



**TEXAS WOMAN'S**  
UNIVERSITY

**College of Business**

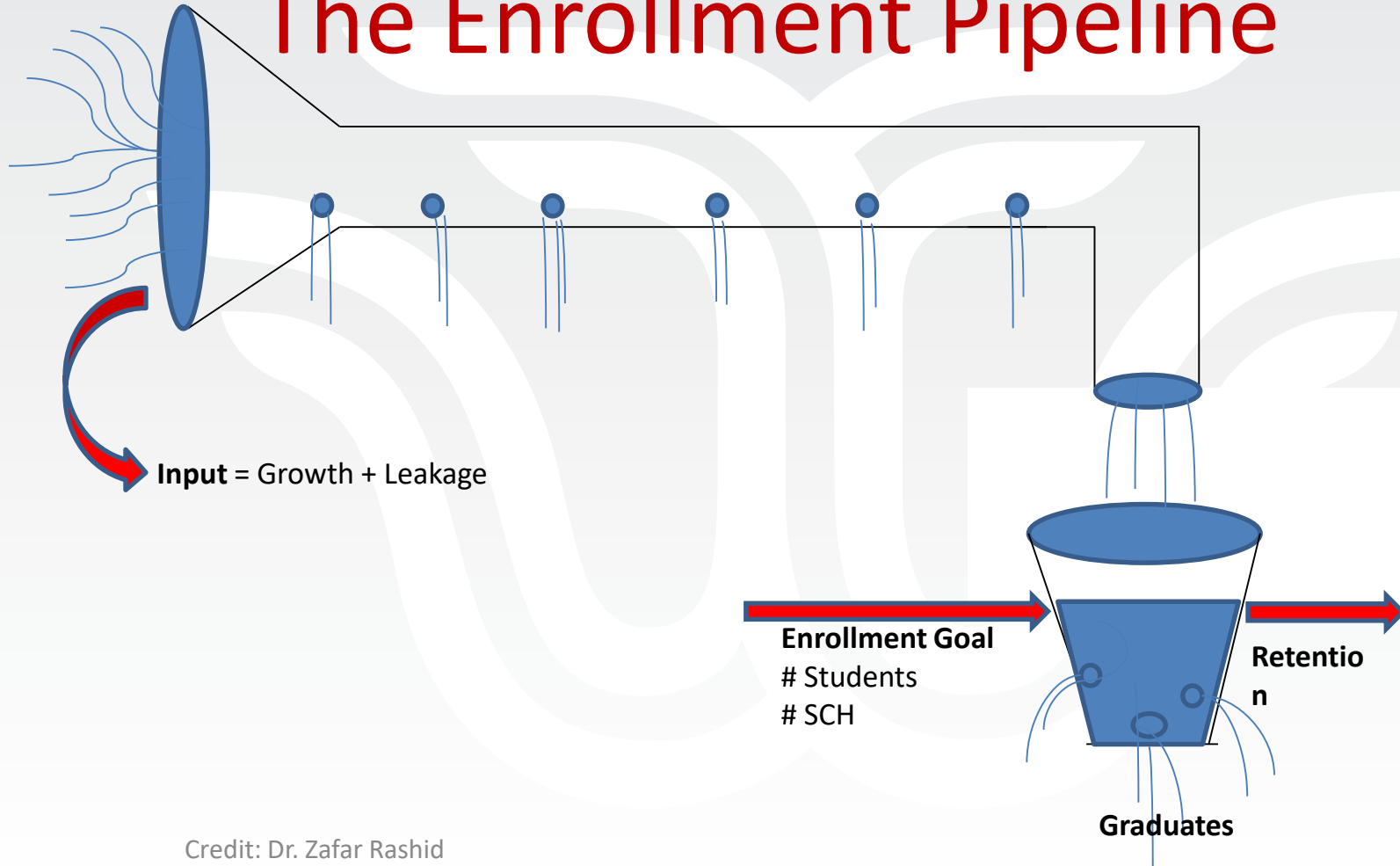
**Where are the Leaks?**

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# The Enrollment Pipeline



# The Enrollment Pipeline versus a Funnel

- A funnel model is very uniform and tends to emphasize the input
- The sales cycle is not that simple
- We need to effectively manage the pipeline in order to increase output

# The Enrollment Pipeline

- The variables include length/diameter of pipeline, configuration of pipeline and leakage
- Shortening the pipe (enrollment cycle) and remove as many “bends”
- Identifying the leaks (non-organic) and fill them in
- Right-size pipeline diameter (resources) to output goal
- Managing input/output relationship within an acceptable acquisition cost

# What is influencing persistence?

- Inputs matter:
  - PINK and GOLD students differ in persistence from OUT and EXL students
- Leaks in the Pipeline

# What is influencing persistence?

- Gateway Courses:
  - Nursing found it was Psychology 101 (not a typical high “DFW” course)
- Pell vs Non Pell
  - Overall for the University there is a difference, not for Business

# Strategies we are adopting to minimize leaks

- Identifying At Risk students in their first semester (Input / Output relationship):
  - PINK and GOLD students
  - Pell Grant Students (Financial need)
- Identifying the Leaks:
  - Maximum between 2<sup>nd</sup> and 3<sup>rd</sup> semesters
  - Levels after 5<sup>th</sup> semester

# Strategies we are adopting to minimize leaks

- Rightsizing the diameter / resources
  - COB UG Advisers Outreach to At-Risk Students
  - Peer Mentoring
  - Living-Learning Communities
- Identifying the Gateway Course(s)