



# Getting the Message Out: Using Web Video to Present Institutional Research

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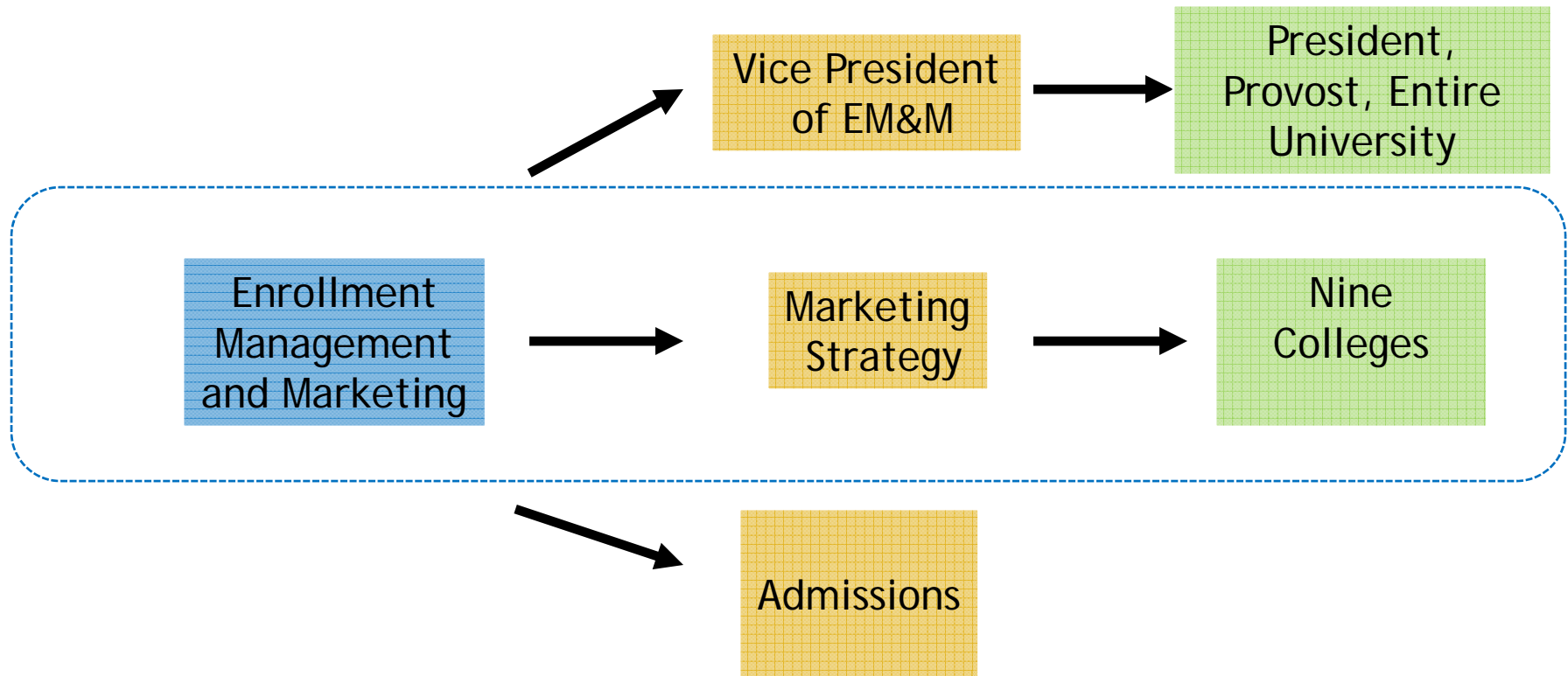
# DePaul University



- The largest Catholic university in USA
- Eighth largest private university
- Fall 2009 total enrollment: 25,072
- Nine colleges
- Six campuses in the Chicagoland area.

[www.depaul.edu](http://www.depaul.edu)

Enrollment Management & Marketing (EMR) serves three primary groups, providing knowledge that helps us understand market position and prominence.



# EMR needed a library to store knowledge

ALUMNI TYPOLOGY RESEARCH

GEOGRAPHIC ANALYSIS

DEMOGRAPHIC ANALYSIS

MARKET ATTRIBUTE ANALYSES

ILLINOIS ENROLLMENT ANALYSIS

PROSPECT AWARENESS SURVEY

CLEARINGHOUSE ANALYSIS

PYRAMID ANALYSIS

GRADUATE ADMITTED STUDENT QUESTIONNAIRE

COMPETITIVE ANALYSIS

GRADUATE ADMISSION REPORT

TUITION REIMBURSEMENT

FINANCIAL FITNESS SURVEY

EMPLOYMENT SURVEY

NON-TRADITIONAL STUDENTS

TRANSFER ADMITTED STUDENT QUESTIONNAIRE

FACT FILE

PLACEMENT STUDY

STUDENT SATISFACTION SURVEY

SENIOR SURVEY

RETENTION & GRADUATION RATES

ALUMNI LEARNING OUTCOMES

CAMPUS PREFERENCE SURVEY

SOCIAL NETWORKING

Enrollment & Marketing Research

EMR MARKET MATRIX™

Choose a Resource Group:

All Resource Groups: CDM Education Freshman  
 KGSB LA&S Law SNL  
 Transfer Undergraduates

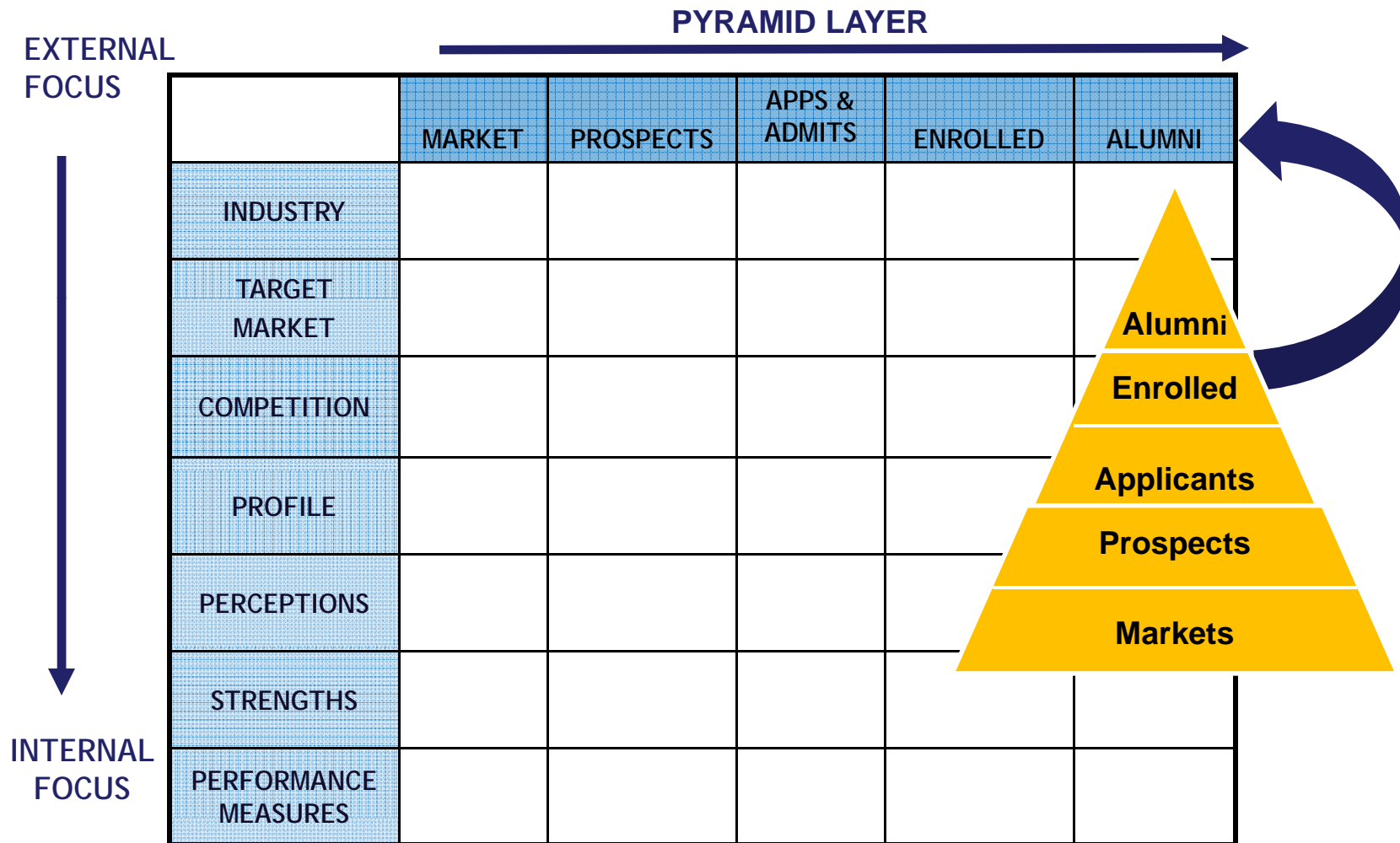
| All resources in Market Matrix | Market  | Prospects                                   | Applicants, Admits   | Enrolled   | Alumni  |
|--------------------------------|---|---|--|--|---|
| Industry                       | What are the trends in higher ed learning?            | What helps move prospects to applicants?    | How do apps/admits differ from prospects? What are their trends? | How do DPU students compare to higher ed students in the nation?       | What career successes are DPU grads having?                     |
| Target Market                  | What do higher ed students need?                      | What's important to higher ed prospects?    | How do apps/admits compare to national profiles?                 | How do DPU enrolled compare to national profile of higher ed learners? | What can we learn from alumni that teaches us about the market? |
| Competition                    | What are the trends in higher ed programs?            | What other schools appeal to DPU prospects? | To what other schools are our students apps/admits?              | Who is our competition in the eyes of enrolled students?               | How can we leverage affinity to reach prospects?                |
| Profile                        | Who is the higher ed learner in the U.S.?             | Who are our prospects?                      | Who are our apps/admits?   | Who are our DPU enrolled students?                                     | Who are DPU alumni?   |
| Perceptions                    | What do professionals in field think of DPU?          | How do our prospects perceive DPU?          | How do our apps/admits perceive their school?                    | How do our enrolled students perceive DPU?                             | How do DPU alumni perceive DPU?                                 |
| Strengths                      | What positive feedback do alumni receive from market? | What do prospects think DPU does better?    | How does apps/admits compare their school to competition?        | How does DPU compare to competition in eyes of enrolled students?      | How does DPU compare to competition in eyes of alumni?          |

All resources in Market Matrix

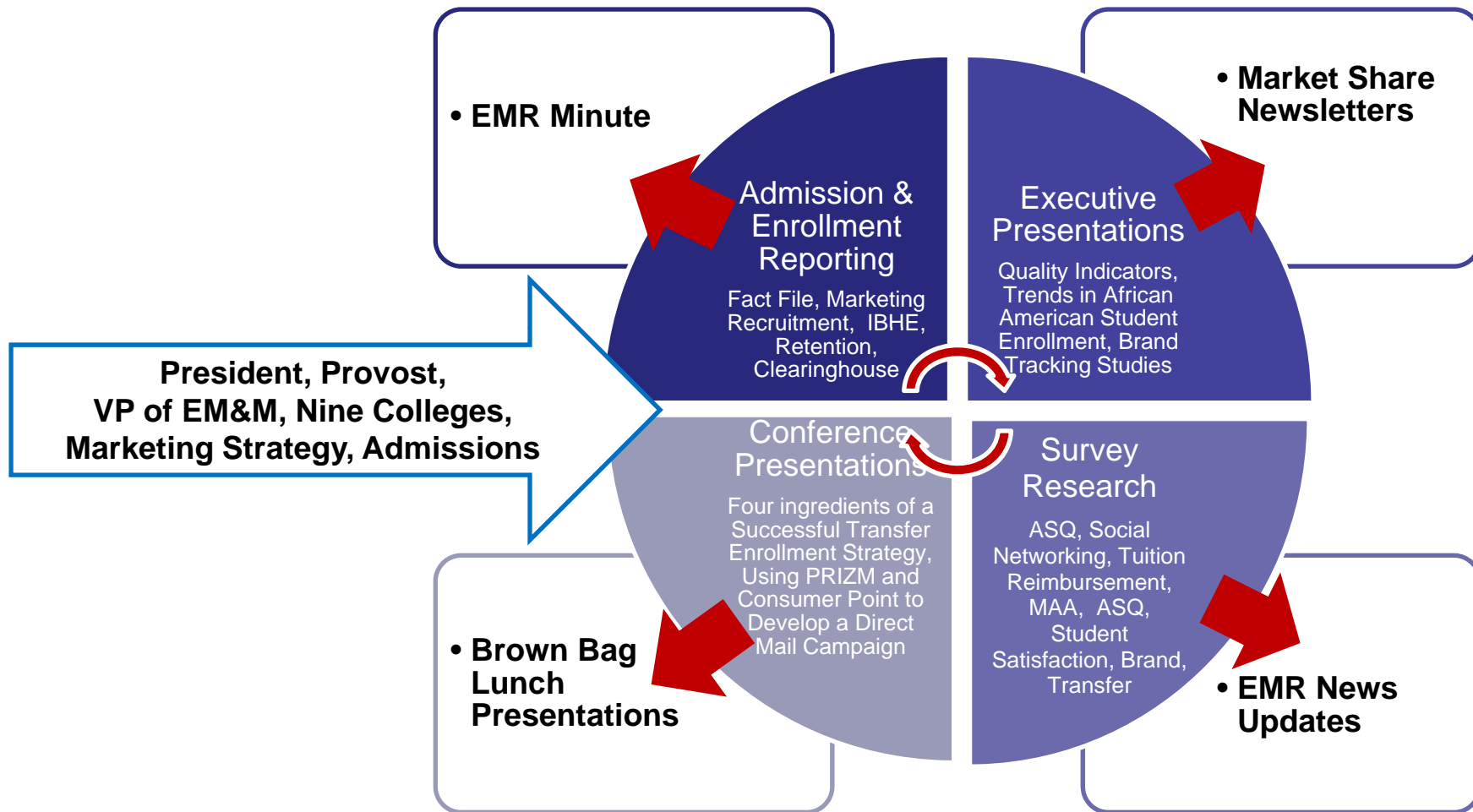
| Year | Type | Resource List Name   | Owner          |
|------|------|--|----------------|
| 2010 |      | Budget-to-Actual Enrollment Trends   | Liz Holder     |
| 2010 |      | 2001-2010_Winter   |                |
| 2010 |      | EMR Minute #1 - DePaul Master's Students: April 2010   | Tracy Mohr     |
| 2010 |      | EMR Minute #2 - CPS Freshmen: April 2010   | Tracy Mohr     |
| 2009 |      | 2009 Higher Education Enrollment & The Economy   | Karolynn Horan |
| 2009 |      | 2009 New African American Students draft   | Tracy Mohr     |
| 2009 |      | 2009-01 Brown Bag: DePaul's share of IL Bachelors and Masters Enrollment   | Tracy Mohr     |
| 2009 |      | 2009-10 Brown Bag: New Undergraduate Students in 2009  | Karolynn Horan |
| 2009 |      | AACSB Analysis   | Meg Marchese   |
| 2009 |      | AACSB Non-Business School Business Degree  | Liz Sanders    |
| 2009 |      | Adult Transfer Market (Contact owner)  | Liz Sanders    |
| 2009 |      | CDM Master's Degree Recipients Returning for Additional Courses  | Tracy Mohr     |
| 2009 |      | Chicago Enrollment Fall 2004-2008 - Joint Council Presentation   | Tracy Mohr     |
| 2009 |      | Chronicle of Higher Ed_Fall 2008 Freshmen Profile at 4 Year Colleges   | Liz Sanders    |
| 2009 |      | Chronicle of Higher Ed_Illinois Almanac 2009   | Liz Sanders    |
| 2009 |      | DePaul Distinctions Analysis_05152009  | Karolynn Horan |
| 2009 |      | DIAMOND Project:Developing Insights for Admission through the Mining of Non-traditional Data(HCRC-June 2009, Liz Sanders,Sacha Thieme) | Liz Sanders    |
| 2009 |      | Employment_Master's  | Rina Bongsu    |
| 2009 |      | Fall 2009 May Preliminary Freshman Admission Summary   | Karolynn Horan |
| 2009 |      | High Achieving Seniors and the 2009 College Decisions Webinar July 22 2009   | Karolynn Horan |
| 2009 |      | IC - Chicago Freshmen_DK VFRSION   | Liz Sanders    |
| 2009 |      | LASTeacher_020409_rb_final   | Rina Bongsu    |
| 2009 |      | MS#76: DePaul Graduates Who are DePaul Alumni  | Sandra Chaplin |
| 2009 |      | MS#77: DePaul Enrollment Keeps Pace with Statewide Trends  | Liz Sanders    |
| 2009 |      | MS#79: UG Hispanic Enrollment at IL Privates   | Liz Sanders    |
| 2009 |      | MS#80: Degrees Awarded to Hispanics in Illinois  | Liz Sanders    |
| 2009 |      | MS#82: Freshman College Search Influenced By Web based Sources   | Liz Sanders    |
| 2009 |      | NCES 2009: Students Who Study STEM in Postsecondary Education  | Liz Sanders    |
| 2009 |      | Premiere & Transfer Transition Dates, Fall 2006-2009   | Karolynn Horan |
| 2009 |      | SOE Inquiry Insights 2009  | Rina Bongsu    |
| 2009 |      | The Returning Transfers  | Rina Bongsu    |
| 2009 |      | Where did the admitted-not-enrolled go?  | Rina Bongsu    |
| 2008 |      | 2008-09 Brown Bag: Fall 2008 Freshman & Transfer Summary   | Karolynn Horan |
| 2008 |      | BridgeStudents2007   | Liz Sanders    |

The EMR Market Matrix™ is the library.

The Market Matrix™ is designed to provide focus to the intersections of two dimensions: what is the question we want to answer and what knowledge do we have to answer it?



Storing knowledge in the Market Matrix™ was not enough – we had to find ways to disseminate our work university-wide.



# Getting the Message Out

- **Getting EMR's Message Out at DePaul**



# Getting the Message Out

- **Getting EMR's Message Out at DePaul**
- **Adding Video To The Mix (or, Don't Try This At Home)**

# Keys to a High-Quality Video Spotlighting Academic Research

1. Do not attempt to self-produce the video. If your institution has video facilities available, pay them a visit and find out if they can be used. Use them if at all possible.

# “I have a screenplay for you to read.”

*“The Illinois Board of Higher Education has released its 2007 data, and DePaul continues to enroll more master's students than any other institution in Illinois. DePaul enrolled more than 7,000 master's students in 2007, an increase of 18% in the last ten years.*

*While DePaul's growth of 18% was slightly less than the statewide growth in master's enrollments of 26%, it was greater than eight of the fifteen largest institutions in the state (including U of I, UIC, and NIU).*

*This growth was propelled by the School of Computing and Digital Media, the College of Liberal Arts and Sciences, and the School of Communication, where master's enrollment more than tripled from 2003 to 2007.*

*While KGSB enrolls the most master's students, CDM now enrolls nearly as many, growing 50% from 1998 to 2007. CDM enrolls almost 40% of all Illinois master's computer sciences, and more than three times the number of master's students as the second largest institution.*

*With the first of what will (hopefully) be many EMR Minutes, I'm Tracy Mohr.”*

**The length of the first draft was pretty much guessed at.**

**It came out at 172 words, and took nearly two minutes to read.**

**There are at least four data points for the viewer to remember.**

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- First Version (or, **Green Screen!**)

# First Version (or, **Green Screen!**)

The EMR Minute makes its debut

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- **Getting EMR's Message Out at DePaul**
- **Adding Video To The Mix (or, Don't Try This At Home)**
- **Making Movies (or, **Green Screen!**)**
- **The Critics Speak (or, "He runs the gamut of emotions from A to B")**



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- **Making Changes (because even Scorsese does it)**

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5. Review, suggest, and make changes in face-to-face meetings. Do not attempt to do so by phone or e-mail.

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- **Making Changes (because even Scorsese does it)**
- **The Finished Product (or, "I laughed, I cried, I went home")**

## The Finished Product

<https://emr.depaul.edu/EMRMinuteList.aspx>

*“Hello, I’m Tracy Mohr, and this is the EMR Minute.*

*DePaul continues to enroll more master's students than any other institution in Illinois, according to the Illinois Board of Higher Education’s annual enrollment report. DePaul enrolled more than 7,200 master’s students in 2008; this is the thirteenth consecutive year that DePaul has had the most master’s students in Illinois.*

*Master’s enrollment at DePaul grew by 13% from 1999 to 2008. While DePaul’s growth during this time was less than the overall statewide growth rate, it was greater than seven of the fifteen largest institutions in the state (including Loyola, U of I, and Northern Illinois).*

*With the EMR Minute, I’m Tracy Mohr.”*

**112 words, just  
under one minute  
to read.**

# Conclusions

Web-based video is another tool for institutional research offices to expand their audience. Used intelligently, this can increase our presence within the institution and spotlight issues of importance. It can also be used as an introduction to our office, thereby expanding our visibility.

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- **Making Changes (because even Scorsese does it)**
- **The Finished Product (or, "I laughed, I cried, I went home")**
- **Conclusions**