

# Admissions & Outreach Assessment Report 2023-24

## Who We Are

The Office of Admissions and Outreach provides prospective students with information about academic programs, admission requirements, and the application process.

## Tours

Admissions & Outreach (A&O) conducted 435 tours in Summer 2023 and 704 tours in Fall 2023. A&O collected surveys from tour participants; their responses are detailed below.

### Tour Survey Data

#### ***What was your impression of our school?***

<b>Response</b>	<b>Summer 2023</b>	<b>Fall 2023</b>
Loved It!	89.3%	86.6%
It's Okay	10.3%	13.0%
Not My Style	0.5%	0.4%

#### ***How helpful were the students/staff that led your visit?***

<b>Response</b>	<b>Summer 2023</b>	<b>Fall 2023</b>
Very Helpful!	100%	94%
Sort of Helpful	0%	4%
Not Helpful	0%	1%

#### ***Did the visit increase your interest in us?***

<b>Response</b>	<b>Summer 2023</b>	<b>Fall 2023</b>
I'm More Interested!	87%	84%
I Feel the Same	12%	14%
I'm Less Interested	1%	1%

#### ***To what extent did the campus tour increase your knowledge about campus resources, majors, and support programs?***

<b>Response</b>	<b>Summer 2023</b>	<b>Fall 2023</b>
Very much	86%	72%
Moderately	13%	27%
Not at all	2%	1%

**How would you rate your North Village tour experience today?**

<b>Response</b>	<b>Summer 2023</b>	<b>Fall 2023</b>
Far above average	36%	28%
Somewhat above average	40%	47%
Average	14%	20%
Somewhat below average	10%	5%
Below average	0%	0%
Far below average	0%	0%

**How would you rate your North Village Tour Ambassador's performance?**

<b>Response</b>	<b>Summer 2023</b>	<b>Fall 2023</b>
Far above average	76%	54%
Somewhat above average	10%	33%
Average	14%	12%
Somewhat below average	0%	0%
Below average	0%	0%
Far below average	0%	0%

**Is there any additional feedback you would like to share about your On-Campus Housing Tour?**

In general, the comments were positive, focusing on the good job the tour guides did and positive comments about the campus. Of the constructive criticism, most focused on wishing the general tour included a view of campus housing and inside the classroom buildings. Some example quotes include:

*"I found the tour very informative and it has put this college higher on my list"*

*"Our tour guide, Maria, was knowledgeable, personable, approachable and friendly. She absolutely added to our positive feelings about applying for and attending Sacramento State."*

*"The student ambassadors were very knowledgeable and helpful. The campus is far better than I thought with wonderful opportunities."*

*"Trinity was an excellent tour guide. I work at another CSU, and I was thoroughly impressed by Sac State's presentation. The campus is beautiful, and I would like to thank your facilities team for having it so clean and maintained."*

**Tour Yield Analysis**

The program conducted an analysis of yield (or enrollment rate) from Summer 2023 and Fall 2023 campus tours to Fall 2023 or Spring 2024 enrollment. This analysis is not straightforward, because prospective students tour Sacramento State at different phases in their college

exploration journey; they may have already been admitted to the university or may still be a year or more out from applying. However, we wanted to take a preliminary look at early yield from the Summer and Fall 2023 tours. In all, 46 tour participants enrolled in Sac State in Fall 2023 or Spring 2024, for a preliminary yield rate of approximately 4%. It is expected that the yield rate from those tours will continue to increase over the next couple of semesters as those prospective students apply to and are admitted to Sacramento State.

## Marketing Communications Analysis

A&O did an analysis of email marketing communications to identify what types of communications were most effective for reaching prospective students. There are four phases of communications with students: Pre-Application, Application-Admit, Intent to Enroll, and Matriculation. The following analysis is for the Fall 2024 incoming class.

### Pre-Application Phase

- Four marketing emails were sent out; audience ranged from 1,047 – 4,026 recipients
- Topics all focused on applications opening soon
- View rate ranged from 15.37% – 28.77%
- Click rate ranged from 0.70% – 1.15%
- Summary: In general, the engagement with this audience was lower than the audiences reached in the other three phases in terms of the view rate for the emails.

### Application-Admit Phase

- 15 marketing emails were sent out; audience ranged from 4,007 to 10,472 recipients
- Topics were focused on applications opening and encouraging students to apply now, with variations such as “Sac State is Calling You”, “Plan Campus Tour”, “Affordability” and messages about the deadline being extended.
- View rate ranged from 18.52% – 64.01%
- Click rate ranged from 0.27% – 1.51%
- Summary: Engagement in terms of open rates generally increased over the course of the campaign, with lower rates in the beginning and rising during the deadline extension period. Prior to the deadline extension, the emails that got the highest open rates included “Plan Campus Tour”, “Apply During November Holiday Break”, “Apply Now – 1 Week”, and “Apply Now – Last Day”.

### Intent to Enroll Phase

- 14 marketing emails were sent out; audience ranged from 8,511 to 28,996 recipients
- Topics covered housing, top five reasons to attend, “what’s next” presentations, to-do checklist, and others.
- View rate ranged from 65.69% – 82.78%
- Click rate ranged from 0% – 4.48%
- Summary: These emails received very high engagement overall in terms of open rates. The five emails that had the highest engagement were the housing flyer for transfer

students, the parent communications checklist (which also had the highest click rate), the New Yield Campaign 1, “Ranked Most Affordable”, and “What’s Next Presentations April Dates”.

## Matriculation Phase

- 16 marketing emails were sent out; audience ranged from 924 to 16,565 recipients
- Topics included “what’s next” presentations, Orientation registration reminders, parent checklists and other parent communications, and other topics.
- View rate ranged from 73.38% – 91.03%
- Click rate ranged from 5.34% – 85.51%
- Summary: These emails received the highest engagement of all phases. The emails that had the highest view rates were related to registration reminders and program-specific reminders for upper division transfer students and a checklist for parents. The email with the highest click rate was the “What’s Next Presentations April Dates”.

## Conclusions

- Generally, engagement increased with each phase. Across phases, the types of emails that seemed to get the highest engagement were the checklists for parents and the “What’s Next” presentation emails. It might be worth exploring if it would be effective to increase communications with parents and increase “What’s Next” presentations or other activities to meet that need if there seems to be sufficient demand.

## Service Data

### Advising Appointments – Transfer Resource Center

<b>Type of Service</b>	<b>2022-23</b>	<b>2023-24</b>
Appointments Created	5,482	2,425
Distinct Students (appts created)	4,768	1,857
Appointments Completed	4,578	1,596
Distinct Students (appts completed)	4,160	1,370