Find and engage
the best-fit prospective students

DATA SCIENCE & ANALYTICS
PREDICTIVE MODELING
OMNICHANNEL ENROLLMENT SERVICES
RESEARCH & ADVISORY SERVICES

encoura™
where informed decisions begin
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.

"Every admissions director questions the strength of their applicant pool on a regular basis. While many of us have adapted to sorting through Excel or Access for information, the Data Lab lays the data out in an easily digestible manner. I have loved sharing the charts, graphs, and maps with staff, faculty, administrators, and alumni alike. It has allowed for more robust conversations at all stages of the enrollment journey."

Tim Reardon
DIRECTOR OF ADMISSIONS, NORWICH UNIVERSITY
NRCCUA membership gives you exclusive access to...

**ENCOURA™ DATA LAB**
Encoura Data Lab, the exclusive enrollment platform for 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.

“I have found Data Lab incredibly useful in that it provides an excellent analytical, quantitative tool that allows me to parse data in ways that I couldn’t do before. Specifically, I am able to detect performance strengths and weaknesses, as well as areas of opportunity, with the analytics that it provides. My ability to drill down and look at specific performance variables is greatly enhanced with Data Lab.”

Brent Benner
DIRECTOR OF ENROLLMENT MANAGEMENT, UNIVERSITY OF TAMPA
Great outcomes start with data-driven decisions

Encoura Data Lab is an enrollment management technology platform that combines student intelligence 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
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
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
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+ Approach™
The Smart+ Approach is a predictive model that leverages the power of 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 algorithms, Smart+ customers can now 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 2016 Prospective Student Survey, 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.
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 data from the nation’s largest 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 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

Membership matters.
NRCCUA is a membership organization that has, for more than 44 years, been a leading provider of data, research, and programs servicing public and private colleges and universities.

ANNUAL MEMBERSHIP INCLUDES:
• Access to Encoura Data Lab and use of the Class Planner module
• Access to Eduventures’ basic research* and Wake–Up Call
• Access to our online training library
• Two passes to the Eduventures Annual Summit

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

NRCCUA AT A GLANCE

Nearly 6 million students in our database
95% of public and private high schools have worked with NRCCUA

1 million high school educators have worked with NRCCUA
1,800 university and college members