

Noel-Levitz Report on Undergraduate Enrollment Trends

2014 Recruitment Funnel Benchmarks Report for Four-Year Institutions

With an update on secret shopping and new rankings of admissions criteria

When and how are today's prospective undergraduate students entering the recruitment funnel and moving through it? This report provides **funnel conversion and yield rate benchmarks for particular student groups and particular entry points**, such as in-state vs. out-of-state FTIC (first-time-in-college) students, campus visitors, transfer students, and other groups. By comparing these external benchmarks to their own internal benchmarks, campus enrollment teams can more accurately forecast the conversion and yield rates to expect at each stage of the college decision process.

The report is based on an electronic poll of admissions officials in October 2014, in which respondents reported their **fall 2014 and fall 2013 recruitment funnel data**. For context, trendline data are included from previous Noel-Levitz polls (see cautionary note on page 2). For specific guidance on how to use the benchmarks, don't miss the recommendations on page 17.

Among the highlights:

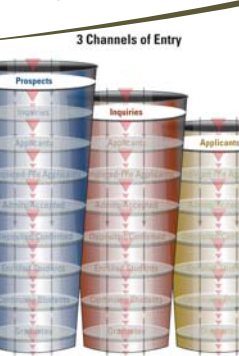
- The highest median yield rate in fall 2014—59 percent—was for new, full-time transfer students at four-year public institutions. This compared to 50 percent for transfer students at four-year private institutions; 36 percent for full-time FTIC students at four-year public institutions; and 26 percent for FTIC students at four-year private institutions.
- The popular “secret shopper” applicant phenomenon is still going strong among full-time FTIC and transfer students at both private and public institutions, reaching a new record high of 36 percent for FTIC students at private institutions and matching a previous record high of 35 percent for FTIC students at public institutions.
- High school grades and standardized test scores were the top-ranked admissions selection criteria for both sectors among 18 criteria examined at selective institutions.
- The median yield rate for campus visitors from the high school graduating class of 2014 was 46 percent for four-year private institutions and 56 percent for four-year public institutions.

Learn how to use funnel benchmarks to strengthen student recruitment and marketing

For guidance on how to use recruitment funnel benchmarks, please see page 17. Use the benchmarks to:

- increase the accuracy of enrollment yield predictions;
- set more realistic enrollment goals and subgoals for specific subpopulations; and
- identify specific strengths, weaknesses, and opportunities for recruitment and marketing.

What factors are influencing your institution's enrollment outcomes for particular groups of new students? This report helps to answer this question.



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About the statistical process used in this study

All of the figures in this report are judged to be statistically significant. This determination was made by calculating each finding's statistical confidence interval (e.g., means, medians, proportions, and other relevant test statistics) and then judging the confidence interval to be acceptably small relative to the size of the finding. “NA” in this report indicates findings that were judged to *not* be statistically significant and hence are not available.

Caution on trendlines—different populations every two years

The trendlines in this report are based on data from different sets of institutions every two years. For example, the 2014 and 2013 data in this report were from the institutions listed on page 22, while the data from 2012 and 2011 were drawn from the institutions listed in our previous report, *2012 Recruitment Funnel Benchmarks Report for Four-Year Institutions*. Hence, all trendlines should be interpreted with caution.

Findings color key

4-year private institutions

4-year public institutions

Definitions

All inquiries: This category was defined in this study as any prospective student who had contacted the institution through any source (phone, email, website contact, sent test scores, application for admission, etc.). This included all first-contact inquiries, including students who made their first recorded contact by submitting an application.

Confirmed: Confirmation of an admitted student's intention to enroll was defined differently by each institution and may have included receipt of a tuition deposit, receipt of an acceptance fee, course registration, participation in an orientation event, attended classes on opening day, etc.

Funnel benchmarks for full-time FTIC students overall

Several noteworthy changes in FTIC recruitment funnel rates are apparent in the tables below. The latest two years of yield rate benchmarks indicate a slight drop in median yield rates for both private and public institutions. In addition, there appears to be a slight increase in median admit rates from applicants with completed files. For public institutions, an apparent decline is worth noting in median inquiry conversion rates.

FTIC = New freshmen enrolled for the first time in college.

Table 1: Four-Year Private Institutions—FTIC Student Funnel Rates

Median Funnel Rates	2014	2013	2012	2011	2010	2009	2008	2007
Conversion rate from inquiry to application (all inquiries)	15%	15%	16%	17%	15%	15%	13%	13%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	9%	9%	10%	11%	10%	10%	NA	NA
Admit rate from application to admit (all applications)	65%	64%	64%	64%	66%	65%	71%	73%
Admit rate from application to admit (completed applications only)	89%	89%	86%	86%	86%	86%	87%	87%
Yield rate from admission to enrollment	26%	27%	29%	31%	29%	29%	31%	33%
Capture rate from deposited to enrollment	91% (Melt: 10%)	90% (Melt: 11%)	91% (Melt: 9%)	91% (Melt: 9%)	88% (Melt: 12%)	88% (Melt: 12%)	90% (Melt: 10%)	91% (Melt: 9%)

See more "secret shopper" findings on page 6

Look beyond the medians—don't miss the findings at the 25th and 75th percentiles in Appendix B.

Table 2: Four-Year Public Institutions—FTIC Student Funnel Rates

Median Funnel Rates	2014	2013	2012	2011	2010	2009	2008	2007
Conversion rate from inquiry to application (all inquiries)	30%	34%	33%	33%	35%	34%	33%	31%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	17%	19%	22%	24%	23%	21%	NA	NA
Admit rate from application to admit (all applications)	70%	67%	66%	69%	66%	65%	66%	67%
Admit rate from application to admit (completed applications only)	89%	88%	85%	81%	82%	85%	71%	74%
Yield rate from admission to enrollment	36%	37%	38%	40%	41%	43%	38%	39%
Capture rate from deposited/confirmed to enrollment	94% (Melt: 7%)	95% (Melt: 6%)	95% (Melt: 5%)	95% (Melt: 5%)	93% (Melt: 7%)	91% (Melt: 9%)	92% (Melt: 8%)	93% (Melt: 7%)

A slight dip in median FTIC yield rates for both private and public institutions, and a slight increase in median FTIC admit rates, were among the changes to the overall FTIC recruitment funnel based on the latest two years of enrollment outcomes data from fall 2014 and fall 2013.

Transfer student = A student who previously attended college at another institution prior to enrolling.

Funnel benchmarks for new, full-time transfer students

Several changes are also apparent in the transfer student recruitment funnel, including a decline in median yield rates for public institutions and an increase for both sectors in median admit rates from applicants with completed files. In addition, a decline is apparent for both sectors in the median conversion rate which excludes secret shoppers, with an especially sharp drop for public institutions.

Table 3: Four-Year Private Institutions—Transfer Student Funnel Rates

Median Funnel Rates	2014	2013	2012	2011	2010	2009	2008	2007
Conversion rate from inquiry to application (all inquiries)	46%	49%	44%	46%	48%	49%	43%	42%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	24%	21%	26%	30%	32%	32%	NA	NA
Admit rate from application to admit (all applications)	56%	55%	54%	54%	56%	58%	58%	57%
Admit rate from application to admit (completed applications only)	93%	93%	89%	90%	90%	90%	88%	80%
Yield rate from admission to enrollment	50%	49%	49%	49%	53%	54%	54%	56%
Capture rate from deposited to enrollment	86% (Melt: 15%)	86% (Melt: 14%)	89% (Melt: 11%)	88% (Melt: 12%)	86% (Melt: 14%)	87% (Melt: 13%)	88% (Melt: 12%)	89% (Melt: 11%)

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Table 4: Four-Year Public Institutions—Transfer Student Funnel Rates

Median Funnel Rates	2014	2013	2012	2011	2010	2009	2008	2007
Conversion rate from inquiry to application (all inquiries)	70%	77%	74%	73%	79%	80%	72%	72%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	28%	24%	45%	58%	41%	46%	NA	NA
Admit rate from application to admit (all applications)	66%	67%	65%	65%	64%	66%	61%	61%
Admit rate from application to admit (completed applications only)	90%	87%	87%	87%	88%	88%	82%	82%
Yield rate from admission to enrollment	59%	60%	63%	64%	66%	65%	63%	63%
Capture rate from deposited/confirmed to enrollment	93% (Melt: 7%)	92% (Melt: 8%)	97% (Melt: 3%)	94% (Melt: 6%)	88% (Melt: 12%)	86% (Melt: 14%)	90% (Melt: 10%)	89% (Melt: 11%)

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A sharp drop for public institutions in the median conversion rates which exclude secret shoppers was the biggest change in the transfer student recruitment funnels for both sectors.

Tracking multiple funnels for specific subpopulations is critical. See recommendations on page 17.

Funnel benchmarks for FTIC in-state, out-of-state, and international students

Median yield rate benchmarks were highest for in-state students and lowest for out-of-state students for both sectors in 2014. Public institutions saw declines in their median yield rates for both in-state and out-of-state FTIC students. For both sectors, median admit rates for FTIC students generally rose, except for the median admit rates for out-of-state students at private institutions. Also worth noting: There were substantial declines for private institutions in the median conversion rates for international students.

Table 5: Four-Year Private Institutions—FTIC Funnel Rates by Geographic Location

Median Funnel Rates	In-state			Out-of-state			International		
	2014	2012	2010	2014	2012	2010	2014	2012	2010
Conversion rate from inquiry to application (all inquiries)	20%	19%	20%	9%	11%	9%	41%	55%	48%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	13%	15%	14%	5%	7%	5%	12%	29%	21%
Admit rate from application to admit (all applications)	68%	66%	65%	64%	64%	62%	42%	39%	43%
Admit rate from application to admit (completed applications only)	89%	87%	86%	89%	88%	87%	88%	85%	75%
Yield rate from admission to enrollment	31%	31%	32%	24%	23%	25%	30%	23%	29%
Capture rate from deposited to enrollment	90% (Melt: 10%)	91% (Melt: 9%)	91% (Melt: 9%)	91% (Melt: 10%)	89% (Melt: 11%)	89% (Melt: 11%)	90% (Melt: 10%)	85% (Melt: 15%)	89% (Melt: 11%)

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Table 6: Four-Year Public Institutions—FTIC Funnel Rates by Geographic Location

Median Funnel Rates	In-state			Out-of-state			International		
	2014	2012	2010	2014	2012	2010	2014	2012	2010
Conversion rate from inquiry to application (all inquiries)	38%	36%	44%	19%	24%	28%	81%	NA	NA
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	25%	26%	24%	12%	13%	18%	16%	NA	NA
Admit rate from application to admit (all applications)	74%	69%	66%	68%	66%	61%	47%	45%	36%
Admit rate from application to admit (completed applications only)	86%	86%	83%	90%	84%	79%	87%	82%	79%
Yield rate from admission to enrollment	37%	44%	47%	23%	27%	26%	35%	36%	35%
Capture rate from deposited/confirmed to enrollment	93% (Melt: 7%)	95% (Melt: 5%)	93% (Melt: 7%)	89% (Melt: 12%)	92% (Melt: 8%)	90% (Melt: 10%)	88% (Melt: 12%)	96% (Melt: 4%)	85% (Melt: 15%)

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Conversion and yield rates consistently vary by students' geographic locations.

FTIC secret shoppers reached record high levels in 2014.

“Secret shopping” update

Momentum continues to build for the popular and emerging trend of “secret shopping”—defined as prospective students who are unknown to an admissions office before they submit an application—based on the latest data highlighted in Tables 7 and 8 below.

Table 7: Four-Year Private and Public Institutions—Overall FTIC Applicants and Transfer Applicants Who Failed to Identify Themselves Before Applying

Median Rates of Secret Shoppers	2014	2013	2012	2011	2010	2009	2008	2007
Private institutions								
FTIC students overall	36%	32%	31%	28%	32%	28%	27%	24%
Transfer students	50%	52%	48%	44%	51%	49%	44%	41%
Public institutions								
FTIC students overall	35%	32%	33%	34%	35%	26%	26%	23%
Transfer students	62%	57%	62%	59%	46%	39%	57%	56%

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Table 8: Four-Year Private and Public Institutions—FTIC In-State, Out-of-State, and International Applicants Who Failed to Identify Themselves Before Applying

Median Rates of Secret Shoppers	2014
Private institutions	
FTIC in-state students	27%
FTIC out-of-state students	38%
FTIC international students	69%
Public institutions	
FTIC in-state students	29%
FTIC out-of-state students	43%
FTIC international students	72%

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The secret shopping phenomenon is still going strong, led by international students. Among FTIC students applying to private institutions, FTIC “stealth applicants” reached a new high of 36 percent in 2014.

Don’t let secret shoppers distort your funnel metrics

The secret shopper trend shown above has many implications for enrollment teams. For example, to more accurately forecast conversion and yield rates, many admissions teams are now tracking separate funnel rates for students who make application before inquiring vs. those who inquire before making application, since both groups convert and yield at different rates.

The two, differing conversion rates shown in Tables 1-4 help illustrate this change. For example, for private institutions, the overall, aggregated, inquiry-to-applicant conversion rate in Table 1 was 15 percent at the median in 2013 and 2014. However, when secret shoppers were removed from the count, the more precise, non-secret-shopper, inquiry-to-applicant conversion rate was just 9 percent at the median. The reason why the latter figure is more precise is that secret shoppers, by definition, always have a 100 percent inquiry-to-applicant conversion rate.

For a continued discussion of funnel metrics and changes, please see Appendix A on page 17.

Funnel rates also vary significantly by application type.

Funnel benchmarks by application type for private institutions

In another continuing trend, the fall 2014 median yield rate for FTIC admitted students who completed a paper application and mailed it in was higher than the yield rate of admitted students who completed any other type of application for private institutions, as shown in Table 9 below. This finding was consistent with earlier Noel-Levitz findings in fall 2012 and fall 2010.

Of course, this just-mentioned finding does not mean that private institutions should cease to offer online applications or any other type of application, such as the Common Application. Noel-Levitz continues to encourage the use of various types of applications as a complement to traditional mail-in application forms. Rather, the findings mean that campuses should expect mail-in applicants to yield at a higher rate than students who apply using other types of applications. Similarly, private institutions should also expect applicants using the Common Application and other outside applications (see definition at bottom) to yield at lower rates than applicants using an institutional application.

Table 9: Four-Year Private Institutions—FTIC Funnel Rates by Type of Application

Median Funnel Rates	Online Application			Paper/Mail Application			Common Application			Outside Application*		
	2014	2012	2010	2014	2012	2010	2014	2012	2010	2014	2012	2010
Admit rate from application to admit (all applications)	59%	62%	60%	71%	62%	65%	74%	69%	75%	50%	52%	51%
Admit rate from application to admit (completed applications only)	88%	90%	87%	90%	87%	80%	86%	86%	82%	88%	85%	83%
Yield rate from admission to enrollment	32%	34%	33%	34%	39%	36%	15%	18%	18%	17%	19%	19%
Capture rate from deposited to enrollment	90%	90%	88%	96%	90%	88%	92%	91%	89%	87%	90%	90%

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Applicants who use an institution's paper application continue to yield at the highest rates for private institutions. In addition, applicants using the Common Application and other outside applications are consistently yielding at lower rates than applicants using an institutional application.

Note: No breakdowns are available for public institutions in this section due to the small number of these campuses that reported funnel data by application type.

* Outside applications were defined as any applications received from first-year students via an outside agency other than the Common Application, such as an agency that conducted an application-generating campaign. (There are many such agencies.)

More benchmarks for FTIC applicants with incomplete files appear later in this report in Tables 18-21, broken down by admissions-related fee amounts. (See note below right.)

Funnel benchmarks for applicants with incomplete files

The median percentage of FTIC students overall who began, but didn't complete, the application process rose slightly for both sectors in 2014. For private institutions, the data in Table 10 also show a steady rise in incomplete files from outside applications (see definition below). For public institutions, the data in Table 11 show a steady rise in the percentage of online FTIC applicants with incomplete files.

Table 10: Four-Year Private Institutions—FTIC and Transfer Applicants Who Didn't Complete the Application Process After Starting It

Median Rates	2014	2012	2010	2008	2006
Online FTIC applicants	29%	30%	22%	18%	19%
Paper FTIC applicants	15%	23%	17%	14%	11%
Common Application	13%	15%	9%	NA	NA
Outside Application*	45%	35%	29%	NA	NA
All FTIC applicants	27%	25%	NA	NA	NA
Transfer applicants	37%	39%	NA	NA	NA

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Table 11: Four-Year Public Institutions—FTIC and Transfer Applicants Who Didn't Complete the Application Process After Starting It

Median Rates	2014	2012	2010	2008	2006
Online FTIC applicants	21%	18%	11%	10%	12%
Paper FTIC applicants	NA	17%	18%	13%	10%
All FTIC applicants	18%	16%	NA	NA	NA
Transfer applicants	24%	22%	NA	NA	NA

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The proportion of FTIC applicants who began an application process but didn't finish the process has reached a new high of 27 percent at the median for four-year private institutions and 18 percent at the median for four-year public institutions.

For further breakdowns of FTIC applicants who completed vs. didn't complete their applications—broken down by the amounts students pay for admissions-related fees—see the second-to-last rows of Tables 18-21 on pages 13-16.

* Outside applications were defined as any applications received from first-year students via an outside agency other than the Common Application, such as an agency that conducted an application-generating campaign. (There are many such agencies.)

Funnel benchmarks for visitors from the high school graduating class of 2014

Visitors yield at higher rates than FTIC students as a whole, but readers should exercise caution when interpreting this.

This study also examined funnel metrics for campus visitors from the most recent high school graduating class of seniors and compared it to funnel metrics from two years earlier. Although the yield rates shown below are higher for visitors from the Class of 2014 than the yield rates shown earlier for FTIC students as a whole, readers should exercise caution in interpreting these findings. Why? Because in some instances, campus enrollment teams have used these higher yield rates as a positive evaluation of a campus visit program. However, students who visit campus are already *predisposed* to enroll, so the quality of the visit may *or may not* have made a difference.

Instead, for the most meaningful comparisons, readers are encouraged to compare their own yield rates for Class of 2014 visitors with their institution's yield rates for Class of 2013 visitors and earlier and with the metrics below for their institution type.

Table 12: Four-Year Private Institutions—Funnel Rates for Visitors From the High School Graduating Class of 2014 vs. 2012 (Seniors)

Median Funnel Rates	Visitors from Class of 2014	Visitors from Class of 2012
Conversion rate from inquiry to application (all inquiries)	64%	65%
Admit rate from application to admit (all applications)	91%	89%
Yield rate from admission to enrollment	46%	43%

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Table 13: Four-Year Public Institutions—Funnel Rates for Visitors From the High School Graduating Class of 2014 vs. 2012 (Seniors)

Median Funnel Rates	Visitors from Class of 2014	Visitors from Class of 2012
Conversion rate from inquiry to application (all inquiries)	67%	70%
Admit rate from application to admit (all applications)	88%	89%
Yield rate from admission to enrollment	56%	60%

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For private institutions, yield rates for visitors from the most recent high school graduating class appear to have risen slightly compared to two years earlier, whereas, for public institutions, a slight decline is apparent in these yield rates.

Factors that influence admissions decisions at selective institutions

NEW!

Respondents with selective admissions policies were asked to rate the importance of 18 factors in college admissions decisions for FTIC students on a three-point scale: “very important,” “somewhat important,” or “not important.” The results appear below and on the next page.

Table 14: Selective Four-Year Private Institutions—2014 Rankings of Influential Factors in Admissions Decisions, Ordered by the Rating of “Very Important” (Respondents were asked to “check as many as apply”)

Factor	Very Important	Somewhat Important	Not Important
High school grades	97%	1%	2%
Standardized test scores	78%	18%	4%
Courses taken	47%	45%	9%
Essay/personal statements	34%	47%	19%
Recommendations	24%	54%	23%
Extracurricular/leadership activities	18%	57%	24%
Grit/motivation	13%	41%	47%
Class rank	12%	52%	37%
Talent (music, athletics, etc.)	10%	42%	49%
Interviews	9%	44%	48%
Legacy	8%	43%	49%
Academic interests	8%	43%	49%
Portfolio work	8%	18%	75%
Likelihood of enrolling	7%	32%	61%
Life circumstances including first-generation	7%	49%	45%
Demographics (race/ethnicity, gender, etc.)	6%	23%	72%
Residence (in-state, out-of-state)	3%	12%	85%
Financial resources	2%	17%	81%

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See findings for public institutions on next page.

No trendline data are available for this section as this is the first year these factors were measured in this study.

High school grades and standardized test scores were the top admissions selection criteria for both sectors among 18 criteria examined. On the next page, readers will notice that none of the public institution respondents reported that recommendations, interviews, or “grit/motivation” were very important factors in admissions decisions.

Table 15: Selective Four-Year Public Institutions—2014 Rankings of Influential Factors in Admissions Decisions, Ordered by the Rating of “Very Important” (Respondents were asked to “check as many as apply”)

Factor	Very Important	Somewhat Important	Not Important
High school grades	91%	7%	2%
Standardized test scores	86%	14%	0%
Courses taken	56%	40%	5%
Class rank	23%	44%	33%
Residence (in-state, out-of-state)	14%	12%	74%
Academic interests	12%	30%	58%
Demographics (race/ethnicity, gender, etc.)	9%	30%	61%
Essay/personal statements	7%	26%	67%
Life circumstances including first-generation	7%	42%	51%
Likelihood of enrolling	7%	9%	84%
Extracurricular/leadership activities	5%	30%	65%
Talent (music, athletics, etc.)	2%	35%	63%
Legacy	2%	26%	72%
Portfolio work	2%	21%	77%
Financial resources	2%	7%	91%
Recommendations	0%	33%	67%
Interviews	0%	7%	93%
Grit/motivation	0%	35%	65%

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At the median, the fee to confirm enrollment is running about \$25 higher at four-year private institutions compared to four-year public institutions.

Funnel benchmarks by admissions-related fees and fee waivers

More four-year public institutions than four-year private institutions require application fees and housing fees, as shown below in Tables 16 and 17. However, more four-year private institutions than four-year public institutions require a fee to confirm enrollment. Also worth noting: Reducing or waiving an application fee and reducing or waiving a fee to confirm enrollment appear to be popular practices among private and public institutions that require these fees, based on separate analyses described below.

Table 16: Four-Year Private Institutions—2014 Admissions-Related Fees and Fee Waivers for U.S. Students (Excludes International)

Fee Statistics	Application fee for online applications?	Application fee for paper applications?	Fee to confirm enrollment?	Housing fee?
YES, we have this fee	41%	50%	83%	63%
Fee amounts among those that have the fee:				
25th percentile	\$25.00	\$25.00	\$125.00	\$100.00
Median	\$35.00	\$30.00	\$200.00	\$200.00
75th percentile	\$45.00	\$45.00	\$250.00	\$275.00

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Table 17: Four-Year Public Institutions—2014 Admissions-Related Fees and Fee Waivers for U.S. Students (Excludes International)

Fee Statistics	Application fee for online applications?	Application fee for paper applications?	Fee to confirm enrollment?	Housing fee?
YES, we have this fee	88%	67%	47%	79%
Fee amounts among those that have the fee:				
25th percentile	\$26.25	\$25.00	\$100.00	\$100.00
Median	\$37.50	\$35.00	\$175.00	\$150.00
75th percentile	\$44.75	\$43.00	\$246.25	\$200.00

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As shown in the tables above, the most widely used fee among four-year private institutions is the fee to confirm enrollment, while the most widely used fee among four-year public institutions is the application fee for online applications.

A separate analysis that focused only on the institutions that charge application fees (online and paper combined) showed that **50 percent of the private institutions and 46 percent of the public institutions that charge application fees waive or reduce these fees in some circumstances.**

In addition, another separate analysis that focused only on institutions that charge a fee to confirm enrollment found that **46 percent of private institutions and 50 percent of public institutions that charge a fee to confirm enrollment waive or reduce that fee in some circumstances.**

Funnel benchmarks by the amount of the application fee

Although the data are incomplete, Table 18 below and Table 19 on the next page show that private institutions that charge a mid-range application fee tended to see higher yield rates at the median for both online and paper applications.

Table 18: Four-Year Private and Public Institutions—Fall 2014 FTIC Funnel Rates by Fee Amount for Online Applications, Including Institutions That Do Not Charge an Online Application Fee

Median Funnel Rates	Four-Year Private Institutions			Four-Year Public Institutions		
	No Online Application Fee	Online Application Fee > \$0.00 and < \$35.00	Online Application Fee > \$35.00	No Online Application Fee	Online Application Fee > \$0.00 and < \$35.00	Online Application Fee > \$35.00
Conversion rate from inquiry to application (all inquiries)	14%	13%	16%	NA	NA	29%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	10%	NA	NA	NA	NA	17%
Admit rate from application to admit (all applications)	65%	64%	66%	NA	70%	72%
Admit rate from application to admit (completed applications only)	90%	94%	84%	NA	NA	88%
Yield rate from admission to enrollment	24%	39%	24%	NA	38%	36%
Capture rate from deposited/confirmed to enrollment	90%	91%	92%	NA	NA	95%
Percentage of applicants completing application process	72%	65%	80%	NA	NA	84%
Percentage of students not identifying themselves before application	37%	NA	NA	NA	NA	34%

Table 18 at right focuses on fees for online applications, while Table 19 on the next page focuses on fees for paper applications.

Yield rates vary significantly by the amount of the online application fee, as shown in the table above. At four-year private institutions, the highest yields are seen at institutions that charge an application fee of more than \$0 but less than \$35.

Table 19: Four-Year Private and Public Institutions—Fall 2014 FTIC Funnel Rates by Fee Amount for Paper Applications, Including Institutions That Do Not Charge a Paper Application Fee

Median Funnel Rates	Four-Year Private Institutions			Four-Year Public Institutions		
	No Paper Application Fee	Paper Application Fee > \$0.00 and < \$35.00	Paper Application Fee > \$35.00	No Paper Application Fee	Paper Application Fee > \$0.00 and < \$35.00	Paper Application Fee > \$35.00
Conversion rate from inquiry to application (all inquiries)	15%	15%	14%	NA	NA	29%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	10%	10%	NA	NA	NA	NA
Admit rate from application to admit (all applications)	64%	65%	66%	NA	NA	73%
Admit rate from application to admit (completed applications only)	89%	91%	88%	NA	NA	89%
Yield rate from admission to enrollment	25%	32%	23%	NA	NA	34%
Capture rate from deposited/confirmed to enrollment	91%	91%	89%	NA	NA	95%
Percentage of applicants completing application process	73%	72%	74%	NA	NA	84%
Percentage of students not identifying themselves before application	37%	32%	NA	NA	NA	NA

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Similar to the previous table, yield rates for mail-in, paper applications for private institutions varied significantly by the amount of the paper application fee, as shown in the table above, with the highest yields are seen at institutions that charge a paper application fee of more than \$0 but less than \$35.

Funnel benchmarks by the amount of the enrollment confirmation fee

Like the findings for application fees shown on pages 13 and 14, the findings for enrollment confirmation fees show that private institutions that charge the highest fees tend to see lower yield rates at the median than their counterparts that charge a mid-range deposit fee (in this case, more than \$0 but less than \$200). This finding is likely due to the fact that these are selective institutions working with highly qualified applicants who have more options for their college choice, resulting in lower yields.

Table 20: Four-Year Private and Public Institutions—Fall 2014 FTIC Funnel Rates by the Amount of the Enrollment Confirmation Fee, Including Institutions That Do Not Charge This Fee

Median Funnel Rates	Four-Year Private Institutions			Four-Year Public Institutions		
	No Fee to Confirm Enrollment	Enrollment Confirmation Fee > \$0.00 and < \$200.00	Enrollment Confirmation Fee Application Fee > \$200.00	No Fee to Confirm Enrollment	Enrollment Confirmation Fee > \$0.00 and < \$200.00	Enrollment Confirmation Fee Application Fee > \$200.00
Conversion rate from inquiry to application (all inquiries)	NA	16%	15%	27%	NA	NA
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	NA	10%	9%	16%	NA	NA
Admit rate from application to admit (all applications)	NA	64%	65%	68%	NA	NA
Admit rate from application to admit (completed applications only)	NA	89%	89%	89%	NA	NA
Yield rate from admission to enrollment	NA	28%	25%	38%	NA	NA
Capture rate from deposited/confirmed to enrollment	NA	91%	90%	NA	NA	NA
Percentage of applicants completing application process	NA	73%	74%	77%	NA	NA
Percentage of students not identifying themselves before application	NA	38%	30%	42%	NA	NA

Although the data are incomplete, yield rates also vary by the amount of the enrollment confirmation fee for private institutions, as shown in Table 20 above, with higher yields seen at institutions that charge an enrollment confirmation fee of more than \$0 but less than \$200.

Funnel benchmarks by the amount of the housing fee

Like the findings for earlier fees shown on pages 13-15, the findings for housing fees also show that private institutions that charge the highest fees tend to see lower yield rates at the median than their counterparts that charge a mid-range deposit fee (in this case, more than \$0 but less than \$200). Again, this finding is likely due to the fact that these are selective institutions working with highly qualified applicants who have more options for their college choice, resulting in lower yields.

Table 21: Four-Year Private and Public Institutions—Fall 2014 FTIC Funnel Rates by the Amount of the Housing Fee, Including Institutions That Do Not Charge This Fee

Median Funnel Rates	Four-Year Private Institutions			Four-Year Public Institutions		
	No Housing Fee	Housing Fee > \$0.00 and < \$200.00	Housing Fee > \$200.00	No Housing Fee	Housing Fee > \$0.00 and < \$200.00	Housing Fee > \$200.00
Conversion rate from inquiry to application (all inquiries)	15%	15%	15%	NA	27%	NA
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	11%	7%	8%	NA	NA	NA
Admit rate from application to admit (all applications)	66%	64%	64%	NA	72%	NA
Admit rate from application to admit (completed applications only)	89%	92%	88%	NA	94%	NA
Yield rate from admission to enrollment	25%	32%	24%	NA	38%	NA
Capture rate from deposited/confirmed to enrollment	91%	90%	91%	NA	NA	NA
Percentage of applicants completing application process	74%	69%	73%	NA	80%	NA
Percentage of students not identifying themselves before application	36%	39%	34%	NA	NA	NA

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For private institutions, yield rates also vary by the amount of the housing fee.

Visit www.noellevitz.com/
Benchmark Reports to access our complete series of Benchmark Poll Reports.

Appendix A: 8 ways to get the most from funnel benchmarks

This report has continued Noel-Levitz's longstanding research into recruitment funnel conversion and yield rates. Why? Because admissions funnel data remain one of the best resources available to project enrollment for today's colleges and universities.

The following are some specific suggestions for how colleges and universities can get the most value from funnel tracking efforts in today's environment. For further information or discussion, consider arranging a complimentary telephone consultation with a Noel-Levitz enrollment consultant.

1. **Use multiple funnels when you track your institution's funnel data.** As this report has demonstrated, different types of students convert and yield at different rates, so it is no longer possible to use a "one-size-fits-all" funnel. We recommend that most four-year public and private campuses should, at minimum, be tracking separate funnels for traditional and non-traditional-age freshmen, transfers, in-state, out-of-state, international, and paper vs. online applicants. In addition, separate funnels should be tracked for those who enter at the application stage (secret shoppers) vs. those who enter at the inquiry stage.
2. **Fine-tune your enrollment predictions by comparing your current admissions funnel data to your institution's funnel data from previous years.** It is essential that every institution look back at its own internal benchmarks *first*, even before examining external benchmarks such as those in this report. By examining your institution's historic conversion rates at each stage of the admissions cycle and for each type of applicant, you can better predict where your future enrollment will end up as each day and week of the admissions cycle unfolds.

For effective internal benchmark comparisons, we advise our client institutions to store and analyze three to five years of comparative data. To more fully understand how to use this historical trend data to predict and influence enrollment, see the table and illustrations on pages 2 and 3 of the Noel-Levitz white paper, *7 Categories of Admissions Data to Guide Decision-Making*, available at www.noellevitz.com/AdmissionsData.

3. **Fine-tune your admissions strategy by using internal and external funnel benchmarks to more quickly identify strengths and challenges/opportunities, and keep building more efficient and effective programs for student recruitment and admission.** For example, in places where you see that your funnel rate is significantly lower than a given benchmark, you may find that you need to initiate new activities aimed at raising your rate. Or, in cases where you see that your rate is above a given benchmark, you may decide to build on that area as a particular strength of your admissions/recruitment/marketing program.
4. **Go beyond predictions to set more realistic enrollment goals based on multiple funnels.** By using multiple funnels and knowing what to expect based on your institution's past trend data and the benchmarks in this report, your enrollment team should be able to set more realistic goals and subgoals for the populations you are targeting, including goals for specific funnel conversion rates.

A recruitment funnel, defined:

A predictive set of metrics for forecasting enrollment yields. The funnel captures the rates of movement of prospective students toward enrollment at key intervals, such as the percentage of admitted students who enroll. Although it is changing, the recruitment funnel paradigm continues to help enrollment teams accurately forecast enrollment yields just as well or better than any other system of metrics.

5. **Take your funnels to the next level.** The external benchmarks in this report and the internal benchmarks you track at your institution cannot explain everything that is happening. Because your institution's students are unique, it's important to keep tracking and finding unique factors that influence your institution's funnel rates, based solely on your institution's trend data even where outside benchmarks are unavailable. While this evaluation process may sound time-consuming, the payoff is often worthwhile, as it allows institutions to more accurately predict enrollment for each term. For example, consider tracking the enrollment likelihood of your applicant and admitted pools each year compared to the enrollment likelihood of previous years' pools through such means as predictive modeling, the numeric order in which your applicants listed your institution when filling out the FAFSA or registering for the ACT, and the financial needs and academic credentials of this year's pools compared to previous years' pools.
6. **Explore the influence of visit days on your conversion and yield rates.** If you aren't doing so already, we encourage you to compare the visitor benchmarks in this report to your own rates for converting visitors to applicants, your own yield rates on visitors, etc. Tracking visitors separately is an excellent practice, because doing so allows you to test the impact of any improvements you may be able to make in the ways you attract and host/inform students and parents who visit. Be sure to track not only visitor volume, but also the conversion and yield rates of those who visit.
7. **Explore the influence of your admissions fees on your conversion and yield rates.** In some cases, changing the amount of a fee (higher or lower) or changing the types of admissions fees that students must pay can lead to increased or decreased enrollments. Consider testing a different fee level to see if it changes your results (be sure to track the change all the way through the funnel). To set up a test, keep in mind the findings shown in Tables 16 to 21.
8. **Pay attention to secret shoppers.** Secret shoppers do not enter the funnel prior to applying. This trend has many implications for reframing college admissions programs, including: 1) the need to treat a portion of the applicant pool similarly to how you would treat inquiries, 2) the need to place greater emphasis on purchased names as a way to identify prospective students, and 3) the need to develop new metrics, such as the percentage of purchased names who enroll and the percentage of non-secret-shopper inquiries who apply.

Questions? Want to discuss your funnel data with a consultant? For further information or discussion, consider arranging a complimentary telephone consultation with one of our enrollment management consultants.

Appendix B: Fall 2014 funnel ratios with 25th and 75th percentile findings

Why do we report the 25th and 75th percentiles? See page 21 for an explanation.

Table B1: Recruitment Funnel Ratios for Full-Time FTIC Students and Transfer Students

Funnel Rates		Four-Year Private				Four-Year Public	
		First-Year Students Fall 2014	First-Year Students Fall 2013	Transfer Students Fall 2014	Transfer Students Fall 2013	First-Year Students Fall 2014	First-Year Students Fall 2013
Conversion rate from inquiry to application (all inquiries)	25th percentile	9.1%	9.3%	31.0%	34.3%	22.0%	23.2%
	Median	15.2%	15.3%	46.4%	48.6%	30.0%	33.6%
	75th percentile	22.2%	23.9%	62.8%	69.1%	36.9%	42.0%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	25th percentile	6.4%	6.5%	13.9%	10.4%	12.6%	13.3%
	Median	8.6%	9.4%	24.1%	21.0%	16.9%	19.2%
	75th percentile	15.3%	15.3%	30.1%	35.1%	26.8%	28.3%
Admit rate from application to admit (all applications)	25th percentile	55.0%	54.4%	47.0%	45.4%	57.8%	57.5%
	Median	64.8%	64.0%	56.0%	55.1%	70.1%	67.1%
	75th percentile	72.7%	71.5%	63.9%	62.2%	74.6%	74.7%
Admit rate from application to admit (completed applications only)	25th percentile	82.8%	80.6%	84.0%	84.4%	77.8%	73.1%
	Median	89.1%	88.7%	92.7%	93.0%	88.9%	88.1%
	75th percentile	94.7%	94.2%	96.3%	95.9%	95.0%	94.7%
Yield rate from admission to enrollment	25th percentile	20.4%	20.6%	43.6%	44.8%	29.7%	29.2%
	Median	25.7%	26.8%	49.8%	49.4%	36.3%	37.2%
	75th percentile	36.0%	39.0%	56.9%	56.9%	41.6%	42.0%
Capture rate from deposited/confirmed to enrollment	25th percentile	86.9%	85.4%	80.6%	79.5%	89.3%	90.4%
	Median	90.6%	90.1%	86.2%	86.1%	93.5%	95.0%
	75th percentile	93.6%	94.9%	92.9%	94.6%	96.5%	97.2%
Percentage of applicants completing application process	25th percentile	61.3%	61.2%	52.6%	52.2%	73.3%	69.5%
	Median	73.3%	72.4%	62.6%	62.3%	82.2%	82.1%
	75th percentile	81.9%	81.7%	74.6%	73.3%	87.9%	88.1%
Percentage of students not identifying themselves before application	25th percentile	21.0%	23.0%	30.3%	32.3%	22.9%	22.6%
	Median	35.8%	31.7%	50.4%	51.6%	35.3%	31.9%
	75th percentile	44.9%	39.8%	64.4%	66.8%	46.3%	50.2%

Transfer student breakdowns at the first and third quartile for public institutions are available upon request.

Table B2: Recruitment Funnel Ratios for Full-Time FTIC In-State Vs. Out-of-State vs. International Students

Funnel Rates		Four-Year Private			Four-Year Public		
		In-State First-Year Students	Out-of-State First-Year Students	International First-Year Students	In-State First-Year Students	Out-of-State First-Year Students	International First-Year Students
Conversion rate from inquiry to application (all inquiries)	25th percentile	13.5%	6.2%	24.1%	29.8%	12.8%	55.4%
	Median	20.4%	8.9%	40.9%	38.3%	19.2%	81.3%
	75th percentile	29.1%	15.5%	85.9%	49.6%	31.1%	100.0%
Conversion rate from inquiry to application (not counting inquiries who made their first contact by submitting an application)	25th percentile	10.2%	4.2%	6.5%	19.6%	6.0%	NA
	Median	13.2%	5.3%	12.3%	24.6%	12.2%	NA
	75th percentile	17.5%	9.0%	23.3%	35.4%	19.1%	NA
Admit rate from application to admit (all applications)	25th percentile	56.9%	57.0%	25.0%	64.2%	58.4%	37.9%
	Median	68.1%	64.0%	41.6%	73.7%	67.5%	47.3%
	75th percentile	75.4%	73.9%	59.7%	80.4%	71.6%	57.1%
Admit rate from application to admit (completed applications only)	25th percentile	81.0%	80.1%	62.2%	72.4%	78.7%	75.3%
	Median	89.4%	88.9%	87.6%	85.5%	89.7%	86.8%
	75th percentile	95.3%	95.2%	95.5%	93.3%	97.7%	98.2%
Yield rate from admission to enrollment	25th percentile	24.5%	15.6%	18.2%	33.1%	16.0%	26.1%
	Median	31.1%	24.4%	29.9%	37.0%	23.0%	35.4%
	75th percentile	41.0%	31.1%	55.6%	50.3%	29.3%	50.7%
Capture rate from deposited/confirmed to enrollment	25th percentile	87.1%	85.1%	75.0%	91.0%	82.0%	70.0%
	Median	90.4%	90.9%	89.5%	93.3%	88.5%	88.3%
	75th percentile	94.2%	95.2%	100.0%	96.1%	93.3%	100.0%
Percentage of students not identifying themselves before application	25th percentile	17.5%	26.5%	56.0%	16.1%	24.0%	59.1%
	Median	26.8%	38.2%	69.1%	28.5%	42.5%	72.2%
	75th percentile	37.4%	57.2%	86.5%	40.7%	52.3%	88.3%

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Table B3: Recruitment Funnel Ratios for Full-Time FTIC Students by Type of Application, Fall 2014

Note that no public institution data are available for paper applications, the Common Application, or other outside agency applications due to the small number of public institution respondents who reported these data.

Funnel Rates		Four-Year Private				Four-Year Public	
		Your Institution's Online Application	Your Institution's Paper Application	Common Application	Another Outside Agency's Application*	Your Institution's Online Application	Your Institution's Paper Application
Admit rate from application to admit (all applications)	25th percentile	52.9%	48.5%	68.6%	37.4%	53.6%	NA
	Median	59.7%	71.1%	73.5%	49.5%	64.2%	NA
	75th percentile	70.5%	83.0%	76.6%	68.2%	75.2%	NA
Admit rate from application to admit (completed applications only)	25th percentile	81.1%	82.8%	77.2%	74.0%	70.6%	NA
	Median	88.4%	90.3%	86.0%	87.9%	86.2%	NA
	75th percentile	94.7%	100.0%	93.0%	91.9%	92.6%	NA
Yield rate from admission to enrollment	25th percentile	26.0%	18.4%	13.3%	14.1%	30.7%	NA
	Median	32.1%	34.1%	15.4%	16.7%	36.4%	NA
	75th percentile	40.9%	52.7%	23.9%	20.6%	44.5%	NA
Capture rate from deposited/confirmed to enrollment	25th percentile	85.4%	87.0%	88.8%	76.1%	88.5%	NA
	Median	89.9%	96.2%	92.0%	87.3%	92.6%	NA
	75th percentile	93.2%	100.0%	93.3%	94.3%	93.8%	NA
Percentage of applicants completing application process	25th percentile	61.9%	68.2%	82.3%	43.5%	70.1%	NA
	Median	71.1%	85.4%	87.4%	54.9%	78.5%	NA
	75th percentile	83.1%	93.4%	94.0%	76.4%	85.9%	NA

* Outside applications were defined as any applications received from first-year students via an outside agency other than the Common Application such as an agency that conducted an application-generating campaign. (There are many such agencies.)

Table B4: Recruitment Funnel Ratios for Visitors From the High School Graduating Class of 2014 (Seniors)

Funnel Rates		Four-Year Private	Four-Year Public
Conversion rate from inquiry to application (all inquiries)	25th percentile	57.2%	62.4%
	Median	64.3%	66.5%
	75th percentile	75.4%	77.9%
Admit rate from application to admit (all applications)	25th percentile	84.1%	76.5%
	Median	91.4%	88.1%
	75th percentile	93.5%	93.2%
Yield rate from admission to enrollment	25th percentile	38.4%	45.2%
	Median	46.2%	55.7%
	75th percentile	58.2%	61.0%

Why do we report the 25th and 75th percentiles?

These quartiles are provided to make comparisons more precise for readers. For example, the quartiles at left show that the middle 50 percent of respondents from four-year private institutions (the first column of Table B4) reported a conversion rate between 57.2 percent (the 25th percentile) and 75.4 percent (the 75th percentile). In addition, one can observe that 25 percent of respondents in the data set were below 57.2 percent and 25 percent of respondents in the data set were above 75.4 percent.

Responding institutions

Representatives from 149 four-year colleges and universities participated in Noel-Levitz's 2014 electronic poll of new student recruitment funnels. Respondents included 106 four-year private institutions and 43 four-year public institutions. The poll was completed between October 2 and October 23, 2014. Below is a list of institutions that participated.

Note: Noel-Levitz conducts this study every two years. For previous reports, visit www.noellevitz.com/Benchmarks.

Thank you to those who participated. Sign up to receive additional reports and information updates by email at www.noellevitz.com/Subscribe.

Four-year private institutions

Note: Any participating two-year private colleges are included among the four-year private institutions.

Aaniiih Nakoda College (MT)
Abilene Christian University (TX)
Alma College (MI)
Arizona Christian University (AZ)
Asbury University (KY)
Aurora University (IL)
Baptist University of the Americas (TX)
Bluefield College (VA)
Bluffton University (OH)
Bryant University (RI)
Buena Vista University (IA)
Cabarrus College of Health Sciences (NC)
Cairn University (PA)
Calvin College (MI)
Capital University (OH)
Cardinal Stritch University (WI)
Carson-Newman University (TN)
Catawba College (NC)
Central Baptist College (AR)
Chapman University (CA)
Cleveland University-Kansas City (KS)
Coe College (IA)
Columbia College Chicago (IL)
Concordia University Texas (TX)
Corban University (OR)
Cornerstone University (MI)
Davenport University (MI)
Defiance College, The (OH)
Drake University (IA)
East Texas Baptist University (TX)
Eastern Nazarene College (MA)
Edgewood College (WI)
Evangel University (MO)
Ferrum College (VA)
Florida Institute of Technology (FL)
Franciscan University of Steubenville (OH)
Franklin College of Indiana (IN)
Freed-Hardeman University (TN)
Fresno Pacific University (CA)
Gordon College (MA)
Greenville College (IL)
Grove City College (PA)
Hastings College (NE)
Hood College (MD)
Houston Baptist University (TX)
Illinois College (IL)
Illinois Institute of Technology (IL)
Indiana Tech (IN)
Indiana Wesleyan University (IN)
John Brown University (AR)
King University (TN)
Lee University (TN)

LeTourneau University (TX)
Loyola University Maryland (MD)
Lynn University (FL)
MacMurray College (IL)
Manhattanville College (NY)
Marist College (NY)
Master's College and Seminary, The (CA)
Mills College (CA)
Milwaukee Institute of Art & Design (WI)
Mount Ida College (MA)
Mount Saint Mary College (NY)
Mount St. Mary's University (MD)
Mount Vernon Nazarene University (OH)
New Hampshire Institute of Art (NH)
North Park University (IL)
Northwest Nazarene University (ID)
Norwich University (VT)
Ohio Wesleyan University (OH)
Oral Roberts University (OK)
Otterbein University (OH)
Pace University (NY)
Pacific Union College (CA)
Patrick Henry College (VA)
Queens University of Charlotte (NC)
Quincy University (IL)
Regis University (CO)
Rhodes College (TN)
Rocky Mountain College (MT)
School of the Art Institute of Chicago (IL)
Seattle University (WA)
Seton Hall University (NJ)
Southwestern Assemblies of God University (TX)
St. Bonaventure University (NY)
St. Edward's University (TX)
Sterling College (KS)
Stillman College (AL)
Stonehill College (MA)
Texas Wesleyan University (TX)
University of Dallas (TX)
University of Delaware (DE)
University of New England (ME)
University of Northwestern-St. Paul (MN)
University of Sioux Falls (SD)
University of St. Thomas (TX)
Villa Maria College of Buffalo (NY)
Walsh University (OH)
Warren Wilson College (NC)
Wartburg College (IA)
Westminster College (MO)
Whitworth University (WA)
Wilmington College (OH)
Wisconsin Lutheran College (WI)
Wittenberg University (OH)
York College of Pennsylvania (PA)

Four-year public institutions

Alfred State College (NY)
Angelo State University (TX)
Arizona State University (AZ)
Bemidji State University (MN)
Boise State University (ID)
Bowie State University (MD)
Bridgewater State University (MA)
College of New Jersey, The (NJ)
Colorado Mesa University (CO)
Delta State University (MS)
Eastern Kentucky University (KY)
Florida Atlantic University (FL)
Fort Lewis College (CO)
James Madison University (VA)
Kennesaw State University (GA)
Lake Superior State University (MI)
Lamar University (TX)
Longwood University (VA)
Mississippi University for Women (MS)
Missouri Southern State University (MO)
New Mexico State University Main Campus (NM)
Northern Michigan University (MI)
Ohio University Main Campus (OH)
Portland State University (OR)
Salem State University (MA)
Slippery Rock University of Pennsylvania (PA)
South Dakota School of Mines and Technology (SD)
Tennessee Technological University (TN)
University at Albany-SUNY (NY)
University at Buffalo-SUNY (NY)
University of Houston-Victoria (TX)
University of Minnesota-Morris (MN)
University of Northern Iowa (IA)
University of South Dakota, The (SD)
University of Southern Mississippi (MS)
University of Toledo (OH)
University of Vermont (VT)
University of West Florida (FL)
University of Wisconsin-Milwaukee (WI)
University of Wyoming (WY)
Washburn University (KS)
West Texas A&M University (TX)
Western Illinois University (IL)

About Noel-Levitz and our higher education research

A trusted partner to higher education, Noel-Levitz focuses on strategic planning for enrollment and student success. Our consultants work side-by-side with campus executive teams to facilitate planning and to help implement the resulting plans.

To help educators stay on top of the many changes in higher education, Noel-Levitz regularly conducts trend research and shares its findings widely, including with higher education media, through a variety of low-cost or no-cost information tools:

Quarterly e-polls on enrollment trends

We conduct three or four brief nationwide polls via email each year to report on the latest outcomes, strategies, budgets, and planning practices in college and university enrollment management, often with separate findings for four-year and two-year, public and private institutions.

Annual surveys of high school students

We interview at least 1,000 college-bound high school students each year to report on their changing use of the latest electronic technologies and the types of information they are seeking. The findings appear in our *E-Expectations* Report Series.

Annual proprietary data reviews

We use our aggregated proprietary data to report on the changing attitudes and motivations of freshmen and second-year students, the changing priorities and satisfaction levels of currently enrolled students and parents, and the latest trends in tuition discounting.

On-campus observations and campus research

In addition to the data collection mentioned above, our many campus research projects and observations while consulting add substantially to our insights and understanding of current trends in the marketplace.

Each year, our 40 full-time and 60 associate consultants meet regularly with the leaders of more than 300 colleges and universities to accomplish institutional goals for student recruitment, marketing, student retention, strategic enrollment planning, and strategic enrollment management. Noel-Levitz staff also conduct more than 400 custom research projects, deliver assessment tools for student success and retention to more than 900 institutions, and present to more than 5,000 educators who attend our conferences, workshops, and webinars.

Learn more about our research at www.noellevitz.com/PapersandResearch.

Would you like a presentation of the findings, including expert recommendations for updating your institution's strategies and tactics?

Noel-Levitz consultants are available to present or discuss the findings of this report in person or in a conference call. To help you take your institution's recruiting to the next level, we can include custom recommendations for your specific situation.

For details, contact Noel-Levitz at 1-800-876-1117 or ContactUs@noellevitz.com.

Questions about this report? Want to discuss the findings?

We hope you found this report to be helpful and informative. If you have questions or would like additional information about the findings, please contact Noel-Levitz at 1-800-876-1117 or ContactUs@noellevitz.com.

Watch for
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