

Strategic Initiatives Update

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EAST TENNESSEE STATE
UNIVERSITY



Overview

- Scholarship Review
- CRM
- Data
- Brand/Identity



Scholarship Review

- Understand and improve, from a student success perspective, our pricing and discount strategy
- RFP will be developed this week and we have had conversations with consultants to make sure we are asking for the right outcomes
- Larger group to review findings and participate in the consultation once selected



CRM

- Graduate, undergraduate, and online have the ability to use the system
- Currently meeting to identify process changes and increase effectiveness of the CRM
- Dashboards are in development and will be available in the month



Decentralized Business Intelligence

- One data officer in each college (plan):
 - Will have to sign an NDA and an MOU acknowledging responsibility and allowing planning and decision support staff to review their reports – if issues found IT and PDS staff will determine if the user maintains access
 - Must pass an SQL assessment delivered through IT
 - Testing first with Nursing and Business
- APS data is being updated and we will have a session with our consultant and the Deans on November 7, 2019



Brand Identity

- ASRL completed a regional panel with 610 respondents
 - 490 of those will attend college or have a child who will attend college in 3 to 5 years
- Panel was broken into regions
 - Local 13 county area
 - Region within 250 miles



Demographics

- Respondents overwhelmingly female
- 79% white (higher in local county market)
- Half of respondents household income less than \$50,000/yr
- Facebook is the social media platform of choice (with Instagram a close second)





Compare To Others

- Respondents positively compare us to
 - Appalachian State
 - University of Tennessee
 - ECU
 - KSU
- Agree that we offer something more than community colleges



What they think...

- 69% associate Prestigious with ETSU (67%,250)
- 80% Accessible (76%)
- 67% Easy (64%)
- 35% Difficult (38%)
- 80% Respected (78%)
- 79% Safe (79%)
- 83% Quality (81%)
- 71% Affordable (70%)
- 82% Supportive (80%)
- 81% Beautiful (79%)
- 83% Regional (79%)





Awareness

- 41% of respondents aware of ETSU overall
 - 71% local
 - 26% regional market
- 45% of respondents attended or know someone who attended ETSU
 - 66% local
 - 29% Regional
- 70% would recommend ETSU
 - 75% Local
 - 63% Regional



Where do you get info...

- 76% use google
- 69% use the college's webpage
- Local market high on billboards (44%) but 250 mile is only 27%
 - Digital ads matter most (Social media higher at 50% and 42%)
- When asked how they want to receive information
 - 16% website, 13% Online ads, 15% TV, 23% Mail, billboards just 2%



Important Traits

- Affordability/scholarships are most important (54%)
- Programs being second (23%)
- Compared with barriers:
 - High cost/fees 40%
- How will you pay...
 - 57% expect scholarships (46% loans)



Finances Are Important

- 70% would exclude an institution on price
- 63% might exclude an institution that cost \$6,000 or more per year
- 96% would make a choice on financial aid package



Summary

- Working on enhanced data access
- Improving communication tools and information
- Reviewing price and scholarship
 - The Brand study says we are what they expect us to be but the price must be within reach



Questions



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