Arkansas Department of Higher Education

Degree Completion Project
September, 2010

Joel Neubert – Government Leader
Michael Jortberg – Higher Education Leader
What is the challenge?

Becky Smith

2001 in Chicago
Graduates High School

Marries and moves in 2002

Becky S. Wilson in Phoenix - enrolls in Community College

Divorces in 2004

Becky Wilson in Phoenix - Education on hold

Adapts full first name in 2007

Rebecca Wilson

Remarries in 2009

Rebecca Jones in Phoenix

Moves in 2010

Rebecca Jones in Atlanta

Rebecca Jones

Wants to finish degree
Acxiom Overview

Hundreds of Data Sources

Clean, Recognize, Consolidate

InfoBase 180 M US Consumers

Customer Uses:

- Correct names, addresses, phone, email
  - OLD: 12 Main St, anytown, IL, 60203
  - NEW: 123 Main Street, Any Towne, IL 60230

- Enhance internal data for more complete picture
  - Add: Age, income, home value, etc.

- Segment
  - Understand characteristics of consumers
  - Monitor for changes

- Contact
  - Direct mail, email, web campaigns for customer acquisition, retention
Acxiom in the Student Life-Cycle

**Recruiting**
- Marketing Services; Lead scoring; Address cleansing
- Reduce Cost Per Enrollment
- Red Flag Fraud Detection
- Reduce Identity Theft

**Admission / Registration**

**Housing / Facilities**
- Background Screening; Demographics for Site Analysis
- Prevent Fraud Boost Enrollment

**Assessments**
- Identity Verification
- Improve Academic Integrity

**Alumni Relations**
- Alumni Demographics
- Data quality and address hygiene
- Harris Connect Alumni Directories
- Boost Donations
- Measure Work in Field of Study

**Student Body Demographics**
- Debt Collections
- Reduce Default Rates

**Graduation**
- Boost Donations
- Measure Work in Field of Study
InfoBase-X Data Sources

InfoBase-X integrates data from 100+ contributors representing thousands of sources

- Public information
  - U.S. Telephone directories
  - Motor vehicle registrations*
  - Driver’s licenses*
  - Birth records & other public records
  - County real estate property records
  - Board of realtors records
  - *May 2000 regulated cutoff

- Specialty data compilers
  - Product registration questionnaires / warranty cards
  - Catalogers
  - Specialty retailers
  - Packaged goods manufacturers
  - Publishers
  - Buying Activity
## Enhancement

### Individual
- Age
- Education
- Occupation
- Gender
- Ethnicity variables
  (rollup and country codes, country of origin, language, religion, etc.)

### Household
- Marital status
- Credit card indicator
- Presence of children
- Children’s age ranges
- Household size
- Income

### Buying Activity
- Apparel
- Automotive
- Jewelry
- Electronics
- Telecommunications
- Home Furnishings
- >700 attributes

### PersonICX
- Household-level segments
- 100% U.S. coverage
- 70 unique clusters
- Product purchase propensity
- Monthly updates

### Real Property
- Dwelling size
- Purchase date
- Home market value
- Available home equity
- Loan detail, type and date
  - Interest rate type
  - Lender name
  - Up to 3 lien positions

### Wealth Indicators
- Highly likely investor
- Net worth indicator
- Real estate investor
- Income producing assets
- Discretionary Spending index

### Auto
- Vehicle purchase, ownership, warranty data from after-market and self-reported data
- File grows thru monthly feeds
- Specific vehicle details: make, model, year, etc.

### Interests
- NASCAR
- Boating
- Golf
- Health & Beauty
- Investments
- Auto Enthusiast
- Social Causes
- > 100 attributes

### Life Events
- New Parent
- Recent Divorce
- Newlywed
- Entering Adulthood
- Empty Nester
- Intend to Purchase Vehicle

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PersonicX

- 70 cluster segmentation system

**GEN X PARENTS—KIDS & RENT**
Cluster 62 (Group 5X)

These lower-income, ethnically diverse households are a combination of singles and married couples, all of whom have children. They are mostly renters, living in both single-family and multi-family apartment buildings.

**LEISURE BUFFS—TIMELESS ELDERS**
Cluster 66 (Group 21S)

Timeless Elders households are still very active. At a mean age of 83, they remain active in their communities, enjoy playing bingo and needlework, and stay up-to-date on a regular diet of TV news.

**BEGINNINGS—EARLY PARENTS**
Cluster 39 (Group 1Y)

At a mean age of 25, Early Parents represents one of the youngest of the segments. It contains single and married parents in their mid-20s whose spending habits and leisure time are heavily influenced by their young children.
### Top 5 PersonicX Distribution

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Count</th>
<th>Percent</th>
<th>Group Name</th>
<th>Cluster Name</th>
<th>Age</th>
<th>Marital Status</th>
<th>Home Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>262</td>
<td>4.5%</td>
<td>Beginnings</td>
<td>- Collegiate Crowd</td>
<td>18-23</td>
<td>Single</td>
<td>Renter</td>
</tr>
<tr>
<td>48</td>
<td>245</td>
<td>4.2%</td>
<td>True Blues</td>
<td>- Farmland Families</td>
<td>36-55</td>
<td>Married</td>
<td>Owner</td>
</tr>
<tr>
<td>39</td>
<td>243</td>
<td>4.2%</td>
<td>Beginnings</td>
<td>- Early Parents</td>
<td>18-29</td>
<td>Single/Married</td>
<td>Renter/Owner</td>
</tr>
<tr>
<td>19</td>
<td>233</td>
<td>4.0%</td>
<td>Jumbo Families</td>
<td>- Country Comfort</td>
<td>36-55</td>
<td>Married</td>
<td>Owner</td>
</tr>
<tr>
<td>58</td>
<td>217</td>
<td>3.7%</td>
<td>Beginnings</td>
<td>- Young Workboots</td>
<td>18-29</td>
<td>Single</td>
<td>Renter/Owner</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Kids</th>
<th>Income</th>
<th>Ran</th>
<th>Urbanicity</th>
<th>Ran</th>
<th>Net worth</th>
<th>Ran</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>No Kids</td>
<td>Middle</td>
<td>36</td>
<td>City &amp; Surrounds</td>
<td>36</td>
<td>&lt;$10K</td>
<td>64</td>
</tr>
<tr>
<td>48</td>
<td>School-age Kids</td>
<td>Low Middle</td>
<td>50</td>
<td>Rural</td>
<td>66</td>
<td>&lt;$250K</td>
<td>53</td>
</tr>
<tr>
<td>39</td>
<td>Kids; Age Mix</td>
<td>Low</td>
<td>60</td>
<td>City &amp; Surrounds</td>
<td>30</td>
<td>&lt;$50K</td>
<td>59</td>
</tr>
<tr>
<td>19</td>
<td>Kids; Age Mix</td>
<td>Upper Middle</td>
<td>16</td>
<td>Rural</td>
<td>59</td>
<td>$25K-$499K</td>
<td>33</td>
</tr>
<tr>
<td>58</td>
<td>No Kids</td>
<td>Low Middle</td>
<td>48</td>
<td>Rural</td>
<td>62</td>
<td>&lt;$10K</td>
<td>61</td>
</tr>
</tbody>
</table>
Key Facts about Top 5 Clusters: Collegiate Crowd and Farmland Families

- #57: Collegiate Crowd: Mean age of 21 is the youngest cluster. Has a high concentration of students, a correlating low net worth and high mobility.
- #48: Farmland Families is made up of large blue-collar families living in the most rural areas of the country. High rank for household size and working women and in the lower-middle category for income and net worth
Early Parents, Country Comfort, Young Workboots

- #39: Early Parents ranks among the nation’s lowest clusters for income and net worth ranked 60th for both.
- #19: Country Comfort is a combination of rural white-collar and blue-collar families, some self-employed, with mixed-age children. The group ranks 16th for household income and second for working women.
- #58: Young Workboots has a mean age of 25, this group is the third youngest cluster in the nation. They are unmarried, work in a mix of white-collar and blue-collar jobs, and are found primarily in small towns and more rural areas.
ADHE Process

1. Schools select student from past five years who have not completed a degree
2. Send info to ADHE, then to Acxiom
3. Acxiom
   1. Cleans names, addresses
   2. Appends demographics
   3. Returns to ADHE for analysis
4. Cost of ~$1,500 – majority on email address
Additional Solutions – List Rental

- High School Students – 9MM+, ages 14-18, grades 9-12
- College Bound Students – 3MM+, HS jrs/srs with an interest in attending college
- College Students – 6MM, attending approximately 900 colleges & universities; some records are ‘classed’ (available by class year), others are unclasped depending on how the facility reports; this file has a definite ‘seasonal’ aspect to it as student addresses start to become available in Sept each year and finish reporting early the following winter, then are defunct by May….
- Teen lifestyle – 4MM, ages 14-19 with interests in specific areas
- Permission Based Email Addresses – 4MM+ teens, college students and young adults ages 16-25 who have opted in
- Ethnic teens – 2.7MM+, teens ages 13-19
Thanks for your time

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