

To: David Adams, Executive Director,
Marketing

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Institutional Research

Subject: Telemarketing Effectiveness on Student Enrollment

Date: February 2, 1999

Executive Summary:

- Each semester the Outbound Phone Center has contacted students to remind them of upcoming registration periods. Data relating to the Phone Centers' effectiveness for the Winter 1999 term has been collected and analyzed.
- Three lists of students are generated from the Student Information System: Applicants, Current Students, and Former Students.
- A percentage of each list (approximately 10%) are randomly selected to act as a control group and no attempt is made to contact them.
- The remaining students are contacted by phone. For the Winter 1999 telemarketing drive the number of students contacted was as follows:
 - Applicants: n = 228
 - Current Students: n = 14,667
 - Former Students: n = 9,608
- Telephone calls result in one of the following outcomes:
 - Contacted directly (talked directly to the student).
 - Left message with another person.
 - Left message on an answering machine.
- Analysis is conducted by comparing each group (Applicants, Current, and Former Students) to their control group to see if they are enrolled or not enrolled for the Winter

Telemarketing Effectiveness

February 2, 1999

- 1999 term. The analysis is further broken down by considering each kind of outcome (contacted, left message with another person, or left message on answering machine).
- Analysis of Current Students demonstrate that 47% of the Control Group enrolled. Fifty-two percent of those contacted directly and 53% of those for whom a message was left with another person enrolled. This is a highly significant difference statistically demonstrating that students who received a telephone call were more likely to enroll than students that did not receive a telephone call. This translated into an additional 454 students enrolled over and above the expected number based on the control group. Recall that the only difference between the control group and the other groups is the phone call.
- Analysis of Former Students demonstrate that 10.5% of the Control Group enrolled. Of those contacted directly, 16.5% enrolled which translates to an additional 130 Former Students who returned for the Winter 1999 term. This is a statistically significant difference demonstrating that Former Students who were contacted directly were more likely to enroll than Former Students who did not receive a telephone call.
- Analysis of the Applicants did not show *statistically significant* differences between those contacted and the control group. However, results were in the direction one would expect if the phone calls were effective. Thus, for example, 32% of the control group enrolled while 45% of the contacted applicants enrolled. Although not directly measurable in dollars and cents, it is possible that the telephone calls may demonstrate to new OCC students that the college is highly interested in meeting their educational needs.
- The data suggest that a total of 584 students enrolled for the Winter 1999 term who otherwise would not have because they received a telephone call reminding them of registration periods.
- The average course load for Winter term is 7.32 credit hours. Calculated at the conservative in-district rate of \$47.00 per credit hour (plus \$35.00 in registration and technology fees per student), the 584 additional students generated \$221,359 in revenue.
- It cost the Outbound Phone Center approximately \$ 13,500.00 to make the necessary phone calls (phone and staff expenses).
- The net increase in revenue that can be attributed to the telemarketing drive is **\$207,859**.

p.c. Carol Brown, Vice Chancellor
Richard Thompson, Chancellor

FREQUENCIES FOR TELEMARKETING - WINTER 1999

	APPLICANTS	CURRENT	FORMER
CONTROL GROUP:	28	1854	1555
CONTACTED:	81	3711	2154
LEFT MESSAGE W/ SOMEONE:	84	4807	4008
LEFT MESSAGE ON MACHINE:	63	6149	4834
NOT CONTACTED:	30	2896	4063
TOTAL:	<hr/> 286	<hr/> 19,417	<hr/> 16,614

CALL DISPOSITION BY ENROLLMENT STATUS

APPLICANTS:

	ENROLLED	NOT ENROLLED
CONTROL	19	9
CONTACTED	44	37
LEFT MESSAGE W/ SOMEONE	46	38
LEFT MESSAGE ON MACHINE	37	26

CURRENT:

	ENROLLED	NOT ENROLLED
CONTROL	876	978
CONTACTED *	1934	1777
LEFT MESSAGE W/ SOMEONE *	2541	2266
LEFT MESSAGE ON MACHINE	2940	3209

FORMER:

	ENROLLED	NOT ENROLLED
CONTROL	163	1392
CONTACTED*	356	1798
LEFT MESSAGE W/ SOMEONE	445	3563
LEFT MESSAGE ON MACHINE	587	4247

Each kind of outcome (contacted, left message w/ someone, and left message on machine) is compared to the control group. Those marked with an asterisk indicate statistically significant results demonstrating that those who were contacted in some way were more likely to enroll than those in the control group.

Telemarketing Effectiveness on Student Enrollment

Oakland Community College

Winter 1999



- The telemarketing project has has been going on for 2 years..

What Do We Do?

- Contact students and remind them of registration periods.

“Hello, I’m calling from Oakland Community College to let you know that early registration for Winter classes is now in progress. We’re hoping you’ll return to Oakland Community College for the Winter session. Do you have any questions about registering? If you would like a schedule of classes, please call (248) 540-1500. Thank you.

Prior to each semester a list of studnets is generatedd and our telephone interviewers attempt to call tehm.

Who do we call?



- **Generate a list of students to call who are either:**

- Applicants
- Former students
- Current students

- **Control group:**

- 10 % of each group



Applicants: Those who have submitted an application and intend on taking classes but have not heard "officially" yet.

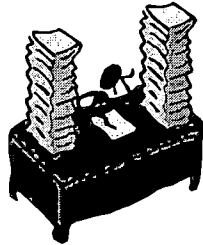
Former: Those who have attended classes fairly recently but did not enroll for the semester just prior to the upcoming one.

Current: Those students who attended OCC in the just prior semester.

About 10% of each of these generated lists is randomly selected and held back as a control group. This number will be boosted to 20% when we do the next telemarketing campaign.

How Many People Do We Contact?

- Applicants: n = 228
- Current students: n = 14,667
- Former students: n = 9,608



Of those on the lists, we actually contact this number of students.

What do we mean by contact?

Contact:

- Contacted directly
- Left message with another person
- Left message on answering machine

- Unable to contact

Obviously there are always a certain number we are unable to contact:

Applicants: 30 (10%)

Former: 4,063 (24%)

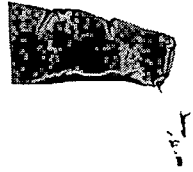
Current: 2896 (15%)

Outcomes:

- Enrolled
for that term



- Did not enroll
for that term



Analysis:

- Look at each group of students
 - Applicants, Current, and Former
- Compare to the control group to see if they are enrolled
 - Only difference is the phone call
- Look at type of call
 - contacted, left message, left message on machine

2x@

Enrolled (yes, no) by Contact (control, contacted)

Results: Current Students

- Expected enrollment:
 - 47.2% (based on control group)
- Actual enrollment :
 - Contacted: 52%*
 - Left Message: 53%*
 - Left Message - Machine: 48%
- Translates to an additional 584 students

Results: Former students

- Expected Enrollment:
 - 10.5% (based on control group)
- Actual Enrollment:
 - Contacted: 16.5*
 - Left Message: 11%
 - Left Message - Machine: 12%
- Translates to an additional 130 students

Although applicants did not enroll at significantly higher numbers than their control group, the numbers were in the predicted direction.

While not measurable in dollars and cents, it may send the message that OCC is highly interested in assisting its students in attaining their educational goals.

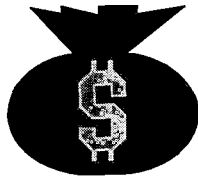
Revenue Generated by Additional Students

- 584 students X 7.17 credit hours
- At \$47.00 per credit hour
- Plus \$35.00 per student for fees
- Minus cost to make calls

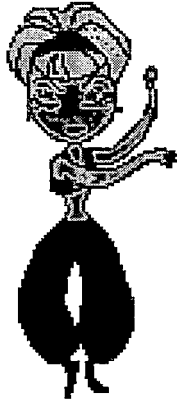
Cost was about \$13,500

Total Revenue Generated:

\$ 217,242



If wishes came true.....



- Contacted 24,503 students.
- All enroll!

Revenue Generated:

\$9,114,870



Implications:

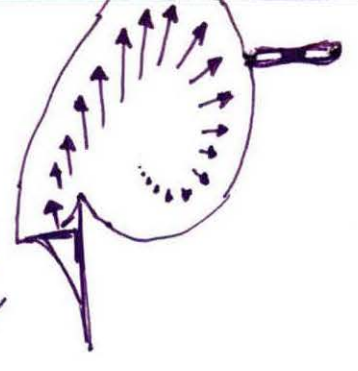
- Analysis can aid in determining where our efforts are best spent
- Possibility of increased recognition for the office
- Improved image for the college - "We care" message sent.

Call 2x before message left.

1
Current
enrolled
in current
term

2
Former
Not enrolled
current term
but were
in ~~current~~
3 previous
terms.

3
Applicants
• Start OCC
1st time
for current
semester



MAIN FRAME
MKT 1: APP
MKT 2: FORMER
MKT 3: CURRENT



F2 = REFRESH
F3 = QUIT
F5 = top of file
or
F6 = FILE LIST
F8 = NEXT PAGE
F11 = SHOWS SUB DIRECTORIES

MKT X = effectiveness

USER: IRB DATA
PSSWD: 4717746

#1 PRKTS

d = delete
bol = bottom of file

① SORT * a 1 9

② SAVE

③ SSAVE master winter 00 a

④ file (save + moves back to dir)

DATA FILE

C 1-9 SS#
10 = disposition of call
11 = type of student
13-15 = yr/session

ZIP