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

Q56 Do you have supervisory roles?

Answered: 280  Skipped: 25

23% Supervise
Survey Says

Q64 Is your supervisor regional?

Answered: 200  Skipped: 25

- Yes
- No
Enrollment Funnel – First Year Regional Small, Private College

2013 = new regional
Enrollment Funnel New Regional Territory ‘99
Medium, Private University

New regional territory opened in Fall 1999.
Average enrollments through 1999 = 47; after 1999 = 81

New Region, RR added 2000
Enrollment History 16 Year Regional History
Medium, Private University

Number of counselors in increments of 100=1. In 2004 the 7th regional was added, while in 1991 there were 2 regionals.
Case Study

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
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<tr>
<td>2002</td>
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<td>2009</td>
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<tr>
<td>2010</td>
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</tr>
</tbody>
</table>
Applications/Enrollments – Medium, Research, East Coast
Application/Enrollments – Medium, Public, Research, Northeast

Case Study
Regional Special Interest Group Meeting
September 2014
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

Population Density of the United States

Persons per Square Mile
- White: 0 to 2
- Light Orange: 65 to 130
- Light Yellow: 2 to 25
- Orange: 130 to 250
- Dark Orange: 25 to 65
- Red: Over 250

DEMOGRAPHIC PLANNING
AND RESEARCH
DEMOGRAPHIC PLANNING AND RESEARCH

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

Share of high income ($200,000+) returns divided by share of all returns
Larger numbers reflect larger concentrations of high income returns

1.96 - 3.74
1.28 - 1.96
1.00 - 1.28
All other metropolitan areas
DEMOGRAPHIC PLANNING AND RESEARCH

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

The "Other" category includes 34 groups with less than 10 counties each. Also shown as "Other" is Traverse County, Minnesota, with an equal number of Catholic Church adherents and Lutheran Church—Missouri Synod adherents.

© Association of Statisticians of American Religious Bodies, 2012
Created by Research Services using ESRI ArcMap 10.0
Establishing a Formal National Network

- Existing On-site Admission Counselor
- New On-site Admission Counselor (2013-14)
<table>
<thead>
<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2014</th>
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<tbody>
<tr>
<td>Applications</td>
<td>2671</td>
<td>2930</td>
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<td>Admits</td>
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<td>2329</td>
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<tr>
<td>Enroll</td>
<td>356</td>
<td>402</td>
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</tbody>
</table>
Case Study

% Change in California Applicants vs All Applicants 2009-2014

- % change CA
- % change ALL

- 2009-2010: 9.93 - 5.12
- 2010-2011: 19.73 - 2.74
- 2011-2012: 19.87 - 6.89
- 2012-2013: 13.96 - 4.03
- 2013-2014: 12.15 - 6.2
History
• Started in 2009 with three regionals
• Grew to five

A Different Model
• Team Model
• Majority Associate level
• Regionals central to setting recruitment strategy
Case Study

Southeast Territory Enrollment

GA  FL  VA

2009-10  2010-11  2011-12  2012-13  2013-14

0  10  20  30  40  50  60  70  80

2009-10  2010-11  2011-12  2012-13  2013-14

0  10  20  30  40  50  60  70  80
• 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
## SMU

<table>
<thead>
<tr>
<th>California</th>
<th>Apps</th>
<th>Enrolled</th>
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<td>2011</td>
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<td>197</td>
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<td>2014</td>
<td>1405</td>
<td>234</td>
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SMU

Southern California
Regional Director
Southeast – Florida, Georgia, Alabama
Regional Director
Houston
Regional Director
Rocky Mountain Region – CO, MT, WY, UT, ID
Regional Director