

Find and engage the best-fit prospective students.

| DATA SCIENCE
& ANALYTICS

| PREDICTIVE
MODELING

| OMNICHANNEL
ENROLLMENT SERVICES

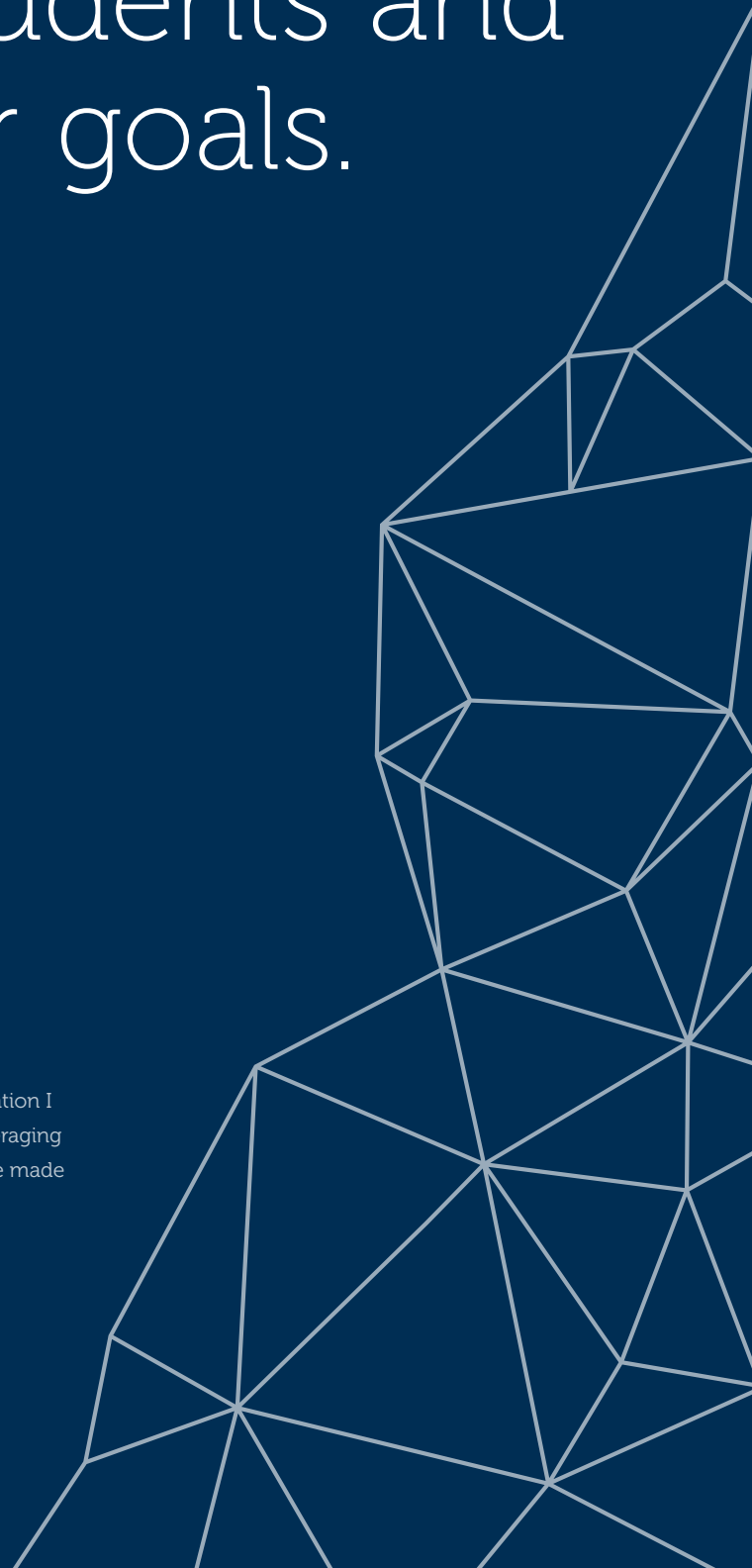
| RESEARCH &
ADVISORY SERVICES

Start with students and achieve your goals.

Like you, we put students first and believe the key to their success is finding and enrolling in the right post-secondary school. That's why we help you identify the best-fit prospective students through technology, data science, analytics and research, all integrated and accessible in the Encoura Data Lab platform.

"I'm able to lead and guide my staff with confidence and conviction because of the information I now have at my fingertips. Partnering with ACT | NRCCUA and leveraging its products and services has probably been the best decision I have made in my first year as a new director."

Mardell Maxwell
EXECUTIVE DIRECTOR OF ADMISSIONS, UNIVERSITY OF HOUSTON



ACT® | NRCCUA® membership gives you exclusive access to...

ENCOURA® DATA LAB

Encoura Data Lab, the exclusive enrollment platform for ACT | NRCCUA members, is a data science and analytics technology platform that provides colleges and universities the information and capabilities required to create the data-enabled enrollment office of the future, today.

EDUVENTURES® RESEARCH AND ADVISORY SERVICES

Building on 20 years of successful partnerships with education leaders, Eduventures provides forward-looking and actionable research based on proprietary market data, and advisory services that support both strategic and operational decision-making.

OMNICHANNEL ENROLLMENT SERVICES

Define and target the best prospects and inquiries based on funnel analysis, leverage our communication engine to reach your targets and empower your team to become enrollment data analysts through our 12-month training program.

"Encoura Data Lab has not only been a huge time saver, it has really helped me stay on track and be mindful of what our data is telling us and how we're performing. It has been incredibly impactful."

Michelle Lewis

DIRECTOR OF UNDERGRADUATE RECRUITMENT, WASHINGTON STATE UNIVERSITY



Great outcomes start with data-driven decisions.

Encoura Data Lab is an enrollment management technology platform that combines student profile data, advanced analytics, and education-specific research so institutions can make informed decisions that optimize fit and create the highest probability of success.

SEARCH PLANNING AND EXECUTION

Class Planner™ App

Find the students who best fit your institution by searching and segmenting millions of profiles nationwide. Identify and analyze your target markets through segmentations such as gender, GPA, major interest, and much more.

ENROLLMENT ANALYTICS

Enrollment Lens™ App

Interact with your enrollment data—from all sources—to fully analyze and understand your institution's recruitment funnel. And now, with enhanced "point-in-time" or "stage-of-funnel" visualization capabilities, you can dig in and track velocity across key areas of the admissions funnel. This provides the perspective needed to ensure key indicators are moving in the right direction.

INSTITUTION-SPECIFIC RESEARCH

Eduventures® Research App

Eduventures provides research and advisory services that are focused exclusively on analyzing the forces that are transforming higher education. Features include Wake-Up Call, our weekly research briefs on changes in the higher education technology landscape, and our exclusive, searchable research library.

PREDICTIVE MODELING

Smart+™ Predictive Model

Smart+ is a predictive model that leverages the power of ACT | NRCCUA's extensive high school student preference data and Eduventures' student attitudinal research. By combining this in-depth information with your own data and our proprietary machine learning models, Smart+ allows you to more accurately—up to 8x more accurately—predict which prospective students are likely to enroll in your institution.

STUDENT PERSONAS

Student Mindsets™

Through an analysis of the results of the Eduventures Prospective Student Research™, we have identified six distinct Student Mindsets from a comprehensive array of outcomes, college experiences, and decision criteria. Encoura Data Lab now allows its users to apply these mindsets to the nation's largest panel of high school students, further informing how and when to message prospective students and what messages will resonate with them.

REFERENCE AND ACCESS

Data Center App

The powerful new Data Center app allows you to consolidate and manage all of your information, including ACT | NRCCUA combined prospect data, Declared Students, ACT Score Reports, and much more, from one place! Then, automate the distribution to your favorite CRM using configurable formats. It's your one-stop-shop for data management!

ENCOURA DATA LAB AT A GLANCE

★ Easy-to-Use

Enjoy a user experience that is beautiful, simple, and highly intuitive. Plus, there's no IT time required to get set up and started.

📊 Data-Driven

Search, engage, and enroll students based on intelligent data and research that guides you along the entire journey.

💬 Interactive

Unlike a static list, get dynamic information that lets you interact and dig in deeper.

💡 Predictive

Identify your top prospects during search, not after, and enjoy up to 8x greater accuracy.

👍 Flexible

Get CRM-ready, de-duplicated data in any format you need.

✅ Instant

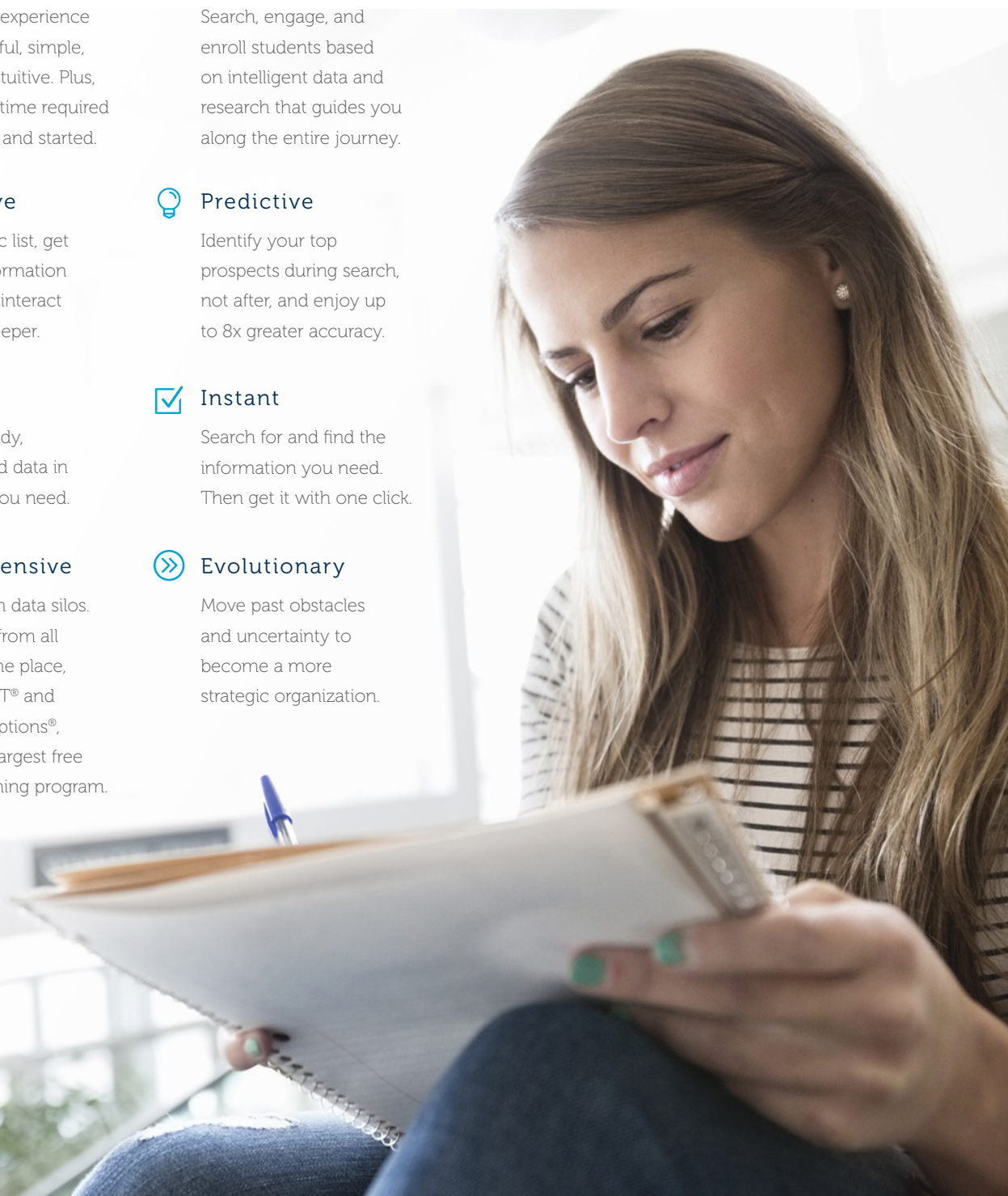
Search for and find the information you need. Then get it with one click.

↔ Comprehensive

Blow through data silos. Access data from all sources in one place, including ACT® and myCollegeOptions®, the nation's largest free college planning program.

➤ Evolutionary

Move past obstacles and uncertainty to become a more strategic organization.



Get in touch, get a demo, and get started.

Connect with us today to learn more about how a membership with ACT | NRCCUA and access to Encoura® Data Lab can help you become the enrollment office of the future, today.

EMAIL contact@nrccua.org

CALL 800.862.7759

VISIT **ENCOURA.ORG**

encoura®
where informed decisions begin

Membership matters.™

ACT | NRCCUA is a membership organization that has, since 1973, been a leading provider of data, research, and programs serving public and private colleges and universities.

ANNUAL MEMBERSHIP INCLUDES:

- Access to Encoura Data Lab's Class Planner™ app
- Access to Eduventures' basic research* and Wake-Up Call
- An annual planning session and access to our online training library
- A pass to Eduventures Summit**

*Access to the full Eduventures research library requires an additional fee.

**Subject to availability.

ACT | NRCCUA AT A GLANCE

Nearly 8 million
students in our data cloud

95%
of public and private high schools have worked with ACT | NRCCUA

1 Million
high school educators have worked with ACT | NRCCUA

1,900
university and college members

ACT® | NRCCUA.
Membership matters.