



National Association of Regional Admission Counselors

NARAC

2014 Regional Conference



Defense of Regional Programs A National Movement

Agenda:

- **Review the Second National Meeting**
- **National Survey Results**
- **Impact of a Regional Model – Case Studies**



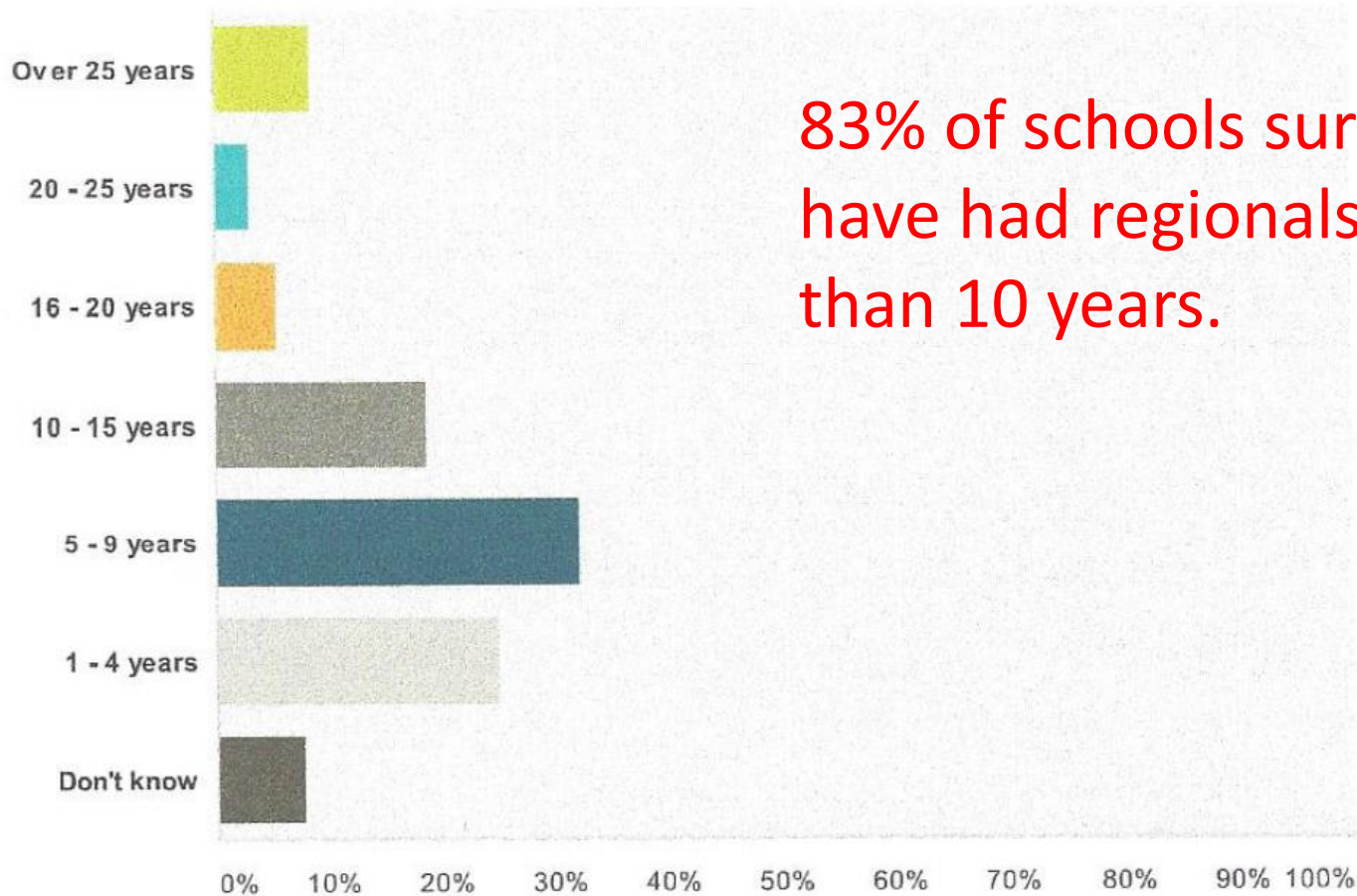
History of NARAC

- Years of SIG Meeting
- Denver, CO 2012
- Roster and Representation in NARAC
- Web sites and Webinars
- Indy 2014



Survey Says

How long College/University has had Regionals

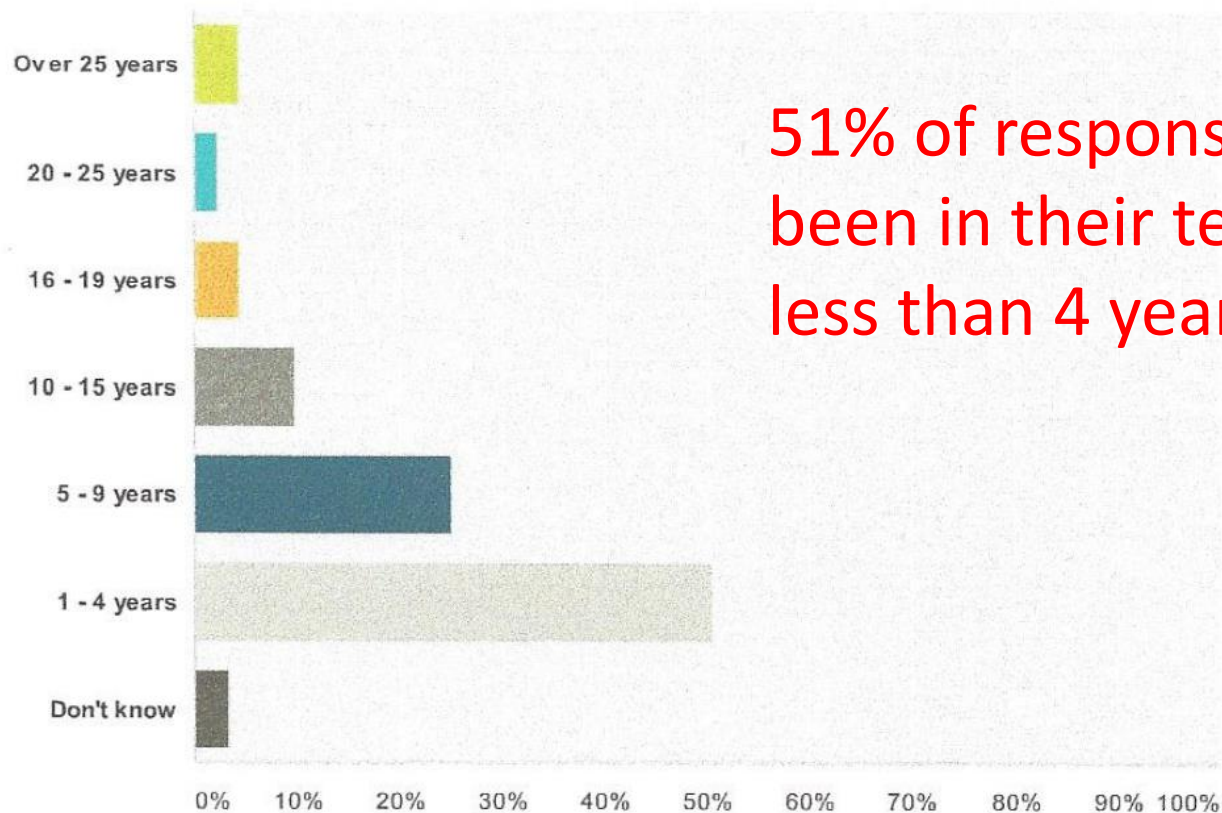


83% of schools surveyed
have had regionals less
than 10 years.



Survey Says

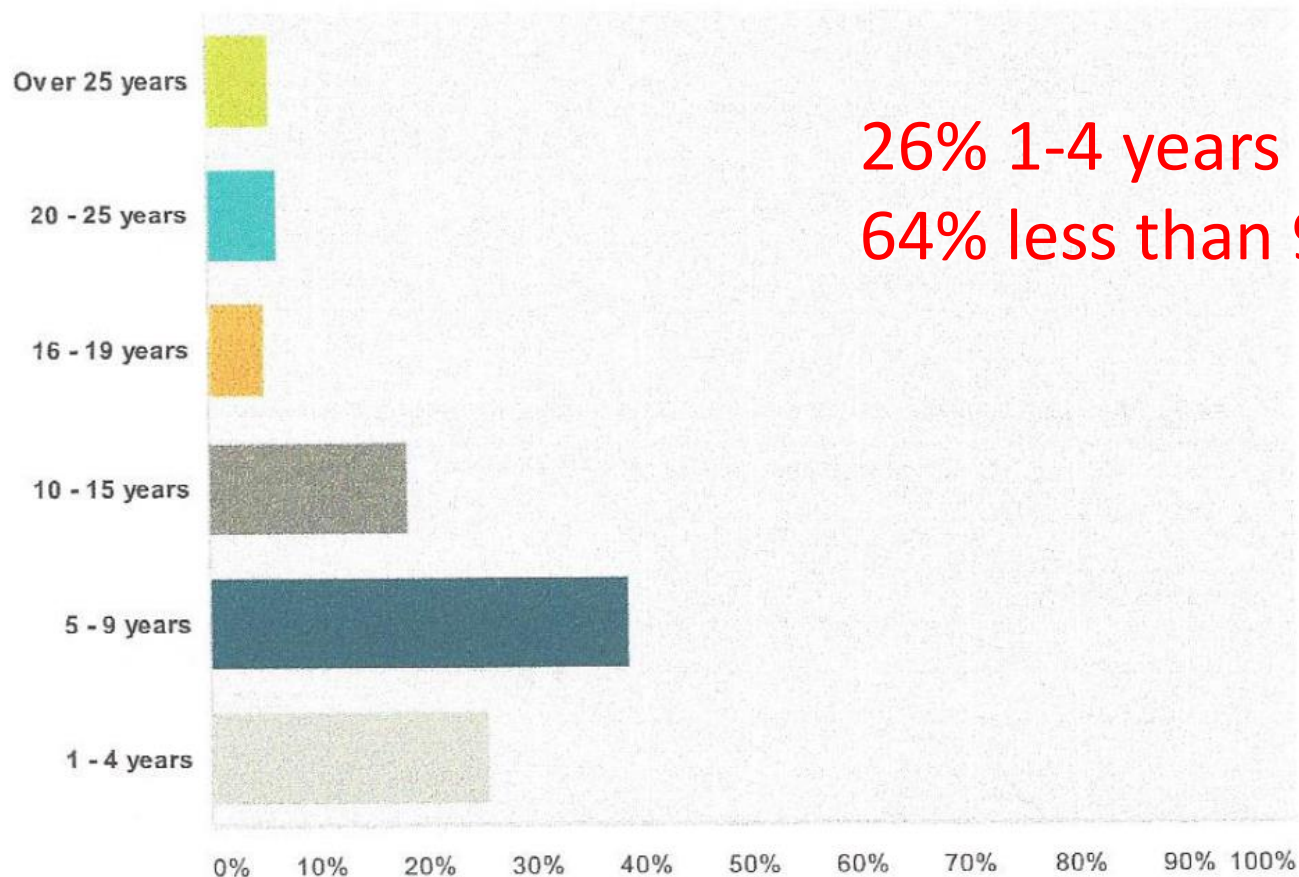
How long College/University has had Regionals in Territory



51% of responders have been in their territory for less than 4 years



Survey Says Length of Admission Career



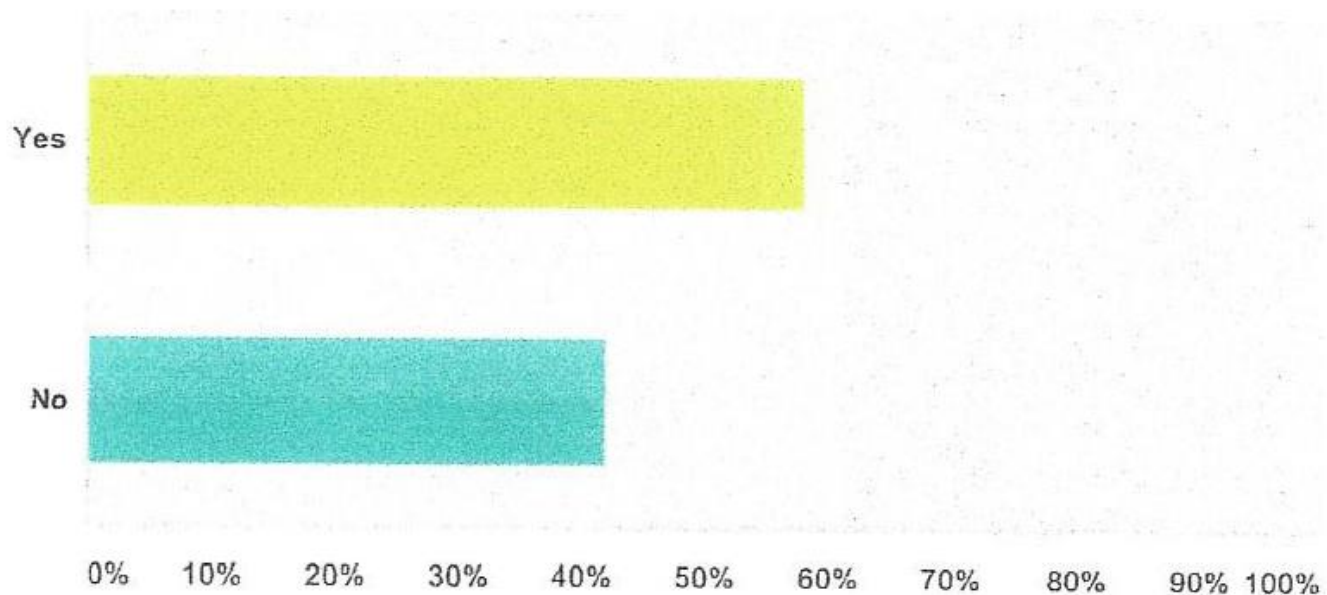
26% 1-4 years experience
64% less than 9 years



Survey Says

Q35 Are you responsible for reviewing applications?

Answered: 283 Skipped: 22

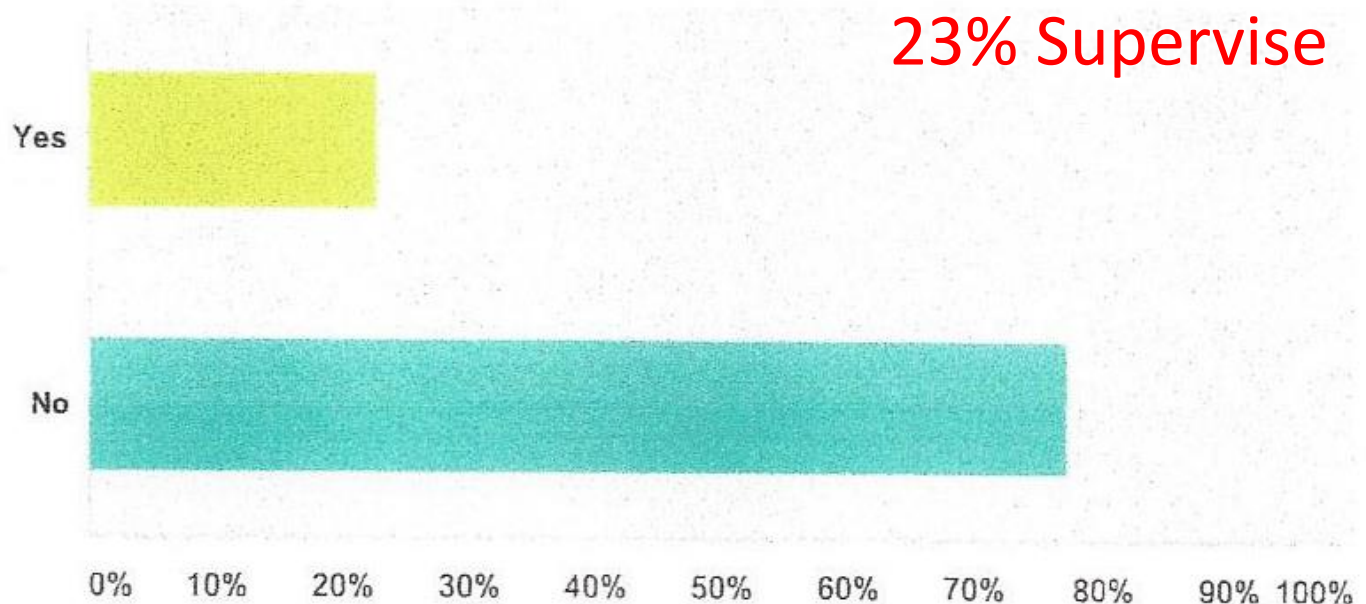




Survey Says

Q58 Do you have supervisory roles?

Answered: 280 Skipped: 25

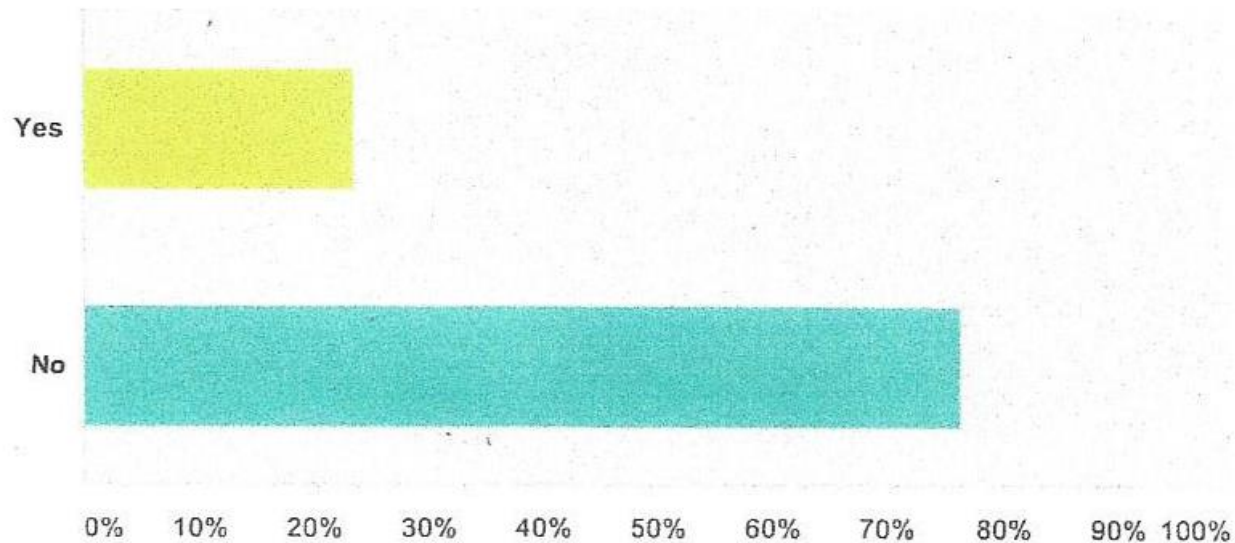




Survey Says

Q64 Is your supervisor regional?

Answered: 200 Skipped: 25

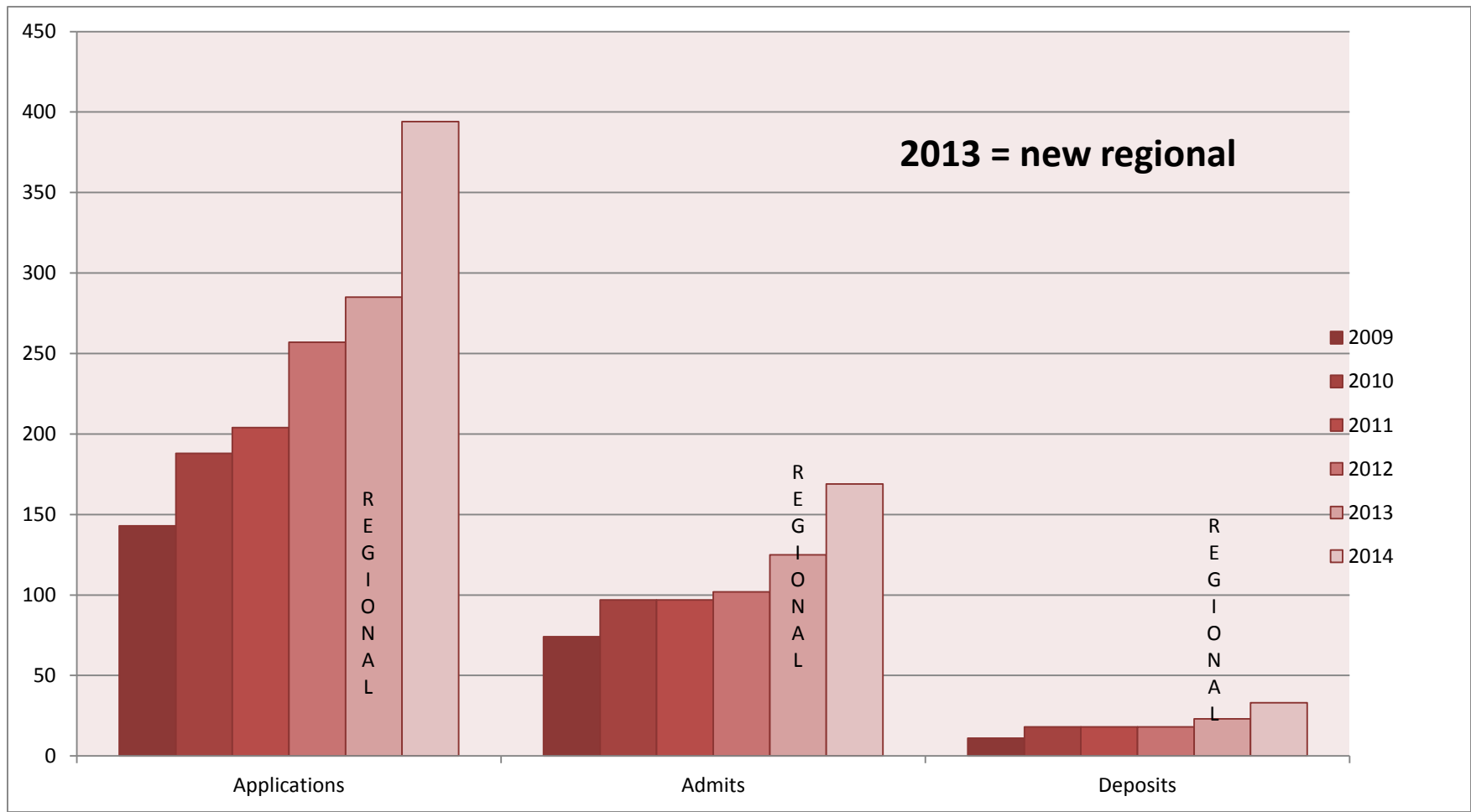


Case Study 1

National
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Counselors



Enrollment Funnel – First Year Regional Small, Private College

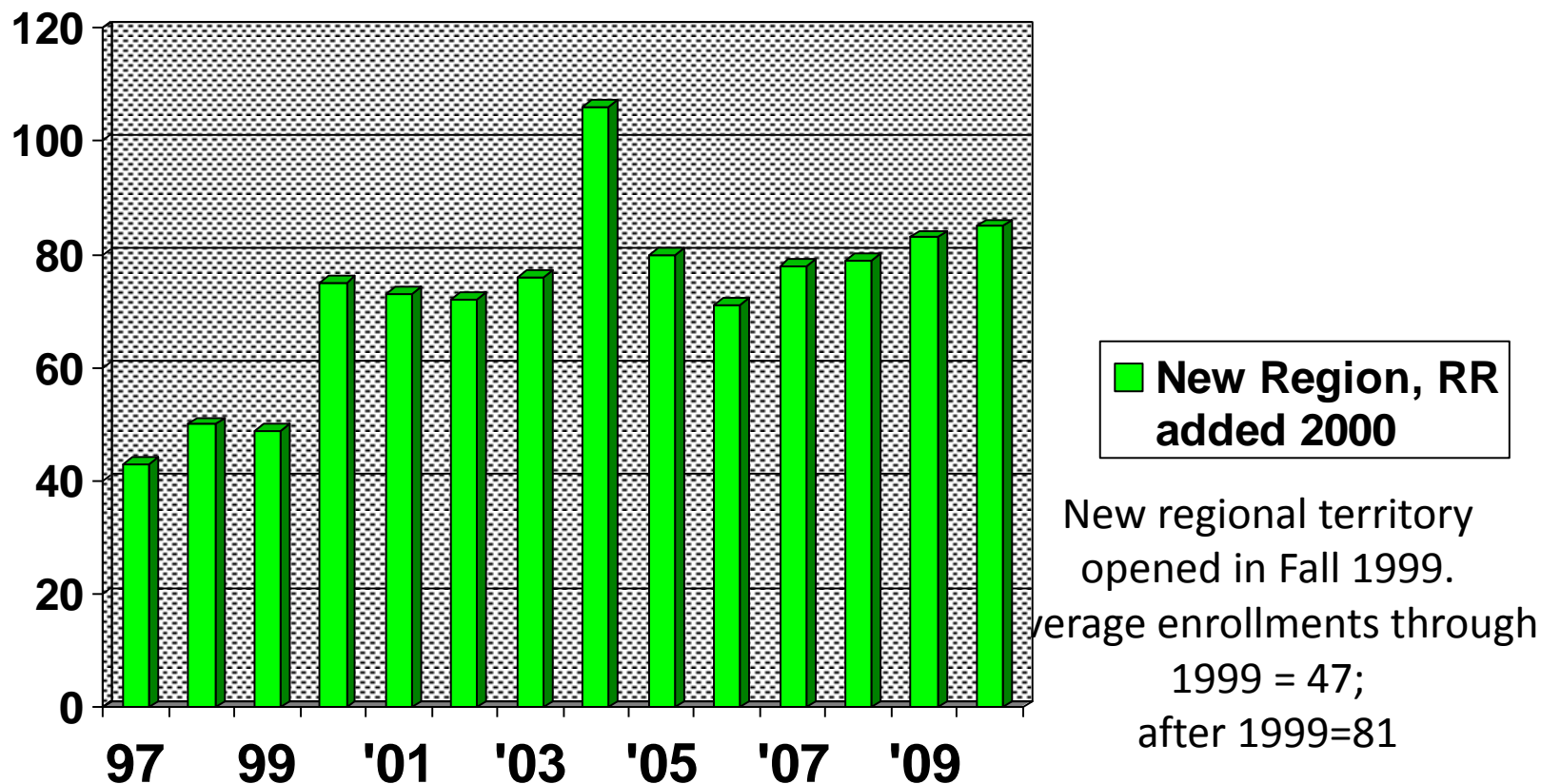


Case Study

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Enrollment Funnel New Regional Territory '99 Medium, Private University

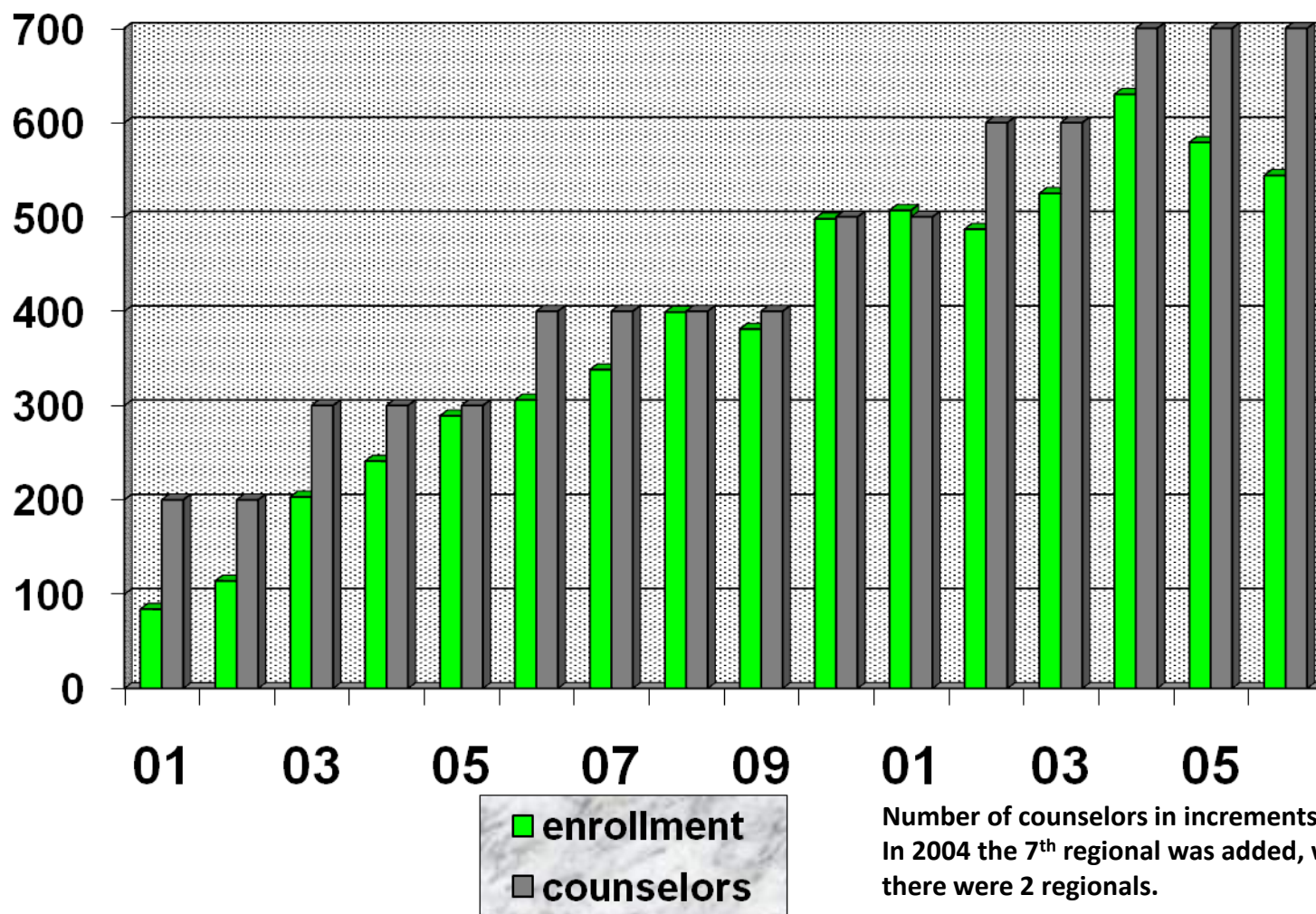


Case Study

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Enrollment History 16 Year Regional History Medium, Private University

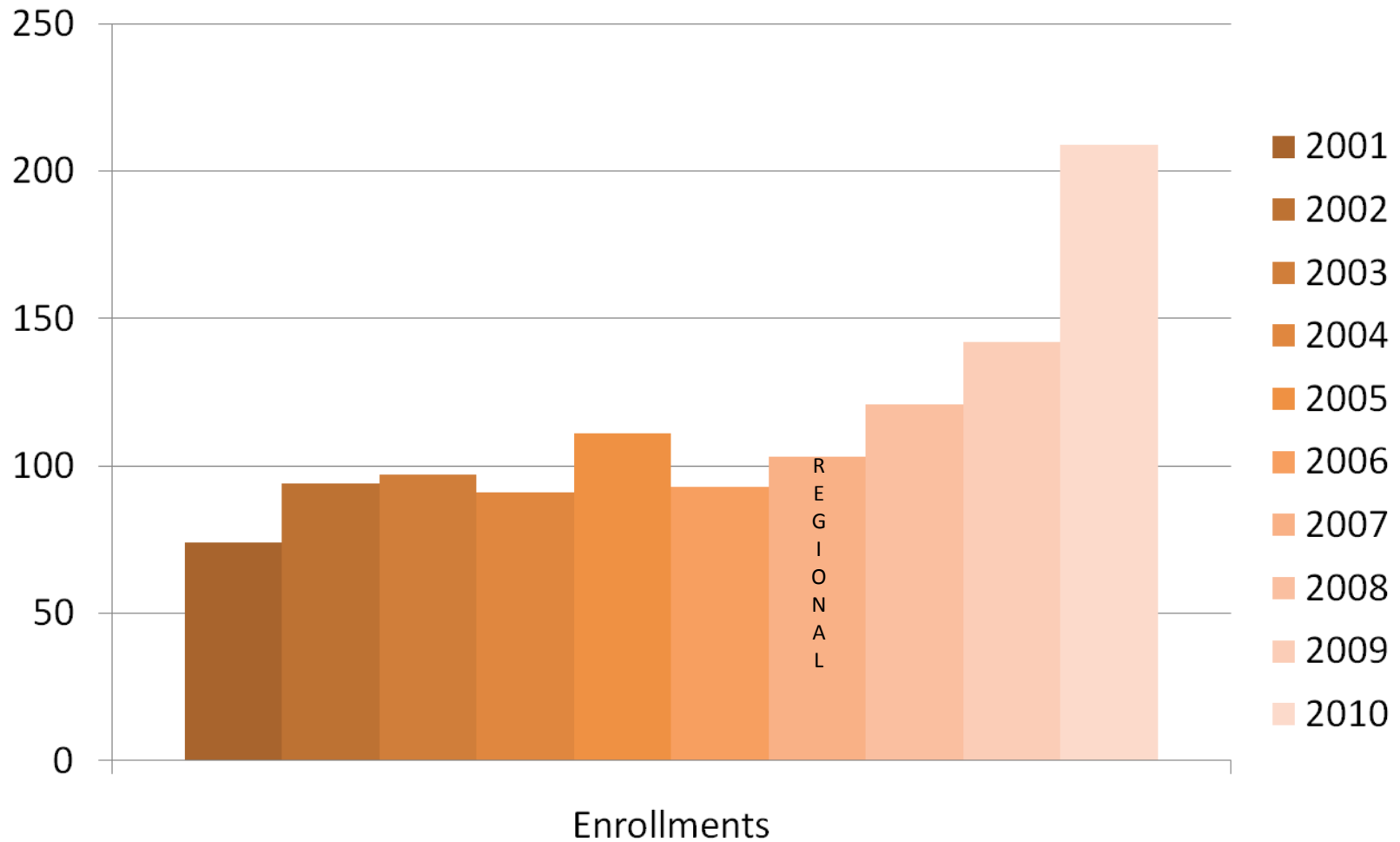


Case Study

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Enrollments Funnel, New Regional Territory Fall '06 Large Public University

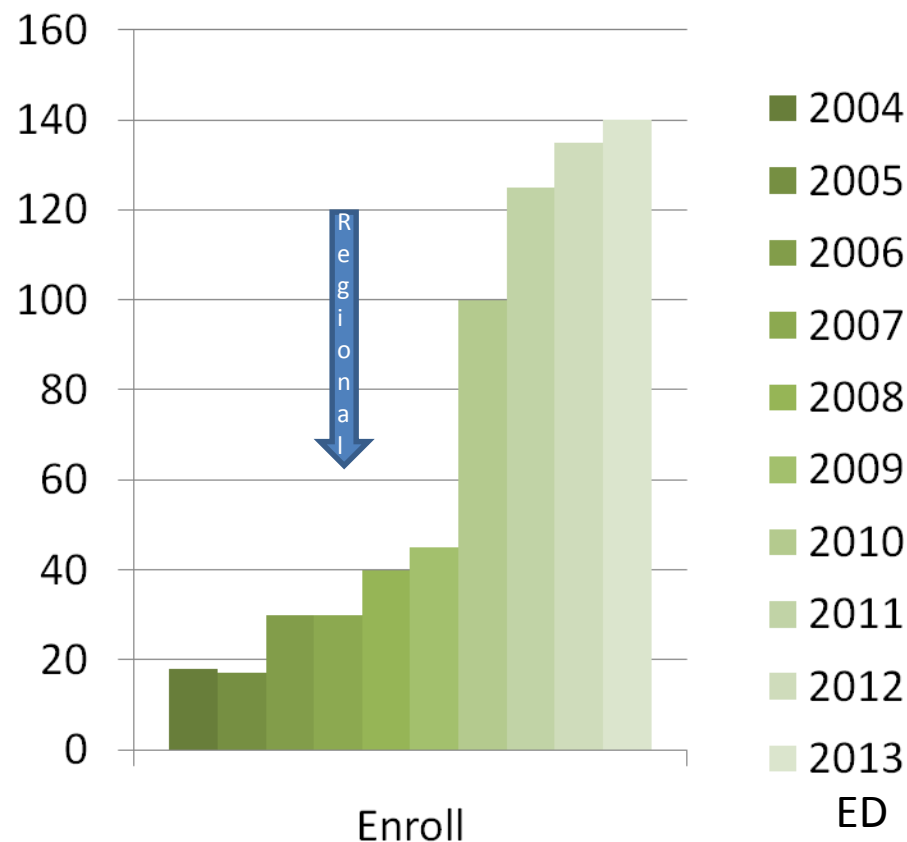
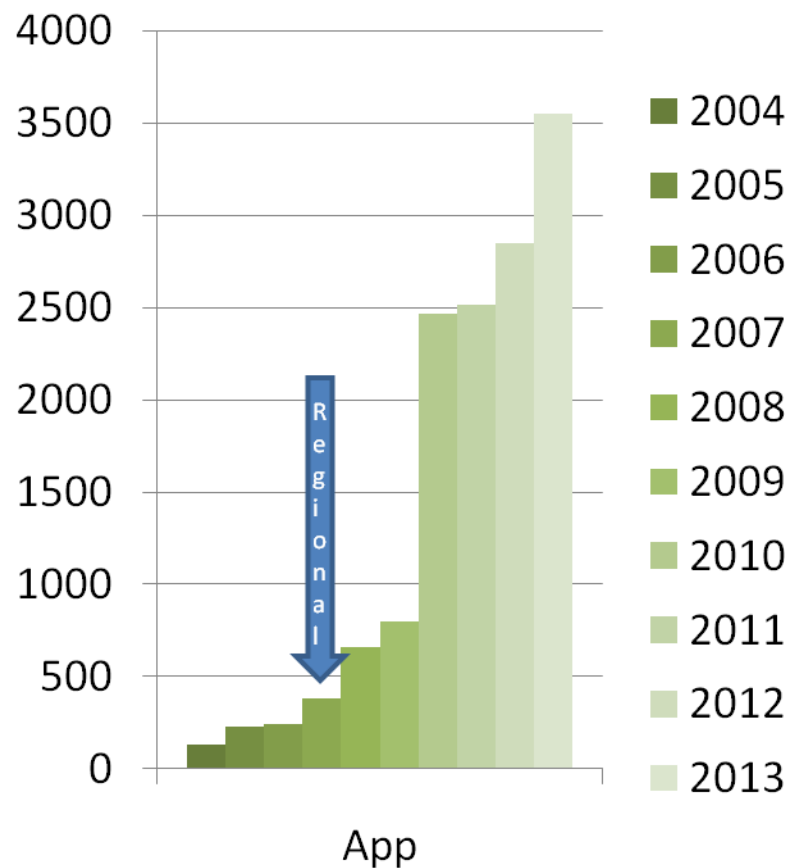


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Applications/Enrollments – Medium, Research, East Coast

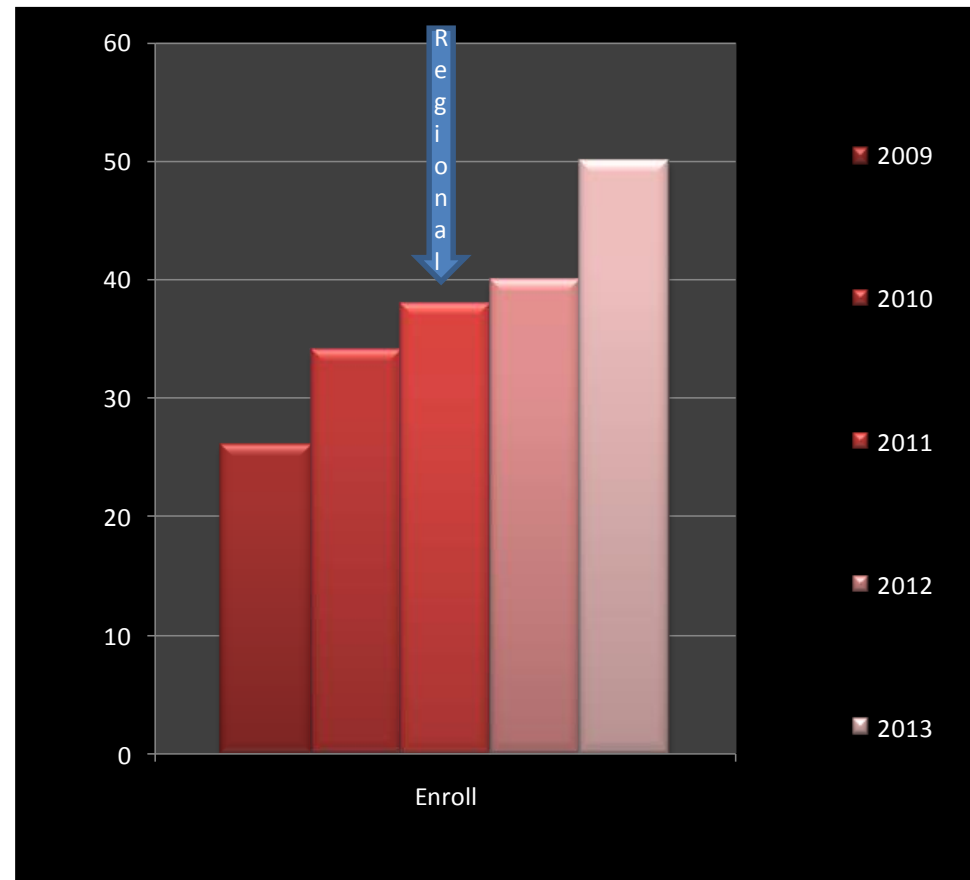
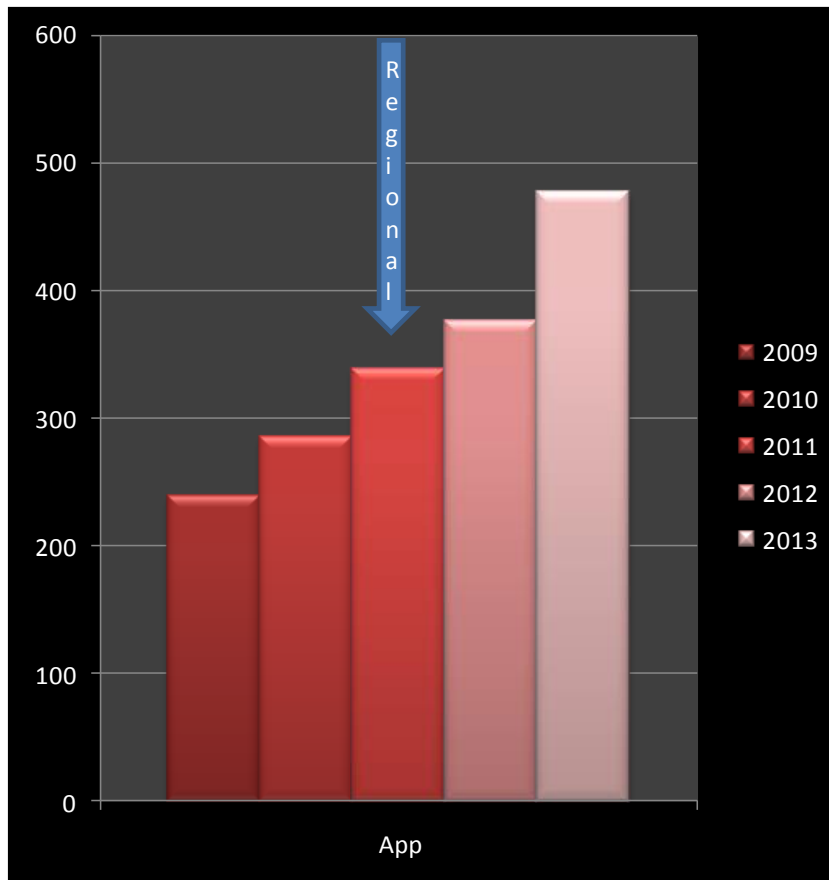


Case Study

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Application/Enrollments – Medium, Public, Research, Northeast





BE A BILLIKEN.

Regional Special Interest Group Meeting
September 2014



SAINT LOUIS UNIVERSITY.



FY14 TARGET RECRUITMENT FACTORS

- **Most Significant Factors in Out-of-State Student Choice Model**

Academic Interest: 73% Health care, Medicine, STEM or Business Majors

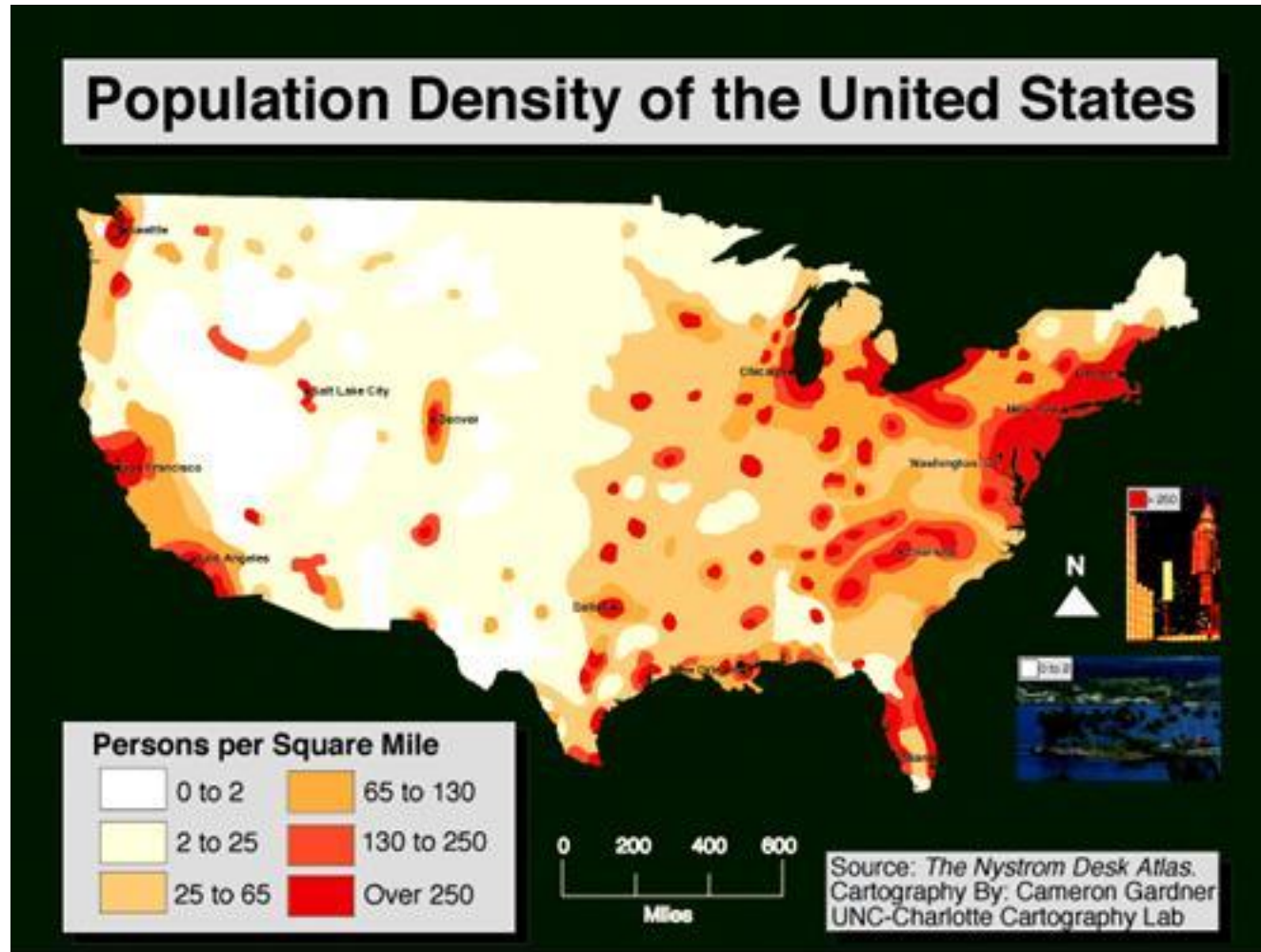
Religion: Catholic

Family Income: +\$139,000

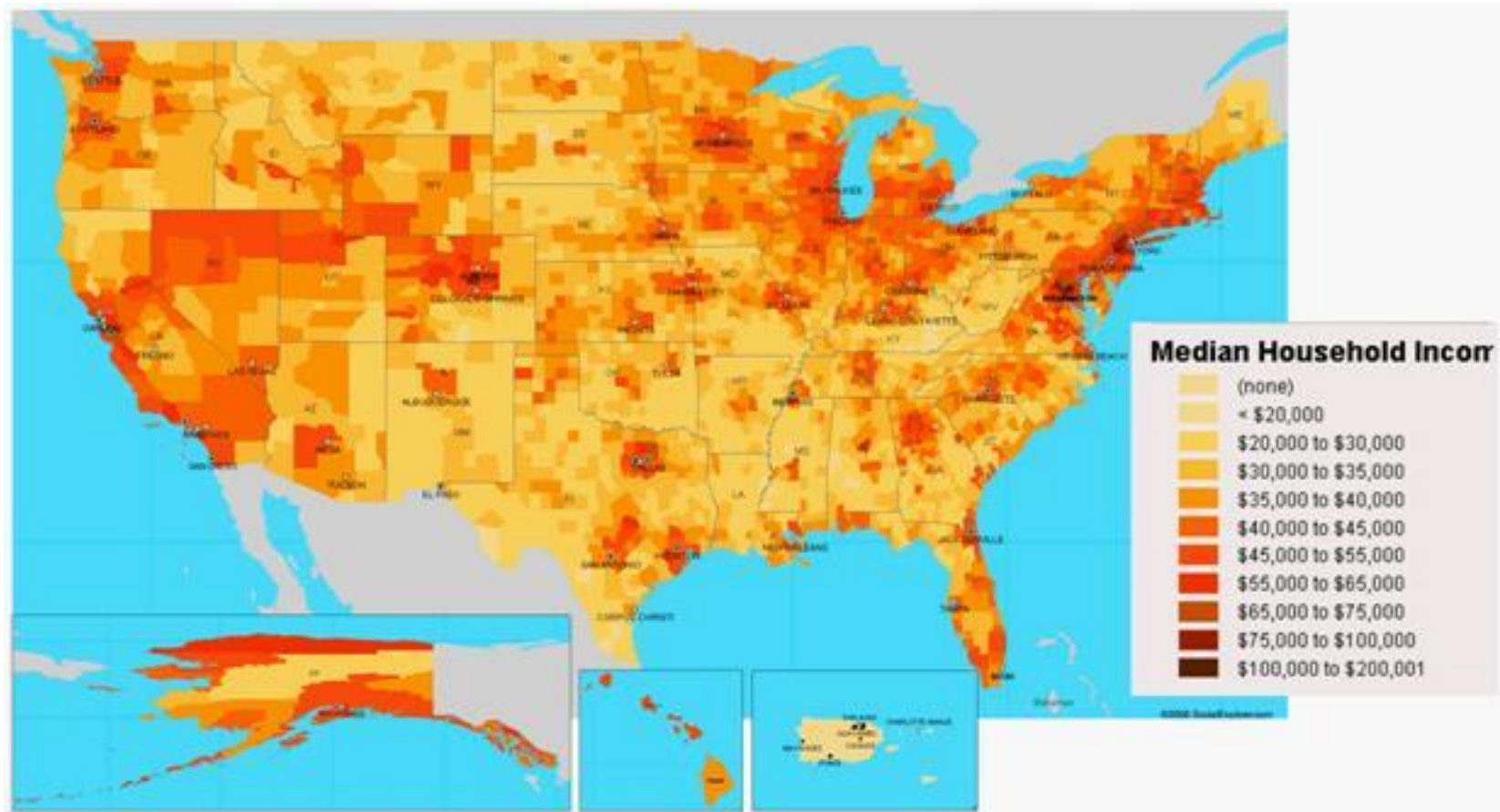
- **Psychographic Profile**

- High concentration of high-school students by geo-target
- Family's capacity to pay for SLU
- Catholic
- Mobile
- Prospective student fits the SLU profile

DEMOGRAPHIC PLANNING AND RESEARCH

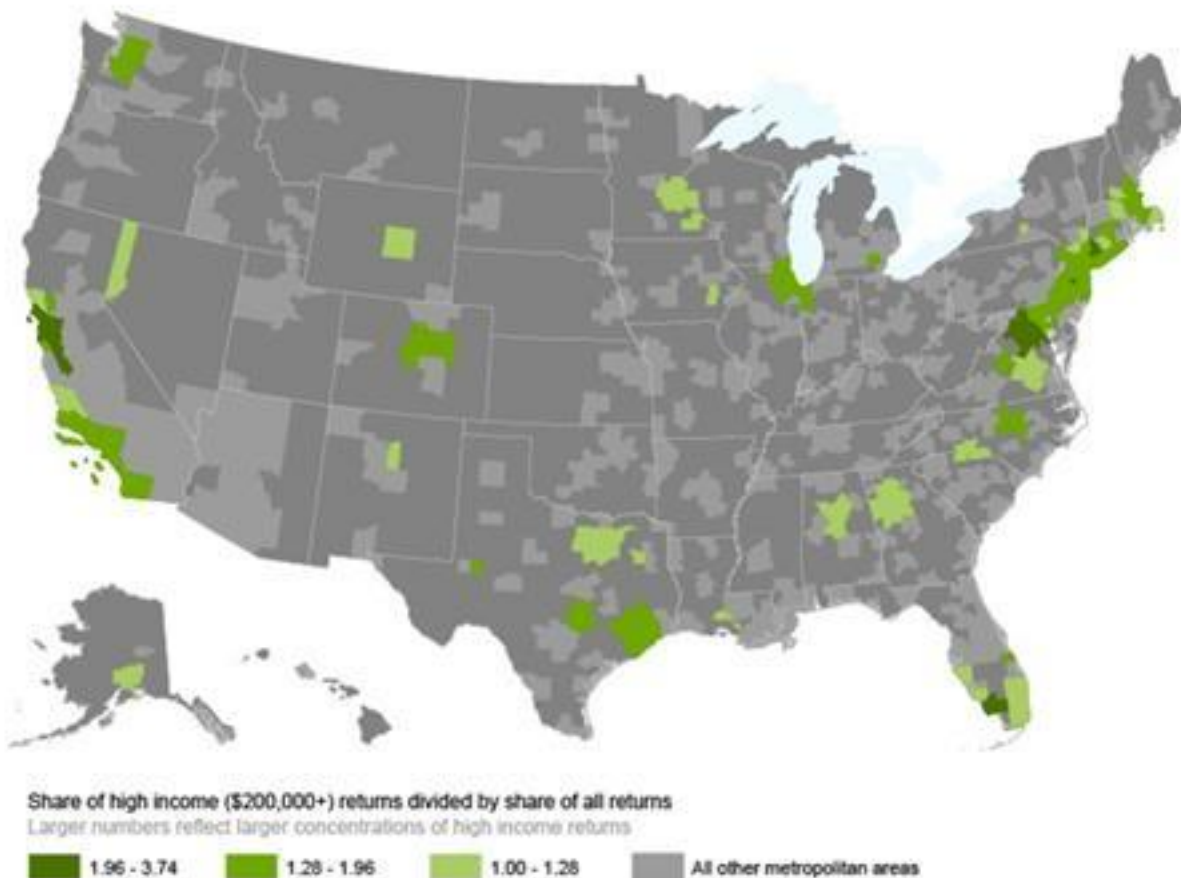


DEMOGRAPHIC PLANNING AND RESEARCH



DEMOGRAPHIC PLANNING AND RESEARCH

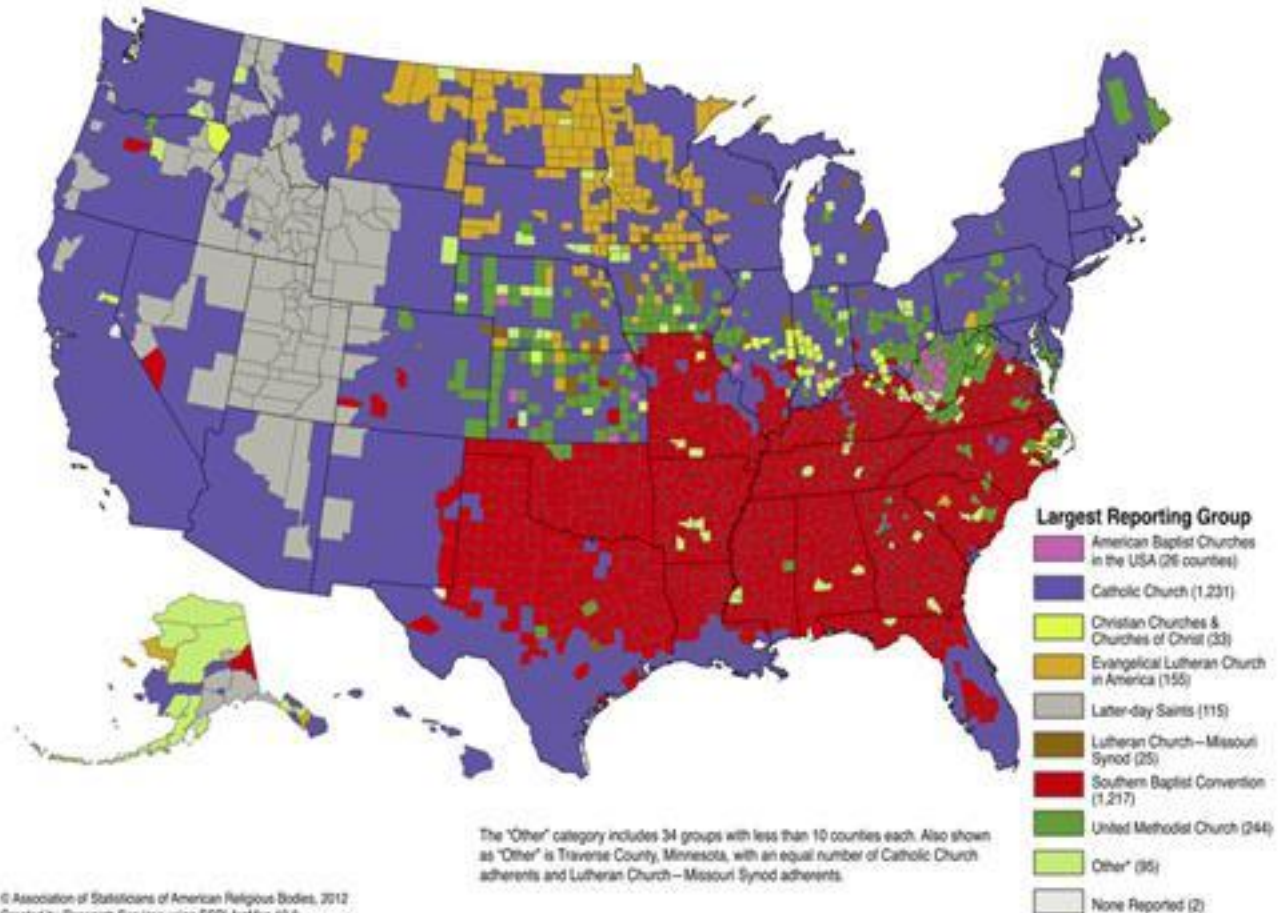
Metropolitan Areas Whose Share of High Income Tax Returns Exceed Their Share of All Returns, 2008



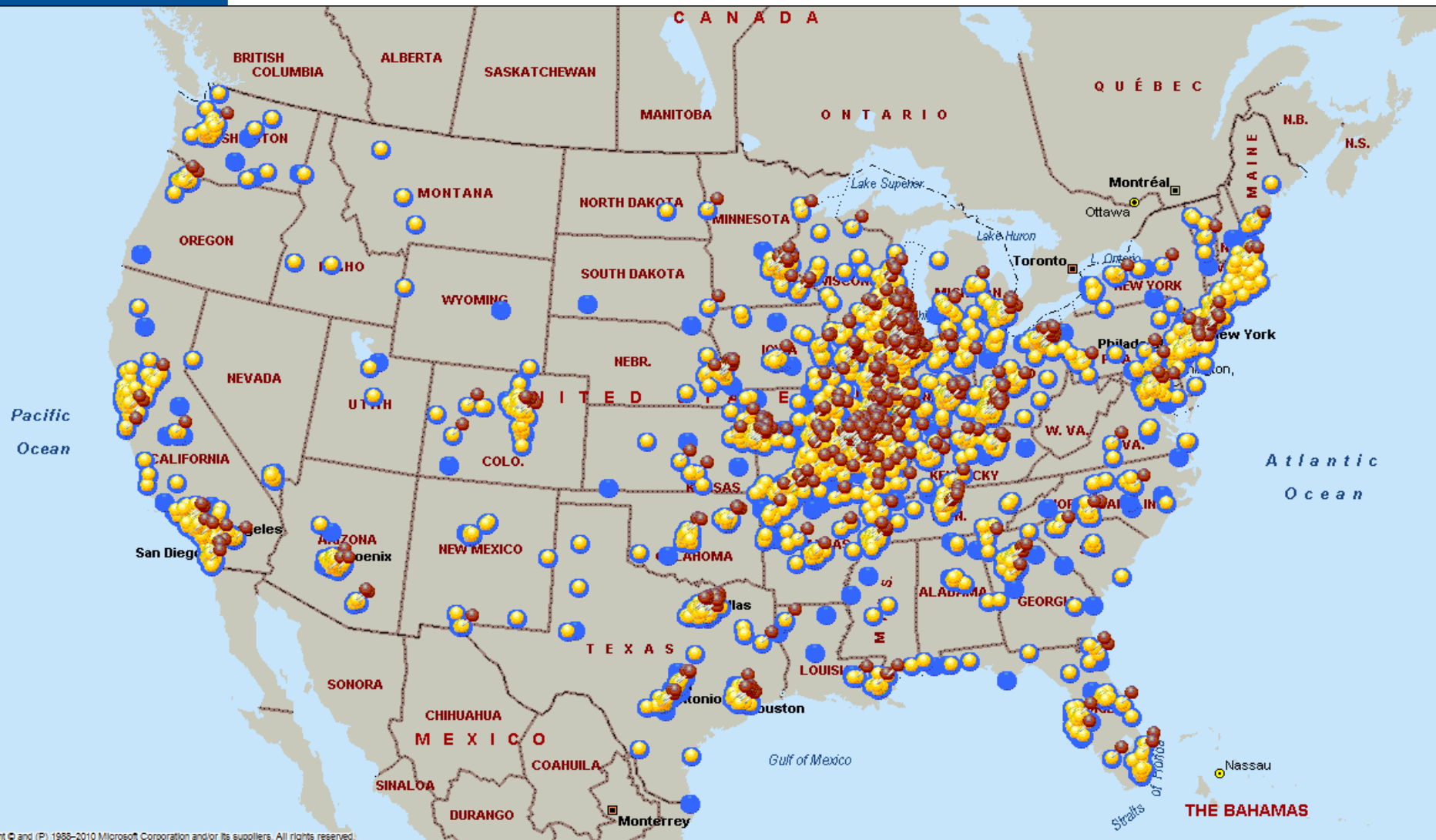
DEMOGRAPHIC PLANNING AND RESEARCH

Largest Participating Religious Group
Group with the Largest Number of Adherents by County, 2010

2010 U.S. Religion Census: Religious Congregations & Membership Study • www.USReligionCensus.org



ADMISSION FUNNEL: July 1, 2013



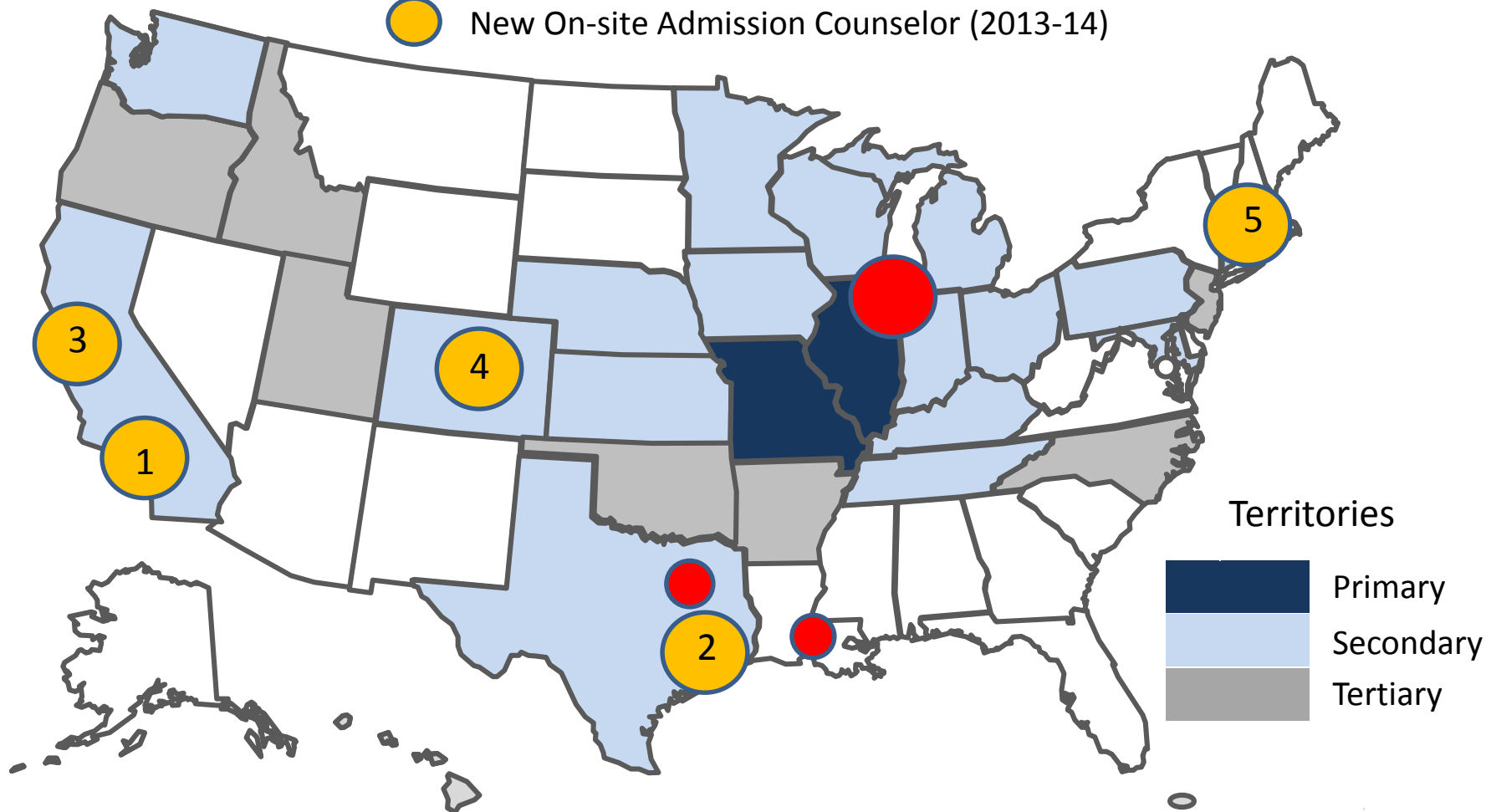
Establishing a Formal National Network



Existing On-site Admission Counselor



New On-site Admission Counselor (2013-14)

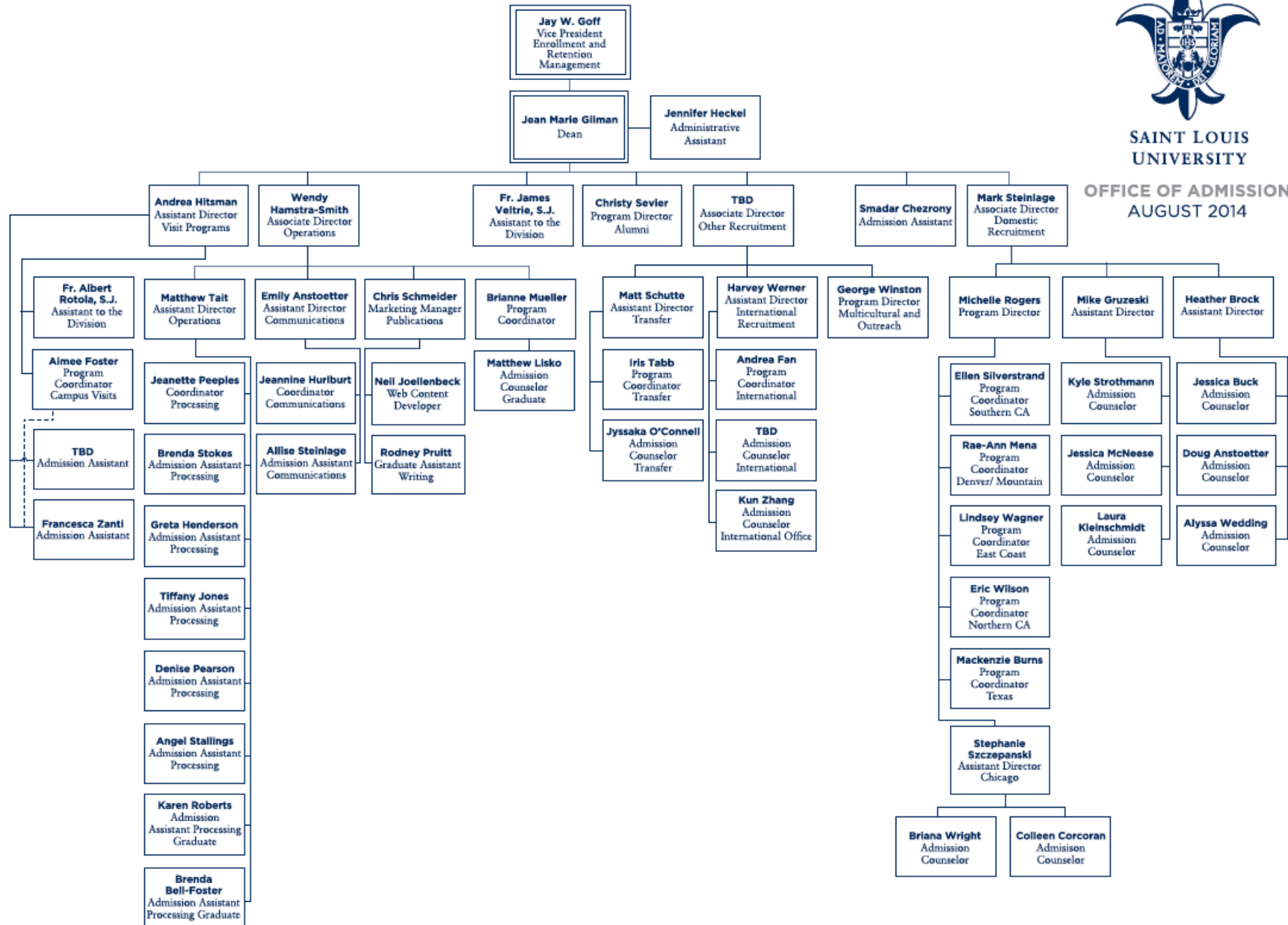


REGIONAL INTEGRATION IN ORG CHART



SAINT LOUIS
UNIVERSITY

OFFICE OF ADMISSION
AUGUST 2014





RESULTS

	Fall 2013	Fall 2014
Applications	2671	2930
Admits	2240	2329
Enroll	356	402

Case Study

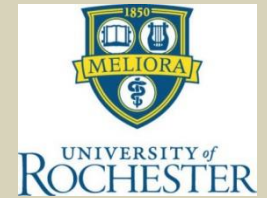
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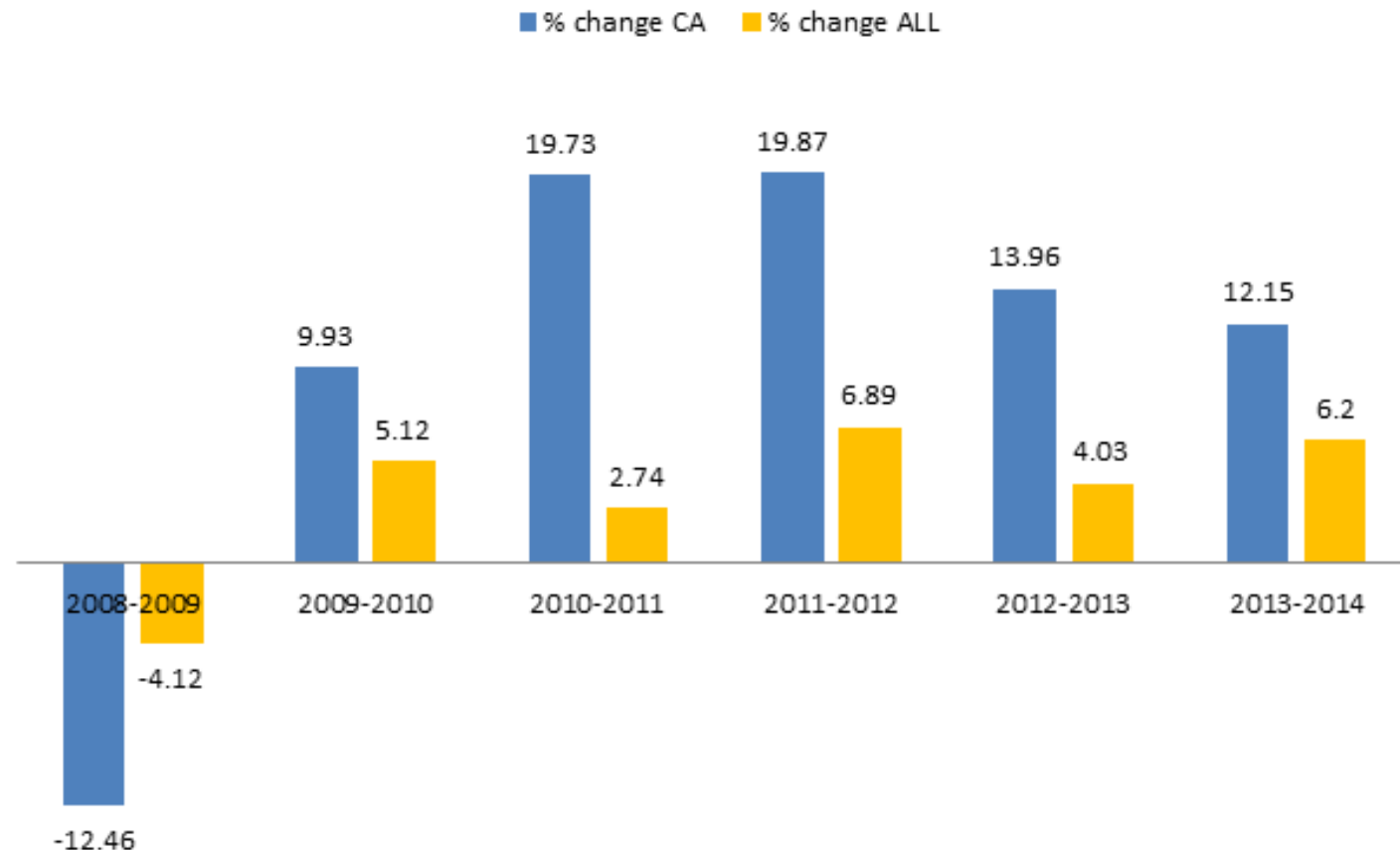
UNIVERSITY *of*
ROCHESTER

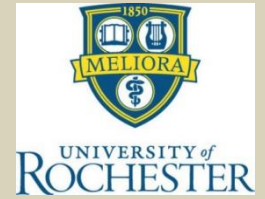
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% Change in California Applicants vs All Applicants 2009-2014





History

- Started in 2009 with three regionals
- Grew to five

A Different Model

- Team Model
- Majority Associate level
- Regionals central to setting recruitment strategy

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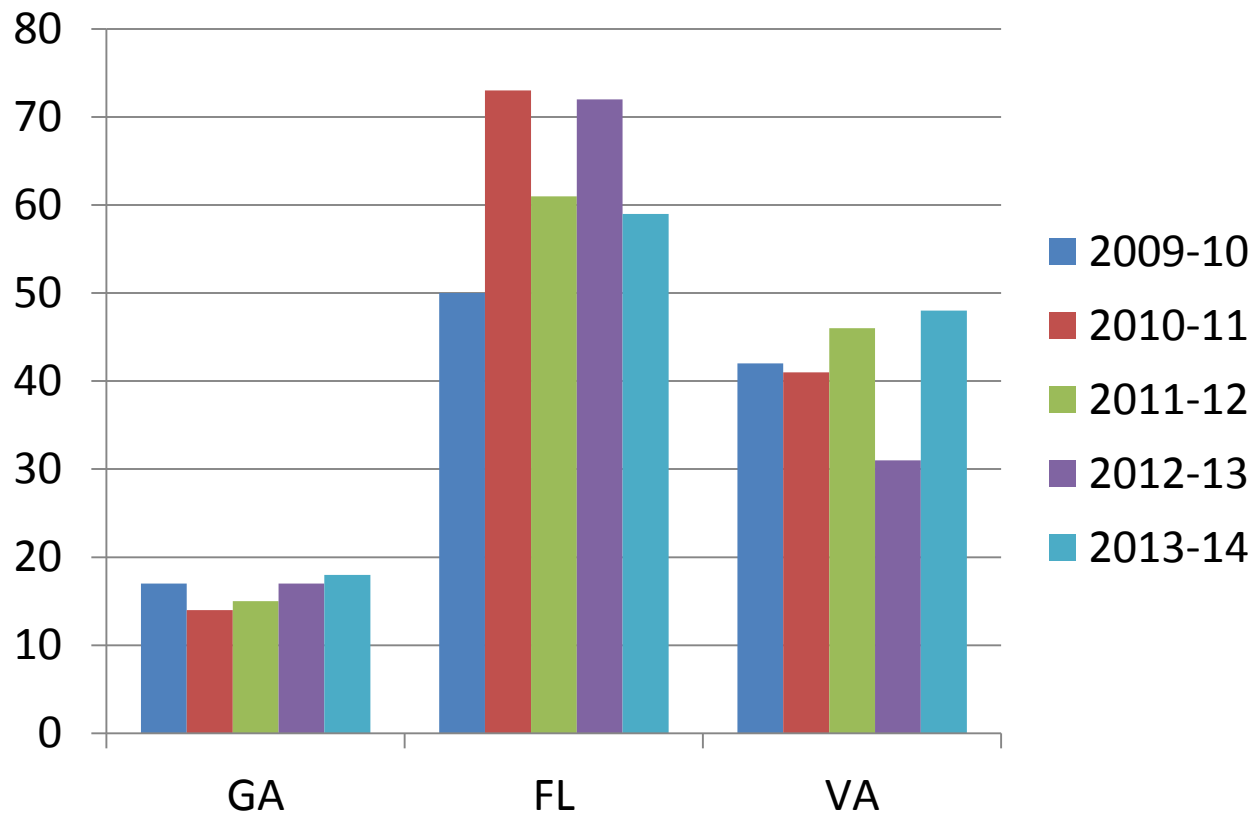


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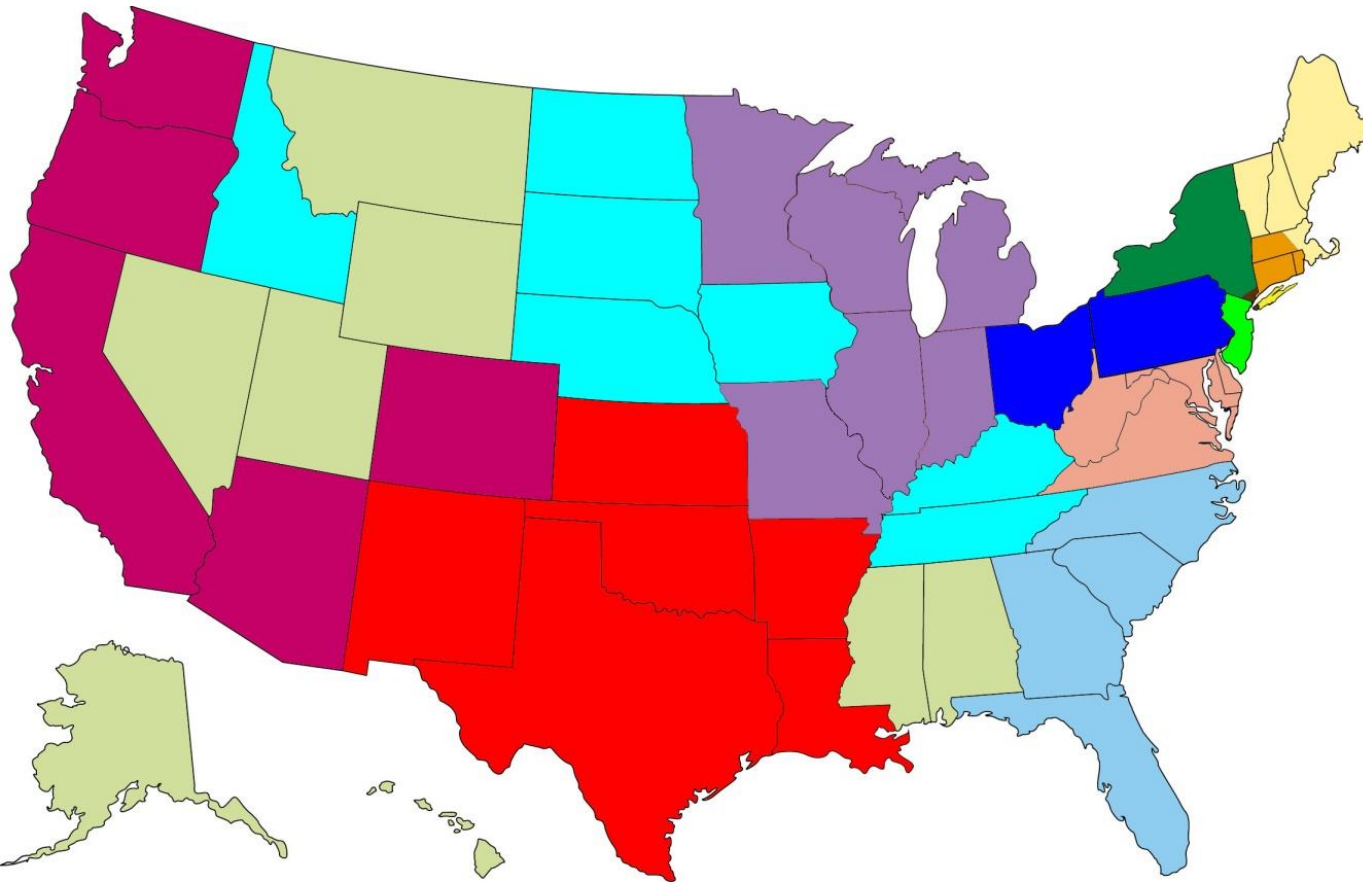


Southeast Territory Enrollment



Case Study

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	Upstate New York NY 120-149
	Metro New York NY 100-115
	Long Island NY 117-119
	New Jersey NJ
	Mid Atlantic OH, PA
	Northern New England Eastern MA 017-027, 055, NH, VT, ME
	Southern New England Western MA 010-016, CT, RI
	Central IL, IN, MI, MN, MO, WI
	Midwest IA, ID, NE, KY, SD, ND, TN
	Capital DC, DE, MD, VA, WV
	Southeast FL, GA, NC, SC
	West Coast CA, WA, CO, OR, AZ
	Mountain/Gulf Coast WY, UT, NV, MT, HI, AK, MS, AL
	Southwest AR, LA, NM, OK, KS, TX
	International Int'l, GU, AS, MP, PR, VI

Case Study

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- Regionals (Report to Director of Regional Recruitment)
 - Three Regionally based Assistant Directors
 - Each supervise two Regionally based Admissions Counselors
 - Six Ambassadors
 - Three Seasonal Demonstrators
- On Campus with travel responsibilities (Report to Director of Regional Recruitment)
 - One Assistant Director
 - Two NY Admissions Counselors
- On campus without travel responsibilities (Report to Senior Director of Admissions)
 - Associate Director of Admissions
 - Five Admissions Counselors

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SMU®

Case Study



SMU

California	Apps	Enrolled
1991	380	43
1992	479	63
2001	845	137
2011	1204	197
2014	1405	234

Case Study



SMU

Southern California

Regional Director

Southeast – Florida, Georgia, Alabama

Regional Director

Houston

Regional Director

Rocky Mountain Region – CO, MT, WY, UT, ID

Regional Director