

CACHET MARKETview

2024 DATA SHARE

January 23, 2024

$$Ux + \frac{x}{2} - x^4 - \frac{x^5}{10} + \frac{x^2}{4} - \frac{3}{10}x^5 \Big|_0^2 = 2$$

$$(x^2 + y) dx dy$$

$$\cos(x+y) dx dy$$

SS

PRESENTERS



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MARKETview | CACHET
ABOUT THE DATA SHARE



**24 PARTICIPATING
INSTITUTIONS**



**DATA COLLECTION PERIOD:
JANUARY 3 - 15**



**STUDENT-LEVEL REPORTING,
NOT AVERAGING AVERAGES**



**ALL DATA SUBMITTED IS
AGGREGATED FOR ANALYSIS**



**SUPPLEMENTAL MARKET
DATA FROM MARKETview**

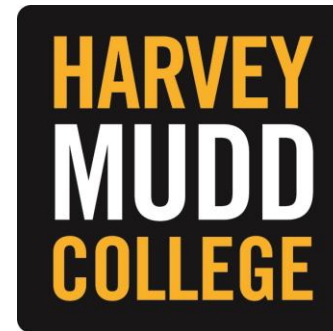


**FULL REPORT AVAILABLE TO
PARTICIPATING INSTITUTIONS**

OUR CACHET PARTNERS

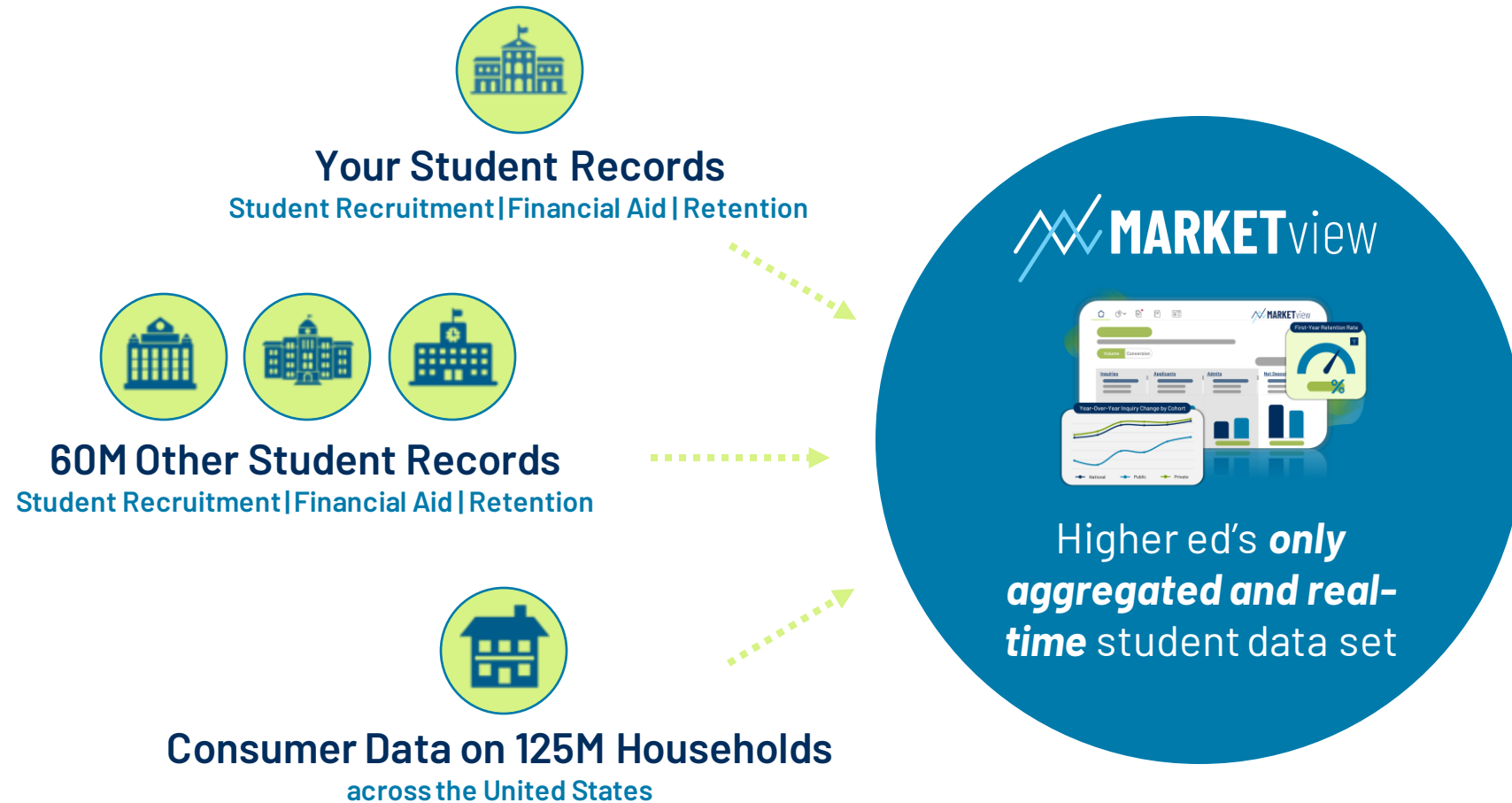


LAFAYETTE



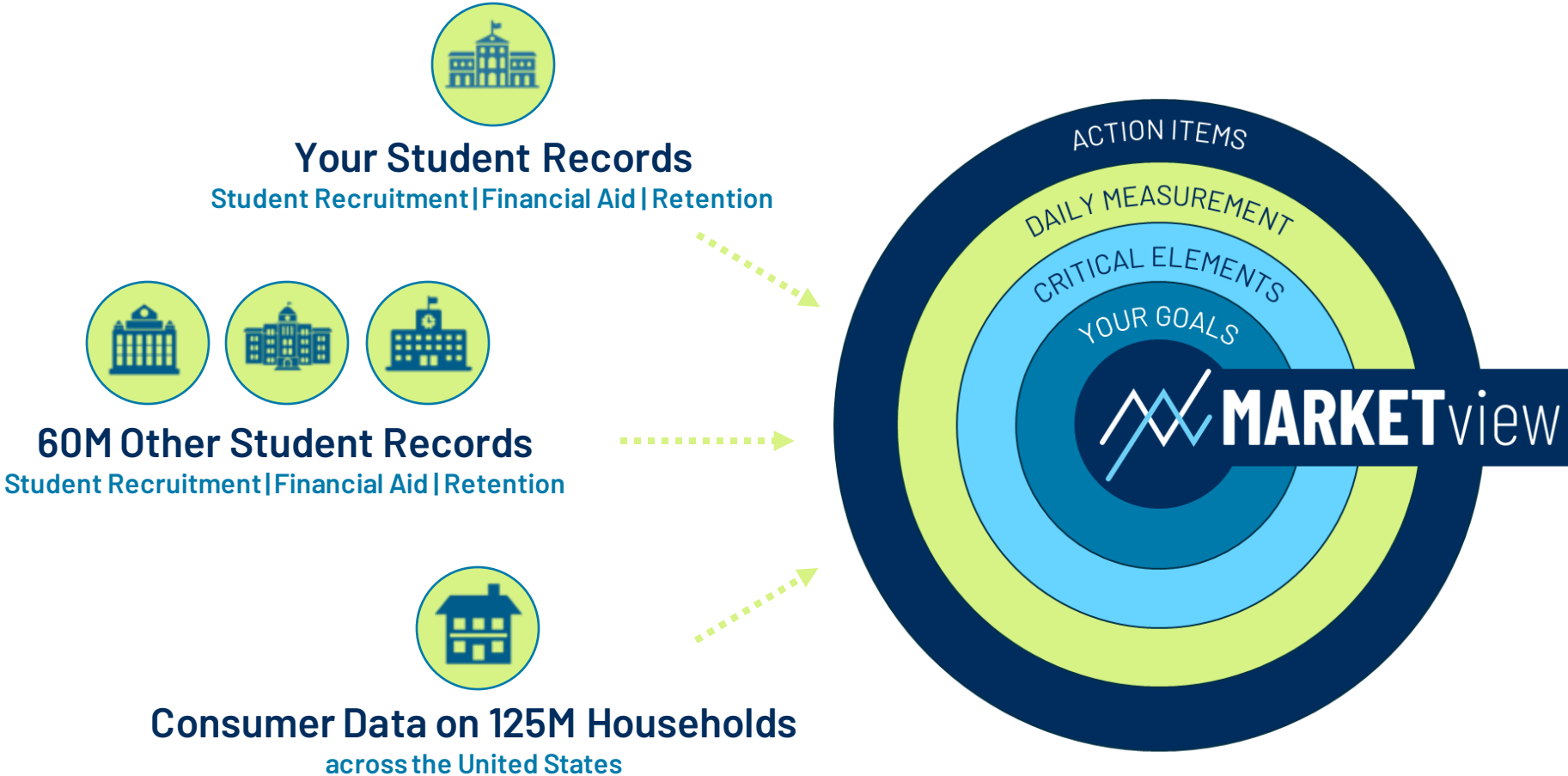
YOUR GOALS ACTUALIZED THROUGH NEW DATA

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



REAL-TIME DATA INSIGHTS TAILORED TO YOUR GOALS

By Understanding What You Want to Accomplish, We Can Uncover Your Critical Elements for Success





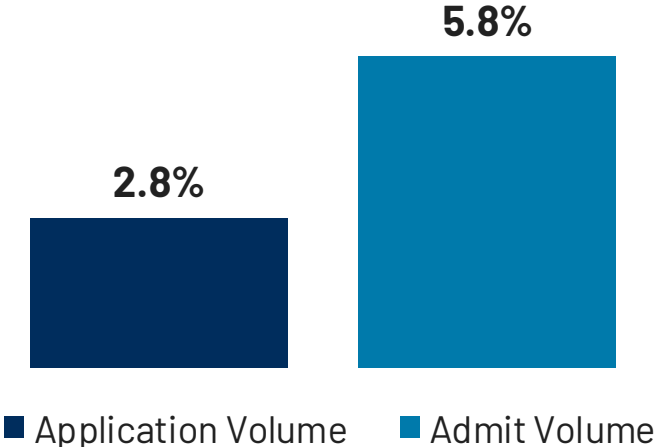
ENTERING CLASS OF 2024

DATA SHARE RESULTS

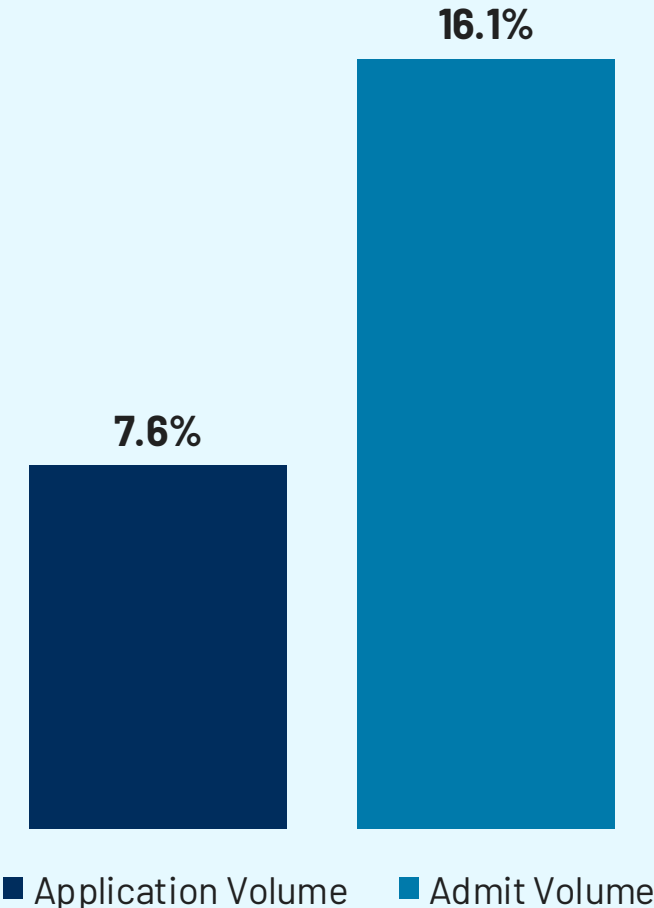
THE STATE OF THE MARKET FOR CACHET SCHOOLS

CACHET Schools Seeing Positive Pipeline Activity, Especially with STEM Students

Year-Over-Year Change in Total Volume (2024 v. 2023)



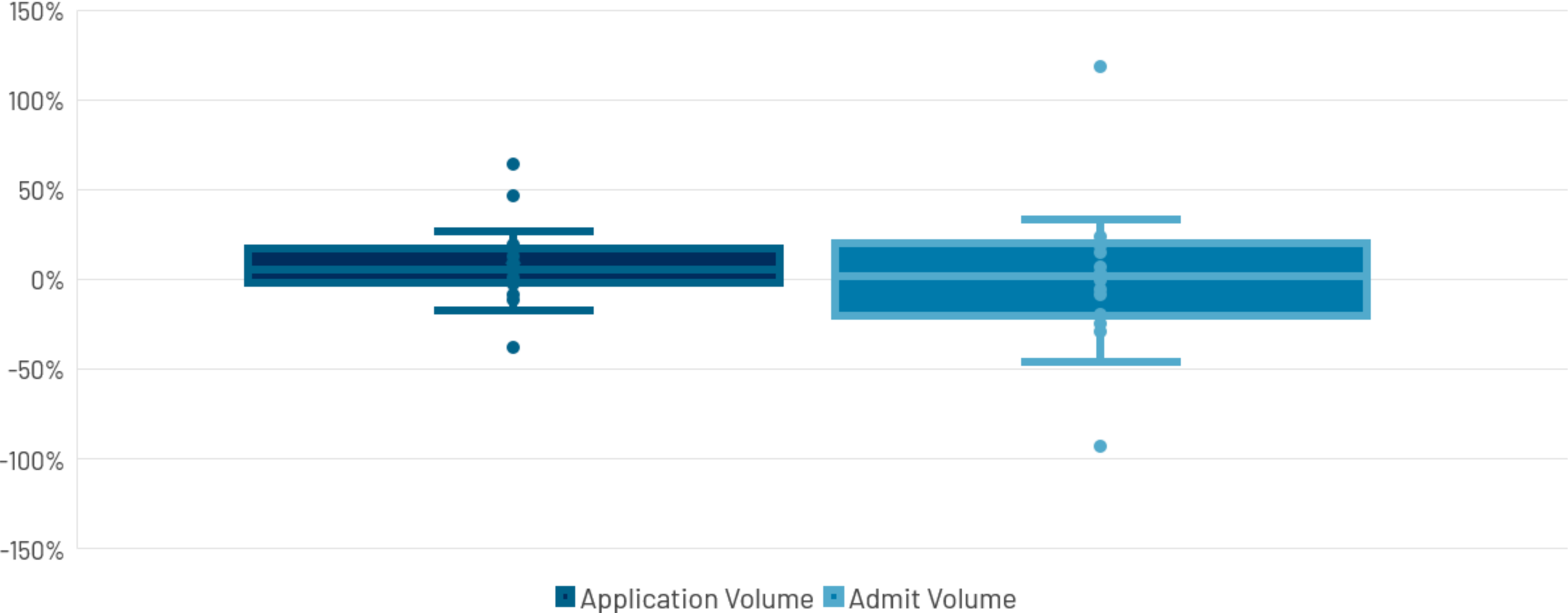
Year-Over-Year Change in STEM Volume (2024 v. 2023)



DETAILED VIEW OF KEY INDICATORS

Notable Outliers Exist; Especially at the Admit Stage

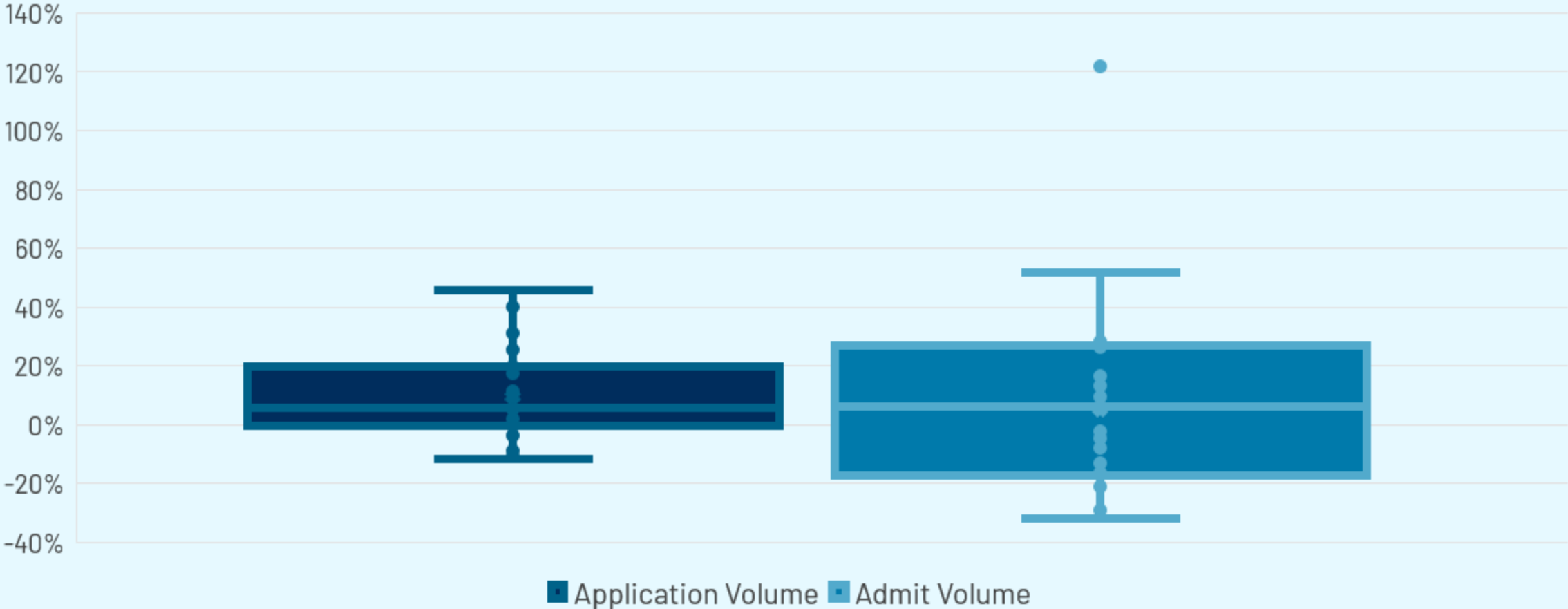
Year-Over-Year Change in Volume (2024 v. 2023)



DETAILED VIEW OF KEY INDICATORS FOR STEM STUDENTS

Increase in STEM App Volume Outpaces Overall App Volume; Change in STEM Admit Volumes Suggests an Array of Strategies at Play

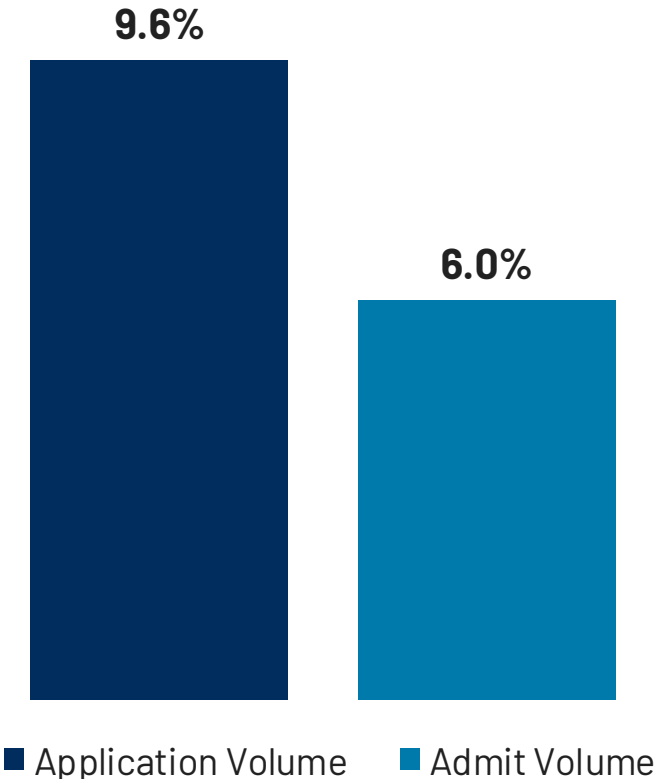
Year-Over-Year Change in **STEM** Volume by Funnel Stage
(2024 v. 2023)



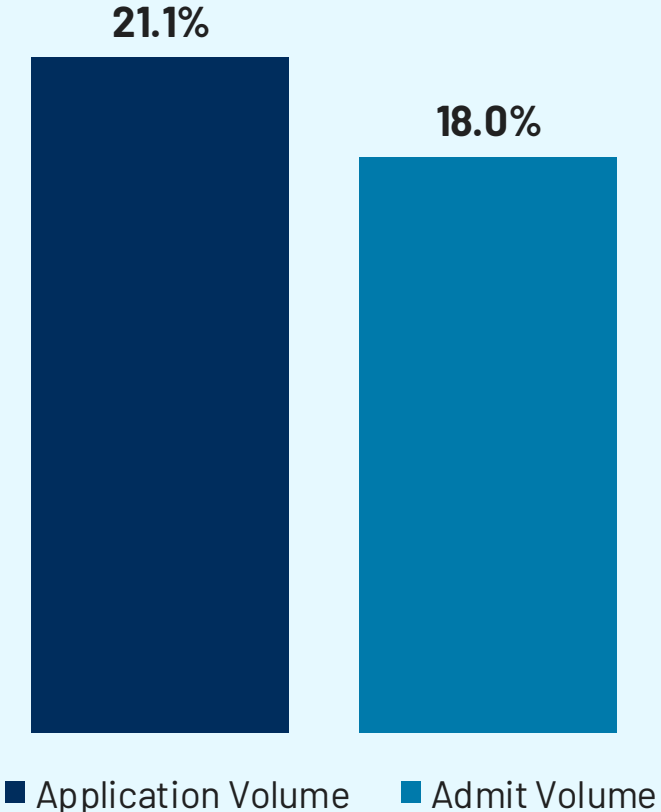
EARLY ACTION IMPACT

Early Round Attracting Significant Growth Overall and Substantial Growth with STEM Students

**Year-Over-Year Change in
Early Action Volume
(2024 v. 2023)**



Year-Over-Year Change in **STEM
Early Action Volume
(2024 v. 2023)**





MARKETview INTEL





ON ACADEMIC INTEREST TRENDS

STEM MAJORS DRIVING LARGER LIFTS IN APP & ADMIT VOLUME THAN NON-STEM

MARKETview Data as of January 15





NON-STEM

Change in Volume

	2024 v. 2023	2023 v. 2022
Application Volume	 +1.0%	 +4.2%
Admit Volume	 +5.1%	 +2.3%

STEM

Change in Volume

	2024 v. 2023	2023 v. 2022
Application Volume	 +4.5%	 +7.9%
Admit Volume	 +10.9%	 +5.5%

NOT ALL 2024 STEM MAJORS EXPERIENCING GROWTH

Computer Science and Mathematics Showing Drop in Point-in-Time Applications Compared to 2023

STEM STUDENTS
Year-Over-Year Change in Volume
(2024 v. 2023)

Application Volume



+4.5%

Admit Volume



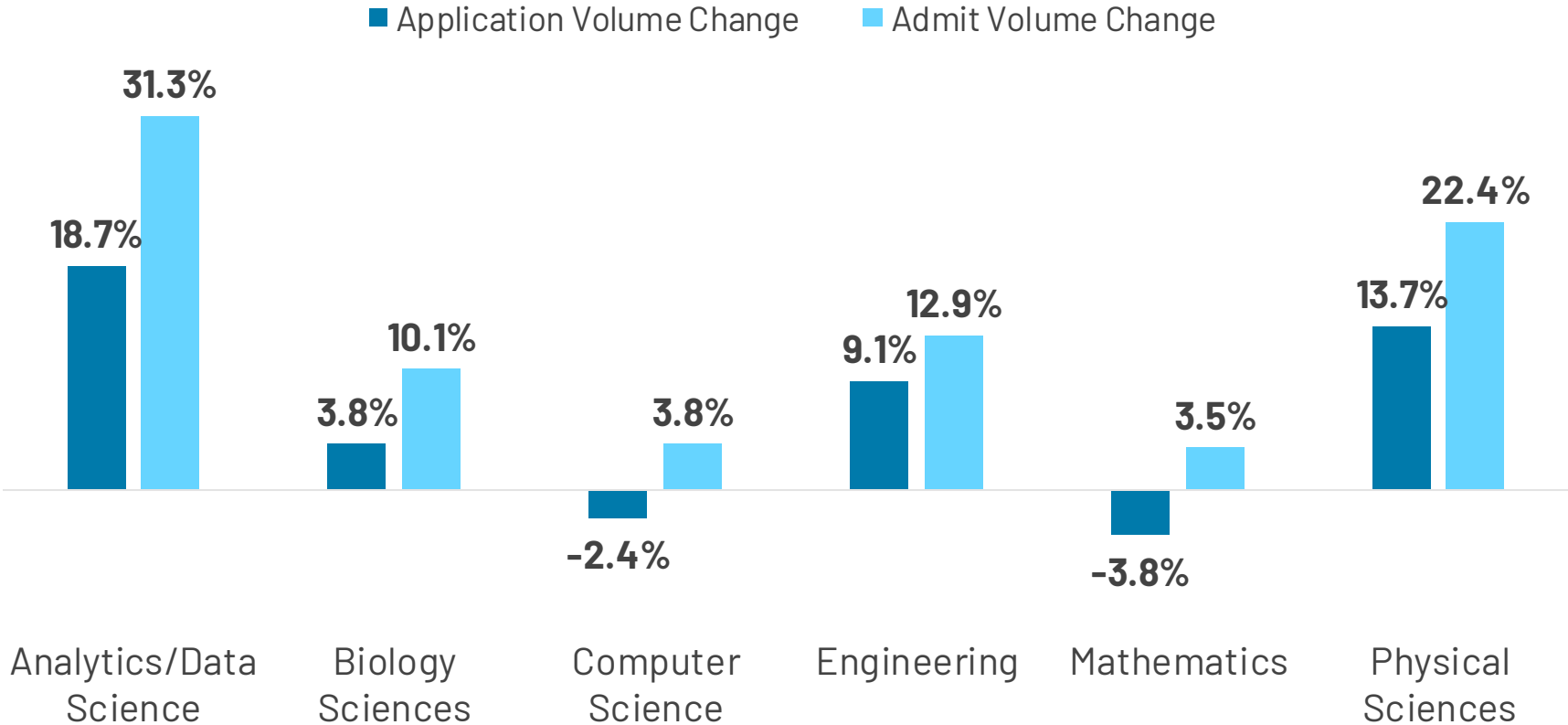
+10.9%

Net Deposit Volume



-10.4%

Year-Over-Year Change in STEM Applicant & Admit Volume by Academic Interest 2023-2024

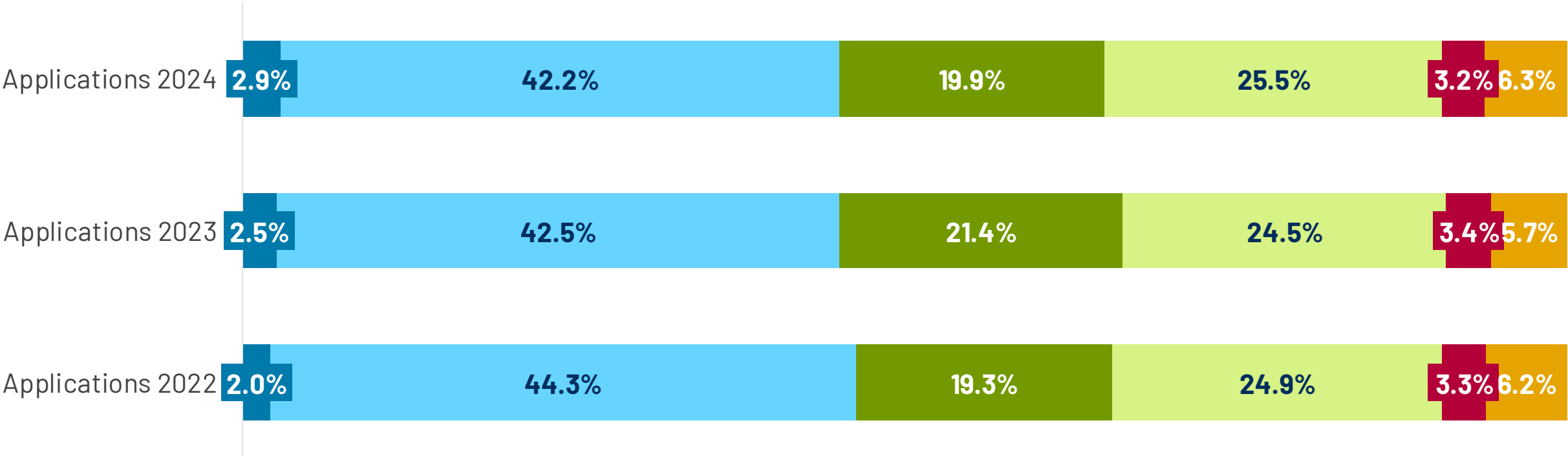


YOY CHANGES IN APPLICATIONS HAVE NOT CHANGED COMPOSITION OF POOL

Biology, Computer Science and Engineering Still Dominate STEM Student Interest

Year-Over-Year Proportion of STEM Applicants by Academic Interest 2022-2024

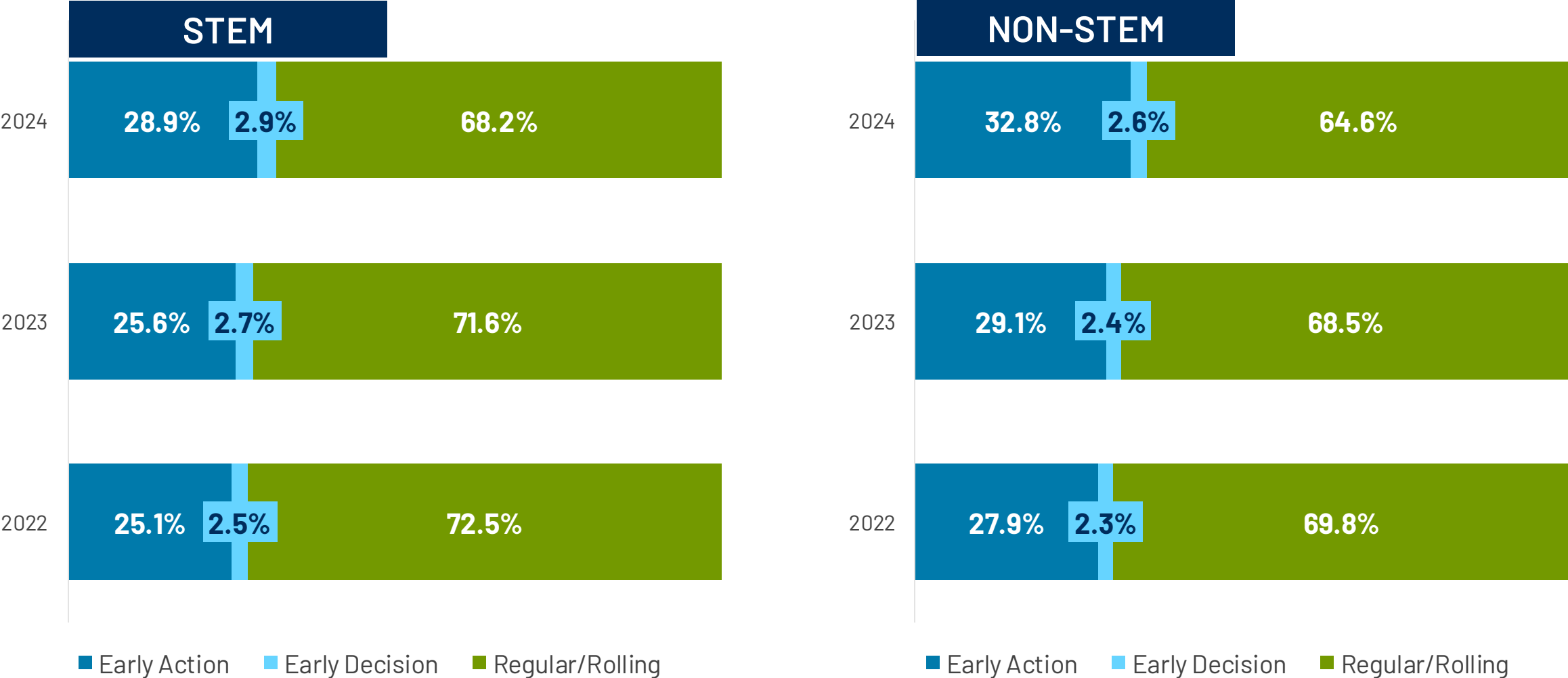
Analytics/Data Science Biology Sci. Computer Sci. Engineering Mathematics Physical Sciences



REGARDLESS OF INTEREST, A MOVEMENT TOWARD EARLIER ROUNDS

A Lower Proportion of STEM Students Applying in Early Action Round But Higher Proportion in Early Decision Round Than Non-STEM Students

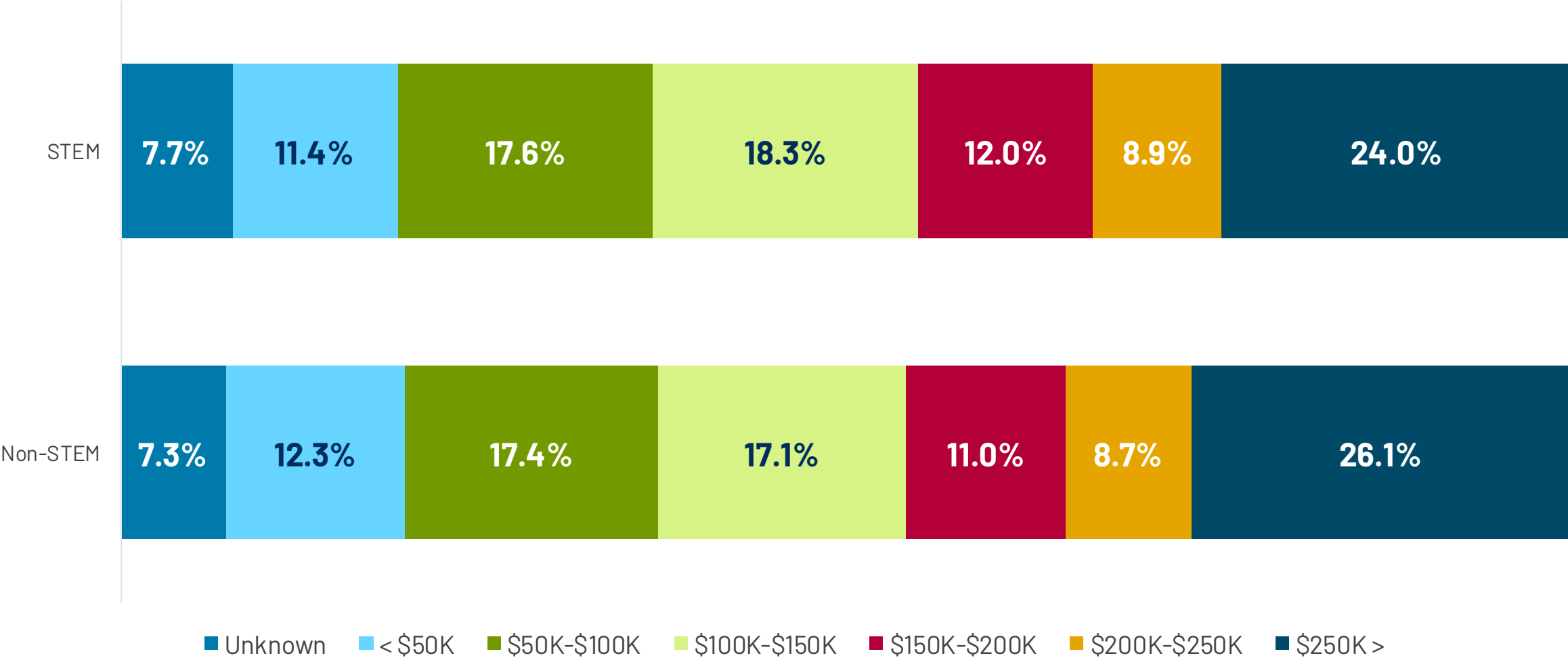
Proportion of Applicants by Decision Round



STEM ENROLLMENTS OFFER DIFFERENT PROFILE

Non-STEM Enrollments Have Larger Share of Highest Income Households

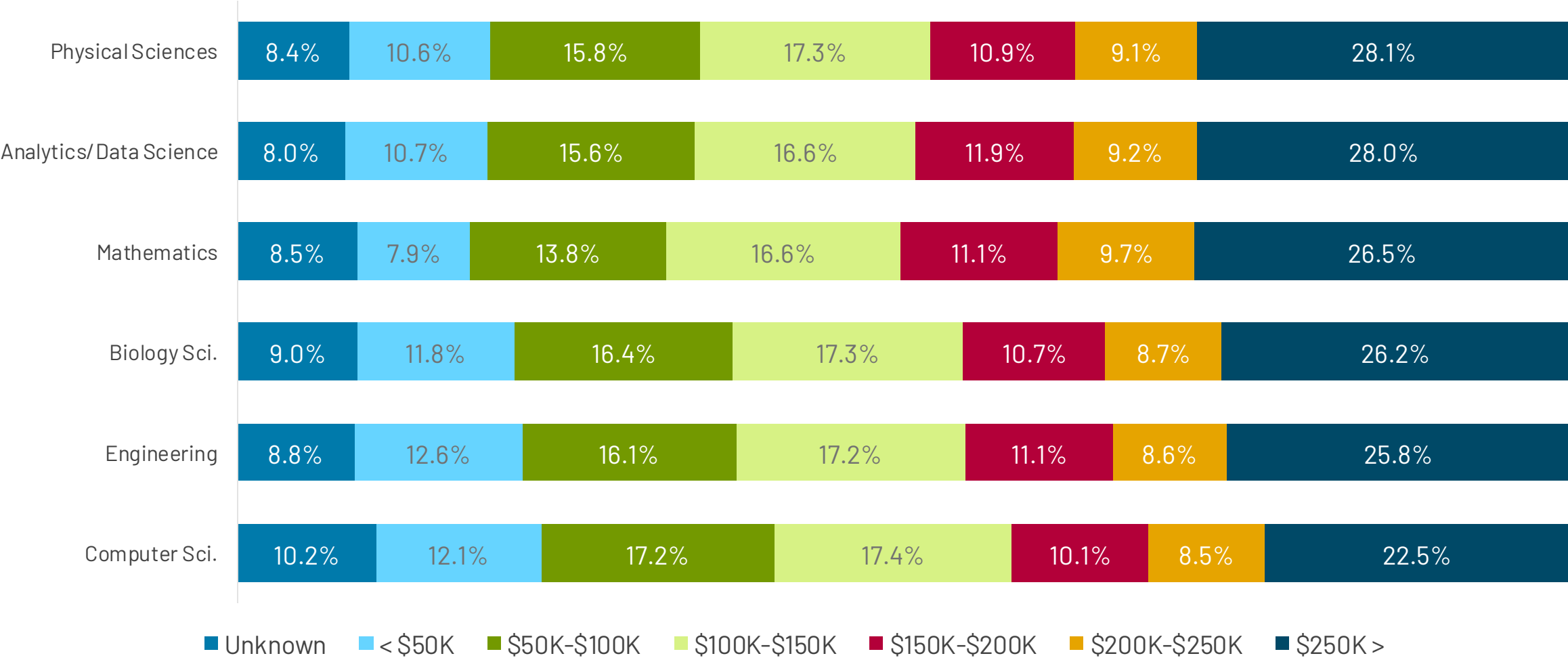
Proportion of Domestic Enrollment by Consumer Income 2023



SOCIOECONOMIC PROFILE OF APPLICANTS VARIES BY INTEREST

Physical Sciences and Analytics/Data Science Drawing a Larger Share of Highest Income Households

Proportion of Domestic Applicants by Consumer Income
2023



THANK YOU
& We Value Your Feedback



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