
NACCAP Funnel
Report & Analysis
Fall 2024 Final Funnel Report
Legacy
HIGHER ED

Presented by:

- Dave Burke: President – Legacy Higher Ed
- Dr. Phil Cook: President - NACCAP

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Session Overview

- Institution Profile
- Enrollment Funnel Overview and Breakdowns
- Enrollment Goal Analysis
- Year over Year Enrollment Comparisons
- Deposit Melt
- Historical Trends
- Key Takeaways

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Institution Profile

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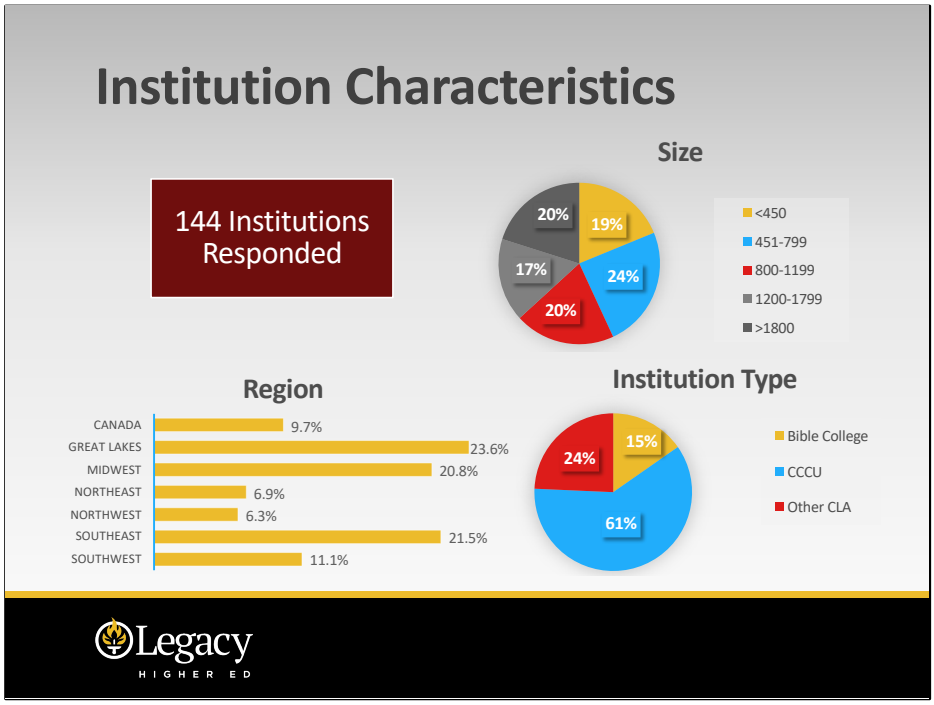

Canadian Institutions account for a little under half of the Other CLA entries

Enrollment Funnel: Overview

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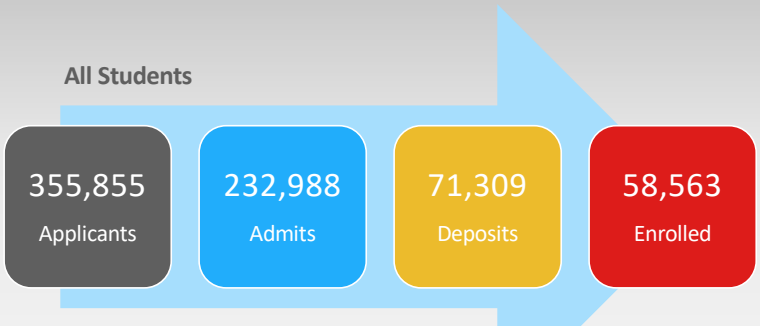
Fall 2024 Enrollment Funnel



App to Admit	65.5%
Admit to Deposit	30.6%
Admit to Enroll	25.1%

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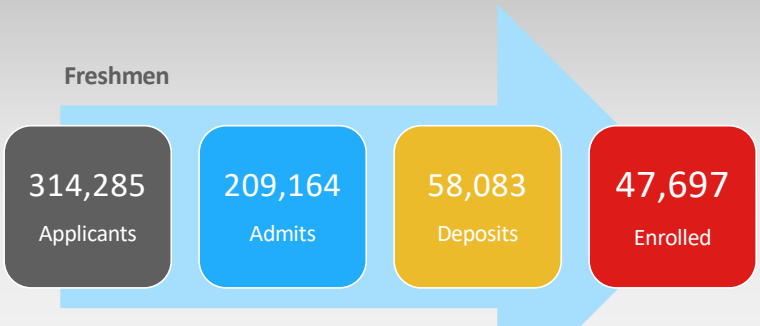
Fall 2024 Enrollment Funnel



App to Admit	66.6%
Admit to Deposit	27.8%
Admit to Enroll	22.8%

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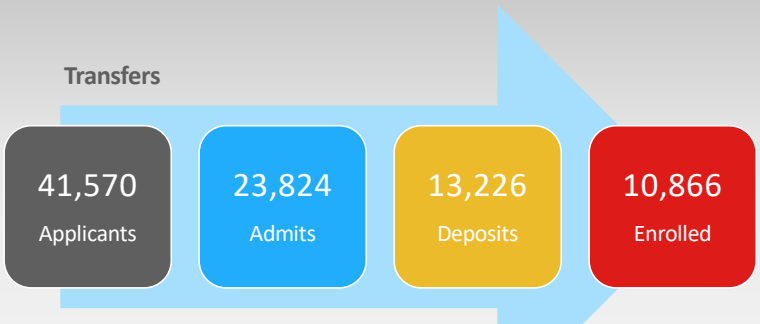
Fall 2024 Enrollment Funnel



App to Admit	57.3%
Admit to Deposit	55.5%
Admit to Enroll	45.6%

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Enrollment Funnel (Fall 2024)

Student Status	First Year	Transfer	Total
Applicants	314,285	41,570	355,855
Admits	209,164	23,824	232,988
Deposits	58,083	13,226	71,309
Enrollments	47,697	10,866	58,563
Yield Rates	**First Year**	**Transfer**	**Total**
%App/Adm	66.6%	57.3%	65.5%
%Adm/Dep	27.8%	55.5%	30.6%
%Adm/Enr	22.8%	45.6%	25.1%

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As we look at Enrollment Funnel data, the more compelling **landscape and trends** information will be found in the Yield Rates rows, as the raw numbers can be more highly influenced by participation factors.

We'll see year over year comparisons in upcoming slides.

Enrollment Funnel: By School Type

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Enrollment Funnel: CCCU (All Students)

Student Status	2024	2023	Difference	% Change
Applicants	272,255	256,401	15,854	6.2%
Admits	174,363	164,931	9,432	5.7%
Deposits	49,637	47,608	2,029	4.3%
Enrollments	40,517	39,552	965	2.4%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	64.0%	64.3%	-0.3%	-0.4%
%Adm/Dep	28.5%	28.9%	-0.4%	-1.4%
%Adm/Enr	23.2%	24.0%	-.07%	-3.1%

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Enrollment Funnel: CCCU (Freshmen)

Student Status	2024	2023	Difference	% Change
Applicants	242,014	226,737	15,277	6.7%
Admits	157,707	148,334	9,373	6.3%
Deposits	40,444	38,870	1,574	4.0%
Enrollments	33,172	32,377	795	2.5%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	65.2%	65.4%	-0.3%	-0.4%
%Adm/Dep	25.6%	26.2%	-0.6%	-2.1%
%Adm/Enr	21.0%	21.8%	-0.8%	-3.6%

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For CCCU First-Year students, the overall trend from last year in yield rates was negative.

Enrollment Funnel: CCCU (Transfers)

Student Status	2024	2023	Difference	% Change
Applicants	30,241	29,664	577	1.9%
Admits	16,656	16,597	59	0.4%
Deposits	9,193	8,738	455	5.2%
Enrollments	7345	7175	170	2.4%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	55.1%	55.9%	-0.9%	-1.6%
%Adm/Dep	55.2%	52.6%	2.5%	4.8%
%Adm/Enr	44.1%	43.2%	0.9%	2.0%

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A little rosier picture for CCCU transfers versus freshmen along the bottom of the funnel.

Enrollment Funnel: Other CLA (All Students)

Student Status	2024	2023	Difference	% Change
Applicants	77,300	77,842	-542	-0.7%
Admits	54,640	54,156	484	0.9%
Deposits	19,338	18,693	645	3.5%
Enrollments	15,918	15,447	471	3.0%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	70.7%	69.6%	1.1%	1.6%
%Adm/Dep	35.4%	34.5%	0.9%	2.5%
%Adm/Enr	29.1%	28.5%	0.6%	2.1%

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Enrollment Funnel: Other CLA (Freshmen)

Student Status	2024	2023	Difference	% Change
Applicants	67,191	67,626	-435	-0.6%
Admits	48,306	47,941	365	0.8%
Deposits	15,832	15,216	616	4.0%
Enrollments	12,867	12,509	358	2.9%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	71.9%	70.9%	1.0%	1.4%
%Adm/Dep	32.8%	31.7%	1.0%	3.3%
%Adm/Enr	26.6%	26.1%	0.5%	2.1%

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Opposite trends from CCCU membership in terms of yield rates for freshman students.

Enrollment Funnel: Other CLA (Transfers)

Student Status	2024	2023	Difference	% Change
Applicants	10,109	10,216	-107	-1.0%
Admits	6,334	6,215	119	1.9%
Deposits	3,506	3,477	29	0.8%
Enrollments	3,051	2,938	113	3.8%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	62.7%	60.8%	1.8%	3.0%
%Adm/Dep	55.4%	55.9%	-0.6%	-1.1%
%Adm/Enr	48.2%	47.3%	0.9%	1.9%

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Deposit yield down but enrollment yield slightly up.

Enrollment Funnel: Bible Colleges (All Students)

Student Status	2024	2023	Difference	% Change
Applicants	6,300	6,245	55	0.9%
Admits	3,985	3,652	333	9.1%
Deposits	2,334	1,950	384	19.7%
Enrollments	2,128	2,004	124	6.2%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	63.3%	58.5%	4.8%	8.2%
%Adm/Dep	58.6%	53.4%	5.2%	9.7%
%Adm/Enr	53.4%	54.9%	-1.5%	-2.7%

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Enrollment Funnel: Bible College (Freshmen)

Student Status	2024	2023	Difference	% Change
Applicants	5,080	4,973	107	2.2%
Admits	3,151	2,889	262	9.1%
Deposits	1,807	1,477	330	22.3%
Enrollments	1,658	1,573	85	5.4%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	62.0%	58.1%	3.9%	6.8%
%Adm/Dep	57.3%	51.1%	6.2%	12.2%
%Adm/Enr	52.6%	54.4%	-1.8%	-3.4%

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Bottom dropped out for Bible College freshman at the enrolled stage, following strong efforts to increase admits and deposits.

Enrollment Funnel: Bible Colleges (Transfers)

Student Status	2024	2023	Difference	% Change
Applicants	1,220	1,272	-52	-4.1%
Admits	834	763	71	9.3%
Deposits	527	473	54	11.4%
Enrollments	470	431	39	9.0%
Yield Rates	**2024**	**2023**	**Difference**	**% Change**
%App/Adm	68.4%	60.0%	8.4%	14.0%
%Adm/Dep	63.2%	62.0%	1.2%	1.9%
%Adm/Enr	56.4%	56.5%	-0.1%	-0.2%

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Transfers holding steady at the bottom of the funnel for Bible Colleges. Enrollment increases bolstered by a much higher admit rate this year, while enrollment yield held its ground.

Enrollment Goal Analysis

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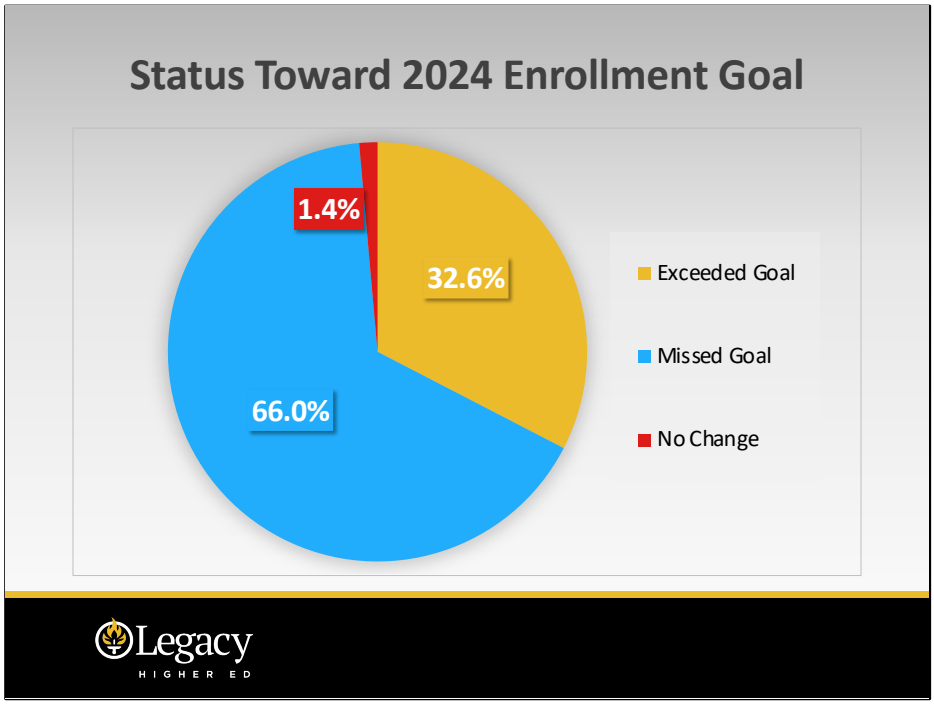
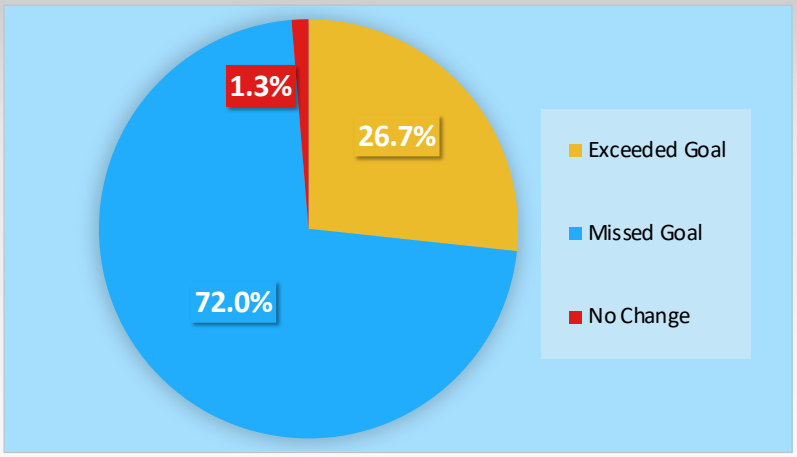


6% higher number exceeding goal this year, surprising to many of us given the FAFSA challenges of 2024.

Status Toward 2023 Enrollment Goal



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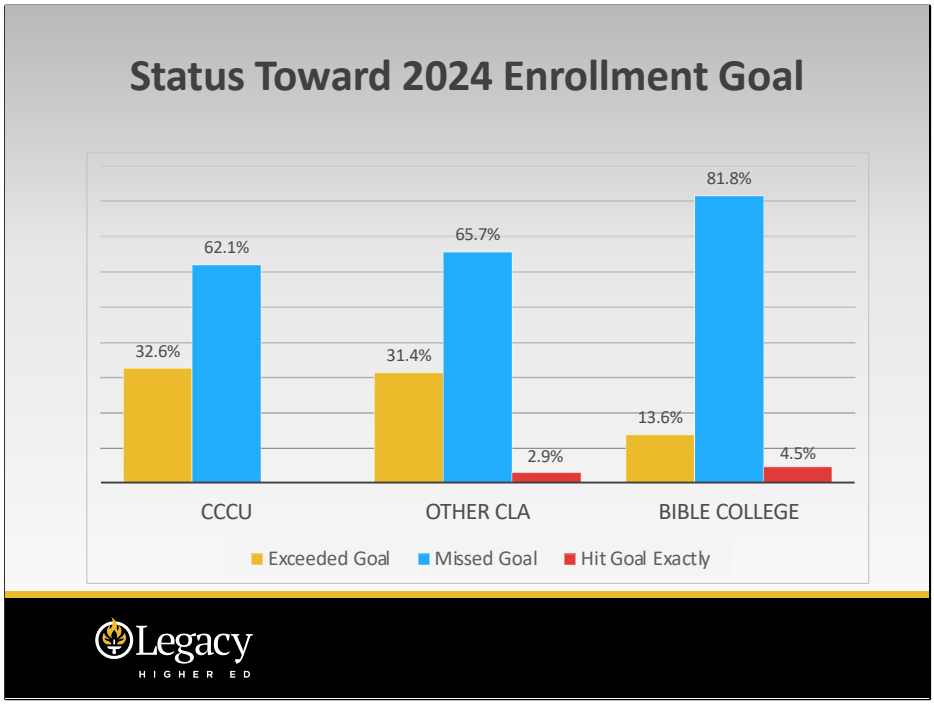
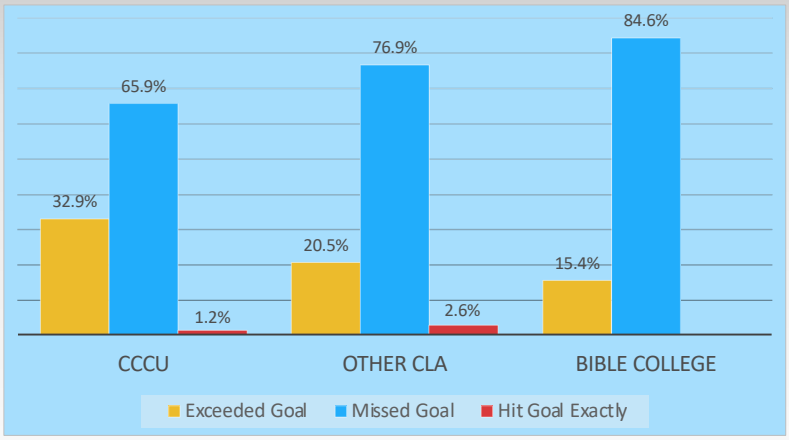


Interestingly, the non-CCCU Liberal Arts institutions carried the team in terms of increased performance towards goal. The other two declined in % of exceeded goals.

Status Toward 2023 Enrollment Goal



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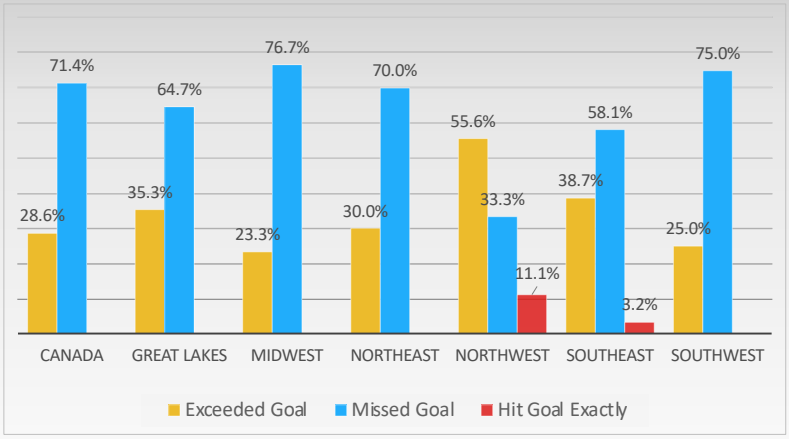
Status Toward 2024 Enrollment Goal
(By Region)



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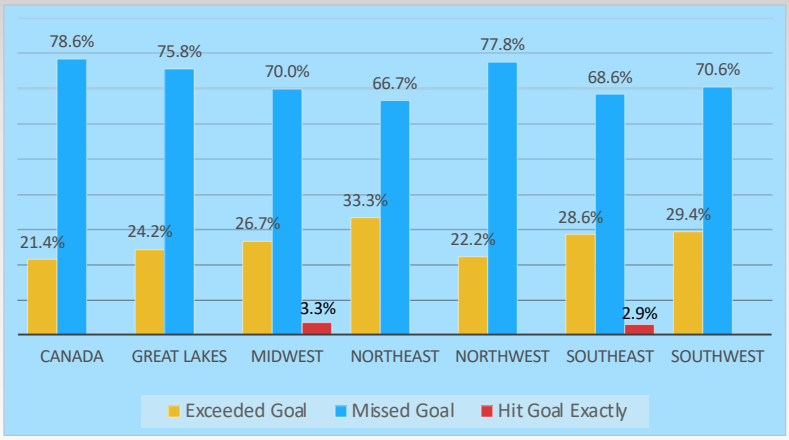
Status Toward 2023 Enrollment Goal
(By Region)



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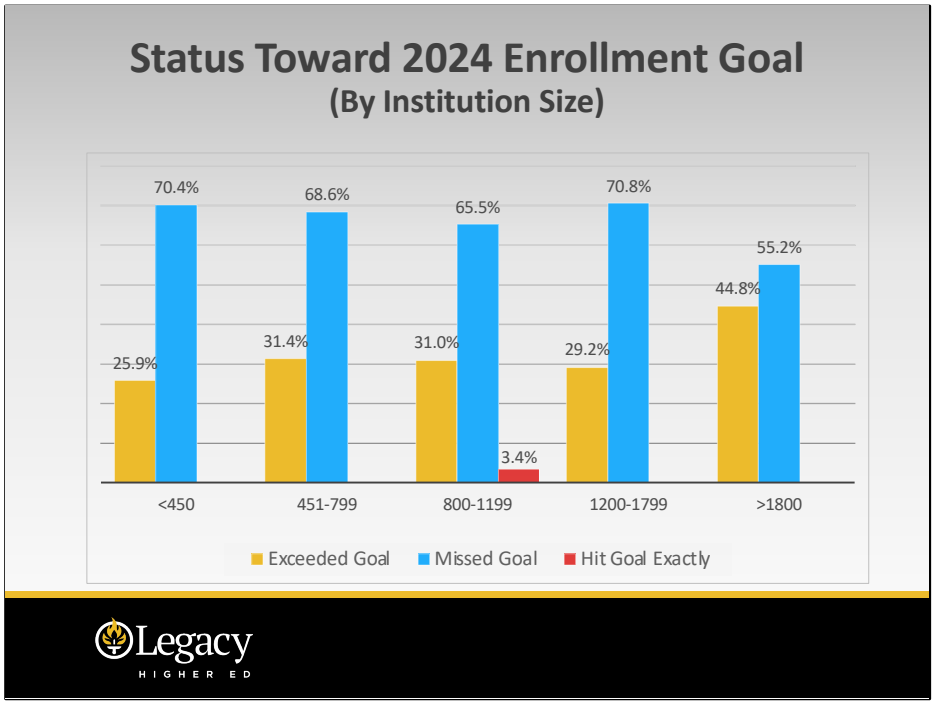
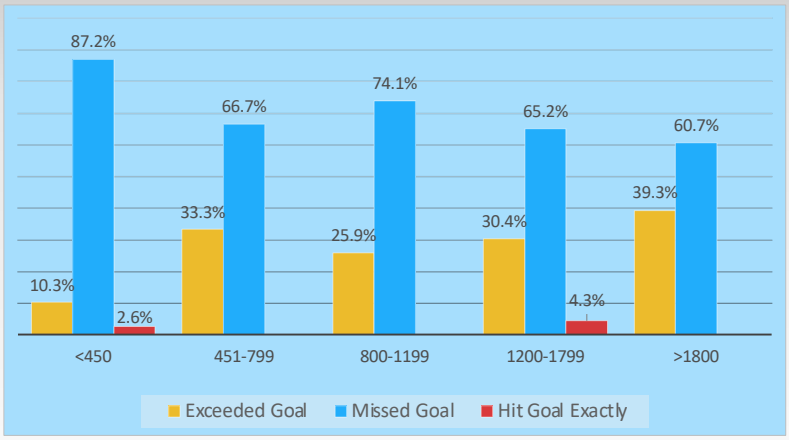


Smallest category had the meteoric rise from ‘23 to ‘24, from 10.3% to almost 26%. Medium and Largest had healthy increases of around 6% each.

Status Toward 2023 Enrollment Goal
(By Institution Size)



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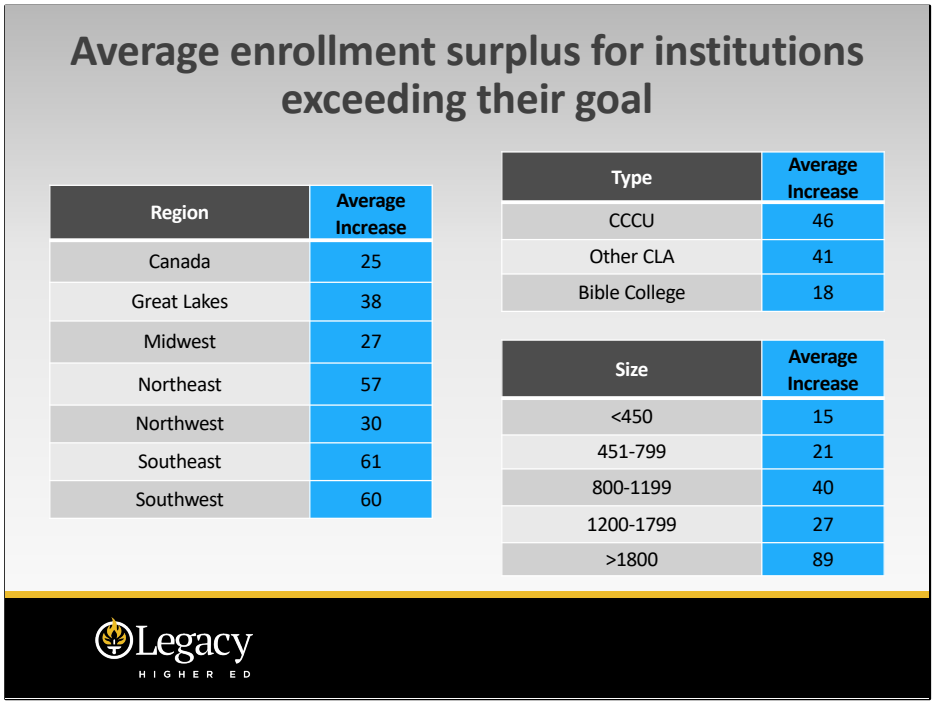

Medium-sized institutions look to have had the most healthy average surplus relative to institution size. (The largest category varies greatly in size, so there can be some "curve-wrecking" by the largest of those institutions embedded in that data)

Average enrollment deficit for institutions missing their goal

Region	Average Decrease
Canada	-29
Great Lakes	-33
Midwest	-34
Northeast	-34
Northwest	-50
Southeast	-63
Southwest	-42

Type	Average Decrease
CCCU	-38
Other CLA	-61
Bible College	-21

Size	Average Decrease
<450	-21
451-799	-32
800-1199	-30
1200-1799	-38
>1800	-91

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Enrollment Comparison

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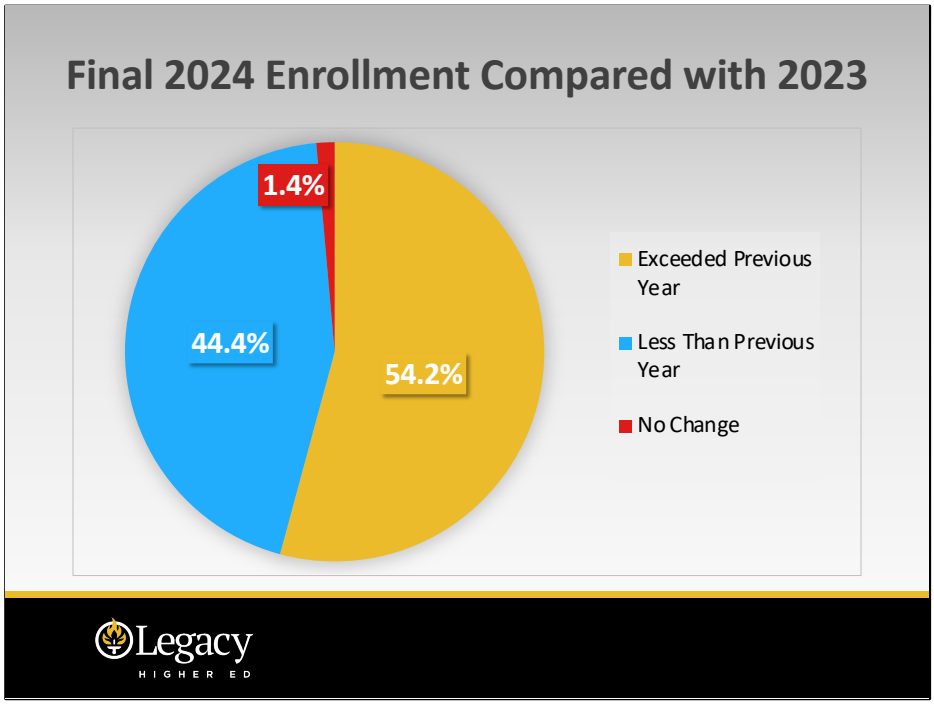
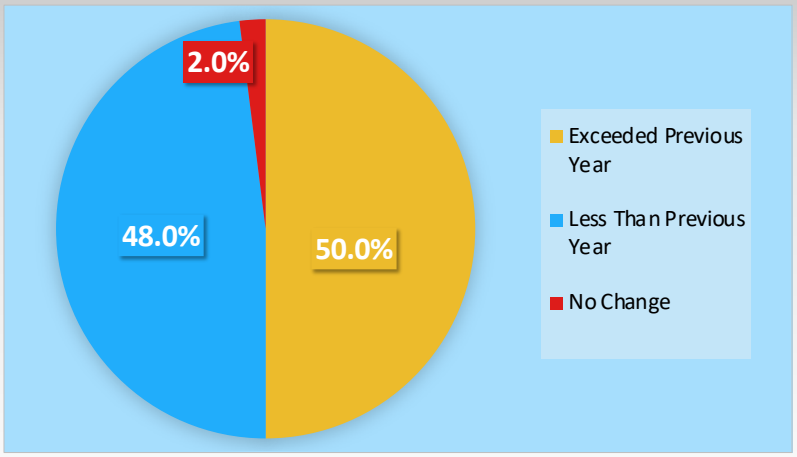


Healthier growth metrics this year, up from 50% in 2023 exceeding the previous year.

Final 2023 Enrollment Compared with 2022



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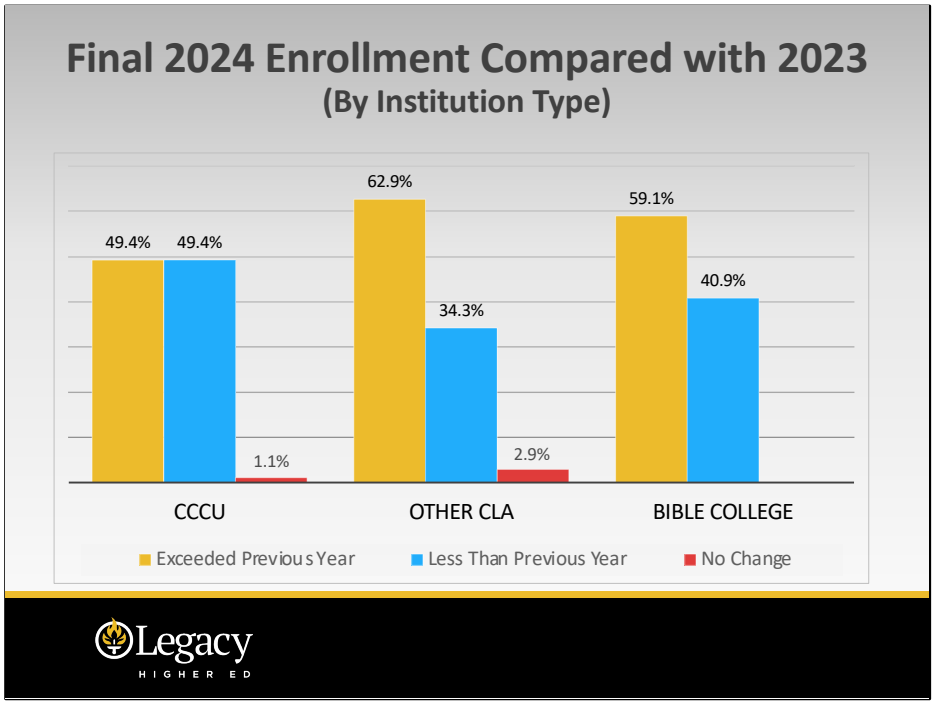
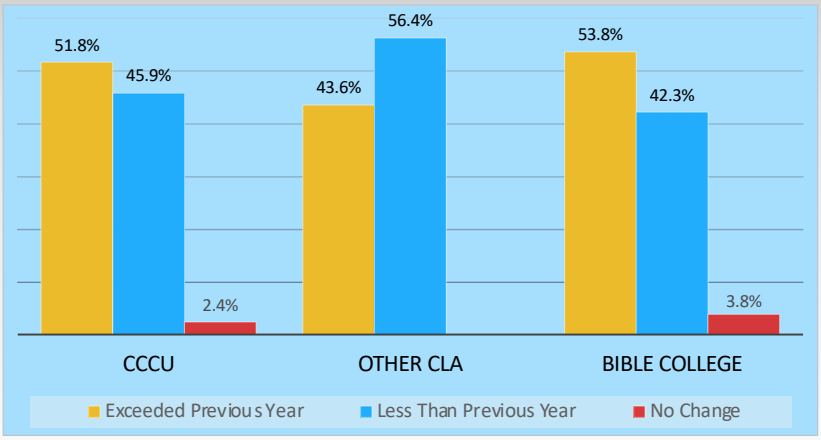


CCCUs slightly decreased in %, Other CLA the big winners, and a healthy increase for Bible Colleges.

Final 2023 Enrollment Compared with 2022
(By Institution Type)



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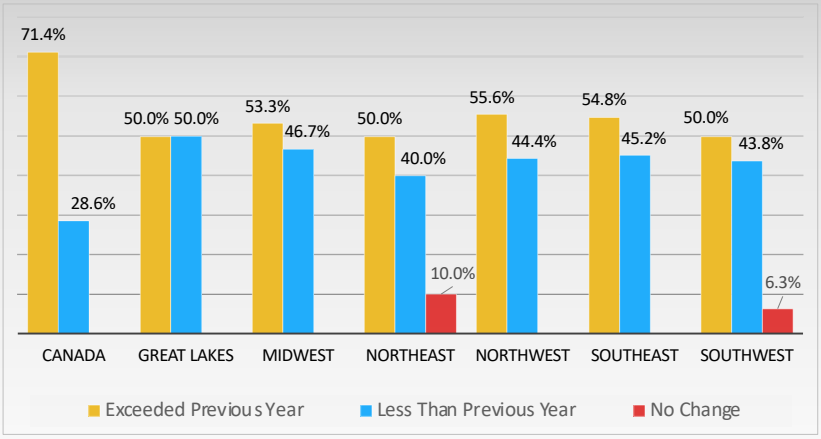
Final 2024 Enrollment Compared with 2023
(By Region)



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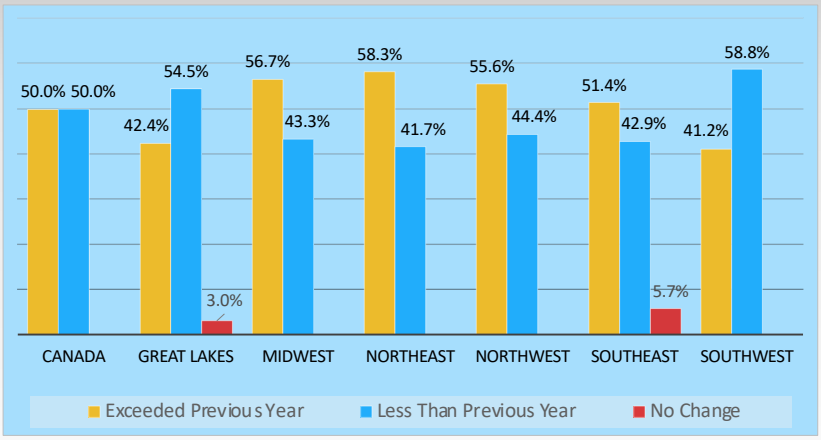
Final 2023 Enrollment Compared with 2022
(By Region)



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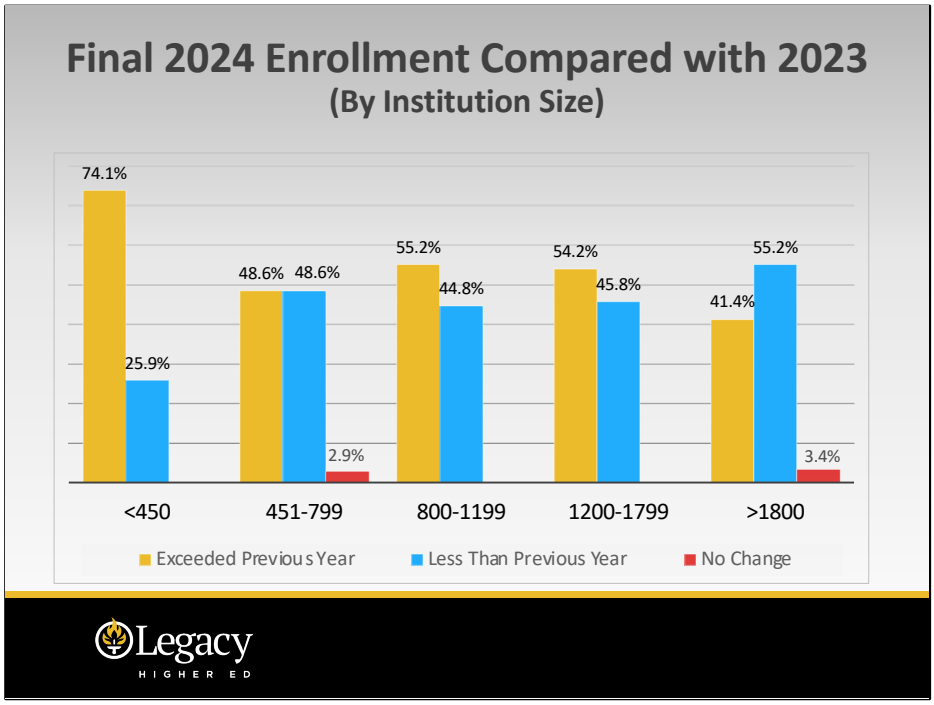
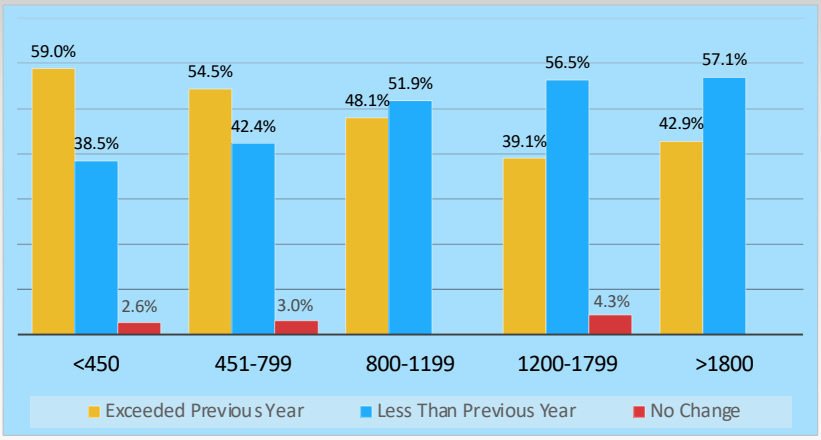


Smallest and Large categories had 15% increases each.

Final 2023 Enrollment Compared with 2022
(By Institution Size)



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Deposit Melt

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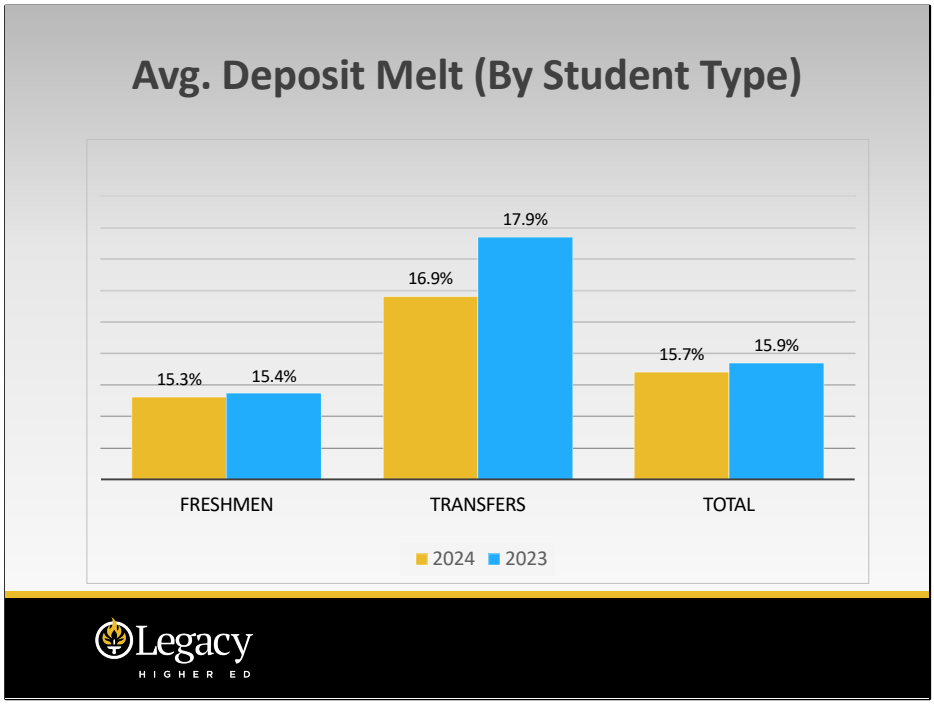
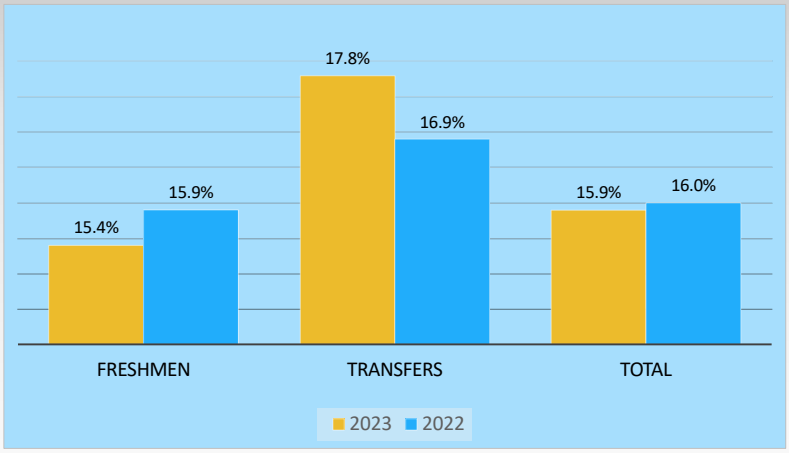


Relative stability for freshman students, with transfer returning to 2022 numbers after a melt spike last year.

Avg. Deposit Melt (By Student Type)



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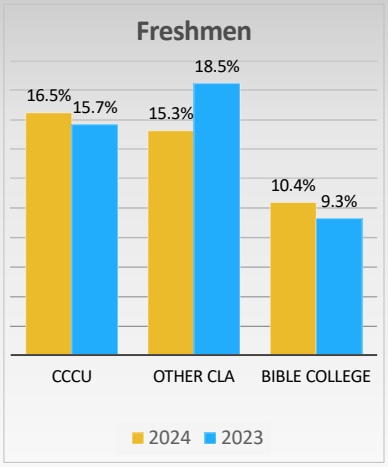
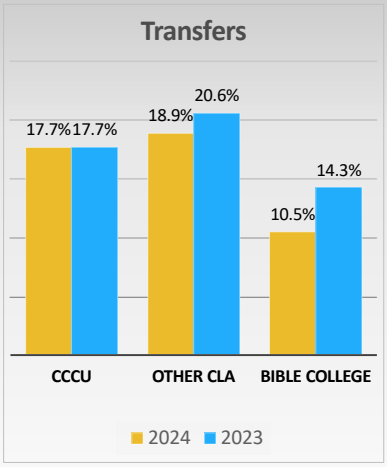
Avg. Deposit Melt (By Institution Type)





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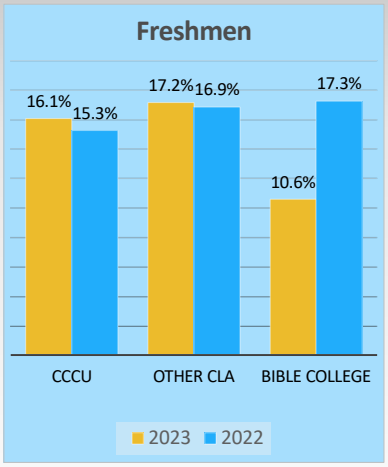
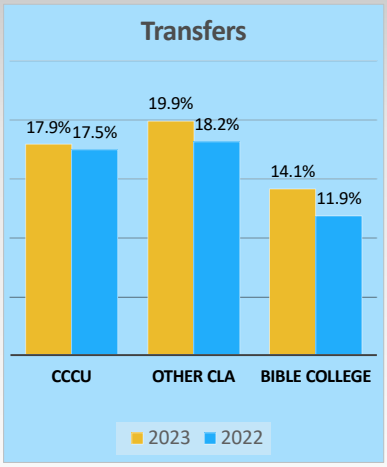
Avg. Deposit Melt (By Institution Type)





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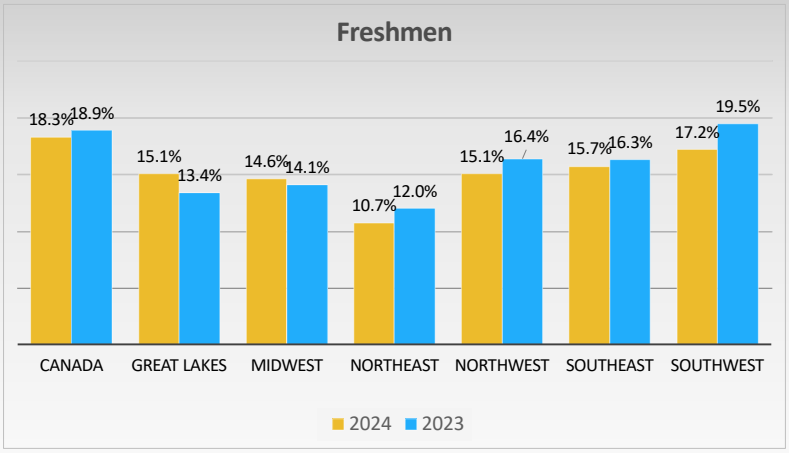
Avg. Deposit Melt (By Region)



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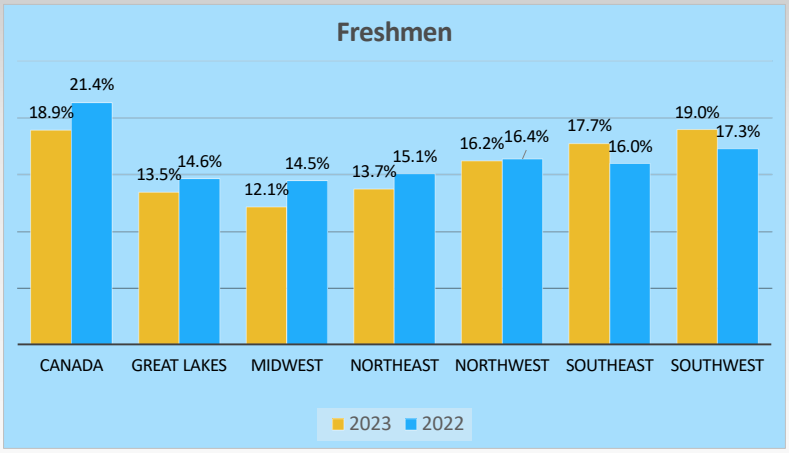

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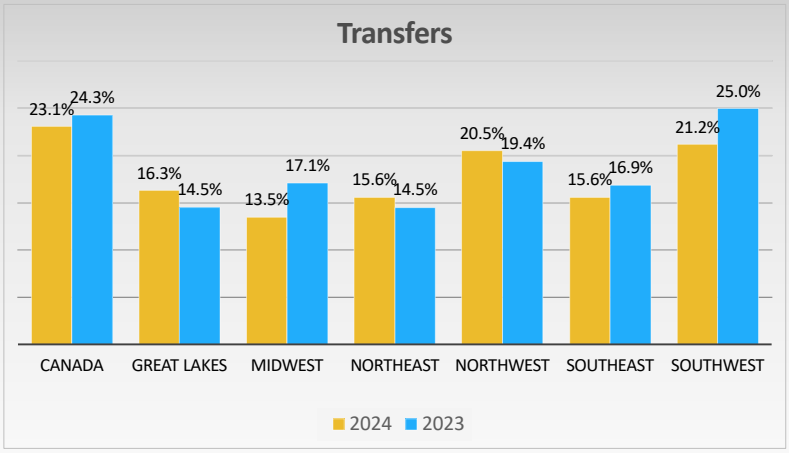
Avg. Deposit Melt (By Region)



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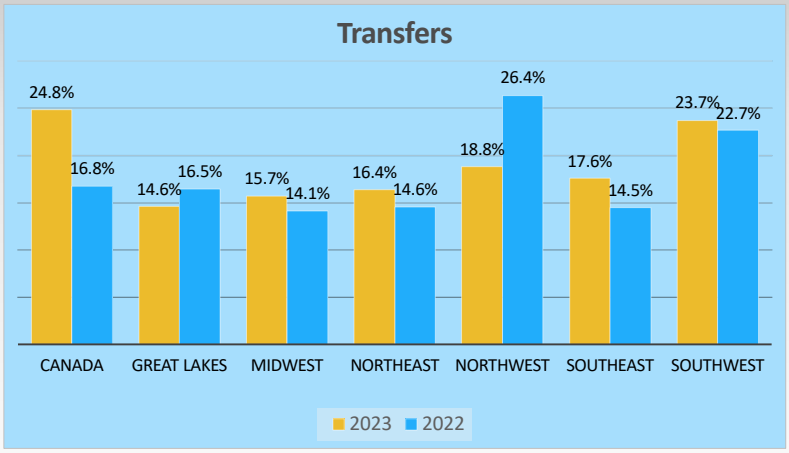
Avg. Deposit Melt (By Region)



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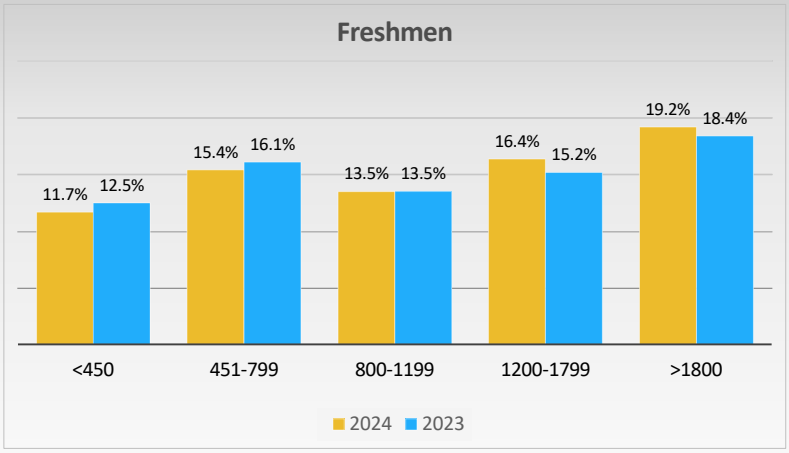
Avg. Deposit Melt (By Institution Size)



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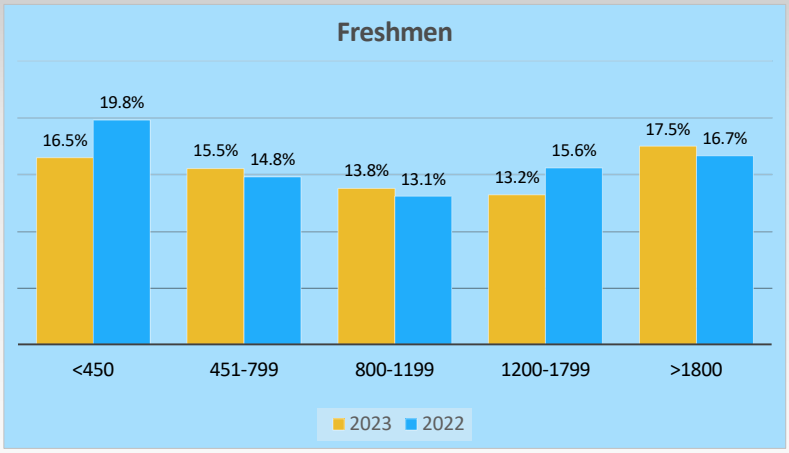
Avg. Deposit Melt (By Institution Size)



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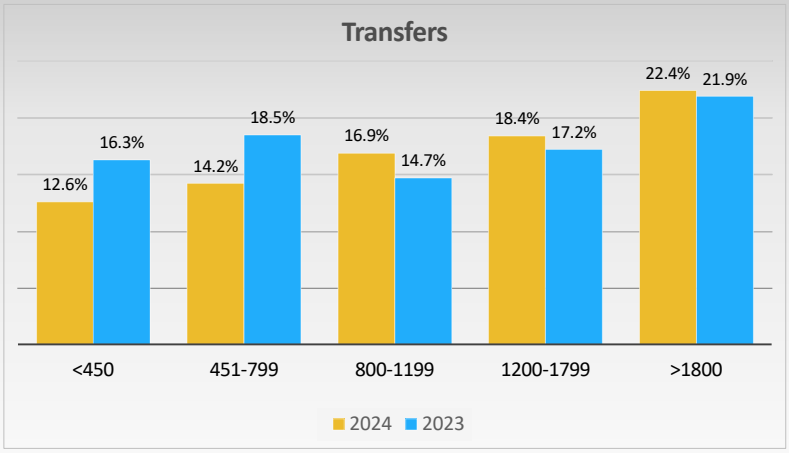
Avg. Deposit Melt (By Institution Size)



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Avg. Deposit Melt (By Institution Size)



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Historical Trends

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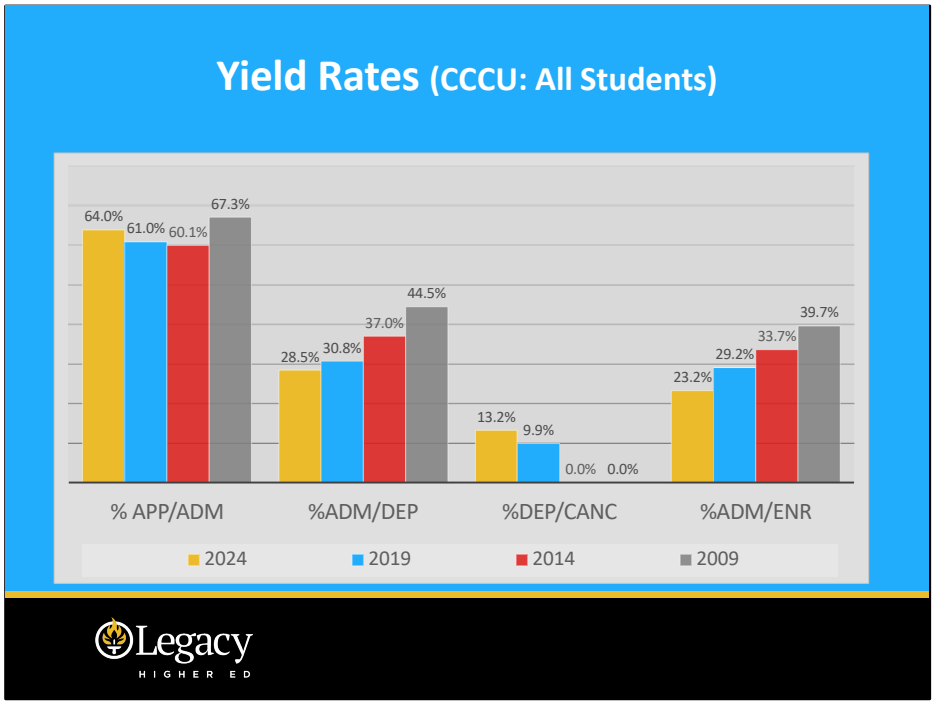
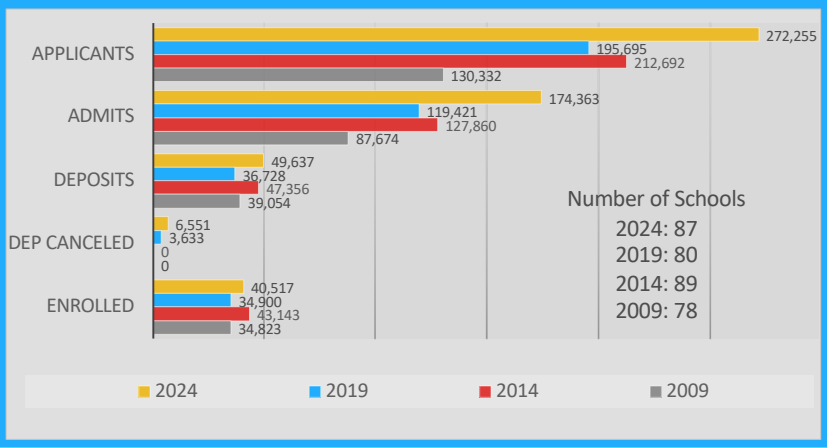


Clear downward trends in deposit and enrollment yields from admit, while deposit cancel behavior has been moving north.

Enrollment Funnel (CCCU: All Students)



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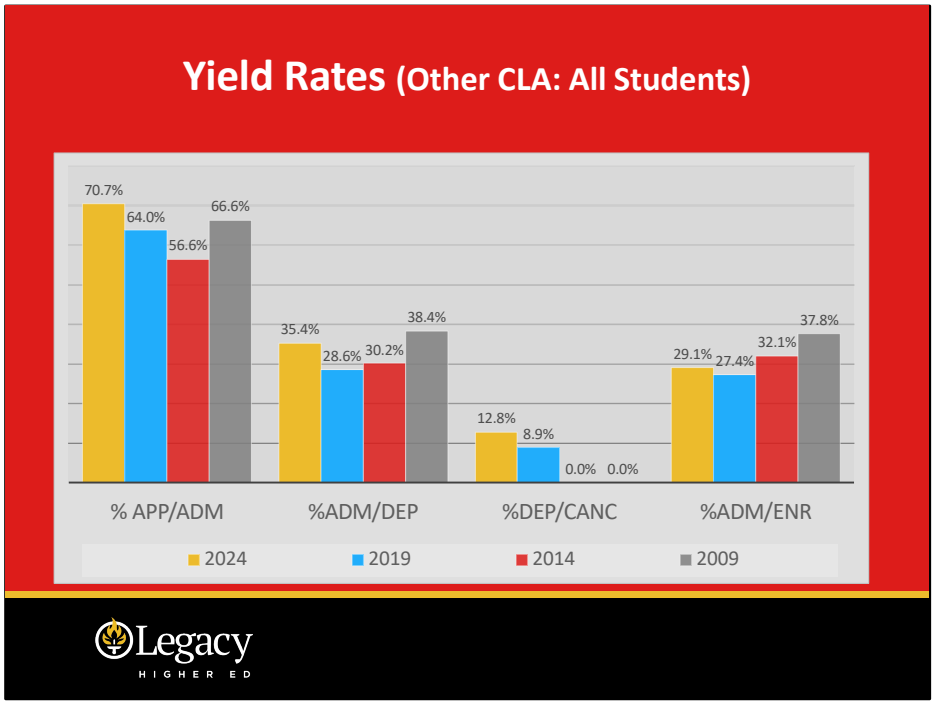
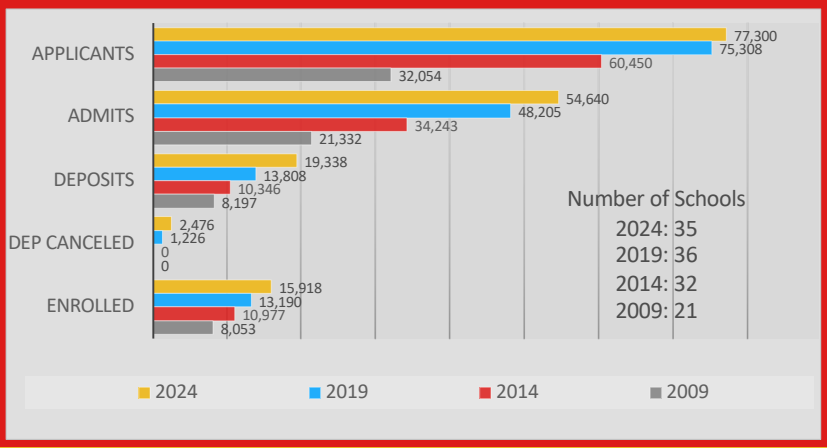


Other CLAs experiencing a yield bounce unlike CCCUs.

Enrollment Funnel (Other CLA: All Students)



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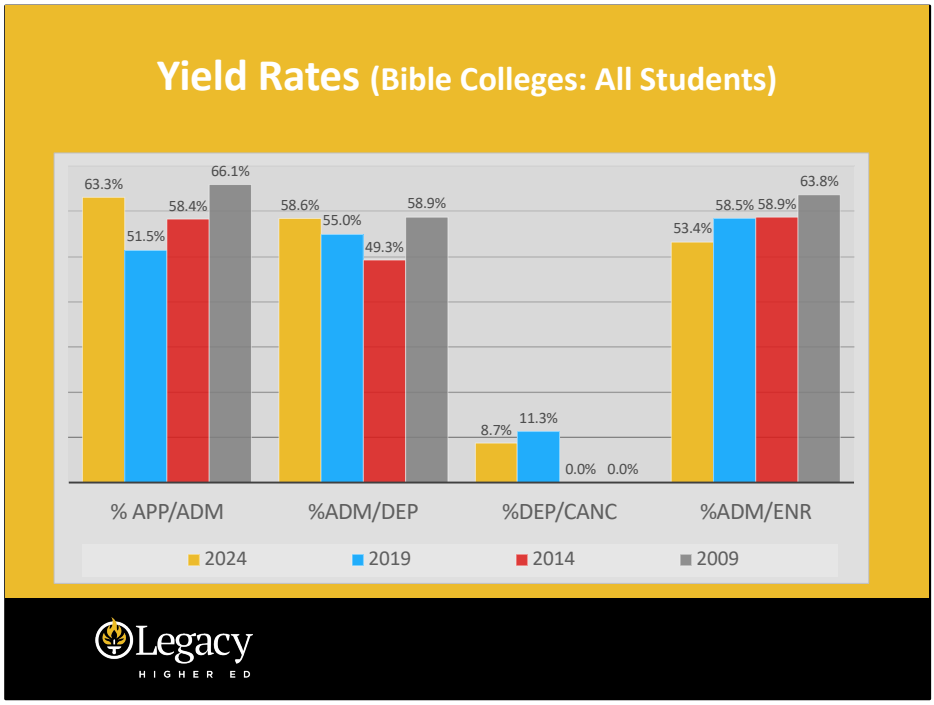
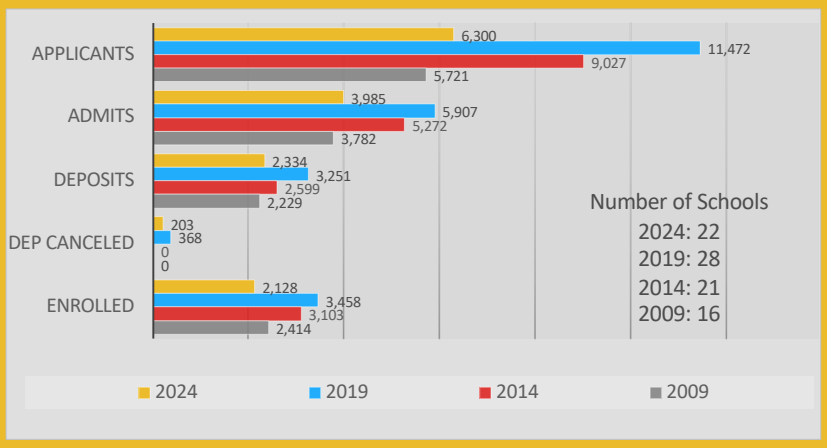


Bounce in admit and deposit rates for Bible Colleges, which did **not** translate into a similar lift in enrollment yield

Enrollment Funnel (Bible Colleges: All Students)



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Key Takeaways

- FAFSA Delays seemingly had limited impact on NACCAP institutions, as evidenced by growth metrics in 2024
- Non-CCCU Christian Colleges carried much of the enrollment optimism for 2024 (The Canada factor perhaps?)
- Some of NACCAP's Bible Colleges appear to establish aspirational goal targets while experiencing real growth
- Yield Rates for NACCAP members overall continue a discouraging downward trend over the last 15 years
- The war against deposit melt has stabilized but still a concerning issue for many institutions

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Thanks!

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