

Using Evidence-Based Practices to Improve Operations: A Case Study in Admissions

Campus Life & University Relations:

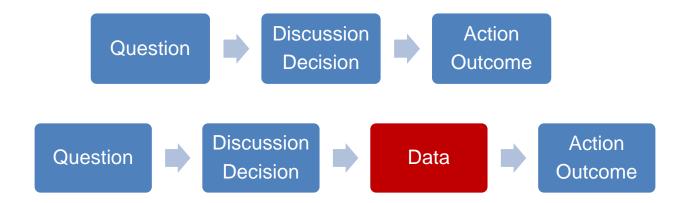
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Presented at the Wichita State University Assessment Symposium, March 15th, 2012

Decision Making Processes

- Non-evidence-based process
 - Deductive
 - Intuition, past actions, anecdotal, political
 - Assessment occurs AFTER action

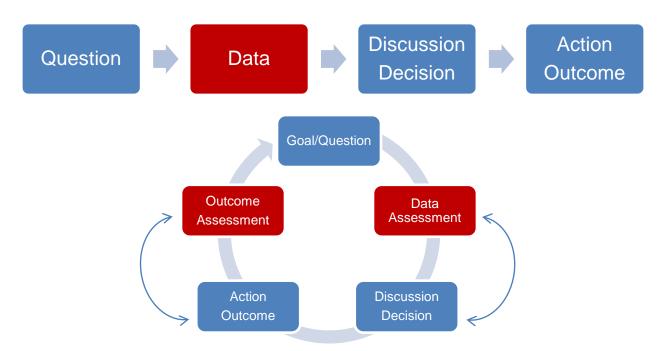


"How can we increase the number of applications?"



Decision Making Processes

- Evidence-based process
 - Inductive process (grounded theory)
 - Data/information contextualizes discussion
 - Assessment occurs BEFORE action

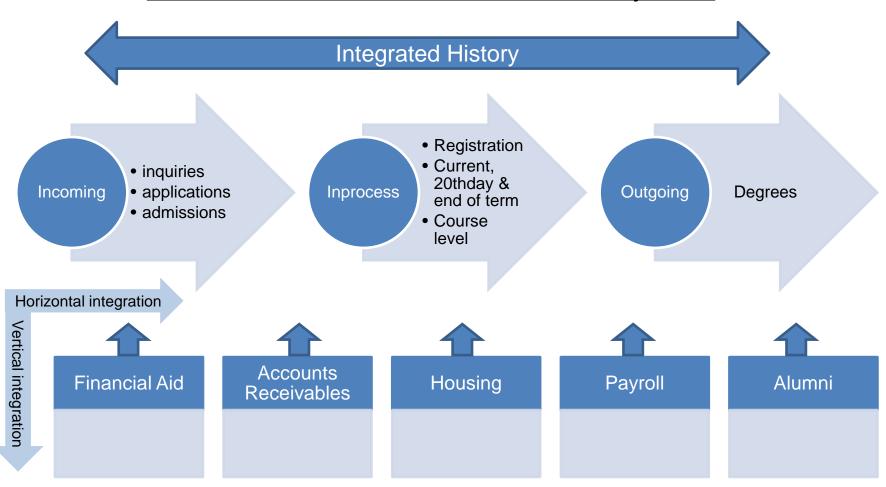


"How can we increase the number of applications?"



Business Intelligence and Predictive Modeling Project (BIPM)

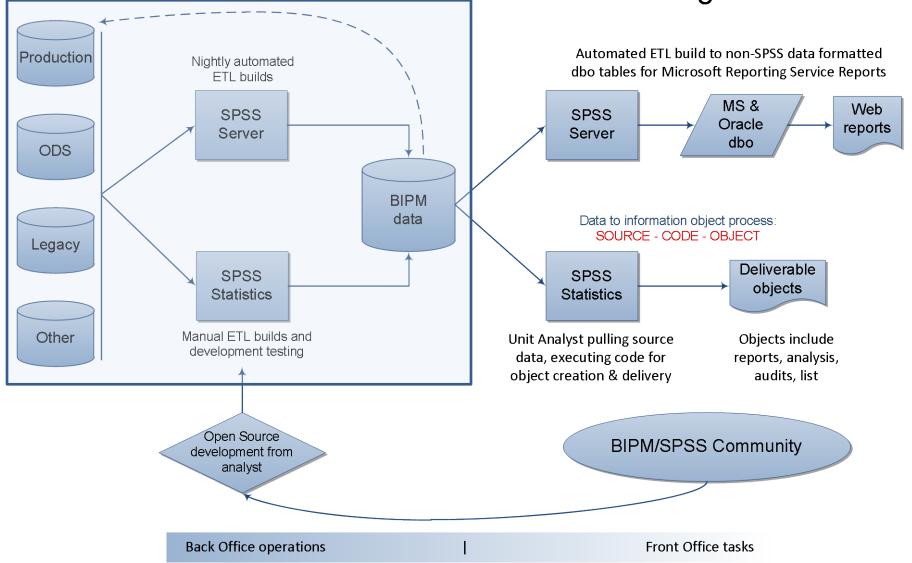
Unified Student and Course Data System





Business Intelligence and Predictive Modeling (BIPM)

SPSS Data-to-Information Processing



Targeting recruitment for greater yields:

"How can we increase the number of applications?"

- Individual-level approach
 - □ Identifying high yield recruits
 - □ Probability estimation models
- Structural-level approach
 - ☐ Identifying high yield institutions and geographic areas
 - □ Classification/segmentation propensity models

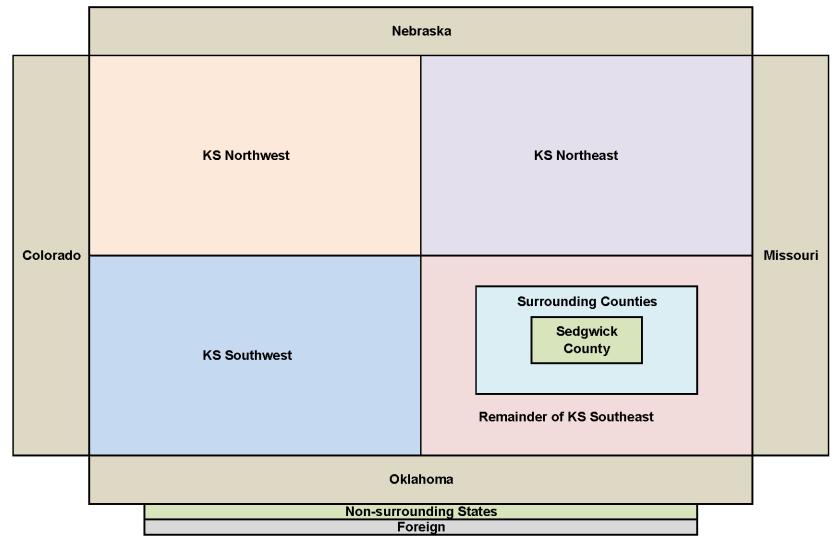


Individual-level:

- RTAP "Recruit-To-Applicant-Probability"
 - □ Probability estimate of moving from a prospect to an applicant
 - ☐ Score ranges from 0% to 99.99%
- ➤ Recruit population High School Seniors (SR)
- Model predictors
 - □Sex, under-represented minority, college division major code, undecided major, primary source, WSU Kansas Area Map



WSU Kansas Area Map:





RTAP Recruit-to-applicant-probability:

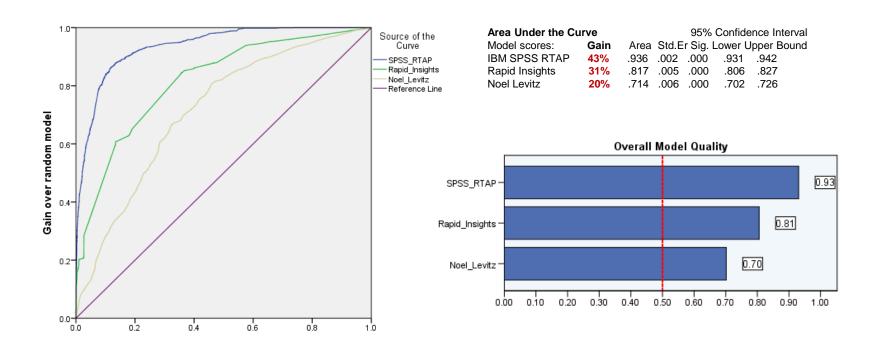
RTAP scores range from 0 to 99.99 and are read as a percentage likelihood of a recruit becoming an applicant. Scores are refreshed & uploaded to Banner (SORTEST) daily.

term se	x raceth	mcg_div	mcg_undecided	primary_source18	kansas_map	RTAP
201310 F	w hite non hispanic	LAS Other	un <u>dec</u> ide <u>d m</u> ajr	UG tape list loads	KS (northeast)	6.75
201310 F	missing	LAS Other	undecided majr	UG process update inquiry	KS (northeast)	72.76
201310	missing	Education	decided majr	UG programming update	KS MSA wo Sedg	0.82
201310 M	w hite non hispanic	Engineering	decided majr	UG process update inquiry	KS MSA w o Sedg	95.71
201310 M	w hite non hispanic	LAS Social Sciences	decided majr	UG off campus recruit prg	KS Segdwick	21.54
201310 F	missing	LAS Other	decided majr	UG off campus recruit prg	KS Segdw ick	22.44
201310 F	black non hispanic	LAS Nat Sci and Math	decided majr	UG process update inquiry	non surrounding states	89.78
201310 F	multiple race non hispanic	Health Professions	decided majr	UG process update inquiry	KS (southw est)	89.09
201310 F	black non hispanic	Education	undecided majr	UG visit	KS Segdw ick	20.81
201310 M	w hite non hispanic	Fine Arts	decided majr	UG process update inquiry	KS (northeast)	90.88
201310 M	missing	LAS Other	decided majr	UG Referral	non surrounding states	7.95
201310 F	w hite non hispanic	Health Professions	decided majr	UG process update inquiry	KS Segdw ick	98.48
201310	missing	Engineering	decided majr	UG programming update	KS (southeast exc MSA & Sedg)	0.56
201310 M	missing	Engineering	undecided majr	UG process update inquiry	KS Segdw ick	97.46
201310	missing	LAS Other	undecided majr	UG programming update	KS Segdw ick	1.03
201310 M	w hite non hispanic	Engineering	undecided majr	UG process update inquiry	Nebraska	80.89
201310 F	w hite non hispanic	Fine Arts	decided majr	UG direct inquiry	non surrounding states	16.23
201310 F	w hite non hispanic	Education	decided majr	UG direct inquiry	Oklahoma	11.77
201310 M	hispanic	Engineering	decided majr	UG direct inquiry	Colorado	16.12
201310 M	black non hispanic	Engineering	decided majr	UG direct inquiry	non surrounding states	18.89
201310 M	missing	Engineering	decided majr	UG direct inquiry	KS (southeast exc MSA & Sedg)	15.67
201310 M	w hite non hispanic	LAS Other	undecided majr	UG tape list loads	KS Segdw ick	33.38
201310 N	missing	Business	decided majr	UG on campus recruit prg	KS Segdwick	1.04
201310 F	black non hispanic	Health Professions	decided majr	UG on campus recruit prg	KS Segdw ick	50.22



Comparison of Modeling Performance:

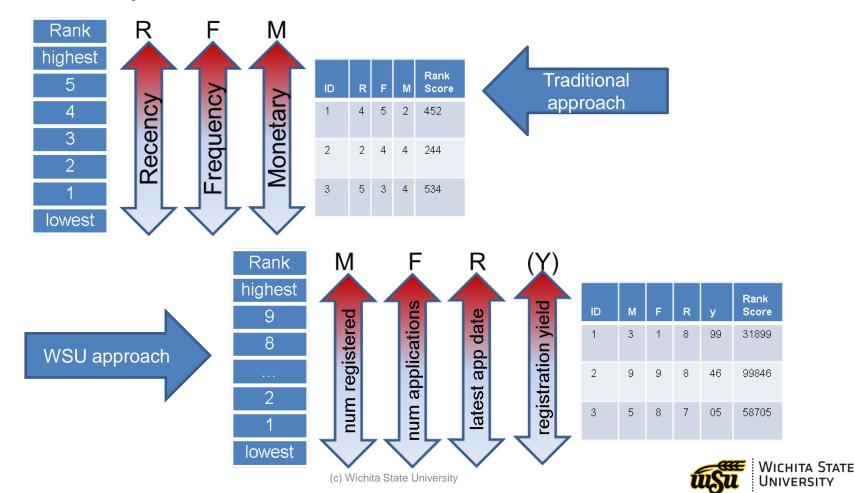
Predicting Student Recruit-to-Applicant Probability (RTAP scores)





Structural-level:

- Institutional/geographic focus ranked on yield
- RFM analysis



Structural-level:

- MFR(Y) scoring a rank measure ranging from 11100 (lowest) to 99999 (highest)
- Can be used singularly to recruit from an entity or in combination with RTAP student scores
- ➤ Institutional/Geographic scores
 - □WSU High School Feeders (AR1)
 - □ Community College Feeders (AR2)
 - □ Kansas College Feeders(AR3)
 - ☐ Kansas Zip codes (AR4)
 - □ All Kansas High Schools (AR5)
 - □ All Kansas Community Colleges (AR6)



Structural-level:

MFRy scores range from 11100 to 99999 in which higher scores denote entities with greater ROI.

								MFRy
								rank
term s		mcg_div	mcg_undecided	. , , –	kansas_map	RTAP	MFRy	(10=high)
201 <u>310</u> F	w hite non hispanic	LAS Other	undecided majr	UG tape list loads	KS (northeast)	6.75	<u>58</u> 805	6
201310 F	missing	LAS Other	undecided majr	UG process update inquiry	KS (northeast)	<u>72.</u> 76	88539	9
201310	missing	Education	decided majr	UG programming update	KS MSA w o Sedg	0.82	99945	10
201310 M	w hite non hispanic	Engineering	decided majr	UG process update inquiry	KS MSA wo Sedg	95.71	99860	10
201310 F	w hite non hispanic	Fine Arts	decided majr	UG direct inquiry	non surrounding states	16.23	34133	4
201310 F	w hite non hispanic	Education	decided majr	UG direct inquiry	Oklahoma	<u>11.</u> 77	15300	2
201310 M	w hite non hispanic	LAS Social Sciences	decided majr	UG off campus recruit prg	KS Segdw ick	21.54	99955	10
201310 F	missing	LAS Other	decided majr	UG off campus recruit prg	KS Segdw ick	22.44	99955	10
201310 F	black non hispanic	LAS Nat Sci and Math	decided majr	UG process update inquiry	non surrounding states	89.78	78531	8
201310 F	multiple race non hispanic	Health Professions	decided majr	UG process update inquiry	KS (southwest)	89.09	99846	10
201310 F	black non hispanic	Education	undecided majr	UG visit	KS Segdw ick	20.81	99945	10
201310 M	w hite non hispanic	Fine Arts	decided majr	UG process update inquiry	KS (northeast)	90.88	77536	8
201310 M	1 missing	LAS Other	decided majr	UG Referral	non surrounding states	7.95	88847	9
201310 F	w hite non hispanic	Health Professions	decided majr	UG process update inquiry	KS Segdwick	98.48	99937	10
201310	missing	Engineering	decided majr	UG programming update	KS (southeast exc MSA & Sedg)	0.56	35625	4
201310 M	1 missing	Engineering	undecided majr	UG process update inquiry	KS Segdwick	97.46	99860	10
201310	missing	LAS Other	undecided majr	UG programming update	KS Segdw ick	1.03	31899	3
201310 M	w hite non hispanic	Engineering	undecided majr	UG process update inquiry	Nebraska	80.89	34533	4
201310 N	l hispanic	Engineering	decided majr	UG direct inquiry	Colorado	16.12	78531	8
201310 N	black non hispanic	Engineering	decided majr	UG direct inquiry	non surrounding states	18.89	31199	3
201310 M	1 missing	Engineering	decided majr	UG direct inquiry	KS (southeast exc MSA & Sedg)	15.67	34533	4
201310 M	w hite non hispanic	LAS Other	undecided majr	UG tape list loads	KS Segdwick	33.38	78531	8
201310 N	missing	Business	decided majr	UG on campus recruit prg	KS Segdw ick	1.04	88847	9
201310 F	black non hispanic	Health Professions	decided majr	UG on campus recruit prg	KS Segdw ick	50.22	99922	10



Identifying at-risk students:

- > Incoming
 - □INCS (HS Senior academic ability score)
 - □ APAP (Applicant probability to be on academic probation 1st year of enrollment)
 - □ Remedial education need
- > In process
 - ☐ Basic skills completion status
 - ☐ High D/F grade courses registration
 - □ Current Academic status (e.g., gpa, probation)
 - □ Academic history status (e.g., <gpa, <hrs, <terms)
 - □ Financials



Monitoring Performance



- > Weekly tri-semester report
- Forecasting
- > Feeder reports
- > Data audits



Fall Application Weekly Freeze Data
Fall Cycle starts the 3rd week of September and ends the 20th day week of Fall, see page 5 for definitions.

All Applications (includes	mcomplete		Semester	essed app	reations):	last 2 y	vo or	5 yr					
ast 7 Week Review:	2008	2009	2010	2011	2012	diff			high point)				
01/02/2012	3,373	3,401	3,227	3,354	3,945	591	17.6%	tierius (*	Stoplig				
01/09/2012	3,523	3,521	3,313	3,531	4,133	602	17.0%			% or gre	eater		
01/16/2012	3,755	3,725	3,476	3,725	4,339	614	16.5%			% to 4.9			
01/23/2012	3,921	3,939	3,663	3,964	4,533	569	14.4%			ss than			
01/30/2012	4.172	4,162	3,867	4,226	4,794	568	13.4%		- 10	755 (11011	070		
02/06/2012	4.476	4,412	4,095	4,396	5,041	645	14.7%						
02/13/2012	4,665	4.684	4,325	4,581	5,254	673	14.7%						
Current Freeze Week:	2008	2009	2010	2011	2012	diff	pct chg	trends					
Total	4,665	4,684	4,325	4,581	5,254	673	14.7%	101105	UG = U	ndergra	duate Do	mestic	
UG	3,232	3,277	3,137	3,333	3,787	454	13.6%		IE = Inte	ernation	al Educ L	Indergrad	fuate
ΙE	217	161	155	199	202	3 🔘	1.5%	$\overline{}$	GR= Gr	aduate l	Domestic	& Interna	ational
GR	1,216	1,246	1,033	1,049	1,265	216 🔵	20.6%	\sim					
Processed Applications O	nly (exclud	es incompl	ete and in-	process ap	plications):							
Current Freeze Week:	2008	2009	2010	2011	2012	diff	pct chg	trends					
Total	2,607	2,536	2,561	2,771	3,101	330	11.9%	_					
UG	2,352	2,285	2,316	2,499	2,759	260	10.4%						
IE	77	66	63	70	69	-1 🚇	-1.4%						
GR	178	185	182	202	273	71 🔵	35.1%	_					
UG Freshmen	2,039	1,967	2,016	2,158	2,438	280 🔵	13.0%						
UG Transfer	306	306	294	332	316	-16 🔘	-4.8%						
UG non-degree	6	12	6	9	5	-4 🔘	-44.4%	$\overline{}$					
IE Freshmen	21	31	31	29	42	13 🔵	44.8%						
IE Transfer	45	30	27	32	16	-16 🔴	-50.0%	_					
IE non-degree	0	0	1	0	1	1_	n/a	~~					
IL Horr-degree			4	9	10	1 🔘	11.1%	•					
IE Intensive English	11	5	4	9	10								
IE Intensive English GR degree-bound	176	185	180	201	268	67 🔴	33.3%						
IE Intensive English									F-11		b	:. A	
IE Intensive English GR degree-bound GR non-degree	176 2	185 0	180 2	201 1	268 5	67 (4	33.3% 400.0%	\equiv		I registra er Regist		ins in Apr	
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol	176 2	185 0	180 2	201 1	268 5	67 (4	33.3% 400.0% os):	trends					stered
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol	176 2 I Apps Only	185 0 / (excl I-hol	180 2 ds, denials	201 1 , incomple	268 5 te and in-r	67 0 4 0 process app	33.3% 400.0%	trends	Numbe	r Regist	ered	pct regis	stered
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IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE	176 2 I Apps Only 2008 2,411 2,293 28	185 0 / (excl I-hol 2009 2,329 2,207 26	180 2 ds, denials 2010 2,369 2,252 17	201 1 , incomple 2011 2,563 2,428 29	268 5 te and in-r 2012 2,861 2,707 24	67 4 9 orocess app diff 298 9 279 9 5	33.3% 400.0% pct chg 11.6% 11.5% -17.2%	trends	Numbe 2011 n/a n/a n/a	r Regist 2012 n/a n/a n/a	ered diff n/a n/a n/a	pct regis 2011 n/a n/a n/a	tered 2012 n/a n/a n/a
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IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree	176 2 1 Apps Only 2008 2,411 2,293 28 90 1,992 294 6	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9	268 5 te and in-p 2012 2,861 2,707 24 130 2,395 307 5	67 4 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	33.3% 400.0% bs): pct chg 11.6% 11.5% -17.2% 22.6% 13.8% -2.5% -44.4%	1111	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a n/a n/a n/a n/a n/a n/a	ered diff n/a	pct regis 2011 n/a n/a n/a n/a n/a n/a n/a	n/a n/a n/a n/a n/a n/a n/a n/a
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IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE in non-degree IE in non-degree IE in non-degree IE intensive English	176 2 1 Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 13 0	185 0 7 (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 0 0 5	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7	268 5 te and in-s 2012 2,861 2,707 24 130 2,395 307 5 10 3 1	67	33.3% 400.0% pct chq 11.6% 11.5% -17.2% 22.6% 13.8% -2.5% -44.4% -57.1% n/a 11.1%	1111	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a	stered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Intensive English GR degree-bound	176 2 1 Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 4 13 0 11 90	185 0 7 (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 10 0 5	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105	268 5 te and in-p 2012 2,861 2,707 24 130 2,395 307 5 10 3 1 10 126	67	33 3% 400.0% 400.0% pct chg 11.6% -17.2% 22.6% -22.5% -23.1% -57.1% n/a 11.1% 20.0%))}) }}{)})	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a	stered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE inon-degree IE inon-degree IE inon-degree IE non-degree	176 2 1 Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 13 0 0 11 90 0	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 10 0 5 96 0	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9	268 5 te and in-F 2012 2,861 2,707 24 130 2,395 307 5 10 3 3 1 10 126 4	87	33.3% 400.0% os): pet chg 11.6% 11.5% 22.6% 22.6% -44.4% -57.1% n/a 11.1% 20.0% 300.0%))}) }}{)})	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE intensive English GR degree-bound GR non-degree Undeclared	176 2 I Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 4 13 0 11 90 0	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 11 0 0 5 96 0 111	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9	268 5 te and in-F 2012 2,861 2,707 24 130 2,395 307 5 10 3 1 10 126 4	87	33.3% 400.0% bs): pct chq 11.6% -17.2% -22.6% -2.5% -44.4% -23.1% -57.1% n/a 11.1% 20.0% 300.0%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Intensive English GR degree-bound GR non-degree Undeclared Resident	176 2 I Apps Only 2008 2.411 2.293 28 90 1.992 294 6 4 13 0 11 90 0 1 2.096	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 0 5 5 96 0 11 2,032	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089	201 1 , incomple 2011 2,563 2,428 29 108 2,104 315 9 13 7 0 9 9 105 1 1	268 5 te and in-r 2012 2,861 2,707 24 130 2,395 307 5 10 3 1 10 126 4	87	33.3% 400.0% 400.0% pet chq 11.6% -17.2% -22.6% -25.5% -44.4% -25.1% -67.1% 300.0% n/a 13.1%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign	176 2 1 Apps Only 2008 2.411 2.293 28 90 1.992 294 6 4 13 0 0 11 90 0 1.096 2.43	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 10 0 5 96 0	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214	201 1 1 1 2,563 2,428 29 106 2,104 315 9 13 7 0 0 9 105 1 1	268 5 te and in-F 2012 2,861 2,707 24 130 2,395 307 5 10 3 1 10 126 4 0 2,547 223	67	33.3% 400.0% 400.0% pot chg 11.6% -17.2% 22.6% -22.6% -23.1% -23.1% -23.1% 20.0% 300.0% n/a 11.1% -55.5% -55.5%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a	r Regist 2012 n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	n/a n/a n/a n/a n/a n/a n/a n/a n/a n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE inon-degree IE intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident	176 2 I Apps Only 2008 2.411 2.293 28 90 1.992 294 6 4 13 0 11 90 0 1 2.096 243 71	185 0 / (excl I-hol 2009 2.329 2.207 26 96 1.904 292 11 11 10 0 5 5 96 0 0 11 2.032 238 48	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66	201 1 , incomple 2011 2,563 2,428 29 108 2,104 315 9 13 7 0 9 105 1 0 2,252 236 75	268 5 te and in-r 2012 2,861 2,707 24 130 2,395 307 5 10 3 1 10 126 4 0 2,547 223 91	87	33.3% 400.0% 400.0% 11.5% -17.2% 22.6% 12.5% -25.6% -44.4% -25.1% -57.1% 300.0% 300.0% 13.1% -5.5% 21.3%))}) }};	Numbe 2011 n/a	r Regist 2012 n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	tered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign Business Education	176 2 I Apps Only 2008 2.411 2.293 28 90 1.992 294 6 4 13 0 11 90 0 1 2.096 243 71 304	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 11 00 5 96 0 1,904 292 238 48 273	180 2 ds, denials 2010 2.369 2.252 17 100 1.964 282 6 7 6 1 3 98 2 2.089 2.089 214 66 255	201 1 , incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105 1 0 2,252 238 75 241	268 5 te and in-r 2012 2,861 2,707 24 130 2,395 307 5 10 3 1 10 126 4 0 2,547 223 91 314	87 d 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33.3% 400.0% 400.0% 11.5% -17.2% 22.6% 13.8% -2.5% 644.4% 20.0% 300.0% n/a 11.1% -5.5% 21.3% 30.3% 30.3%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	r Regist 2012 n/a	ered diff n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	tered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign Business	176 2 I Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 13 0 11 90 0 1 2,096 243 71 304	185 0 / (excl I-hol 2009 2,329 2,207 26 96 96 1,904 292 11 1 11 10 0 5 96 0 0 11 2,032 238 48 273 149	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66 255 210	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105 1 0 2,252 238 7 2 2 2 2 2 2 2 2 2 2 2 2 2	268 5 te and in-p 2012 2,861 130 2,395 307 5 10 3 1 10 126 4 0 2,547 223 91 314 256	87	33.3% 400.0% 400.0% 11.5% 11.5% 12.6% 12.5% -44.4% -23.1% -57.1% 300.0% 1/3 13.1% -5.5% 300.3% 9.9% 300.3% 9.9%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	r Regist 2012 n/a	ered diff n/a	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	tered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign Business Education Englishering	176 2 I Apps Only 2008 2.411 2.293 28 90 1.992 294 6 4 13 0 11 90 0 1 2.096 243 71 304 202 332	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 11 00 5 96 0 111 2,032 238 48 273 149 366	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66 255 210 361	201 1 1 2, incomple 2011 2,563 2,428 29 108 2,104 315 9 13 7 7 0 9 105 1 1 0 2,252 236 75 241 233 394	268 5 te and in-r 2012 2,861 2,707 24 130 2,395 307 5 10 0 3 1 10 126 4 0 2,547 223 91 314 256 485	87	33.3% 400.0% 400.0% 11.5% -17.2% 22.6% 12.5% -25.5% -44.4% -25.1% -57.1% 300.0% 13.1% -5.5% 21.3% 300.0% 13.1% -25.5% 21.3% 20.0% 300.0% 23.1% 23.1% 23.1% 23.1% 23.1% 23.1% 23.1% 23.1%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	r Regist 2012 n/a	ered diff n/a	pct regis 2011 n/a	tered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE inon-degree IE intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign Business Education Englineering Fine Arts	176 2 I Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 13 0 0 11 990 0 0 12,096 243 71 304 202 332 217	185 0 0 / (excl I-hol 2009 2,329 2,207 26 6 1,904 292 11 1 11 10 0 5 96 0 1 12,032 238 48 273 149 366 183	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66 255 210 361 207	201 1 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105 1 0 2,252 236 75 241 233 394 241 235	268 5 5 te and in-ş 2012 2,861 2,707 24 130 2,395 307 5 10 0 126 4 0 0 2,547 223 91 314 256 455 159	87	33.3% 400.0% 400.0% pot chq 11.6% -17.2% 22.6% -2.5% -44.4% -25.1% 20.0% 300.0% n/a 11.1% 21.3% 21.3% -5.5% 21.3% -5.5% 21.3% -5.5% 21.3% -5.5% 21.3%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n	r Regist 2012	ered diff n/a	pot regis 2011 n/a	tered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign Business Education Engineering Fine Arts Health Professions	176 2 I Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 13 0 11 90 0 1 2,096 243 71 304 202 332 217 297	185 0 / (excl I-hol 2009 2,329 2,207 26 96 96 1,904 292 111 111 10 0 5 96 0 0 11 2,032 238 48 273 149 366 183 320	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66 255 210 361 207 367	201 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105 1 0 2,252 238 75 241 233 394 233 441	268 5 te and in-p 2012 2,861 2,707 24 130 2,395 307 5 10 126 4 0 2,547 223 91 314 256 485 159 399	87 d 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33.3% 400.0% 400.0% 400.0% 11.5% -17.2% 22.6% -2.5% -44.4% -57.1% 300.0% n/a 13.1% -5.5% 300.3% 9.9% 23.1% -32.3% -2.9%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	r Regist 2012 n/a	ered diff n/a n/a	pct regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	tered 2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Intensive English GR degree-bound GR non-degree Undeclared Resident Non-resident Foreign Business Education Engineering Fine Arts Health Professions LAS Hurnantiles	176 2 I Apps Only 2008 2.411 2.293 28 90 1.992 294 6 4 13 0 11 90 0 1 2.096 243 71 304 202 332 217 297 42	185 0 / (excl I-hol 2009 2,329 2,207 26 96 1,904 292 11 111 10 0 5 5 6 0 0 11 2,032 238 48 273 149 366 183 320 53	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66 255 210 361 207 367	201 1 , incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105 1 0 2,252 236 75 241 233 394 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 441 235 442 443 445 445 445 445 445 445 445	268 5 te and in-r 2012 2,861 2,707 24 130 2,395 307 5 10 126 4 0 2,547 223 91 314 256 485 159 399 51	87	33.3% 400.0% 400.0% 11.5% -17.2% 22.6% 12.5% -25.5% -44.4% -25.1% -57.1% 300.0% 13.1% -5.5% 21.3% 300.3% 21.3% 23.3% 23.3% 23.9% -32.3% -2.3%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	r Regist 2012	ered diff	pct regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	2012 n/a
IE Intensive English GR degree-bound GR non-degree Admitted Eligible to Enrol Current Freeze Week: Total UG IE GR UG Freshmen UG Transfer UG non-degree IE Freshmen IE Transfer IE non-degree IE Inon-degree IE inon-degree IE inon-degree IE inon-degree IE inon-degree IE non-degree IE non-degree IE non-degree IE non-degree IE non-degree IE inon-degree IE non-degree	176 2 I Apps Only 2008 2,411 2,293 28 90 1,992 294 6 4 13 0 0 11 90 0 0 11 2,096 243 71 304 202 332 217 297 42 101	185 0 0 / (excl I-hol 2009 2,329 2,329 2,207 26 6 1,904 292 11 11 10 0 5 96 0 0 11 2,032 238 48 273 149 366 183 320 53 98	180 2 ds, denials 2010 2,369 2,252 17 100 1,964 282 6 7 6 1 3 98 2 0 2,089 214 66 255 210 361 207 367 37 120	201 1 1, incomple 2011 2,563 2,428 29 106 2,104 315 9 13 7 0 9 105 1 0 2,252 236 75 241 233 394 241 253 411 53 441 53 445 445 446 447 447 447 447 447 447 447	268 5 te and in- 2012 2,861 2,707 24 130 2,395 307 5 10 0 126 4 0 2,547 223 91 314 256 495 159 399 51	87 d 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33 3% 400 0% 400 0% 400 0% 11.6% 11.5% -25% -44.4% -23.1% 57.1% 20.0% 300.0% 1/3 31.9% 21.3% 23.1% -2.9% 21.3% 30.3% 9.9% 23.1% -2.9% -3.8% 7.6% 7.6%))}) }};	Numbe 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	r Regist 2012	ered diff	pot regis 2011 n/a n/a n/a n/a n/a n/a n/a n/a n/a n/	tered 2012





Forecasting:

Figure 9: Fall Admitted* Applications by Freeze Week (Reports Undergraduate Domestic/International and Graduate) 7,000 *Admitted Eligible to Enroll only (excludes admitted not eligible to enroll, denied and in-process applications) 6,000 Numper of Admitted* Applications 3,000 2,000 2008 2009 2010 2011 2011 est. moderate 1,000 Freeze Week (1 thru 52) (Week 1 begins 3rd week of



Feeder Reports:

Table 1: Application Counts for Fall Admission of HS Feeders

Undergraduate Admissions SR Application Population Freshmen (International Undergraduate and Graduate Admissions excluded)																									
Week 20 (01/29/2012)				lications		co Adiiiia		эт с дрр		Admitte		V 3111	non (mico	TIGLIOTI	ai Ond	orgrade Der		iiu o	iddddio 7 v	annoon	J113 OX		, rocess		
HS Feeder:	2009		2011		diff	pct chg	2009	2010			pct reg	diff	pct chg	2009	2010			diff	pet chg	2009	2010			diff	pet chg
total	1,581	1,508	1,605	1,906	301	18.8%	1,134	1,183	1,297	1,527		230	17.7%	18	20	14	13	-1	-7.1%	429	305	294	366	72	24.5%
Andale H S	22	28	32	28	-4	-12.5%	18	24	23	22	0%	-1	-4.3%	0	0	0	0	0	n/a	4	4	9	6	-3	-33.3%
Andover Central High School	35	38	49	46	-3	-6.1%	27	31	42	40	0%	-2	-4.8%	1	0	0	0	0	n/a	7	7	7	6	-1	-14.3%
Andover H S	38	34	44	55	11	25.0%	33	26	41	47	0%	6	14.6%	0	0	0	1	1	n/a	5	8	3	7	4	133.3%
Augusta H S	13	6	17	10	-7	-41.2%	11	6	16	8	0%	-8	-50.0%	0	0	0	0	0	n/a	2	0	1	2	1	100.0%
Bishop Carroll H S	87	102	81	98	17	21.0%	68	87	76	84	0%	8	10.5%	1	4	0	1	1	n/a	18	11	5	13	8	160.0%
Campus H S	86	75	92	90	-2	-2.2%	70	66	76	74	0%	-2	-2.6%	0	1	1	0	-1	-100.0%	16	8	15	16	1	6.7%
Cheney H S	11	8	17	17	0	0.0%	6	7	13	12	0%	-1	-7.7%	0	0	0	0	0	n/a	5	1	4	5	1	25.0%
Circle H S	9	13	7	12	5	71.4%	6	10	7	11	0%	4	57.1%	0	1	0	0	0	n/a	3	2	0	1	1	n/a
Clearwater H S	9	16	11	22	11	100.0%	7	12	9	14	0%	5	55.6%	0	0	0	0	0	n/a	2	4	2	8	6	300.0%
Derby H S	101	91	79	113	34	43.0%	72	71	63	76	0%	13	20.6%	1	1	0	1	1	n/a	28	19	16	36	20	125.0%
Garden Plain H S	41	32	10	18	8	80.0%	23	21	6	11	0%	5	83.3%	0	1	0	1	1	n/a	18	10	4	6	2	50.0%
Goddard H S	162	147	156	146	-10	-6.4%	126	121	141	128	0%	-13	-9.2%	4	2	0	3	3	n/a	32	24	15	15	0	0.0%
Goddard Eisenhower H S	0	0	0	43	43	n/a	0	0	0	37	0%	37	n/a	0	0	0	0	0	n/a	0	0	0	6	6	n/a
Hesston H S	4	3	7	2	-5	-71.4%	4	3	6	2	0%	-4	-66.7%	0	0	0	0	0	n/a	0	0	1	0	-1	-100.0%
Independent H S	24	18	11	9	-2	-18.2%	21	14	7	7	0%	0	0.0%	0	0	0	0	0	n/a	3	4	4	2	-2	
Kapaun Mt Carmel H S	51	59	73	96	23	31.5%	33	52	59	69	0%	10	16.9%	0	1	1	0	-1	-100.0%	18	6	13	27	14	107.7%
Maize HS	152	144	112	140	28	25.0%	107	116	99	110	0%	11	11.1%	0	2	0	0	0	n/a	45	26	13	30	17	130.8%
Maize South	0	0	26	39	13	50.0%	0	0	22	34	0%	12	54.5%	0	0	1	0	-1	-100.0%	0	0	3	5	2	66.7%
Mulvane H S	24	17	28	22	-6	-21.4%	18	12	21	17	0%	-4	-19.0%	0	1	1	1	0	0.0%	6	4	6	4	-2	-33.3%
Newton H S	32	28	19	31	12	63.2%	25	24	12	29	0%	17	141.7%	1	0	0	0	0	n/a	6	4	7	2	-5	-71.4%
Rose Hill H S	13	17	18	19	1	5.6%	10	15	13	16	0%	3	23.1%	1	0	0	0	0	n/a	2	2	5	3	-2	-40.0%
Sedgwick H S	4	5	5	8	3	60.0%	4	3	3	8	0%	5	166.7%	0	0	0	0	0	n/a	0	2	2	0		-100.0%
Sunrise Christian Academy	9	11	12	6	-6	-50.0%	8	10	8	6	0%	-2	-25.0%	0	0	1	0	-1	-100.0%	1	1	3	0	-3	
Trinity Academy	62	48	64	78	14	21.9%	49	31	54	69	0%	15	27.8%	1	1	1	0	-1	-100.0%	12	16	9	9	0	0.0%
Valley Center H S	55	60	55	69	14	25.5%	37	51	48	51	0%	3	6.3%	0	0	0	1	1	n/a	18	9	7	17	10	142.9%
Wichita Collegiate H S	18	23	24	30	6	25.0%	6	9	5	16	0%	11	220.0%	0	0	0	0	0	n/a	12	14	19	14	-5	-26.3%
Wichita Heights H S	92	68	92	96	4	4.3%	54	50	65	62	0%	-3	-4.6%	0	1	5	0	-5	-100.0%	38	17	22	34	12	54.5%
Wichita East H S	84	89	86	125	39	45.3%	53	66	68	103	0%	35	51.5%	3	0	1	0	-1	-100.0%	28	23	17	22	5	29.4%
Wichita North H S	59	68	64	85	21	32.8%	40	46	48	69	0%	21	43.8%	2	1	1	1	0	0.0%	17	21	15	15	0	0.0%
Wichita Northwest H S	85	99	112	107	-5	-4.5%	69	74	101	100	0%	-1	-1.0%	0	2	1	0	-1	-100.0%	16	23	10	7	-3	-30.0%
Wichita South H S	51	57	66	74	8	12.1%	32	42	45	56	0%	11	24.4%	1	0	0	0	0	n/a	18	15	21	18	-3	-14.3%
Wichita Southeast H S	81	49	66	69	3	4.5%	52	38	43	53	0%	10	23.3%	2	0	0	1	1	n/a	27	11	23	15	-8	-34.8%
Wichita West H S	20	11	19	17	-2	-10.5%	14	10	13	12	0%	-1	-7.7%	0	0	0	1	1	n/a	6	1	6	4	-2	-33.3%
Wichita Northeast Magnet H S	47	44	51	86	35	68.6%	31	35	44	74	0%	30	68.2%	0	1	0	1	1	n/a	16	8	7	11	4	57.1%

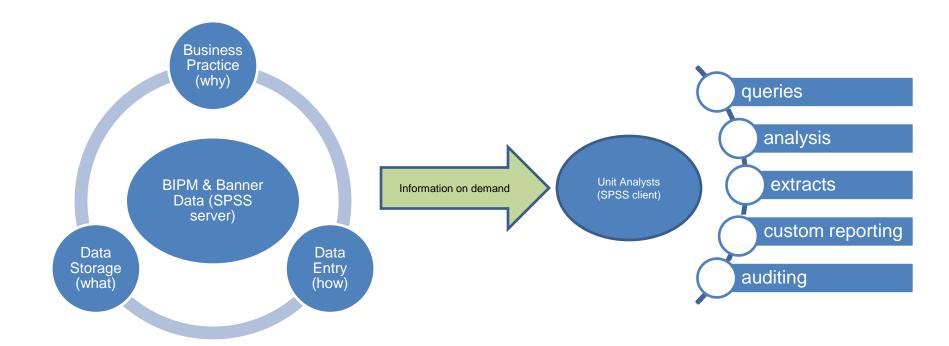


Auditing:

adm_office	error_type	SARADAP_PIDM	SPRIDEN_ID	ADAP_TERM_	SARADAP_APPL_NO	ADAP_APPL_	ADAP_APST_	ADAP_ADMT	SARADAP_STYP_CODE	_dec_grp5	decis	SARAPPD_APDC_CODE1	sarappd_office1	SARRSRC_SBGI_CODE1	ည်	saraatt_attributes	VISA_VTYP_C	-11	SEX	SPBPERS_BIRTH_DATE	age_app	sordegr_trf_gpa	sordegr_GR60hr_gpa	SORHSCH_GPA1	GPA	SORHSCH_GPA3	SORHSCH_GRADUATION_DATE1	SORHSCH_SBGI_CODE1
IE	IE missing primary source code	######	######	201230	2	1/19/2012 I	10	U	0	8	ZY	I	E			F	-1 F	=	M	3/2/1989	23							
ΙE	IE missing primary source code	######	######	201310	2	12/5/2011 I	II.	U	2 DJF	1 8	ZY	I	E			F	-1 F	=	M	10/5/1988	23							
UG	multiple high school codes	######	######	201310	1	2/9/2012 I	S	SR	1	8	ZY	l	JG A	\PO				0	F	2/4/1994	18					6	/1/2012	H998
UG	saradap_admt_code wrong for saradap_styp	######	######	201310	2	2/9/2012 I	T	ΓR	3 FY	8	ZY	U	JG A	\PW		F	PR	₹	М	8/25/1993	18	4		3.214		6	/1/2011	H100



Information on demand





Operations processing in Admissions



Admission Data & Reporting Needs

- > Pre-BIPM/SPSS
 - ☐ Banner delivered reports
 - Not defined by WSU business practices
 - Inconsistent data results with production
 - □ Dependent upon & burden to others
- > Admission working group for BIPM data design
 - □UG, IE, GR business practice infused table design
 - ☐ Source/design transparency & instant modifications
 - Data integrity
- Information on demand via SPSS
 - ■No dependencies, burdens or delays
 - □ Flexibility (custom reports & lists, audits, queries, analysis, Banner & BIPM data extracts)

Use of SPSS for Banner verification

- ➤ Banner Relationship Management (BRM)
- Consistent need to verify BRM
- Use of SPSS & BIPM data to audit BRM

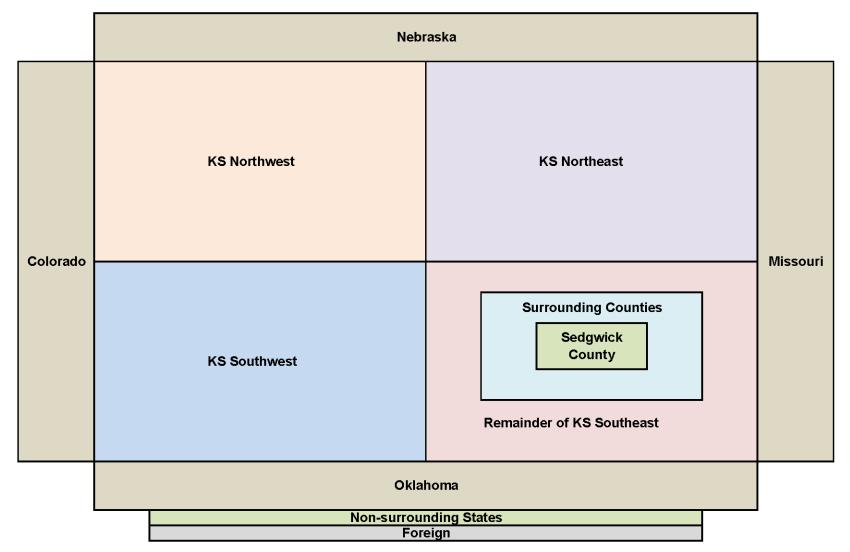


Geographic Focus

Greater understanding of where our students come from



WSU Kansas Area Map:





Geographic Focus

- Greater understanding of where our students come from
- Utilize MFR rankings
 - ☐ Identify areas of high ROI students
 - ☐ Identify areas for future growth



MFR Rankings of Feeder Schools & Locations:

HS (SR) Feeders	mfr	rank
Maize HS	999.42	10
Wichita Northwest HS	998.46	10
Goddard H S	995.29	10
Wichita East H S	889.44	9
Bishop Carroll H S	887.43	9
Wichita North HS	875.56	9
Wichita Heights H S	873.51	9
Wichita Southeast H S	871.57	8
Derby HS	788.37	8
Campus H S	782.33	8
Wichita South H S	768.52	7
Kapaun Mt Carmel HS	674.37	7
Wichita Northeast Magnet H S	666.43	7
Valley Center H S	663.27	7
Andover HS	658.46	6
Andover Central High School	653.37	6
New ton H S	554.44	6
Andale H S	554.40	5
Wichita West HS	547.64	5
Trinity Academy	465.18	5
Mulvane H S	445.47	5
Augusta HS	432.49	4
Sunrise Christian Academy	422.54	4
Maize South	347.30	4
Independent H S	339.35	3
Rose Hill H S	336.38	3
Circle H S	324.39	3
Garden Plain HS	246.22	3
Cheney HS	237.30	2
Wichita Collegiate H S	223.35	2
Clearw ater H S	222.34	2
Goddard Eisenhow er HS	116.00	1
Hesston H S	111.40	1
Sedgw ick H S	111.39	1



Admission Events Management

> Event matriculation assessment

Code	Program Name	Attended	Applied	Admitted	Enrolled	Enr/Att	Enr/App	Enr/Adm
DSC	Attended DSI	356	356	356	233	65.45%	65.45%	65.45%
VHS	HS Visit	513	334	299	180	35.09%	53.89%	60.20%
SEV	Event on campus	141	117	113	70	49.65%	59.83%	61.95%
SVO	Event off campus	194	108	94	53	27.32%	49.07%	56.38%



Processing of Matriculation Scoring for Targeted Recruitment

- > Past scoring processes were mostly manual
- ➤ BIPM/SPSS RTAP scoring
 - Model scoring
 - Refreshed daily
 - Uploaded into Banner (SORTEST) daily
 - Greater yield, control, & flexibility
 - □ Automation
 - Mailings (e.g., invitations, letters)
 - Which high schools to visit
 - Which college fairs to attend



Functional Usage of Data

- > Dashboard for performance
- > Points of interest for senior staff & administration
- Projections of admission/enrollment fluctuations
- System stresses
- > Tie to University mission



Strategic Planning & Execution

- > Measurement tool with precision
- > Program, publication planning
- Performance agreements
- > Resource allocation
- Changes in college-going population and qualified admissions



Power of Evidence-based Decision Making

- Admissions Case Study
- > Prerequisites for Evidence-based approach
 - ☐ Business practice defined data & information
 - ☐ Imbedded at point of decision-making
 - □ Readily available (data access & information delivery)
 - □ Continuous data assessment

