

Scope of Work and Timeline – Pilot Project

JAN 2008

Student Geocoding

2007

September

Student data provided by JSRCC will consist of the last five years of enrolled students. It is estimated this is a data set of approximately 58,000 – 60,000. This data will be provided by ~~Friday, September 7, 2007.~~

December 15, 2007

Student data should be provided to Eperitus in .txt, .csv, .dbf or Excel format. For the geocoding process, data should provide at least the following fields: unique identifiers, street address, city, zip code.

The geocoding of the pilot data will be carried out by Zonta-Gross Consulting using ArcGIS. Some data manipulation and cleaning may require the use of a statistical package like SPSS or SAS. From the review of sample data, it appears many student addresses are P.O. Box numbers. These will be flagged for further investigation.

Thursday 1-31-2008

Deliverables will consist of maps and Excel files, returned to JSRCC by Friday, September 28.

Demographic Analysis

February
October

The demographic analysis of the data will be based on information on enrolled students provided by JSRCC as well as on neighborhood estimates obtained through the Claritas database (2007 demographics) using specific parameters provided by JSRCC.

Claritas would have to be purchased by JSRCC. In addition, JSRCC may want to investigate a free download of ArcReader from the ESRI website, which allows users to view, explore, and print maps and globes (<http://www.esri.com/software/arcgis/arcreaders/index.html>).

Training in analysis of data (with JSRCC) for revealing trends and implications for targeted and controlled enrollment growth will be provided in up to three 2-hour sessions to be held either at JSRCC or in the Eperitus office. These sessions will be scheduled by Monday, October 1 to be completed by Friday, November 2, 2007.

March 7, 2008

Fee for Pilot GIS Geocoding and Analysis Services

\$4,000.00

Upon completion of these initial services, JSRCC and Eperitus will review goals and further facilitation needs associated with marketing & communications strategies for this pilot campaign, initiating the marketing strategies, and review and evaluation of results/plan for continued use as well as other uses of GIS and demographic data for JSRCC. A plan and budget for these services will be provided by mid-November, 2007.

March, 2008

Potential Uses of GIS for JSRCC Beyond the Pilot

- Explore the associations between students of a specified course and their demographic characteristics (such as accessibility and proximity to campus, ethnic background, and socio-economic status)
- Use historical data to evaluate results, validate communications methodology and predict future student enrollments – plotting actual data against previous year's data
- Expand geocoded student information to beyond most recent 5 years for greater insight into student/return student behaviors
- Illustrate marketing strategies such as density of course-catalog distribution and enrollment info through service and marketing areas to Board members
- Identify new market segments and develop market-driven programming by profiling of students and their educational interests – who is our target audience, not what should we offer
- Predict potential student behavior based on existing data and changing demographic trends
- Creation of electronic formats for updating contact databases
- Use same methodology to evaluate competing sources of academic programs
- Examine need for additional services (such as transportation, etc.) to reach student populations and increase enrollments