



NACCAP

Christian College Enrollment Trends

Introduction

Tim Fuller, Senior Consultant & Director of Strategic Solutions

- Joined Performa Higher Education after a 27 year career in admission at Houghton
- VP for Enrollment Management since 1991
- Served as Senior Research Fellow with CCCU for cost to recruit a student/admission funnel study
- Served eight NACCAP members in peer consulting roles during Houghton tenure
- Has served approximately 25 colleges since joining Performa Higher Education in 2007
- Oversees strategic planning, search assistance, research and assists on enrollment projects
- Leader of NACCAP Enrollment Research Project on enrollment trends, the admission funnel and the cost to recruit a student

Introduction

- Performa Higher Education is a comprehensive higher education consulting firm focused on private, faith-based colleges; meeting needs in enrollment, advancement and other administrative services as well as campus master planning and facility design.
- PHE currently (or recently) serves 26 NACCAP member institutions



The screenshot shows the Performa Higher Education website homepage. At the top right, there is a photo of a man in a light blue shirt and red tie, with the date "Friday, May 25, 2007" above it. The main navigation bar includes links for "ABOUT US", "SOLUTIONS", "SERVICES", "PRODUCTS", "RESOURCES", and "CONTACT".

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We are an enthusiastic and dedicated team of education consultants who take a holistic approach to improving the entire educational experience.

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Performa Higher Education is pleased to introduce Mission Metrics™ — an advanced tool for enrollment management professionals.

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- [Communication Dashboard](#)
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Success Stories

"Performa Higher Education was a catalyst for our strategic planning and marketing initiatives. They helped us surface new issues, better understand them and set priorities. With our continued growth, Performa's broad range of experience in higher education has served us well."

Dr. David W. Clark
President
Palm Beach Atlantic University
West Palm Beach, Florida
[read more](#)

Dr.
Friends University, V

NACCAP Membership – Overall Trends – 2008 vs. 2007

- **165 “relevant” members**
- **112 responses (67.9% response rate)**
- **Applications (frosh & new transfers only)**
 - Up – 62 schools (55.4%)
 - Down – 46 schools (41.1%)
- **Admitted Students**
 - Up – 67 (59.8%)
 - Down – 37 (33%)

NACCAP Membership – Overall Trends – 2008 vs. 2007

- **Enrolled New Students**

- Up - 51 schools (45.5%)
- Down – 56 schools (50%)

- **Enrolled New Students vs. Stated Fall 2008 Goal**

- Exceeded goal – 31 (27.7%)
- Did not achieve goal – 75 (67%)
- Met goal – 1 (0.9%)
- No goal stated – 5 (4.5%)

ABHE Survey Data – New Students – Fall 2008 vs. 2007

- 22 responses
- Minimal overlap with NACCAP data/participants
- Inquiries included in ABHE study
- Inquiries
 - Up – 10
 - Down – 5
 - Even - 1
 - Not reported – 6
- Applications
 - Up – 9
 - Down – 12
 - No comparison - 1

ABHE Survey Data – New Students – Fall 2008 vs. 2007

- **Admitted Students**
 - Up – 10
 - Down – 12
- **Enrolled New Students**
 - Up – 7
 - Down – 14
 - Even – 1
- **Enrolled New Students vs. Goal**
 - Exceeded goal – 2
 - Missed goal – 13
 - Hit goal exactly – 2
 - No goal reported - 5

Analysis/Implications

- **Blip in surge or beginning of a trend?**
 - First time in recent memory where more schools were down than up for NACCAP
 - Significant numbers missing targets a concern
 - Concern could be directed at goal setting methodology, not work of admission team!
 - A year for turnover and administrative shifts as colleges seek solutions
 - Demographic trends not encouraging
 - Teachable moment – increase in applications may not equal increase in new students!

A Final Thought

- **Cost of NACCAP membership for typical ABHE school?**
- **\$250 annual dues**
- **Access to this kind of benchmarking data and more?**
- **Priceless!**

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