

Enrolling with the Right Mindset: Personalizing Your Engagement with Gen-Z

October 15, 2020

Introductions

TODAY'S SPEAKERS



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Agenda

- Prospective Student Mindsets Overview
- Mindsets and Identity
- How to Work with Mindsets
- Optimizing Engagement

Telling Your Story Through Student Mindsets

COVID IS OBSCURING THE RELATIONSHIP BETWEEN STUDENT AND SCHOOLS

- Many things are undoubtedly changing, especially the process of choosing a college
- But what do traditional undergrads want out of their college education in the long-term?
- Evidence from our Survey of Admitted Students shows an increased focus on the central value proposition
- Students may be more discerning about getting what they want
- Incremental improvements in messaging and engagement really matter in this environment

Prospective Student Mindsets

**MINDSETS TELL YOU ABOUT STUDENTS'
DESIRED PATHWAY THROUGH COLLEGE**

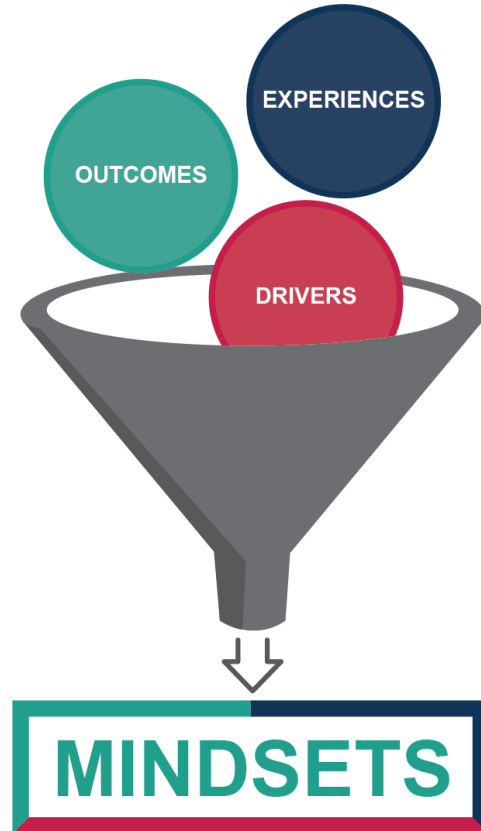






Great Institutions Serve Diverse Populations

How Student Mindsets Were Developed



We Can Organize Students into Mindsets

Career

EXPERIENTIAL
INTEREST



CAREER
PRAGMATISTS



Experience

SOCIAL
FOCUS



EXPLORATION
& MEANING



Academic

CAREER THROUGH
ACADEMICS



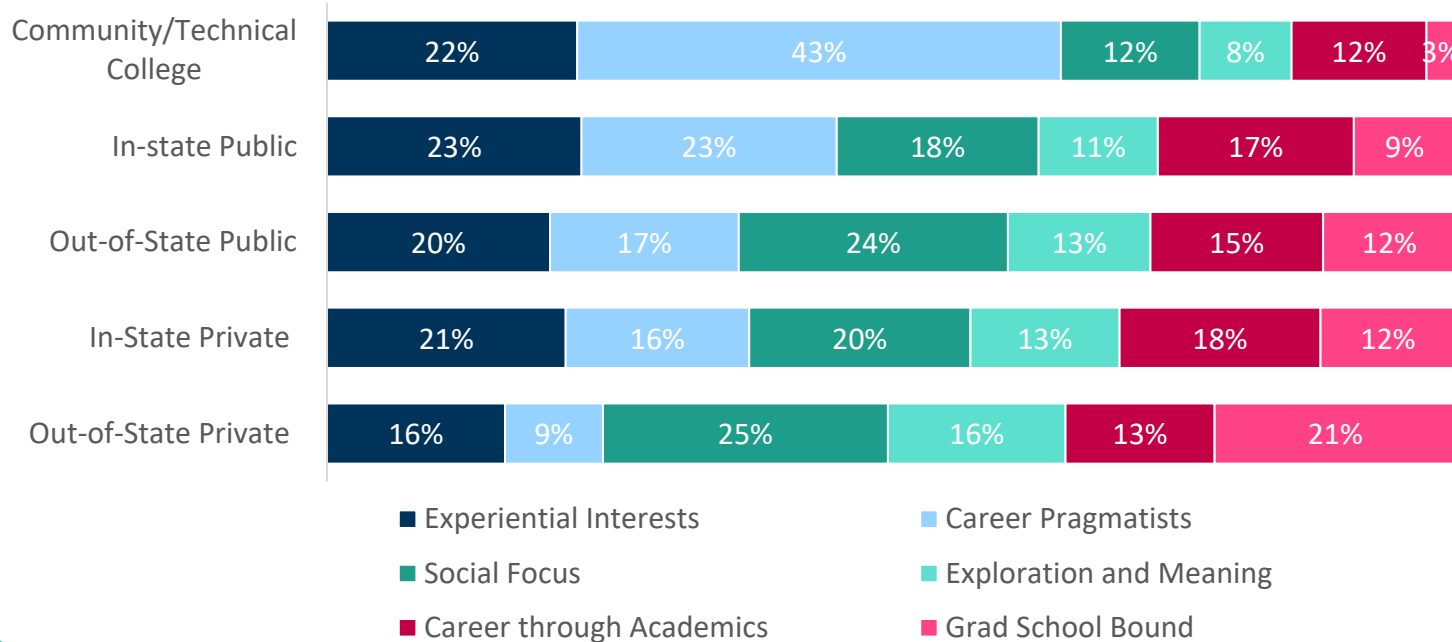
GRAD SCHOOL
BOUND



Different Institutions Draw Different Students

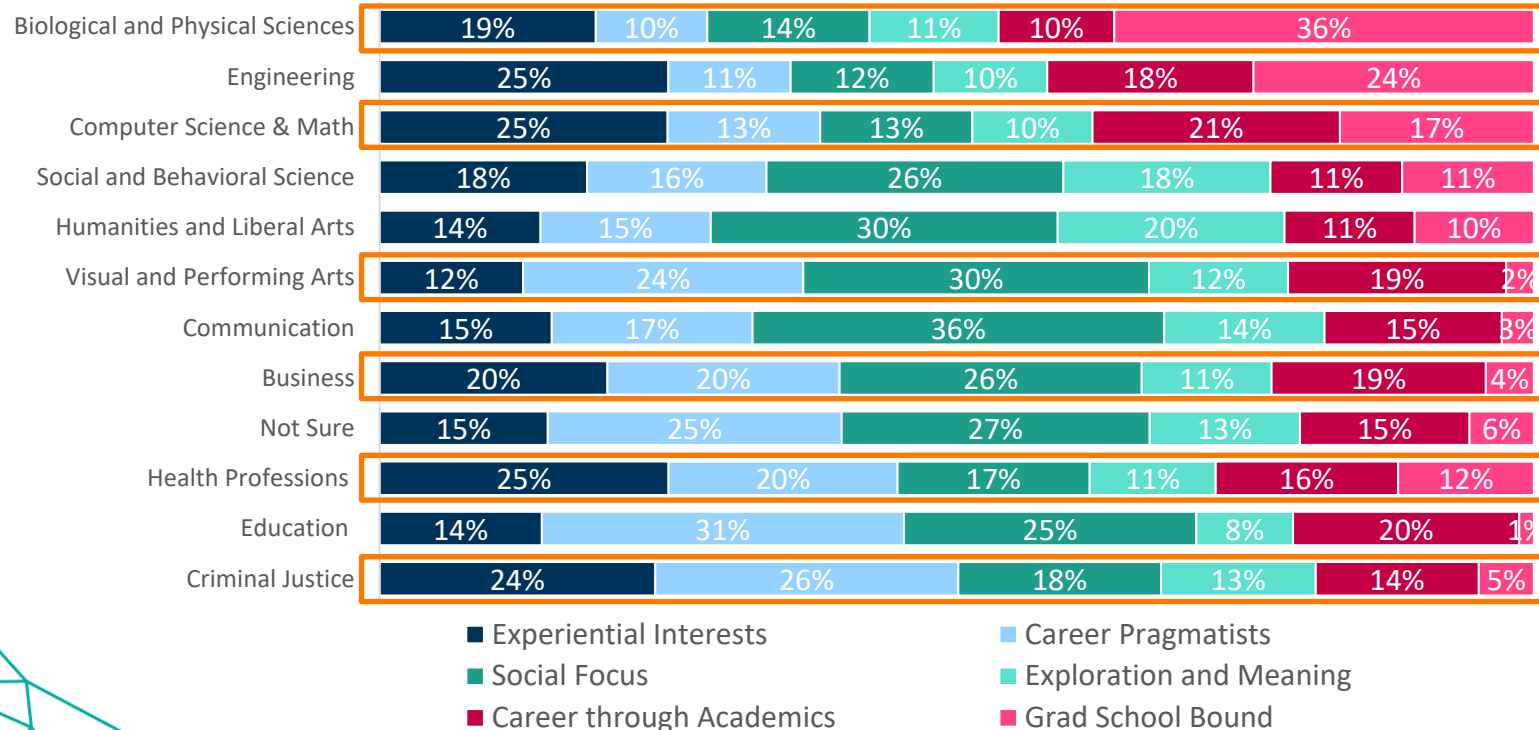
NATIONAL BENCHMARKS OF MINDSET PROFILES

Student Mindset by Type of Institution Most Likely to Attend



Intended Major and Mindset Are Related

HOW WILL YOU HELP YOUR ACADEMIC COLLEAGUES UNDERSTAND THEIR INCOMING STUDENTS?



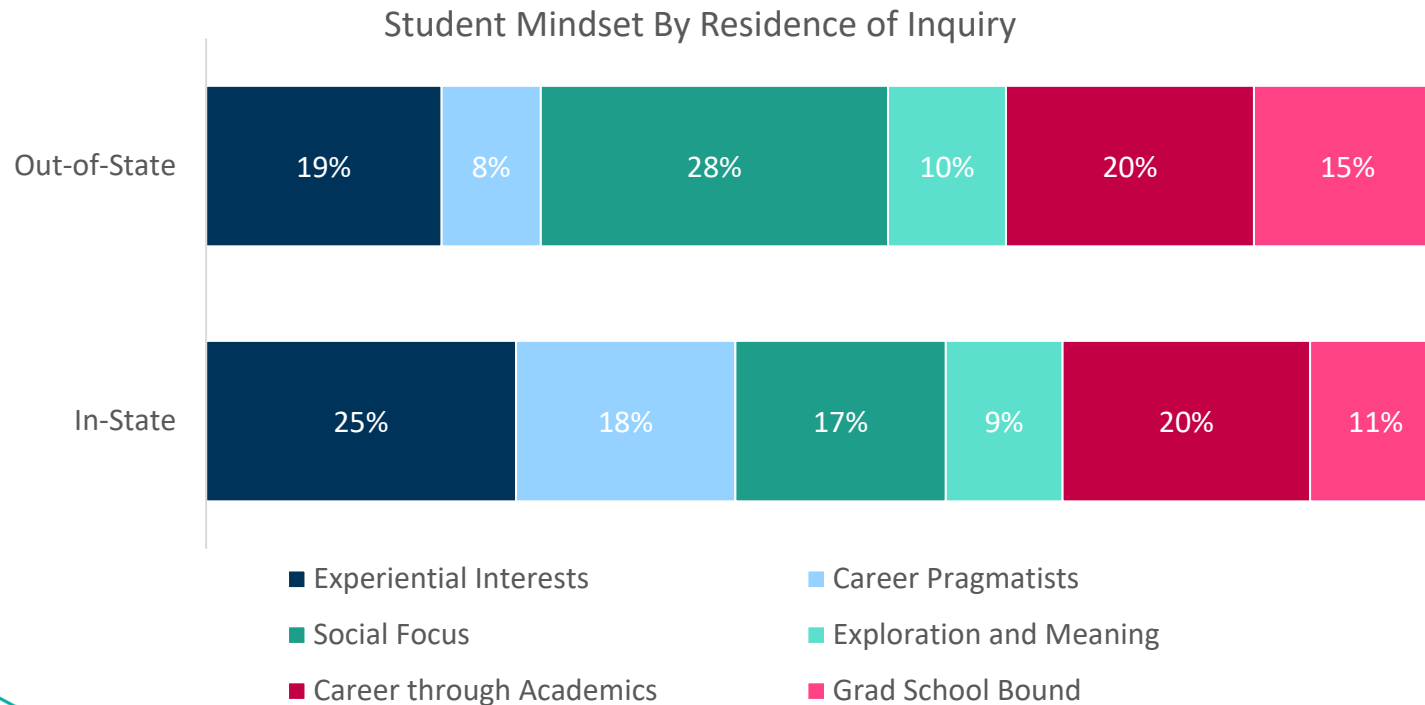
Mindsets and Identity

**YOUR STUDENT MINDSETS TELL YOU ABOUT
WHO STUDENTS THINK YOU ARE**



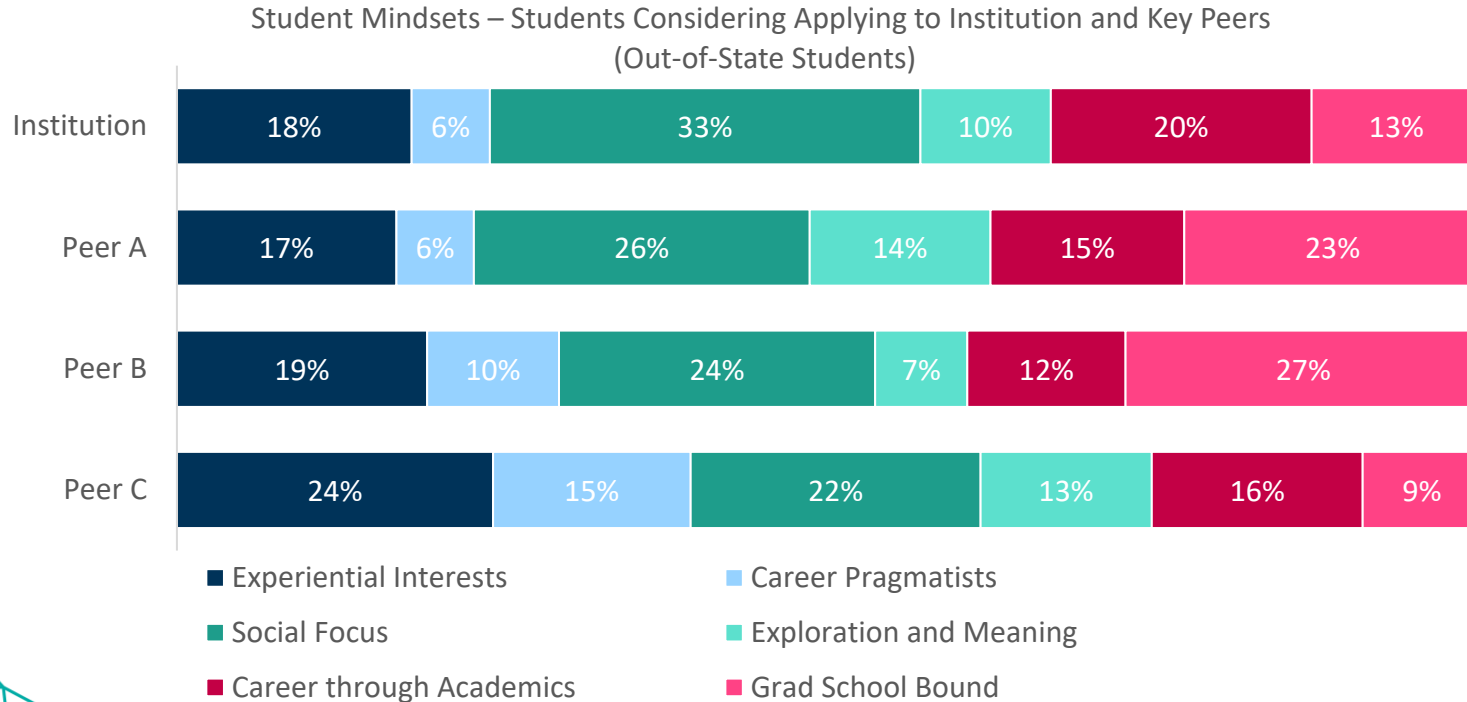
Who Is in Your Inquiry Pool?

PUBLIC INSTITUTION EXAMPLE—DIFFERENT STRATEGIES FOR DIFFERENT MARKETS



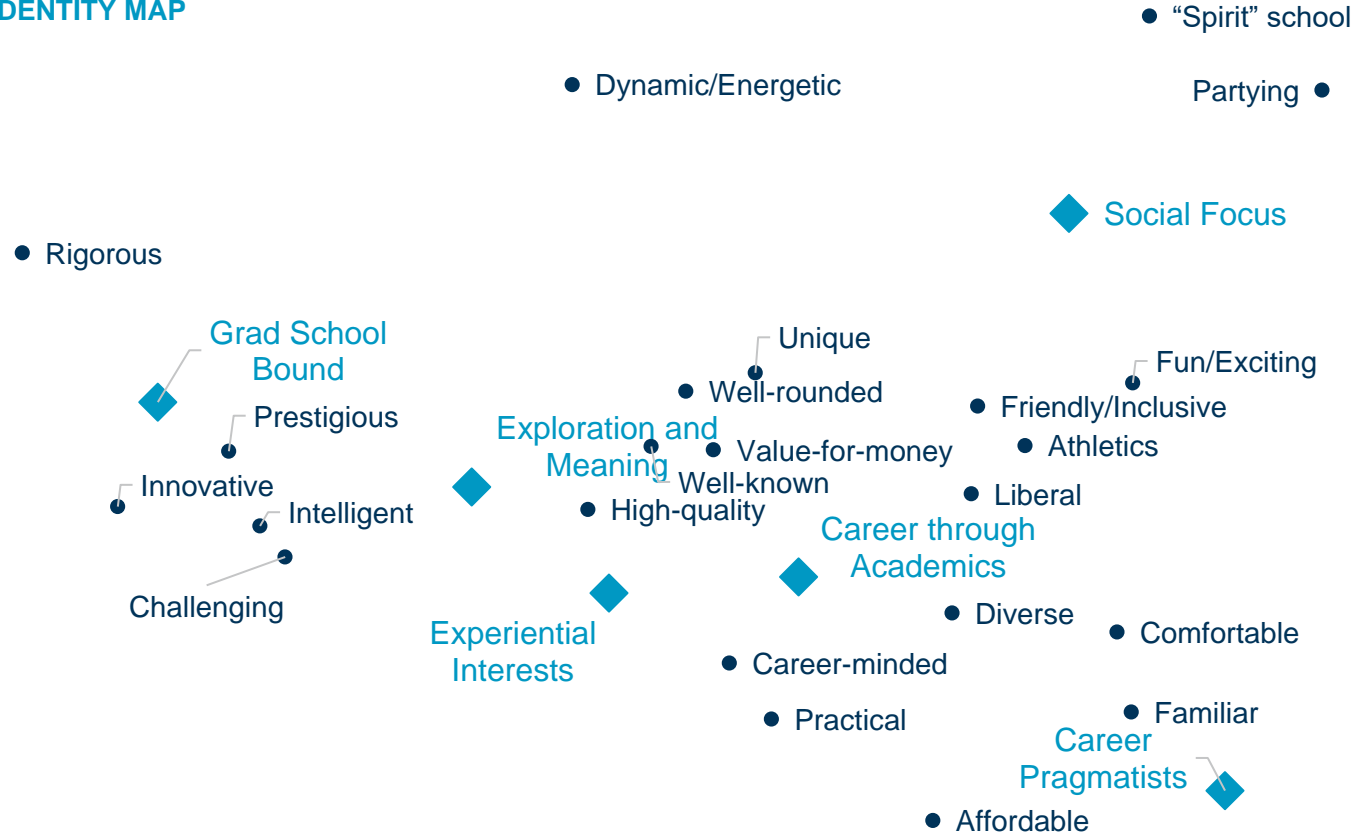
Who Are You Relative to Peers?

EACH INSTITUTION HAS A DISTINCT PROFILE OF STUDENTS IT ATTRACTS



Ultimately Students Must See Their Path

INSTITUTIONAL IDENTITY MAP



9 Steps to Working With Mindsets During the Enrollment Cycle

KNOWING WHERE STUDENTS START IS CRITICAL TO UNDERSTANDING WHERE THEY WILL GO

- Prioritize the Student Mindsets within the context of your institution
- Know your Prospective Student Mindsets
- Qualify students into a Mindset
- Develop your institutional narrative for each Mindset
- Train recruiters on engagement strategies for each Mindset
- Understand the pathways your students are most likely to follow
- Understand the adjacent moves they might make as they “try on” mindsets that fit
- Use this information to help your students shop or try on ways of thinking about their college experience
- When in doubt, focus messaging on the areas of greatest convergence

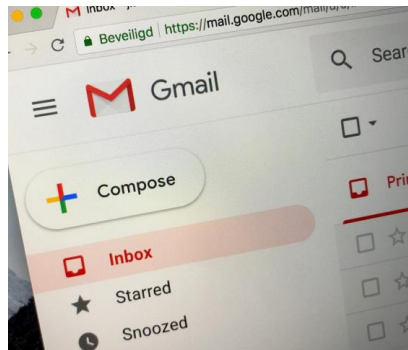
Optimizing Student Engagement with Mindsets



Key Applications of Mindsets



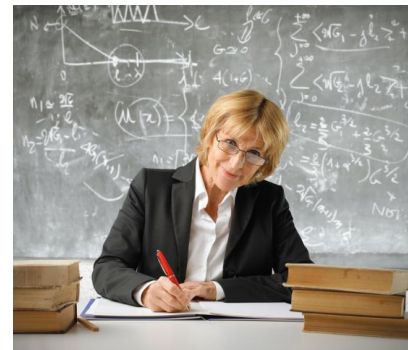
Bursting Recruiter Bubbles



Revitalize Communications
with Relevance



Re-think Campus Visits



Help Academic Colleagues
See Their Students

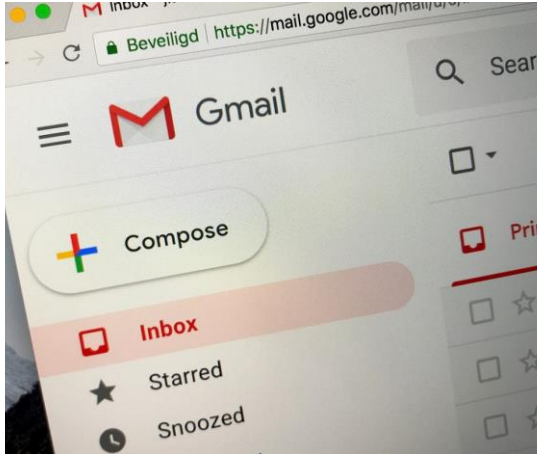
Refine Recruiting Strategies



Bursting Recruiter Bubbles

- Recruiters typically see the institution through personal and unique experiences and run the risk of alienating some students.
- When used with recruiters, Mindsets provide a framework to burst their own bubbles and see students for who they are.
- Genuine engagement leading to student-centric institutional pathways is now more important than ever.

Improve Segmentation and Engagement



Revitalize Communications
with Relevance

- Prioritize mindsets based on target populations and understand regional and national benchmarks.
- Create clear and balanced messaging across key recruiting assets: website, print, email, etc.
- Target engagement to the right students with appropriate messaging.

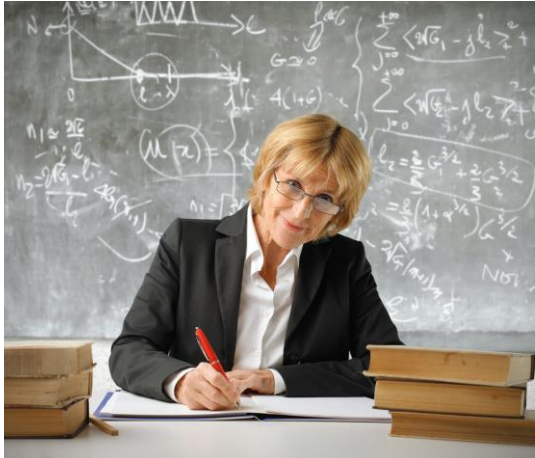
Evolve Campus Visits



Re-think Campus Visits

- Consider how tours may be personalized.
- Accommodate information capture and ongoing collaboration.
- In 2020, consider pre and post tour communications all part of the campus tour.

Arm Academic Stakeholders with Information



Help Academic Colleagues
See Their Students

- Characterize prospective students to faculty and staff involved in recruiting.
- Academic units can learn about student expectations and outcomes.

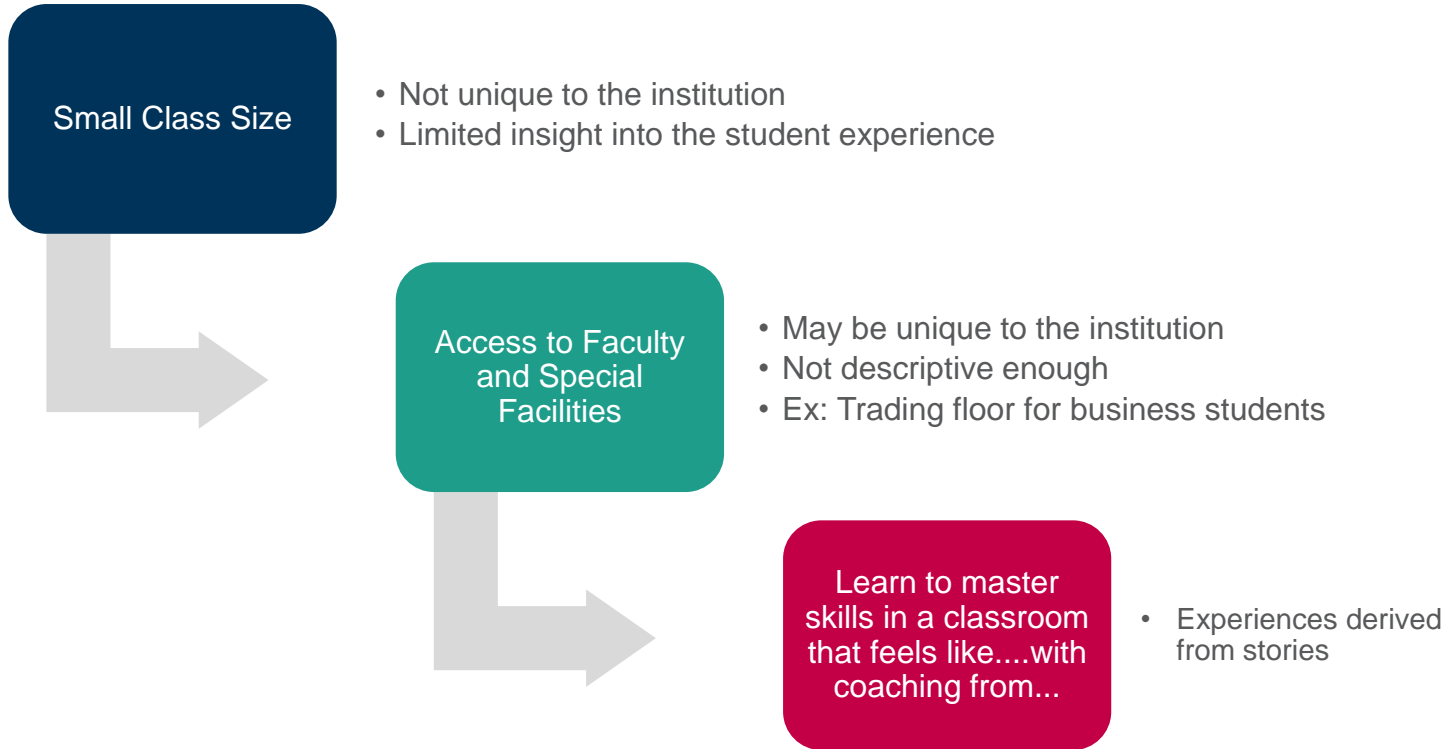
Using Prospective Student Research Data to Inform Strategies

- Encoura Data Lab
- Example: UCLA

Connecting the Dots



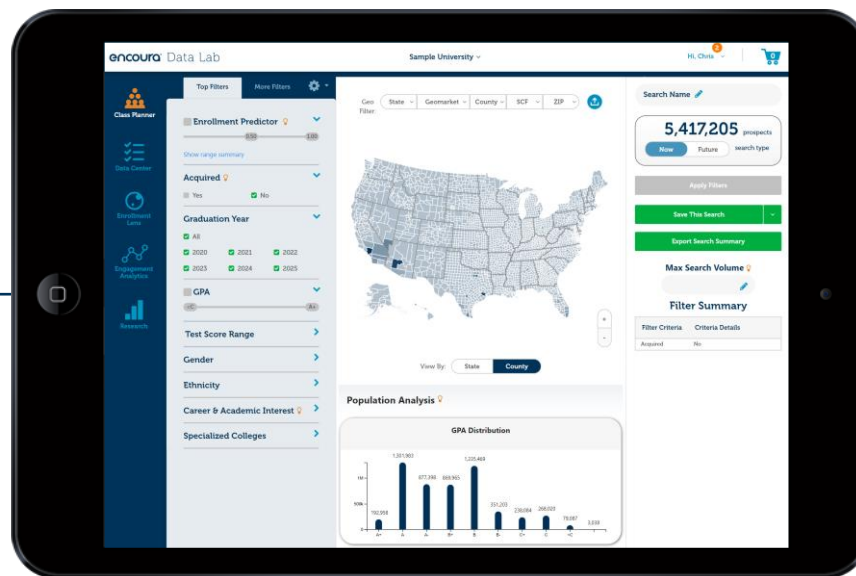
Connecting the Dots



Mindsets Now Available With ACT | NRCCUA Data

ACCESS THE LARGEST SET OF STUDENT SEARCH DATA OVERLAID WITH MINDSETS

Providing the insight
needed to make
emotional connections
with students that drive
engagement



Three Potential Solutions

- Eduventures AppGen Solution
- Participate in Prospective Student Research
- Eduventures Traditional Student Subscription

Would You Like to Understand Your Prospective Students at a Deeper Level?

Find out how with Eduventures' Prospective Student Research™

Eduventures' Prospective Student Research represents the largest student market segmentation and institutional identity study in the country, revealing the preferences of Gen Z college-bound students.

Results from this study are used to provide critical direction for enrollment professionals as it informs their practices to better recruit, retain, and serve students.

Participate today:

encoura.org/prospective-student-research

Deadline to Participate: November 4, 2020



Additional Resources



Digital Marketing Solutions for the Evolving Enrollment Office

Reach your prospective students wherever they go.

You're working harder. Why shouldn't your media budget work harder for you?

We've designed and managed innovative digital campaigns for hundreds of institutions. Clients appreciate our creative approach to digital enrollment marketing for undergrad, transfer, grad and adult students.

Learn more:

encoura.org/digital-solutions



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Thank you.

