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

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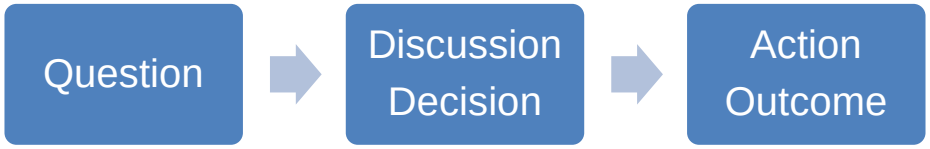
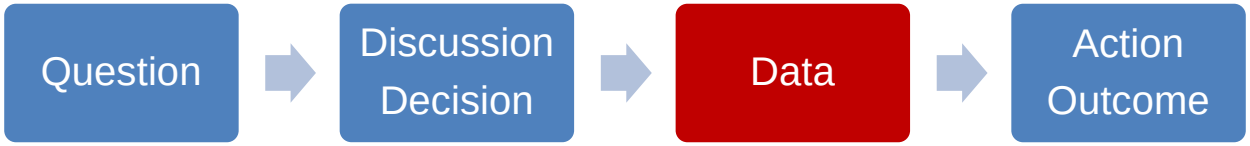
Presented at the Wichita State University Assessment Symposium, March 15th, 2012

Decision Making Processes

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

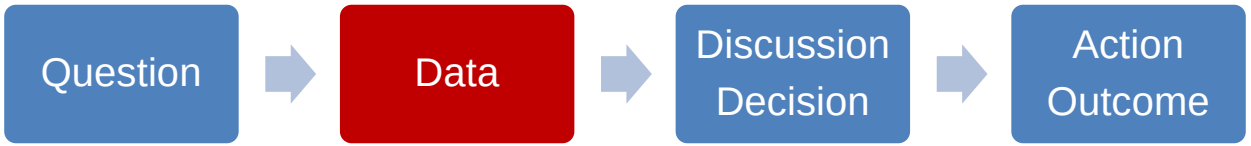


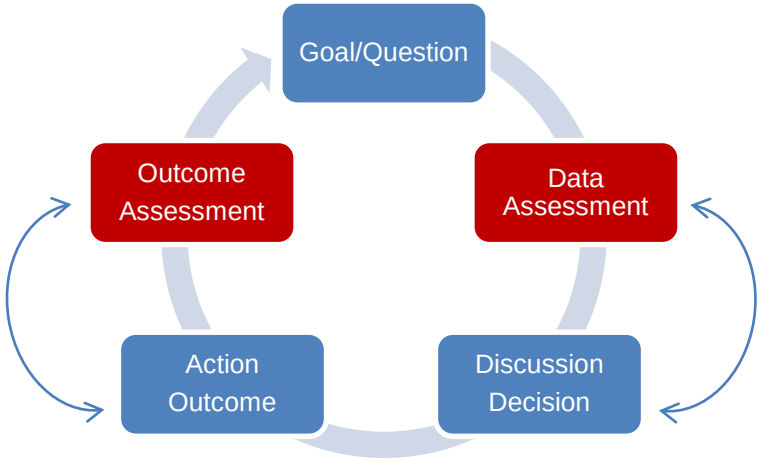


"How can we increase the number of applications?"

Decision Making Processes

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

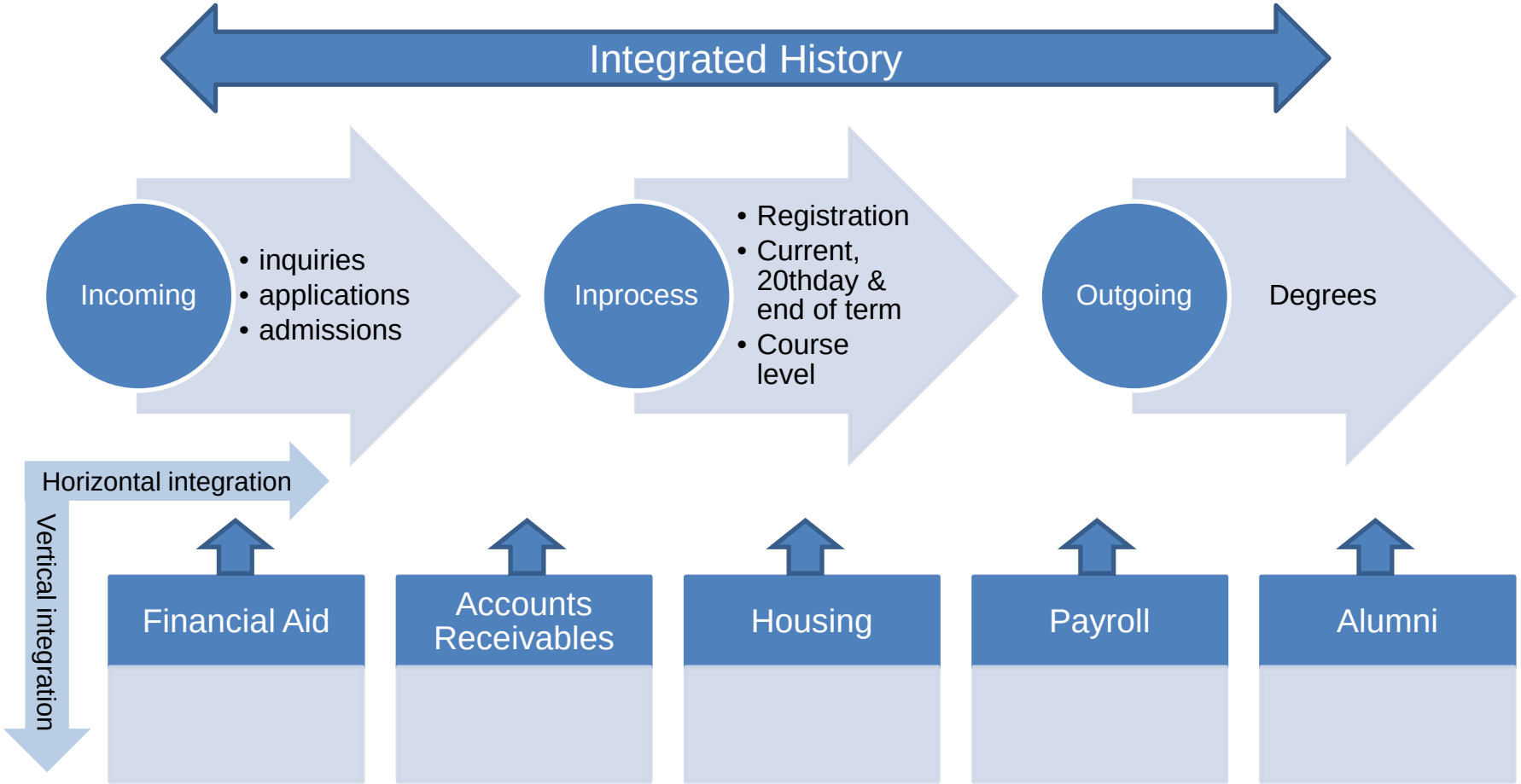




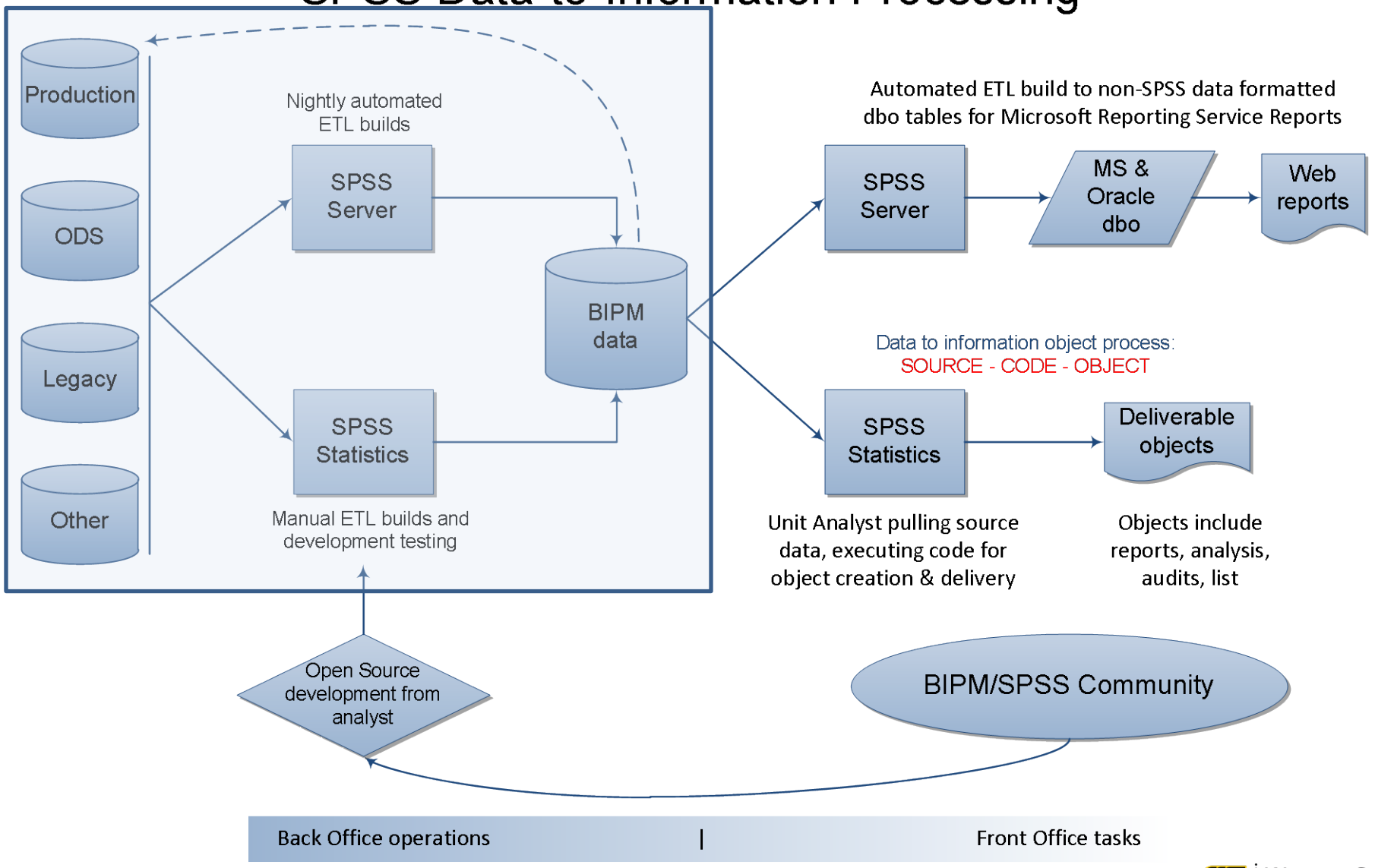
"How can we increase the number of applications?"

Business Intelligence and Predictive Modeling Project (BIPM)

Unified Student and Course Data System



Business Intelligence and Predictive Modeling (BIPM)
SPSS Data-to-Information Processing



Modeling & Scoring

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

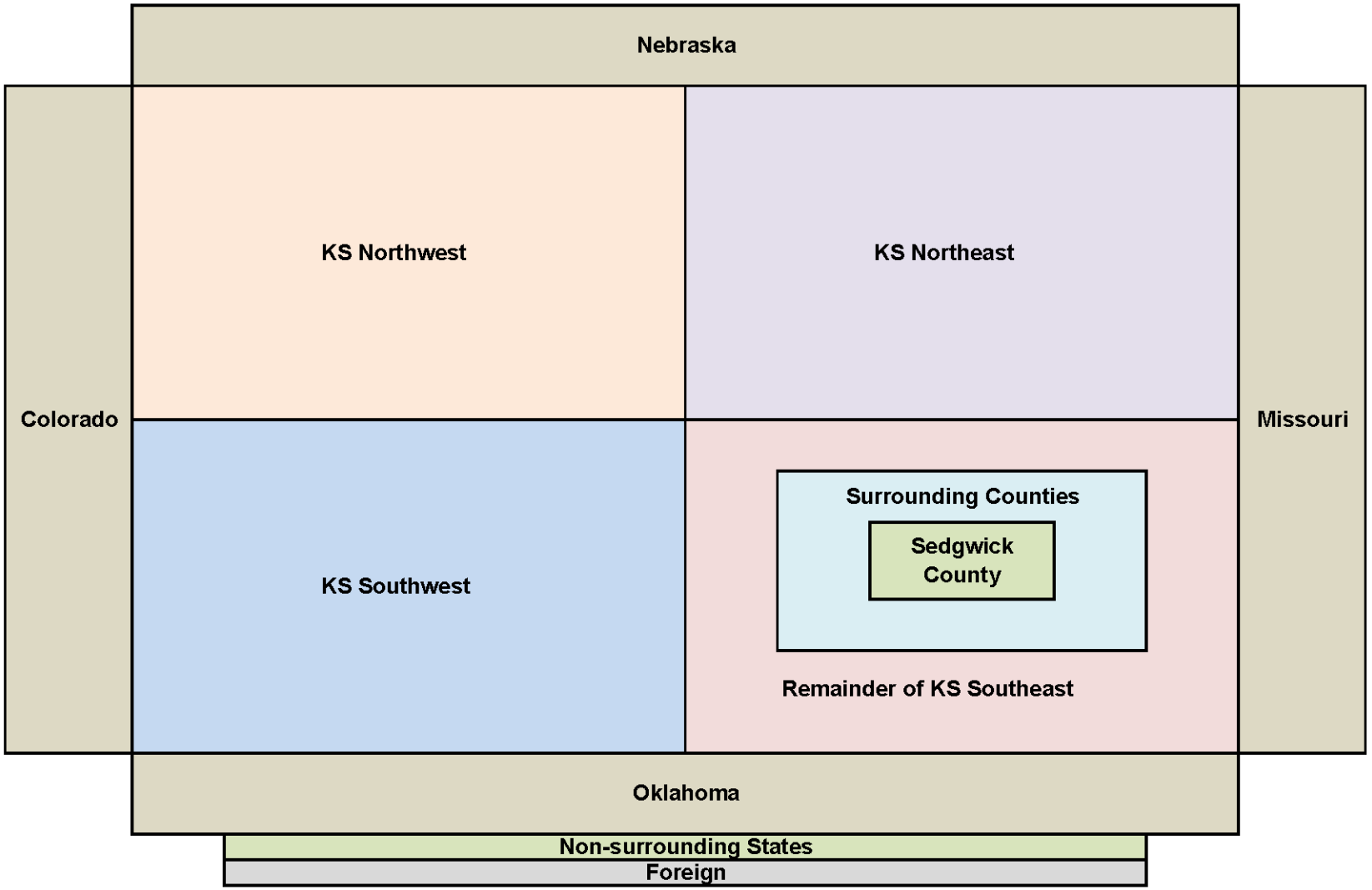
Modeling & Scoring

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

Modeling & Scoring

WSU Kansas Area Map:



Modeling & Scoring

RTAP Recruit-to-applicant-probability:

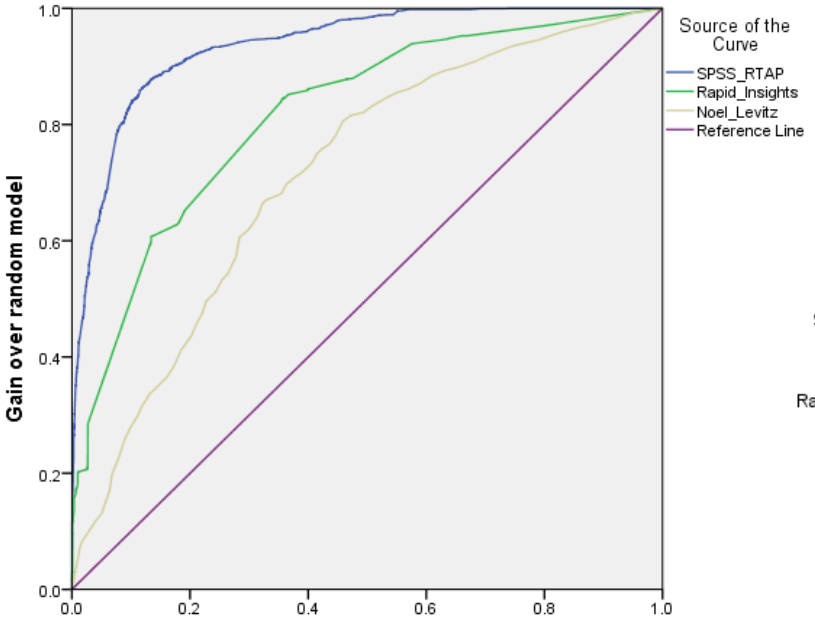
RTAP scores range from 0 to 99.99 and are read as a percentage likelihood of a recruit becoming an applicant. Scores are refreshed & uploaded to Banner (SORTEST) daily.

term	sex	raceth	mcg_div	mcg_undecided	primary_source18	kansas_map	RTAP
201310	F	white non hispanic	LAS Other	undecided majr	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 w o Sedg	0.82
201310	M	white non hispanic	Engineering	decided majr	UG process update inquiry	KS MSA w o Sedg	95.71
201310	M	white 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 Segdwick	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 (southwest)	89.09
201310	F	black non hispanic	Education	undecided majr	UG visit	KS Segdwick	20.81
201310	M	white 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	white non hispanic	Health Professions	decided majr	UG process update inquiry	KS Segdwick	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 Segdwick	97.46
201310		missing	LAS Other	undecided majr	UG programming update	KS Segdwick	1.03
201310	M	white non hispanic	Engineering	undecided majr	UG process update inquiry	Nebraska	80.89
201310	F	white non hispanic	Fine Arts	decided majr	UG direct inquiry	non surrounding states	16.23
201310	F	white 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	white non hispanic	LAS Other	undecided majr	UG tape list loads	KS Segdwick	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 Segdwick	50.22

Modeling & Scoring

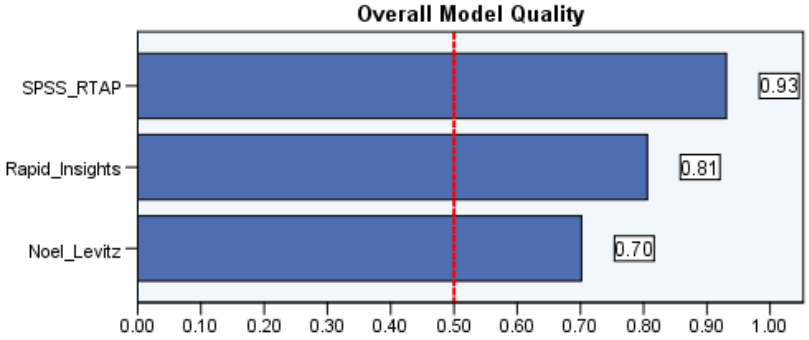
Comparison of Modeling Performance:

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



Area Under the Curve

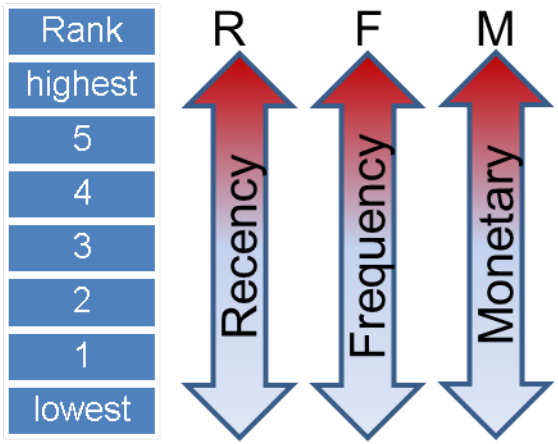
Model scores:	Gain	Area	Std.Er	Sig.	95% Confidence Interval Lower Bound	Upper Bound
IBM SPSS RTAP	43%	.936	.002	.000	.931	.942
Rapid Insights	31%	.817	.005	.000	.806	.827
Noel Levitz	20%	.714	.006	.000	.702	.726



Modeling & Scoring

Structural-level:

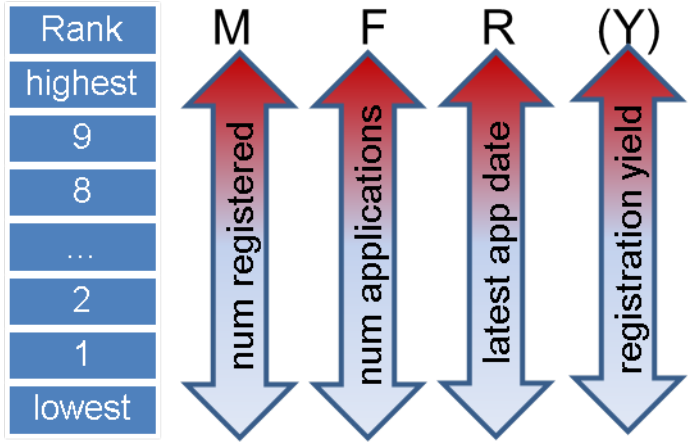
- Institutional/geographic focus ranked on yield
- RFM analysis



ID	R	F	M	Rank Score
1	4	5	2	452
2	2	4	4	244
3	5	3	4	534

Traditional approach

WSU approach



ID	M	F	R	y	Rank Score
1	3	1	8	99	31899
2	9	9	8	46	99846
3	5	8	7	05	58705

Modeling & Scoring

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)

Modeling & Scoring

Structural-level:

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

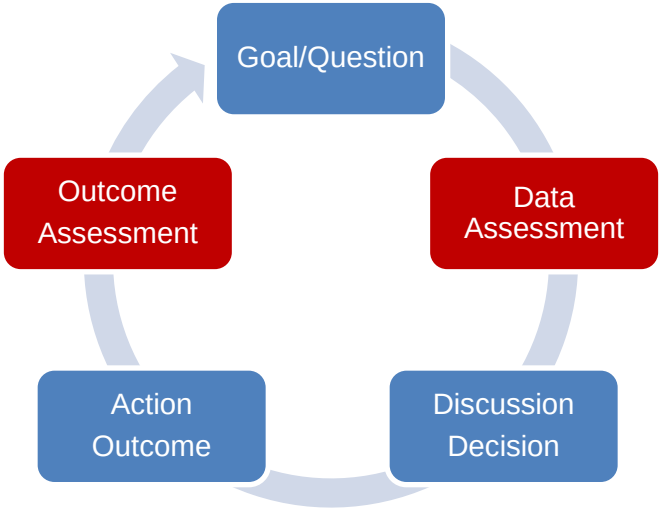
term	sex	raceth	mcg_div	mcg_undecided	primary_source18	kansas_map	RTAP	MFRy	MFRy rank (10=high)
201310	F	white non hispanic	LAS Other	undecided majr	UG tape list loads	KS (northeast)	6.75	58805	6
201310	F	missing	LAS Other	undecided majr	UG process update inquiry	KS (northeast)	72.76	88539	9
201310		missing	Education	decided majr	UG programming update	KS MSA w o Sedg	0.82	99945	10
201310	M	white non hispanic	Engineering	decided majr	UG process update inquiry	KS MSA w o Sedg	95.71	99860	10
201310	F	white non hispanic	Fine Arts	decided majr	UG direct inquiry	non surrounding states	16.23	34133	4
201310	F	white non hispanic	Education	decided majr	UG direct inquiry	Oklahoma	11.77	15300	2
201310	M	white non hispanic	LAS Social Sciences	decided majr	UG off campus recruit prg	KS Segdwick	21.54	99955	10
201310	F	missing	LAS Other	decided majr	UG off campus recruit prg	KS Segdwick	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 Segdwick	20.81	99945	10
201310	M	white non hispanic	Fine Arts	decided majr	UG process update inquiry	KS (northeast)	90.88	77536	8
201310	M	missing	LAS Other	decided majr	UG Referral	non surrounding states	7.95	88847	9
201310	F	white 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	missing	Engineering	undecided majr	UG process update inquiry	KS Segdwick	97.46	99860	10
201310		missing	LAS Other	undecided majr	UG programming update	KS Segdwick	1.03	31899	3
201310	M	white non hispanic	Engineering	undecided majr	UG process update inquiry	Nebraska	80.89	34533	4
201310	M	hispanic	Engineering	decided majr	UG direct inquiry	Colorado	16.12	78531	8
201310	M	black non hispanic	Engineering	decided majr	UG direct inquiry	non surrounding states	18.89	31199	3
201310	M	missing	Engineering	decided majr	UG direct inquiry	KS (southeast exc MSA & Sedg)	15.67	34533	4
201310	M	white 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 Segdwick	1.04	88847	9
201310	F	black non hispanic	Health Professions	decided majr	UG on campus recruit prg	KS Segdwick	50.22	99922	10

Modeling & Scoring

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 incomplete, in-process and processed applications):

Last 7 Week Review:	Fall Semester 2008	2009	2010	2011	2012	last 2 year diff	pct chg	5 yr trends (• high point)
01/02/2012	3,373	3,401	3,227	3,354	3,945	591	17.6%	
01/09/2012	3,523	3,521	3,313	3,531	4,133	602	17.0%	
01/16/2012	3,755	3,725	3,478	3,725	4,339	614	16.5%	
01/23/2012	3,921	3,939	3,663	3,964	4,533	569	14.4%	
01/30/2012	4,172	4,162	3,867	4,226	4,794	568	13.4%	
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%	

Stoplights
- 5% or greater
- 0% to 4.9%
- less than 0%

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%	
UG	3,232	3,277	3,137	3,333	3,787	454	13.6%	
IE	217	161	155	199	202	3	1.5%	
GR	1,216	1,246	1,033	1,049	1,265	216	20.6%	

UG = Undergraduate Domestic
IE = International Educ Undergraduate
GR= Graduate Domestic & International

Processed Applications Only (excludes incomplete and in-process applications):

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%	
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	
IE Intensive English	11	5	4	9	10	1	11.1%	
GR degree-bound	176	185	180	201	268	67	33.3%	
GR non-degree	2	0	2	1	5	4	400.0%	

Admitted Eligible to Enroll Apps Only (excl I-holds, denials, incomplete and in-process apps):

Fall registration begins in April

Current Freeze Week:	2008	2009	2010	2011	2012	diff	pct chg	trends	Number Registered 2011	2012	diff	pct registered 2011	2012
Total	2,411	2,329	2,369	2,563	2,861	298	11.6%		n/a	n/a	n/a	n/a	n/a
UG	2,293	2,207	2,252	2,428	2,707	279	11.5%		n/a	n/a	n/a	n/a	n/a
IE	28	26	17	29	24	-5	-17.2%		n/a	n/a	n/a	n/a	n/a
GR	90	96	100	106	130	24	22.6%		n/a	n/a	n/a	n/a	n/a
UG Freshmen	1,992	1,904	1,964	2,104	2,395	291	13.8%		n/a	n/a	n/a	n/a	n/a
UG Transfer	294	292	282	315	307	-8	-2.5%		n/a	n/a	n/a	n/a	n/a
UG non-degree	6	11	6	9	5	-4	-44.4%		n/a	n/a	n/a	n/a	n/a
IE Freshmen	4	11	7	13	10	-3	-23.1%		n/a	n/a	n/a	n/a	n/a
IE Transfer	13	10	6	7	3	-4	-57.1%		n/a	n/a	n/a	n/a	n/a
IE non-degree	0	0	1	0	1	1	n/a		n/a	n/a	n/a	n/a	n/a
IE Intensive English	11	5	3	9	10	1	11.1%		n/a	n/a	n/a	n/a	n/a
GR degree-bound	90	96	98	105	126	21	20.0%		n/a	n/a	n/a	n/a	n/a
GR non-degree	0	0	2	1	4	3	300.0%		n/a	n/a	n/a	n/a	n/a
Undeclared	1	11	0	0	0	0	n/a		n/a	n/a	n/a	n/a	n/a
Resident	2,096	2,032	2,089	2,252	2,547	295	13.1%		n/a	n/a	n/a	n/a	n/a
Non-resident	243	238	214	236	223	-13	-5.5%		n/a	n/a	n/a	n/a	n/a
Foreign	71	48	66	75	91	16	21.3%		n/a	n/a	n/a	n/a	n/a
Business	304	273	255	241	314	73	30.3%		n/a	n/a	n/a	n/a	n/a
Education	202	149	210	233	256	23	9.9%		n/a	n/a	n/a	n/a	n/a
Engineering	332	366	361	394	485	91	23.1%		n/a	n/a	n/a	n/a	n/a
Fine Arts	217	183	207	235	159	-76	-32.3%		n/a	n/a	n/a	n/a	n/a
Health Professions	297	320	367	411	399	-12	-2.9%		n/a	n/a	n/a	n/a	n/a
LAS Humanities	42	53	37	53	51	-2	-3.8%		n/a	n/a	n/a	n/a	n/a
LAS Nat Sci and Math	101	98	120	145	156	11	7.6%		n/a	n/a	n/a	n/a	n/a
LAS Social Sciences	168	181	174	206	297	91	44.2%		n/a	n/a	n/a	n/a	n/a
LAS Other	717	700	637	645	744	99	15.3%		n/a	n/a	n/a	n/a	n/a
Graduate Sch Guest	0	0	1	0	0	0	n/a		n/a	n/a	n/a	n/a	n/a

Business Intelligence and Predictive Modeling (BIPM)

WICHITA STATE UNIVERSITY

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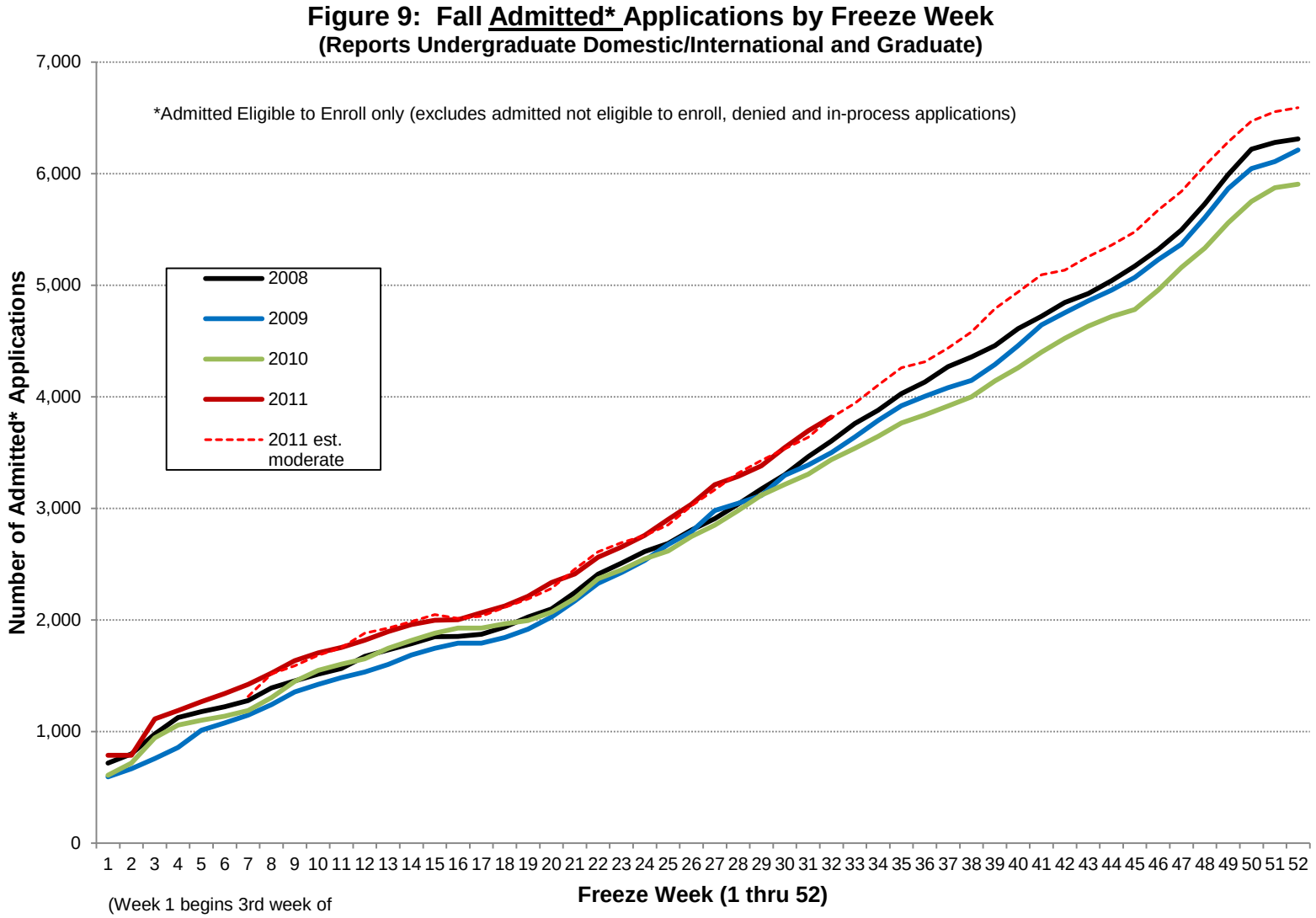
Forecasting:



Feeder Reports:

Table 1: Application Counts for Fall Admission of **HS Feeders**

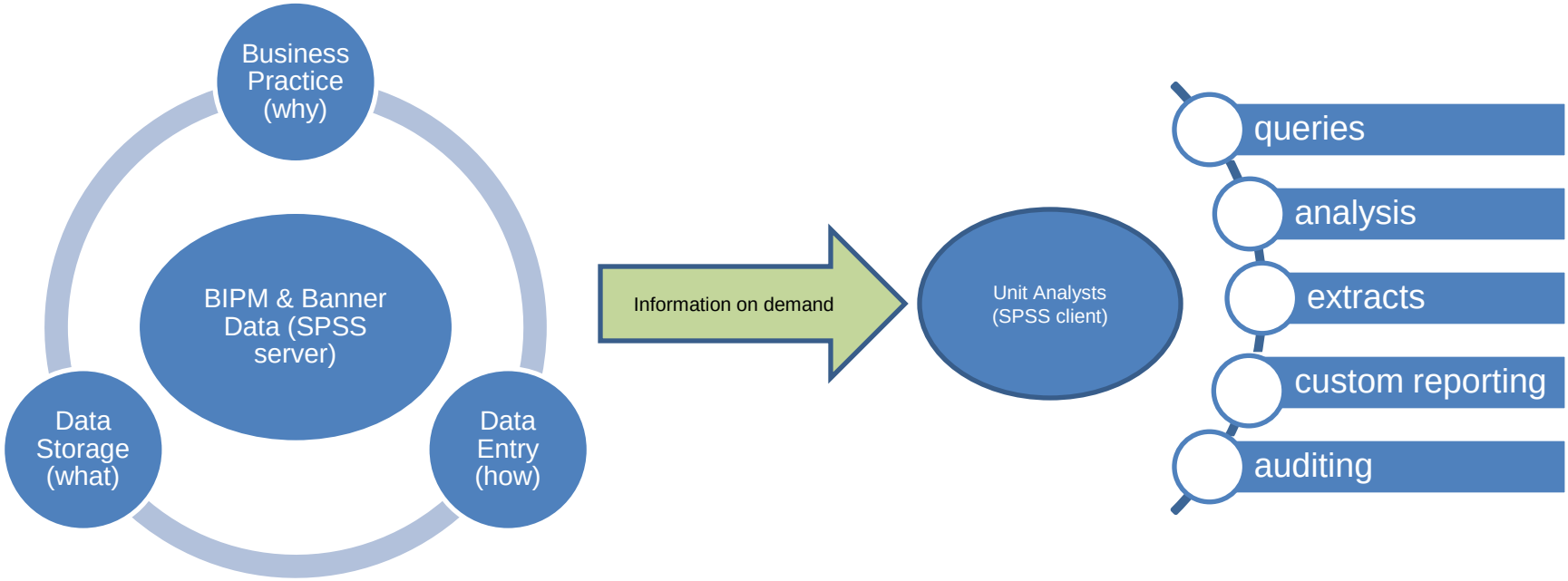
Undergraduate Admissions SR Application Population Freshmen (International Undergraduate and Graduate Admissions excluded)

Week 20 (01/29/2012)	All applications						Admitted							Denied						In Process					
HS Feeder:	2009	2010	2011	2012	diff	pct chg	2009	2010	2011	2012	pct reg	diff	pct chg	2009	2010	2011	2012	diff	pct chg	2009	2010	2011	2012	diff	pct 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	-50.0%
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	-2	-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	-100.0%
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	SARADAP_TERM_CODE_ENTRY	SARADAP_APPL_NO	SARADAP_APPL_DATE	SARADAP_APST_CODE	SARADAP_ADMT_CODE	SARADAP_STYP_CODE	SARADAP_RECR_CODE	adm_dec_grp5	adm_decision	SARAPPD_APDC_CODE1	sarappd_office1	SARRSRC_SBGI_CODE1	SARRSRC_SBGI_CODE2	saraatt_attributes	GORVISA_VTYP_CODE	SARADAP_RESD_CODE	SGBSTDN_RESD_CODE	SPBPERS_SEX	SPBPERS_BIRTH_DATE	age_app	sordegr_trf_gpa	sordegr_GR60hr_gpa	SORHSCH_GPA1	SORHSCH_GPA2	SORHSCH_GPA3	SORHSCH_GRADUATION_DATE1	SORHSCH_SBGI_CODE1
IE	IE missing primary source code	######	######	201230	2	1/19/2012	I	IU	0		8	ZY		IE				F1	F		M	3/2/1989	23							
IE	IE missing primary source code	######	######	201310	2	12/5/2011	I	IU	2	DJH	8	ZY		IE				F1	F		M	10/5/1988	23							
UG	multiple high school codes	######	######	201310	1	2/9/2012	I	SR	1		8	ZY		UG	APO				0		F	2/4/1994	18						6/1/2012	H998
UG	saradap_admt_code wrong for saradap_styp	######	######	201310	2	2/9/2012	I	TR	3	FY	8	ZY		UG	APW			PR	R		M	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

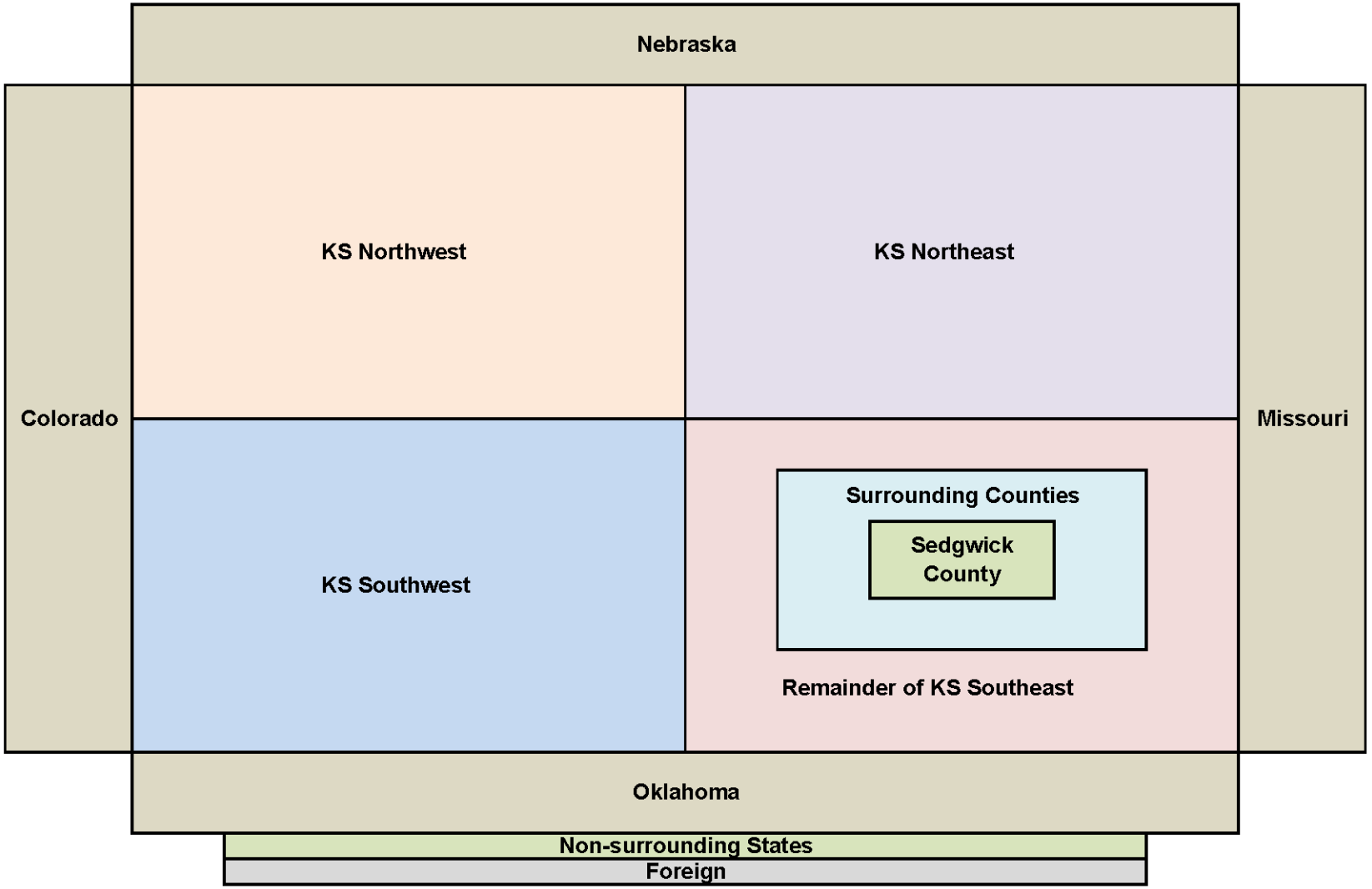
- Banner Relationship Management (BRM)
- Consistent need to verify BRM
- Use of SPSS & BIPM data to audit BRM

Geographic Focus

- Greater understanding of where our students come from

Modeling & Scoring

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 H S	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 H S	875.56	9	
Wichita Heights H S	873.51	9	
Wichita Southeast H S	871.57	8	
Derby H S	788.37	8	
Campus H S	782.33	8	
Wichita South H S	768.52	7	
Kapaun Mt Carmel H S	674.37	7	
Wichita Northeast Magnet H S	666.43	7	
Valley Center H S	663.27	7	
Andover H S	658.46	6	
Andover Central High School	653.37	6	
Newton H S	554.44	6	
Andale H S	554.40	5	
Wichita West H S	547.64	5	
Trinity Academy	465.18	5	
Mulvane H S	445.47	5	
Augusta H S	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 H S	246.22	3	
Cheney H S	237.30	2	
Wichita Collegiate H S	223.35	2	
Clearwater H S	222.34	2	
Goddard Eisenhower HS	116.00	1	
Hesston H S	111.40	1	
Sedgwick 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