

Stealth Applicants: Myths and Realities

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The College Board

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The Ohio State University

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Cal Tech



The Rise of 'Stealth Applicants'

"Stealth" Applications
Increase Enrollment
Pools,
Decrease Yield Rates

'Stealth Applicants' Are
Changing the Admissions
Equation

Growing numbers of students who apply
unexpectedly complicate colleges' plans

With the dramatic increase in stealth applicants, I'd be more
concerned with what we're not getting at the college fair than
with what we are getting there. Students aren't using the
college fair the way they were;

Article: College Searches Related material
Gone Wild
They come out of nowhere. They do
not call first, or request a pamphlet, or
even take a tour. They are "stealth
applicants."

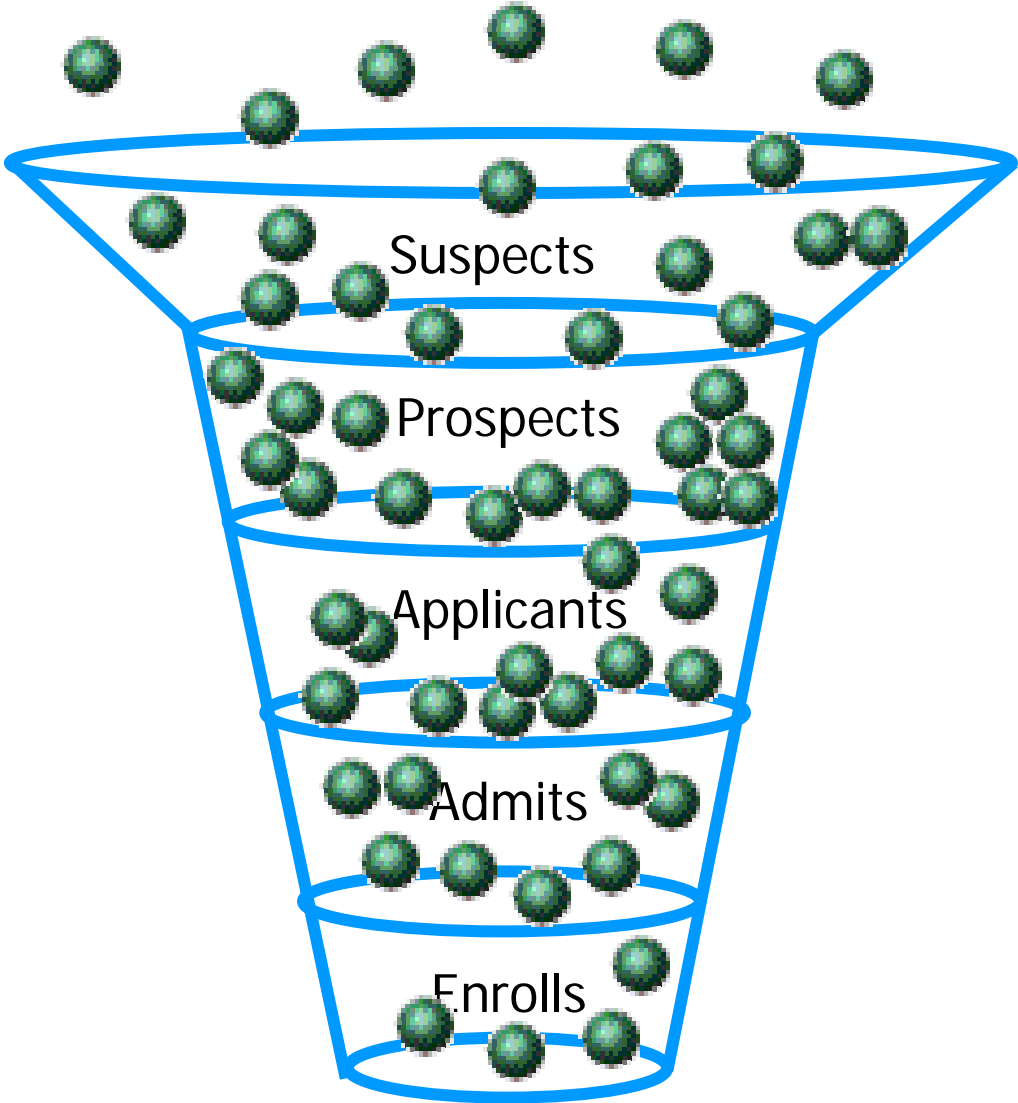
The Rise of 'Stealth Appli

By ERIC HOOVER

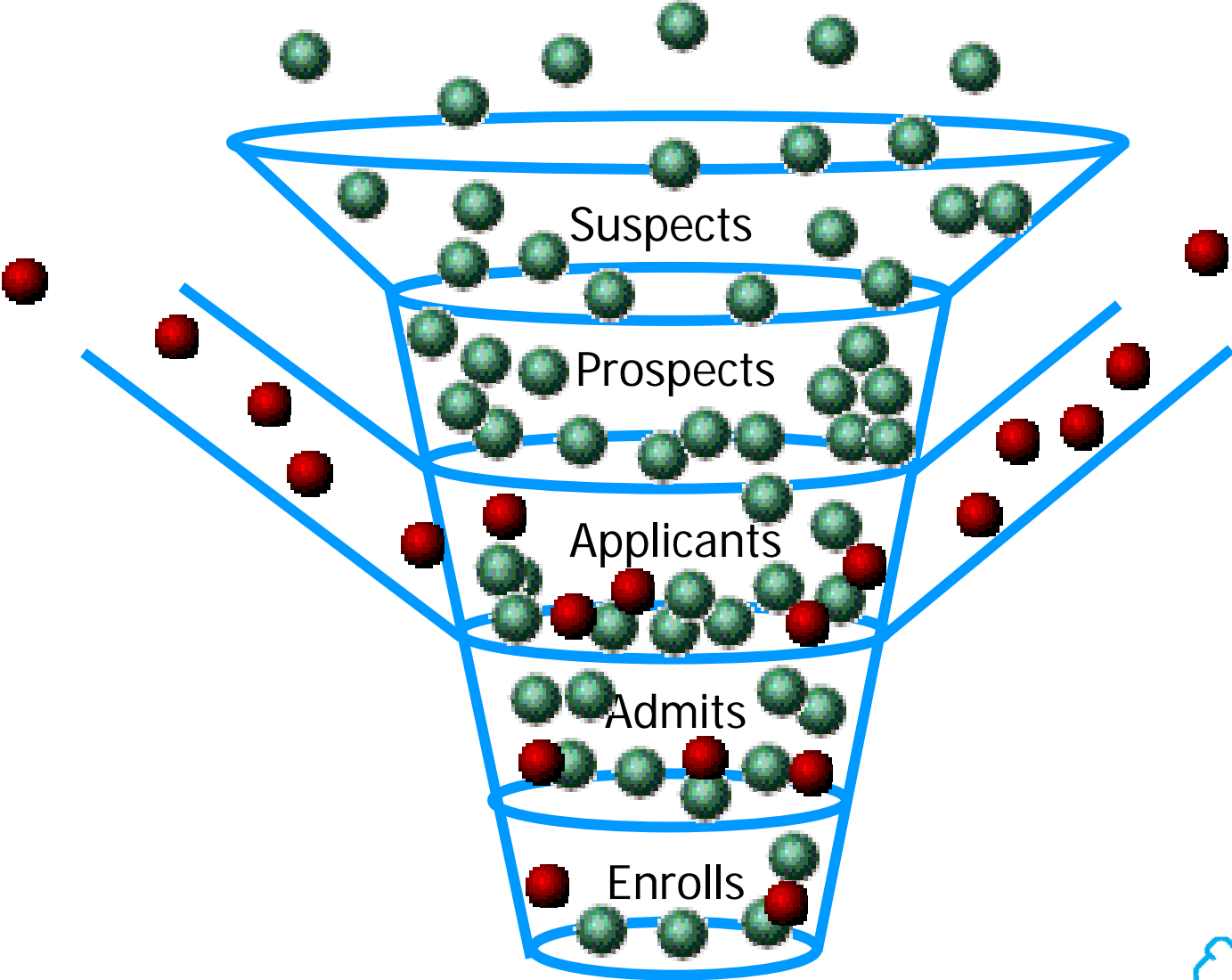
The Internet has thrown off another marker:
applicants used to have to call or write ...
Now, many campuses say 25 percent to 30
percent are "stealth applicants" — the first
the college hears of them is when they
apply.

"Students are taking more command of the
admission process," says Charles S.
Nolan,

Traditional Funnel



Traditional Funnel



Challenges of Stealth Applicants

- Building relationships is hard when you can't see the student.
- Predicting Yield becomes more of a challenge.

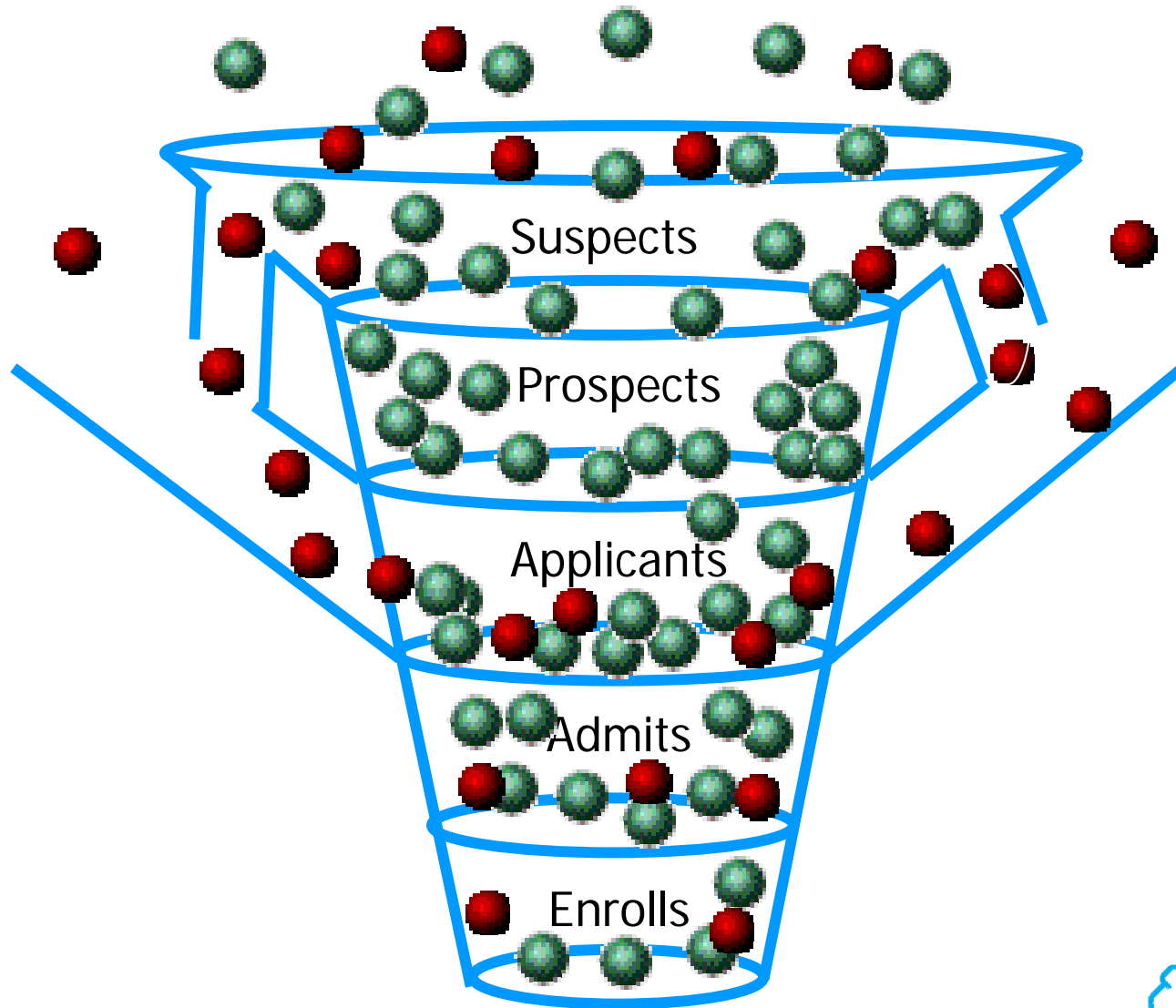
What is a Stealth Applicants

Student with Application as First Contact

Or

Student whose Contact we have not Captured

Traditional Funnel



Realities

- We are likely in communication with a number of students we consider stealth applicants.
- We know more about these students than we know.
- We can make some relatively good projections about likely student behavior while they are still in the suspect pool.
- We can take actions to affect the behavior of suspects to help move them along to the application stage.



The Ohio State University





The Ohio State University

- Four year public, research extensive, Land Grant university
- Founded 1870
- Located in Columbus, OH - 15th largest city in United States
- Columbus campus selective admissions
- Five regional campuses, open admission process for Ohio residents
- 53,715 total enrollment Columbus campus
40,212 undergraduates





Ohio State's Strategic Challenge

Since 1995, Ohio State has operated under several strategic plans to increase the academic profile of the incoming freshman class.

	1995	2009
Size of class	5,794	6,607
Avg. ACT	22.8	27.5
Top 10%	21%	49%
Retention	78%	>92%





Stealth Applicants: Myth or Reality?

Stealth Applicants	5,566	26.3%
Non-stealth	15,617	73.7%
Total applications	21,183	





Stealth Applicants: Myth or Reality?

	Admit %	Yield %
Stealth Applicants	46.9%	36.8%
Non-stealth	71.0%	51.0%
Total applications	64.7%	48.2%

Stealth applicants were 26% of all applicants but only 14.5% of enrolled class





Who are these Stealth Applicants?

Inquiries by Application

	Count	Admit %	Yield %
Total	5,566	46.9%	36.8%
Searched	1,498	82.4%	33.9%
Not Searched	4,068	33.8%	39.4%





Who are these Stealth Applicants?

Not Searched by Ability

Honors & Scholars	817	20.1%
“Recruitable”	50	1.2%
Not Recruited	3,201	78.7%





Stealth Applicants: Reality

867 Inquiries by application with whom I wanted to communicate, but couldn't.

1.5% of the inquiry pool

4% of the applicant pool





Stealth Applicants: Reality

How do Stealth Applicants compare to other applicants?

From search:		Admit%	Yield %
Stealth	1498	82.4%	33.9%
Non-Stealth	5981	91.8%	47.5%

You can project yield based on appl status.





Stealth Applicants: Reality

How do Stealth Applicants compare to other applicants?

From not searched:		Admit%	Yield %
Stealth	4068	33.8%	39.4%
Non-Stealth	9636	58.2%	54.3%

You can project yield based on appl status.





Can you impact your stealth numbers?

Stealth applicants are up 145% over last year.

Reason: introduction of a pre-populated application emailed to prospects.





Can you impact your stealth numbers?

Search non-responders multiple times:

50% of applicants from Sophomore search purchase were searched 3 times

71% of stealth applicants were searched 1 time.

Only 8% were searched 3 times.





Search Strategies

Search Early

- ✓ Sophomores – create a relationship.
- ✓ Search the same students more than once to increase inquiries.
- ✓ Invite prospects to visit programs and receptions





Search Strategies

Target your search

- ✓ Begin with existing markets -can you expand?
- ✓ Use EPS and EIS to evaluate the market
- ✓ Focus academically on “Bread and Butter” kids
- ✓ Use predictive models
- ✓ Use high school and student clusters





Search Strategies

Create a comprehensive, personalized, differentiated communication flow

- ✓ Specialized programs (Honors, etc)
- ✓ Scholarship opportunities
- ✓ In-state v. out-of-state
- ✓ Campus climate issues (i.e. being a minority student on a majority Campus)





Search Outcomes: AU09 Freshman Class

46% of class

62% of Target Minority students

33% of 1st generation

39% of low income (EFC \leq \$5,000)

42% of domestic non-residents

11% of international students

97% of National Merit, Hispanic or Achievement





Stealth Applicants

- Stealth applicants who will be successful applicants are in our search pool.
- The more we communicate with search students, the more likely they are to go through our traditional recruitment and admission process.
- We know enough about our stealth applicants to build predictive models to predict yield.





Questions?

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Caltech

- Four year, private research university
- Located in Pasadena, CA
- 921 undergraduates
- Focus on math, science, and engineering
- 2009 Incoming class:
 - 253 students
 - 42% women, 58% men
 - SAT mid-50%: 2170-2300
 - ACT mid-50% (composite): 33–35

Increase representation of women and underrepresented students

Impact of Search

- **From Search Replies**
 - 887 of 3,461 applications (**26%**)
 - 252 of 606 admits (**42%**)
 - 97 of 217 matrices (**45%**)
- **From Purchased Names** (primarily PSAT)
 - 2,279 of 3,365 applications (**68%**)
 - 544 of 606 admits (**90%**)
 - 189 of 217 matrices (**87%**)

Traditional evaluation underestimates success by about half!

Managing the Data

- Text Load all purchased names into your data system (R+) 2009 search: 70,000 names
- You want to track results regardless of how they inquire
- Do we really care if they fill out the form?
- Make sure you load an identifier so that you know which list the student came from
- Students may not engage on first contact
- Correspond with students more than just once; even if they don't "reply" to search

How do they respond? (R+Activities)

1. SSS: Email Click
2. SSS: Paper Response
3. Email Eng Low
4. SSS: Email Response
5. Official SAT/ACT Scores
6. Web Request
7. Reg: Campus Visit
8. SAT Subject Test: Non Math/Science Received
9. PC&U Response Gold*
10. PC&U Response Science & Engineering*
11. Email Eng Medium
12. Reg: Regional Program
13. College Fair/Night
14. PC&U Electronic Response*
15. High School Visit

Recruit your non responders

- **Invitations:** Invite them to school visits; on campus events; regional events; etc.
- **Timing:** Try a couple of emails 3 months later? Are they now ready for your message?
- **Segmenting:** Cheap direct mail for those you are most interested in?
- **Fall of their senior year;** *“Can you hear me now?”*
- **Electronic communication:** If you do it via email, it is almost free

Evaluate the Data

- App/Admit/Matric rate by search
- What is the goal? Apps/Admits/Matrices
- Is it different for different populations?
- What percentage of search names purchased end up in inquiry pool?
- What percentage of Apps/Admits/Matrices are from search sources?



Understanding the Stealth

	All	Non Stealth	% of Pool	Stealth	% of Pool	Not so Stealth	Super Stealth	% of Pool
App	3,461	2278	67%	1138	33%	449	689	20%
Admit	607	479	79%	128	21%	102	26	4%
Admit Rate	18%	21%		11%		23%	4%	
Matric	217	184	85%	33	15%	24	9	4%
Yield	36%	38%		26%		24%	35%	

Search Strategies

- **Direct Mail**
 - 6x9 distinctive windowed envelope & letter
 - Prepopulated Reply Form
 - Barcode on reply form to aid in processing
 - Follow up: Outside of General Brochures (Element Poster & Postcards)
 - Know your audience!
- **Email**
 - Two emails with prepopulated reply form
 - Multiple links in emails
 - Both variable text for premeds promoting Medical Scholars program
 - Continue to email non responders throughout cycle with messages on jobs, grad school, research, invitations, etc.
 - Capture online interactions (chat, online information sessions)

Caltech

CALIFORNIA INSTITUTE of TECHNOLOGY
Office of Undergraduate Admissions

1200 East California Boulevard
Pasadena, California 91125

$$\psi(x,t) = i\hbar \frac{\partial \psi(x,t)}{\partial t}$$

General 2-dim

$$\frac{\partial^2 \psi(x,t)}{\partial x^2} = \sum_{m=0}^{\infty} \left(b_m \frac{\partial^m}{\partial x^m} \right)$$

2m

where $b_m \in \mathbb{R}$. Seeking $u(x,t)$ solutions $w_j = w_j(k)$ and

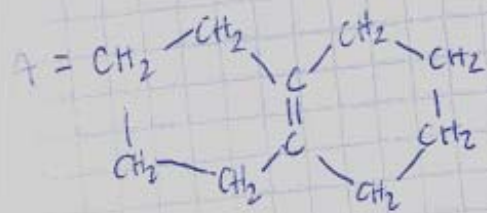
$$\psi(x) \phi(t)$$

$$\begin{aligned} \vec{\nabla} \cdot \vec{D}_1 &= 0 & \vec{\nabla} \times (\vec{E}_2 - \vec{E}_1) &= 0 \\ \vec{\nabla} \cdot \vec{B}_1 &= 0 & \vec{\nabla} \times (\vec{H}_2 - \vec{H}_1) &= \vec{K} \end{aligned}$$

stationary phase

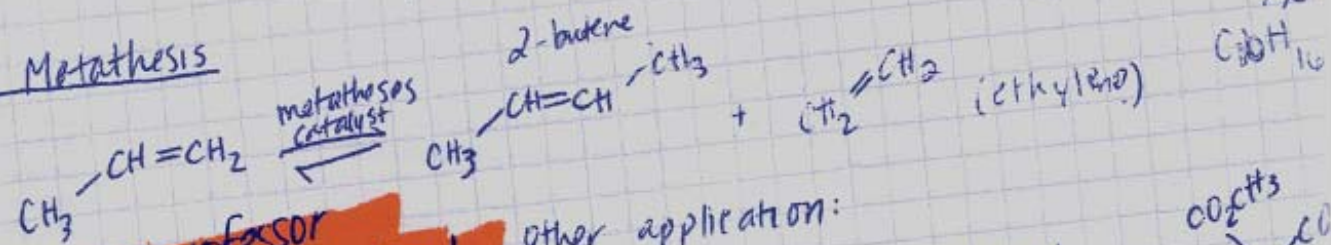
$$u(x,t) = \int_{-\infty}^{\infty} (a(k) e^{i(kx - w(k)t)})$$

Lecture 10/18



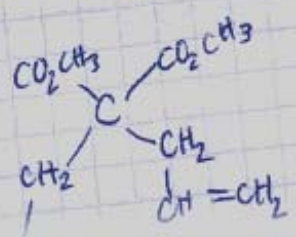
Since the two O's show us that there used to be a C-C double bond.
 3 units of unsaturation → 2 rings, 1 double bond.

Olefin Metathesis



What my professor won a Nobel Prize for!

other application:



Ru-based catalyst

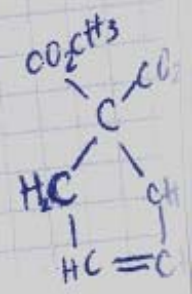


Figure out who is listening...

Load and recruit all purchased sources

Capture email clicks

Predictive modeling

Descriptor Plus

Incoming emails

Incoming phone calls

Questions??

Jamila Everett

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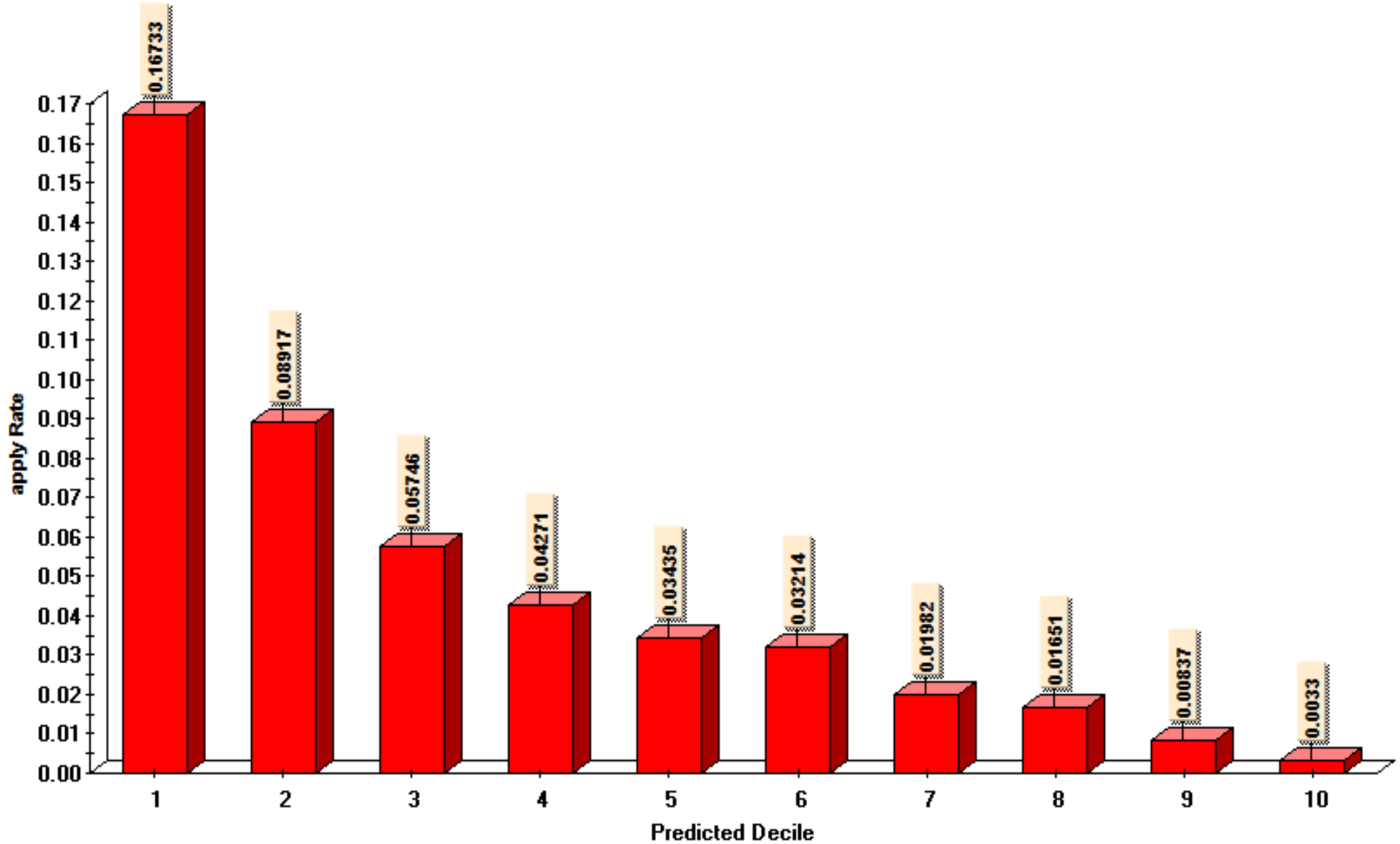
(626) 395-2645

ACTIONABLE ITEMS

Do Your Own Campus Research

- Look at your own funnel to see if there are students you know more about earlier.
- You know a lot about them when you purchase their names- Use it.
- You can know more about how students are likely to respond with predictive modeling.

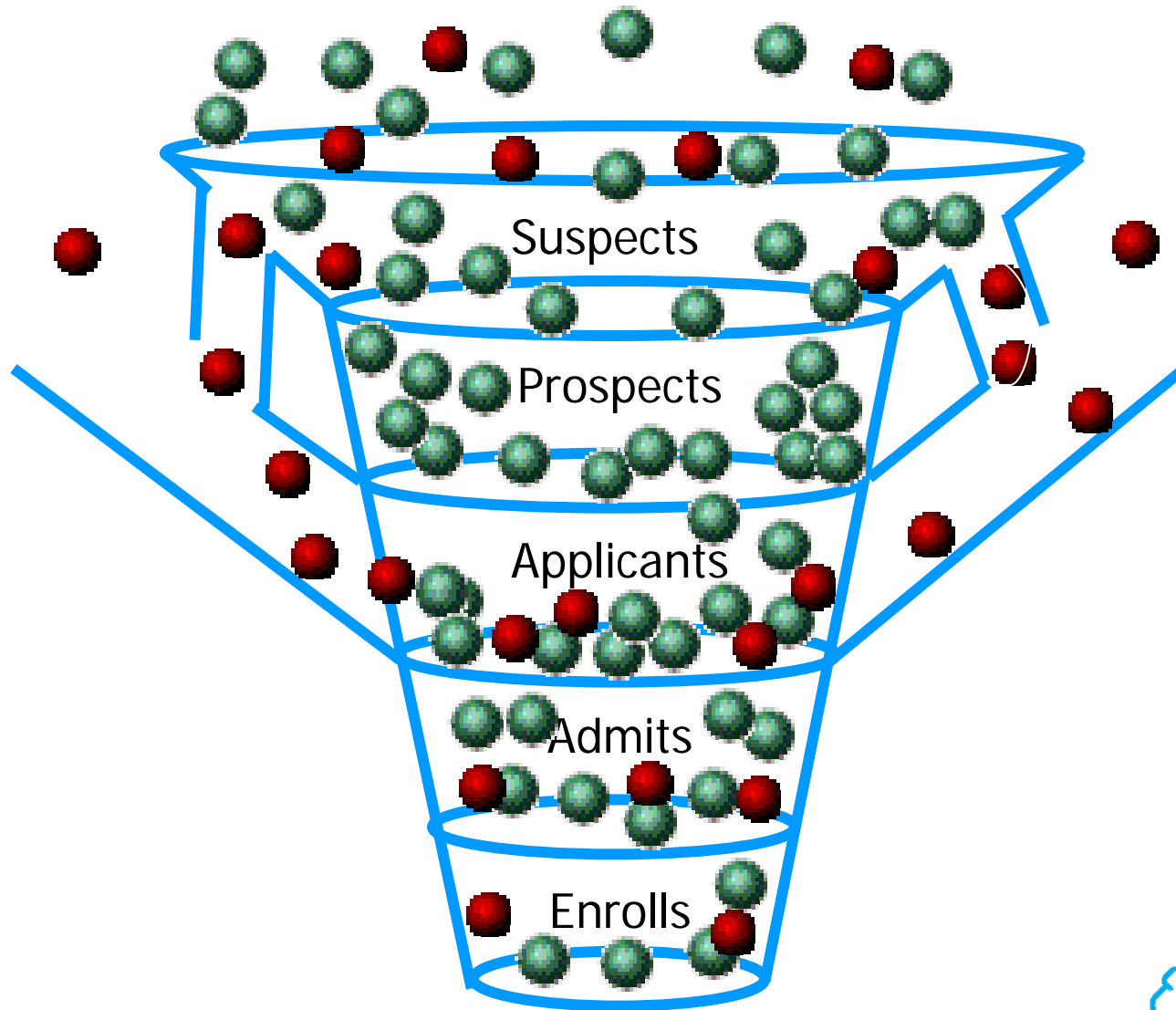
Decile Analysis Validation Results



Do Your Own Campus Research

- Look at your own funnel to see if there are students you know more about earlier.
- You know a lot about them when you purchase their names- Use it.
- You can know more about how students are likely to respond with predictive modeling.
- You can know more about them using geodemographic tools like Descriptor Plus.

Use Search with Tools to Get More of the Right Students into the Funnel



Changing our behavior

- Use data more effectively earlier in the process
- Use tools to help us know more about our suspects
- Target our efforts more effectively
- Identify suspects who are likely to apply to build stronger relationships
- Reduce the number of stealth applicants or at least know more about them