



Student Search Campaign Sample Report Cathedral College

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Introduction

Cathedral Corporation is a leader in the personalized communications industry. Using state-of-the-art technology, we provide our clients with customized, targeted, one-to-one print and electronic communication. By applying this technology to the admissions process, Cathedral has been able to help colleges and universities take data that is available from common sources and, utilizing print, graphic, and electronic communication, craft a search campaign that gets the right message, in the right format, in front of the right candidates.

The Search Campaign

Cathedral Corporation has developed a search campaign initiative that involves an initial direct mail piece that is customized to reflect each prospective student's self-reported academic and extracurricular interests. The mailing is presorted to fit each institution's unique application and enrollment profile and encourages interested students to respond by sending back an enclosed postcard or visiting a personalized web site.

Enrollment and Retention: Filling the Recruitment Funnel

By targeting and communicating with students that fit Cathedral College's demographic profile – on a personalized basis – we are able to improve the College's student search response rate. This in turn increases the number of students who apply, are accepted, and most importantly, who ultimately enroll and then stay through to graduation.

Customized Reports

Cathedral Corporation's strength lies in our ability to customize our reports to meet each institution's strategic needs. We can compile and analyze various types of data and present it in a format that quantifies critical student search information. Our reports also illustrate the effectiveness of our personalized student search campaign by comparing years searched before and after the campaign.

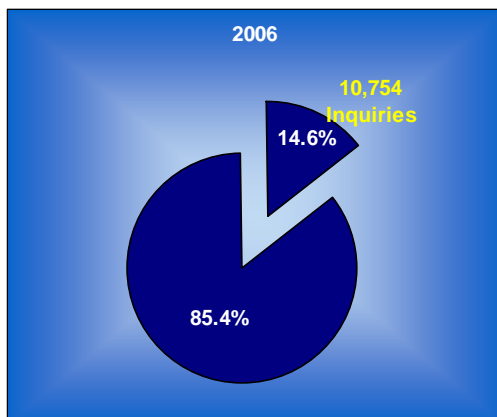
Campaign Results

The following pages highlight the types of reports that are typically requested by colleges and universities using the Cathedral Corporation student search campaign.

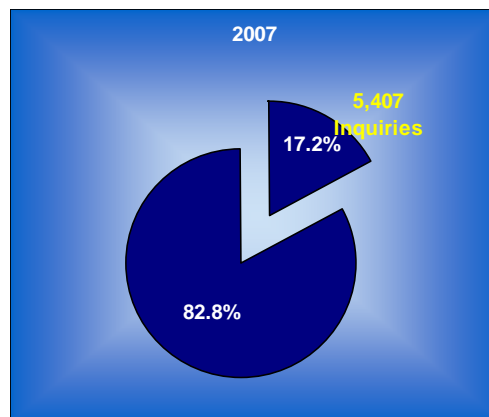
1.1 Overview

During spring 2005, Cathedral mailed out 105,042 direct mail pieces to prospective students with variable text and graphics. The results of that campaign are outlined below.

Class Entrance Year	# Contacted	Inquiries	Response %
2006	73,529	10,754	14.6%
2007	31,513	5,407	17.2%
	105,042	16,161	15.4%



73,529 Contacted

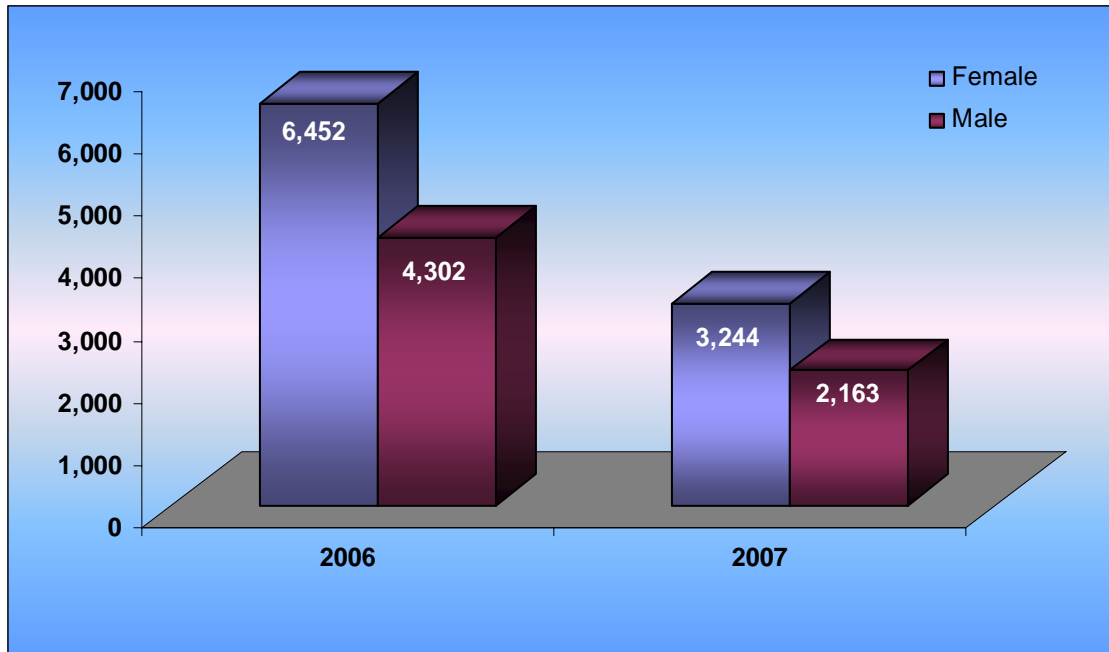


31,513 Contacted

1.2 Results by Gender

The graph below shows the effect of gender on the number of inquiries and on the response rate of prospective students during the 2005 personalized search campaign.

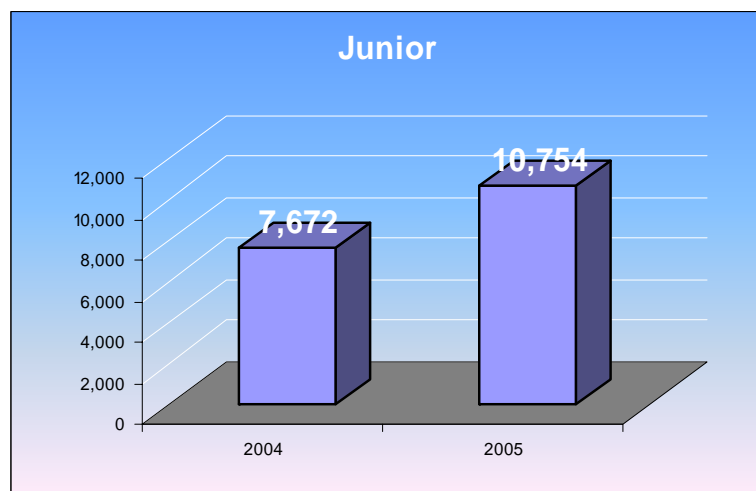
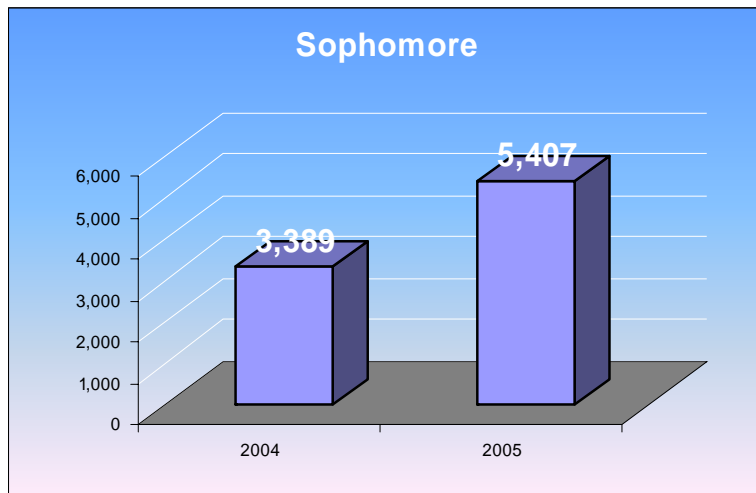
Gender	2006	2007
Female	6,452	3,244
Male	4,302	2,163
	10,754	5,407



1.3 Results by Class Year

The graph below shows the influence of high school class year on the number of inquiries and on the response rate of prospective students. Note that a comparison of search years 2004 and 2005 quantifies the effectiveness of Cathedral's personalized search campaign.

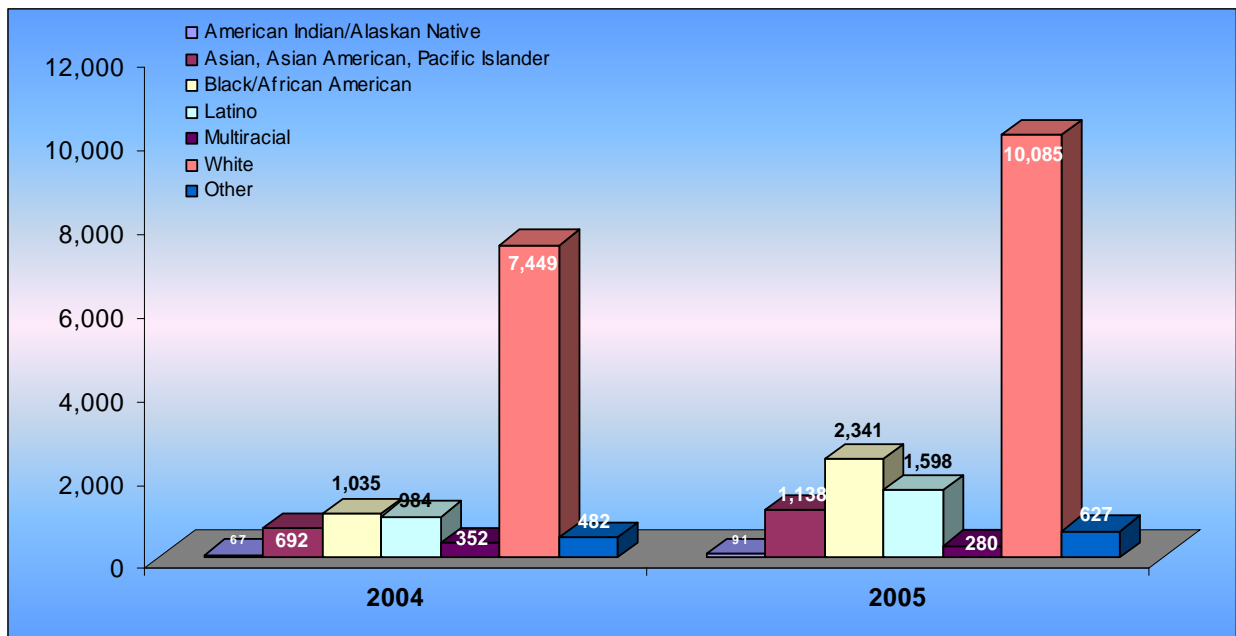
Year Searched	Class Year	Contacts	Inquiries	Response %
2005	Sophomore	31,513	5,407	17.2%
	Junior	73,529	10,754	14.6%
2005 Total		105,042	16,161	15.4%
2004	Sophomore	17,102	3,389	19.8%
	Junior	61,348	7,672	12.5%
2004 Total		78,450	11,061	14.1%



1.4 Inquiries by Ethnic Group

The graph below shows an analysis of inquiries and responses by ethnicity.

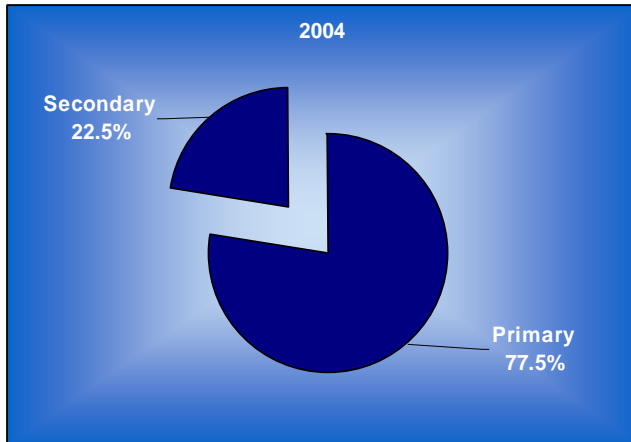
Search Year	Ethnic Group	Total Inquiries	% to Total
2005	American Indian/Alaskan Native	91	0.6%
	Asian, Asian American, Pacific Islander	1,138	7.0%
	Black/African American	2,341	14.5%
	Latino	1,598	9.9%
	Multiracial	280	1.7%
	White	10,085	62.4%
	Other	627	3.9%
Total		16,161	100.0%
2004	American Indian/Alaskan Native	67	0.6%
	Asian, Asian American, Pacific Islander	692	6.3%
	Black/African American	1,035	9.4%
	Latino	984	8.9%
	Multiracial	352	3.2%
	White	7,449	67.3%
	Other	482	4.4%
Total		11,061	100.0%



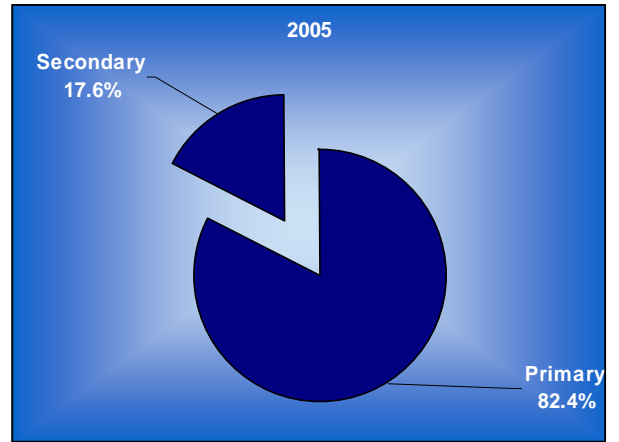
1.5 Inquiries: Primary vs. Secondary Markets

The graph below analyzes the number and percentage of inquiries based upon primary and secondary markets.

Search Year	Market	Inquiries	% to Total
2005	Primary	13,317	82.4%
	Secondary	2,844	17.6%
	Total	16,161	100.0%
2004	Primary	8,572	77.5%
	Secondary	2,489	22.5%
	Total	11,061	100.0%



Total Inquiries: 11,061



Total Inquiries: 16,161

1.6 Results by State: 2004 vs. 2005

The table below shows the effect of state residency on the number of inquiries, applications, acceptances, and enrollments by prospective students. Note that a comparison of search years 2004 and 2005 quantifies the effectiveness of Cathedral's personalized search campaign. While success is often determined by only the number and percentage of responses to student searches, Cathedral takes it many steps further by looking at the number and percentage of applications, acceptances, and enrollments beyond the initial inquiry.

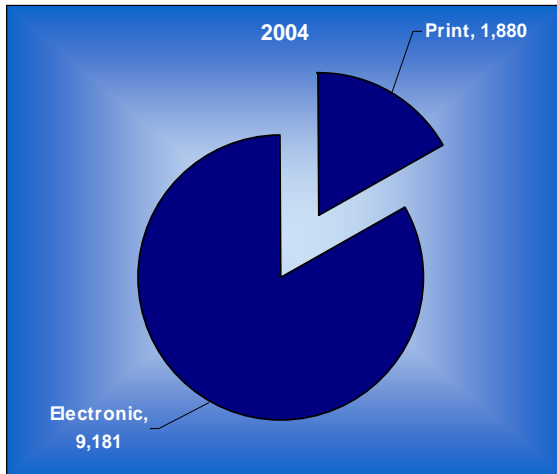
2004				
State	Inquiries	# Applicants	# Accepted	# Enrolled
New York	6,497	N/A	N/A	N/A
New Jersey	1,714	N/A	N/A	N/A
Massachusetts	835	N/A	N/A	N/A
Connecticut	635	N/A	N/A	N/A
Maryland	286	N/A	N/A	N/A
New Hampshire	277	N/A	N/A	N/A
Pennsylvania	261	N/A	N/A	N/A
Rhode Island	222	N/A	N/A	N/A
Ohio	138	N/A	N/A	N/A
Vermont	116	N/A	N/A	N/A
Maine	81	N/A	N/A	N/A
	<u>11,061</u>			

2005				
State	Inquiries	# Applicants	# Accepted	# Enrolled
New York	7,731	N/A	N/A	N/A
New Jersey	2,170	N/A	N/A	N/A
Massachusetts	1,340	N/A	N/A	N/A
Maryland	928	N/A	N/A	N/A
Connecticut	888	N/A	N/A	N/A
Pennsylvania	877	N/A	N/A	N/A
Georgia	725	N/A	N/A	N/A
New Hampshire	507	N/A	N/A	N/A
North Carolina	613	N/A	N/A	N/A
Vermont	165	N/A	N/A	N/A
Florida	116	N/A	N/A	N/A
Maine	93	N/A	N/A	N/A
District of Columbia	5	N/A	N/A	N/A
Virginia	3	N/A	N/A	N/A
Armed Forces Americas	1	N/A	N/A	N/A
	<u>16,161</u>			

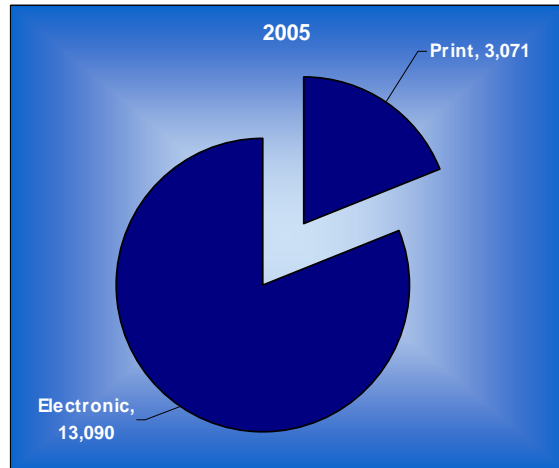
1.7 Print versus Electronic Inquiries

The graph below shows a comparison of print inquiries and responses and electronic inquiries and responses by prospective students. Note that a comparison of search years 2004 and 2005 quantifies the effectiveness of Cathedral's personalized search campaign and customized electronic communication strategies.

Search Year	Contacts	Print		Electronic	
		Inquiries	Response %	Inquiries	Response %
2005	105,042	3,071	2.9%	13,090	12.5%
2004	78,450	1,880	2.4%	9,181	11.7%



Total Inquiries: 11,061



Total Inquiries: 16,161

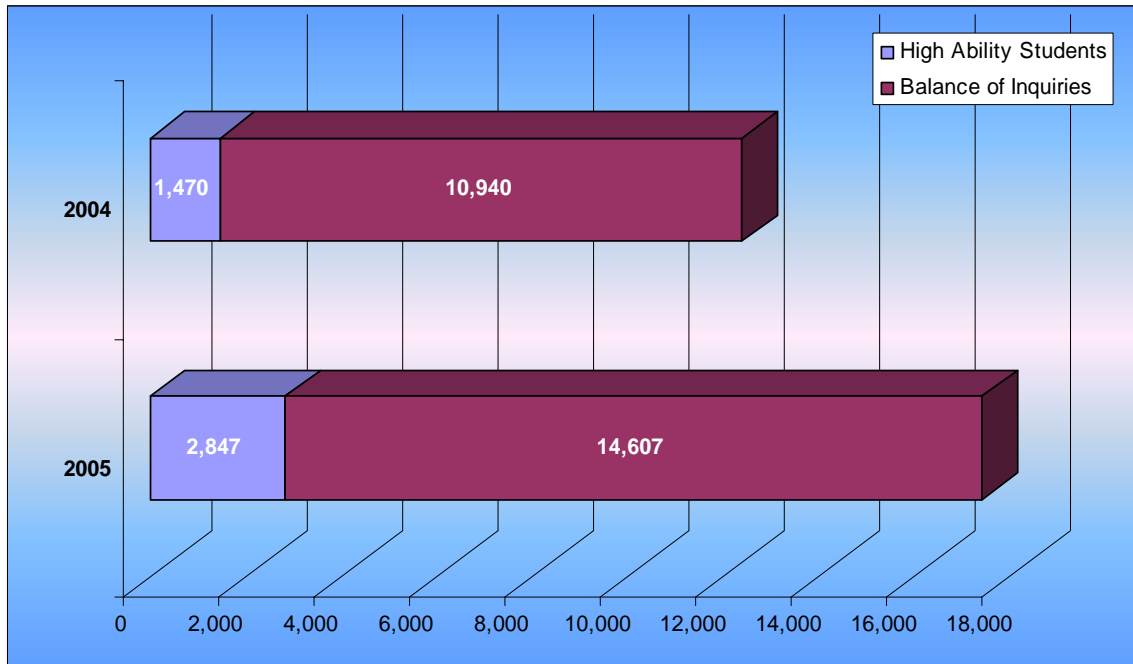
1.8 Top 50 High Schools

The table below ranks the top 50 high schools by the number of inquiries generated by prospective students.

High School Code	High School	State	# Inquiries	# Apps	# Accepted	# Enrolled
572526	High School 1	NY	52	N/A	N/A	N/A
902176	High School 2	NY	47	N/A	N/A	N/A
709765	High School 3	NY	43	N/A	N/A	N/A
603452	High School 4	NY	40	N/A	N/A	N/A
503929	High School 5	NY	40	N/A	N/A	N/A
082231	High School 6	NY	37	N/A	N/A	N/A
589717	High School 7	NY	37	N/A	N/A	N/A
606743	High School 8	NY	36	N/A	N/A	N/A
819821	High School 9	NY	34	N/A	N/A	N/A
462426	High School 10	NY	34	N/A	N/A	N/A
486403	High School 11	NY	33	N/A	N/A	N/A
964984	High School 12	NY	30	N/A	N/A	N/A
112121	High School 13	NY	29	N/A	N/A	N/A
141578	High School 14	NY	28	N/A	N/A	N/A
441901	High School 15	NY	28	N/A	N/A	N/A
908692	High School 16	GA	27	N/A	N/A	N/A
268894	High School 17	NY	27	N/A	N/A	N/A
280928	High School 18	NY	27	N/A	N/A	N/A
940329	High School 19	NY	25	N/A	N/A	N/A
973471	High School 20	NY	25	N/A	N/A	N/A
462601	High School 21	NY	25	N/A	N/A	N/A
206351	High School 22	GA	24	N/A	N/A	N/A
251713	High School 23	NY	24	N/A	N/A	N/A
070728	High School 24	NY	24	N/A	N/A	N/A
621547	High School 25	MA	23	N/A	N/A	N/A
214866	High School 26	NJ	23	N/A	N/A	N/A
990872	High School 27	NY	23	N/A	N/A	N/A
623542	High School 28	NY	23	N/A	N/A	N/A
060204	High School 29	NY	23	N/A	N/A	N/A
263377	High School 30	GA	22	N/A	N/A	N/A
629673	High School 31	NH	22	N/A	N/A	N/A
122333	High School 32	NJ	22	N/A	N/A	N/A
433819	High School 33	NY	22	N/A	N/A	N/A
538603	High School 34	NY	22	N/A	N/A	N/A
622351	High School 35	NY	22	N/A	N/A	N/A
105176	High School 36	NY	22	N/A	N/A	N/A
937816	High School 37	NY	22	N/A	N/A	N/A
946773	High School 38	NY	22	N/A	N/A	N/A
025768	High School 39	NJ	21	N/A	N/A	N/A
065121	High School 40	NY	21	N/A	N/A	N/A
556736	High School 41	NY	21	N/A	N/A	N/A
701304	High School 42	NY	21	N/A	N/A	N/A
507091	High School 43	NY	21	N/A	N/A	N/A
136528	High School 44	GA	20	N/A	N/A	N/A
846118	High School 45	MA	20	N/A	N/A	N/A
726897	High School 46	NJ	20	N/A	N/A	N/A
853846	High School 47	NY	20	N/A	N/A	N/A
623196	High School 48	NY	20	N/A	N/A	N/A
405357	High School 49	NY	20	N/A	N/A	N/A
008986	High School 50	NC	20	N/A	N/A	N/A

1.9 Results by High Ability Students

The graph below shows an analysis of inquiries and responses by high ability students. High ability students are determined by criteria established by each individual college or university and may be based on a student's GPA, SAT, or ACT score, rank in class, or other indicators.



Conclusion

As you can see from this sample report, Cathedral Corporation can demonstrate the results of the student search process for your institution in a variety of ways. **Cathedral's strength lies in our ability to customize our reports to meet each institution's strategic needs.** Whether you're looking to expand the number of inquiries by minority students, increase the number of high ability students, or track in-state students from inquiry to enrollment, Cathedral can compile the information in a format that is best for you.

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