

**Oakland Community College**  
**Telemarketing Effectiveness and Productivity**  
**Spring 2001**

- The following is a report on the productivity and effectiveness of the telemarketing efforts for the Spring 2001 term. Respondents were contacted immediately prior to and during the Spring 2001 registration periods.

**Findings:**

- Approximately 19,000 telephone calls were made to potential applicant, former and current students during the Spring 2001 registration periods.
- Statistically significant relationships were not found in any of the following mentioned student groups:
  1. Applicant students had an increased rate of enrollment when they were contacted or were left a message with another person or on a machine at their home (19 students).
  2. Former students who were left a message with another person or on a machine at their home had increased rates of enrollment (60 students).
  3. Current students who were contacted or left a message with a person at his or her home had increased rates of enrollment (37 students).
- Statistically significant relationships were not found in any of the following mentioned student groups:
  1. Former students who were contacted had a decrease in rate of enrollment (30 students).
  2. Current students who were left a message on a machine had a decreased rate of enrollment (53 students).

**Definitions of Participants:**

Students are categorized by the following attributes:

**Applicants:**

Those individuals who have applied to Oakland Community College and have indicated that they wanted to enroll in the Spring 2001 term.

**Former:**

Students who are not currently enrolled in Oakland Community College (Spring 2001) but were in one of the three previous terms.

**Current:**

Students who are enrolled in the Oakland Community College Summer term but had not yet registered for the Spring 2000 term.

**Overall:**

Includes all Applicants, Former, and Current students.

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- Statistically significant relationships were not found in any of the following mentioned student groups:
  1. Former students who were contacted had a decrease in rate of enrollment (30 students).
  2. Current students who were left a message on a machine had a decreased rate of enrollment (53 students).
- Taking into consideration the aforementioned increases and decreases, it is estimated that the telemarketing effort for Spring 2001 increased enrollment by 33 students.
- An increase of 33 students conservatively calculates to \$6,990.89 in tuition and fees (determined by increased number of students multiplied by 4.35 average credit hours for Spring semester, at \$48.70 per credit in-district tuition, plus registration fee of \$25).
- It is estimated that the total cost of the project was \$14,970.61. This included cost of telephone calls, personnel compensation, and data entry.
- Subtracting the gain in tuition from the total cost of the project, the Telemarketing Effort lost an estimated **\$7,979.72**.

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*select if = 0*  
4.35 average was gathered from last Spring SIS data file for the mean on credit hours. was 7.3 average.  
(remove)

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Conclusions

Compared to the profits from Winter 2001 Telemarketing project, which had an estimated \$135,263 profit versus the loss incurred from the Spring 2001 Telemarketing project it is suggested that Spring Telemarketing is not a profitable project. A factor that may influence this is that the Spring semester normally has a drastically low turn out rate.

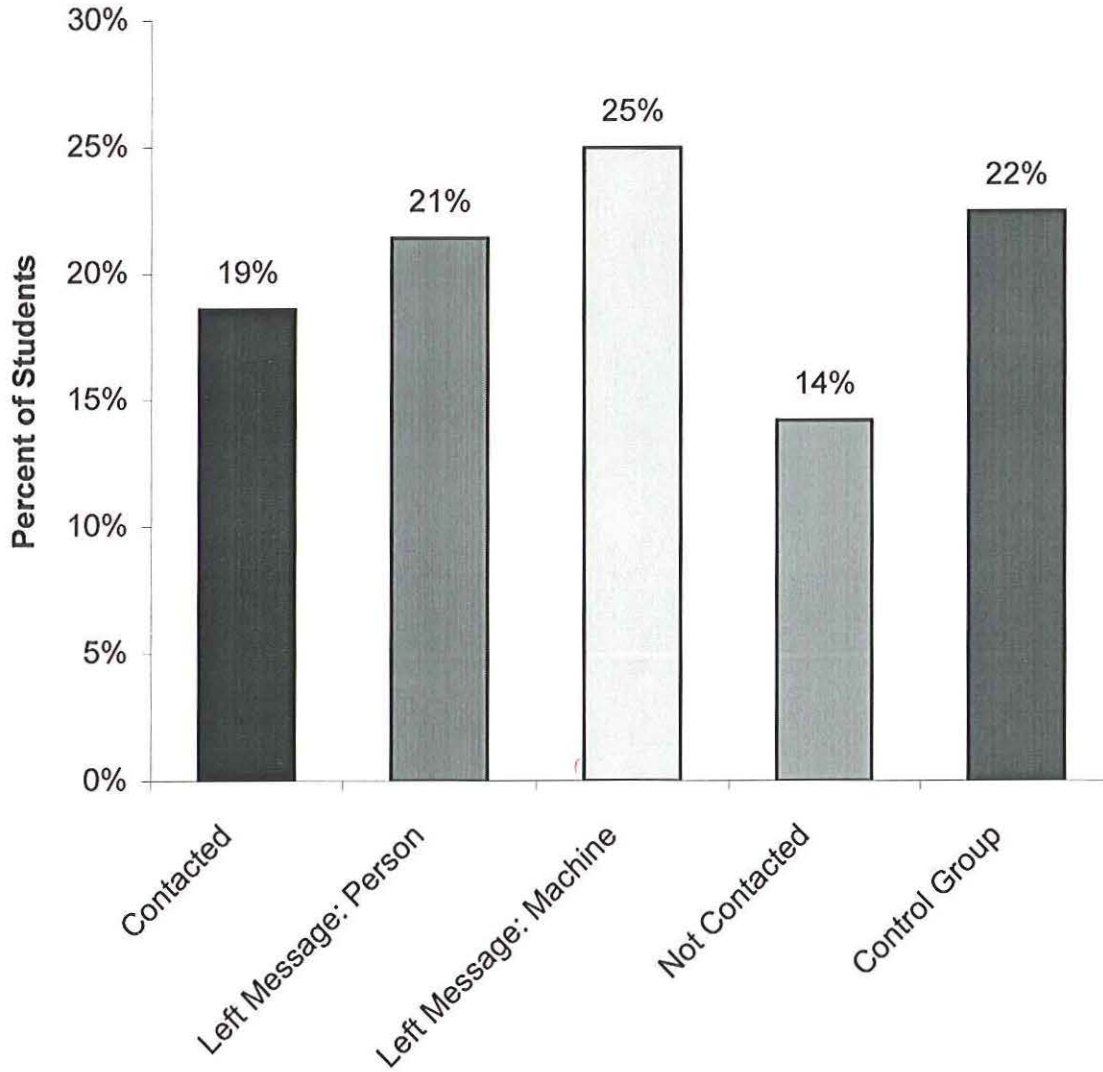
Telemarketing Cost Estimates

Item	Cost	Frequency	Total
<b>Telephone calls</b>			
Oakland County	0.085	15890	\$ 1,350.65
Long distance	0.05	2804	\$ 140.20
<b>Data Entry</b>			
Coordinator	19.36	1.5	\$ 29.04
Asst. Coordinator	16.95	100	\$ 1,695.00
Sr. Interviewer	9.68	439.75	\$ 4,256.78
<b>Monitoring Interviewers</b>			
Coordinator	19.36	13.25	\$ 256.52
Asst. Coordinator	16.95	40	\$ 678.00
<b>Scheduling Interviewers</b>			
Coordinator	19.36	2	\$ 38.72
Asst. Coordinator	16.95	6	\$ 101.70
<b>Interviewer Hours</b>	8	803	\$ 6,424.00
			<b>Total</b> \$ 14,970.61

# Oakland Community College

**Figure 1. Productivity for Spring 2001  
Telemarketing  
Overall**

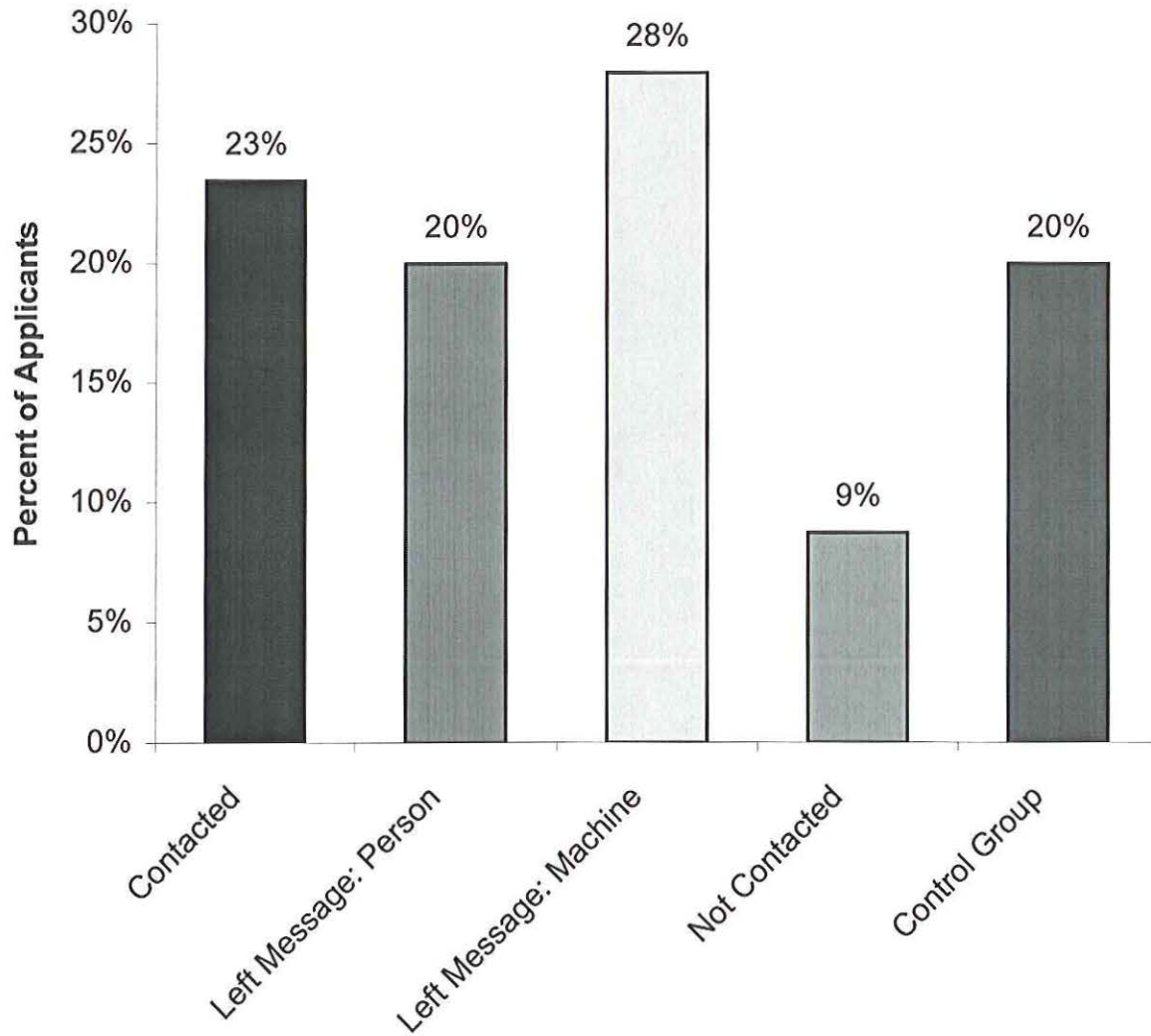
Disposition	Number	Percent
Contacted	5,353	18.19%
Left Message: Person	6,159	21%
Left Message: Machine	7,182	24.5%
Not Contacted	4,085	13.9%
Control Group	6,464	22%
<b>Total</b>	<b>29,243</b>	<b>102%</b>



# Oakland Community College

## Figure 2. Productivity for Spring 2001 Telemarketing Applicant Students

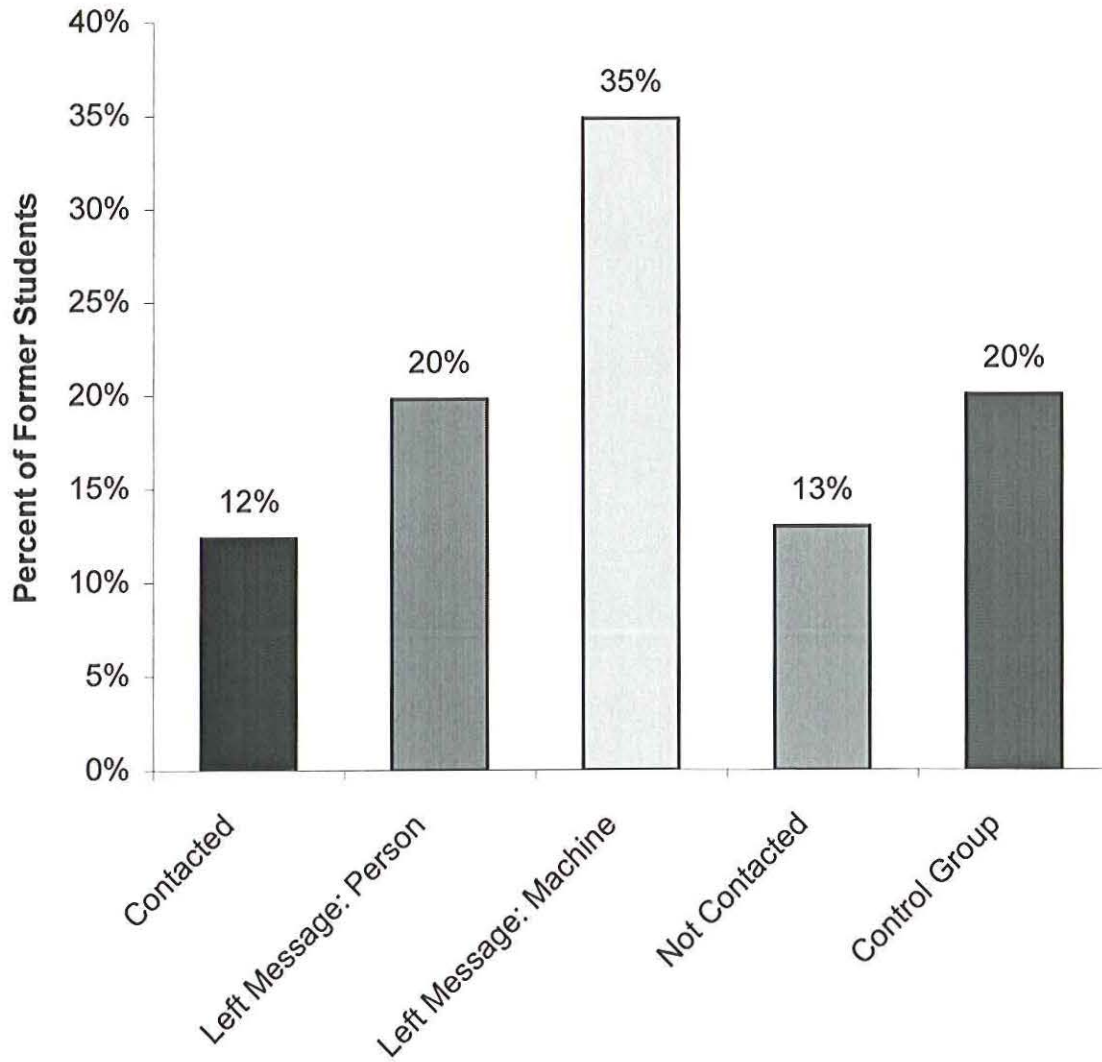
Disposition	Number	Percent
Contacted	94	23%
Left Message: Person	80	20%
Left Message: Machine	112	28%
Not Contacted	35	9%
Control Group	80	20%
<b>Total</b>	<b>401</b>	<b>100%</b>



# Oakland Community College

## Figure 3. Productivity for Spring 2001 Telemarketing Former Students

Disposition	Number	Percent
Contacted	1,483	12%
Left Message: Person	2,374	20%
Left Message: Machine	4,176	35%
Not Contacted	1,555	13%
Control Group	2,403	20%
<b>Total</b>	<b>11,991</b>	<b>100%</b>



Oakland Community College

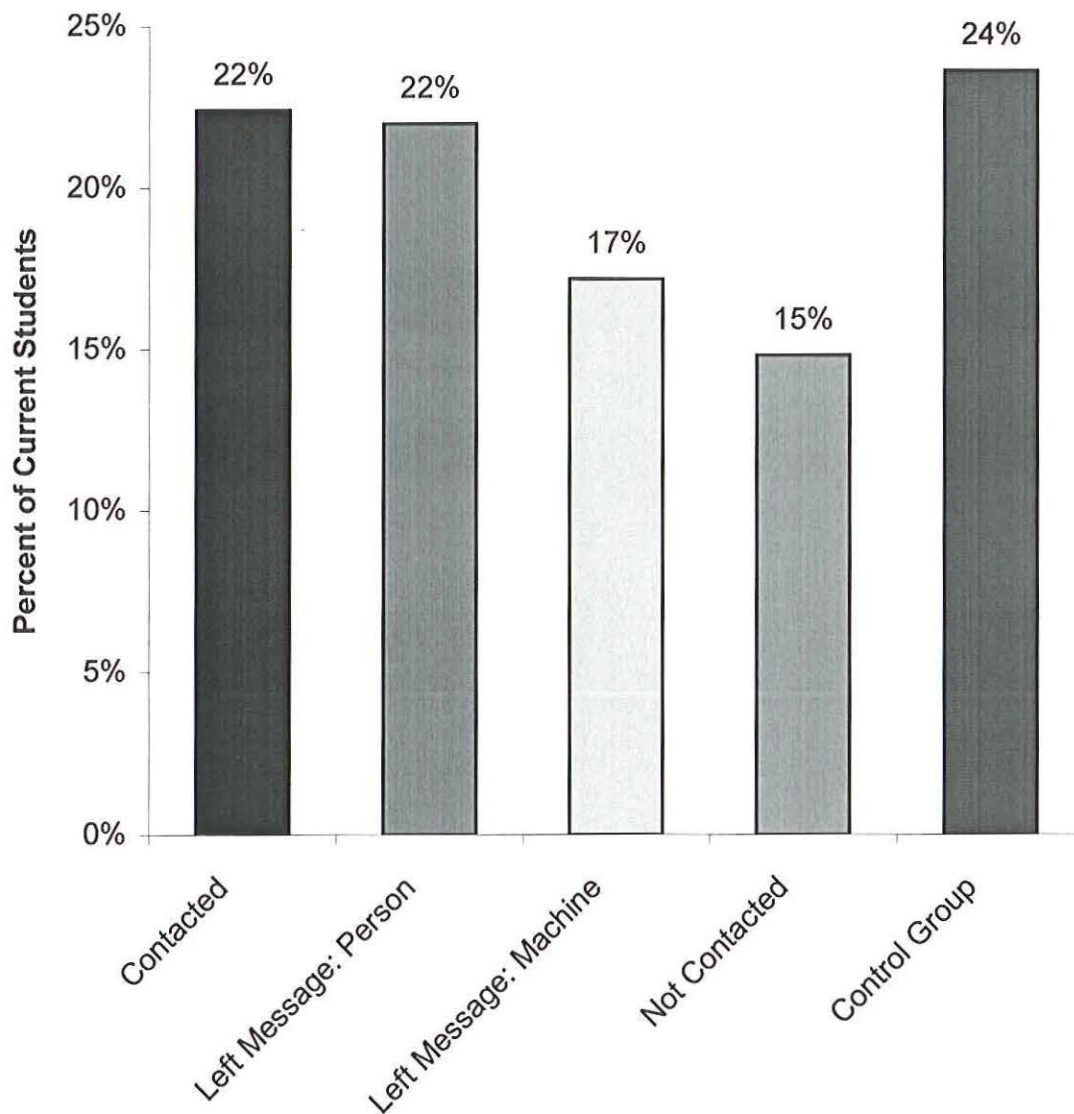
Figure 4. Productivity for Spring 2001 Telemarketing Current Students

$$\chi^2 = \frac{\sum (O-E)^2}{E}$$

Disposition	Number	Percent
Contacted	3,776	22%
Left Message: Person	3,705	22%
Left Message: Machine	2,894	17%
Not Contacted	2,495	15%
Control Group	3,981	24%
<b>Total</b>	<b>16,851</b>	<b>100%</b>

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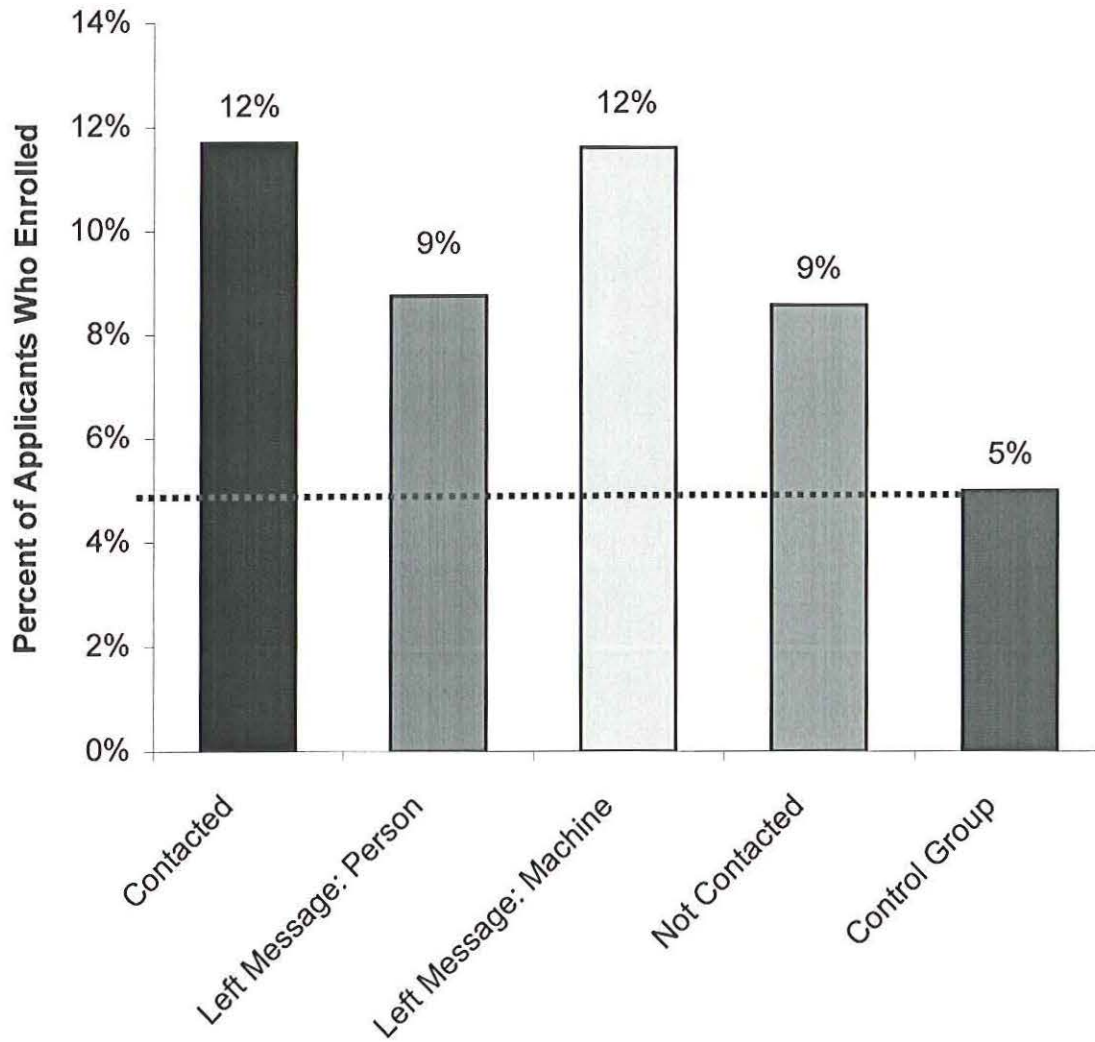




## Oakland Community College

**Figure 5. Effectiveness of Spring 2001 Telemarketing Enrollment Rate of Applicants**

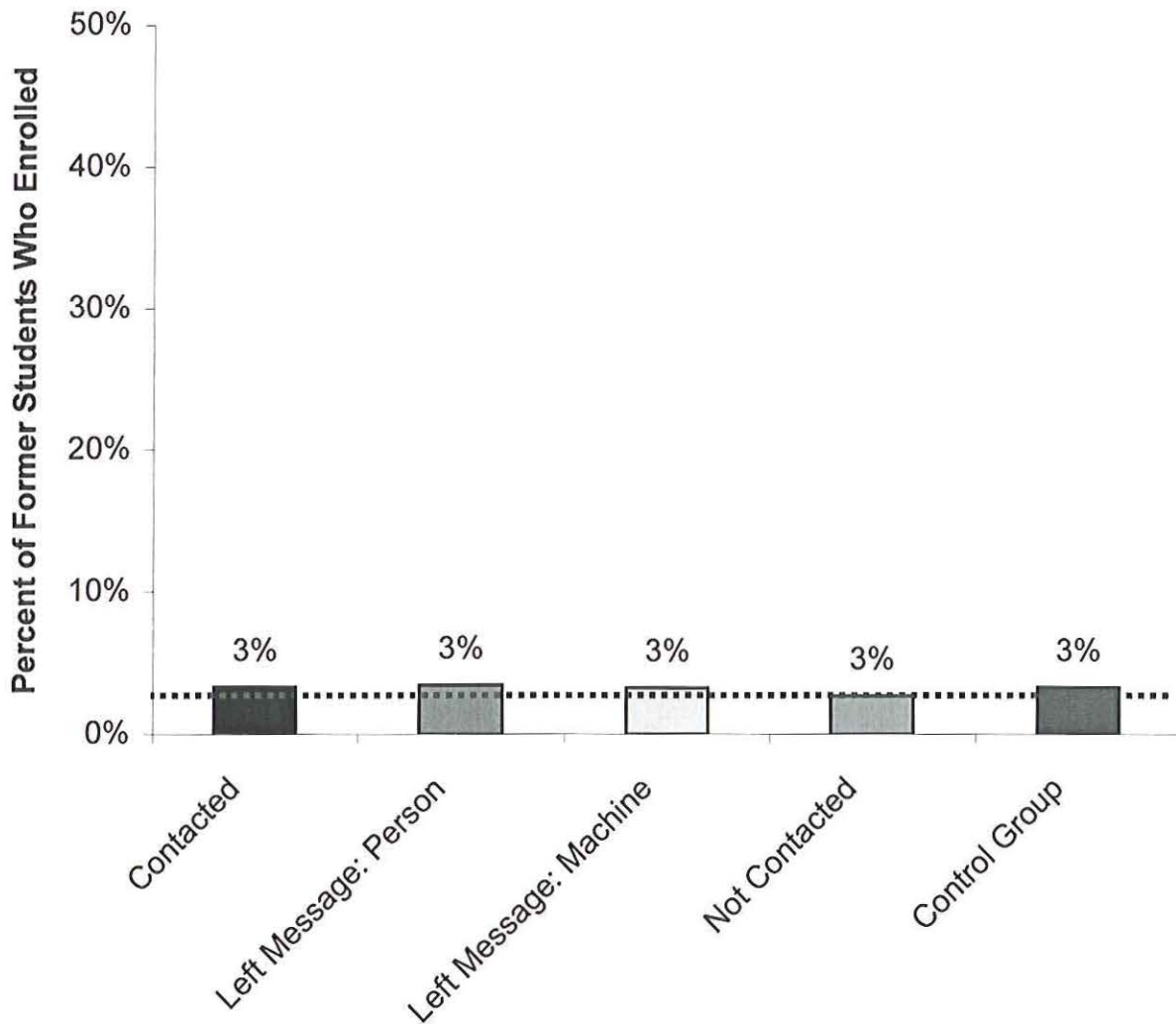
Disposition	Not Enrolled	Enrolled	Total
Contacted	83	11	94
Left Message: Person	73	7	80
Left Message: Machine	99	13	112
Not Contacted	32	3	35
Control Group	76	4	80
<b>Total</b>	<b>363</b>	<b>38</b>	<b>401</b>



**Figure 6. Effectiveness of Spring 2001 Telemarketing Enrollment Rate of Former Students**

Disposition	Not Enrolled	Enrolled	Total
Contacted	1434	49	1,483
Left Message: Person	2292	82	2,374
Left Message: Machine	4040	136	4,176
Not Contacted	1513	42	1,555
Control Group	2324	79	2,403
<b>Total</b>	<b>11,603</b>	<b>388</b>	<b>11,991</b>

\*Statistically significant association between those contacted and whether the student enrolled (p<.05)

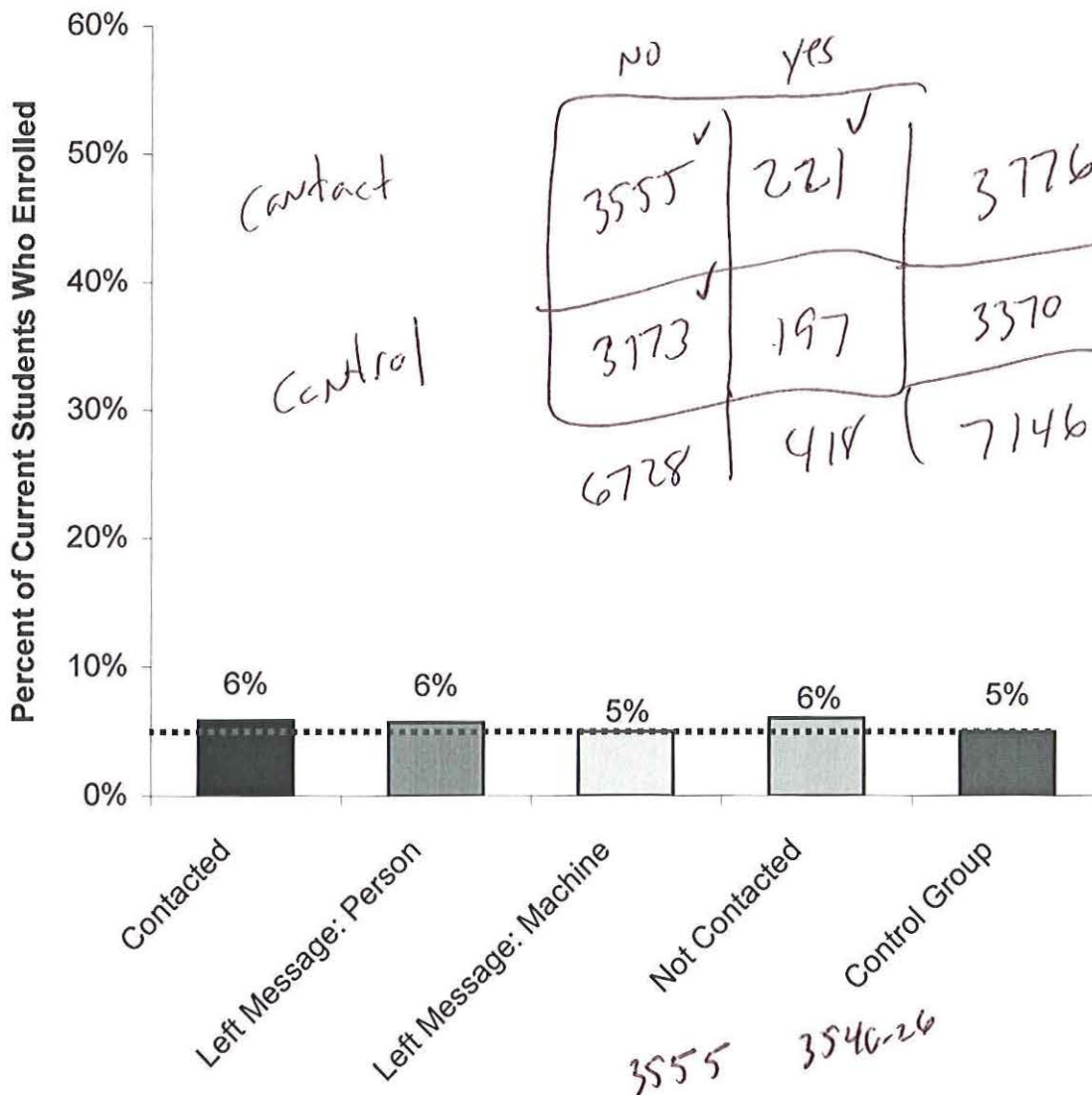


$\chi^2 = \frac{\sum (O-E)^2}{E}$

**Figure 7. Effectiveness of Spring 2001 Telemarketing Enrollment Rate of Current Students**

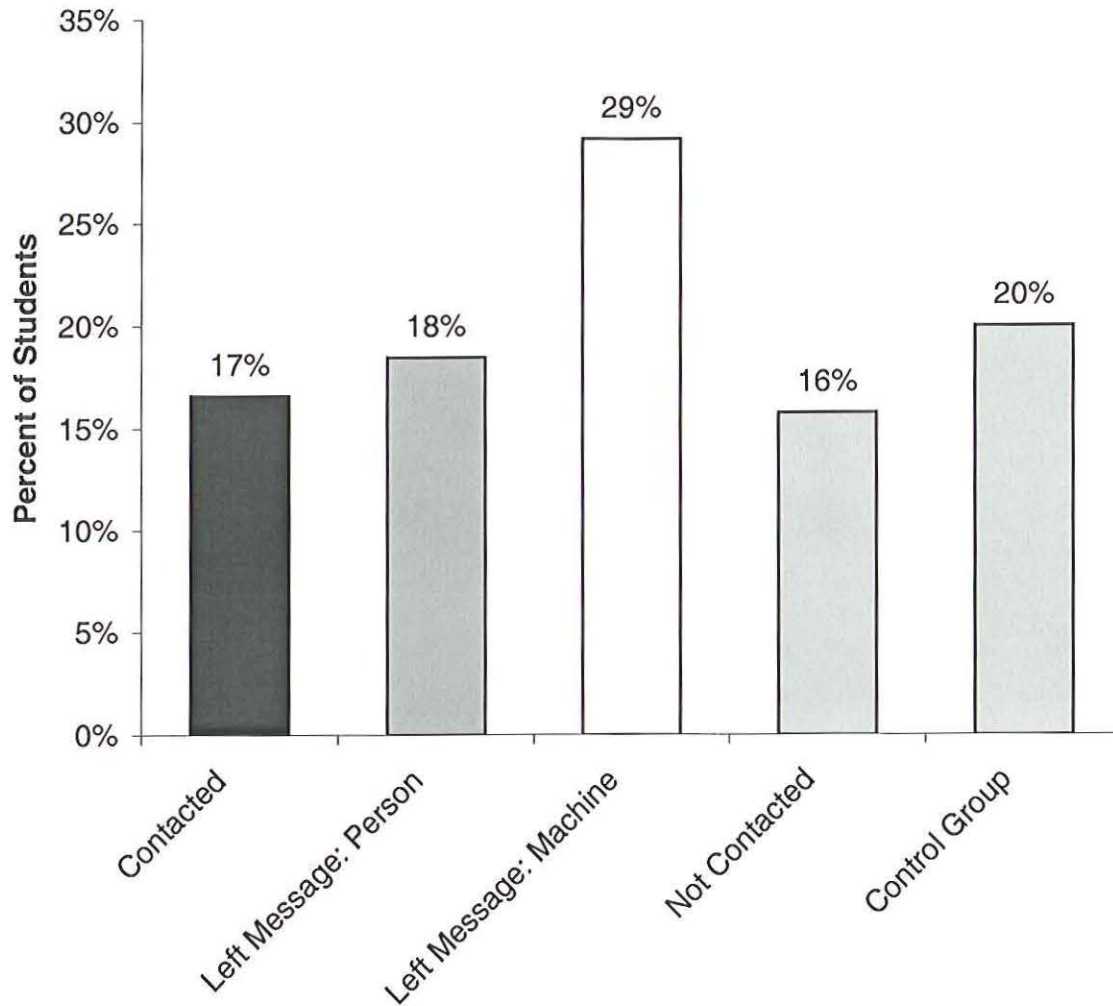
Disposition	Not Enrolled	Enrolled	Total
Contacted	3,555	221	3,776
Left Message: Person	3,495	210	3,705
Left Message: Machine	2,750	144	2,894
Not Contacted	2,345	150	2,495
Control Group	3,784	197	3,981
<b>Total</b>	<b>15,929</b>	<b>922</b>	<b>16,851</b>

\*Statistically significant association between those contacted and whether the student enrolled (p<.05)



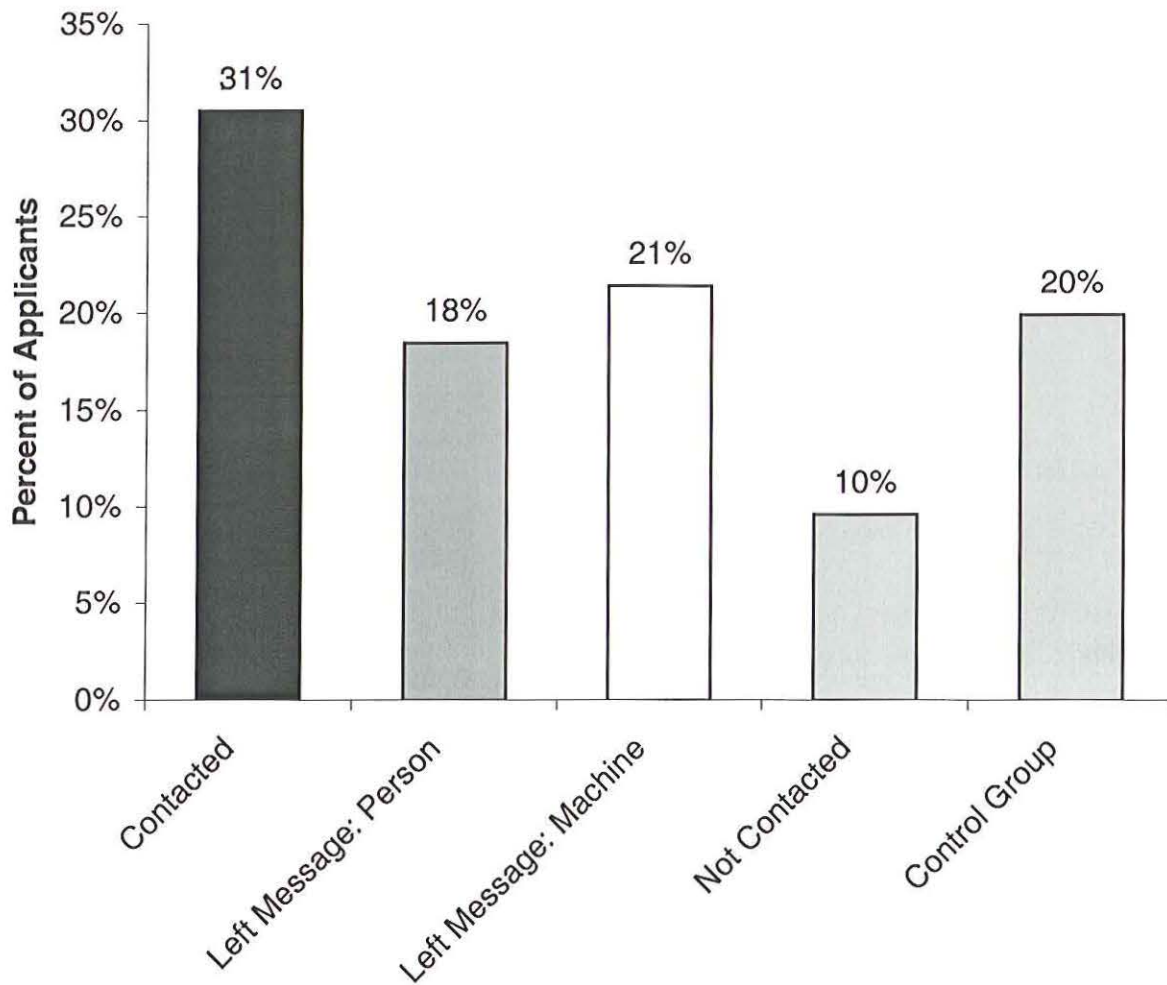
**Productivity for Spring 2000 Telemarketing  
Overall**

<b>Disposition</b>	<b>Number</b>	<b>Percent</b>
Contacted	4,687	17%
Left Message: Person	5,214	18%
Left Message: Machine	8,223	29%
Not Contacted	4,448	16%
Control Group	5,643	20%
<b>Total</b>	<b>28,215</b>	<b>100%</b>



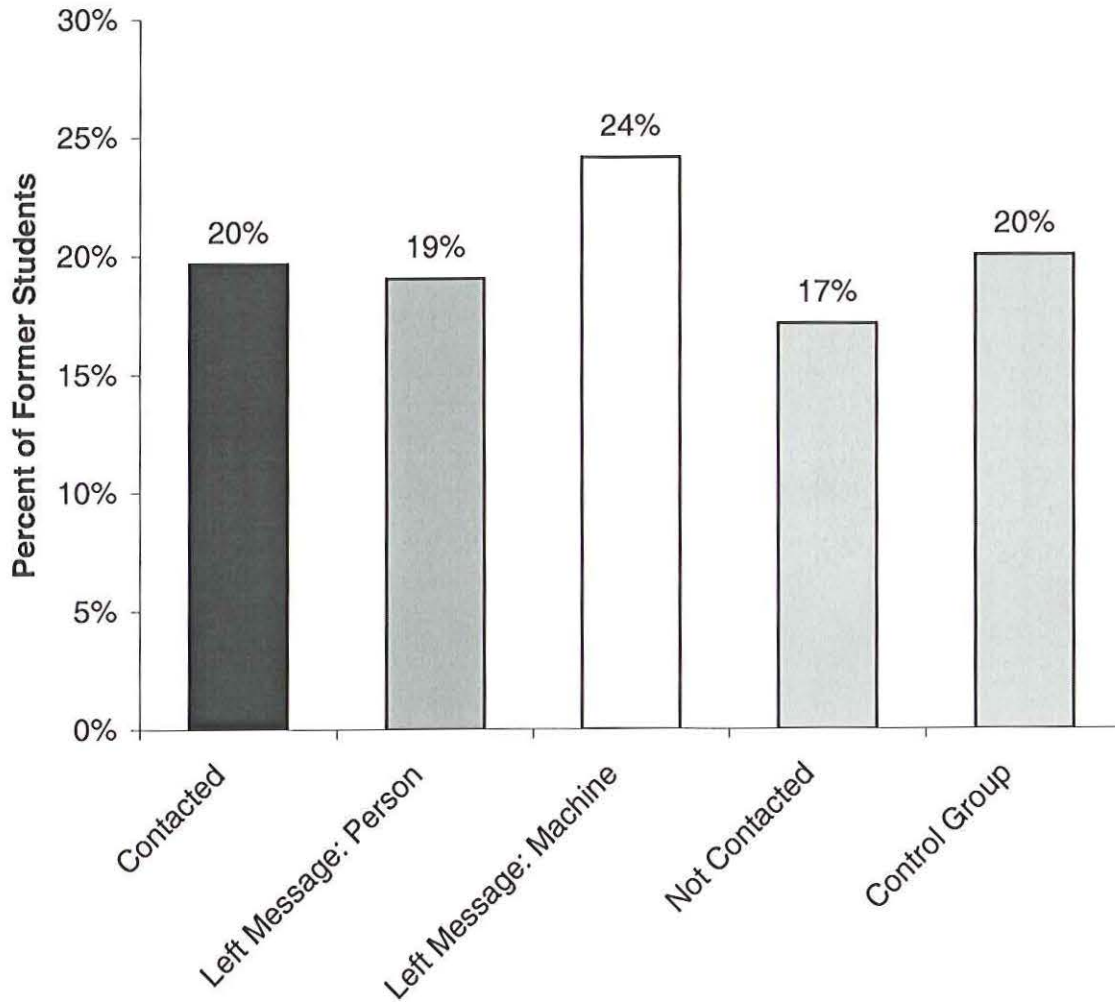
**Productivity for Spring 2000 Telemarketing  
Applicant Students**

<b>Disposition</b>	<b>Number</b>	<b>Percent</b>
Contacted	124	31%
Left Message: Person	75	18%
Left Message: Machine	87	21%
Not Contacted	39	10%
Control Group	81	20%
<b>Total</b>	<b>406</b>	<b>100%</b>



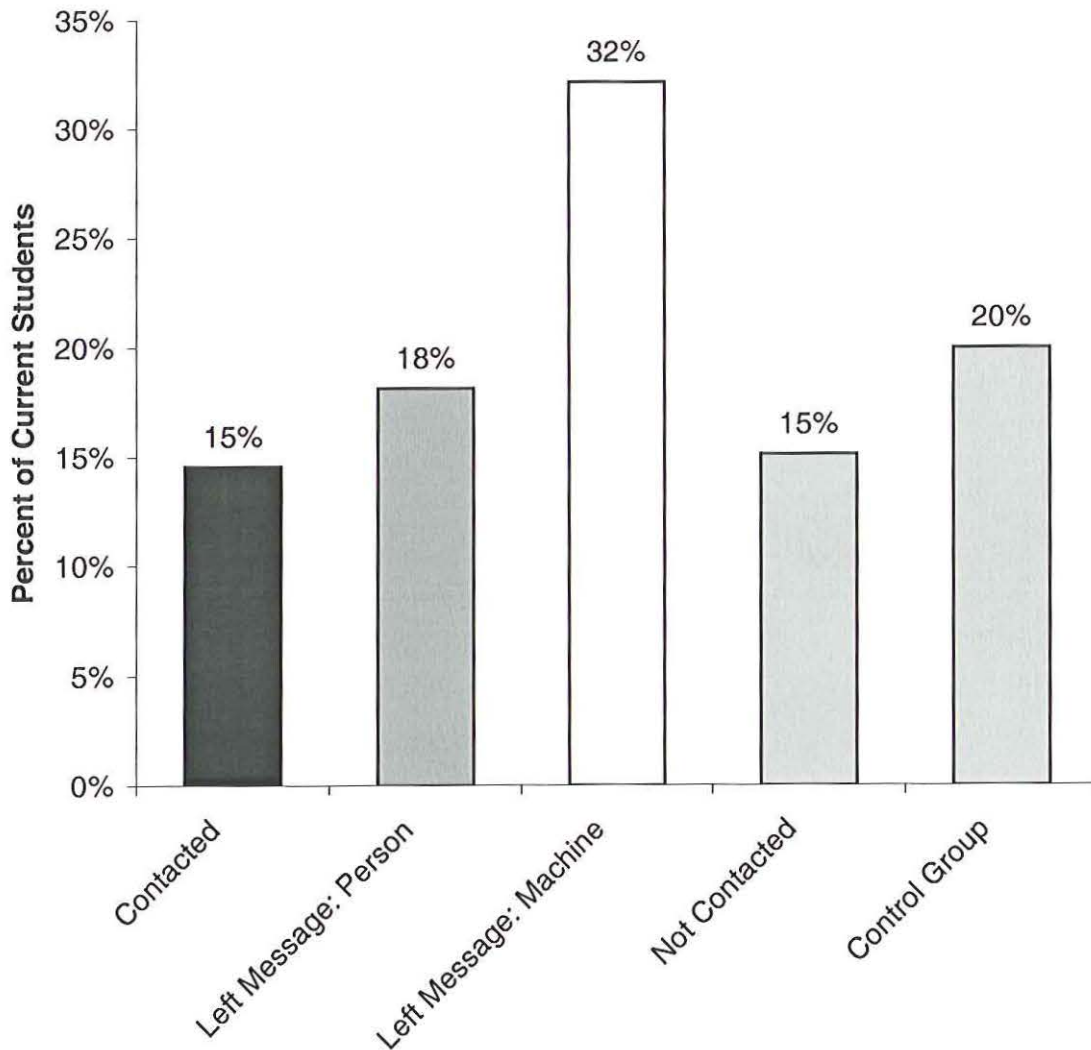
**Productivity for Spring 2000 Telemarketing  
Former Students**

<b>Disposition</b>	<b>Number</b>	<b>Percent</b>
Contacted	1,974	20%
Left Message: Person	1,911	19%
Left Message: Machine	2,421	24%
Not Contacted	1,719	17%
Control Group	2,006	20%
<b>Total</b>	<b>10,031</b>	<b>100%</b>



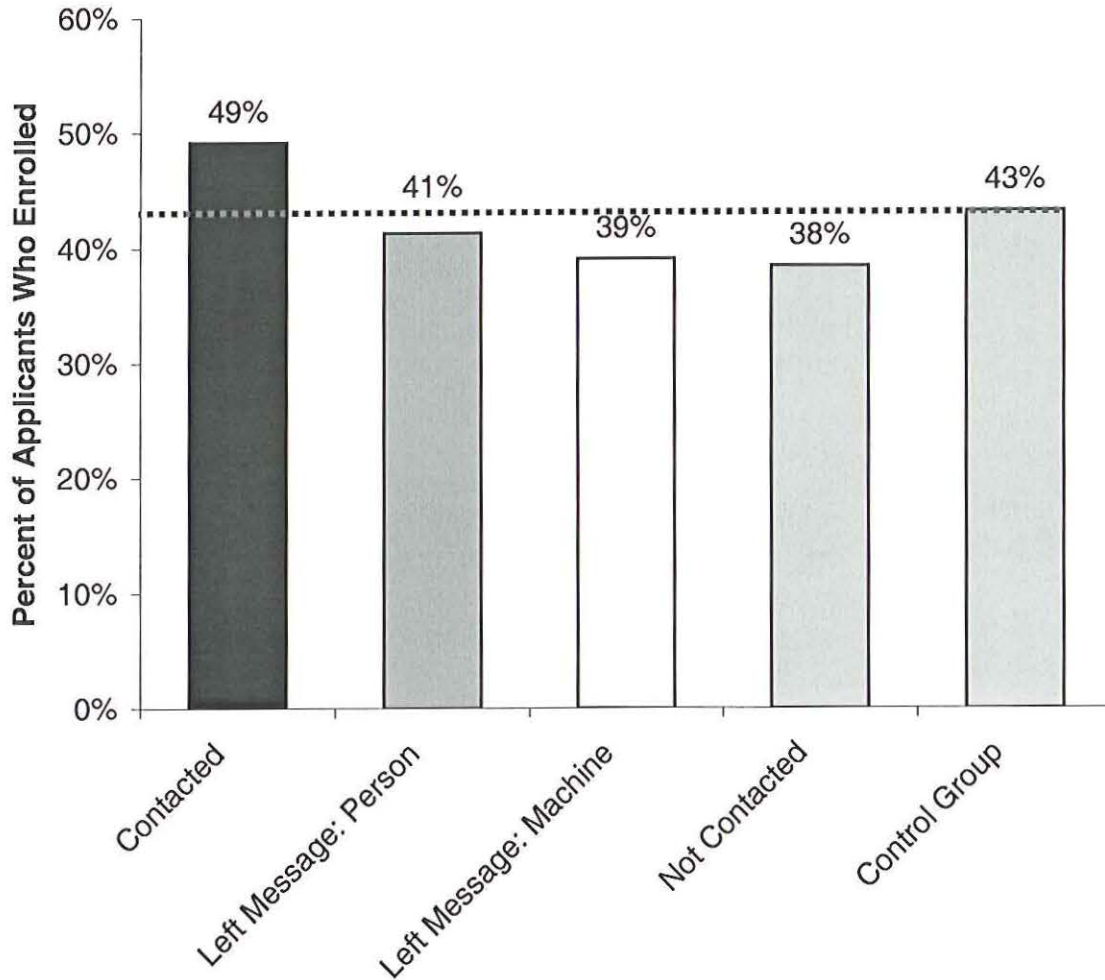
**Productivity for Spring 2000 Telemarketing  
Current Students**

<b>Disposition</b>	<b>Number</b>	<b>Percent</b>
Contacted	2,589	15%
Left Message: Person	3,228	18%
Left Message: Machine	5,715	32%
Not Contacted	2,690	15%
Control Group	3,556	20%
<b>Total</b>	<b>17,778</b>	<b>100%</b>



**Effectiveness of Spring 2000 Telemarketing  
Enrollment Rate of Applicants**

Disposition	Not Enrolled	Enrolled	Total
Contacted	63	61	124
Left Message: Person	44	31	75
Left Message: Machine	53	34	87
Not Contacted	24	15	39
Control Group	46	35	81
<b>Total</b>	<b>230</b>	<b>176</b>	<b>406</b>

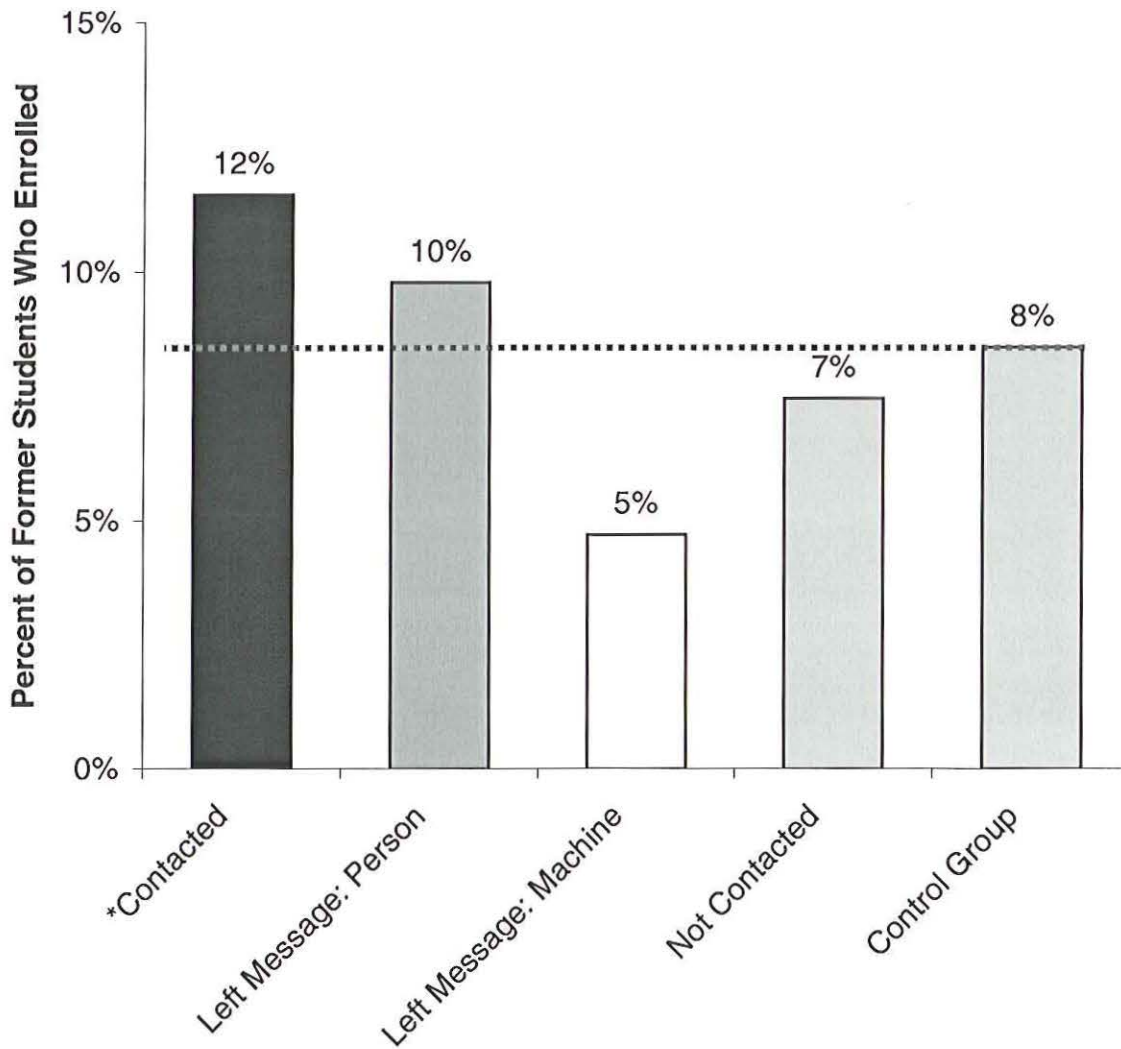




**Effectiveness of Spring 2000 Telemarketing  
Enrollment Rate of Former Students**

Disposition	Not Enrolled	Enrolled	Total
*Contacted	1,746	228	1,974
Left Message: Person	1,724	187	1,911
Left Message: Machine	2,203	218	4,619
Not Contacted	1,591	128	1,719
Control Group	1,836	170	2,006
<b>Total</b>	<b>9,100</b>	<b>931</b>	<b>12,229</b>

\*Statistically significant association between those contacted and whether the student enrolled (p<.001)



**Effectiveness of Spring 2000 Telemarketing  
Enrollment Rate of Current Students**

<b>Disposition</b>	<b>Not Enrolled</b>	<b>Enrolled</b>	<b>Total</b>
*Contacted	2,009	580	<b>2,589</b>
*Left Message: Person	2,520	708	<b>3,228</b>
Left Message: Machine	4,580	1,135	<b>5,715</b>
Not Contacted	2,112	578	<b>2,690</b>
Control Group	2,857	699	<b>3,556</b>
<b>Total</b>	<b>14,078</b>	<b>3,700</b>	<b>17,778</b>

\*Statistically significant association between those contacted and whether the student enrolled ( $p < .05$ )

