

The National  
**CCCA**

 **MARKET**view

## 2023 ANNUAL MEETING

September 21, 2023



# PRESENTERS



**JOE DACEY**  
Principal

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# THE CATHOLIC SECTOR IN CONTEXT

# THE GEOGRAPHIC DISTRIBUTION OF CATHOLIC COLLEGES

## FAR WEST

Catholics: **8.2%**  
Non-Catholics: **8.6%**

## ROCKY MOUNTAINS

Catholics: **1.6%**  
Non-Catholics: **1.2%**

## PLAINS

Catholics: **13.0%**  
Non-Catholics: **11.2%**

## GREAT LAKES

Catholics: **22.3%**  
Non-Catholics: **16.3%**

## NEW ENGLAND

Catholics: **10.9%**  
Non-Catholics: **9.3%**

### 4-YEAR INSTITUTIONS:

**184**

Catholics

**811**

Private  
Non-Catholics

## MID EAST

Catholics: **28.3%**  
Non-Catholics: **21.8%**

## SOUTHEAST

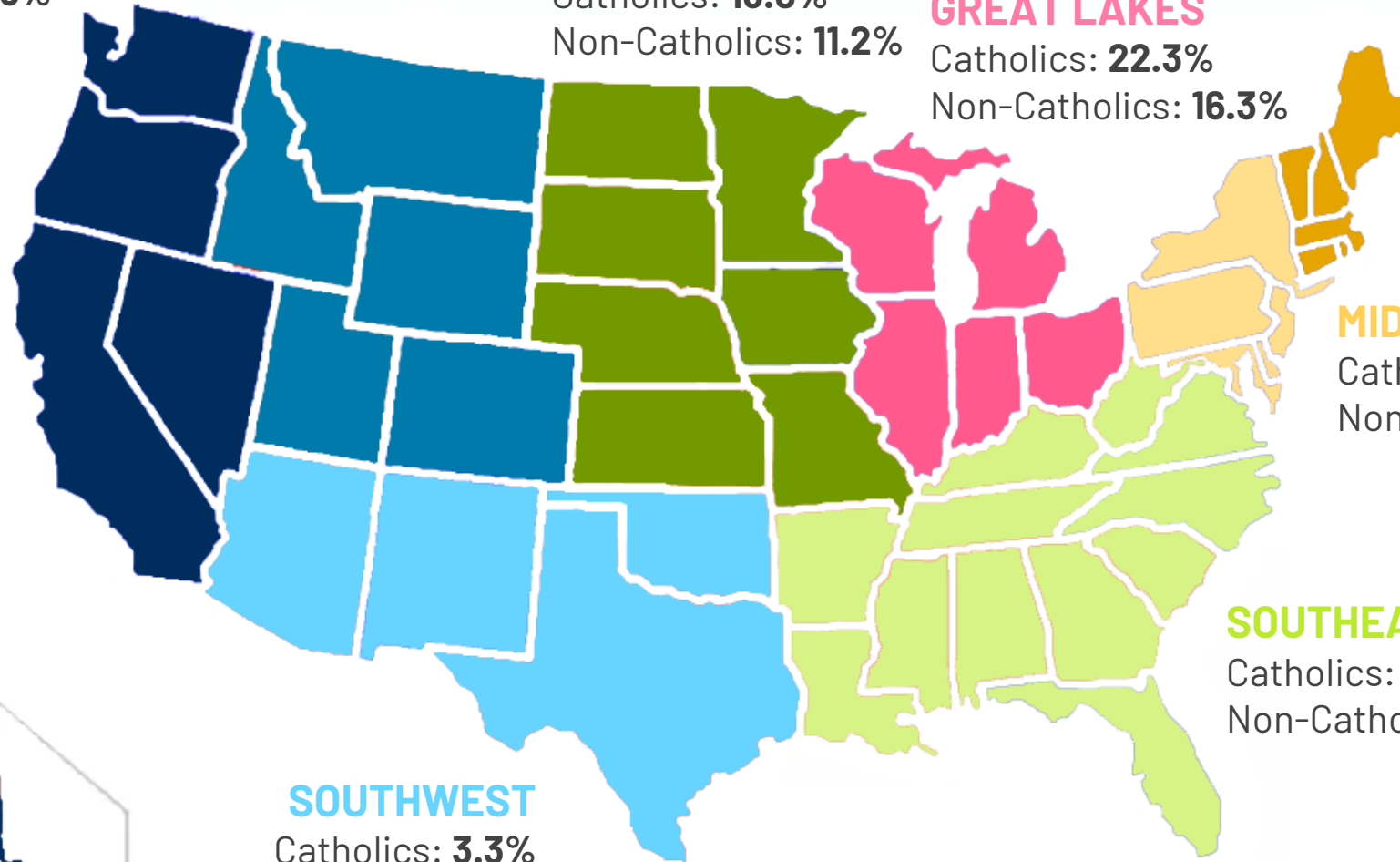
Catholics: **9.8%**  
Non-Catholics: **24.8%**

## SOUTHWEST

Catholics: **3.3%**  
Non-Catholics: **5.1%**

## OTHER U.S. JURISDICTIONS

Catholics: **2.7%**  
Non-Catholics: **1.7%**

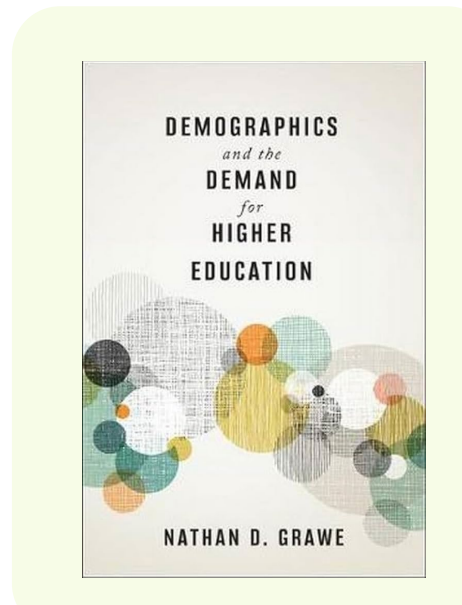
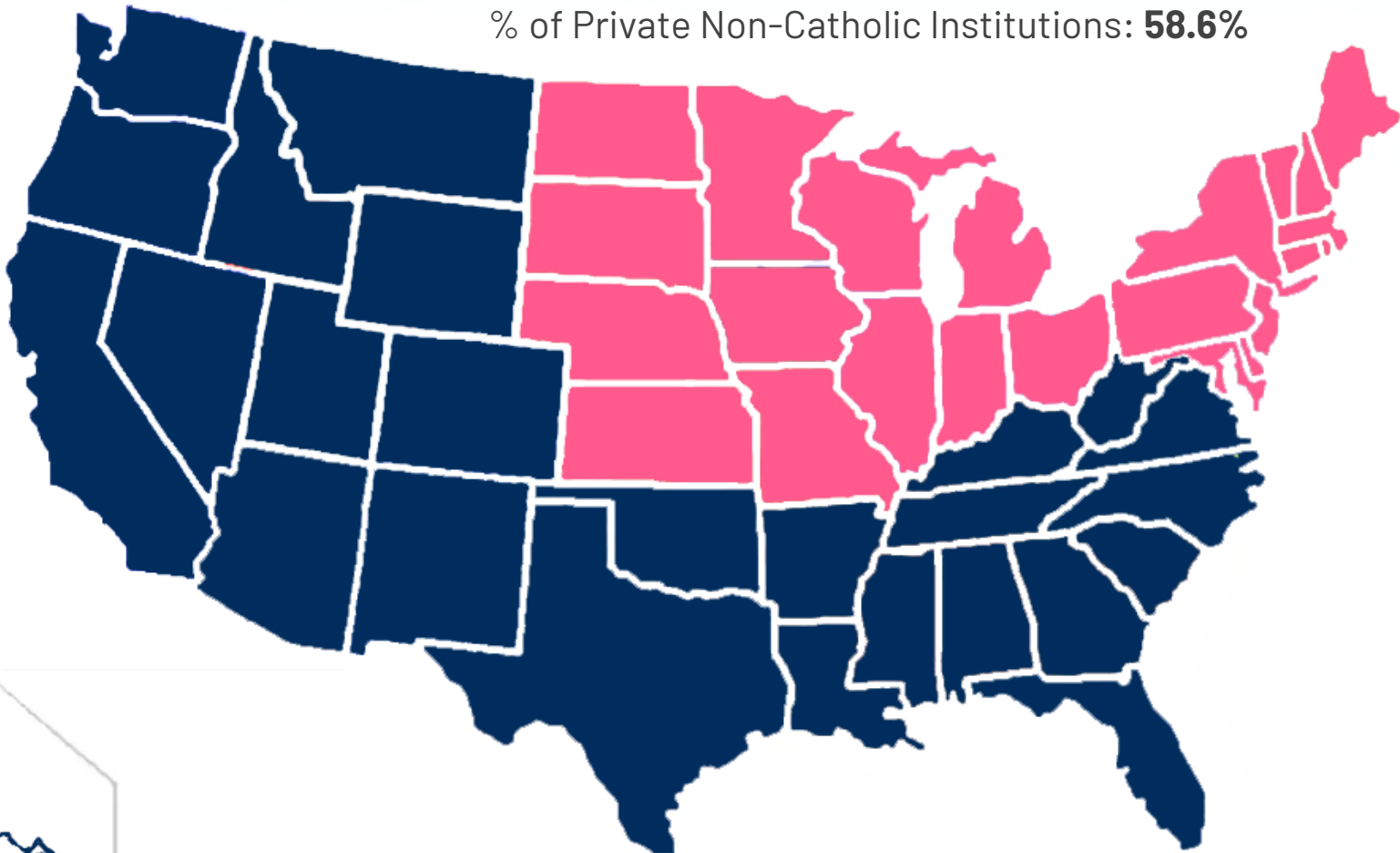




# HIGH CONCENTRATION OF CATHOLIC INSTITUTIONS IN GRAWE'S MOST DEMOGRAPHICALLY CHALLENGED MARKETS

## GREAT LAKES, MID EAST, PLAINS & NEW ENGLAND

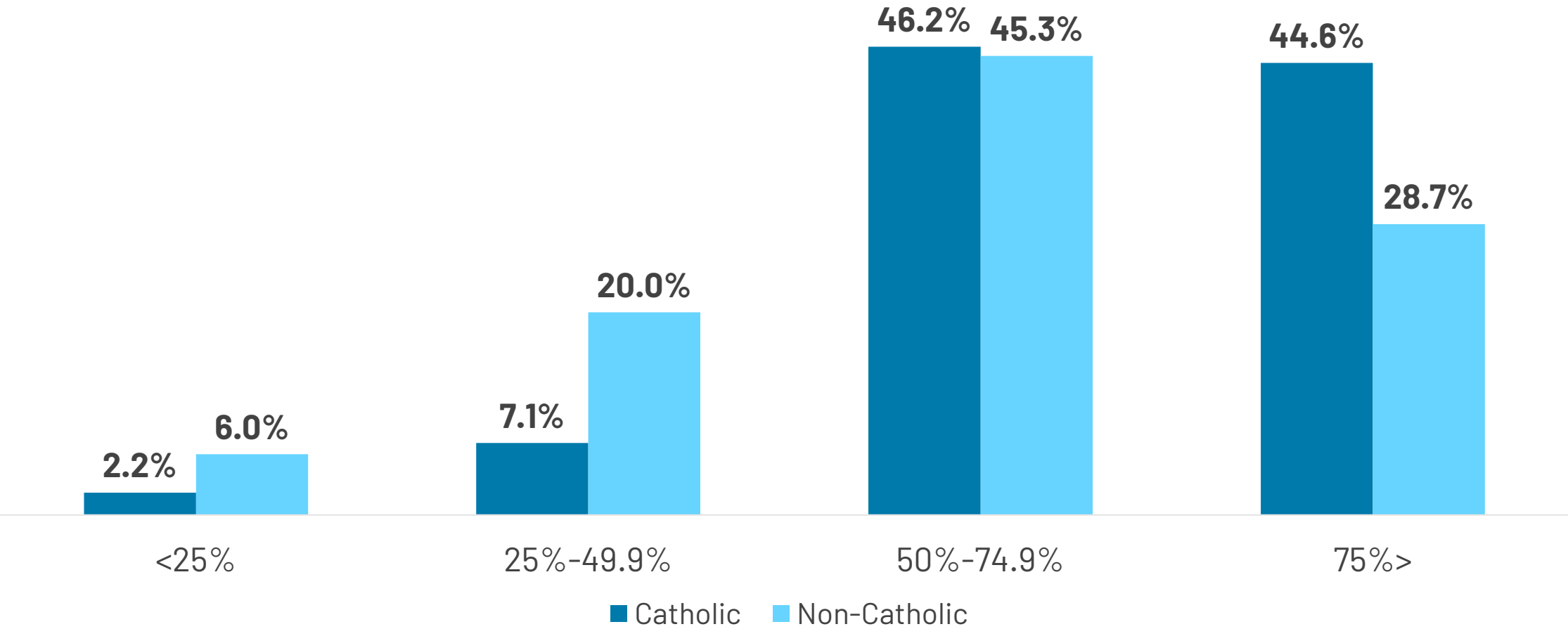
% of Catholic Institutions: **74.5%**  
% of Private Non-Catholic Institutions: **58.6%**



# THE SELECTIVITY DISTRIBUTION OF 4-YEAR INSTITUTIONS

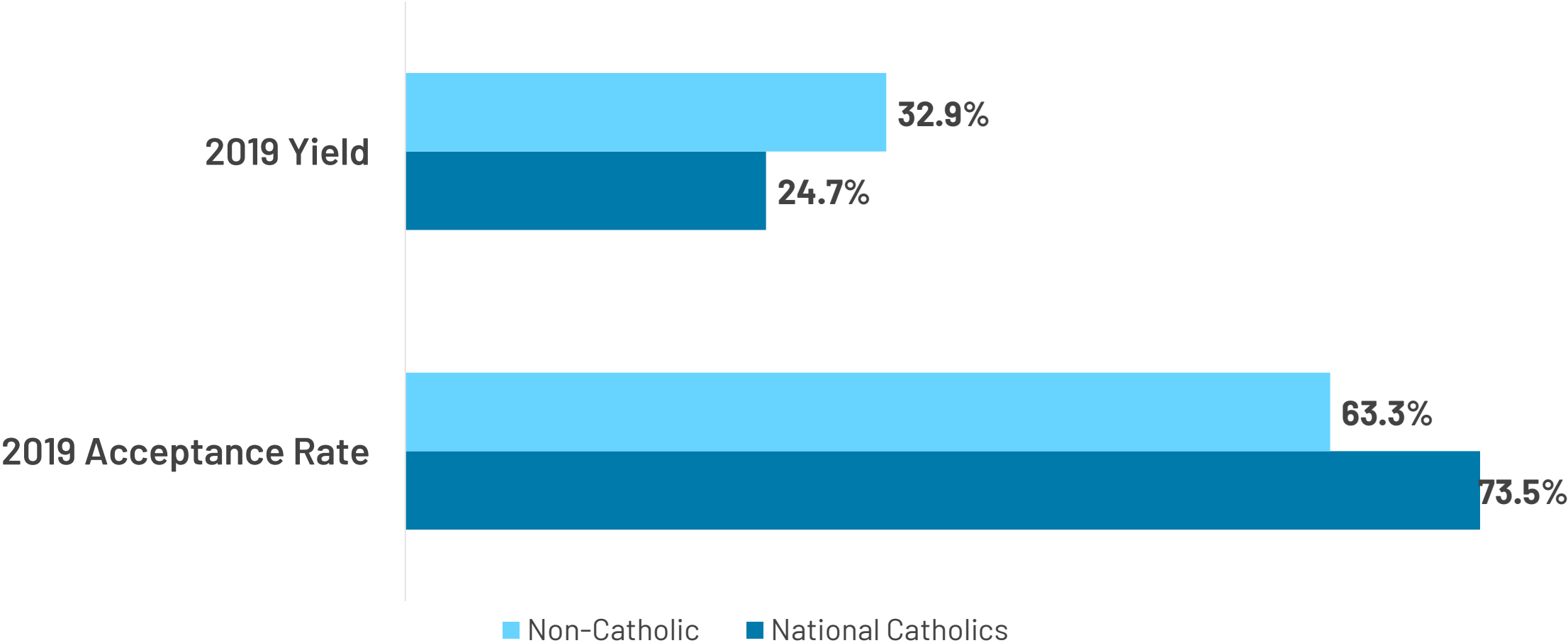
Catholic Institutions are More Heavily Represented in Higher Admit Rate Bins

### Proportion of Institutions by 2019 Admit Rate



# THE SELECTIVITY AND YIELD DISTRIBUTION OF 4-YEAR INSTITUTIONS

2019 Average Admit Rates and Yield



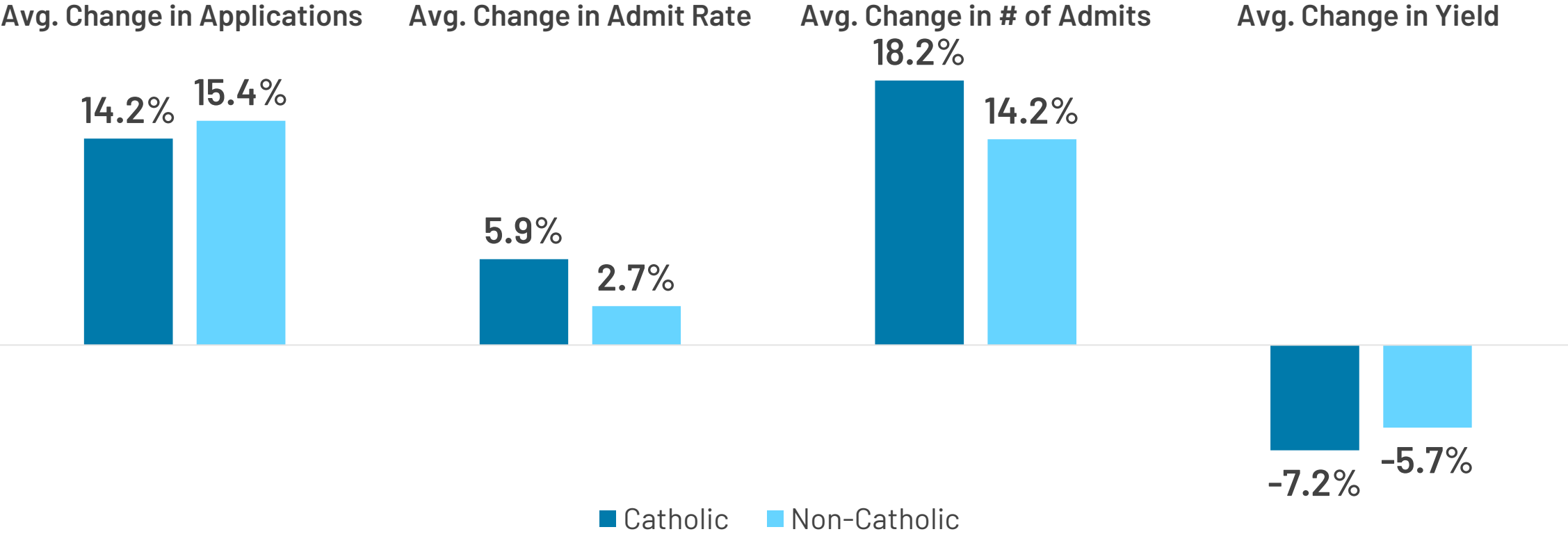


# RELATIVE ENROLLMENT CHANGES 2015-2019



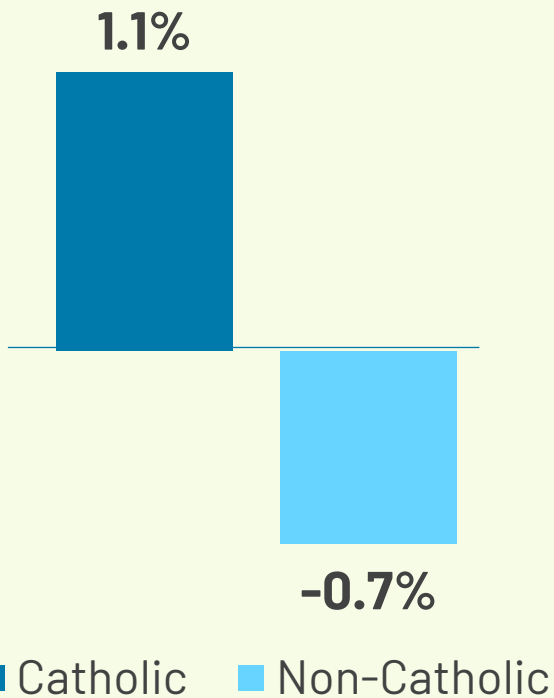
# CATHOLIC INSTITUTIONS EXPERIENCED HIGHER LEVELS OF YIELD DECLINE

Change in Enrollment Metrics Over Time (2015-2019)



# CATHOLICS V. NON-CATHOLICS (2015-2019)

### Avg. Total Change in Average Net Price (2015-2019)

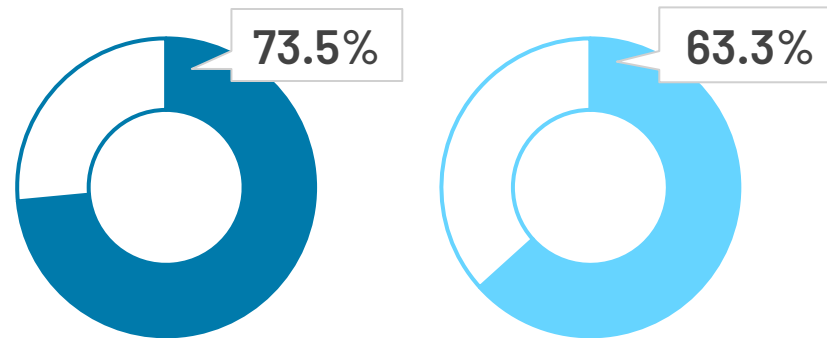


*Inflation adjusted*

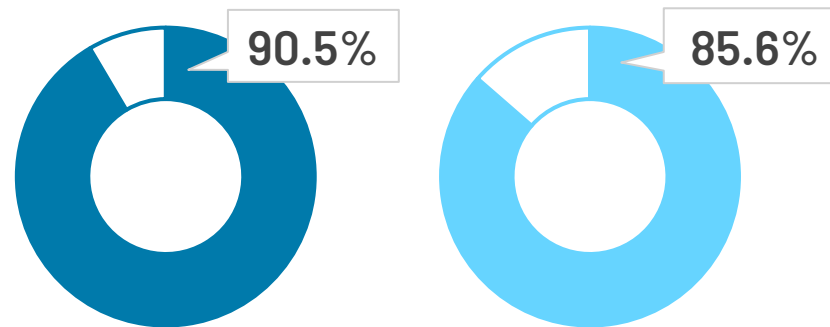
### Average Net Price (2019)

**\$25,132**      **\$24,554**

### Tuition & Fees as Percent of Revenue (2019)

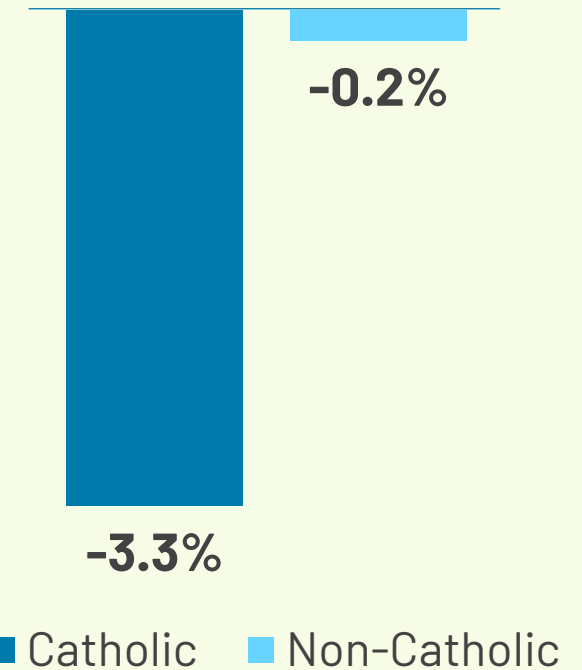


### Percent With Institutional Gift (2019)



■ Catholic ■ Non-Catholic

### Avg. Total Change in Undergrad FTE (2015-2019)



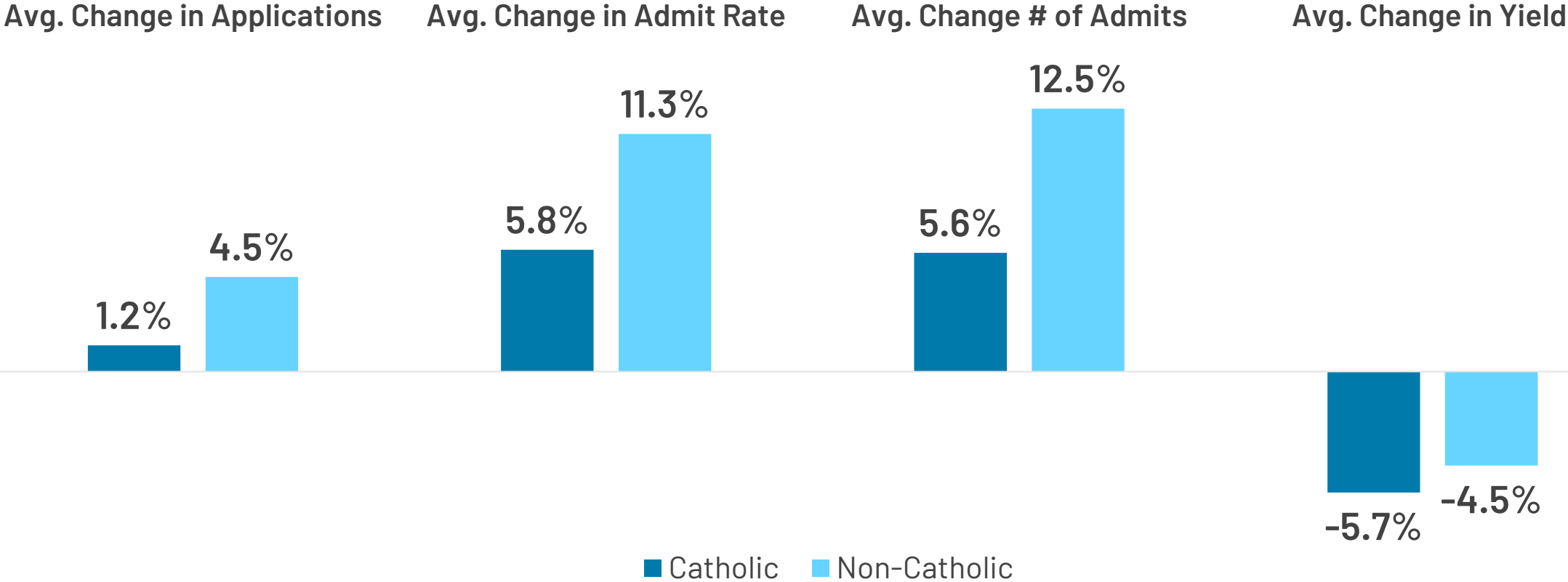


**PANDEMIC YEARS**  
**RELATIVE ENROLLMENT CHANGES**  
**2019-2021**

# CATHOLIC INSTITUTIONS EXPERIENCED LESS FUNNEL GROWTH

Average Change in Funnel States 2019-2021

## Change in Enrollment Metrics 2019 - 2021



# CATHOLICS STAYED AHEAD LOSING A SIMILAR RATE OF NET PRICE

Notably, both Catholic and non-Catholic campuses lost the same 2.7% in Undergraduate FTE between 2019 and 2020

Average Net Price of Student Awarded Grant or Scholarship Aid (2020-2021)

CATHOLIC:

**\$24,432**

NON-CATHOLIC:

**\$23,938**

Average Change in FT/FT Net Price (2019-2020)

CATHOLIC:

**-2.7%**

NON-CATHOLIC:

**-2.5%**

Average % FT/FT Undergraduates Awarded Institutional Aid (2021)

CATHOLIC:

**90.9%**

NON-CATHOLIC:

**85.9%**

Average Change in % FT/FT With Institutional Aid (2019-2020)

CATHOLIC:

**+0.4%**

NON-CATHOLIC:

**+0.3%**



# ABOUT THE MARKETview DATASET



# YOU MAKE THE BEST DECISIONS YOU CAN WITH THE DATA YOU HAVE ON HAND

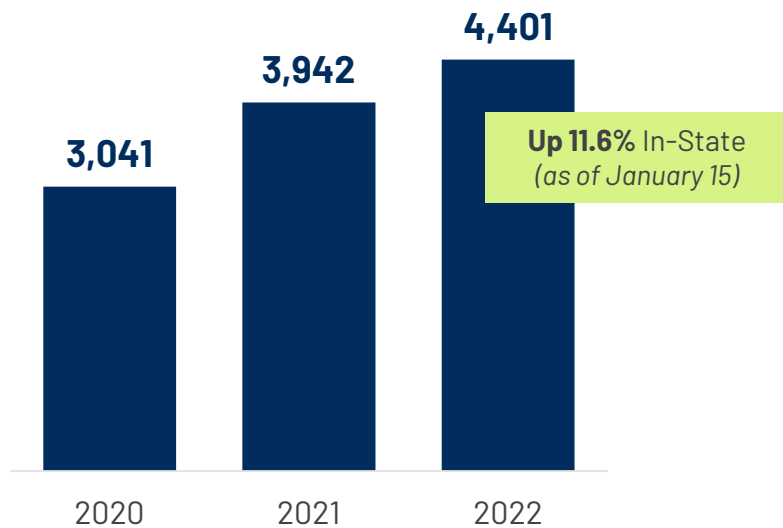


A Selective  
Liberal Arts Institution  
in Florida

GOAL:

Reduce Admit Rate & Improve Profile

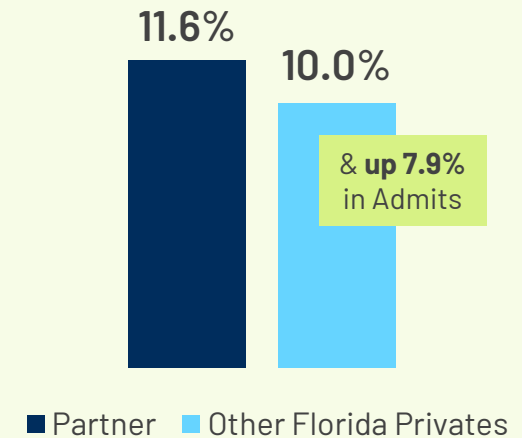
## In-State Application Growth



All signs  
indicate this  
is the year to  
pull back on  
admits.

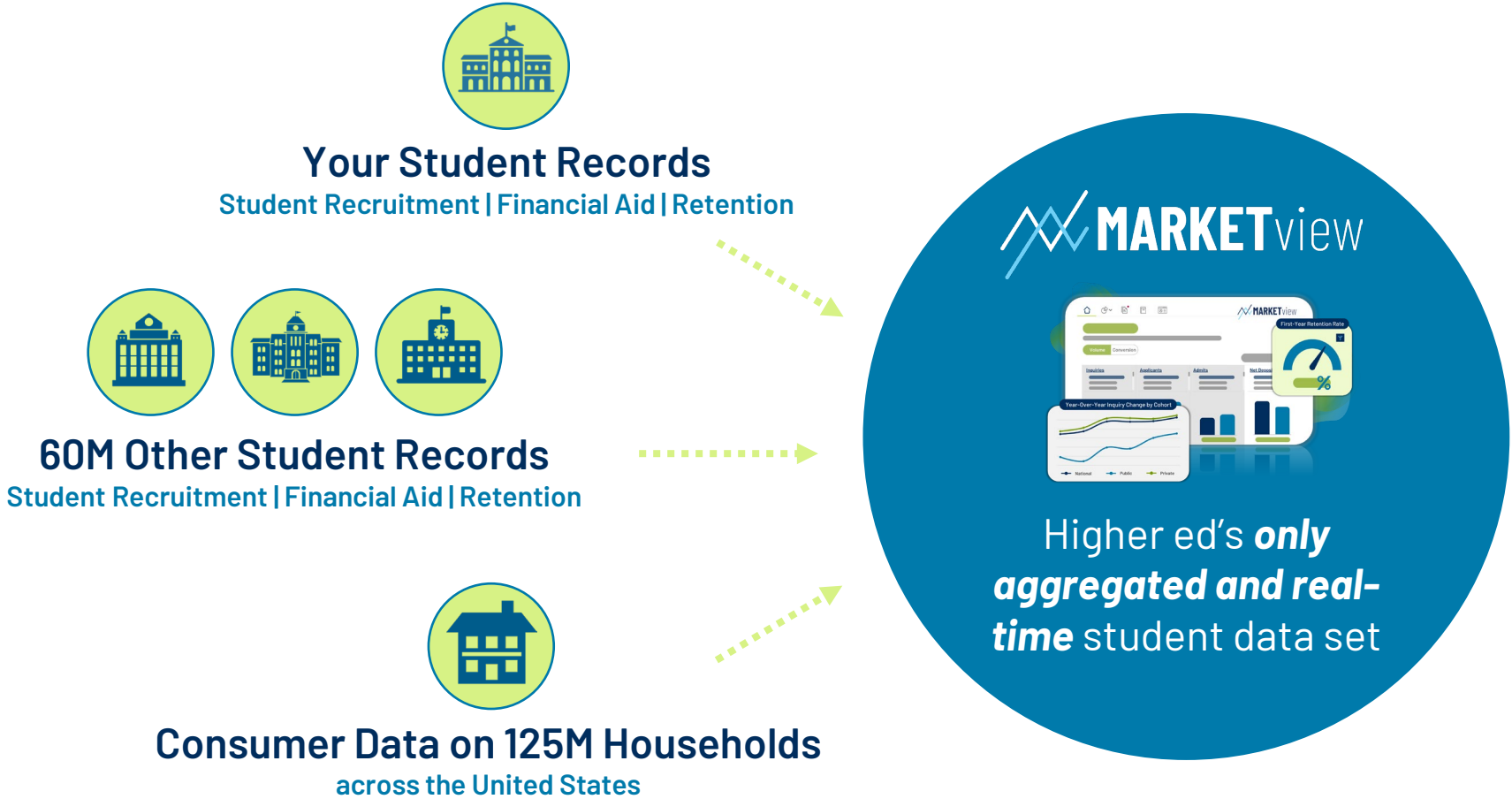


## In-State Application Volume (2022 v. 2021)



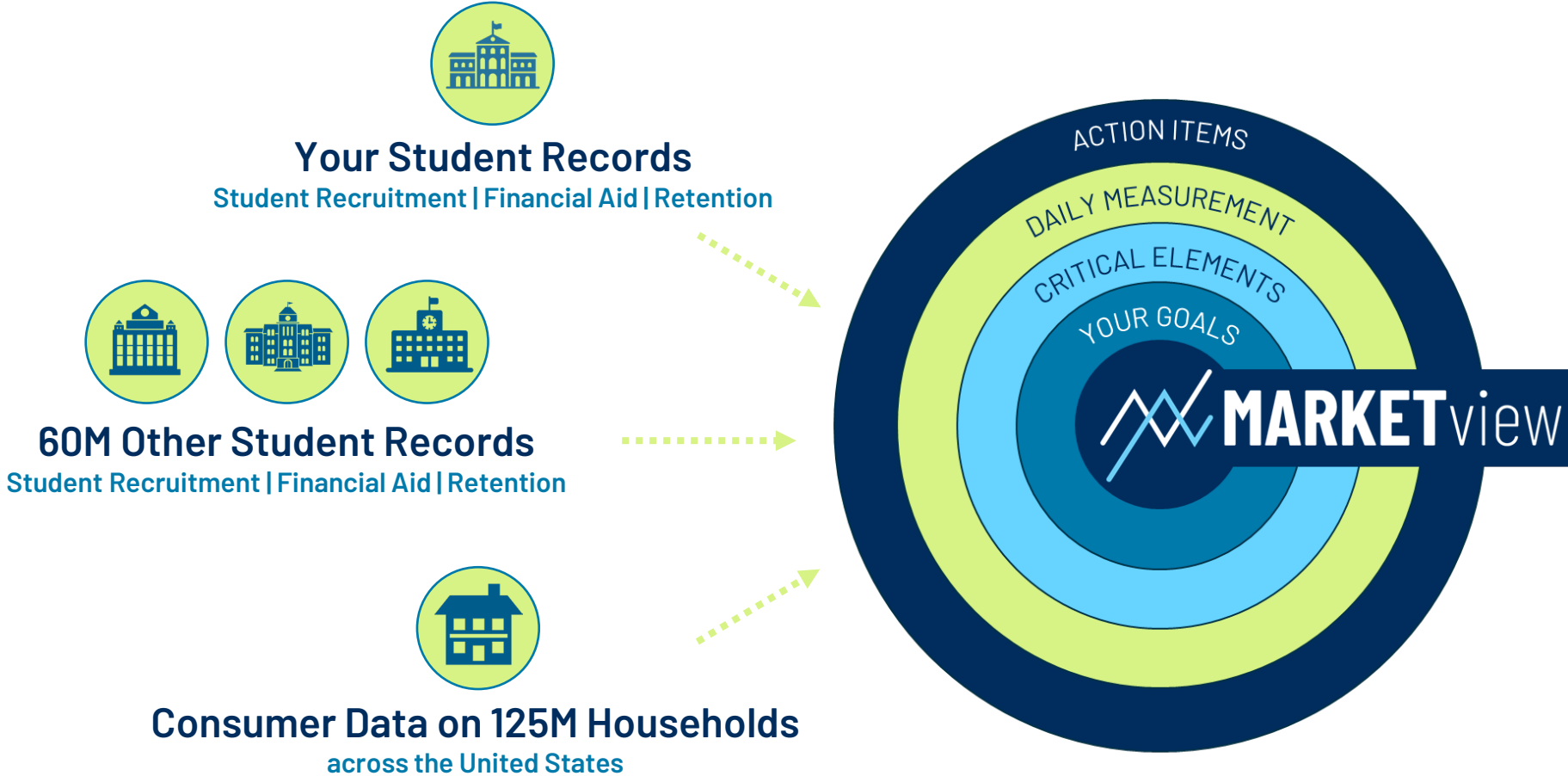
# YOUR GOALS ACTUALIZED THROUGH NEW DATA

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



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**THE CATHOLIC SECTOR  
"POST-PANDEMIC"  
2021-2023**

# CHARACTERISTICS OF MARKETview's CATHOLIC V. NON-CATHOLIC PRIVATE COHORTS

	ADMIT RATE	AVERAGE # OF NET DEPOSITS	YIELD RATE
<b>MARKETview Catholic Cohort</b>	<b>65.5%</b>	<b>789</b>	<b>14.9%</b>
<b>Non-Catholic Private Cohort</b>	<b>54.3%</b>	<b>799</b>	<b>15.1%</b>

# PERFORMANCE OUTCOMES CATHOLIC V. NON-CATHOLIC PRIVATES (2021-2023)

APP VOLUME  
CHANGE

ADMIT RATE  
CHANGE

ADMIT VOLUME  
CHANGE

YIELD RATE  
CHANGE

NET DEPOSIT  
VOLUME CHANGE

MARKETview  
Catholic  
Cohort

**+8.9%**

**-6.0pp**

**-0.4%**

**-0.3pp**

**-2.2%**

Non-Catholic  
Private  
Cohort

**+10.8%**

**-5.7pp**

**+0.3%**

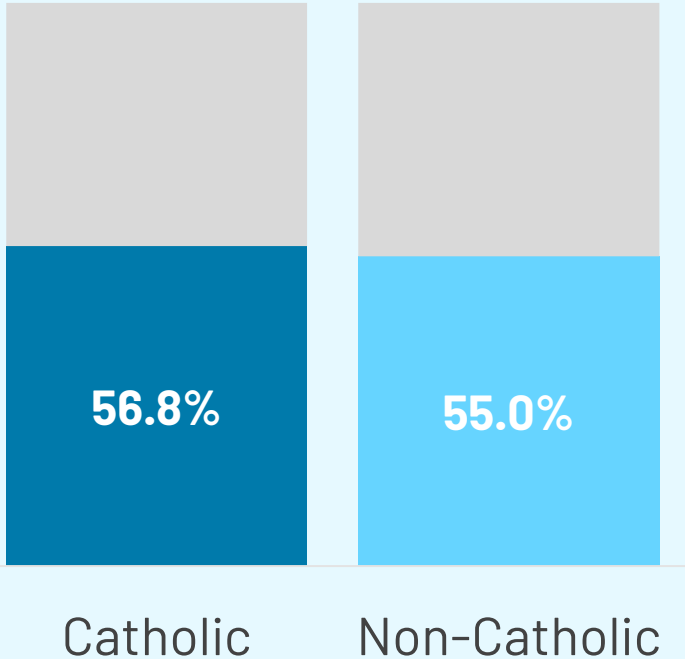
**-0.5pp**

**-2.4%**

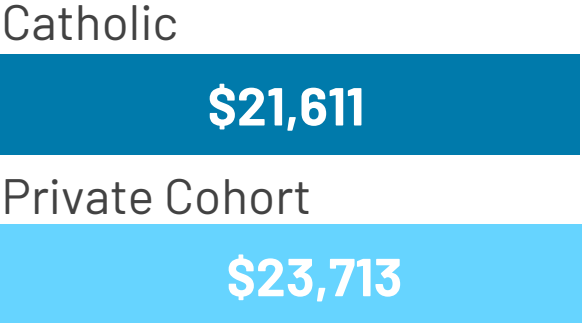


# PERFORMANCE OUTCOMES CATHOLIC V. NON-CATHOLIC PRIVATES (2021-2023)

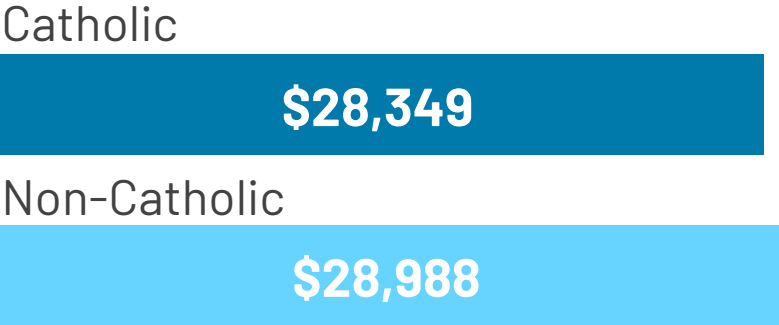
**Point-in-Time Discount Rate (2023)**



**Point-In-Time Average NTR (2023)**



**Point-In-Time Average Aid (2023)**





# UNDERSTANDING LIKELY CATHOLIC STUDENTS

# TOP VARIABLES IN MARKETview's "LIKELY CATHOLIC" INQUIRY MODEL

MARKETview's Identification of Catholic Students is 85% Accurate

**400+ MODEL INPUTS**

150+ CONSUMER VARIABLES    State of Residence  
 High School's Religious Orientation    CONSUMER CREDIT  
 Inquiry Source    % HS Population That is Hispanic    INQUIRY DATE    Distance  
 Consumer Income    INQUIRY TIMING    High School School Level  
 Number of Persons Per Household    **ZIP CODE CHARACTERISTICS**  
 HS DATA    Cost of Residence    NUMBER OF STUDENTS IN THE HIGH SCHOOL    & MORE

**MODEL OUTPUT**

A score is assigned to all inquiries to indicate their likelihood of being Catholic.

Model Output Includes:

Least Likely to be Catholic    **1**    ←    →    **10**    Most Likely to be Catholic

DECILE RANK

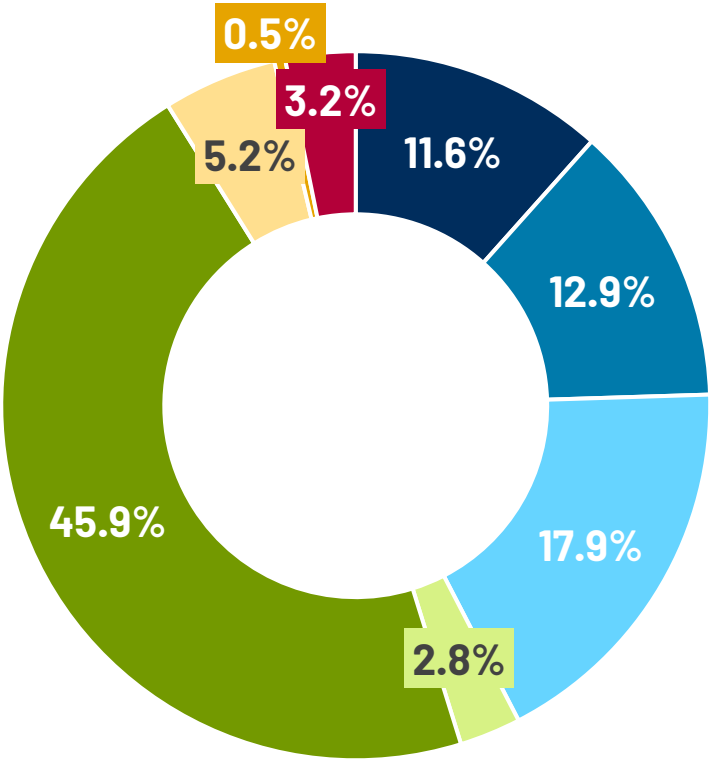
RAW SCORE

Student ID	Raw Score	Decile Rank
43291802	0.5259	5

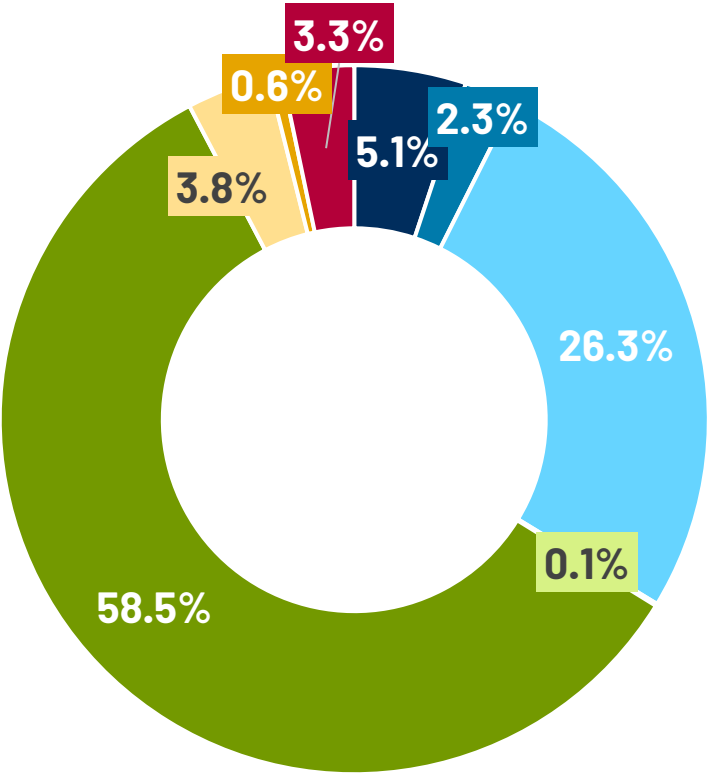
**85%** accuracy at the **inquiry** stage

# PROPORTION OF APPLICANTS BY ETHNICITY (2021-2023)

### NON-CATHOLIC STUDENTS

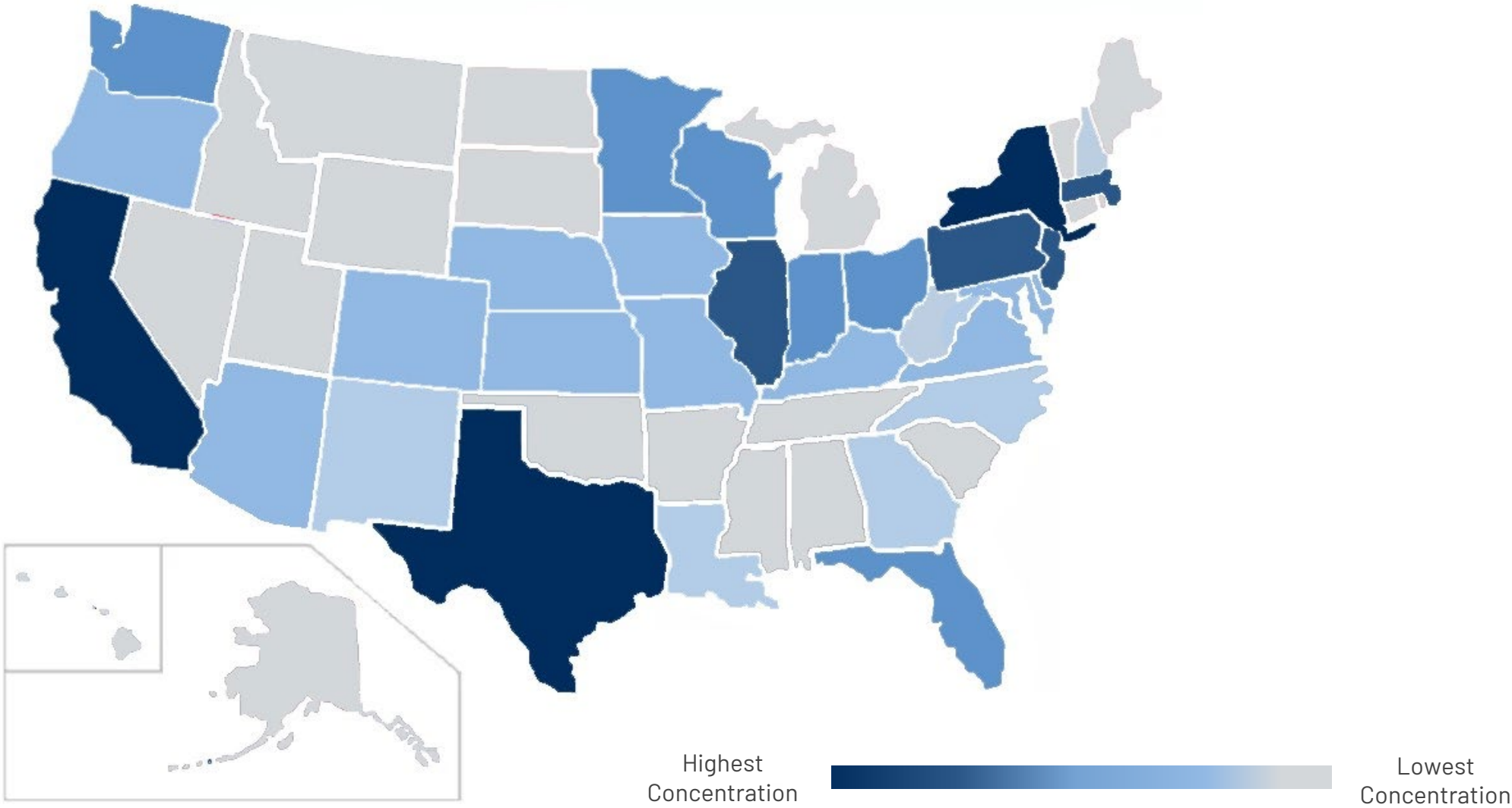


### SELF-IDENTIFIED CATHOLIC STUDENTS



- Asian
- Black/African American
- Hispanic
- Non-Resident Alien
- White
- Two or More Races
- Other
- Unknown

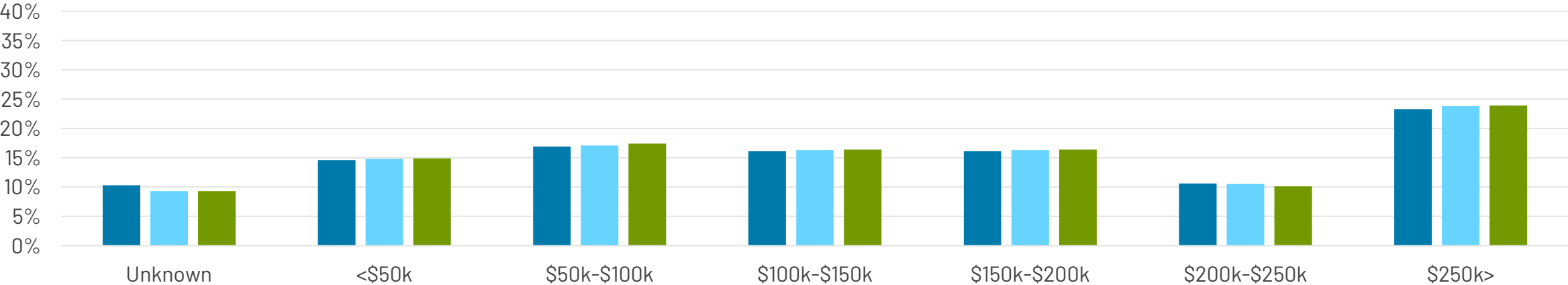
# MARKETview's CONCENTRATION OF CATHOLIC APPLICANTS



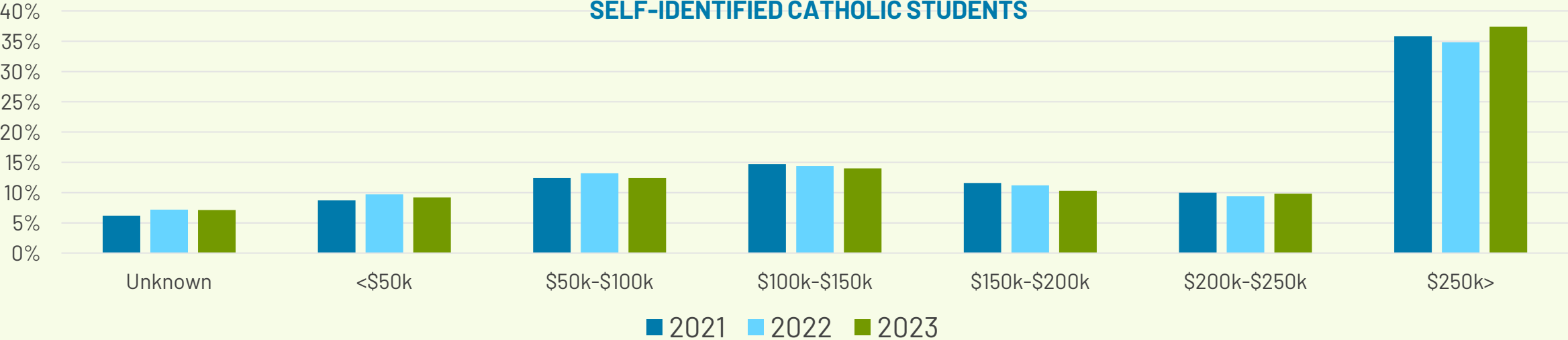
# INCREASE IN AFFLUENCE AMONG CATHOLIC STUDENTS, DROPS WITH MIDDLE INCOME

## Proportion of Enrollment by Consumer Income

### NON-CATHOLIC STUDENTS



### SELF-IDENTIFIED CATHOLIC STUDENTS

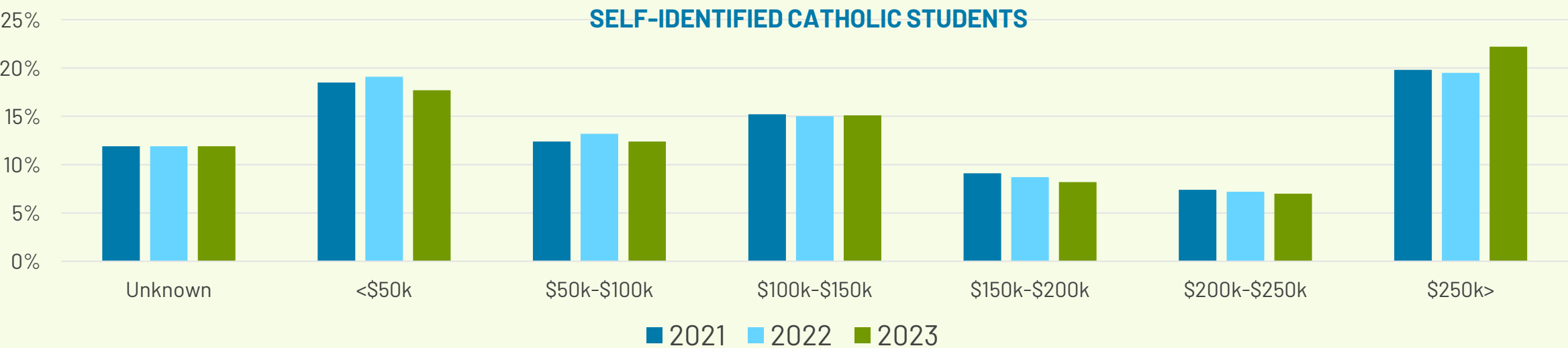
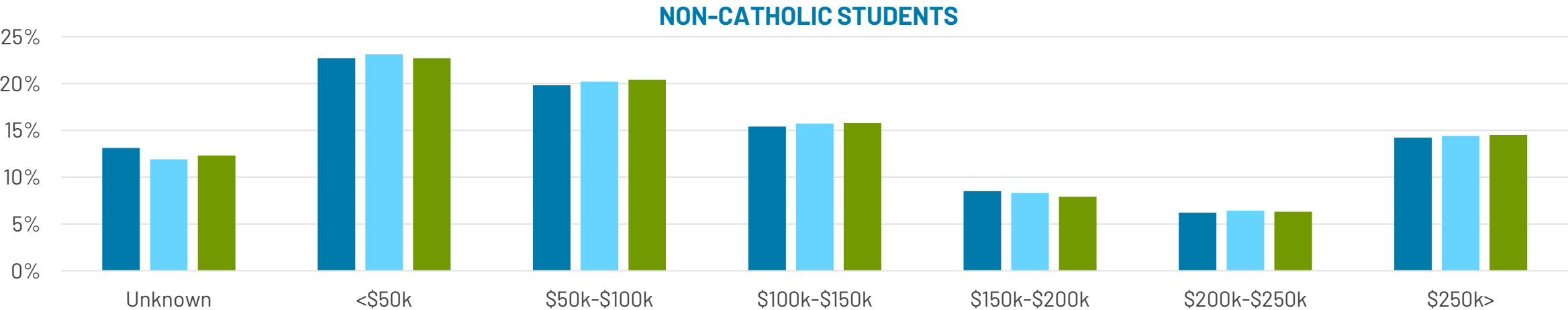


■ 2021 ■ 2022 ■ 2023



# NOTABLE INCREASES IN CATHOLIC AFFLUENT STUDENTS OF COLOR

## Proportion of Enrollment of Students of Color by Consumer Income





# PANEL DISCUSSION

# PRESENTERS



**MIKE MARSHALL**  
**Bellarmino University**

Vice President for Enrollment,  
Marketing, and Communications



**SARAH RICHARDSON**  
**Creighton University**

Assistant Vice Provost for Enrollment  
Management & Director of Admissions  
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**CORRY UNIS**  
**Fairfield University**

Vice President for Strategic  
Enrollment Management

**THANK YOU**  
& We Value Your Feedback



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