

What Our Members Have to Say About Encoura® Data Lab:

“We had to figure out how to convert better with a smaller pool of applicants. It helped immensely to have the data analytics from the Encoura platform. In the end, we were able to get a much better class.”

David Lesesne,
Vice President for Enrollment, Randolph-Macon College

“Encoura Data Lab has not only been a huge time saver, it has really helped me stay on track and be mindful of what our data is telling us and how we’re performing. It has been incredibly impactful.”

Michelle Lewis,
Director of Undergraduate Recruitment, Washington State University

“What ACT | NRCCUA® has done through innovation, and in the way they are reshaping and redefining themselves is extremely exciting. It allows us to do our jobs more effectively and efficiently.”

Sean Kaylor,
VP of Enrollment, Marketing and Communication, Marist College

Get in touch:

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encoura® Data Lab

Exclusively for ACT | NRCCUA members, access to Encoura® Data Lab delivers apps that make finding, reaching and engaging students more efficient and effective.

Class Planner™ App

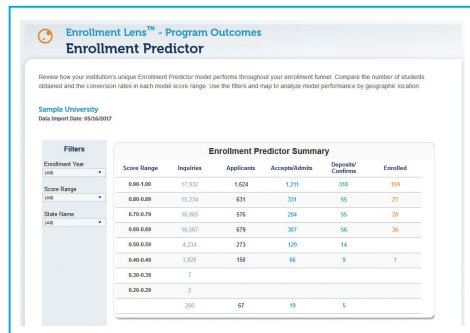
Find the students who best fit your institution by being able to search and segment millions of combined ACT | NRCCUA profiles nationwide.

- Connect with students:
 - Based on institutional match criteria and/or statistical probability of enrolling in your institution thanks to the Smart+® Predictive Model
 - Who have displayed interest in attending your institution based on a set list of options
 - Who have expressed an unaided and specific interest in attending your institution
- Data enrichment: Enhance your findings with our eMatch data correction and appending tool
- Download your files on demand from the new Data Center app



Enrollment Lens™ App

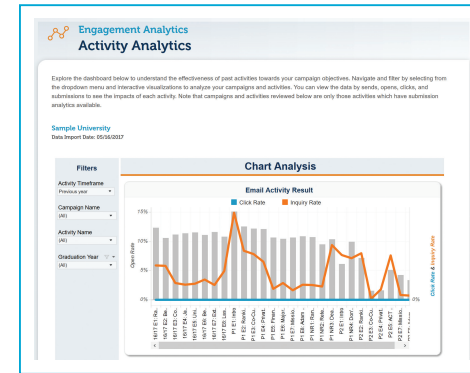
Interact with your enrollment data—from all sources—to fully analyze and understand your institution's recruitment funnel.



- Visualize your enrollment funnel through all stages and by program area, academic quality, and likelihood to enroll
- Refine, enhance and maximize your recruitment efforts and budget
- Track velocity across key areas of the admissions funnel, diagnose potential issues, and reconcile execution to strategy in a continuous manner
- Use Funnel Over Time to characterize the trajectory of your path to goal compared to previous years
- Compare progress with regional and national benchmarks

Engagement Analytics App

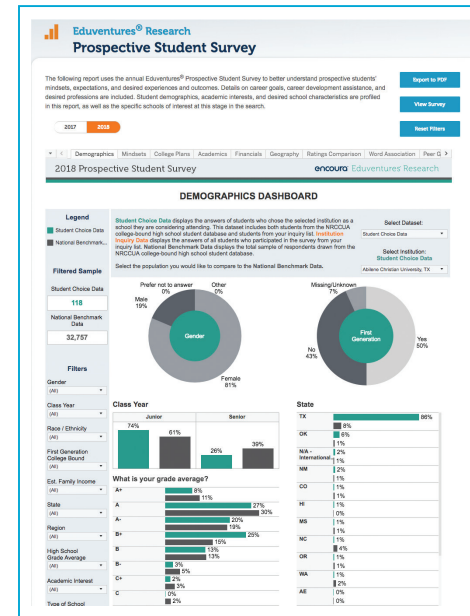
Review and understand your active and past recruitment and engagement efforts to maximize ROI.



- View the top performing campaigns by opens, clicks and submissions
- Analyze the profiles and engagement of students across campaigns and activities
- Examine how a student's location and distance from campus impacts your campaign objectives

Eduventures Research® App

Provides research and advisory services that are focused on analyzing the forces that are transforming higher education.



- Access the Research Library filled with primary research, analysis, and advisory services to support decision-making throughout the student lifecycle
- Interact with results from relevant, institution-specific research reports, such as those from our Prospective Student Research™, Admitted Student Research™, and Adult Prospect Research™
- Review hundreds of program feasibility studies, examining prospects for both new and existing programs for colleges and universities of all types. These studies span undergraduate, graduate and noncredit programming, and a wide array of fields of study