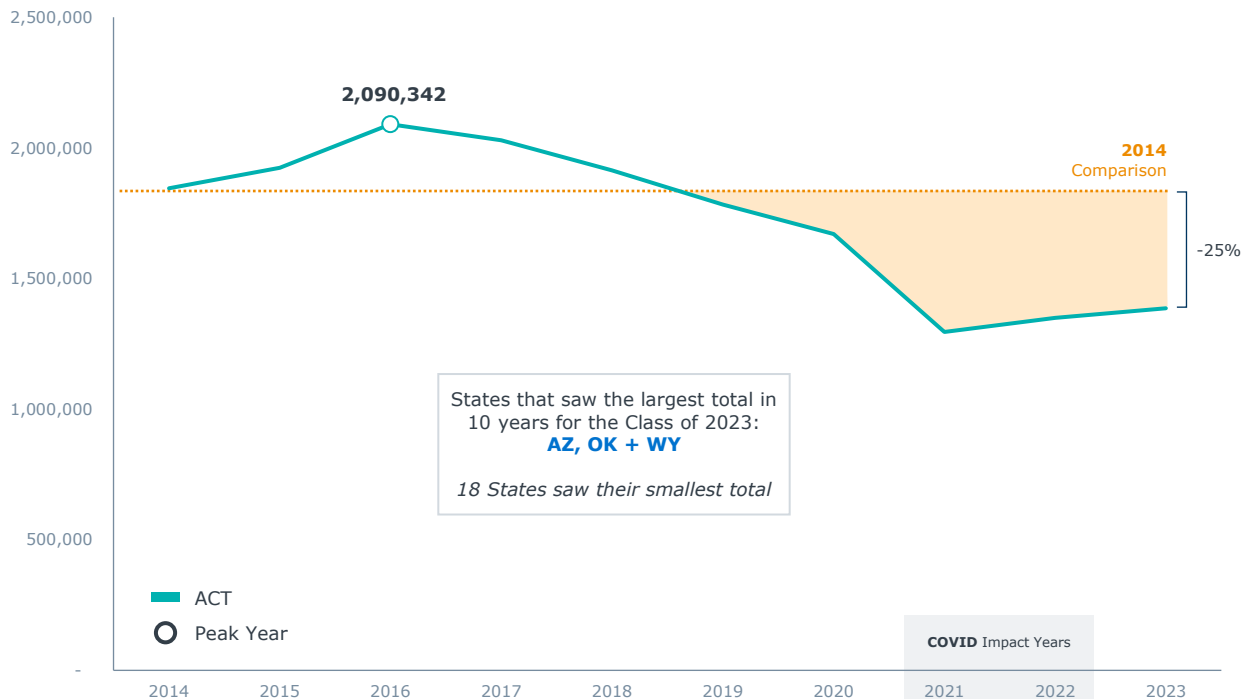


COVID
Impact
Years

National 10-Year Review of SAT Testing



National 10-Year Review of ACT Testing

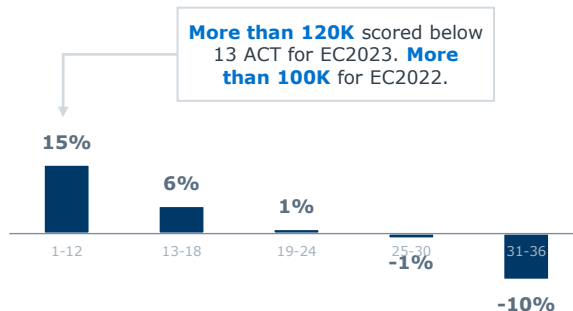
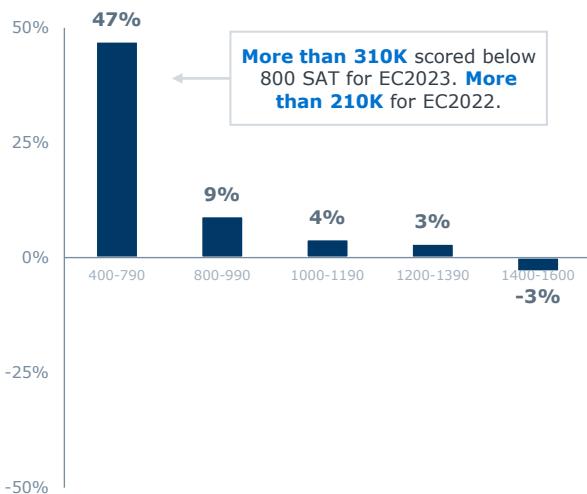


Shifting Scores Across Both Assessments



Comparing most recent classes

EC2023 vs. EC2022 SAT + ACT Score Bands

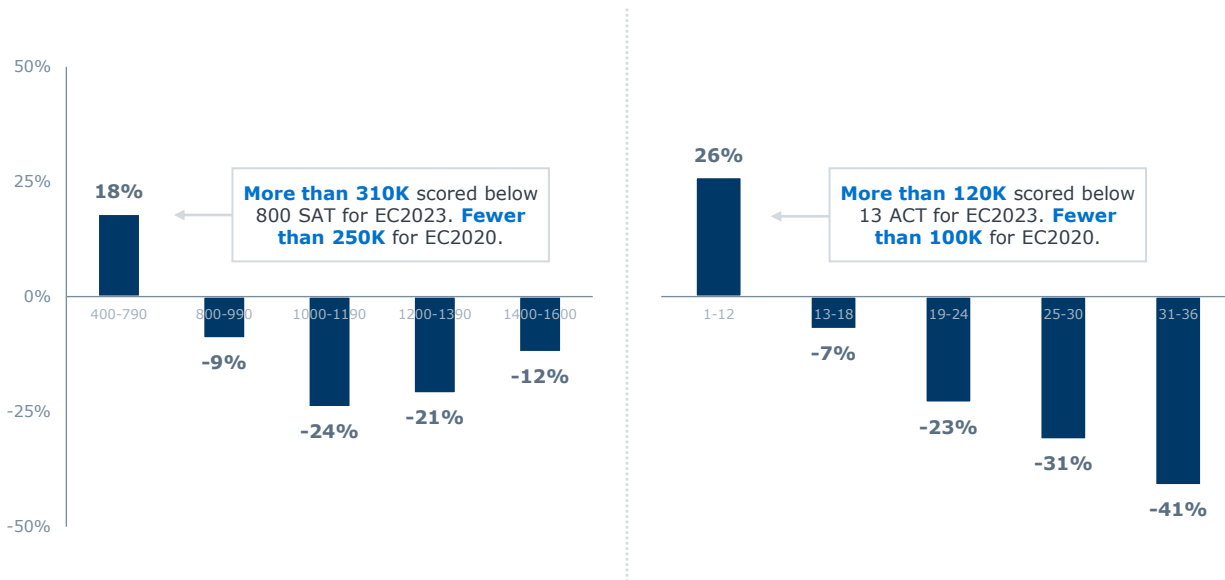


Shifting Scores Across Both Assessments



Comparing most recent class vs. Pre-COVID class

EC2023 vs. EC2020 SAT + ACT Score Bands



Staying Up To Date

Hot Topics

- College Board Connections
- Student privacy
- Available data points
- Eye on Spring activity

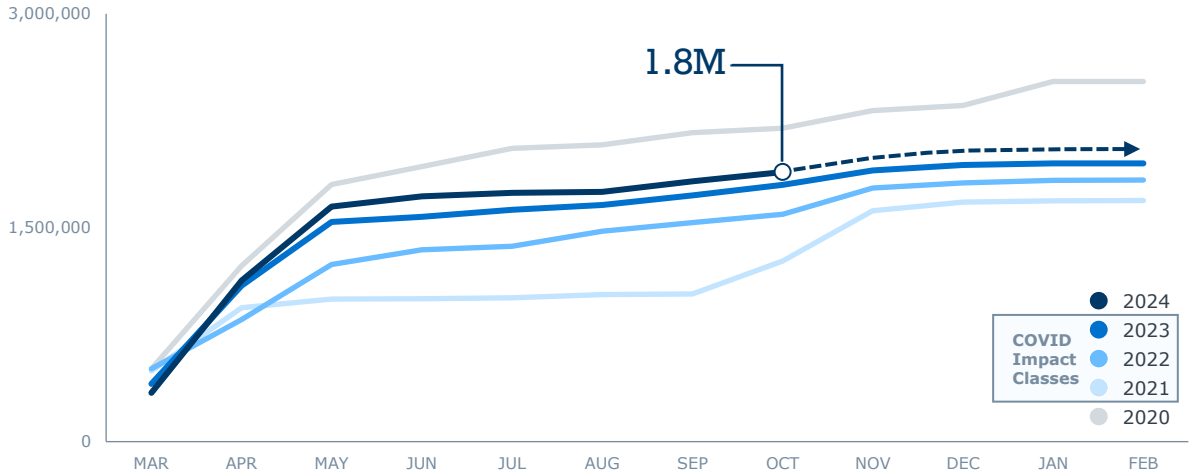


Source Updates

- Student availability + opt-in opportunities
- Apply Candidates
- Digital Testing
- Availability forecast

Are Students Testing *and* Available? Yes!

5-Year SAT + ACT Tester Availability



Entering Class 2024 Outlook

Testing continues to rebound but there is no expectation to reach Pre-COVID levels



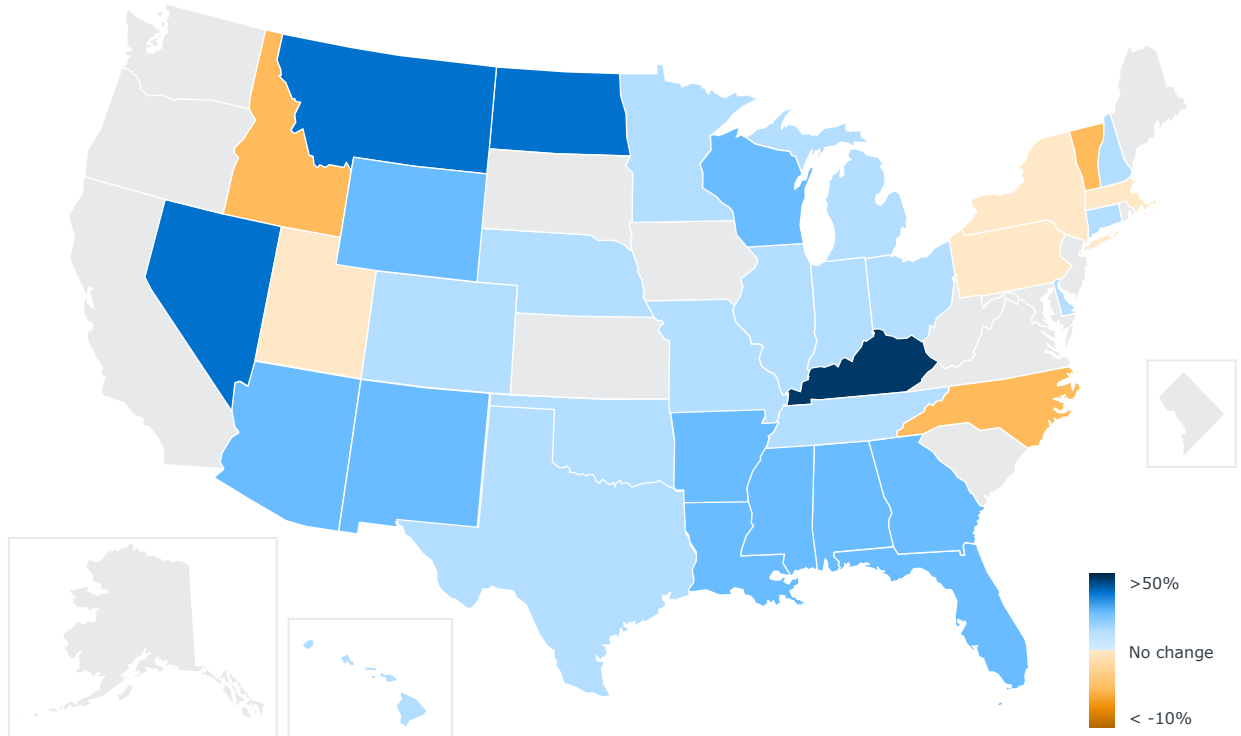
+3% Compared to EC2023

-15% Compared to EC2020

1) Data as of October 2023.

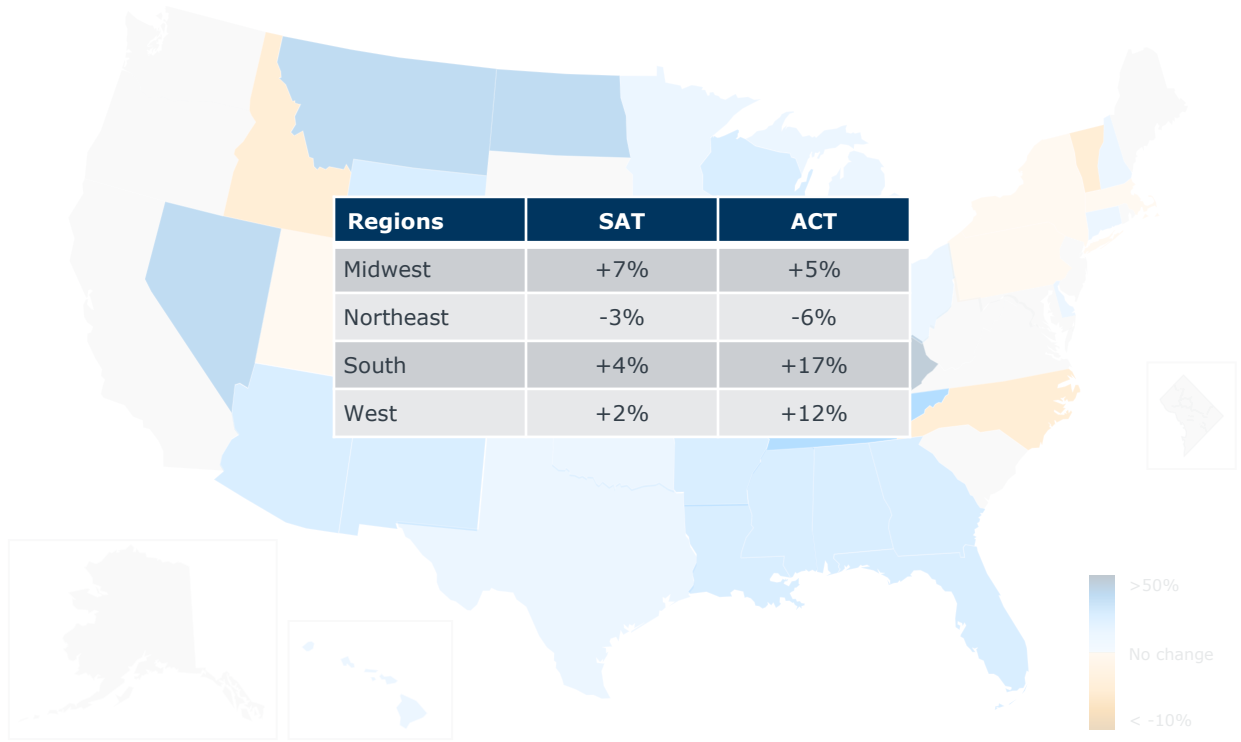
Year-Over-Year Tester Availability

SAT + ACT, EC2024 testers similar point in time



Year-Over-Year Tester Availability

SAT + ACT, EC2024 testers similar point in time



Comparing Availability From Largest States



Understanding the makeup of EC2024 across the sources

College Board
(1) Texas
(2) California
(3) Florida
(4) New York
(5) Illinois
(6) Georgia
(7) New Jersey
(8) Pennsylvania
(9) Michigan
(10) Indiana

Encoura
(1) Texas
(2) Florida
(3) Ohio
(4) Tennessee
(5) Georgia
(6) Alabama
(7) Illinois
(8) Arizona
(9) New York
(10) Louisiana

Apply Candidates
(1) Texas
(2) California
(3) Florida
(4) Illinois
(5) New York
(6) Georgia
(7) Michigan
(8) Pennsylvania
(9) Ohio
(10) Virginia

● Unique Top 10

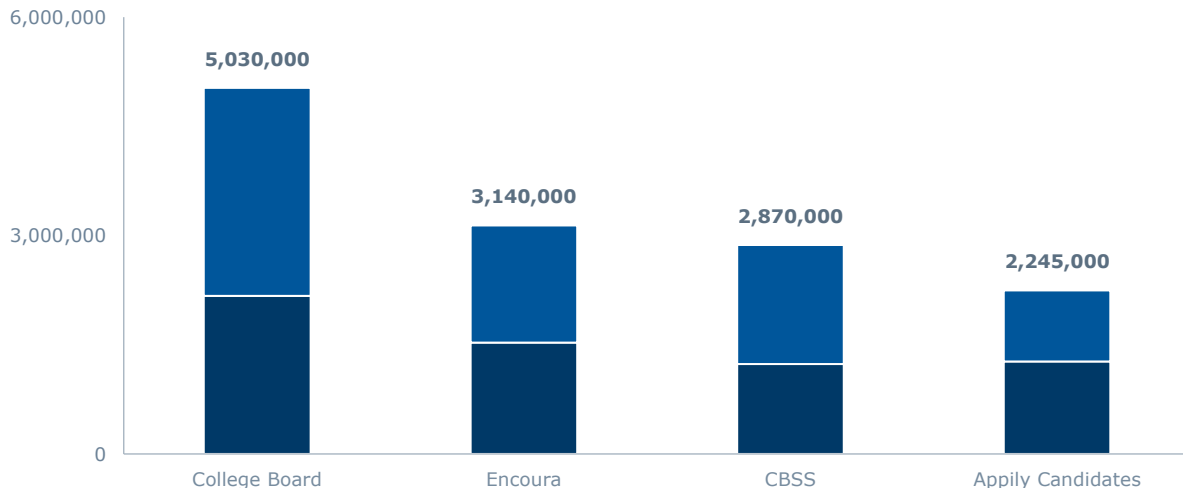
Student Availability Across the Sources



Entering Classes 2024 to 2027

Availability by Source and Grade Level

● 12th Graders ● 9th, 10th + 11th Graders



+13M | Across the Sources

Students With An Assessment

75%

College Board

40%

Encoura

1) Data as of October 2023.

College Board Latest Updates

- Domestic Digital Testing began this month with the PSAT
 - Up Next: PSAT10 & Spring SAT (National + School Day)
- Connections in Search Service
 - Live for students now, schools will be live in November
 - **1.5 Million students** expected to be in the BigFuture School app
- December PSAT Release in December
 - On track for student search name release

Evaluating Current 10th Grade Population



College Board Availability

Spring-Summer Review

Where were we, what were our expectations?

- Strong availability across all classes
- College Board announces Connections, panic over the future availability
- Review of most impacted class: 2026



- Growth Estimate
- Available

Fall-Winter Outlook

Where are we, what can the future hold?

- Availability continues to grow weekly
- EC2026 still set to be impacted the most
- Availability slightly outpacing summer estimates



October

Looking Ahead

1

Monitoring of upcoming larger **Data Releases**

2

Enhancements across the sources in the New year

3

College Board **Connections** observations and plans for Spring



Preparing for the New FAFSA

How to Understand and Communicate the Impact of
FAFSA Changes Across Your Campus and Beyond



Key Changes To Coming to the FAFSA

Notable Changes

- ▶ The FAFSA will be **considerably shorter**, BUT **logging in may be more difficult**
- ▶ The FAFSA will rely almost exclusively on information from a **family's recent tax return**
- ▶ Expected Family Contribution (EFC) will become the **Student Aid Index (SAI)**
- ▶ Potential for **Negative Student Aid Index (SAI)** up to 1,500

Pay Attention:



Notable increase in number of Pell Grant recipients



New SAI will no longer take families with multiple students in college into account



Small business/farm owners will have those assets considered in SAI calculation

An Overwhelming Number of Considerations



Just a Few of the Questions Enrollment Leaders Must Ask Themselves...

How will we communicate with students about their plans for housing?

Have we communicated to internal stakeholders on time-shifting our benchmarks?

Have we established a website plan for necessary/frequent updates?

Who will oversee incoming questions from students/families?

Have we conducted the necessary training for enrollment staff?

How will we address COA budget without the housing question?

Have we accounted for the additional capacity needed for increased communication?

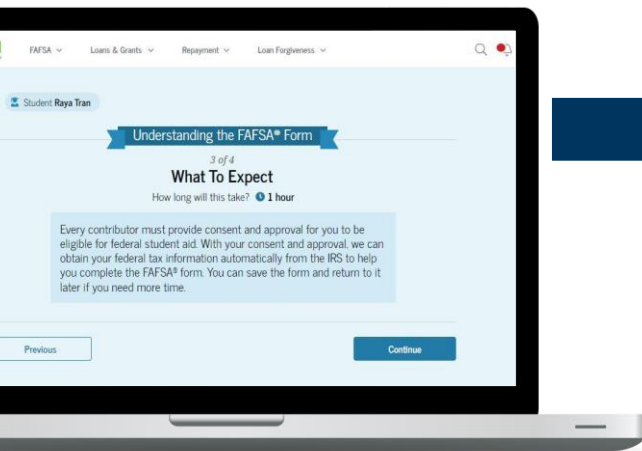
Now that the FAFSA will be available in December, what will we communicate to students?

Have we talked with our IT Department about mitigating potential impacts?

What will we communicate to students who fill out the current FAFSA and do not realize they have not filed the correct forms?

How will we address parent support questions for divorced parents?

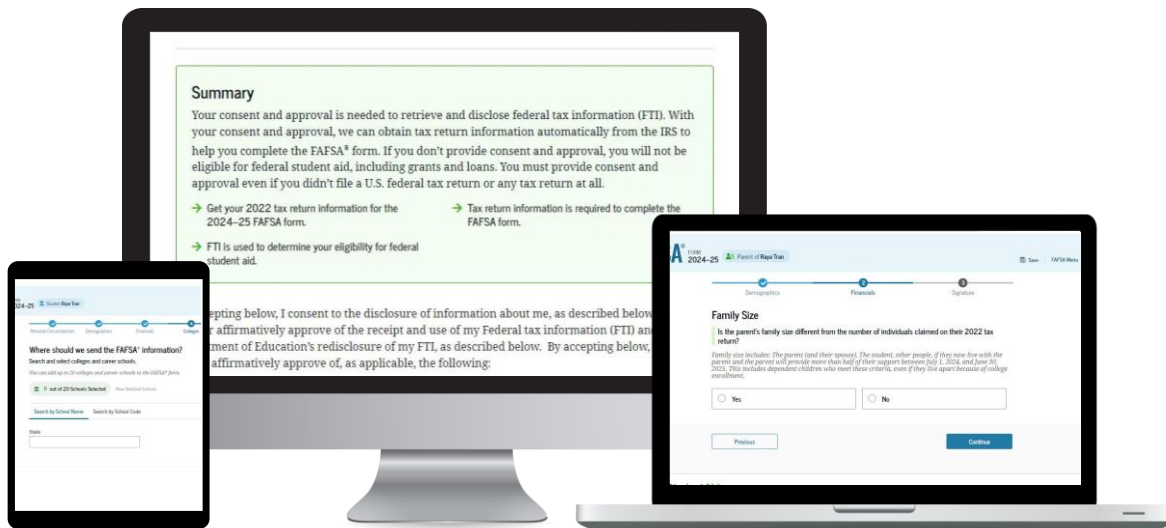
Key Considerations for Contributors



The screenshot shows the 'Parent Sections' of the FAFSA form. It includes sections for 'Introduction Personal Identifiers', 'Section 1 Demographics', 'Section 2 Financials', and 'Section 3 Signature'. Below these is the 'Contributor Section' which states 'This Section is Shared With One Contributor'. A table lists the contributor: 'Test Tester' (Parent, Saver or Partner) with a date of 05/2/2020. An overlay titled 'Help Complete Raya's Form' provides instructions for contributors, including a note that 'Raya T isn't eligible for federal student aid without your input' and a list of required information: Federal Tax Returns, Federal Student Loans, State Financial Aid, and School Federal Aid. A 'Log in with your FSA ID (account username and password) to complete your section' button is also present. A second overlay at the bottom says 'You're Almost There! The student section is complete!' and lists 'Requirements for Dependent Students', including that the FAFSA form is not complete until the parent(s) ID is in the contributor section. A table lists the contributor: 'Test Person' (Parent) with a date of 05/2/2020. A 'Link to it' button is also visible.

- All contributors must provide consent and approval for students to be eligible for aid
- Contributor on new FAFSA may be different person than previous FAFSA
- Students with divorced/separated parents may have more issues with new FAFSA
- U.S. citizen students with undocumented parents could struggle to complete this section
- The FAFSA disappears after 45 days if all contributors haven't completed it

Additional Insights From the FAFSA Demo



Number of colleges a student can share their information with has increased to 20 (from 10)

Heavy handed legal language/disclaimers may deter more uneasy students and their families

New family size prompt ask students of any changes from most recent tax return

Ex: U.S. Code is cited **seven times** on this one page

A Changing Timeline for Student Decisions

Institutions will release aid packages later, some as late as April

*The variation in timing may lead to a **more competitive environment**, pressuring students to decide quickly*

Potential increase in requests for extensions, as students await aid packages from other universities

*A delay in student decisions will likely contribute to **reduced transparency into yield***



Admitted Students' Days

Schools will need to update programming on financial aid, anticipating students may not yet have their aid offer in hand (or competitor aid offer).

Early FAFSA Toolkit Resources Now Available

FAFSA Submission Toolkit

Concise, accessible content that addresses obstacles we've identified as the most common barriers to FAFSA submission or to successfully navigating the financial aid process, particularly for underrepresented minorities and first-generation students. Each can be used as stand-alone content or piecemeal to augment your existing financial aid resources.



NEW for 2024-2025 FAFSA

At a Glance: FAFSA Changes in 2024

This guide shares an overview of FAFSA changes, the timeline of the roll out, key recommendations, and questions to discuss with your team.

English: [PDF](#)



NEW for 2024-2025 FAFSA

7 Big Things to Know About the New FAFSA

This customizable template outlines the seven most impactful changes to FAFSA and how they'll improve the financial aid process for students and families.

English: [PDF](#)

Five Takeaways from This Session

1

Come equipped with answers

Changing financial aid processes will likely confuse some families; be ready to address their questions

2

Timing a potential stumbling block

The later FAFSA cycle this year will potentially throw off communications in unexpected ways

3

Time-shifting your benchmarks

The later cycle will also throw off your year-over-year comparisons during the admit cycle

4

Increased pressure on students

Student decision making may be squeezed into a much shorter timeline

5

Don't needlessly complicate communications

Tailoring your messages to particular audiences will help avoid over-explanation and minimize confusion





Maintaining Channel Superiority

**Apply
College Board Connections
Match**

enroll 360

1. Introducing Apply

Everything Students Need to Confidently Plan and Apply for College



Larger Student Audience



Improved Engagement



An All-in-One Student Website for Confident College Choices



Enhanced Campaigns



More Valuable Student Data

2. Your Partner for College Board Connections

How We Will Learn Together About College Board Connections

Assess Impact

Assess impact on audience strategy and make necessary adjustments

1



2



3



4



5



Recommend Audience

Recommend Connections- specific audience grouping

Create Landing Page

Create the dedicated landing page for Connections visitors

Interested in taking part? Opt in for no cost.

2. **Connections crosses more departments compared to Student Search** – with the Creative component, along with audience strategy

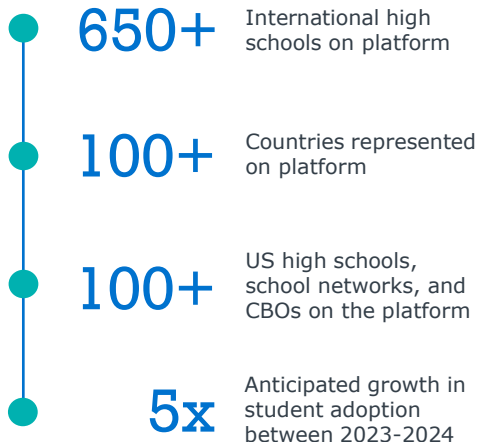
3. **When it comes to Strategy, Start Small and Build Up**

Market test how audiences are trending. It would be easy to overcomplicate and actually miss lots of students

4. As you review your College Board Connections creative, use this moment to tune up and refresh your **Apply profile**

Match Traction Is Increasing Rapidly

The Leading Student-Centric Admissions Platform



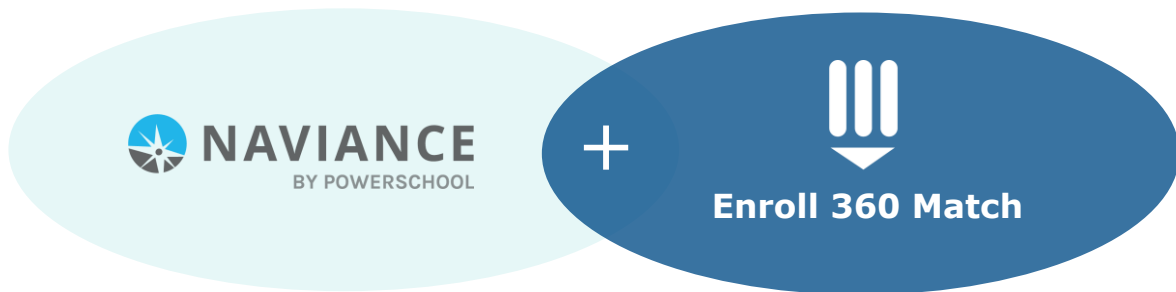
Collaborations and Partnerships

We collaborate with leading educational organizations, school networks, and college access organizations to connect you with more right-fit students



Looking Ahead: Major Concourse Expansion within Naviance in 2024

Students within Naviance will now be able to easily create profiles and receive direct offers of college admission & scholarship, with no application required



3M

college-bound juniors and seniors on Naviance

40%

of US high school students have access to Naviance

Spring 2024

Connection launch

Key Takeaways

- Apply is simplifying the student-led search process, and improving engagement for colleges
- College Board Connections audience & creative build is being led by EAB and launching in November
- Match platform is growing significantly and quickly



Enroll360 Campaign Updates

Current and Next Cycle Enhancements

Marketing Phenomena We're Watching this Quarter

47



Phenomenon

Email deliverability shifts

Heightened privacy concerns

Generative AI potential...and risks

Advent of new channels

"Gen P" responsiveness and engagement

What We've Been Doing

Actively managing

Anticipating

Investigating with caution

Piloting

Evaluating

New Capabilities Coming for Enroll360 Partners

Already Looking Toward FY25!

Engagement
across the
Ecosystem



**The Debut of
Appily**



**College Board
Connections**



**YouTube Ads as
Standard**



**Responsive
Streams 3.0**



**Expansion of
Match**



***Behavioral*
Lead
Scoring**

Enabling Deeper
Personalization

What's Next?



Let Us Know in the Survey That Will Automatically Load in Your Browser



Request today's presentation and related content



Leave your feedback on today's session



Speak with the presenters about the topics discussed



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