



Measuring the Impact of Collaborative Marketing

Comparative College Data
Executive Summary

Transformation in Higher Education: The Next 100 Years
February 6-8, 2010

Comparative College Data

The Lutheran Educational Conference of North America is the oldest pan-Lutheran organization in the United States and Canada. For 100 years one of our primary goals has been to support our member institutions and church bodies by helping students discover the values of our colleges and universities. We are engaged in a variety of activities to achieve that goal, from our well-established college fair events to a new presence in social media.

Ultimately, however, we must prove that our activities are having their desired impact and thereby positively affecting enrollment. To that end, we have assessed the results of our efforts on the applicant pools and enrolled classes for our member colleges from 2007–09. Thirty of our 39 U.S. institutions submitted their institutional data to us for this assessment. We are pleased that the data demonstrates that we provide measureable assistance to them in their enrollment efforts.

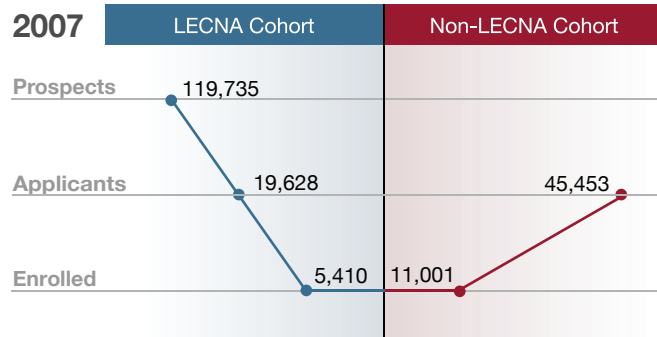
The LECNA-influenced student cohorts in 2007–09 have been between 3.3% and 4.4% more likely to enroll at one of our colleges or universities than students not included in our collaborative efforts. This outperformance has resulted in 2,796 additional enrolled students and an estimated \$75,000,000 in additional gross tuition revenue for our member institutions.

We also engage in a variety of additional activities that have positive impacts for our institutions. While we cannot quantify their direct influence on enrollment, they provide underlying support for the recruitment efforts of the consortium and individual colleges and universities. These activities include ongoing communications with congregations, church leadership and synodical offices; direct contact with parents and youth ministers; a burgeoning Facebook presence; and direct student contact generated by the 700+ members of our “Champions of Lutheran Higher Education” program and “Champions of Lutheran Colleges and Universities” Facebook fan page. This suggests that the results outlined in this report represent the minimum and not the full impact of our ongoing communications.

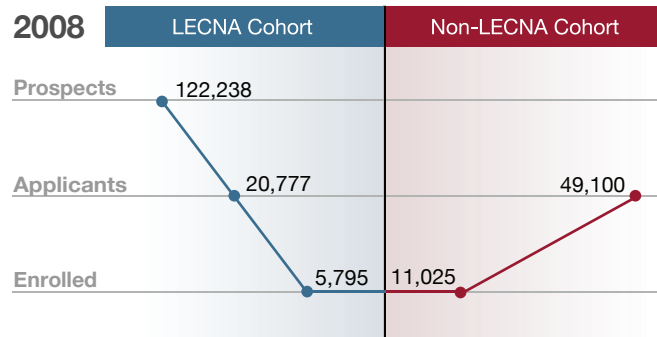
As our outreach efforts have expanded, so too has our impact on our member institutions. **Over the past three years, the number of enrolling students emerging from our cohort has increased, even as overall enrollment has remained fairly constant.** In addition, we have leveraged our communications structure to reduce the per-applicant cost from \$10.65 in 2007 to \$9.01 in 2009. This means that we are increasing our share of enrolled students who had contact with LECNA while reducing your investment costs.

We appreciate the opportunity to serve our colleges and universities, and we are pleased that our efforts on their behalf have been fruitful.

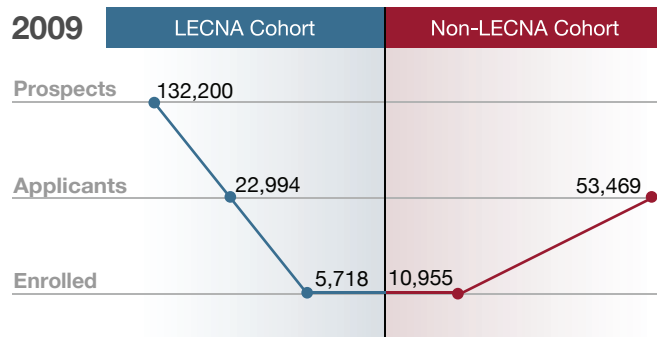
Comparing Enrollment Outcomes



Enrolled from LECNA Cohort	33.0%
Cost per Applicant	\$10.65
Cost per Enrolled	\$38.62



Enrolled from LECNA Cohort	34.5%
Cost per Applicant	\$10.15
Cost per Enrolled	\$36.38



Enrolled from LECNA Cohort	34.3%
Cost per Applicant	\$9.01
Cost per Enrolled	\$36.22

To assess the effectiveness of LECNA's outreach, we divided the applicant and enrolled data (submitted by the 30 colleges and universities who participated in this analysis) into two cohorts: those who received direct communications from us, and those who were not included in our efforts.

The three graphs to the left display the progress of these two cohorts over the past three years. Students in the LECNA cohort enrolled at consistently higher rates than did students not included in our efforts. Over the last two years, which were particularly challenging economic times, on a cost basis the outperformance demonstrated by our efforts actually increased, while the cost to our colleges and universities per applicant and per enrolled students fell significantly.

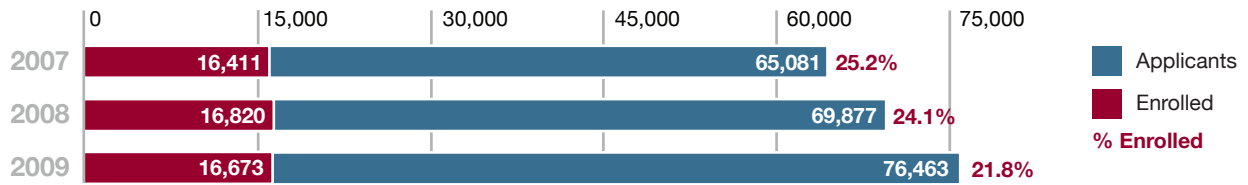
Our success in pooling outside resources, particularly from the two major Lutheran synods and Thrivent Foundation for Lutherans, means that every dollar invested by the colleges and universities is matched with approximately 50 cents of outside support.

Our goal has always been to help steer interested and qualified students to our member institutions. Therefore, we paid special attention to the applicant-enrolled conversion rates. A higher rate indicates that students were both qualified for admission and also more interested in enrolling at our colleges and universities.

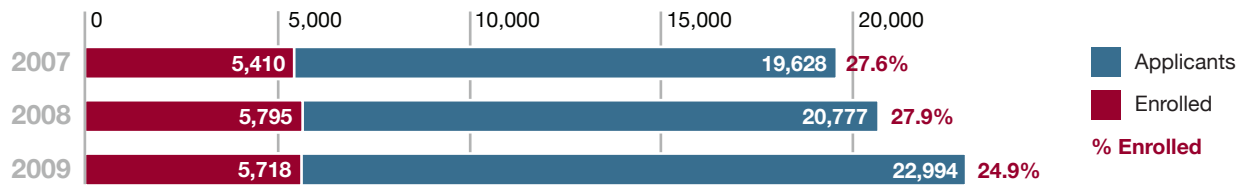
We acknowledge that LECNA's work represents only a portion of the efforts our member institutions devote to enrolling students, but the data shows that our strategy is producing significant results.

Overall Partnership Cohort vs. Institution Cohort Findings

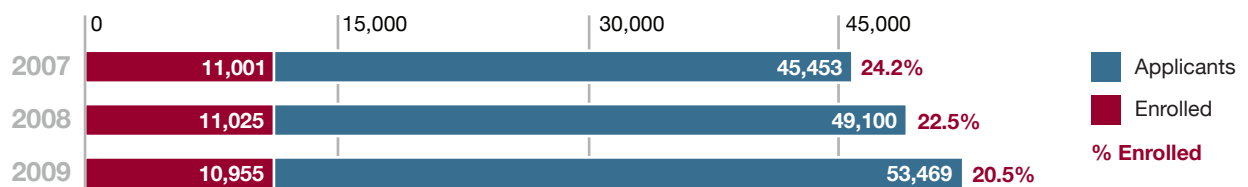
All Students



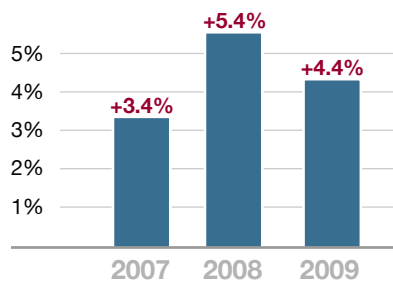
LECNA-Consortium Partnership Cohort



Institution-Only Cohort



LECNA-Influenced Percent Conversion from Applicant to Enrolled



% Conversion Outperformance of LECNA-Influenced Students

Return on Investment

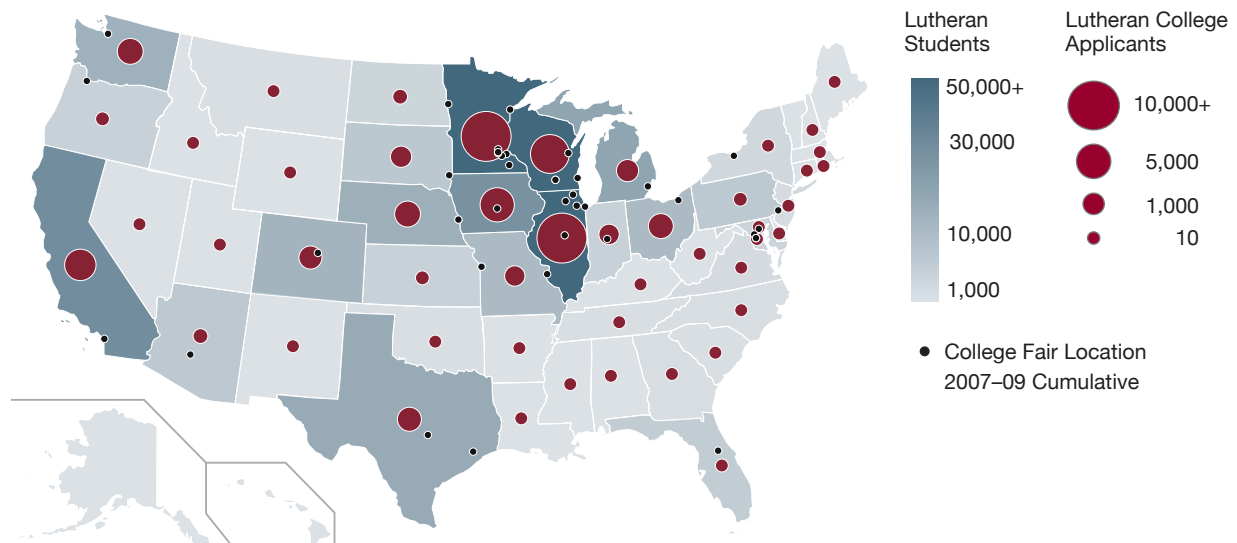
Year	Total Applicants	Total Enrolled	Year	Total College Contributions	Investment per App by Colleges	Investment per Enrolled by Colleges
2007	19,628	5,410	2007	\$208,953	\$10.65	\$38.62
2008	20,777	5,795	2008	\$210,833	\$10.15	\$36.38
2009	22,994	5,718	2009	\$207,081	\$9.01	\$36.22

Geographic Results

LECNA runs a campaign that reaches students nationwide. This allows all of our member institutions the opportunity to reach students in their local recruitment regions, but also provides them with a cost-effective way of reaching a national audience.

For nearly all of our colleges and universities, students living 250 miles or more from campus who were included in LECNA's collaborative recruitment efforts enrolled at higher rates than those students who were not part of our group. Our ability to identify students interested in our colleges and universities across the country, combined with our combination of outreach efforts, has proven to be a highly effective means for our colleges to reach students from farther away.

These students provide geographic diversity to our colleges and universities. Independent research shows that students who travel more than 250 miles from home for college typically demonstrate lower financial need, which suggests that our efforts have an additional positive effect on an institution's bottom line.

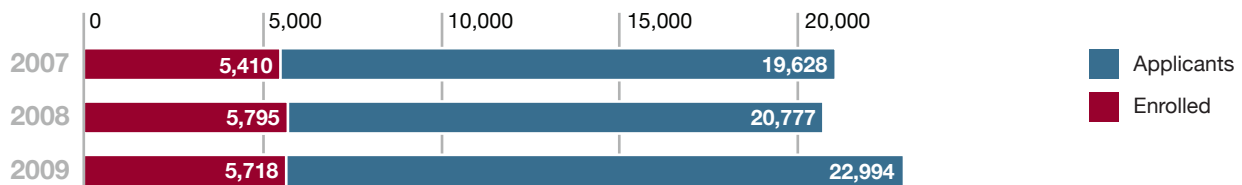


Total LECNA Activity

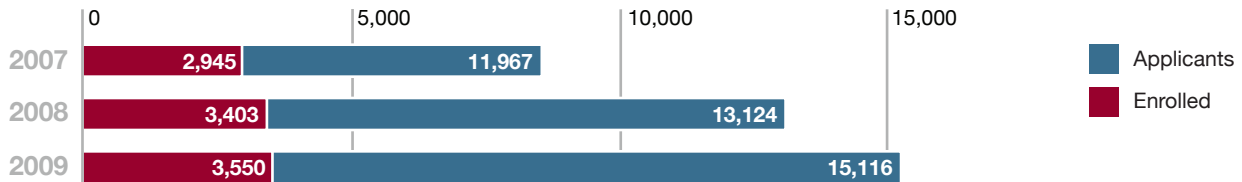
Student Entry Term	Students Contacted	College Fair Students	Total College Fair Attendees	Direct Mailings	E-mails
2007	119,760	783	2,114	137,724	668,895
2008	122,238	837	2,260	140,573	1,010,178
2009	132,200	1,069	2,886	122,850	542,762

Over each of the past three years we have extended our reach to greater numbers of students, supported a consistent number of college fairs and better targeted our e-mail deliveries. As student attention moves from e-mail to social media, we will continue to redeploy our resources accordingly, and seek metrics to measure success in those new initiatives.

Total Results



E-mail Results



For each of the 30 college and university data sets, we matched individual student records against our master database of students contacted by LECNA each year. We only considered domestic applicants, both first-year and transfer students, in this process. Wherever a match was found between institutional data and our own, we tagged the student record with a note about their attendance at a college fair or as a recipient of one of our direct mail or e-mail campaigns.

The LECNA-influenced cohorts are significantly more likely to enroll than the non-contacted student cohorts. That result can be the difference between a successful enrollment effort and failure.

Contact

If you have any questions about this report, feel free to contact us. Questions about the data and analytical process can be directed to our strategic partners at Neuger Communications Group.



Dr. Ralph H. Wagoner
President
Lutheran Educational Conference of North America
2601 South Minnesota Avenue, Suite 105
Personal Mail Box #377
Sioux Falls, South Dakota 57105
wagoner@lutherancolleges.org
phone: 605-271-9894
fax: 605-271-9895



Jeff McLaughlin
Vice President and Senior Communications Counselor
Neuger Communications Group
411 South Water Street
Northfield, Minnesota 55057
mclaughlin@neuger.com
phone: 507-664-0700
toll-free: 888-761-3400
fax: 507-664-0707