

Market Demand Report

Help Documentation

Updated: November 2020

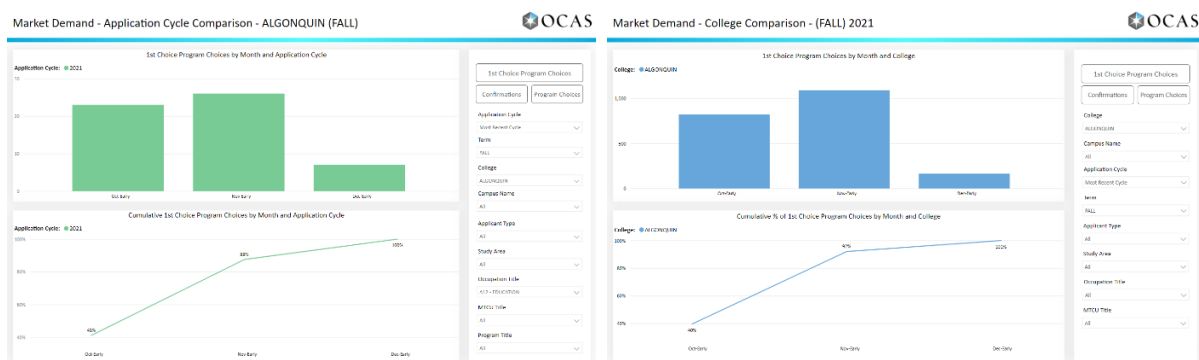


APPL002 – Market Demand Report

What's in this report?

The *Market Demand* report gives valuable insight about when students are applying to college, how many applications a specific college is receiving, and program choice and confirmation decisions. The data in the report shows both the raw counts and cumulative percentages over time in two separate pages:

1. The *Application Cycle Comparison* page
2. The *College Comparison* page



The report can be customized by various slicers that set the application cycle, college specifics and applicant demographics. Both pages of the report can return data based on first choice program choices, confirmations, and all program choices.

Why is this report useful?

This report shows when students are applying to specific colleges and programs. This data can inform recruitment and marketing efforts to better target prospective students throughout the year and allows colleges to see when they should prepare to process applications. The report also allows for college-to-college comparisons for first choice program choices, confirmations, and all program choices. Use this report to answer important market demand questions, including:

- How many applications did my college receive this year compared to last year?
- How many first choice programs did my college receive in a given year?
- How many first choices is my college receiving in comparison to another college?
- When is my college receiving the most applications?
- What programs are the most popular at my college?
- How many confirmations does my college have at the end of April for the current application cycle?
- When are specific programs at my college being applied to?



How to use this report

This report features multiple slicers that allow you to customize data results. These slicers determine the starting cohort (applicants or students enrolled in a specific program for a given application cycle, term, college, etc.) and subsequent data:

Report Slicers

Application Cycle:

- The specific application cycle that will be used to populate the data in the report
- Includes application cycles from 2012 to present
- Select multiple application cycles on the *Application Cycle Comparison* page to compare data

Term

- The period in which a program begins (e.g., Fall, Winter, or Spring)

College

- Select a specific college to view its data on the *Application Cycle Comparison* page, or select multiple colleges on the *College Comparison* page to compare data
- The *College* slicer will narrow the *Campus* and *Occupation*, *MTCU* and *Program Title* slicers to titles found at the selected college(s)

Campus Name

- Set a specific campus(es) to see its data in the report
- Campuses are dependent on the college(s) selected

Applicant Type

- Select the type of student—*direct*, *non-direct*, *unknown* or *all*—to see their market demand data
 - **Direct:** Applicants who have taken at least one secondary school course in the 12-month period prior to the application cycle for which they are applying
 - **Non-Direct:** Any applicant that does not meet the definition of a direct student

Study Area

- The specific study area to which a program has been assigned
- Selecting one or more study areas will focus the options available in *Occupation Title*, *MTCU Title*, and *Program Title* slicers to those that fall within the selected study area(s)
- Deselect all options to return data across all study areas



Occupation Title

- The Occupational cluster into which similar programs have been grouped
- Selecting an Occupation Title will limit the *MTCU Title* and *Program Title* slicers to programs that are within the set Occupation Title

MTCU Title

- Setting the *MTCU Title* slicer will limit the results of the *Program Title* slicer to include programs under the MTCU selection

Program Title

- Set a specific program to see its data or select multiple programs to compare data
- This slicer is only available in the *Application Cycle Comparison* page and is dependent on the selections of the previous slicers

Report Buttons

Three report buttons appear on each page of the report. Use these buttons to filter results by:

1st Choice Program Choices

When this button is selected, the report displays data for the program ranked as the most preferred by applicants.

Confirmations

This button displays a count of every confirmation of an offer that an applicant has made. For example, if an applicant confirms an offer in January and then declines that offer and accepts a different one in February, they would be displayed in both months.

Program Choices

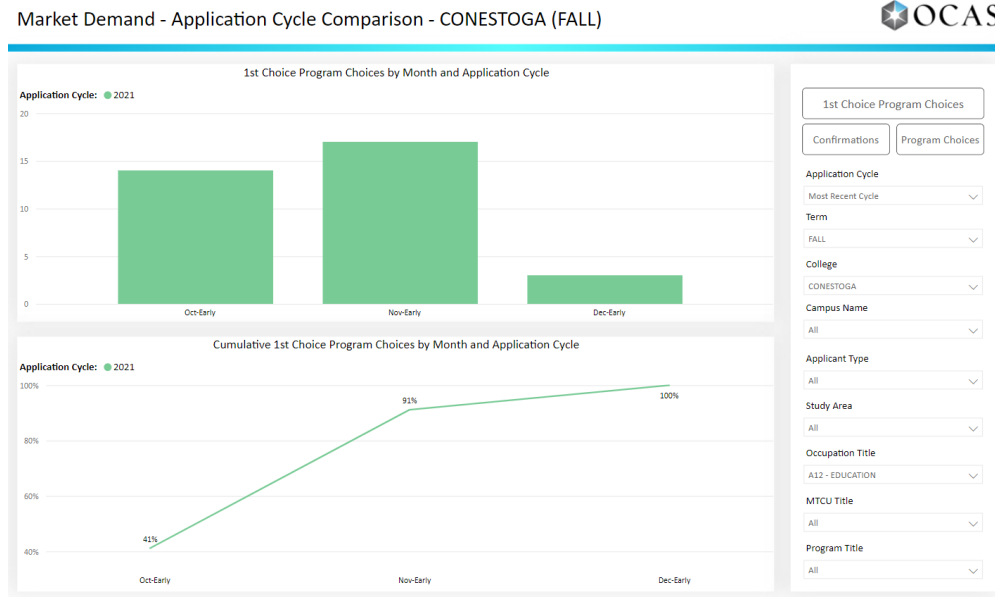
Displays a count of every program choice applicants have made. For example, if an applicant made five program choices in January and then removed a few choices and added 3 new ones in February, the report would show a count of 5 in January and 3 in February for that applicant.



Application Cycle Comparison Page

The *Application Cycle Comparison* page allows you to set a specific college and filter all the way down to a specific program to see application data. Select multiple application cycles to compare data across years and see changes over time.

This report page is divided into two sections:

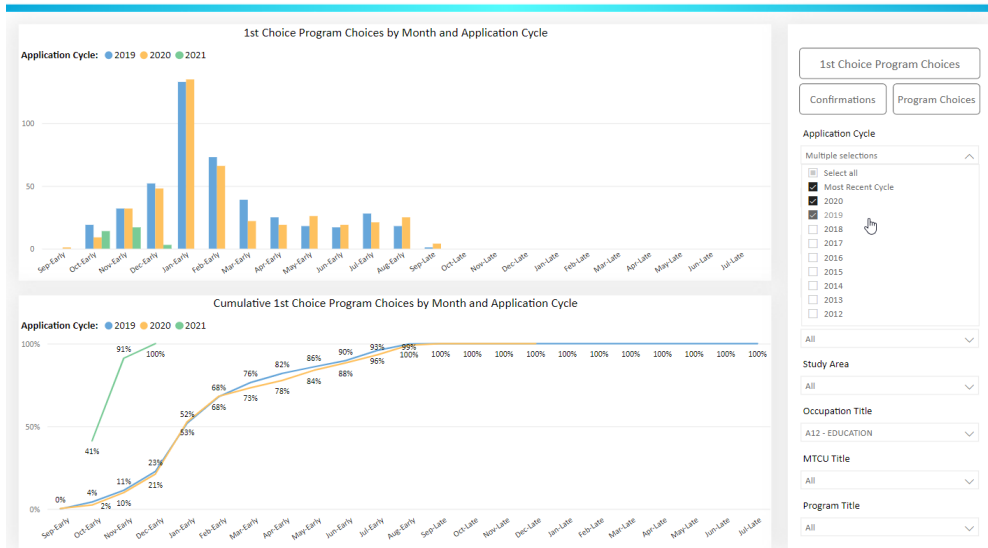


The bar graphs in the report display how many first choice programs, confirmations or program choices (depending on the selected button) there were for a college by month and application cycle. The report can be further customized by campus, applicant type, and program information.

The line chart displays the cumulative first choice programs choices, confirmations or program choices (depending on the selected button) by month and application cycle.

To compare data between two or more periods, select multiple cycles in the *Application Cycle* slicer:

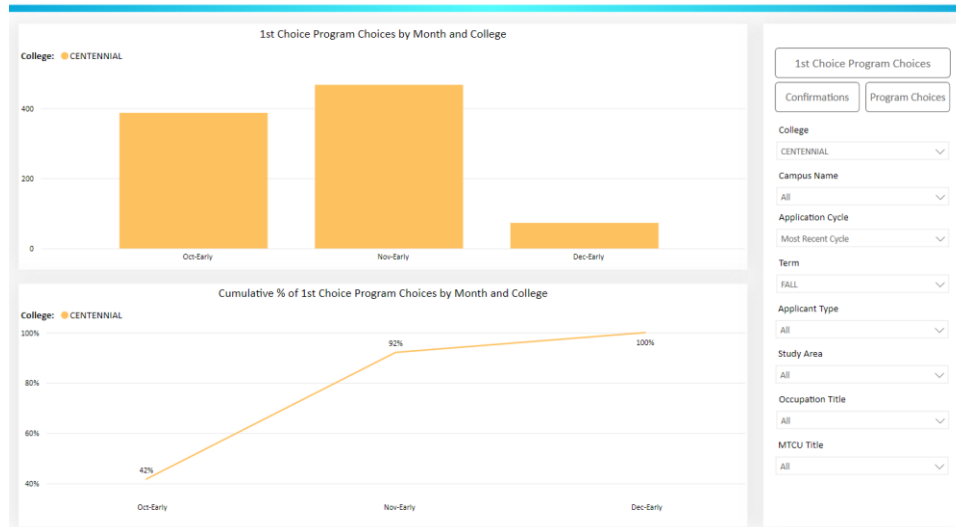




College Comparison Page

The *College Comparison* page allows for college-to-college comparison per application cycle, applicant type and program information. When more than one college is set in the *College* slicer, data for all colleges selected will display in the graphs. You can see how well a college is attracting first choice program choices, confirmations, and all program choices compared to other colleges in the area or colleges that offer similar programs.

This report page is divided into two sections:

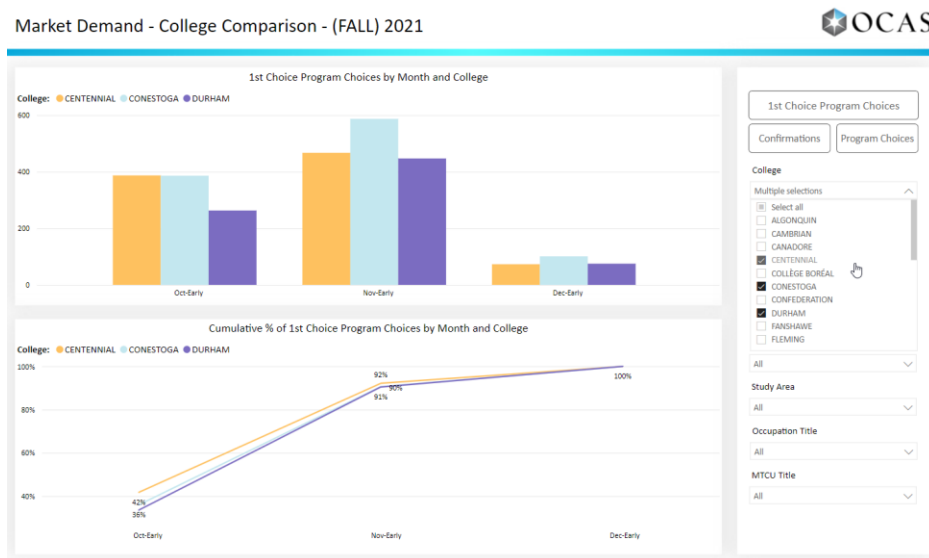


The bar graphs in the report display how many first choice programs, confirmations or program choices (depending on the selected button) the selected college(s) received by month and application

cycle. The graphs can be further customized by campus, applicant type, occupation title and MTCU title.

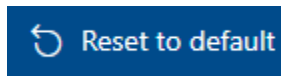
The line chart displays the cumulative first choice programs, confirmations or program choices (depending on the selected button) the selected college(s) received by month and year as set by the *Application Cycle* and *Term* slicers.

To compare data between two or more colleges, select multiple colleges in the *College* slicer:



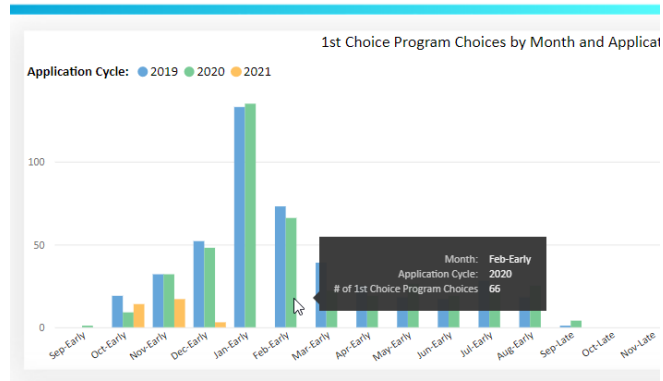
Suggestions & Tips

- The *College* slicer will default to *Algonquin* on the *Application Cycle Comparison* page. To reset all other slicers, click the *Reset to default* button at the top of the report:



- On the *Application Cycle Comparison* page, hover over a bar graph to see specific data:

Market Demand - Application Cycle Comparison - CONES™



*Notes

- Enrolment numbers are based on an algorithm matching enrolment data from the colleges to OCAS applicants. Some inaccuracies may be introduced by this process. These inaccuracies, plus inaccuracies in college-supplied enrolment data, may result in additional student counts in the initial cohort that are outside of the college and program credential selected.