

CACHET MARKETview

2023 DATA SHARE

September 21, 2023

$$\int \left(x + \frac{x}{2} - x^4 - \frac{x^5}{2} + \frac{x^2}{4} - \frac{3}{10}x^5 \right) dx = \frac{x^2}{2} - \frac{x^5}{10} + \frac{x^3}{12} - \frac{3x^6}{60} + \frac{x^4}{4} - \frac{3x^6}{60} + C$$

$$\int \int (x^2 + y) dx dy$$
$$\cos(x+y) dx dy$$
$$\iint \frac{1}{x^2+y^2} dx dy$$

PRESENTERS



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MARKETview | CACHET

ABOUT THE DATA SHARE



**28 PARTICIPATING
INSTITUTIONS**



**DATA COLLECTION PERIOD:
AUGUST 15-SEPTEMBER 1**



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



**ALL DATA SUBMITTED IS
AGGREGATED FOR ANALYSIS**



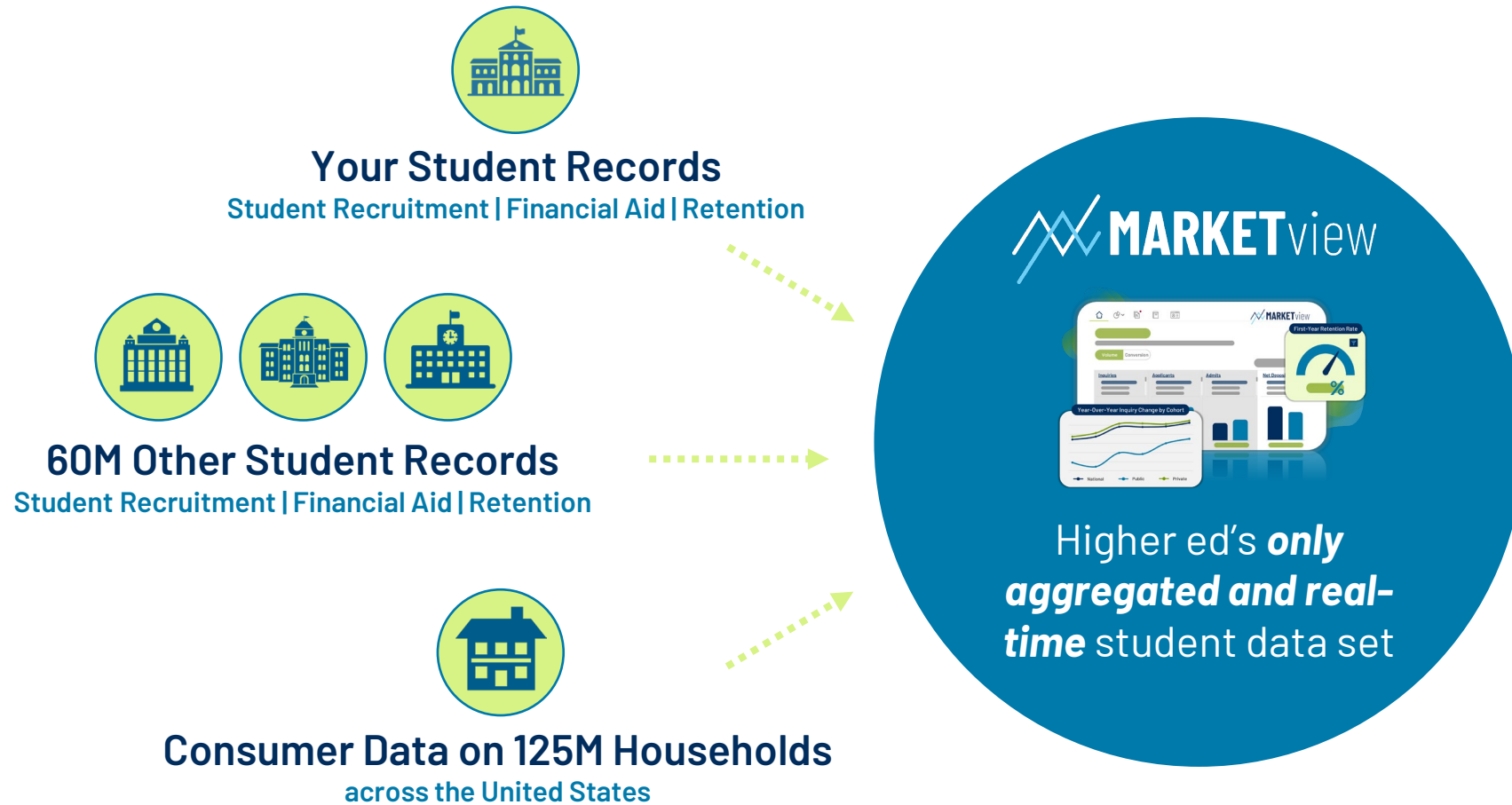
**SUPPLEMENTAL MARKET
DATA FROM MARKETview**



**FULL REPORT AVAILABLE TO
PARTICIPATING INSTITUTIONS**

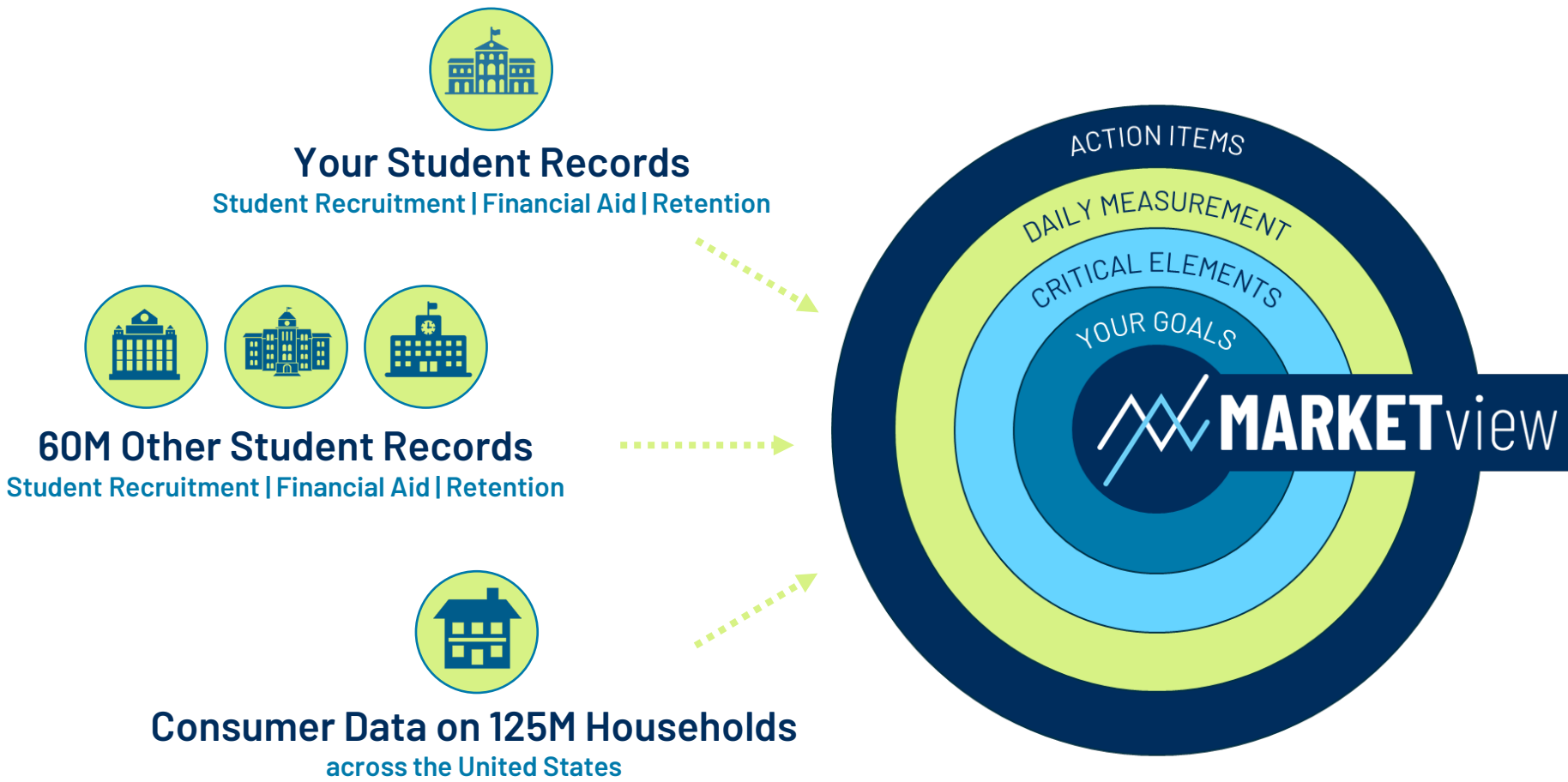
YOUR GOALS ACTUALIZED THROUGH NEW DATA

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



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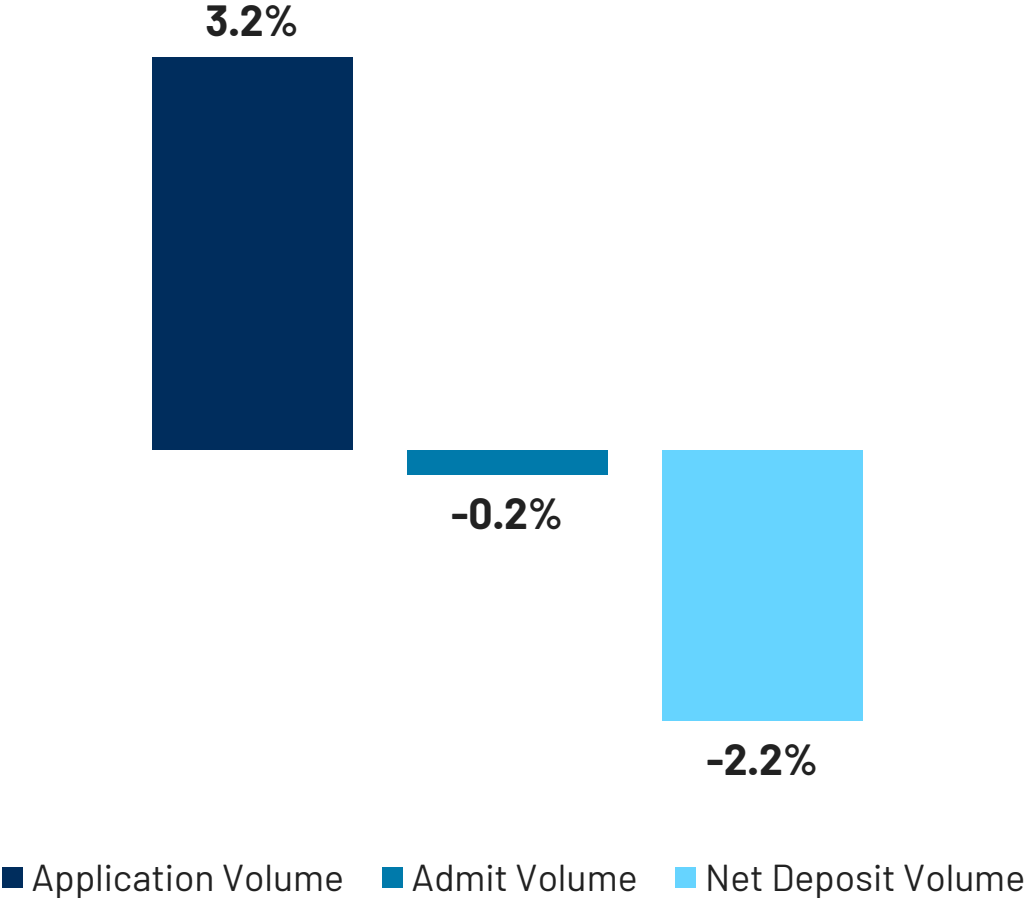


ENTERING CLASS OF 2023

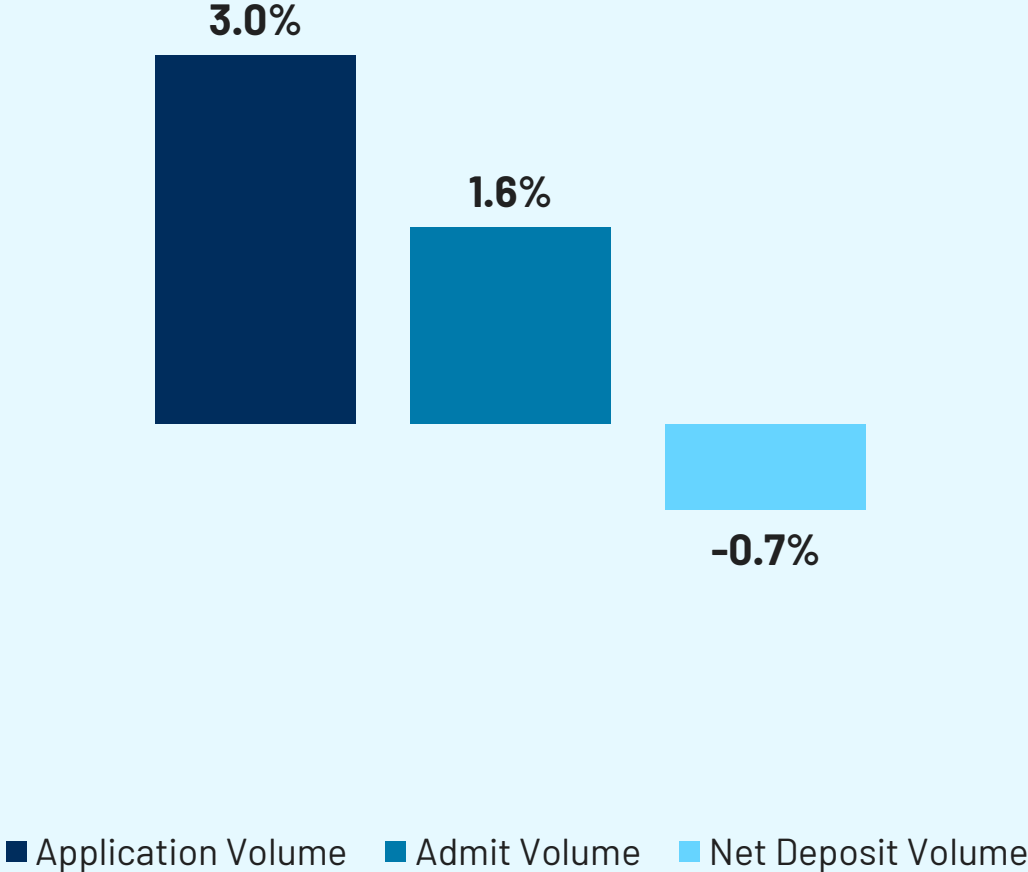
DATA SHARE RESULTS

THE STATE OF THE MARKET FOR CACHET SCHOOLS

Year-Over-Year Change in Total Volume
(2023 v. 2022)



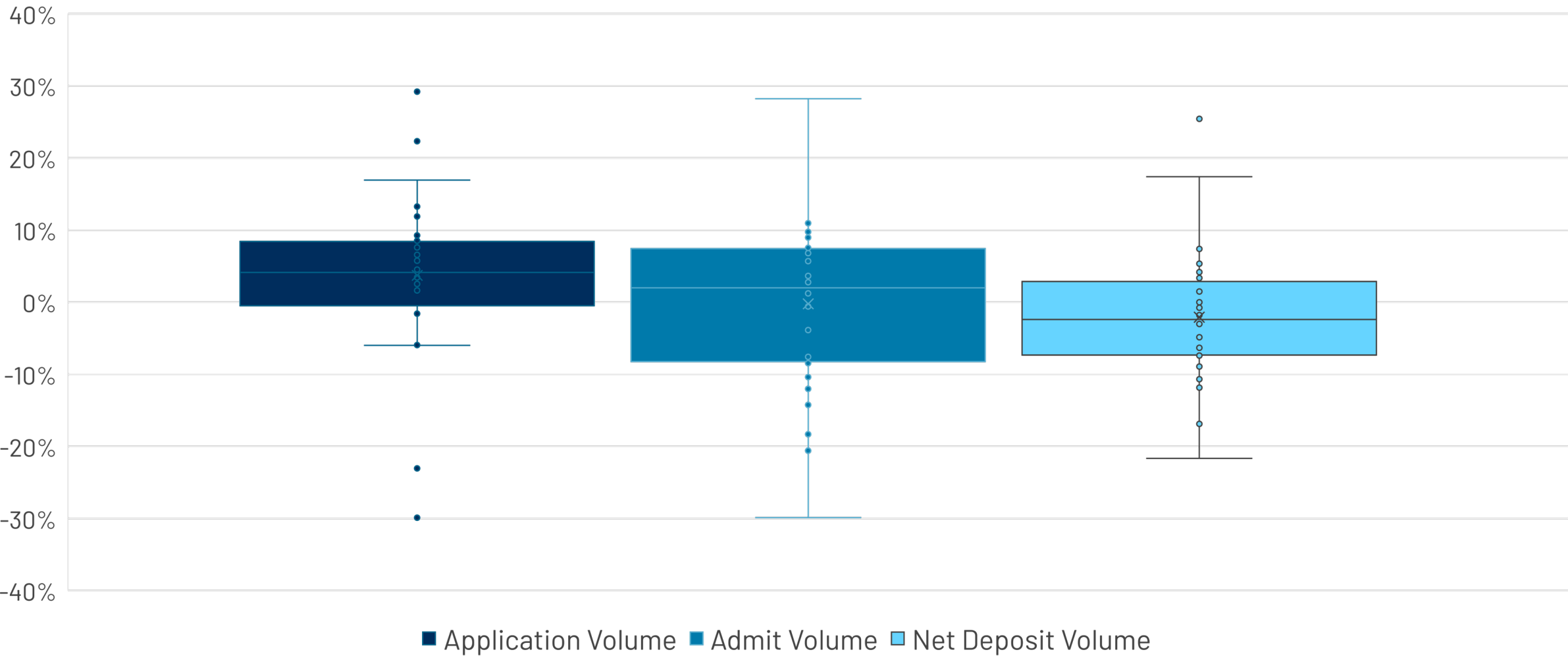
Year-Over-Year Change in **STEM** Volume
(2023 v. 2022)



DETAILED VIEW OF KEY INDICATORS

Notable Outliers Exist; Especially at the Applicant Stage

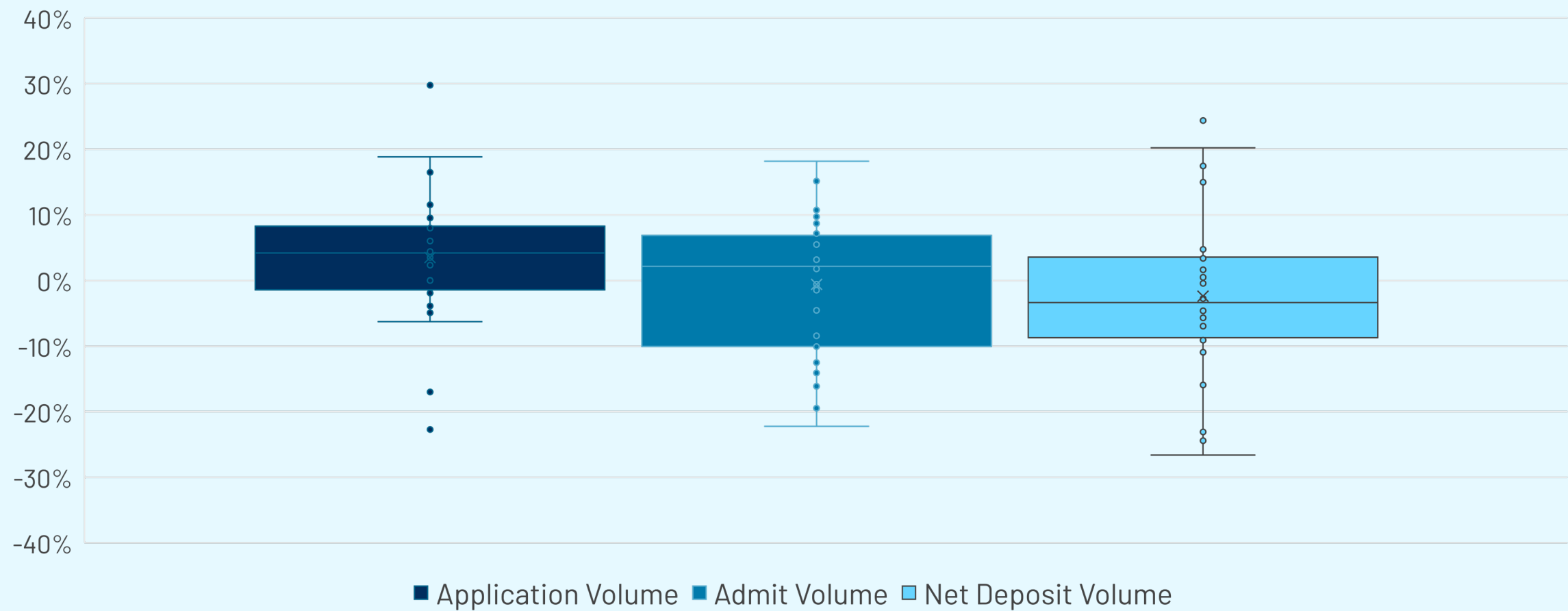
Year-Over-Year Change in Volume



DETAILED VIEW OF KEY INDICATORS FOR STEM STUDENTS

Similar Patterns to Overall Enrollment with Greater Diversity of Outcome Noted at the Deposit Stage

Year-Over-Year Change in **STEM** Volume by Funnel Stage
(2023 v. 2022)

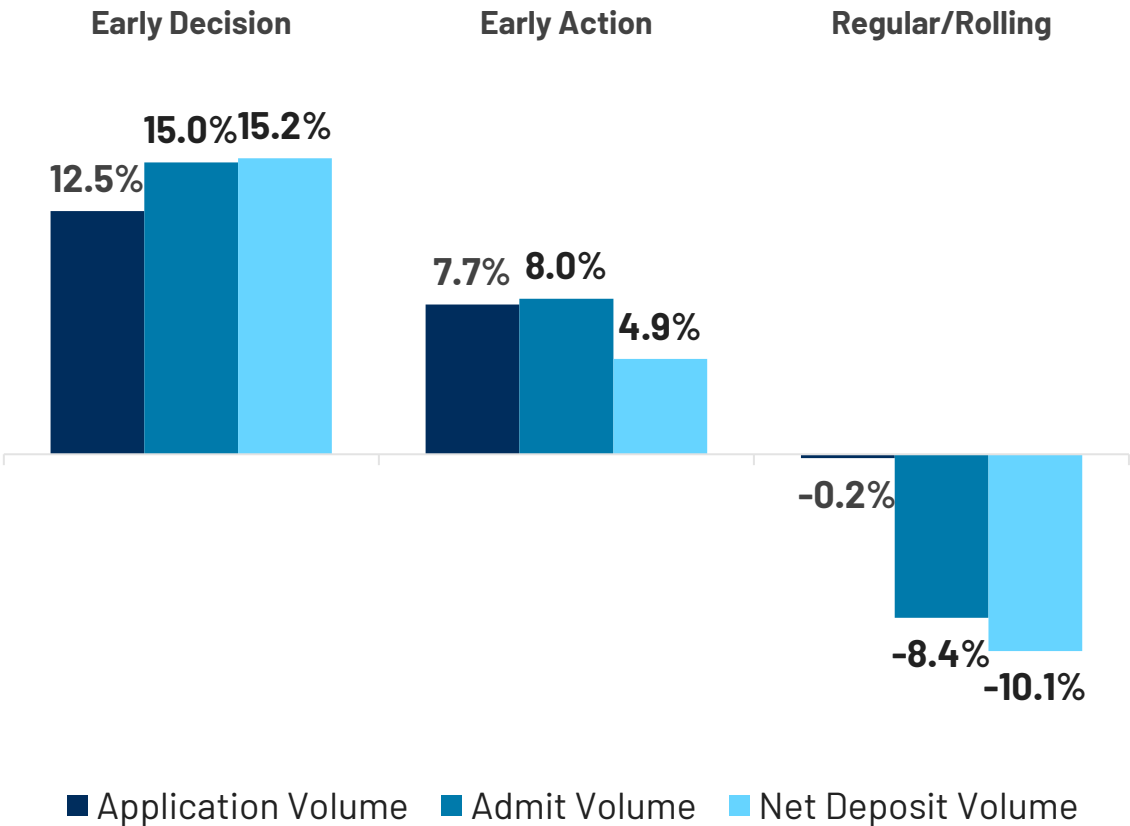


COMPARING SCHOOLS WITH ENROLLMENT GROWTH VS DECLINES

Early Programs Fueling Growth; Schools Without Admit Growth from Early Programs Associated with Enrollment Declines

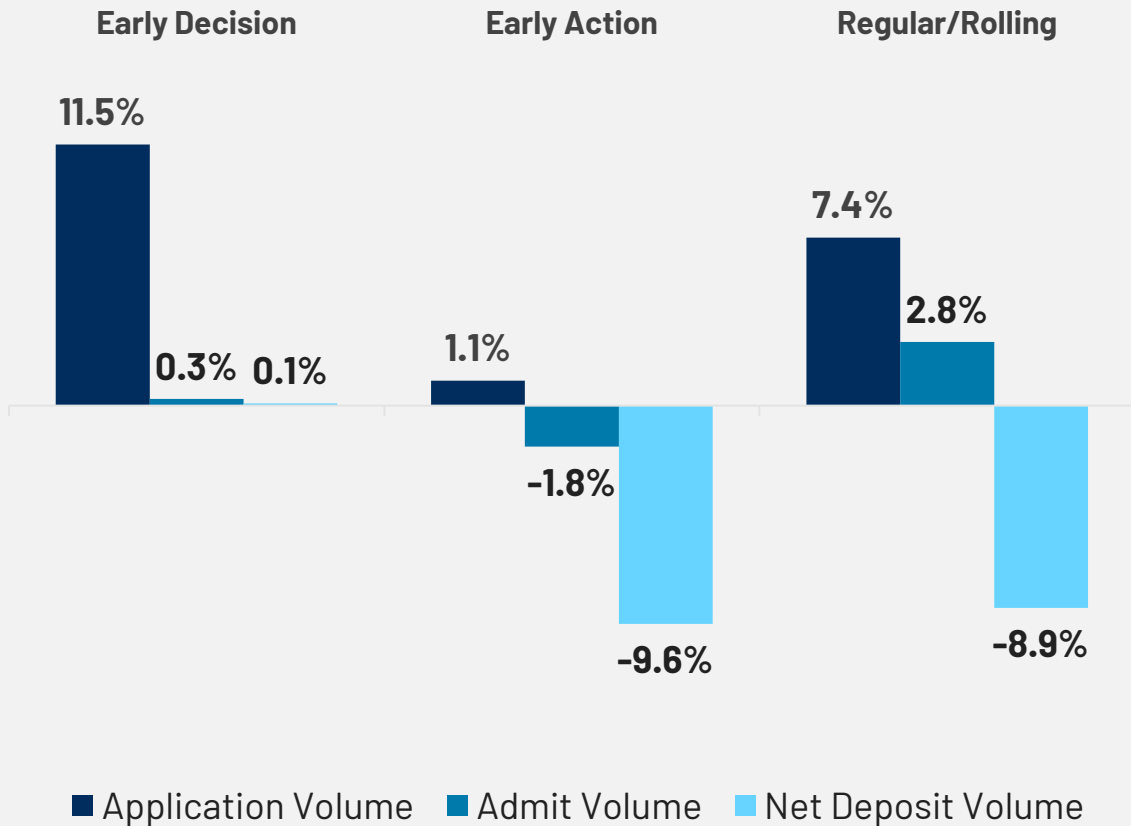
EXPERIENCED GROWTH

Year-Over-Year Change in Total Volume
by Decision Round
(2023 v. 2022)



EXPERIENCED DECLINE

Year-Over-Year Change in Total Volume
by Decision Round
(2023 v. 2022)



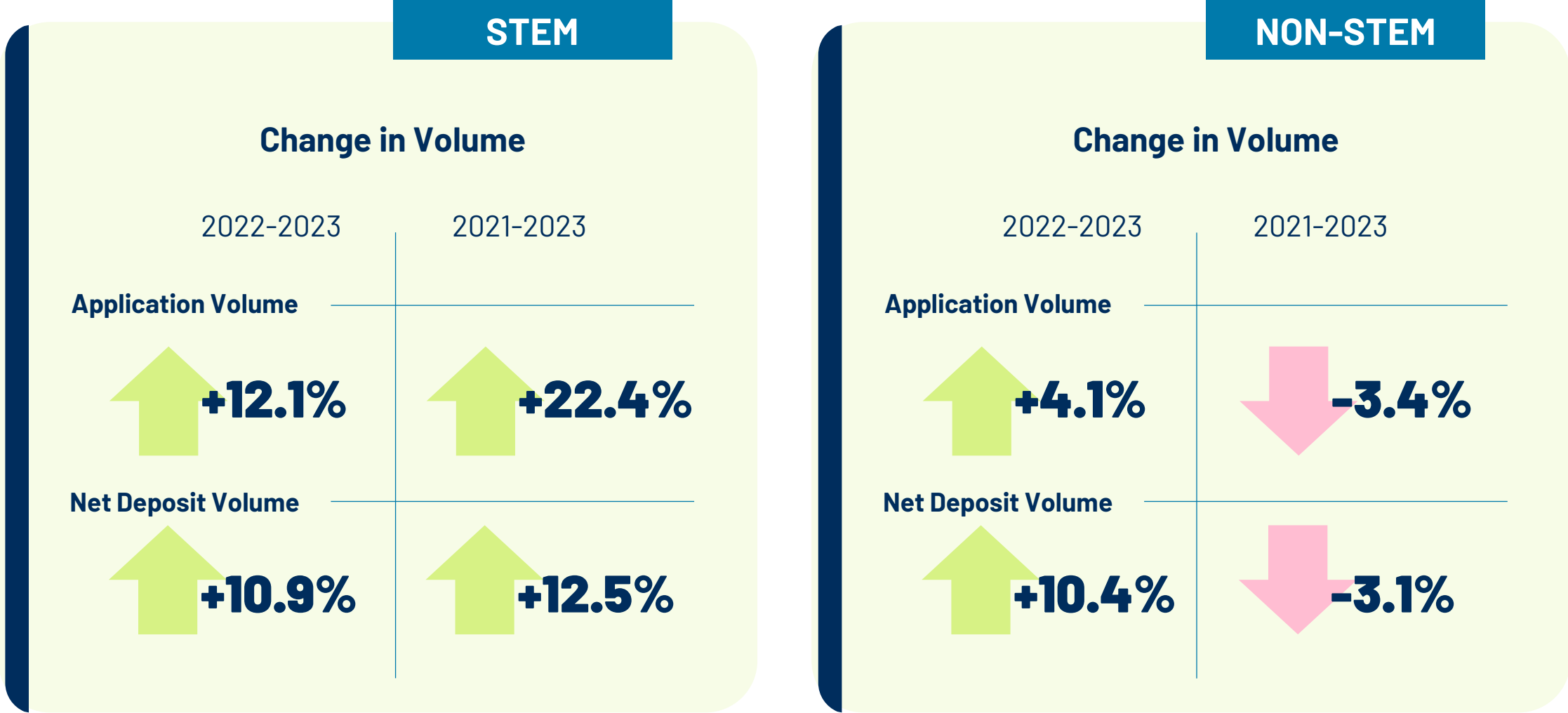


MARKETview INTEL

ON ACADEMIC INTEREST TRENDS

STEM MAJORS DRIVING LARGER LIFTS IN APP, DEPOSIT VOLUME THAN NON-STEM

While Non-STEM Majors Saw a Lift in Application and Deposit Volume From 2022-2023, Volumes Still Trail 2021

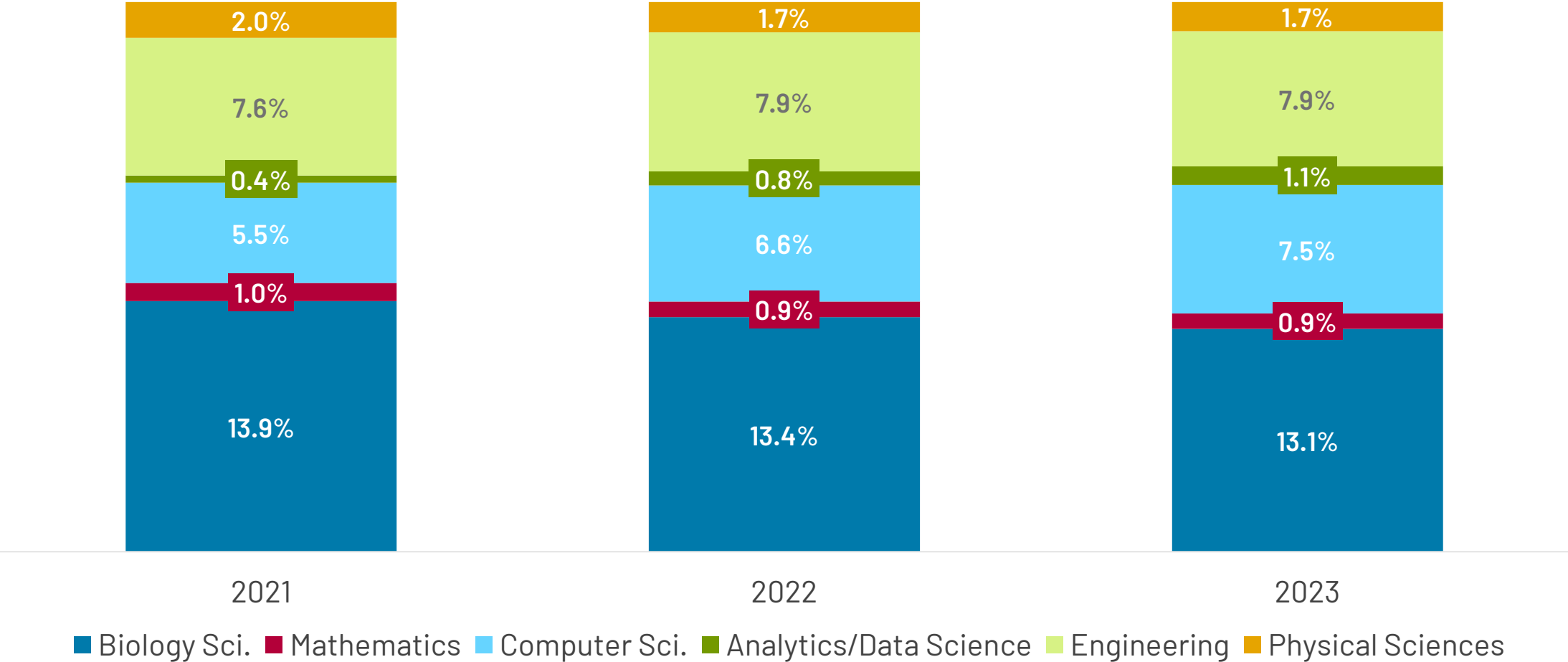


SHIFTS IN TERMS OF PROPORTION OF STUDENTS BY ACADEMIC INTEREST

Migration From Biology and Towards Computer Science Notable

Proportion of Applicant Pool by Academic Interest

2021-2023

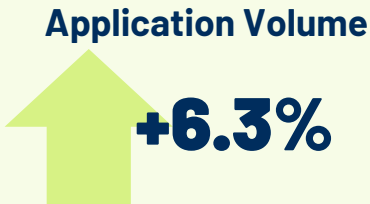


STEM MAJORS ATTRACTING STUDENTS OF COLOR

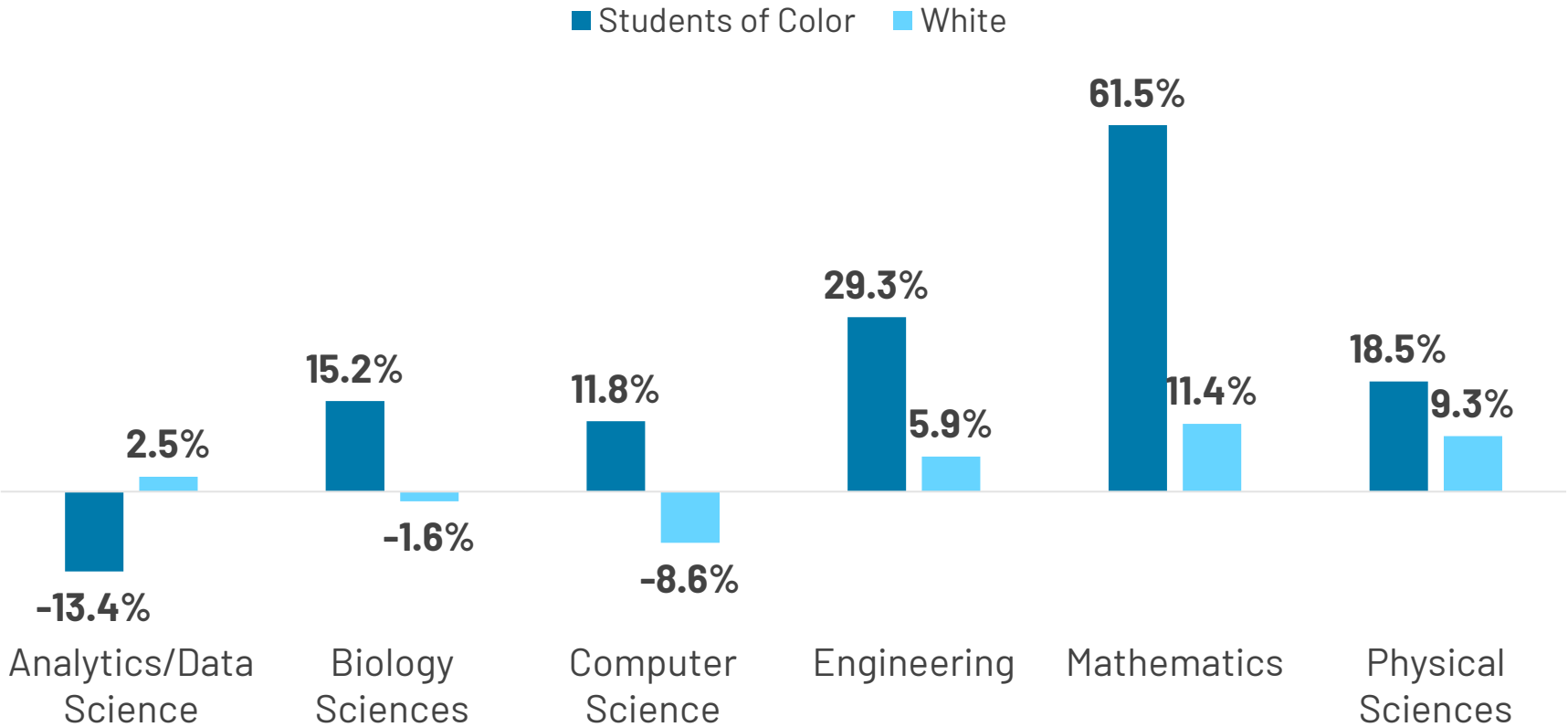
Net Deposit Increases From Students of Color in All STEM-Focused Academic Interests Except Analytics

DOMESTIC STEM STUDENTS

Year-Over-Year Change in Volume
(2022-2023)



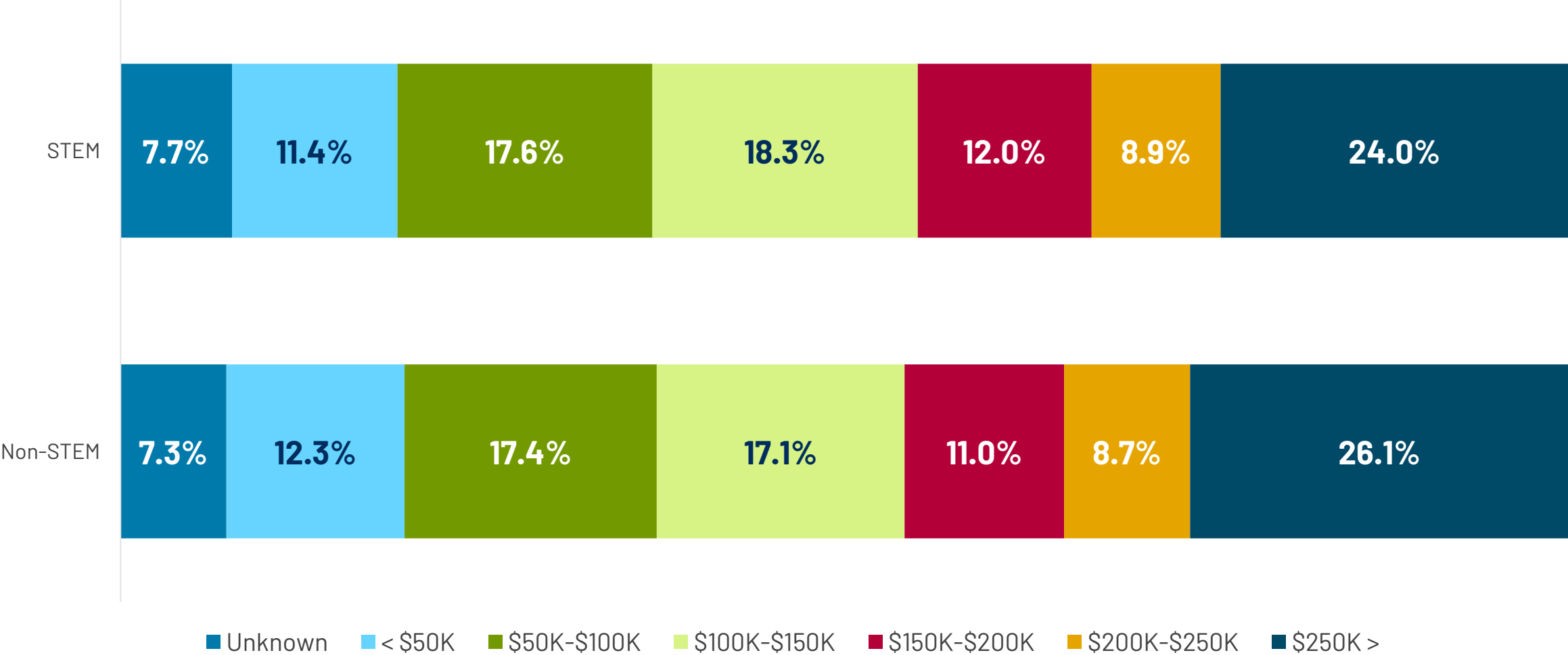
Year-Over-Year Change in Domestic STEM Net Deposit Volume by Academic Interest 2022-2023



STEM ENROLLMENTS OFFER DIFFERENT PROFILE

Non-STEM Enrollments Have Larger Share of Highest Income Households

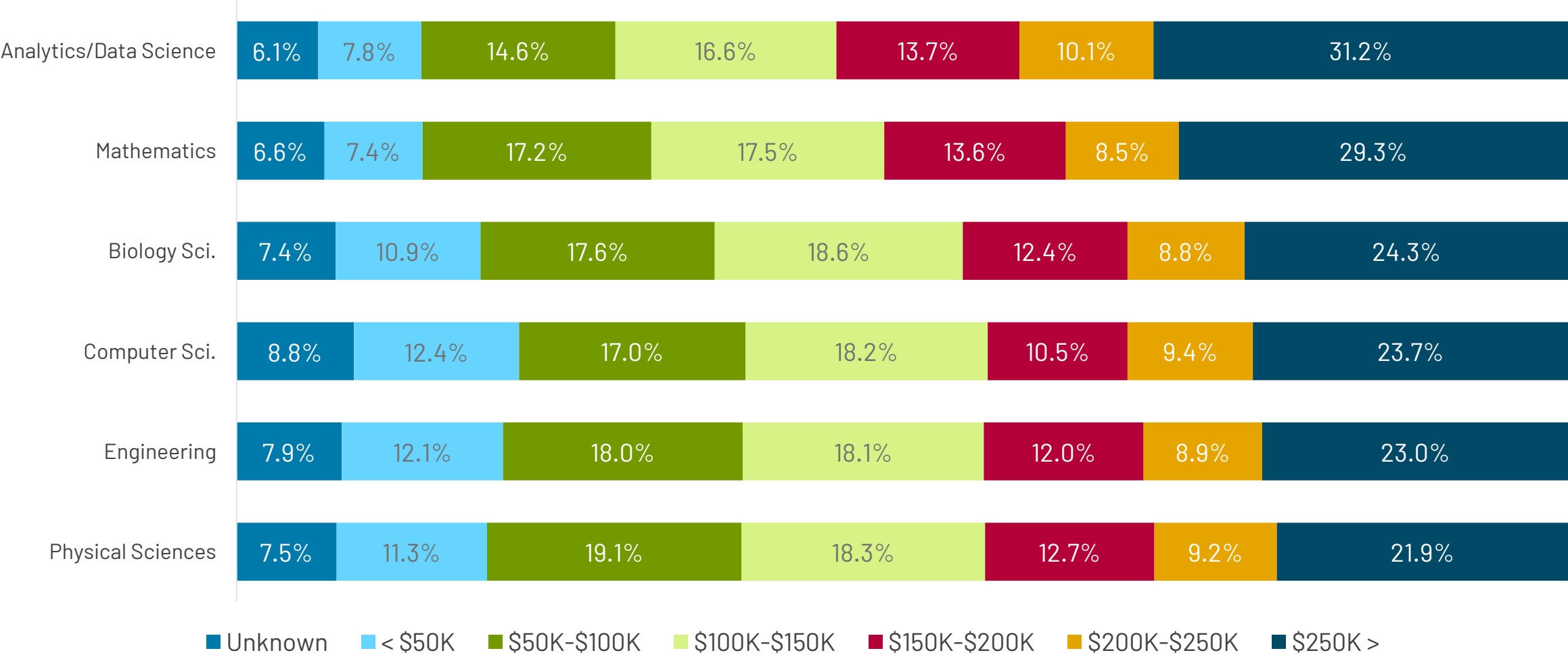
Proportion of Domestic Enrollment by Consumer Income
2023



SOCIOECONOMIC PROFILE OF ENROLLING STUDENTS VARIES BY INTEREST

Analytics/Data Science and Mathematics Draw a Larger Share of Highest Income Households

Proportion of Domestic Enrollment by Consumer Income
2023



THANK YOU
& We Value Your Feedback



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