Market Insights: How You Can Better Understand Your Students, Your Market, and Your Competition

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Clint oversees a team of enrollment consultants who serve campuses across the country with Encoura Data Lab. The team partners with institutions, their enrollment data, and Encoura data and models to provide data analytics and intelligence to the enrollment process. Clint also leads a strategic enrollment analyst professional development program for Encoura Data Lab partners.
Plan & Expand Enrollment Efforts

THE RIGHT DATA

Encoura & ACT Combined Data Set

Recently Enrolled Student Data
Know Your Market Inside & Out

**COMPREHENSIVE MARKET DATA**

Access 3 years of historic market data and recent competition analytics to gain a holistic understanding of:

- The nation’s college-bound students
- Your market penetration
- Your competitive landscape
Key Topics

- Demo
- Manage Objectives
- Understand Competition
- Explore Opportunities
- Message to Mindset
- Support Territory Managers

Market Insights
Additional Resources
# Featured Sessions

## Monday

**Making the Most Out of Your Market**  
*Matt Ellis, Chief Product Officer*

**Navigating Your Enrollment Data Toward Future Success**  
*Bridget Kurkowski, RVP Encoura Enrollment Services*

**Six Things You Need to Know about the Post-Pandemic Enrollment Environment**  
*Kim Reid, Eduventures Principal Analyst*

## Tuesday

**Smart Online Learning Strategies for Healthy Traditional Undergraduate Enrollment**  
*Richard Garrett, Eduventures Chief Research Officer*

**The Parent/Student Relationship in College Search**  
*Kim Reid, Eduventures Principal Analyst*

**How are We Recruiting Now? How the Pandemic has Reshaped Traditional Student Outreach**  
*Reva Levin, VP of Digital Strategy and Johanna Trovato, Eduventures Senior Analyst*

**Underutilized Data: How to Maximize What You Already Have**  
*Keith Beindorf, Senior Product Manager*

## Wednesday

**Six Prospective Transfer Student Types for Better Recruitment**  
*Johanna Trovato, Eduventures Senior Analyst*

**Highlighting Student Mindsets in Your Recruitment Strategies**  
*Dustin Lowe, Enrollment Services Consultant and Tye Mortensen, Associate VP for Enrollment Marketing Services*
Evaluate the Success of Your Programs to Prioritize Innovation

- Benchmark the strength of your program compared to peer institutions
- Determine opportunities to expand your portfolio of program offerings to strengthen the reputation of your institution
- Identify programs that meet market demand as well as programs that face current and future challenges in the market
- Create a focused and distinctive academic portfolio that students are excited about
Residential Geotargeting campaigns draw a virtual fence around the family home. Any time someone in the home is on their mobile device with their location turned on, Residential Geotargeting allows an institution to push a message to the mobile user in that home.

Use this surgically targeted approach to reach prospective students—and their families—at any time of the year. Your communications can become the catalyst for those all-important family conversations about college options, college visits, and college applications.

encoura.org/geo
Every year you build an enrollment plan: you evaluate goals, decide where to travel, look for opportunities in new territories, and determine where to invest your resources.

But how do you really know if you're investing in the right places? Even if you have the right data, do you have the time to unpack it or an easy way to visualize it?

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Thank you.

ANY QUESTIONS?

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