

Faculty Retreat

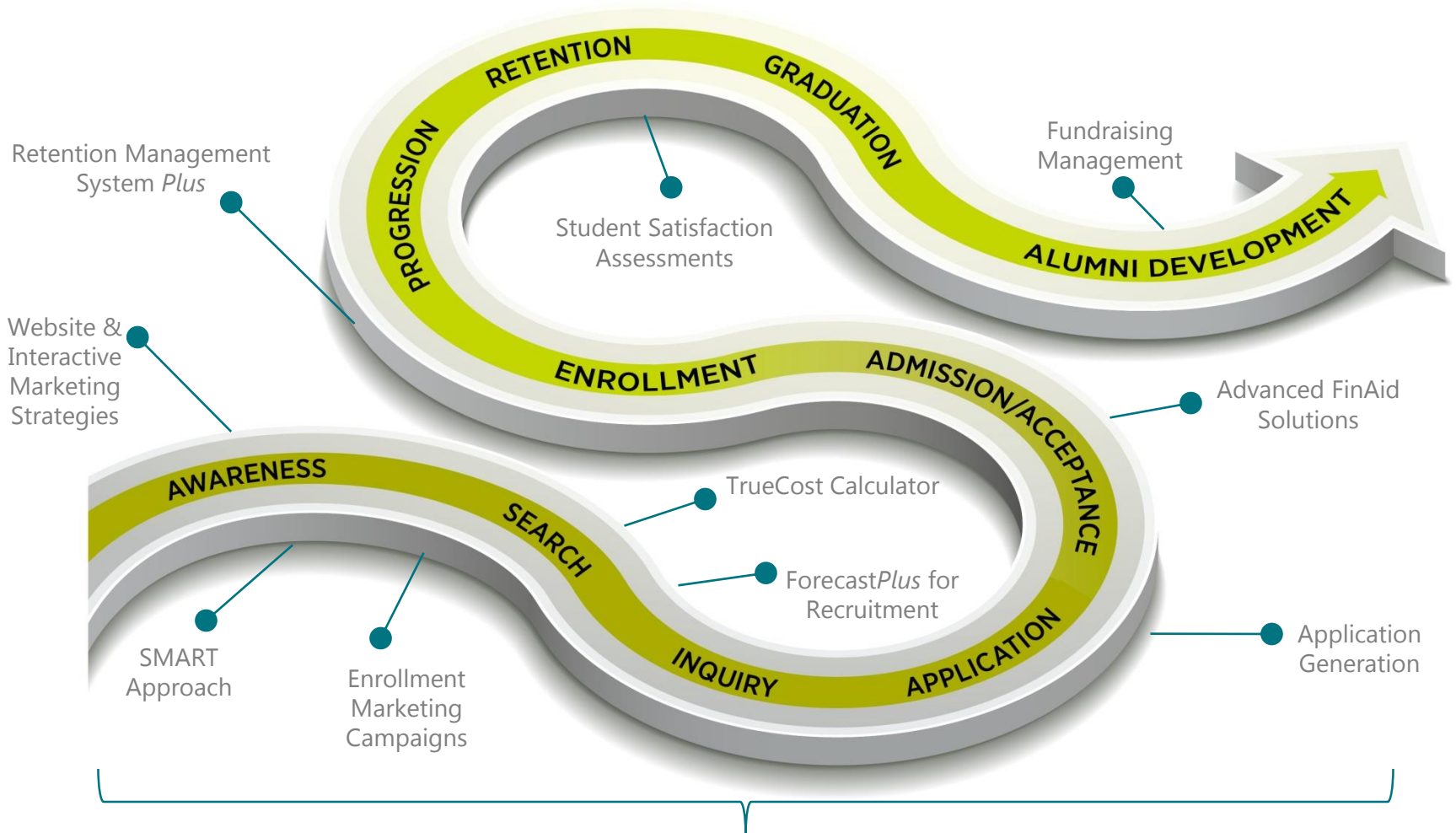
Rob Baird
Senior Vice President

RUFFALOSM
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MCNEESETM
STATE UNIVERSITY

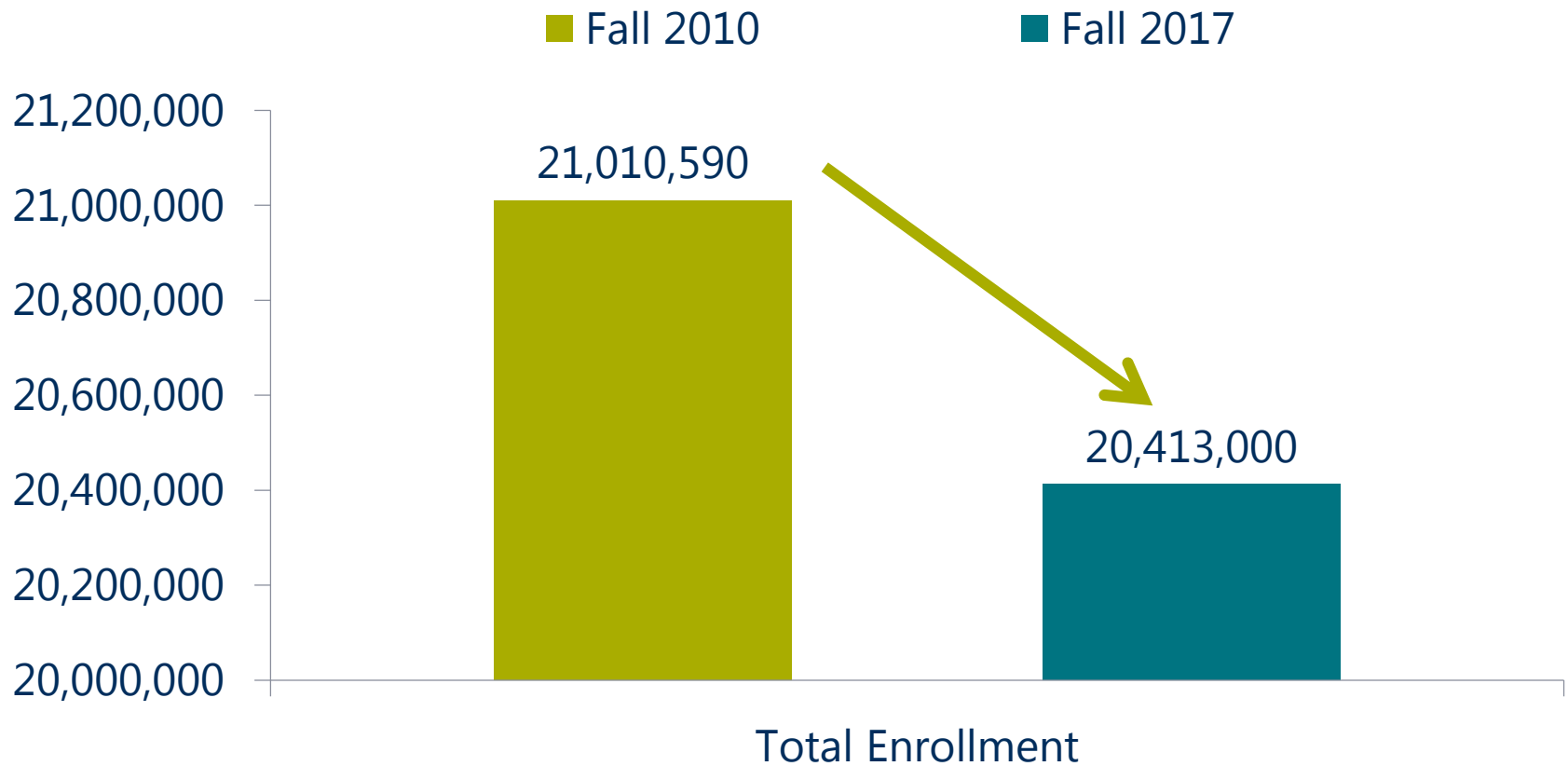
Linking our services is a key RNL advantage





TODAY'S LANDSCAPE

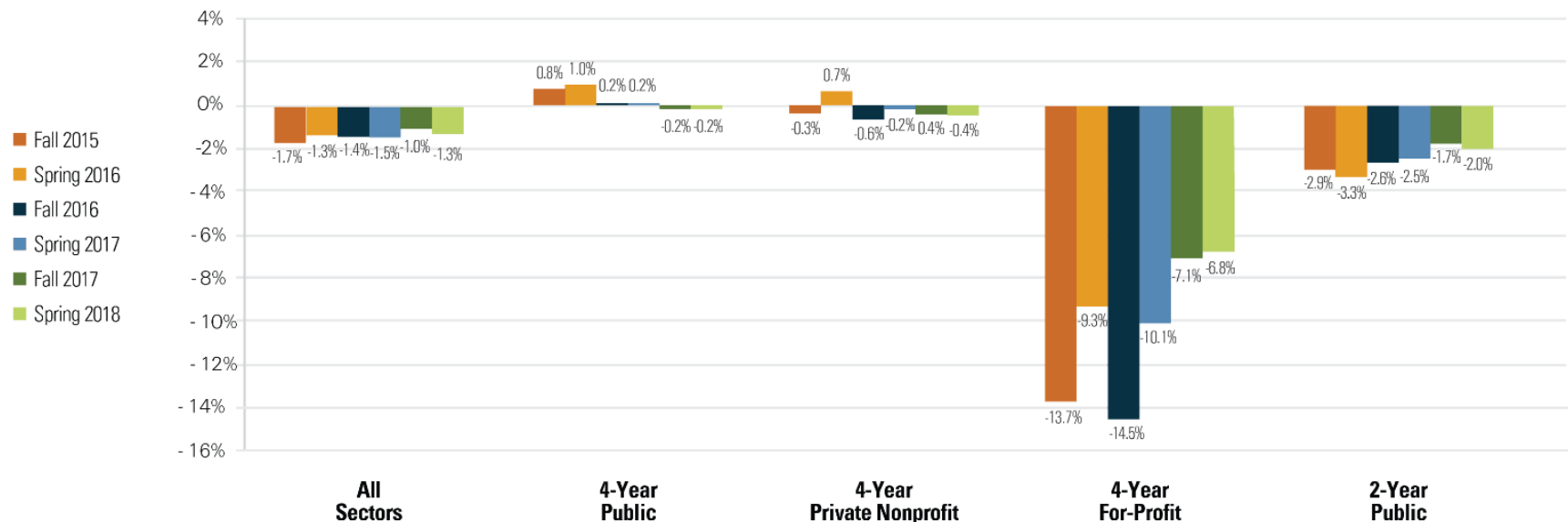
In absolute terms, total enrollment in degree-granting institutions continues to decline



Source: U.S. Department of Education. Institute of Education Sciences, National Center for Education Statistics. 2017 Digest of Educational Statistics: Table 303.10

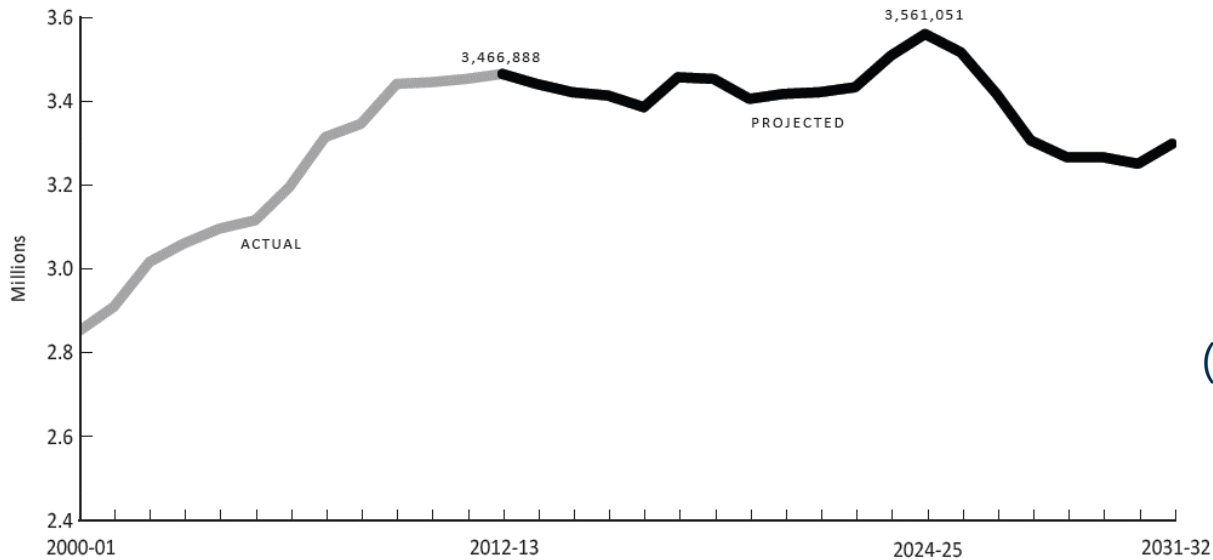
The National Student Clearinghouse reported a 1.3% drop in Spring 2018 enrollments

Figure 1: Percent Change from Previous Year, Enrollment by Sector (Title IV, Degree-Granting Institutions)



Total U.S. public and private high school graduates

- Record-high 3.47 million high school graduates in 2014
- Overall decline in high school graduates from 2013-23, **with the greatest drop expected last year in 2017**

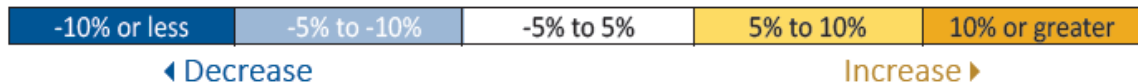
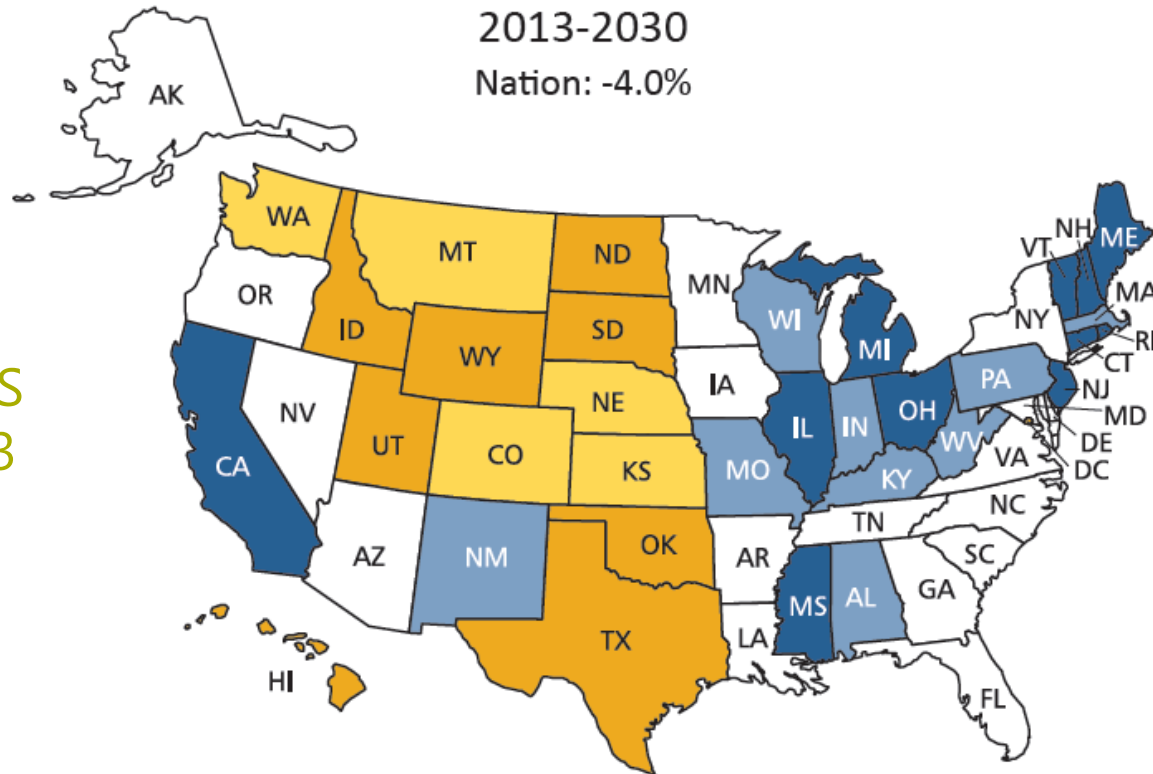


Projected 2017
decline: 2.3%
(81,000 graduates)

High school graduates on the decline



DECREASE OF
120,000 GRADS
BETWEEN 2013
AND 2030



Louisiana

The competition factor

46,235 high school seniors / 2017-18*

64 institutions of higher education**

64.7% college continuation rate (29,914)***
(ranks 18th among states)

9.4% leave the state to go to college (2,805)****
(ranks 47th among states)



† In-state institutions receiving the largest number of in-state freshmen.

‡ Competition factor equals college continuation rate less number of students migrating and the three in-state institutions receiving the largest number of in-state freshmen.

Three Largest Institutions†****	Number of In-state Freshmen****
Louisiana State University and Agricultural & Mechanical College	4,521
University of Louisiana – Lafayette	2,648
Southeastern Louisiana University	2,205

17,735 students ÷ 61 institutions = 291 students per institution‡

Sources:

*Western Interstate Commission for Higher Education, *Knocking at the College Door*, 2016

**The Chronicle of Higher Education, 2017

***Postsecondary Education Opportunity, *Chance for College by Age 19 by State 1986-2010*, 2013

****Postsecondary Education Opportunity, *Interstate Migration of College Freshmen 1986-2012*, 2014

*****National Center for Education Statistics, IPEDS Fall Enrollment Survey (2014)

Purchasing power of Federal Pell Grant and Stafford Loan

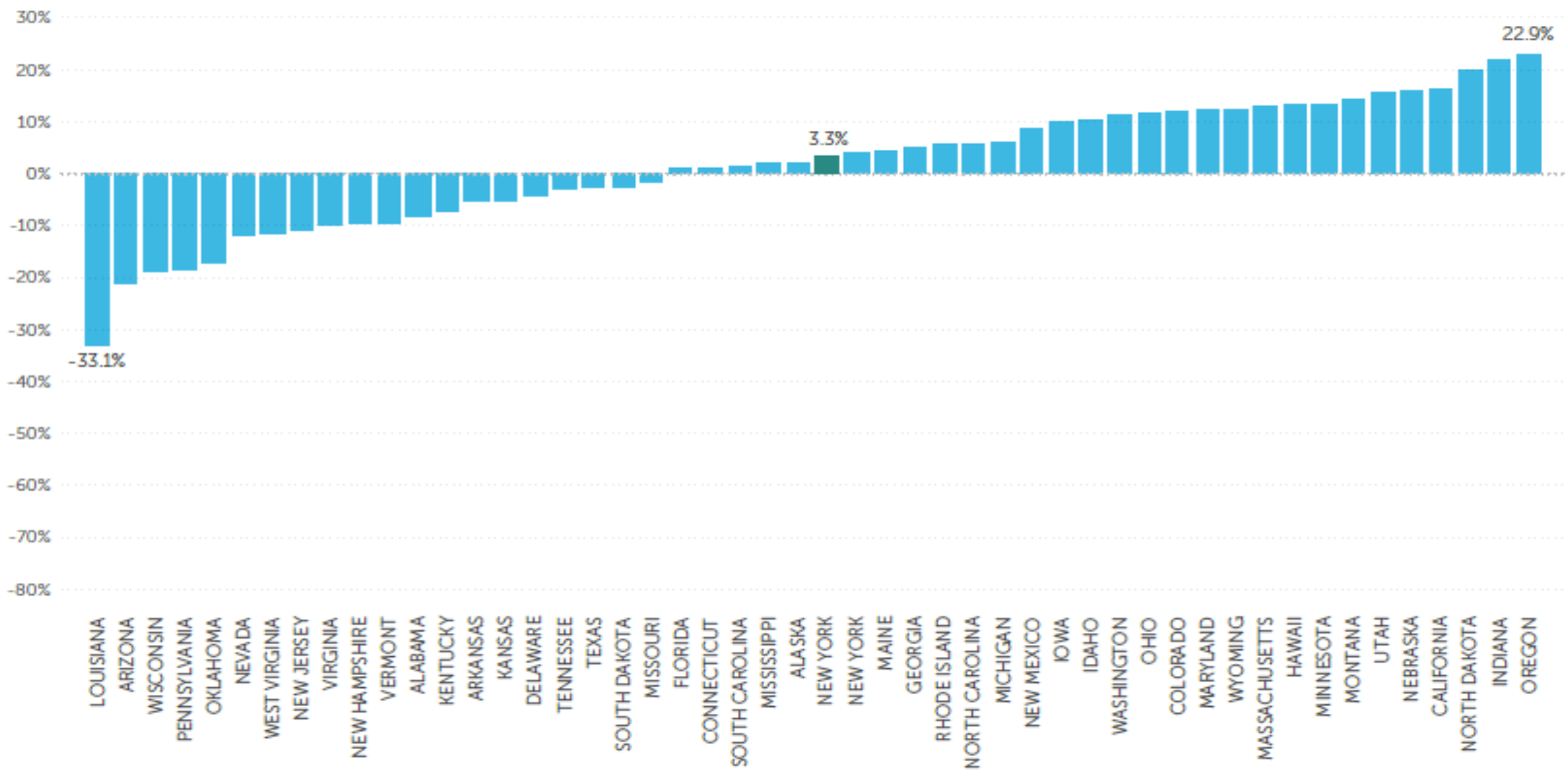
Four-year public

Year	Maximum Pell	Maximum Stafford	Pell + Stafford	Average Tuition and Fees	P+S Tuition and Fees
2008-09	\$4,731	\$3,500*	\$8,231	\$6,585	125%
2009-10	\$5,350	\$3,500*	\$8,850	\$7,020	126%
2010-11	\$5,550	\$3,500*	\$9,050	\$7,605	119%
2011-12	\$5,550	\$3,500*	\$9,050	\$8,244	110%
2012-13	\$5,550	\$3,500*	\$9,050	\$8,655	105%
2013-14	\$5,645	\$3,500*	\$9,145	\$8,893	103%
2014-15	\$5,730	\$3,500*	\$9,230	\$9,139	101%
2015-16	\$5,775	\$3,500*	\$9,275	\$9,410	99%
2016-17	\$5,815	\$3,500*	\$9,315	\$9,650	97%

* Dependent students eligible for \$2,000 unsubsidized Stafford Loan so long as parents were *not* denied a PLUS loan.

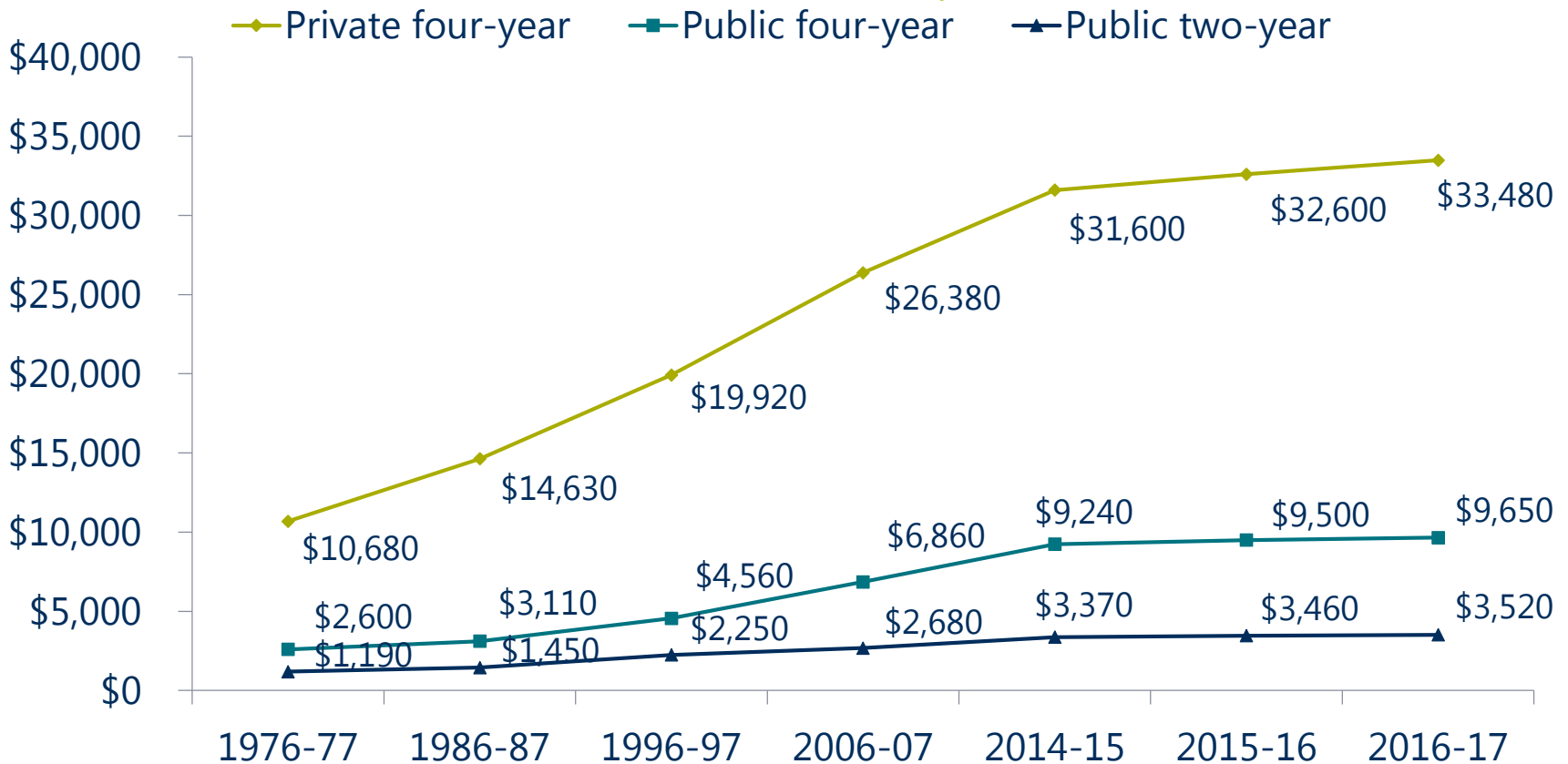
State support is up 3.3 percent the last five years (public only)

FIGURE 12
PUBLIC HIGHER EDUCATION EDUCATIONAL APPROPRIATIONS PER FTE: PERCENT CHANGE, FY 2011-2016

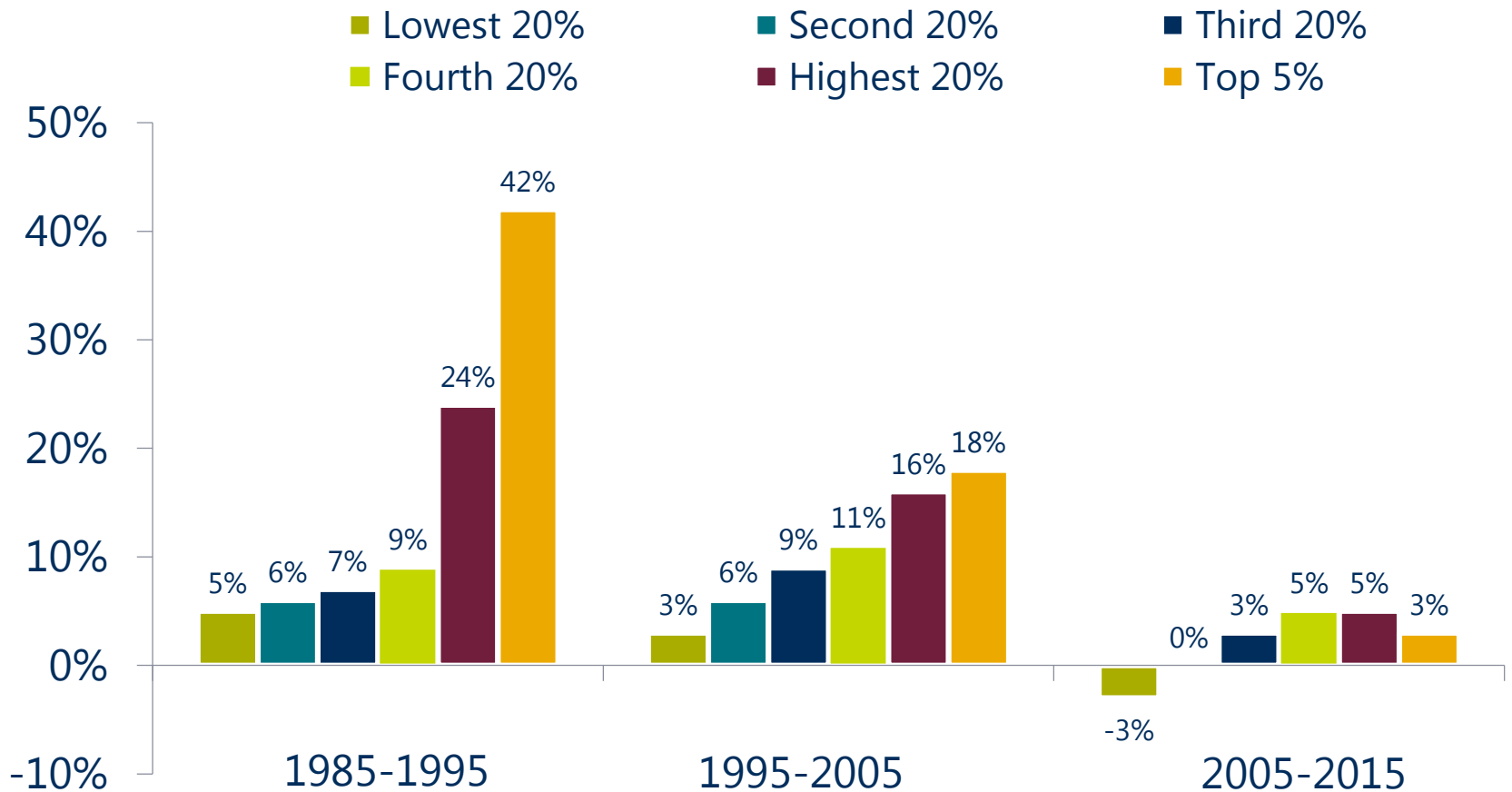


Average tuition and fee charges in constant dollars, 1976-77 to 2016-17 (enrollment weighted)

McNeese is at \$7,936

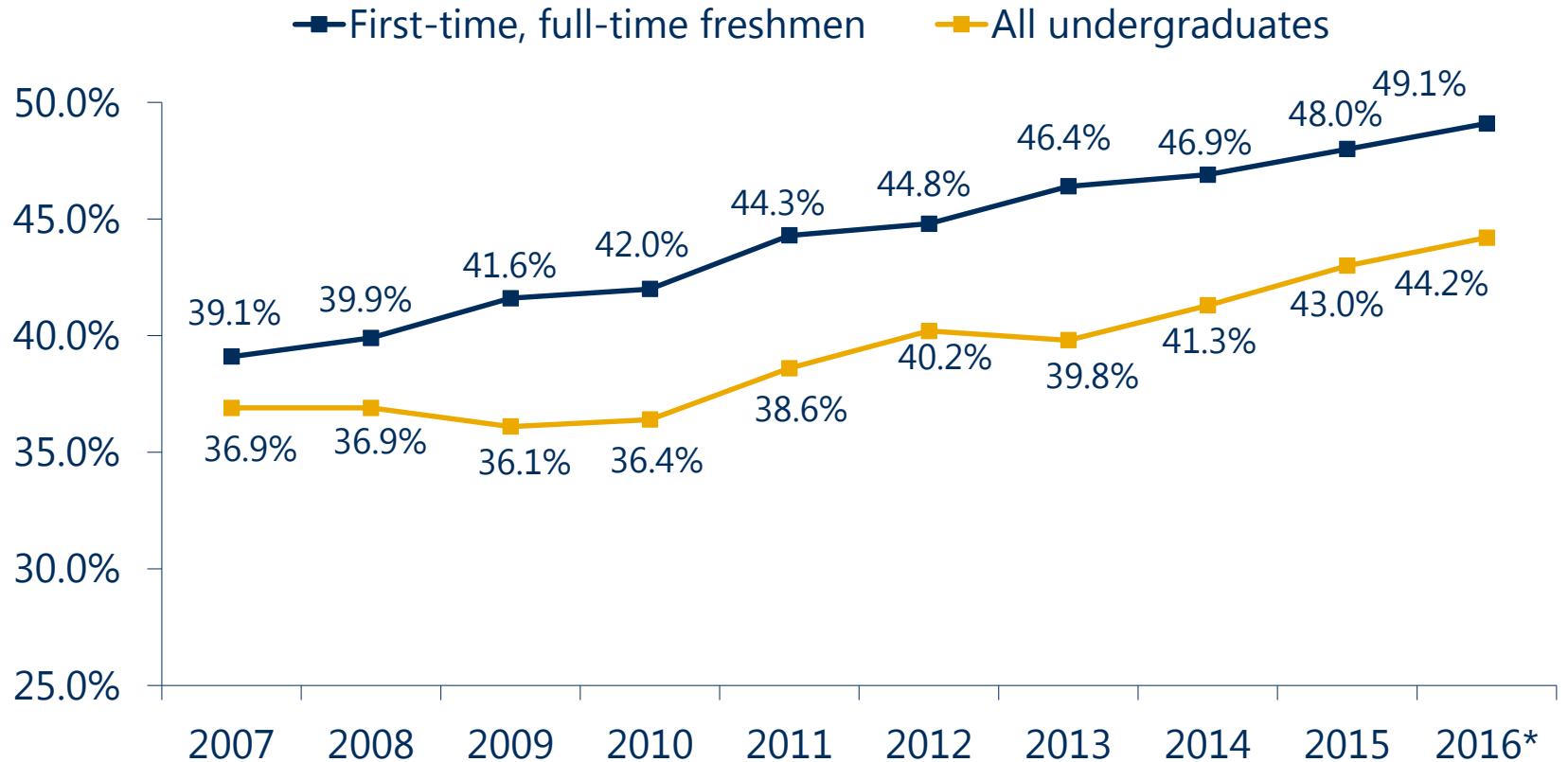


Percentage change in inflation-adjusted mean family income by quintile, 1985-95, 1995-2005, and 2005-15



Source: Data derived from *2016 Trends in College Pricing*. Copyright © 2016, the College Board. www.collegeboard.org.
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Average institutional tuition discount rate, by student category



Public data shows substantial discounting activity – McNeese is 36%

INSTITUTION TYPE	AVERAGE YIELD FOR FRESHMEN	AVERAGE OVERALL DISCOUNT RATE FOR FRESHMEN	AVERAGE TUITION AND FEE DISCOUNT RATE FOR FRESHMEN	AVERAGE OVERALL INCREASE IN NET REVENUE PER STUDENT	AVERAGE UNFUNDED INSTITUTIONAL GIFT AID PER STUDENT	AVERAGE PERCENT OF NEED MET	AVERAGE TUITION INCREASE
Private Institutions							
All Private	26.0%	41.6%	53.5%	1.1%	\$16,177	75.8%	3.9%
Small Private	27.3%	42.3%	54.4%	1.3%	\$16,308	76.4%	3.8%
Comprehensive/ Doctoral (Private)	21.5%	40.3%	52.1%	0.5%	\$15,598	74.5%	3.5%
Research (Private)	25.6%	38.3%	48.3%	0.4%	\$16,431	73.8%	3.2%
Public Institutions							
All Public	31.2%	16.6%	32.2%	3.7%	\$3,574	66.1%	3.1%
Public Resident	37.3%	13.5%	29.7%	4.2%	\$2,365	67.4%	3.2%
Public Non-Resident	22.3%	22.3%	37.3%	3.2%	\$6,746	60.8%	2.9%

Factors in the decision to enroll

Student Satisfaction Inventory

Four-Year Public Colleges and Universities

1. Financial aid
2. Academic reputation
3. Cost
4. Personalized attention prior to enrollment
5. Campus appearance
6. Geographic setting
7. Size of institution
8. Recommendations from family/friends
9. Opportunity to play sports

Factors in the decision to enroll: For all adult learners

FACTOR	ALL	UNDERGRADUATE	GRADUATE
Academic reputation	82%	82%	81%
Availability of evening/weekend courses	79%	80%	77%
Future employment opportunities	78%	79%	76%
Campus location (close to home/work)	76%	79%	72%
Financial aid/scholarship opportunities	75%	79%	70%
Cost	74%	76%	71%
Personalized attention prior to enrollment	70%	73%	65%
Recommendations from family/friends/employer	60%	63%	56%
Size of institution	56%	60%	50%

Ruffalo Noel Levitz (2015). 2014-15 *national adult student priorities report*. Cedar Rapids, IA: Ruffalo Noel Levitz.

Factors in the decision to enroll: Online learners

ITEM	IMPORTANCE %
Convenience	96%
Flexible pacing for completing a program	93%
Work schedule	92%
Program requirements	89%
Reputation of institution	86%
Financial assistance available	85%
Cost	83%
Ability to transfer credits	82%
Future employment opportunities	81%
Distance from campus	60%
Recommendations from employer	58%

Ruffalo Noel Levitz (2016). *2015-16 national online learners satisfaction and priorities report*. Cedar Rapids: Ruffalo Noel Levitz.



YOUR CURRENT STATE & BENCHMARKS

Your recruitment goals

Next entering class



- Increase overall enrollment to 7750
- Increase FTF enrollment to 1375
- Increase transfer enrollment to 350
- Increase undergraduate readmitted student enrollment to 375
- Increase enrollment in online programs to 900
- Increase ethnic and racial diversity of student population
- Reduce number of admission exceptions granted to FTF and transfer applicants

Your recruitment goals

Long-range (three to five years)



- Become first choice in SW LA
- Increase overall enrollment to 9000
- Increase FTF enrollment to 1500
- Increase transfer enrollment to 400
- Increase undergraduate readmitted student enrollment to 425
- Increase enrollment in online programs to 1000
- Increase ethnic and racial diversity of student population
- Reduce number and percentage of admission exceptions granted to FTF and transfer applicants

Growth Strategy Matrix



Funnel trends

McNeese Institutional enrollment statistics

Total enrollment	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Undergraduate	7501	7431	7465	6961	6965
Graduate	848	811	697	665	673
Total	8349	8242	8162	7626	7638

Your retention goals



Short Term:

Increase 1st to 2nd year retention rate to 70%

Increase 1st to 2nd term persistence rate to 87%

Decrease time to degree to five or less years

Increase the percentage of FTF in academic good standing after first fall term

Increase the percentage of FTF who retain TOPS (state scholarship), institutional scholarships, and state/federal financial assistance after first fall term

Decrease the number of course withdrawals and resignations submitted by FTF during first fall term

Your retention goals

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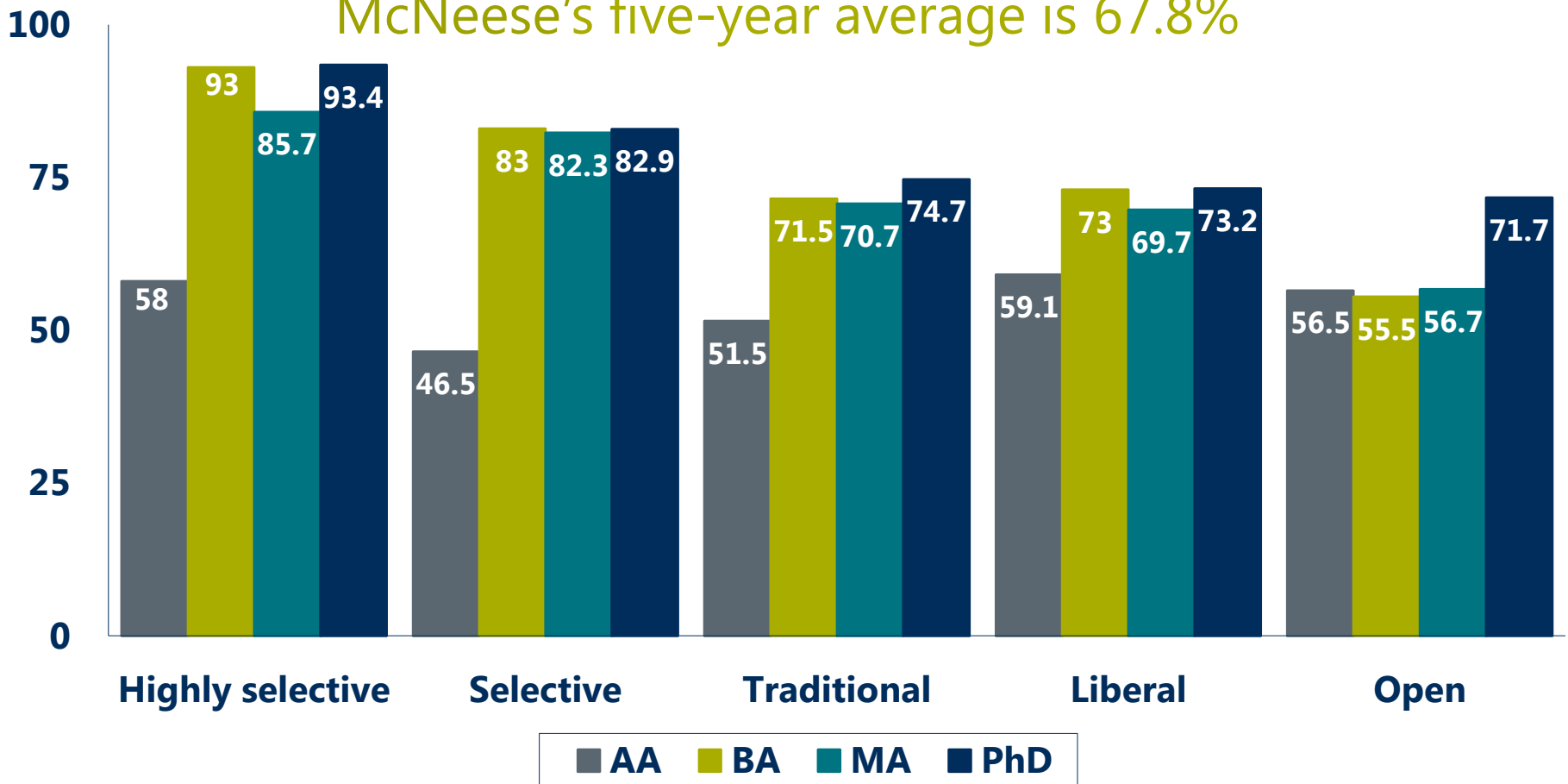
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Institutional admission selectivity – 22.7 ACT

Selectivity Level	ACT (Middle 50%)	Old SAT (Middle 50%)	New SAT* (Middle 50%)
Highly selective	25–30	1710–2000	1200-1410
Selective	21–26	1470–1770	1060-1270
Traditional	18–24	1290–1650	940-1190
Liberal	17–22	1230–1530	900-1120
Open	16–21	1170–1480	860-1090

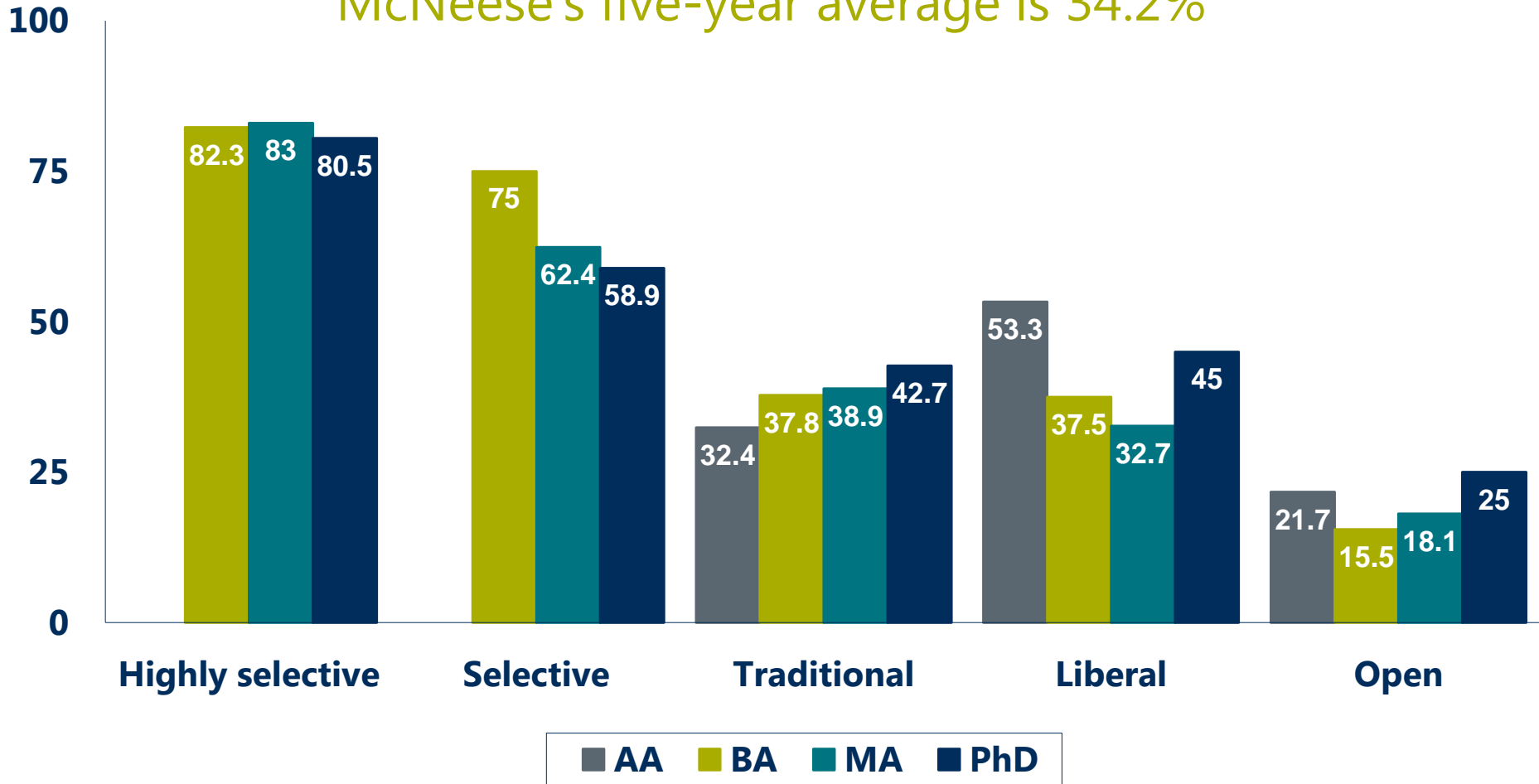
First- to second-year retention rates for public institutions

McNeese's five-year average is 67.8%



National graduation rates for public institutions

McNeese's five-year average is 34.2%



Source: Compiled from ACT Institutional Data File, 2016.
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Completion in 3 years for associate degree, 5 years for BA/BS



Partnership

Student Search

STUDENT SEARCH

RNL search marketing provides strategic search and lead-nurturing campaigns that build a pool of interested students who will actually apply and enroll using predictive analytics to reach out to prospective McNeese State students through a multi-channel approach.

Outcome:

- *Pre-purchase predictive analytics based on geo-demographic data and financial need*
- *Inquiry to enrollment predictive analytics using past data to predict future results*
- *Management of list purchases*
- *Strategy and creative development*
- *Direct Marketing (student and parent)*
- *Email Marketing*
- *Phone campaign*
- *Digital Marketing*
- *Fulfillment for all responders and select non-responders*
- *Ongoing review and on-campus training and consulting*

Applicant Generation

APPLICATION GENERATION/CULTIVATION

RNL's application campaigns engage and nurture the right students and their parents---with information that is relevant specifically to them and creates meaningful interactions that cultivate genuine applicants through a multi-channel approach.

Outcome:

- *Strategy and creative development*
- *Direct Marketing*
- *Email Marketing*
- *Phone campaign*
- *Digital Marketing*
- *Fulfillment for all responders and select non-responders*
- *Cloud-based reporting platform*
- *Ongoing review and on-campus training and consulting*

Advanced Financial Aid Solutions

ADVANCED FINANCIAL AID SOLUTIONS

Make McNeese affordable to students who are willing to pay, without spending more than is necessary to enroll and retain each student; directly contribute to new and returning student enrollment goals; optimize the distribution of aid to serve more students; and maximize net tuition revenue to maintain and improve the quality of programs and services.

- Outcome:**
- *Conduct historical analysis*
 - *Conduct competitor benchmarking*
 - *Utilize econometric modeling & analytics to inform strategies*
 - *Conduct retention analysis*
 - *Provide Optimization & Simulation tool*
 - *Develop annual plan*
 - *Develop four-year enrollment and net revenue projection model*
 - *Provide TrueCost Calculator (i.e. Net Price) branded to McNeese State University*
 - *Provide program management & consulting*
 - *Provide weekly tracking reports/consultative conversations*
 - *Conduct two campus visits*

Strategic Enrollment Planning

STRATEGIC ENROLLMENT PLANNING

Strategic enrollment planning is imperative due to these five mega trends as enrollment has stagnated, we are facing critical demographic shifts, the economics of Higher Ed are strained, retention and completion pressures intensify, as well as the continued emergence of new learning modalities. We will develop a strategic enrollment plan together to face these challenges.

Outcome:

- *Preparation & organization of McNeese State's Strategic Enrollment Plan*
- *Identification of key performance indicators*
- *Conduct data analysis of market*
- *Provide strategy development*
- *Prioritize potential initiatives*
- *Consult on implementation and/or modification*
- *Visit campus typically once every six weeks unless mutually determined to alter cadence*

Recruitment Consulting

RECRUITMENT CONSULTING

The recruitment of new students has become fiercely competitive and requires masterful planning and execution. Planning alone does not ensure results, but it provides disciplined appraisal, goal settings, and strategizing. Developing an annual recruitment plan includes defining the current state, setting goals, identifying strategies, and writing action plans.

Outcome:

- *Development of written annual recruitment plan*
- *Staff Training and development*
- *Inquiry pool development in conjunction with RNL tools*
- *Development of communication plans*
- *Guidance with database configuration*
- *Guidance for relevant management reporting*
- *On-campus site visits in established cadence with follow-up written reports after each visit*

Web Strategy

WEB STRATEGY

Maximizing the marketing effectiveness of McNeese State's website is critical. Our partnership will refine your site's information architecture, improve search engine optimization strategies, and create customized academic and financial content in order for your site to become more effective, enabling you to attract more prospective students.

Outcome:

- *Review of current website*
- *Review of up to ten of your main competitors' websites*
- *User-testing with up to three unique markets*
- *Provide data and consulting on online expectations and behaviors*
- *Guide all web development with research*
- *Develop guidelines for McNeese State's creative team*
- *Conduct interviews with internal stakeholders*
- *Facilitation of up to five focus groups with key site users*
- *Post-launch evaluation*

WEB STRATEGY (continued)

Outcome:

- *Identification of optimal website structure for homepage, admissions, financial aid, academic and news sections*
- *Identification of specific templates for developing various pages*
- *Provide recommendations for content choreography*
- *Development of concepts for new architecture*
- *Use of BrightEdge SEO monitoring*
- *Research on SEO*
- *Active tracking of pre-established targeted keywords*
- *Integration of Google Analytics*
- *Remote training sessions for content developers, marketing, technical administrators*
- *Monthly meetings to update status*

Academic Program Demand Analysis

ACADEMIC PROGRAM DEMAND ANALYSIS

Assessing McNeese State's academic programs to meet future demand and identify new market opportunities is imperative through market research.

- Outcome:**
- *Compilation of data on market share*
 - *Compilation of data on degree trends*
 - *Compilation of data on occupational trends*
 - *Develop, execute, and analyze quantitative survey to prospective students to measure interest in specific programs*
 - *Provide estimates of new UG students enrolling at McNeese State*
 - *Provide final written report*

Questions?

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