Enrollment Management, Research, and Assessment Solutions for Postsecondary Institutions
When you need solutions to your enrollment and retention questions, turn to the same source you choose for admissions tests—ACT.

ACT provides services specifically for administrators and advisors in higher education—a broad range of enrollment, research, and assessment solutions to help you:

- Improve targeted enrollment programs
- Evaluate incoming students to ensure they have the tools to succeed
- Place students in classes that fit their skills and knowledge
- Retain and graduate more students
- Make informed decisions about academic programs and student services
- Measure learning outcomes for accreditation and institutional effectiveness
One of the best resources for gathering data about prospective students is the College Score Report from the ACT® test. In addition to test scores, the report provides a rich variety of information that can enhance your recruitment strategy. Students report their majors, grades, career interests, financial needs, and extracurricular abilities and accomplishments. They also list four college preferences in rank order. Years of ACT research shows that students are more likely to follow through and enroll at one of their choices, making this data a strong predictor of enrollment decisions.

When a student does not list your college as a preference, ACT’s Educational Opportunity Service (EOS) provides a way to reach them. The EOS database enables you to search for students using specific criteria and match their characteristics to your enrollment objectives. For more information about EOS, see page 5.

You also have an opportunity to reach prospective students and their families through ACT’s Institutional Data Questionnaire (IDQ). The data you provide on this free survey appears on the ACT Student Score Report when a student lists your college as a preference. The report summarizes enrollment, admissions standards, costs, academic programs, and financial aid—valuable information for choosing a college. For more information about the IDQ, call 319.341.2634 or e-mail ACT-IDQ@act.org.
Your admissions and enrollment management staff make important decisions based on data about prospective and current students. More information leads to thorough planning and improved recruitment and retention. ACT offers the following enrollment management solutions for postsecondary institutions.

**AIM ACT Information Manager®**—This relationship-building software provides access to a database of detailed student information that can be used to:
- Target prospect lists and manage territories
- Plan telecounseling and follow-up referrals
- Prepare for high school visits
- Connect students to campus services
- Provide academic and career advising

There are more than 250 fields of data available from each ACT student record. All data can be imported, manipulated, and aggregated.

Learn more at [www.act.org/aim](http://www.act.org/aim)

**ACT Enrollment Information Service (EIS)**—Strategic marketing software with research-based information that provides data on PLAN- and ACT-tested students, and your institution’s market share and enrollment.
- Find student populations that match your institution’s enrollment goals
- Create targeted marketing strategies
- See where you stand compared to other schools
- Discover your visibility and yield among targeted students

Learn more at [www.act.org/eis](http://www.act.org/eis)
Educational Opportunity Service (EOS)—A national database of high school students, sophomores through seniors, who are open to college opportunities. The EOS contains both PLAN and ACT test data, includes an accurate measure of a student’s academic abilities, and offers self-reported demographic information. If the ACT test is administered statewide, you can purchase all of your in-state search names from one source, eliminating duplicate names. EOS also provides data to predict a student’s most likely enrollment behaviors. Ask your regional ACT representative for details.

Learn more at www.act.org/eos

ACT Predictive Modeling Service—Highly accurate, cost-effective service offers college enrollment predictions at a fraction of the cost of other services. ACT Predictive Modeling uses statistical analyses based on student-level variables and is more accurate than predictions based primarily on geodemographic data.

As a result, Predictive Modeling helps you focus your efforts on students most likely to enroll. You can:
- Save money on mailing, segment communications, and prioritize telecounseling
- Focus recruitment travel
- Segment yield strategies
- Forecast enrollments

Learn more at www.act.org.predictmodel

ACT Internet Reporting Option (AIRO)—Secure web-based service that gives you access to student records as soon as they are available. With AIRO, you can download student records more quickly and more often—up to three times a week—than with CD-ROM reporting. Talk to your regional ACT representative for details.
COMPASS® is a computer-adaptive placement, assessment, and support services system for use by higher education institutions, including 2- and 4-year institutions and technical and career colleges. COMPASS enables you to:

• Quickly and accurately assess incoming students’ skill levels in reading and writing, essay writing, math, and English as a Second Language (ESL)—at an affordable cost
• Place students in courses that match their educational needs
• Use COMPASS diagnostics and demographic data to determine students’ advising or support needs
• Provide students with immediate feedback and direct them to the appropriate campus resources
• Qualify students for Ability-to-Benefit Title IV financial aid funding
• Meet high school outreach efforts as well as qualify students for dual credit or postsecondary educational opportunities

Learn more at www.act.org/compass
Your postsecondary institution may administer the 30-minute ENGAGE college assessment of academic behaviors to first-year or transfer students. ENGAGE measures psychosocial characteristics that predict a student’s academic success and persistence—motivation, self-regulation, and social engagement. It identifies issues before they affect a student’s ability to learn and succeed on campus.

Learn more at www.act.org/engage
ACT offers a variety of free and fee-based research services in the following areas:

**Class Profile Service**—Provides a comprehensive summary of a college’s ACT-tested freshman class by showing parallel descriptions for students who sent scores, who enrolled, and who sent scores but did not enroll. In addition to making comparisons with nationally enrolled freshman students, the information can be used for enrollment planning and trend analyses.

**Course Placement Service**—Provides information your institution can use to place students in courses appropriate to their knowledge and skills. You can validate your current cutoff scores, select new cutoff scores, or compare the effectiveness of different placement tests.

**Prediction Service for the ACT**—Describes the academic achievements of previous freshmen and develops prediction equations used in forecasting the overall academic performance of future freshman students.

**Retention/Attrition Service Report for the ACT**—Compares student academic and demographic information for the previous year’s first-time ACT-tested freshman who returned for their second year with those students who did not return.

Learn more at [www.act.org/research/services](http://www.act.org/research/services)

**ACT Survey Services**—Obtains reliable information that can be used to evaluate and enhance your programs and services. Either the standardized Evaluation Survey Services or Customized Survey Services results can be used to help with:

- Program and service evaluation
- Institutional planning
- Outcomes assessment
- Retention enhancement
- Alumni relations
- Accreditation reporting

Learn more at [www.act.org/ess](http://www.act.org/ess)
Customized Research from ACT

For a personal on-campus visit or to explore customized research opportunities, contact your regional ACT representative at the number listed on the back of this brochure.

Make an impact in your recruitment and retention efforts with these tips:

- If you want to increase diversity on your campus, search for students after fall test dates. ACT research on “time of first testing” shows that many minority students take their first ACT test as seniors.
- Important decision-making data about your institution appears on a student’s ACT Student Score Report. Use the ACT Institutional Data Questionnaire to keep your data accurate. Update your data at www.act.org/idq.
- ACT classifies Race/Ethnicity and three other data fields as “sensitive fields” that colleges must request to be included on a student’s score report. Be sure your institution is getting all the student data you need. Ask a regional ACT representative for advice. Contact information is on the back of this brochure.
Join your ACT State Organization for FREE

Belonging to an ACT State Organization allows you to:

- Discuss educational advancement with K–12 and postsecondary educators and administrators
- Learn more about how to interpret and use ACT data at your institutions
- Exchange ideas for using ACT data

Learn more at [www.act.org/stateorgs](http://www.act.org/stateorgs)

Annual College and Career Readiness Workshops

Each fall, ACT conducts College and Career Readiness Workshops to help educators and administrators, including postsecondary institutions, learn more about using ACT data for enrollment, placement, and advising.

Learn more at [www.act.org/ccrw](http://www.act.org/ccrw)

The ACT User Handbook

This annual publication is a comprehensive resource for both secondary and postsecondary educators. The *Handbook* includes detailed information about the ACT test components, score reports, data services, and applications of student data. The *ACT User Handbook* is online at [www.act.org/aap/pdf/ACTUserHandbook.pdf](http://www.act.org/aap/pdf/ACTUserHandbook.pdf)
Research-based Assessments, Standards, and Benchmarks

ACT has based its College Readiness Standards™ and College Readiness Benchmarks on decades of research. These comprehensive guides provide information to help you evaluate, support, and retain students.

ACT’s College Readiness Standards are detailed, research-based descriptions of the skills and knowledge associated with the knowledge and abilities students are likely to have as they progress through school. The Standards were developed in response to the need for better information about student achievement and to answer the question, what do scores really mean?

Your postsecondary institution can use ACT’s College Readiness Standards to align your admissions standards, course placement policies, and curricula to the actual abilities and needs of entering students.

While the College Readiness Standards describe the skills students are likely to have, ACT’s College Readiness Benchmarks empirically establish college readiness as measured by performance on EXPLORE®, PLAN®, or the ACT® test. The Benchmarks are the minimum English, reading, mathematics, and science assessment scores required for students to have a 50 percent chance of obtaining a B or higher or about a 75 percent chance of obtaining a C or higher in the corresponding credit-bearing college course.

Learn more about ACT’s College Readiness Standards at www.act.org/standards. For more about College Readiness Benchmarks go to www.act.org/education/benchmarks.html.
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College and Career Readiness Solutions
The ACT
800.553.6244
www.act.org
PLAN
877.789.2925
www.act.org/plan
EXPLORE
877.789.2925
www.act.org/explore
ENGAGE
800.553.6244, ext. 1893
www.act.org/engage

Placement and Assessment Solutions
CAAP
800.294.7027
www.act.org/caap
COMPASS
319.337.1054
www.act.org/compass

Enrollment Management Solutions
ACT Information Manager (AIM)
319.341.2295
www.act.org/aim/
ACT Internet Reporting Option (AIRO)
319.341.2295
www.act.org/aap/infois/report.html
Enrollment Information Service (EIS)
319.337.1350
www.act.org/eis

Educational Opportunity Services (EOS)
319.337.1350
www.act.org.eos

Research Services
Predictive Modeling Service
319.341.2295
www.act.org/predictmodel/
Survey Services
800.294.7027
www.act.org/ess

www.act.org/highered

ACT is an independent, not-for-profit organization that provides assessment, research, information, and program management services in the broad areas of education and workforce development. Each year, we serve millions of people in high schools, colleges, professional organizations, businesses, and government agencies, nationally and internationally. Though designed to meet a wide array of needs, all ACT programs and services have one guiding purpose—helping people achieve education and workplace success.