STEVENS
INSTITUTE OF TECHNOLOGY
1870

# The Admissions Arcana

## Shaping Strategy from Signals with Quorum Scoring

**David Dysart**




STEVENS
INSTITUTE OF TECHNOLOGY
1870

# Stevens Institute of Technology

- Private, Non-Profit
- Hoboken, New Jersey
- ~4,000 Undergrad
- ~4,000 Graduate students





**David Dysart**

**Associate Director of Data Analytics, Enrollment Management**

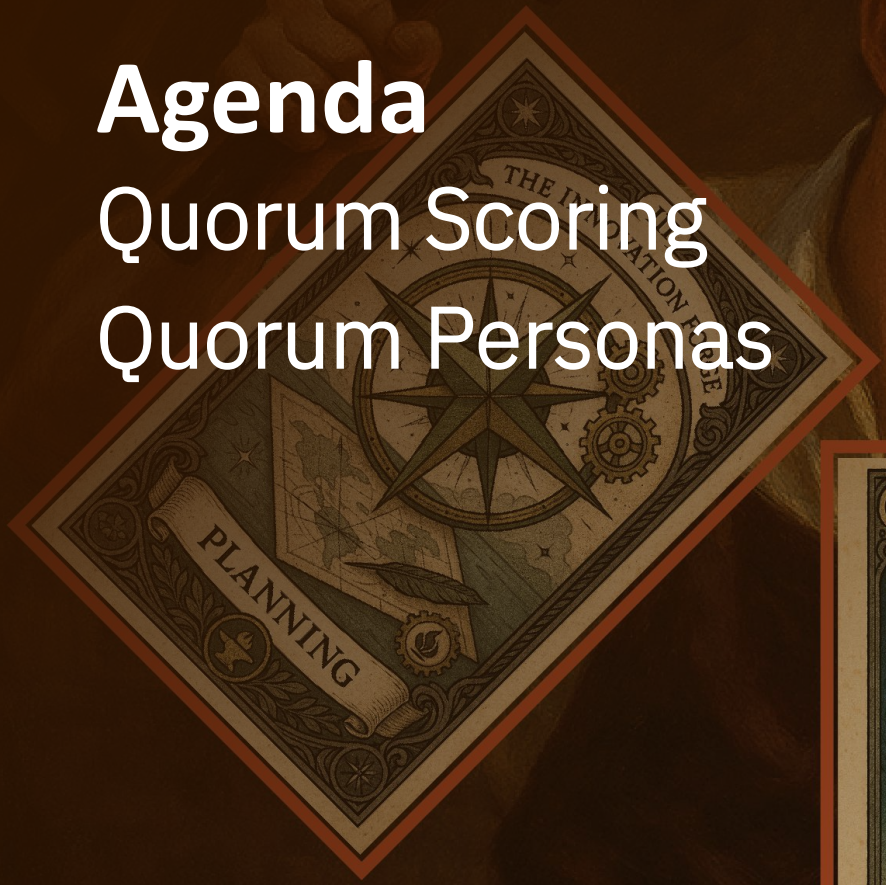
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# Agenda

Quorum Scoring

Quorum Personas

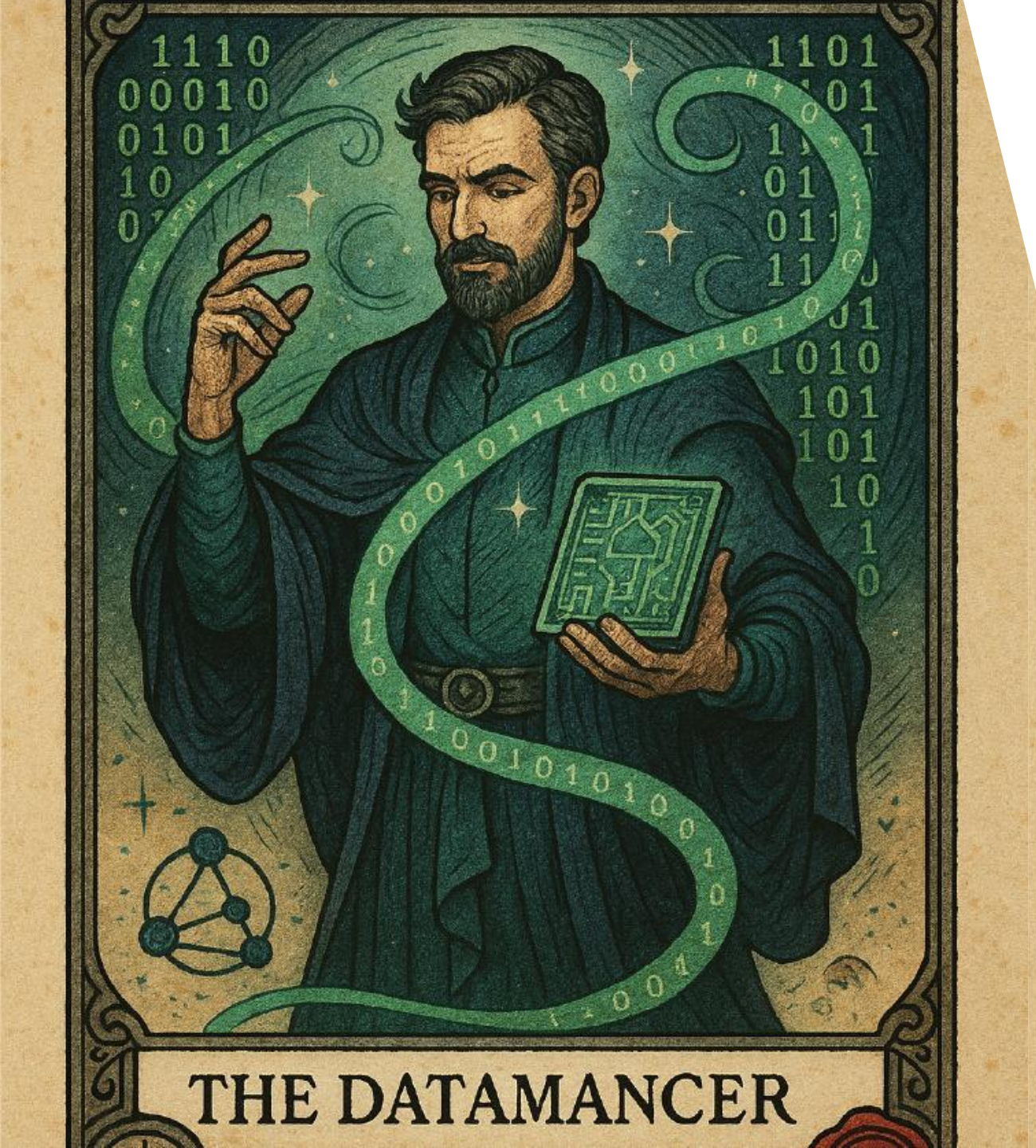











# Quorum Scoring

## With the Datamancer

# Travel Planning

- Why did you travel last year?
- Not the ‘To Recruit’ answer…
- Why those Geomarkets? Those Schools?
- You did it the year before?
- The counselor 3 turnovers ago had family there?



# Travel Planning

- What data would help you spend your travel budget better?
- High volume (Inqs, Apps, Admits, Enrolls)?
- High Engagement from records?
- Strong Conversion (Inqs that apply,  Admits that enroll)?
- Quality students that succeed?
- Travel that impacts outcomes?



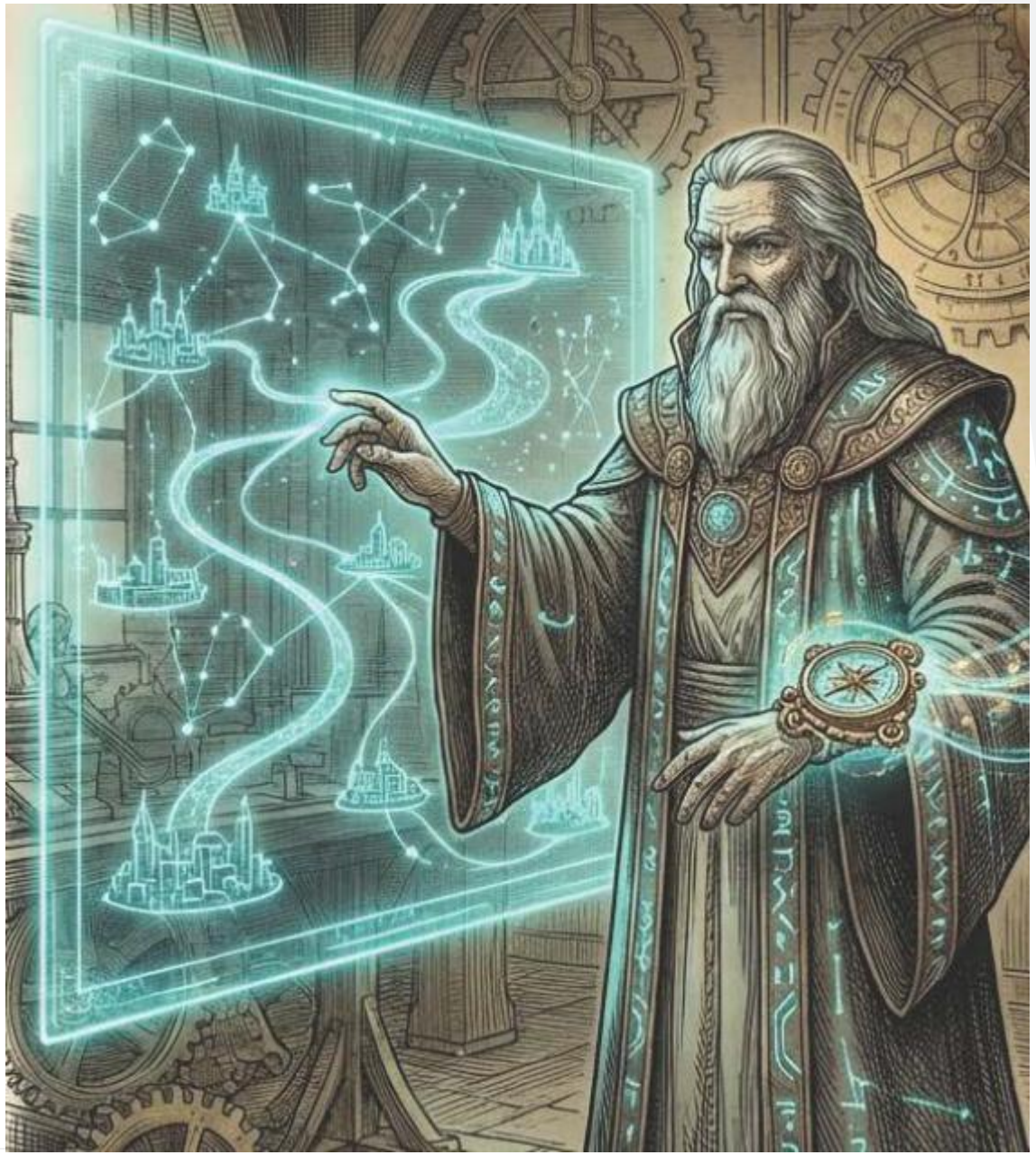
# Travel Planning

- What does that spreadsheet look like?
- How hard is it to decipher?
- Or is it based on gut instincts?



# The Quorum Framework

- Eric Hoffpauir's process to identify locations that should be reviewed for travel with automations in Slate due to volume
- An aggregated score version solved the hoes in my SCOUT framework to understand, strategize, and direct recruitment - travel, comms, and relationship building



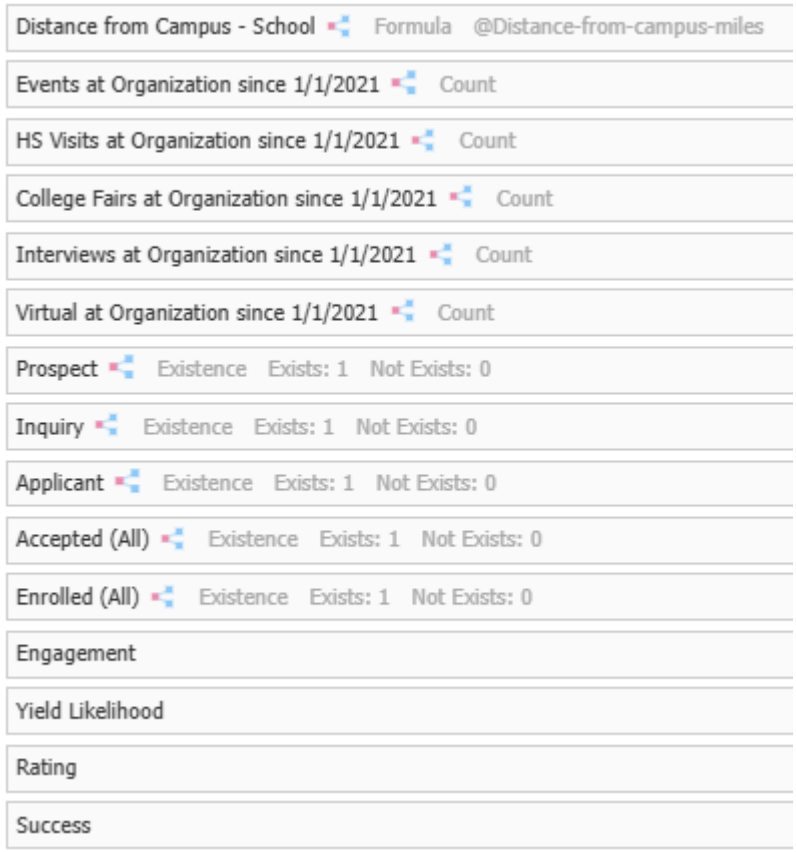



# Quorum Framework

## With the Querysmith

# The Quorum Score

- A quorum score tells us where effort compounds, and quorum personas tell us how to act when it does.
- Identify important success metrics and characteristics
- Score will be skewed by factors like proximity, existing travel, relationships, fit, etc.



# The Quorum Personas



# The Quorum Score

- Aggregate historical date to your Quorum Base like School, Zip, Geomarket, etc.
- Score values with Quintiles, P10P90, etc.
- Weight metrics according to importants

| Convert Weighted Quintile | |
|---|---|
| **Convert : Accept to Enroll** | **Convert : Accept to Enroll** |
| 5% | 4 |
| 100% | 10 |
| 38% | 6 |




# Quorum Personas

## With the Threadweaver

# The Quorum Personas

- Use success metrics and characteristics to create personas
- Create recruitment strategies around personas
- Small but Mighty
  - Low volume, high conversion. These schools punch above their weight. Don’t overlook them in travel planning. A few visits or counselor touches may go a long way.
- Inquiry Engine
  - These schools have strong early-stage interest but underperform in application conversion. Consider messaging alignment, application workshop events, or counselor outreach to bridge the gap.

# From Score to Story



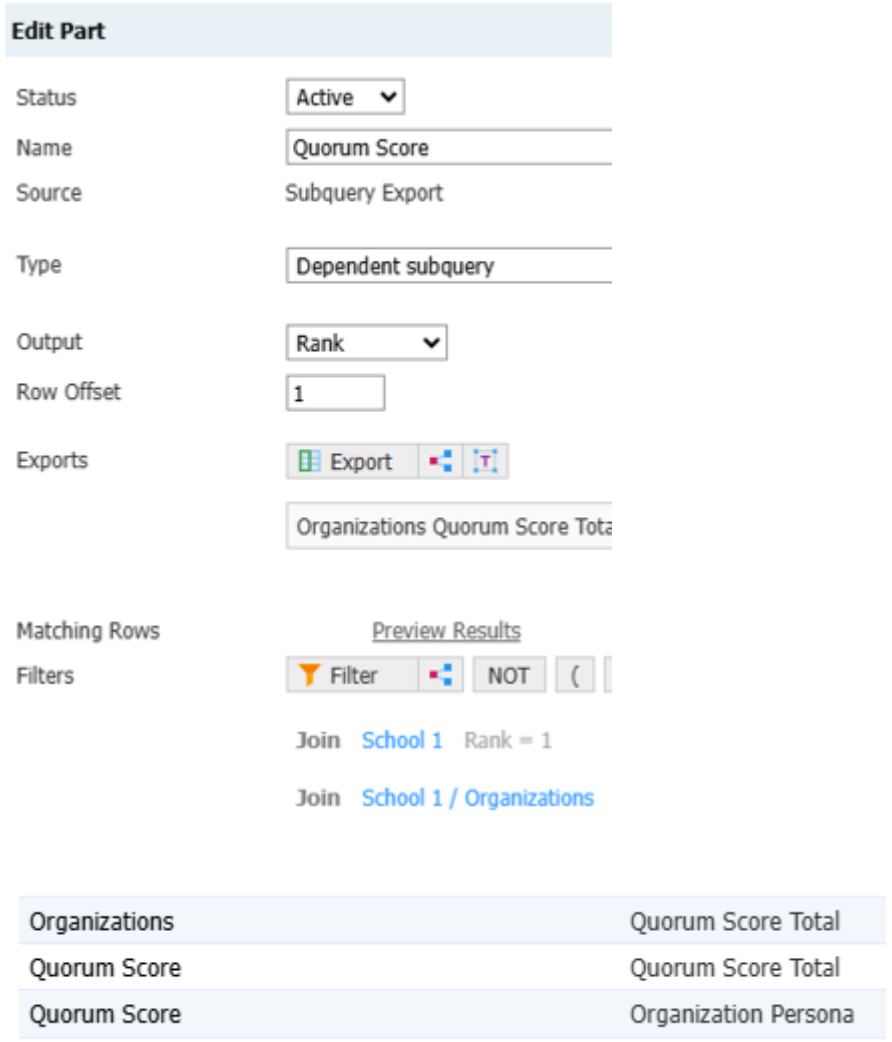


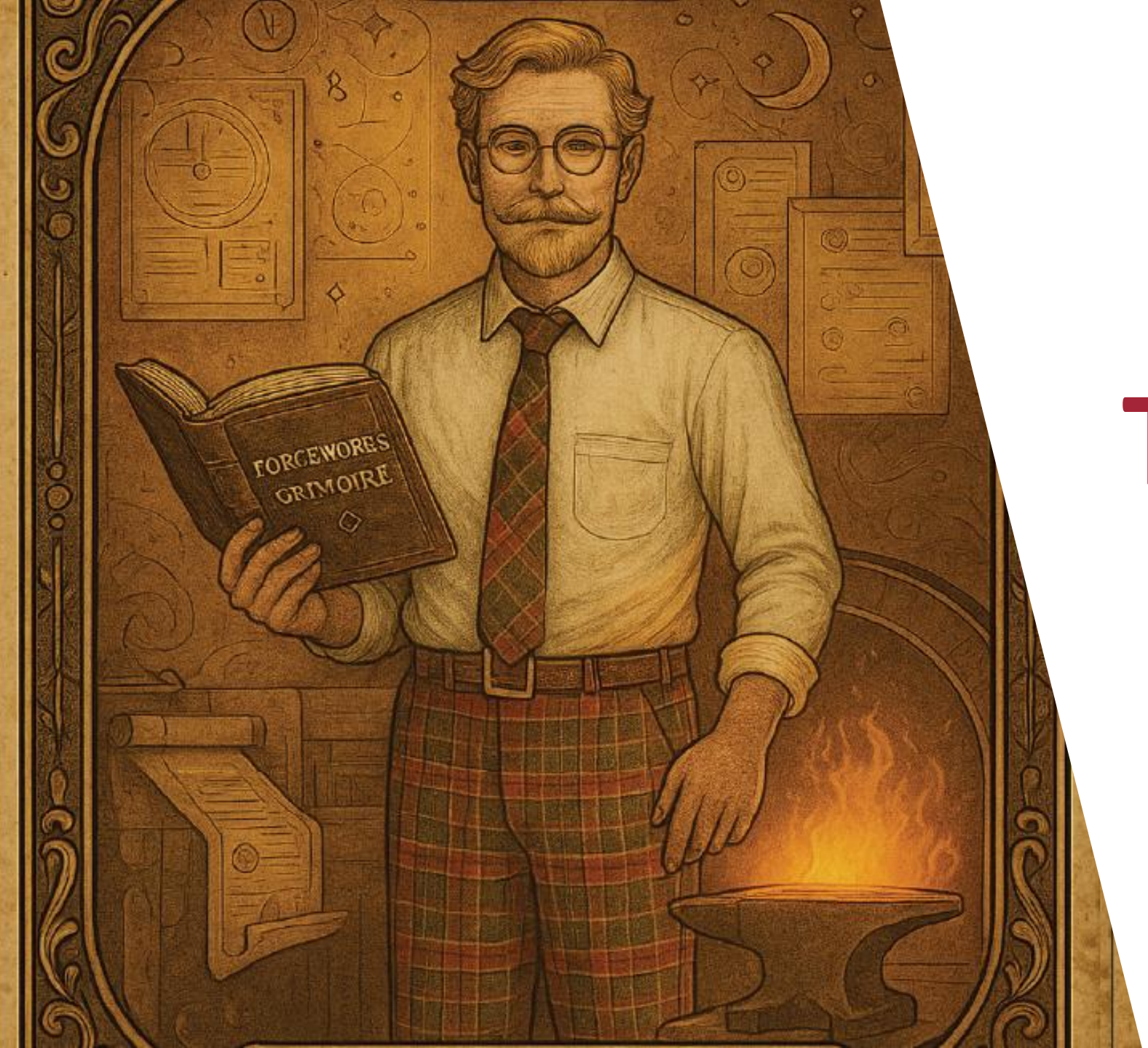

# Using Quorum

## With the Metricurgist

# Using Quorum

- Import Scores to the Organization (or created dataset)
- Import into custom fields and Entities to get easy current data and longitudinal data
- Run yearly updates on ~3 years of data



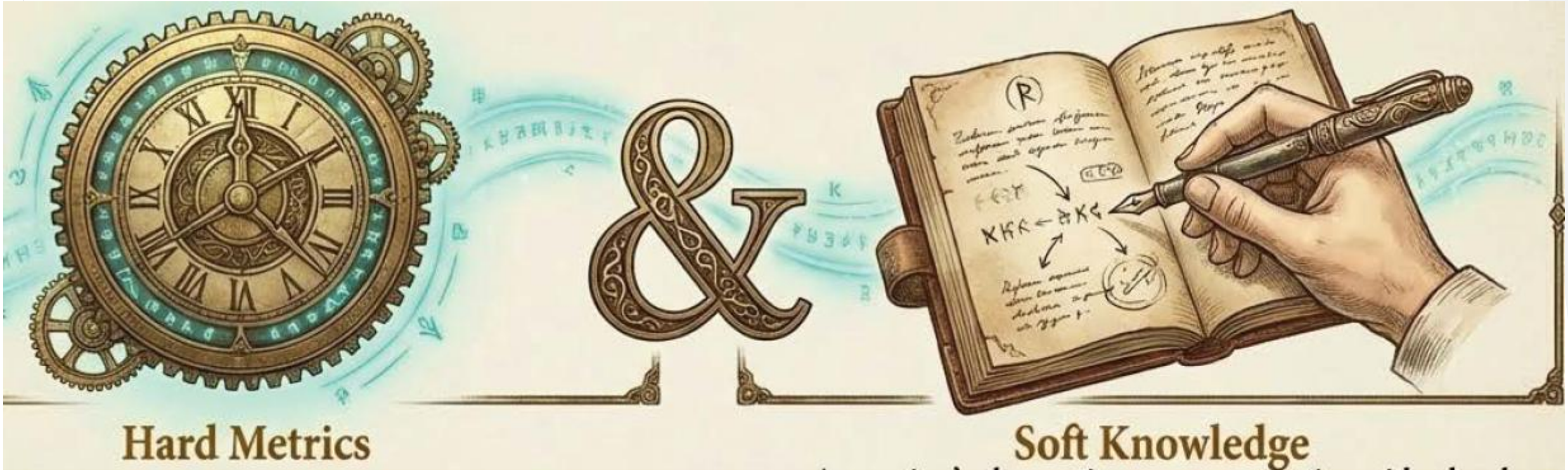



# Takeaways

## With David

# Using Quorum

- The Quorum Score and Personas provide hard metrics
- The Recruiter's observations, conversations, and experiences can explain why a score is rising or falling and contextualize it



# Using Quorum

- Understanding territories
- Prioritize resources and travel
- Relationship Building
- Onboarding and Training
- Leverage existing success elsewhere
- Identify territory under the radar
- Add to scoring/modeling (ADJUSTED!)
- Prioritize, augment, and segment communications
- Following and get ahead of shifting markets

# Suitcases and Resources

Suitcase

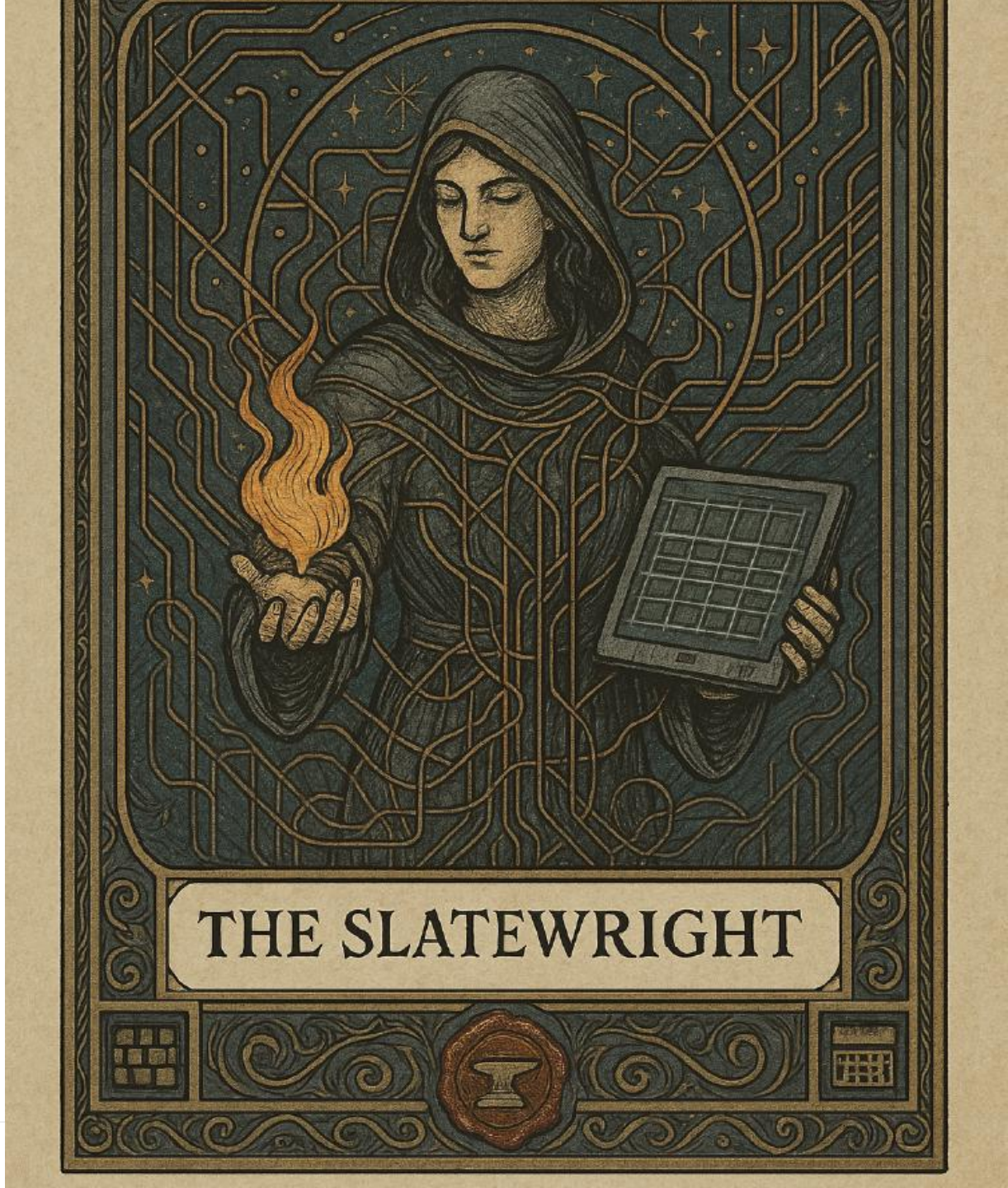
Excel Document

Grimoire PDF ( pages)

Powerpoint

Video Walkthrough of building

Quorum live



# Takeaways

- **Build Smarter Exports:** Leverage flags, scores, and streaks to turn behaviors into structured insights. Ready for modeling, strategy, and action.
- **Think Like a Modeler:** Engineer features that explain, predict, or provoke questions. The goal isn't just to describe, but to discover.
- **Anchor in Time:** Time-aware features (post-decision logins, pre-deadline actions) offer context that snapshot data can't. Trends live in timelines.
- **Target Your Outreach:** Flags and counts help define micro-segments, those quietly engaged, those slipping away. Use them to personalize yield strategy.
- **Monitor Momentum:** Track behavior shifts and score deltas over time. Use historical comparisons to spot inflection points and act early.
- **Package the Power:** Channel your inner Wizard, Fixer, Architect, and Captain to automate and scale your insights. Feature Engineering isn't just technical—it's transformational.



# Goals

Scoring and Modeling

Build Smarter Exports

Think Like a Modeler

Time-aware features

Target Your Outreach

Monitor Momentum

Package the Power

Not just technical—it's transformational.

