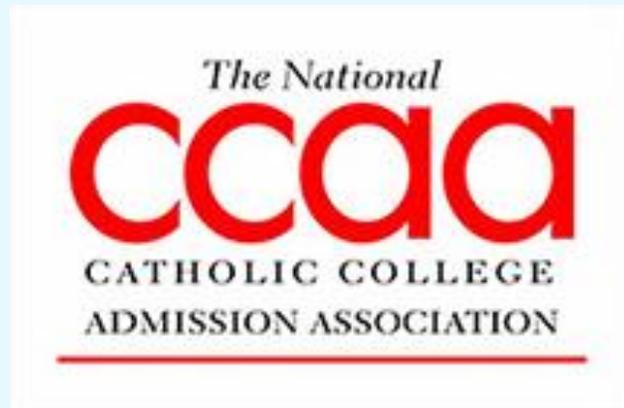


MARKETview



MARKETview EXECUTIVE SUMMARY

National Catholic College Admission Association

MARKETview: ROI FOR NCCAA AND ITS MEMBERS

NCCAA is committed to promoting Catholic higher education and serving students' hearts and minds. To have every Catholic college as a member, NCCAA is looking to make better use of data and provide additional value to its membership.

MARKETview can uniquely provide the nuance and context that Catholic college enrollment leaders need to better identify, engage, enroll, and graduate students. Below are several value drivers for NCCAA members holistically and additional value for those NCCAA members that join MARKETview.

NCCAA Enrollment Data Analyses

MARKETview will leverage the NCCAA dataset and compare NCCAA school performance at key inflection points throughout the cycle with MARKETview's 120+ (including 35+ Catholic colleges) dataset. MARKETview will display NCCAA data relative to the National cohort (all 120+ schools), Private schools, and Public schools.

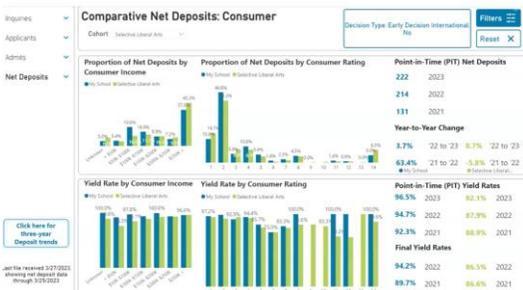
[Here's a hypothetical example](#) of how MARKETview will provide context for NCCAA members across a greater continuum than what NCCAA could achieve on its own.

Know More Sooner

NCCAA members are driven by a common mission to uphold Catholic higher education and serve students.

For NCCAA members that are MARKETview partners, MARKETview will provide even more robust analysis and counsel. Included are a Catholic school cohort, an understanding of Catholic student behavior throughout the funnel, a predictive score of how likely a student is to be from a Catholic household, and more.

To the left is a [short clip](#) of the MARKETview platform in action displaying a small portion of the valuable insights available.



NCCAA & MARKETview Partnership

Beginning in May 2023, MARKETview will provide NCCAA members quarterly data insights and sponsor the Annual Meeting at NACAC. In addition, NCCAA members that are also MARKETview partners will have an extended session diving deeper into Catholic school and student performance.

In addition, MARKETview will provide NCCAA members financial incentives and preferred pricing to join MARKETview, designed to make it easy to get a partnership underway.

The Problem

For too long, enrollment leaders have relied on static, backward-looking data to make decisions. Traditional datasets are limited to campus-specific data and are too often out of date. Siloes exist across traditional datasets, forcing you to stitch everything together. There is little to no context in your data, providing little understanding of your performance relative to others. Finally, traditional datasets treat students as binary metrics, lacking the nuance you need to understand the composition of your funnel.

The Solution

MARKETview unites and enriches datasets in an on-demand data platform. Paired with expert analysis via regular consultations, you'll get:



BROAD-REACHING VISION INTO ALL STUDENTS

Tens of millions of student records, filterable down to the individual level and updated daily, are at your fingertips 24/7



MORE KNOWLEDGE ABOUT STUDENTS, SOONER

With household consumer data appended to each student record, you'll target and build relationships with students and families like never before.



INTEGRATION OF CAMPUS DATA SETS

From prospects to first-year retention, all available data is finally accessible in one place – and filterable in more than 300 ways.



PERFORMANCE CHECKS WITH PEERS

Comprehensive data equips you to compare your performance to previous cycles, your peer institutions, and the national landscape.

What To Expect



Better Allocate Your Resources

With your data enriched and collected centrally, you'll know exactly what to prioritize.



Know Where You Stand – and When to Act

Nimble pivot and control your outcomes year-round – instead of waiting until it's too late.



Improve Collaboration and Context

Sharing the most salient points builds internal and external support for your initiatives.

The Results

On average, MARKETview partners outperform the market by:

↑ **7.1%**

Enrollment
(2019 v. 2021)

↑ **6.2%**

Net Tuition Revenue
(2019 v. 2021)

↑ **18.1%**

Diversity on Campus
(2019 v. 2021)