



## Post-May 1 Insights on Catholic Institution Performance

May 16, 2024

# Presenters



Peter Farrell

Founding Principal



Jackie Stoneburner

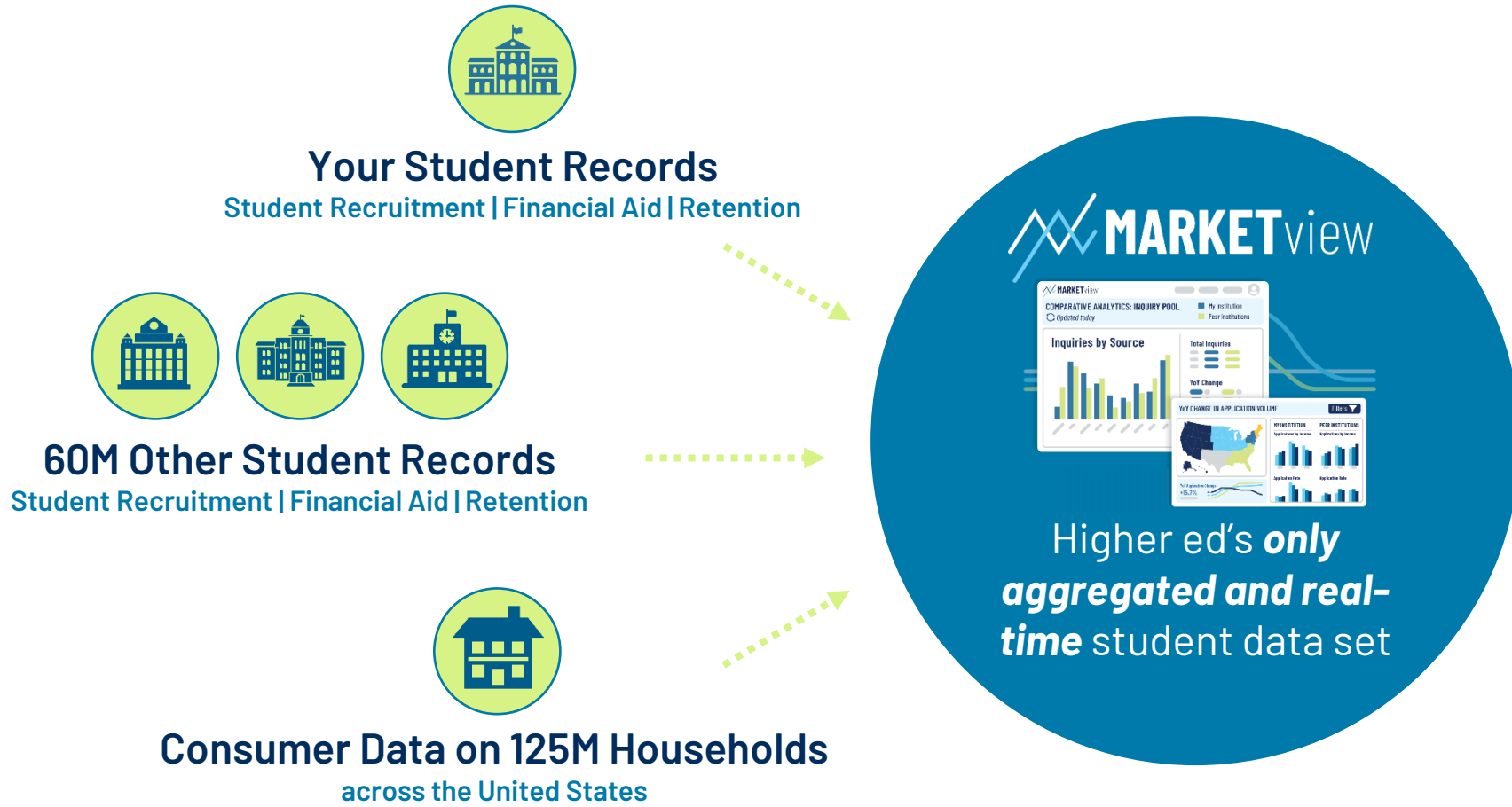
Founding Partner



Submit questions or comments using the **CHAT** feature.

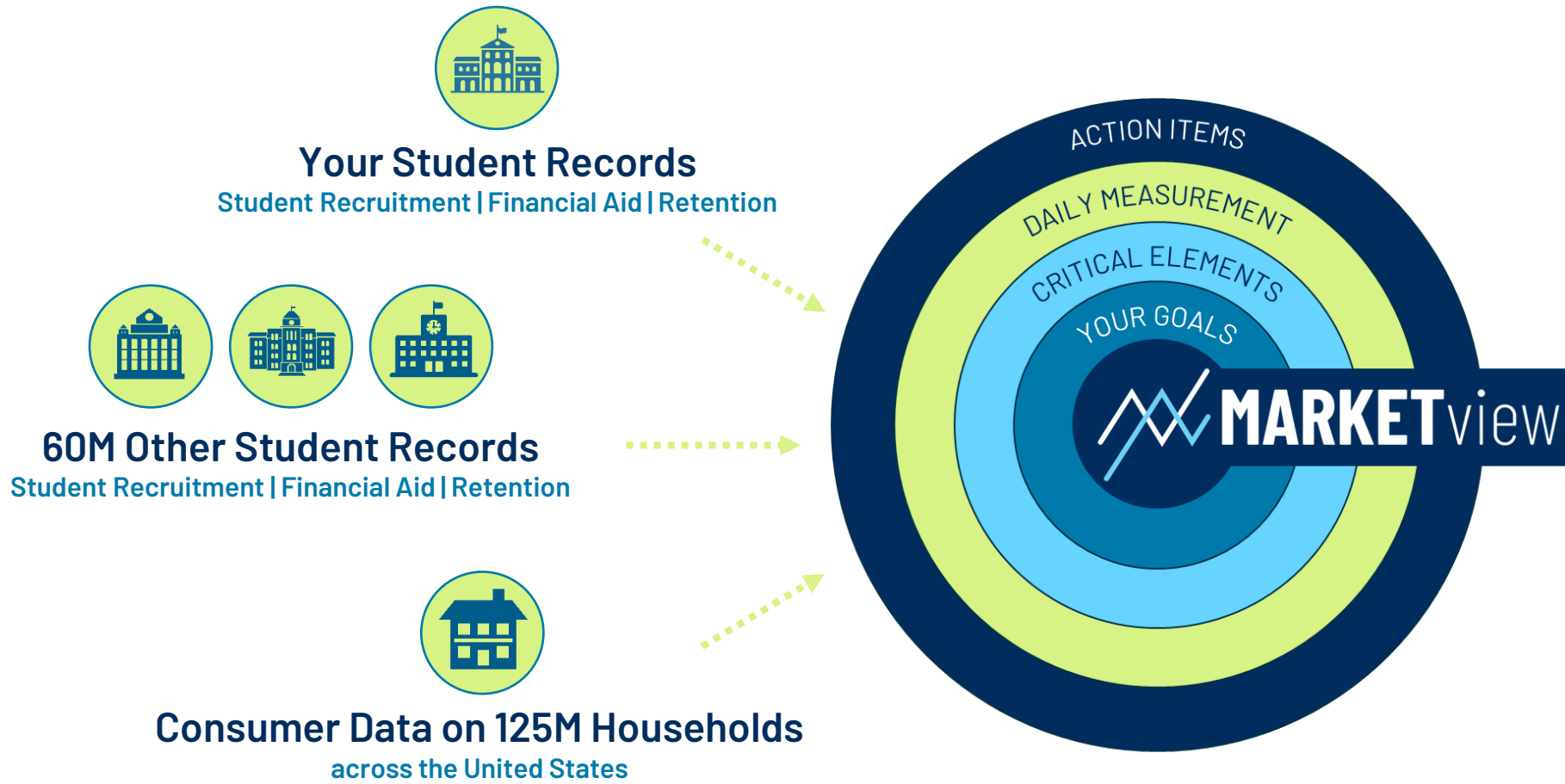
# Your Goals Actualized Through New Data

No Longer Do You Have to Rely Exclusively On Your Own Data. Expand Your Inputs With MARKETview.



# Your Goals Actualized Through New Data

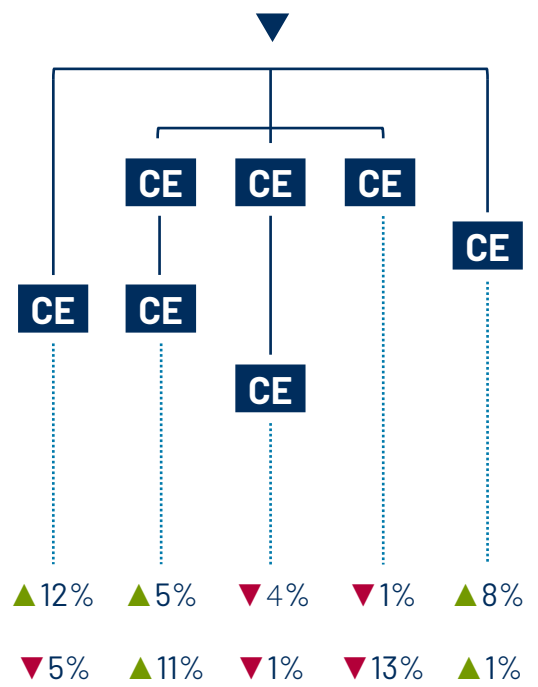
No Longer Do You Have to Rely Exclusively On Your Own Data. Expand Your Inputs With MARKETview.



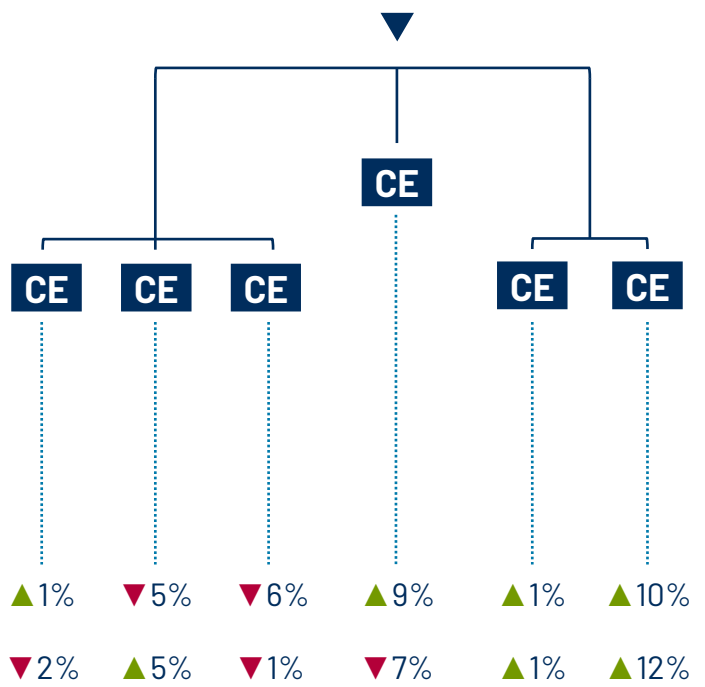
# MARKETview Identifies & Measures the Critical Elements For Your Success

Your MARKETview Client Success Team & Analysts Leverage the Market Data to Determine What is Most Important to Achieve Each Goal

**GOAL:**  
Increase Enrollment by  
5% Annually



**GOAL:**  
Increase the Proportion of  
Catholic Students



**PERFORMANCE**

**HISTORICAL COMPOSITION:**

Geography



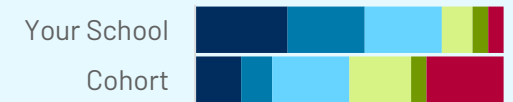
Inquiry Source



Academics



Consumer





# Key Performance Metrics

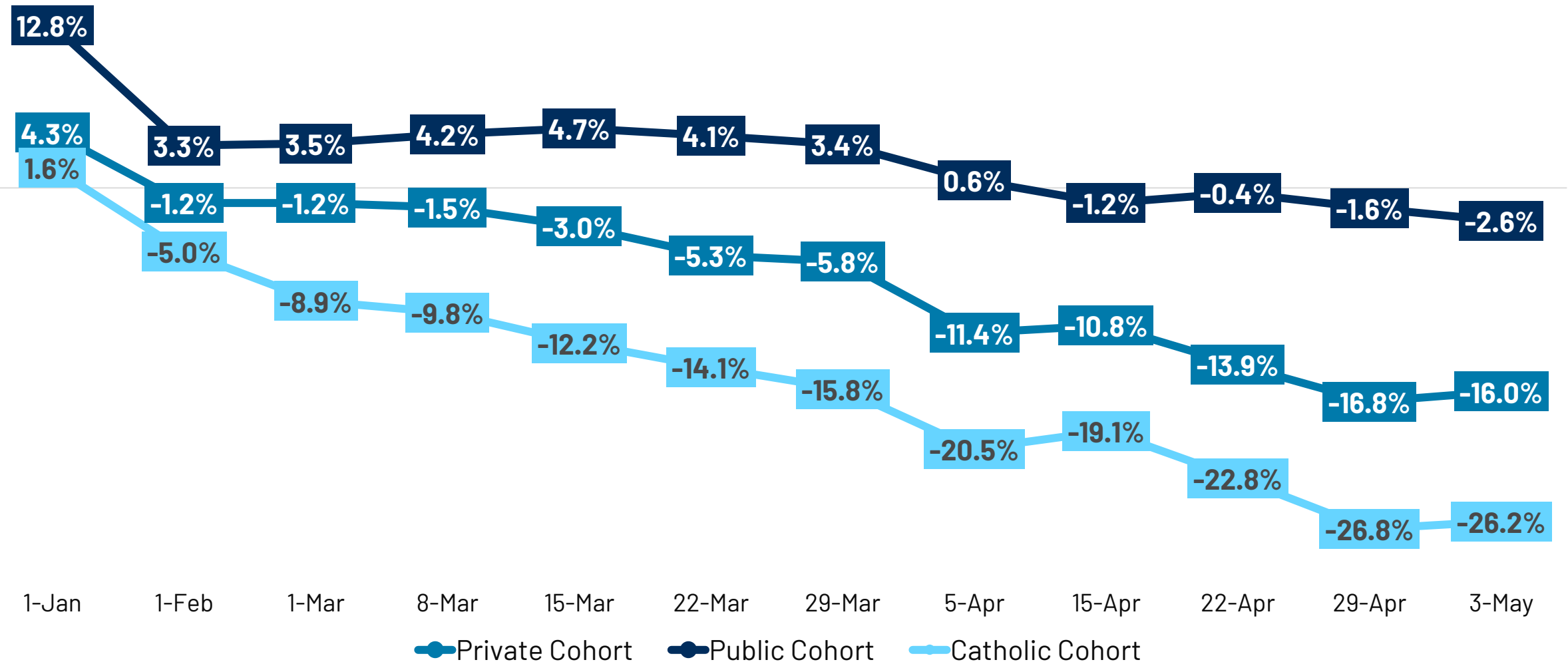
# Key Point-in-Time Funnel Metrics

A Landscape Deeply Challenged by the Delayed FAFSA; Promising Up-Funnel Metrics Have Yet to Translate to Increases in Net Deposits

	INQUIRIES	APPLICATIONS	ADMITS	NET DEPOSITS	YIELD CHANGE
OVERALL	+3.6%	+4.5%	+4.8%	-10.7%	-2.6 pp
PUBLIC COHORT	+3.8%	+8.1%	+6.9%	-2.6%	-2.1 pp
PRIVATE COHORT	+3.5%	+3.3%	+3.8%	-16.0%	-3.0 pp
CATHOLIC COHORT	+9.3%	+1.6%	+2.3%	-26.2%	-4.0pp

# Point-in-Time Change in Net Deposit Volume

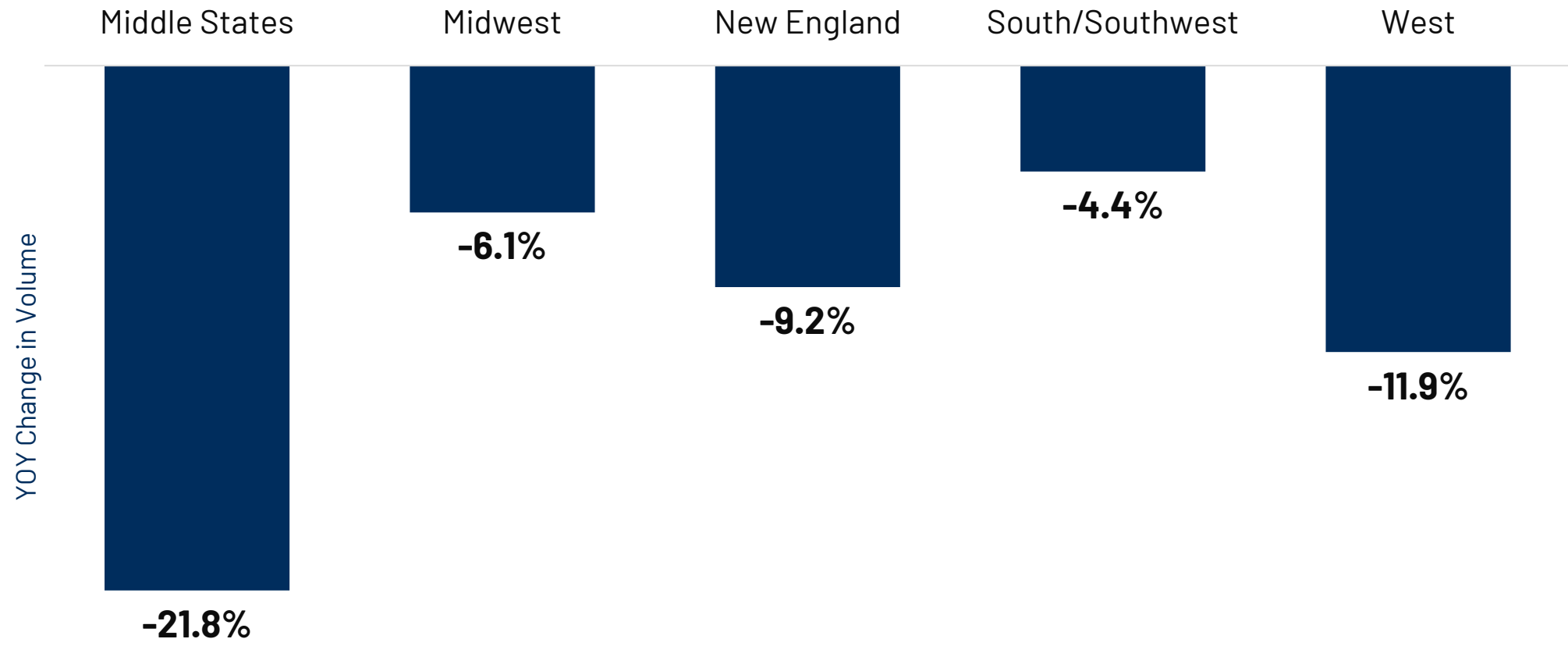
Public Cohort Has Maintained a More Positive Position Throughout Yield Season





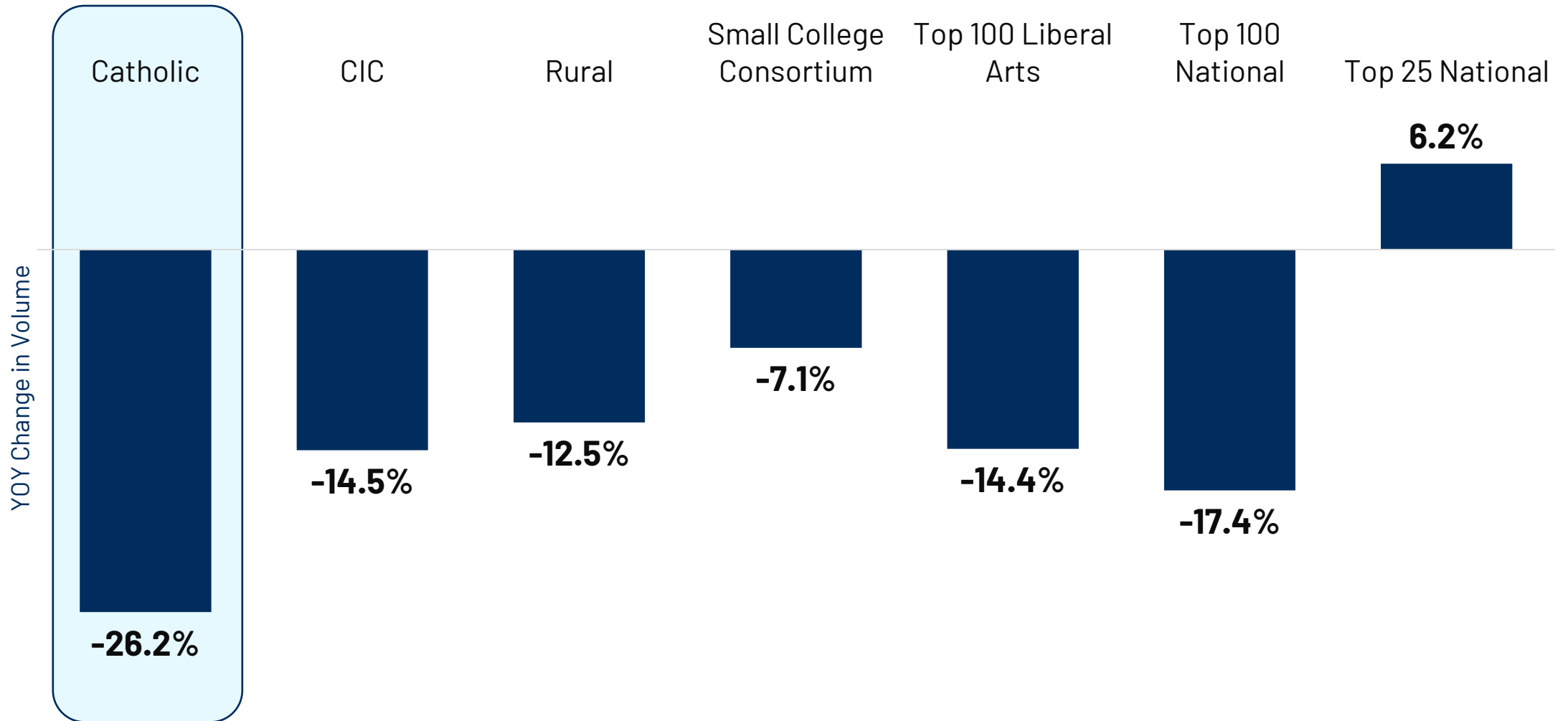
# YOY Change in Volume of Net Deposits by MARKETview Regional Cohort

Some Regions Fared Better Than Others



# YOY Change in Volume of Net Deposits by MARKETview Cohort

Top 25 National Institutions Landed Up 6.2% as of May 3; Other Cohorts Trailing Year Over Year

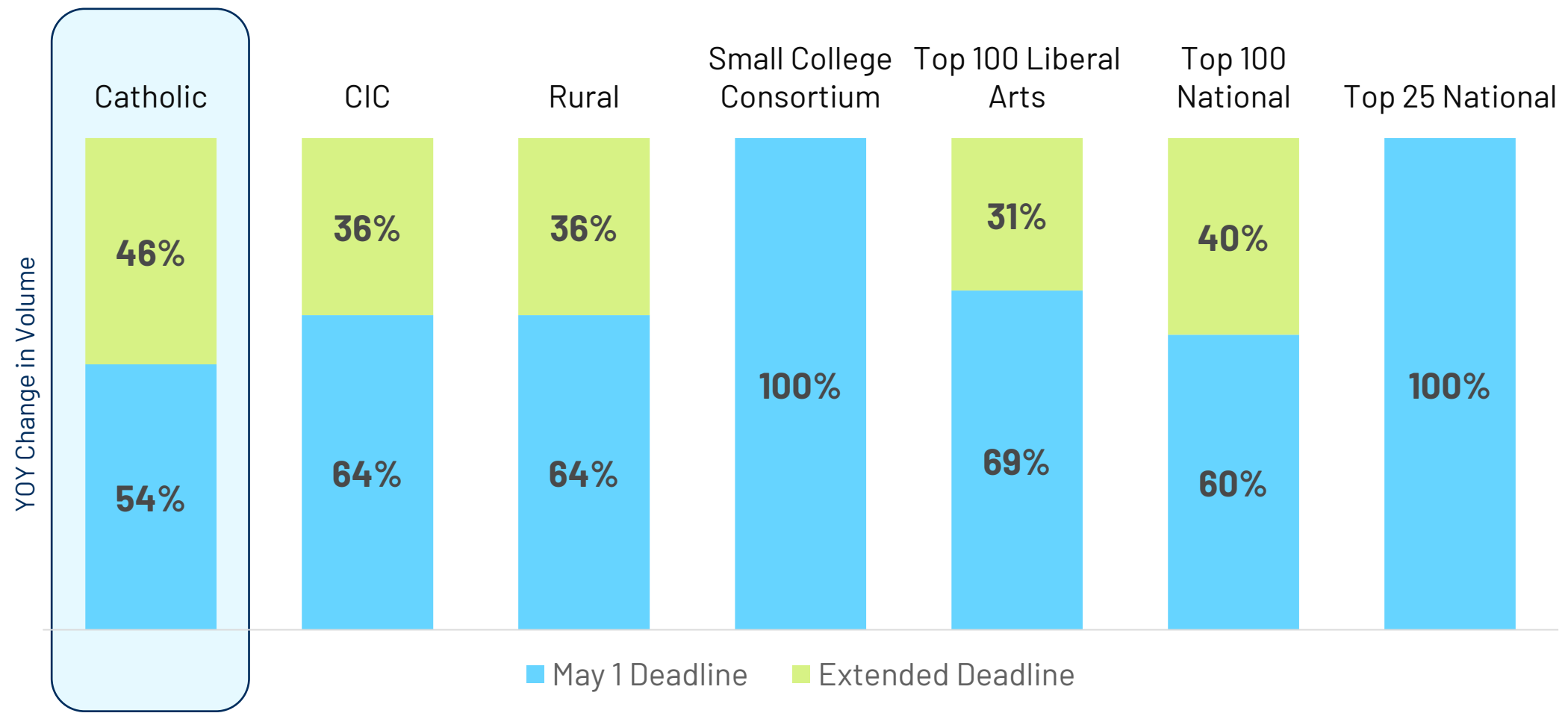




# **Impact of Deposit Deadline Policy**

# Proportion of Cohort by Deadline

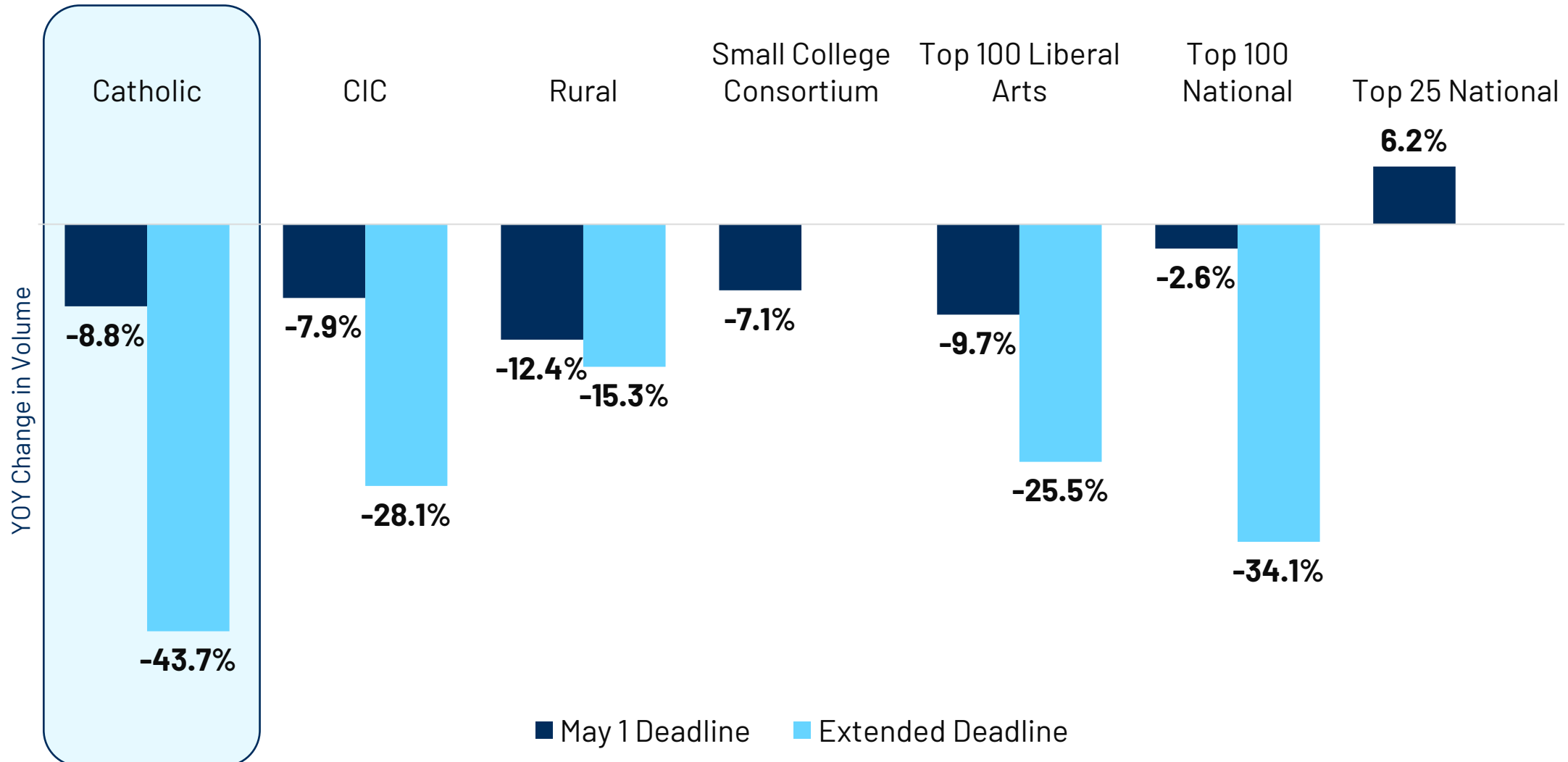
While the Catholic Cohort is the Furthest Behind, it Has the Highest Proportion of Institutions That Extended Deadline and Still Have Time



# Impact on Deposit Deadline Changes on Key Funnel Metrics

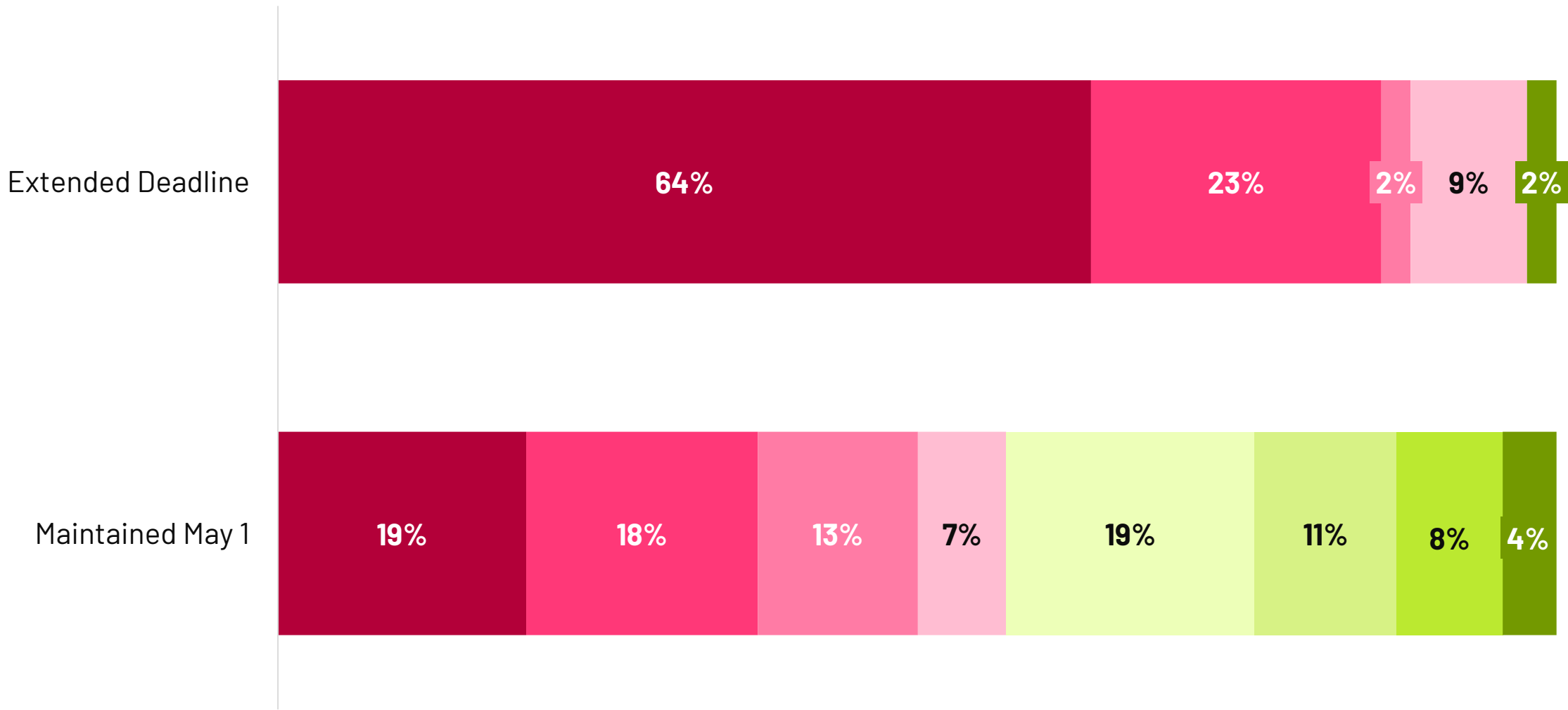
	% PARTNERS	APPLICATIONS	ADMITS	NET DEPOSITS	YIELD CHANGE
<b>Maintained May 1</b>	<b>62.1%</b>	<b>+6.2%</b>	<b>+6.7%</b>	<b>-3.5%</b>	<b>-1.8 pp</b>
Catholic Cohort (May 1)	54%	+8.6%	+5.6%	-8.8%	-2.2 pp
<b>Extended Deadline</b>	<b>37.9%</b>	<b>+2.0%</b>	<b>+2.6%</b>	<b>-20.4%</b>	<b>-3.7 pp</b>
Catholic Cohort (Extended)	46%	-4.3%	-0.3%	-43.7%	-5.6 pp

# YOY Change in Volume of Net Deposits by MARKETview Cohort



# Distribution of Point-in-Time Change in Net Deposit Volume by Deadline Policy

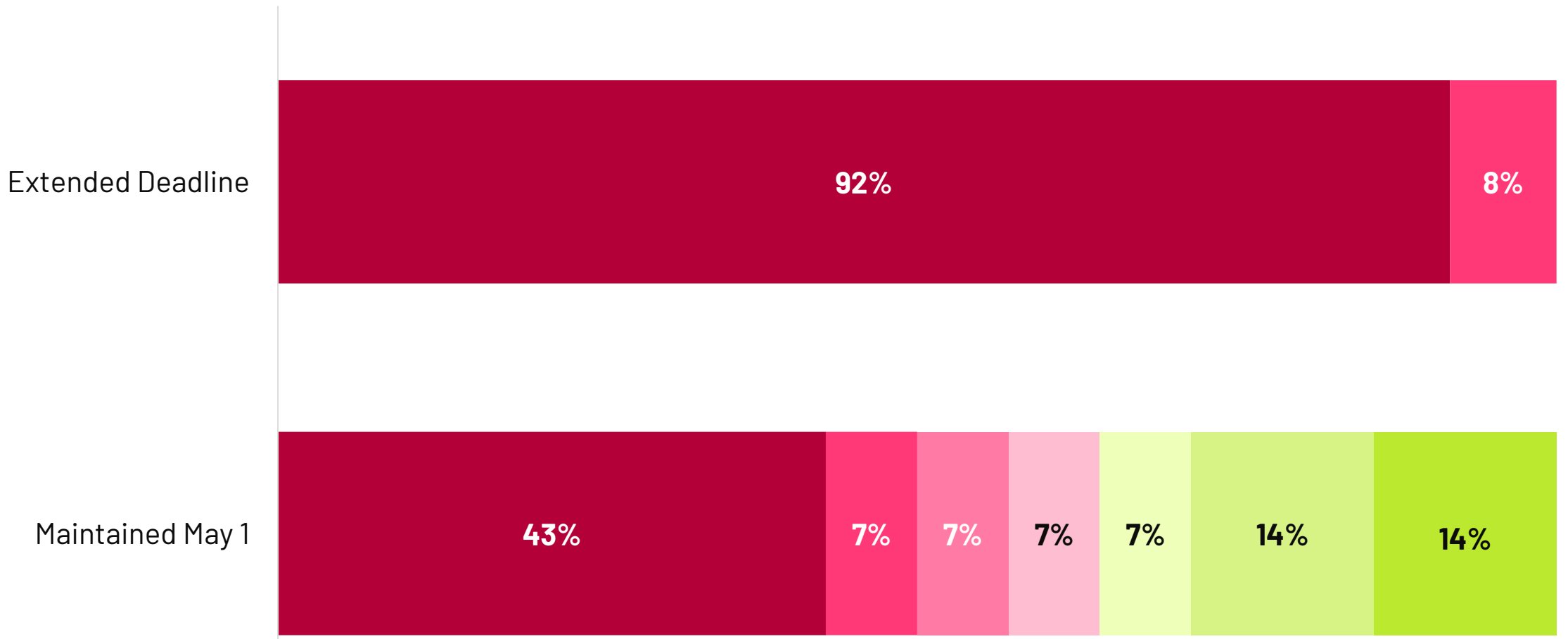
All MARKETview Partners



■ -20% or More 
 ■ -20% to -10% 
 ■ -10% to -5% 
 ■ -5% to 0% 
 ■ 0% to 5% 
 ■ 5% to 10% 
 ■ 10% to 20% 
 ■ 20% or More

# Distribution of Point-in-Time Change in Net Deposit Volume by Deadline Policy

Catholic Cohort ONLY

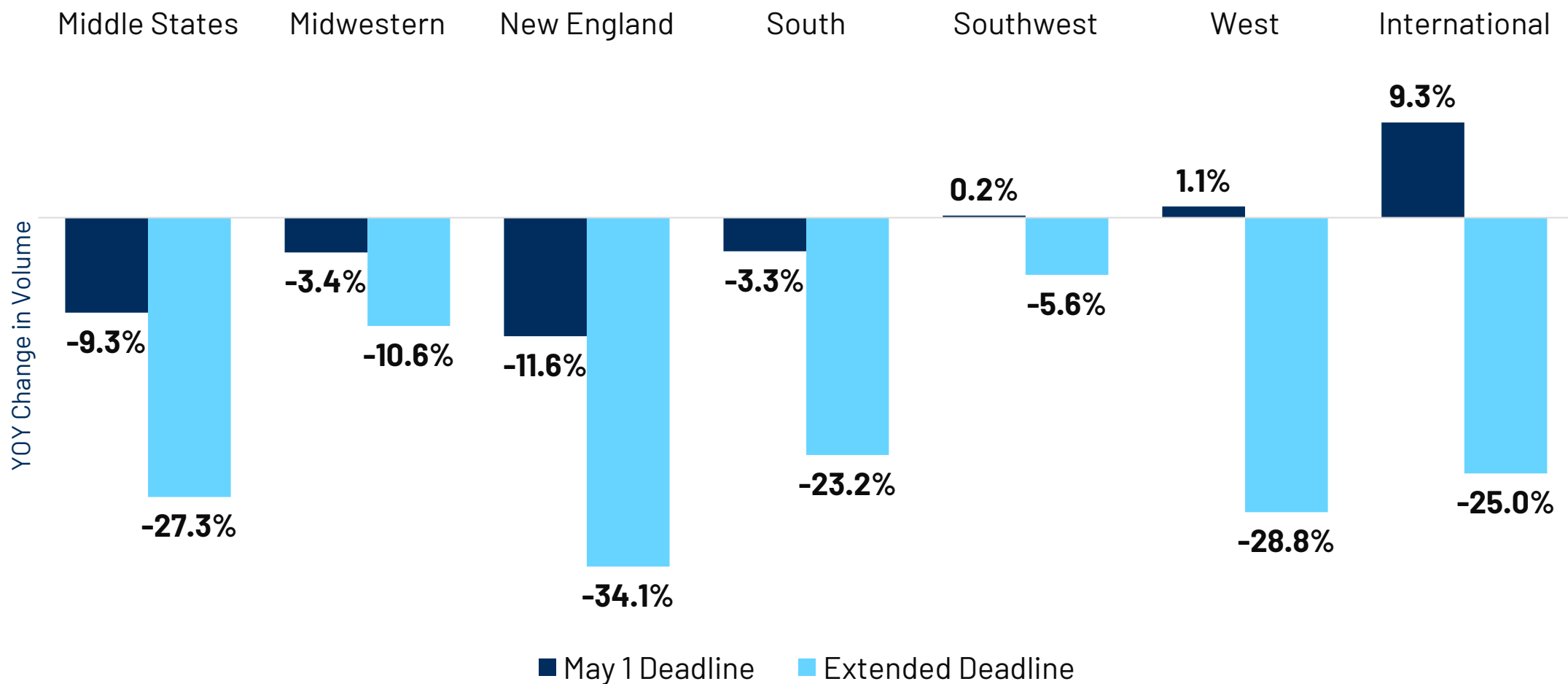


■ -20% or More 
 ■ -20% to -10% 
 ■ -10% to -5% 
 ■ -5% to 0% 
 ■ 0% to 5% 
 ■ 5% to 10% 
 ■ 10% to 20% 
 ■ 20% or More



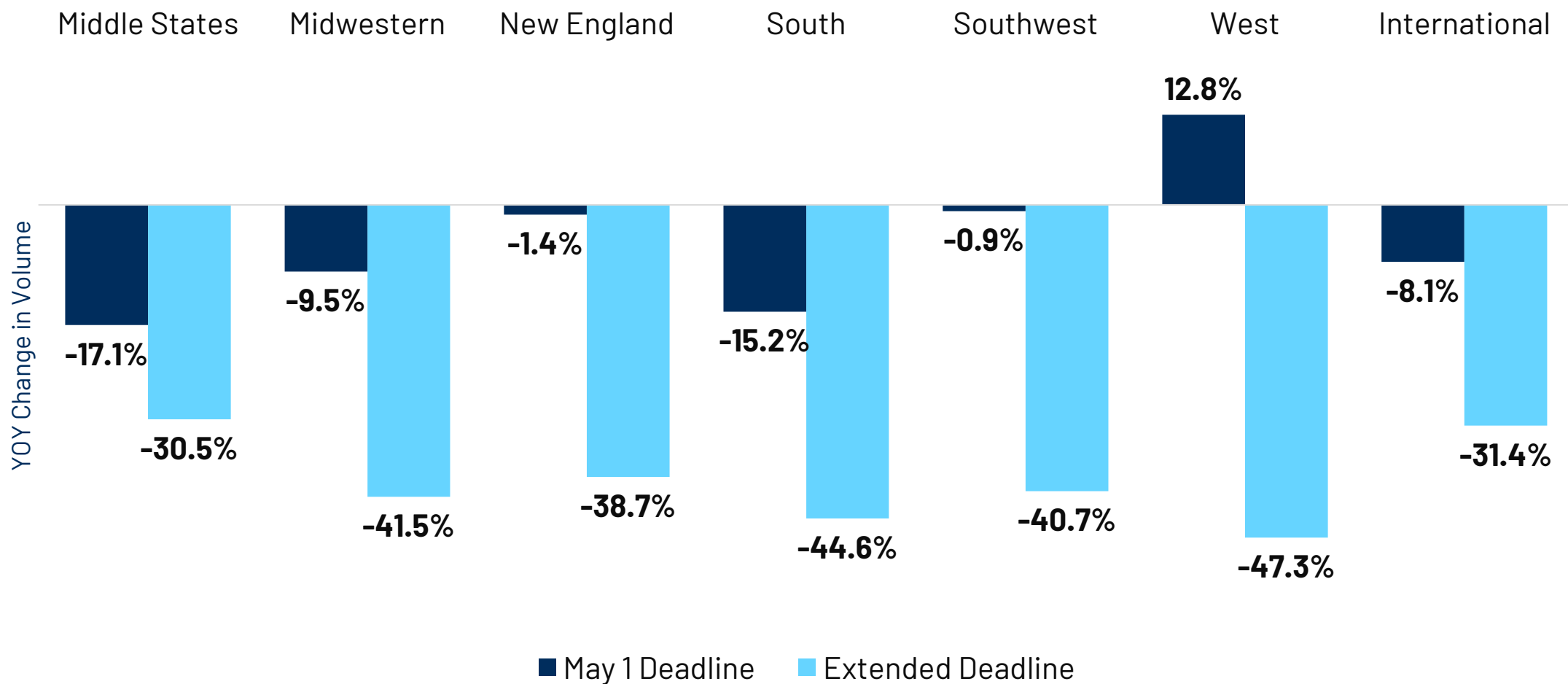
# YOY Change in Volume of Net Deposits by Region of Student Residence

Admitted Students in Region Reacting to Schools with May 1 Deadline or Extended Deadline



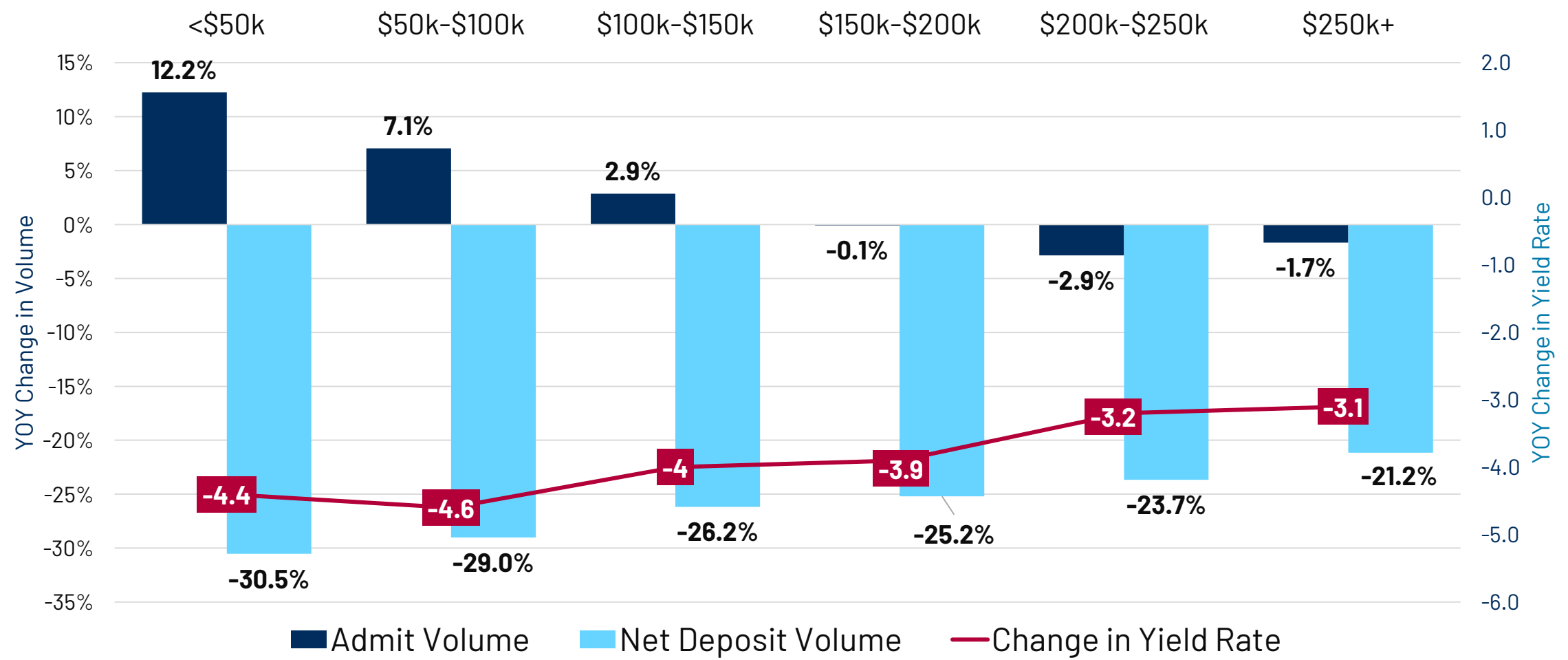
# YOY Change in Volume of Net Deposits by Region of Student Residence

Catholic Cohort ONLY



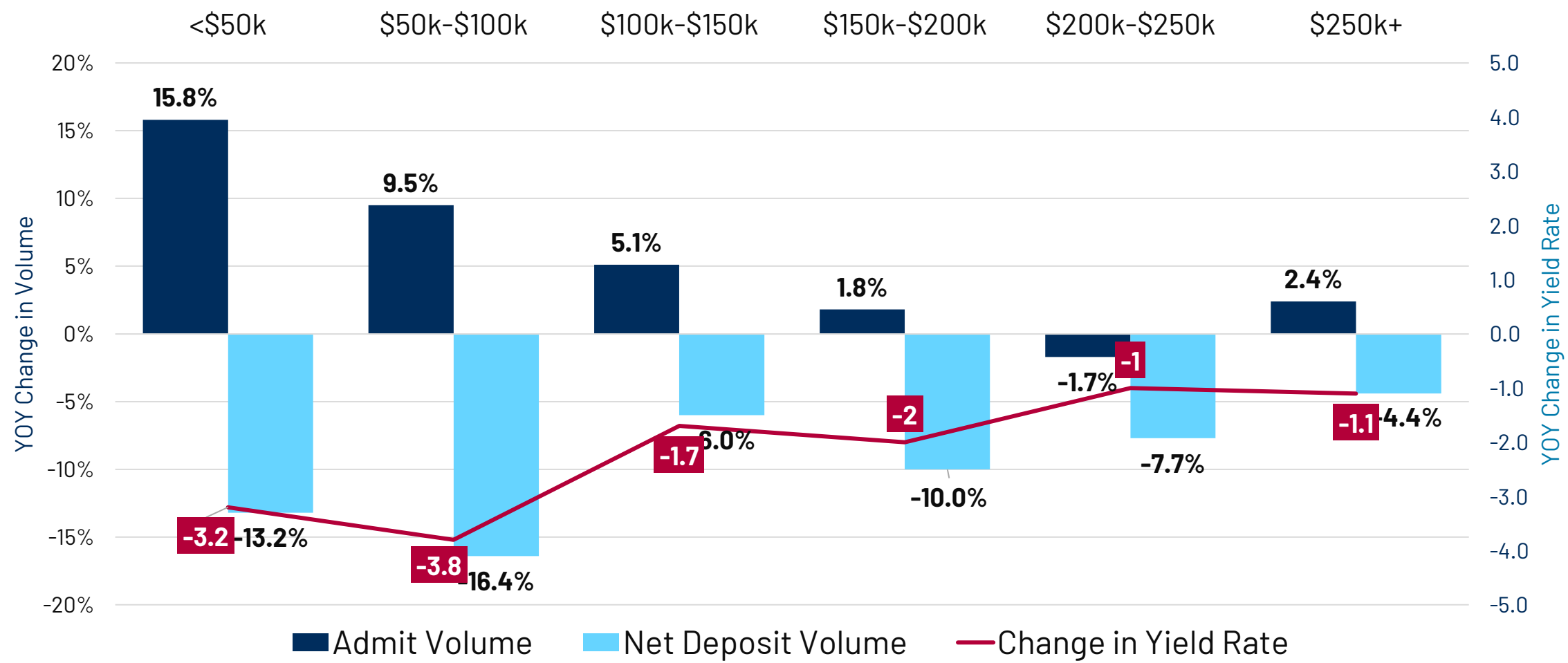
# Admits, Net Deposits, and Yield by Consumer Income – Catholic Cohort

Catholic Cohort ONLY



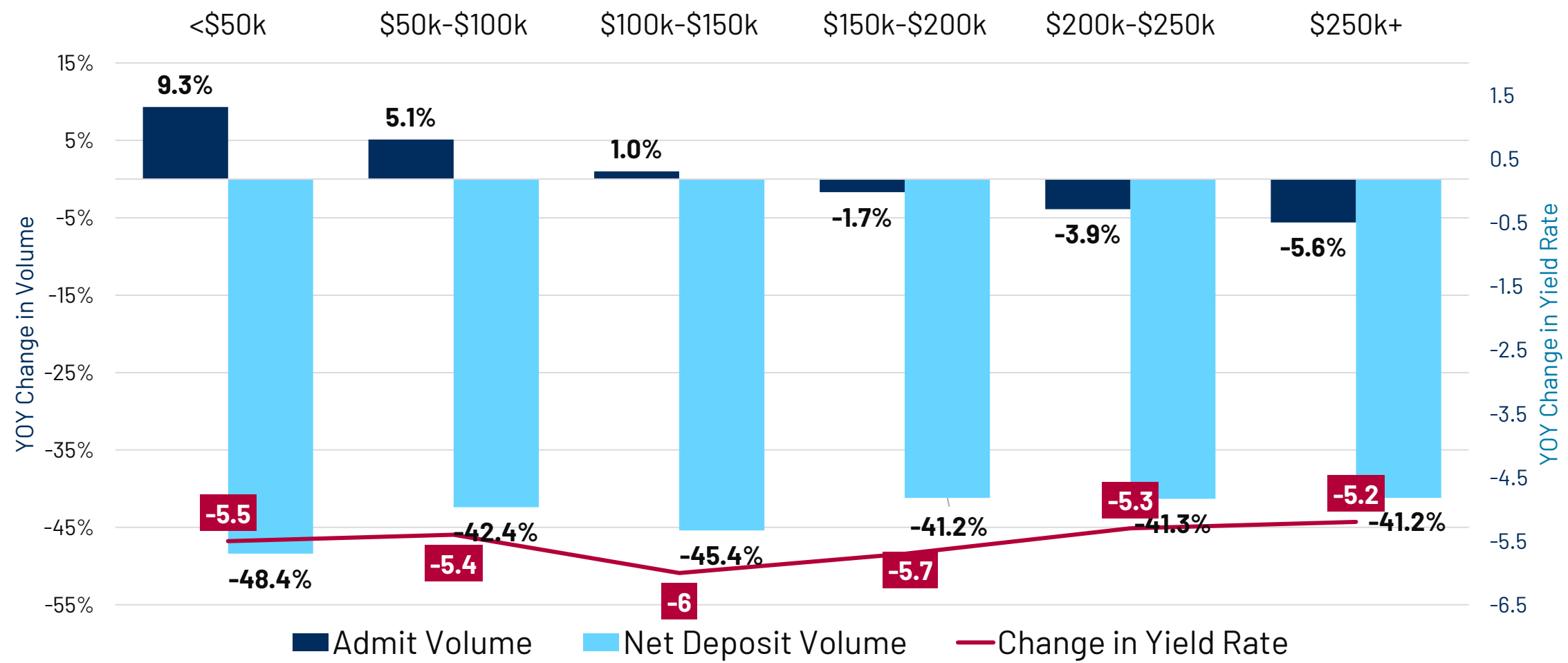
# Admits, Net Deposits, and Yield by Consumer Income – May 1 Deadline

Catholic Cohort ONLY



# Admits, Net Deposits, and Yield by Consumer Income – Extended Deadline

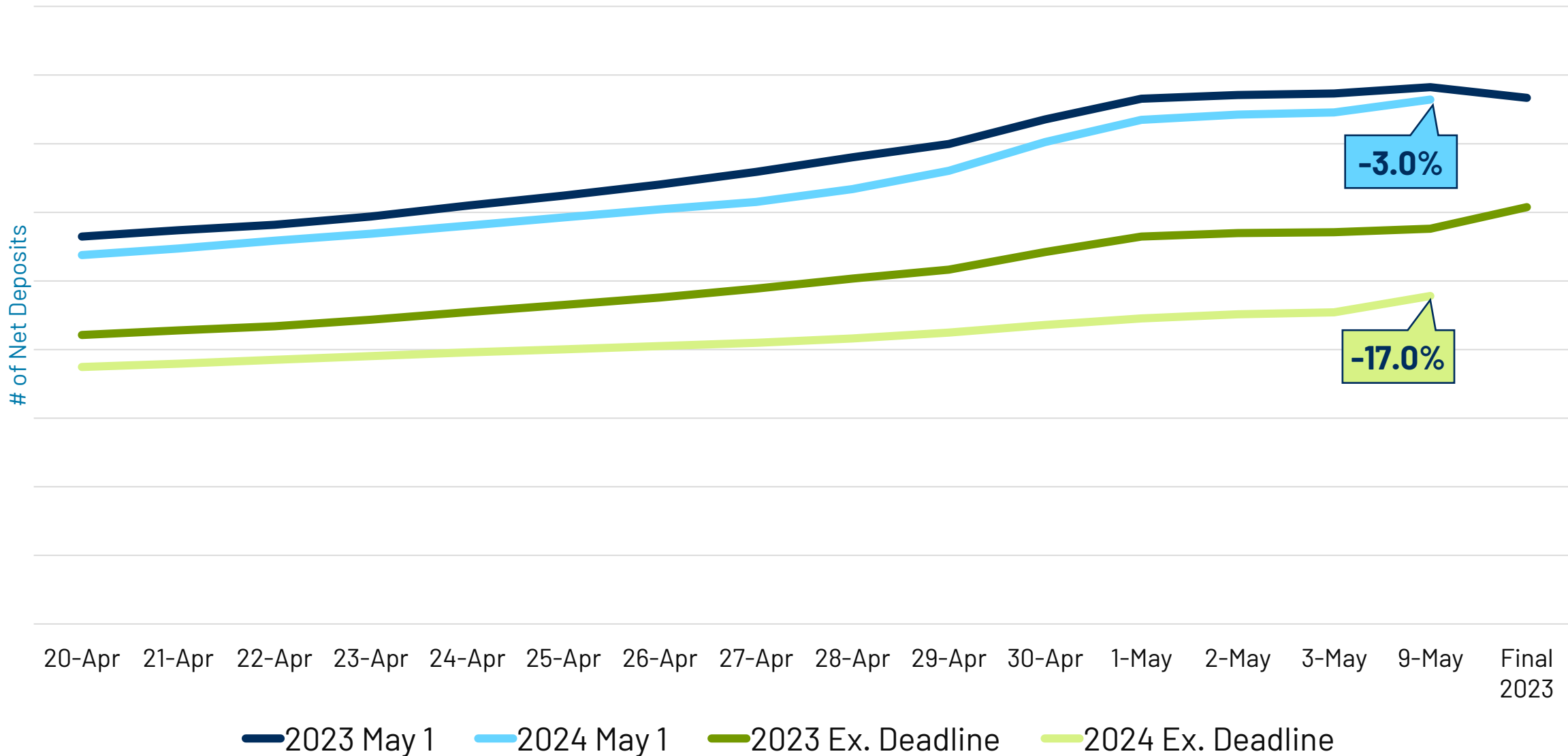
Catholic Cohort ONLY





# Net Deposit Volume Over Time: May 1<sup>st</sup> Schools v. Extended Deadline Schools

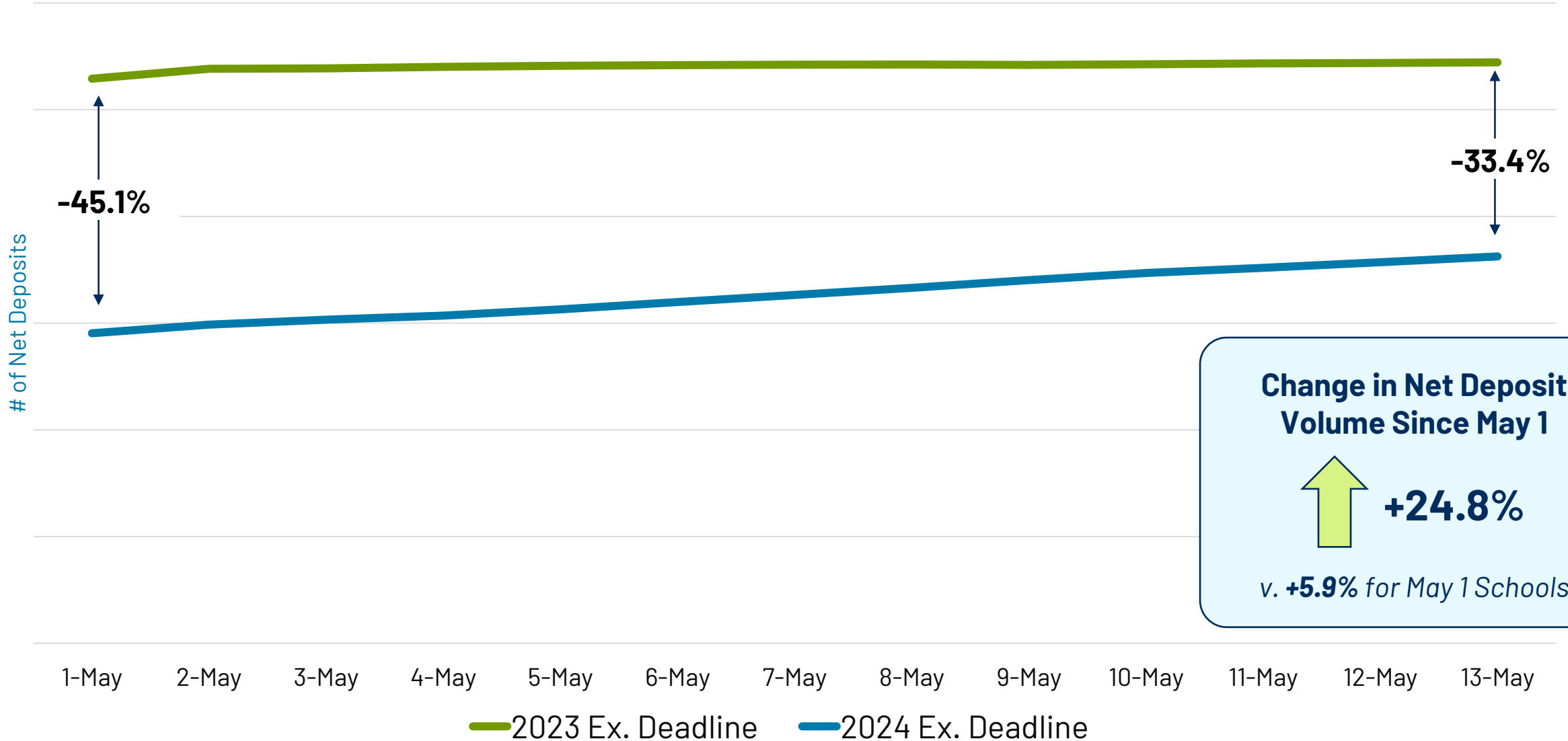
Since Last Week, Both Groups Have Further Closed Gaps With Last Year





# Net Deposit Volume Over Time: Extended Deadline Schools

Since May 1, the Gap Has Been Narrowing



# MARKETview

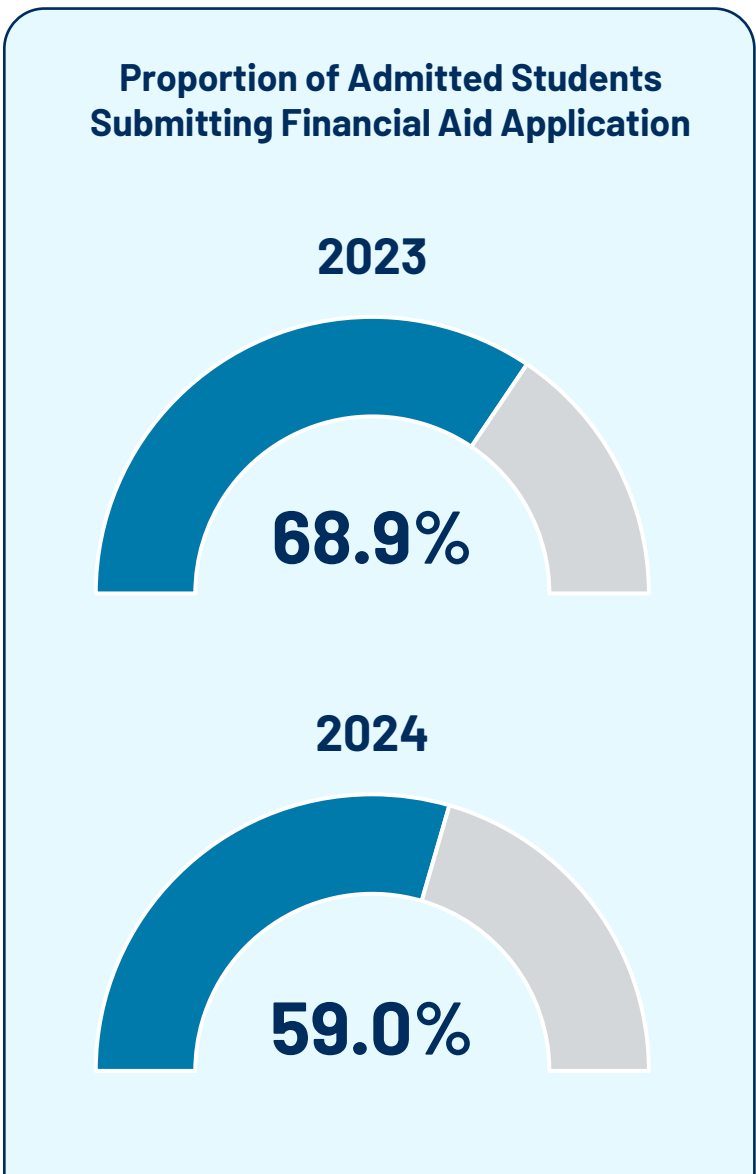
## Aid Applicant Data



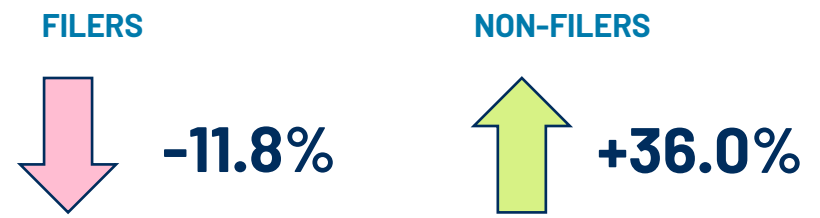


# Comparative Aid Applicant Data

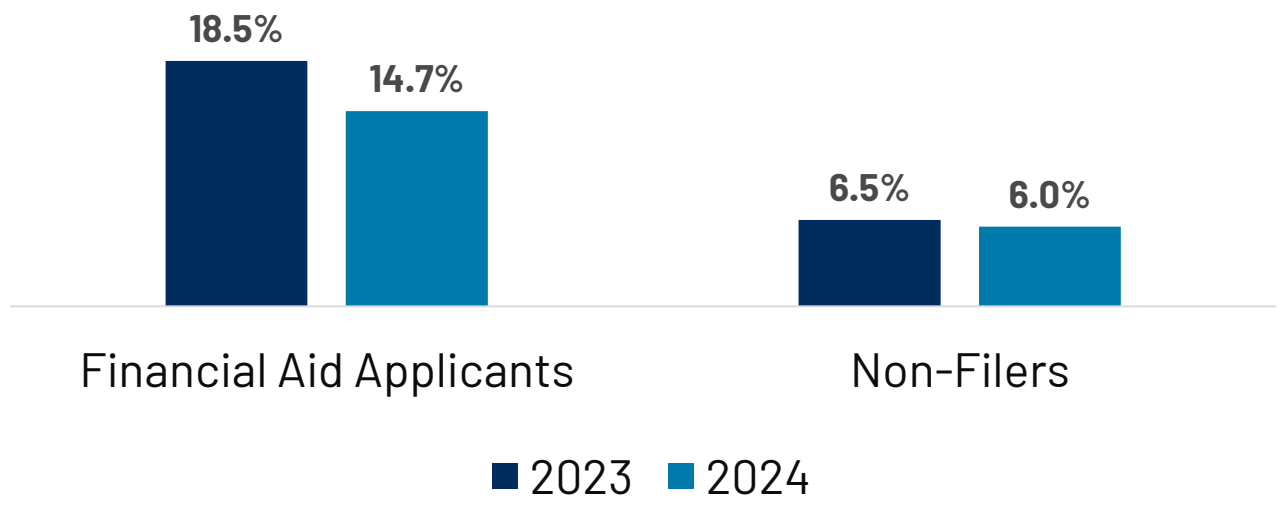
Catholic Cohort (\*70% of Cohort Reporting Aid Applicant Data)



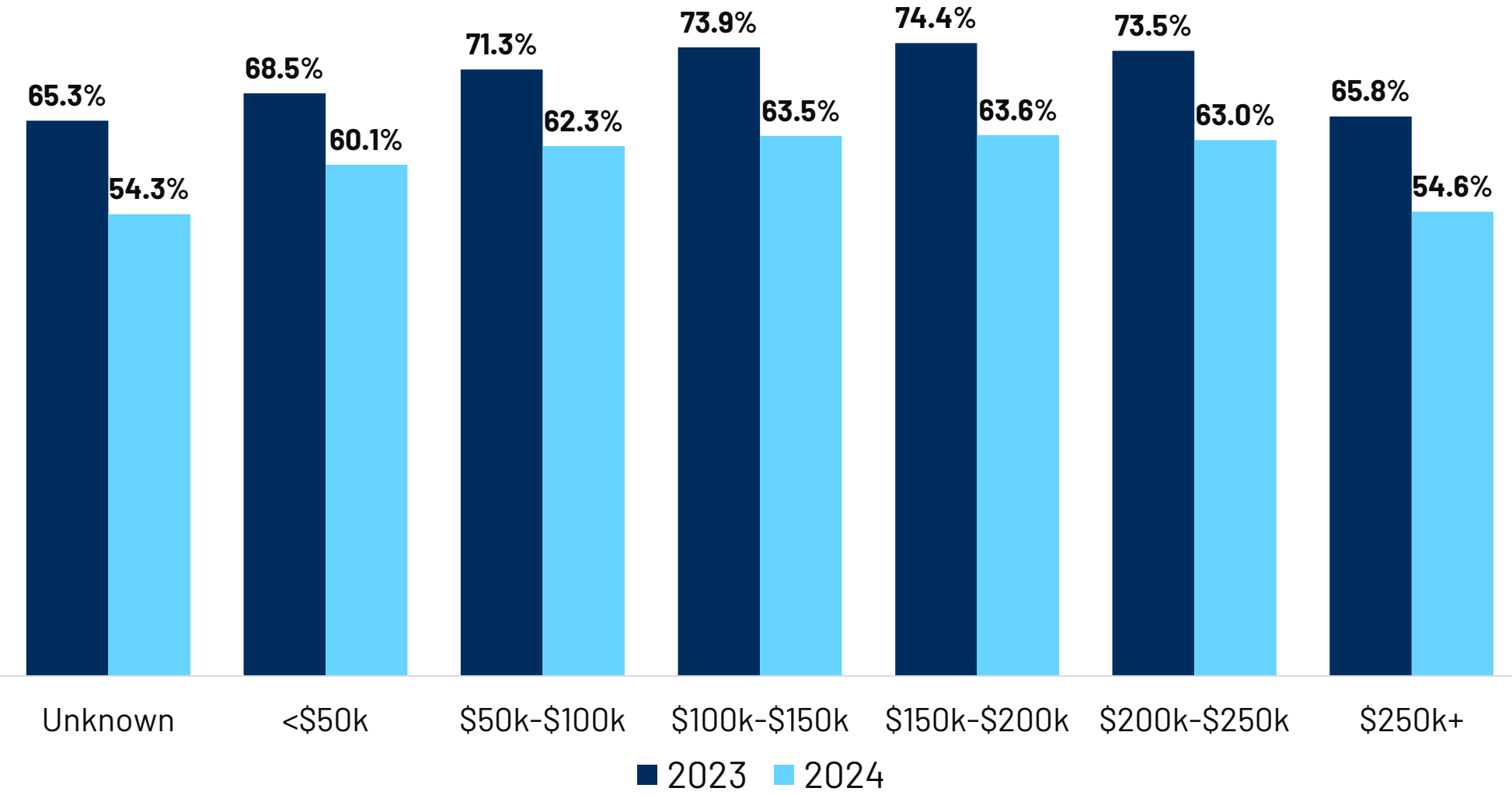
### Point-in-Time Volume of Admits by Filing Status



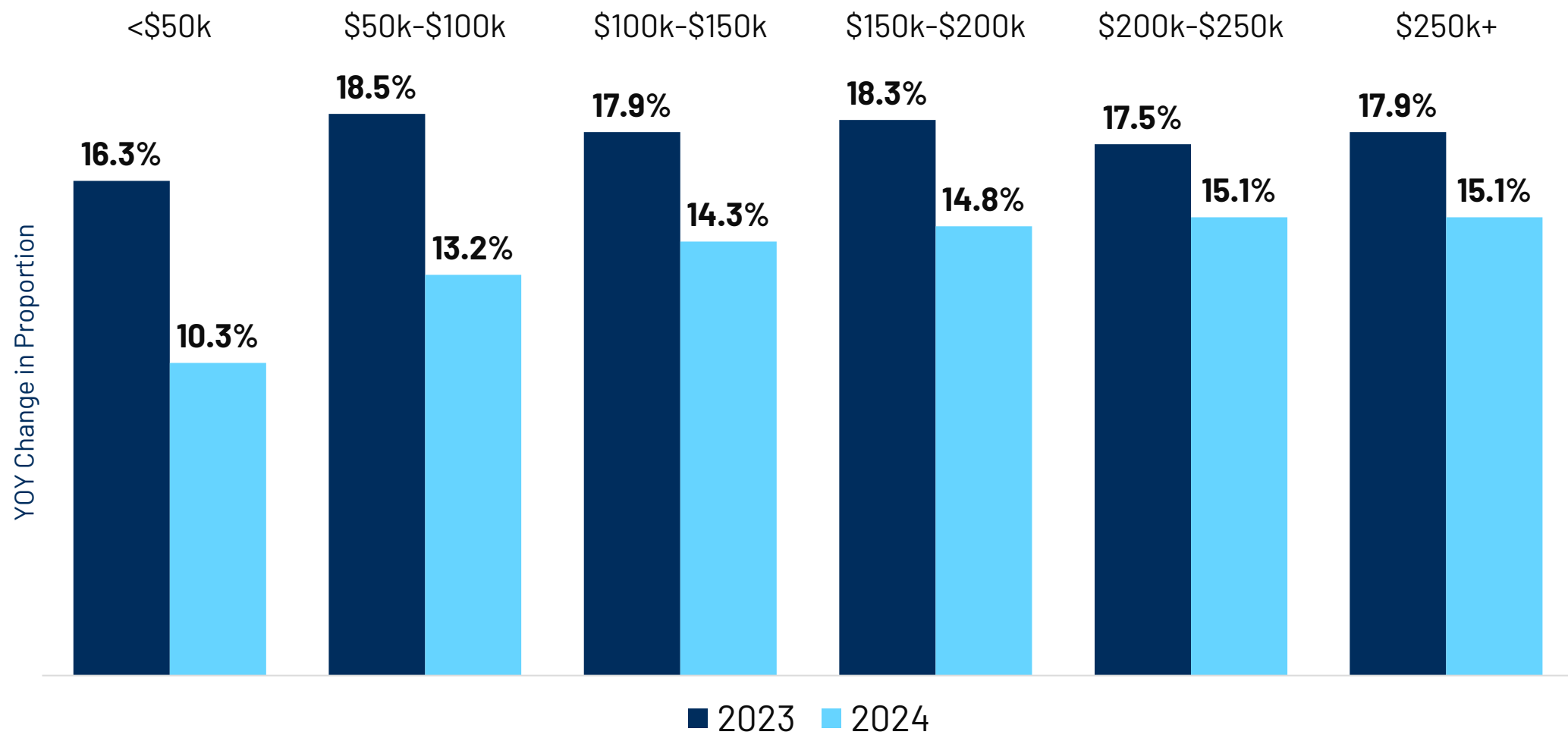
### Point-in-Time Yield Rate by Filing Status



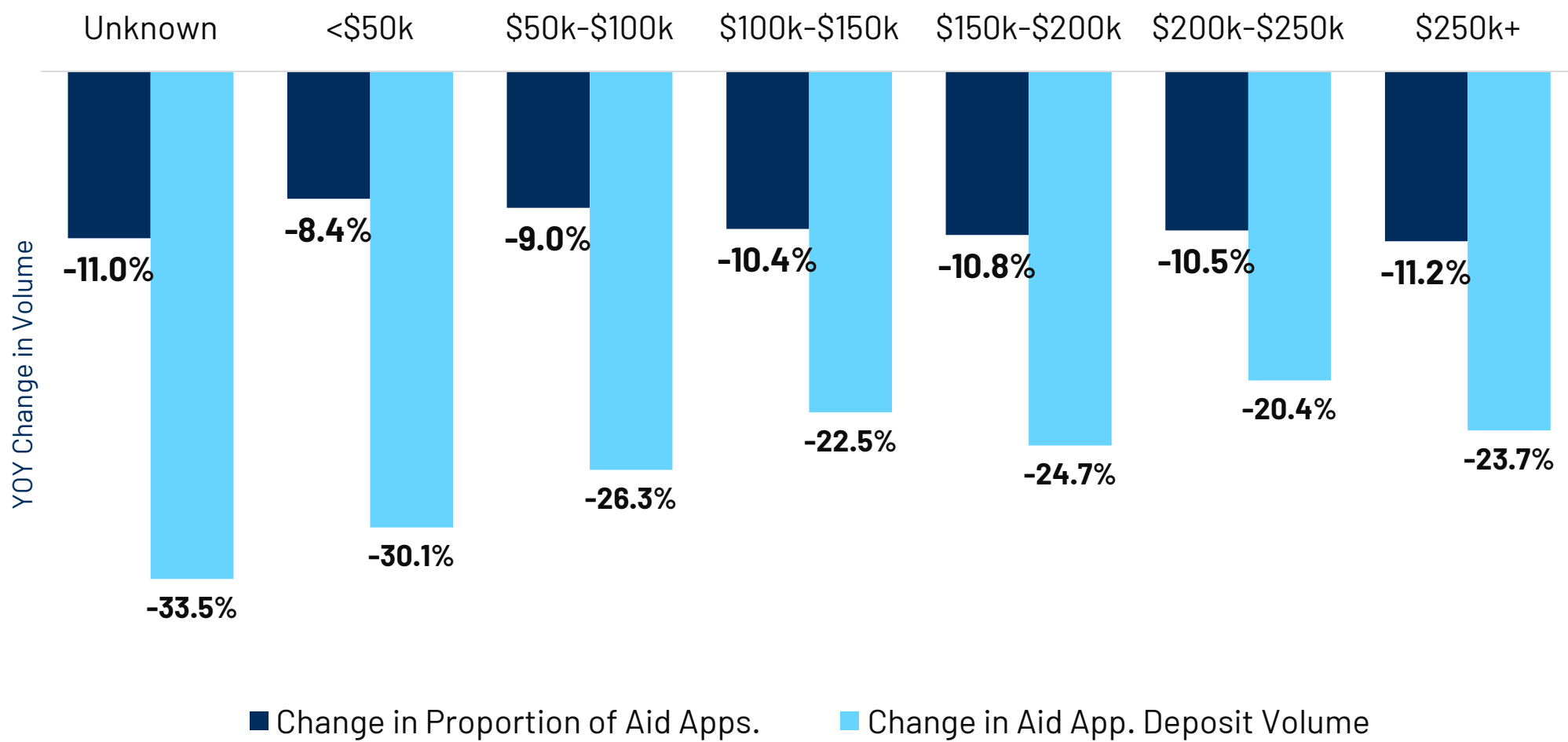
# Proportion of Admits Applying for Aid 2023 vs. 2024 by Consumer Income



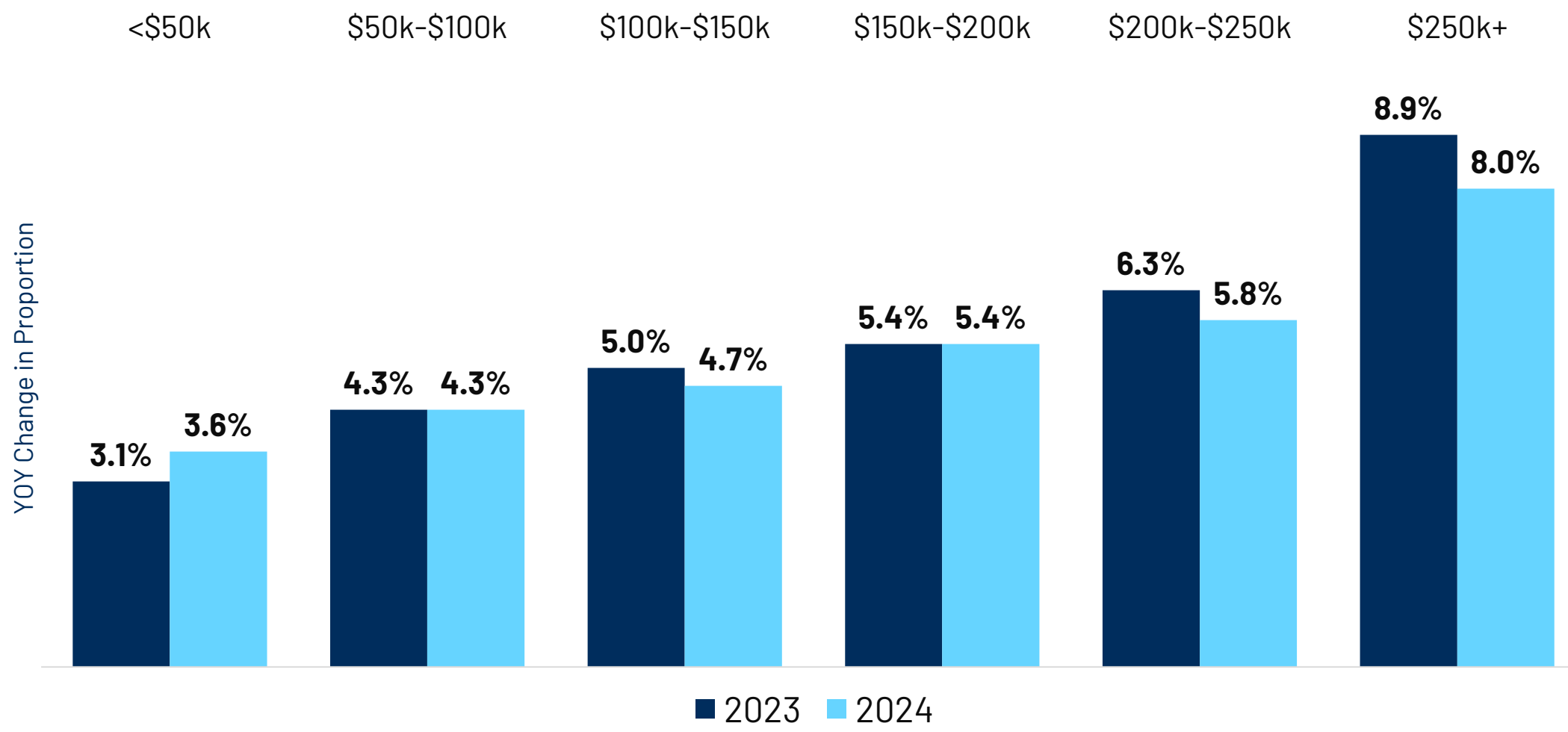
# Change in Point-in-Time Yield Rate by Consumer Income for Aid Applicants



# Change in % Admits Applying for Aid and Deposit Volume by Consumer Income



# Change in PIT Yield Rate by Consumer Income for Non-Aid Applicants



# Thank You!



Schedule Time With Us!



# Thank You!



**Peter Farrell**

**Founding Principal**  
[peter@marketviewedu.com](mailto:peter@marketviewedu.com)



**Jackie Stoneburner**

**Founding Partner**  
[Jackie@marketviewedu.com](mailto:Jackie@marketviewedu.com)

**Schedule Time With Us!**

