



2020 Higher Ed Enrollment Pulse Report

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2020 Higher Ed Enrollment Pulse Report

Othot, a leader in artificial intelligence and prescriptive analytics for higher education institutions, has been monitoring the impact of COVID-19 on Fall 2020 enrollment and what that means for our higher ed Partner Institutions. We define our customers as our Partners Institutions because of the strategic nature of our relationships. Together, we focus on each institution's specific enrollment, student success, and advancement goals.

Our Partner Institutions use our artificial intelligence Platform to understand and explain why students enroll at their institutions and use our automated recommendations to change behaviors and outcomes.



For example, will an additional \$5,000 of financial aid increase a student's likelihood to enroll? Or will a marketing campaign increase a student's likelihood to move from admitted to deposited?

When COVID-19 disrupted campuses across America, higher ed institutions had to quickly pivot their operations from on-campus to remote, from in-person to virtual, from face-to-face to FaceTime. The activities and events that enrollment offices had relied on for years to yield students were reimagined into virtual visits and digital experiences.

As we worked with our Partners to understand what was happening with their incoming classes, we observed some interesting patterns and trends in the data around enrollment and summer melt. We collected the data and created the 2020 Enrollment Pulse Report to be a resource for higher ed institutions.

Overall Enrollment Trends

For the purpose of the 2020 Enrollment Pulse Report, we measure Fall 2020 enrollment as the number of deposits for First Time First Year (FTFY) students. Summer melt is measured by the number of canceled deposits to the population that deposited as of July 15. For region, we looked at Partner Institutions located in the United States. Data is segmented by institution type, public and private, and institution size, large and small. Large defined as greater than 2,000 First Time Students, and small defined as less than 2,000 First Time Students.

The findings in the 2020 Enrollment Pulse Report are aggregated and anonymous and an accurate representation at the time of analysis and may also account for our Partner's mitigation actions, such as reducing tuition and other tactics.

DEPOSITS	May 1, 2020 vs. May 1, 2019	June 1, 2020 vs. June 1, 2019
Average Deposit Rate Across Othot's Partners	-13.00%	-4.46%
Sum of all Deposits from Othot's Partners	-3.80%	-1.26%

When comparing May 1, 2020 to May 1, 2019 average deposit rate, the outlook for enrollment was bleak. Institutions with less than 2,000 FTFY students were facing the largest enrollment decline.

Many campuses shut down during a critical time in the enrollment cycle and some extended decision deadlines from May 1 to June 1 or beyond. Those factors may have negatively impacted deposit rates at May 1.

The good news, **deposits trended up at June 1**, with the average rate across Othot's Partners at -4.46%, up from -13%. The sum of all deposits from our Partner Institutions also saw a gain from -3.8% at May 1 to -1.26% at June 1. Institutions with more than 2,000 FTFY students were driving the gains with smaller institutions struggling to recover.



Summer Melt

When looking at overall summer melt comparisons between the number of canceled deposits to the population that has deposited so far, we found that **the melt rate in 2020 was down compared to 2019**. That's a positive indicator for enrollment. While deposits were down in 2020, fewer students were melting.

Overall Summer Melt from 2019 to 2020	-0.80%
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Public vs. Private Institutions

When we compared public institutions and private institutions among our Partners, the May 1 deposit rates were similar between the two institution types. As of June 1, both private and public institutions made gains. **That's positive news** given the impact that COVID-19 has had on recruitment activities like campus visits and in-person programs.



DEPOSITS		May 1, 2020 vs. May 1, 2019	June 1, 2020 vs. June 1, 2019
	Public Institutions	-12.70%	-4.58%
	Private Institutions	-13.70%	-4.20%



Summer Melt



Summer melt for private institutions is a bright spot in the data.

As private institutions were gaining on deposits at June 1, they were also one percent ahead of public institutions with melt.

		July 15, 2019 vs. July 15, 2020
	Public Institutions	-0.60%
	Private Institutions	-1.10%

Institution Size



When comparing institutions that enroll greater than 2,000 FTFY students to those that enroll less than 2,000 FTFY students among our Partners, the deposits at institutions with less than 2,000 FTFY students were down 18.9% compared to May 1, 2019 deposits. For institutions with more than 2,000 FTFY students, **deposits were ahead in 2020 at both May 1 and June 1.**

DEPOSITS	May 1, 2020 vs. May 1, 2019	June 1, 2020 vs. June 1, 2019
 > 2,000 1 st Time Students	0.40%	1.03%
 < 2,000 1 st Time Students	-18.90%	-7.02%



Summer Melt



As of July 15, 2020, institutions with more than 2,000 FTFY students were experiencing more melt, yet higher deposit rates.

	July 15, 2019 vs. July 15, 2020
 > 2,000 1 st Time Students	1.00%
 < 2,000 1 st Time Students	-1.30%

Geographic Regions

The last segment we reviewed among our Partners was deposits by geographic area. We selected the Northeast because there are well-documented enrollment challenges for schools located in that region, including declining numbers of high school students and other demographic changes.



When comparing the average deposit rate from May 1, 2020, to May 1, 2019, Partner Institutions in the Northeast were **down 21.4%**. All other regions in the U.S. were **down 10.9%**. The May 1 deposit rates for the Northeast institutions were negatively impacted when decision day was extended from May to June 1.

DEPOSITS		May 1, 2020 vs. May 1, 2019	June 1, 2020 vs. June 1, 2019
	Northeast	-21.40%	-8.64%
	All other U.S. regions	-10.90%	-0.98%



Summer Melt

As of June 1, all regions had made gains in deposits, yet the Northeast continued to lag behind all other regions in the U.S. Lower melt in the Northeast was helping to make up for lagging deposits. A question remains: **will that be enough to offset deposits?**

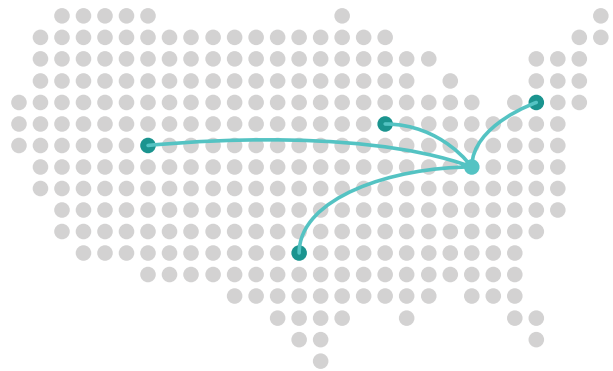
		July 15, 2019 vs. July 15, 2020
	Northeast	-0.70%
	All other U.S. regions	-0.90%

Dissecting Summer Melt

Resident vs. Non-resident

Melt for resident students was -0.7%, slightly less than the overall difference between 2020 and 2019.

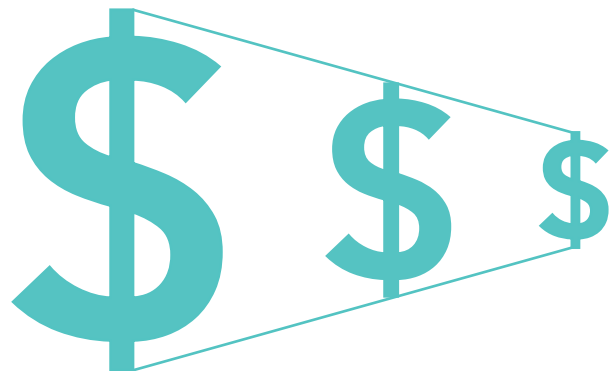
The resident melt rate was less than average which indicates that non-residents were still considering options further from home.



Affordability

COVID-19 has had an impact on the financial health of many families regardless of their original EFCs.

As of July 15, 2020, our data showed that Pell-eligible and non-Pell eligible students were melting around the average, and that's an indicator that affordability is not an overwhelming concern for students.



Conclusion

We put together the Enrollment Pulse Report because we, as a team of data scientists and technologists, look to data and analytics to diagnose problems, predict what will happen, and prescribe recommendations to change outcomes. Our goal with the Enrollment Pulse Report is to help higher ed institutions understand where they stand compared to other institutions for Fall 2020 enrollment and melt. These results are an accurate representation at the time of analysis and may also account for our partner's mitigation actions, such as reducing tuition and other tactics.

What's clear is that COVID-19 has had an impact on deposits and summer melt, yet the full results won't be known until the Fall 2020 census.

About Othot, Inc.

Othot is a leader in artificial intelligence and prescriptive analytics for higher education institutions across the United States. Together, Othot and its Partner schools focus on each institution's specific enrollment, student success, and advancement goals. Othot's cloud-based solution provides continuous intelligence in real time and empowers schools to engage with each prospective, current, and former student with the right tactic at the right time. Othot is higher intelligence for higher education.

For more information or to schedule a demo of the Othot Platform, please contact us at othotteam@othot.com or visit our website at othot.com.