Find and engage
the best-fit prospective students.

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 Encoua DataLab 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.

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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 Encoua Data Lab platform.

Membership matters.

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 Encoua® Data Lab can help you become the enrollment office of the future.

EMAIL: contact@nrccua.org
CALL: 800.862.7759
VISIT: ENCOURA.ORG

Membership matters™

ACT | NRCCUA AT A GLANCE

95% of all private high school students use ACT

1 Million
high school educators have used ACT | NRCCUA

1,900
members and college leaders

Membership matters.

Nearly 8 million students in our data cloud

Start with students and achieve your goals.

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"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 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

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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 segmentation 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 institutions recruitment funnel. And now, with enhanced predictive “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**

Edvuitures® Research App

Edvuitures 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 at the highest education technology, landscape, and our exclusive, escalate research library.

**PREDICTIVE MODELING**

Smart+ ™ Predictive Model

Smart+ is a predictive model that leverages the power of ACT ® /NRCCUA extensive high school student preference data and Eduventures student attitudinal research. By combining this in-depth information with your own data and your proprietary machine learning models, Smart+ allows you to more accurately—up to 8x more accurately—enroll students and improve admission success.

**Flexible**

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

**Comprehensive**

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

**Easy-to-Use**

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

**Predictive**

Identify your top prospects during search, no after, and enjoy up to 8x greater accuracy.

**Instant**

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

**Evolutionary**

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

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"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

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 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.

Predictive

Identify your top prospects during search, no after, and enjoy up to 8x greater accuracy.

Instant

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

Comprehensive

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