

Using Geographic Data to Recruit, Retain, and Communicate More Effectively

Mardell Maxwell • Kirsten Clark



University of Houston System Student Affairs and Enrollment Services
2019 LEADERSHIP CONFERENCE

Who we are



Mardell Maxwell

Executive Director

Office of Admissions
University of Houston



Kirsten Clark

Interim Associate Director

ES Communication & Marketing
University of Houston

Learning objectives

1

How to use data to make decisions

2

How to effectively align recruitment strategies with retention initiatives

3

How to tailor communications and marketing efforts based on audience analysis data

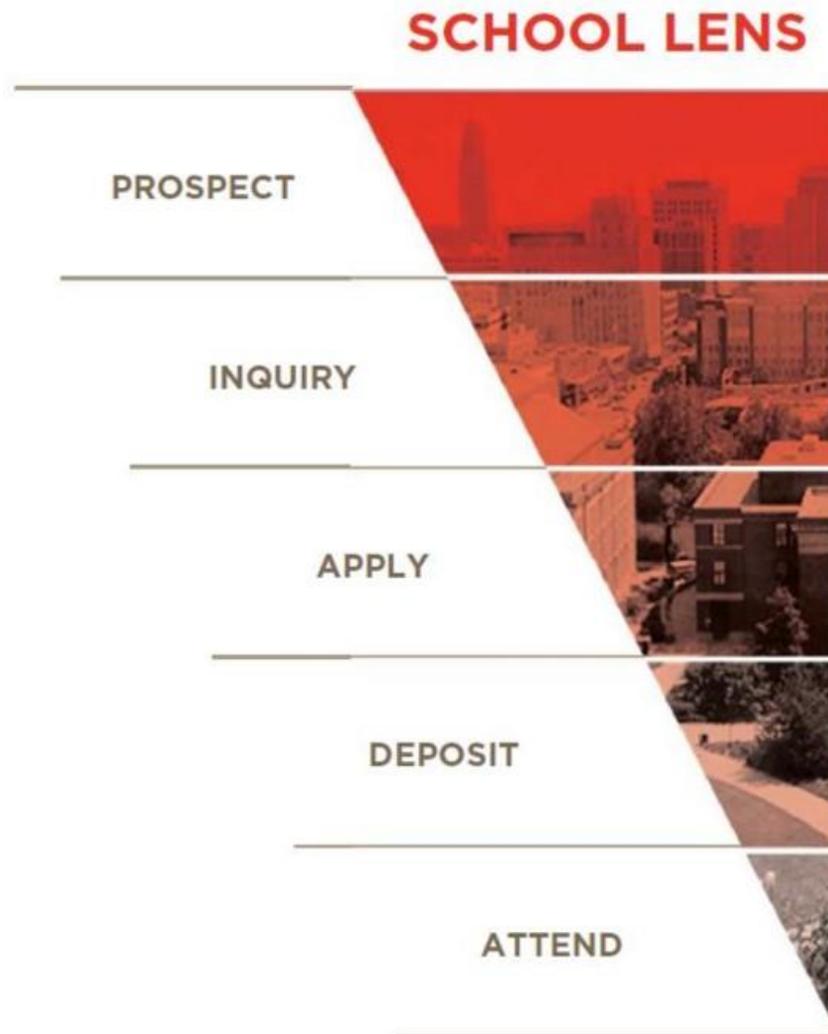
Why is this important?

Recruitment is
more competitive
than ever

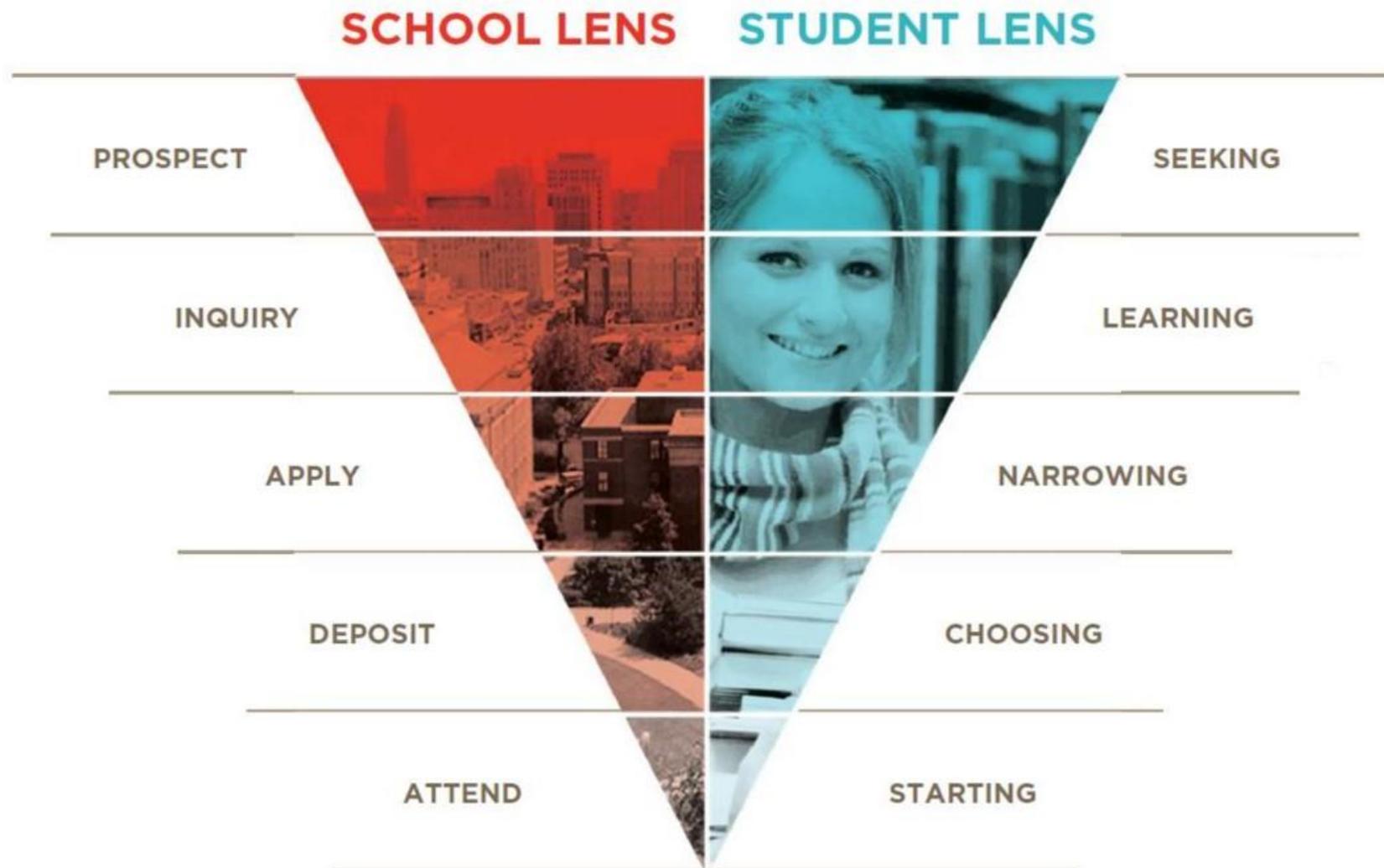


Creating the
need to operate
smarter and
more efficiently

The recruitment funnel



The recruitment funnel





Neighborhood Clusters

Your turn

- 1** What does this data tell you about the freshman population at the University of Houston?
- 2** If this was your school's data, what would you do with it?
- 3** What are some strategies you could consider to best serve students in cluster 54?

Cluster 54

Ethnically diverse, low-income, working-class families with little college experience

89%

First Generation



\$31,770

Median Family Income



501

Mean SAT Math



\$16,370

Avg. Cost of Targeted Colleges



Messaging

- (1) How-to guides (complete an application, submit a transcript, etc.)
- (2) Support services at UH
- (3) Retention

- (4) Cost, financial aid, and value
- (5) Career opportunities

Communications & marketing

Cluster 61

Affluent, highly educated professionals with expensive homes

16%

First Generation



\$95,600

Median Family Income

642

Mean SAT Math

\$81,470

Avg. Cost of Targeted Colleges



Messaging

(1) Traditions & school pride

(2) University & program rankings
(3) Academic programs & offerings
(4) Tier One & research

Retention initiatives

- 1** Creates the opportunity to tailor retention initiatives by cluster instead of having a one-size-fits-all approach.
- 2** Creates the opportunity to engage high school counselors, principals, and superintendents in a data-driven discussion.
- 3** Creates the opportunity to engage with academic colleges about how to best prepare for incoming students.

Questions?

Contact us

Mardell Maxwell

Executive Director

Office of Admissions

University of Houston

mrmawwe2@central.uh.edu

Kirsten Clark

Interim Associate Director

Enrollment Services Communication & Marketing

University of Houston

keclark@uh.edu