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

October 15, 2020
Introductions

TODAY’S SPEAKERS

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ACT | NRCCUA

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President
ACT | NRCCUA
Agenda

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

<table>
<thead>
<tr>
<th>Type of Institution</th>
<th>Experiential Interests</th>
<th>Career Pragmatists</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community/Technical College</td>
<td>22%</td>
<td>43%</td>
<td>12%</td>
<td>8%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>In-state Public</td>
<td>23%</td>
<td>23%</td>
<td>18%</td>
<td>11%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Out-of-State Public</td>
<td>20%</td>
<td>17%</td>
<td>24%</td>
<td>13%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>In-State Private</td>
<td>21%</td>
<td>16%</td>
<td>20%</td>
<td>13%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Out-of-State Private</td>
<td>16%</td>
<td>9%</td>
<td>25%</td>
<td>16%</td>
<td>13%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Intended Major and Mindset Are Related

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

- Biological and Physical Sciences: 19% Experiential Interests, 10% Career Pragmatists, 14% Social Focus, 11% Exploration and Meaning, 10% Career through Academics, 36% Grad School Bound
- Engineering: 25% Experiential Interests, 11% Career Pragmatists, 12% Social Focus, 10% Exploration and Meaning, 18% Career through Academics, 24% Grad School Bound
- Computer Science & Math: 25% Experiential Interests, 13% Career Pragmatists, 13% Social Focus, 10% Exploration and Meaning, 21% Career through Academics, 17% Grad School Bound
- Social and Behavioral Science: 18% Experiential Interests, 16% Career Pragmatists, 26% Social Focus, 18% Exploration and Meaning, 11% Career through Academics, 11% Grad School Bound
- Humanities and Liberal Arts: 14% Experiential Interests, 15% Career Pragmatists, 30% Social Focus, 20% Exploration and Meaning, 11% Career through Academics, 10% Grad School Bound
- Visual and Performing Arts: 12% Experiential Interests, 24% Career Pragmatists, 30% Social Focus, 12% Exploration and Meaning, 19% Career through Academics, 2% Grad School Bound
- Communication: 15% Experiential Interests, 17% Career Pragmatists, 36% Social Focus, 14% Exploration and Meaning, 15% Career through Academics, 3% Grad School Bound
- Business: 20% Experiential Interests, 20% Career Pragmatists, 26% Social Focus, 11% Exploration and Meaning, 19% Career through Academics, 4% Grad School Bound
- Not Sure: 15% Experiential Interests, 25% Career Pragmatists, 27% Social Focus, 13% Exploration and Meaning, 15% Career through Academics, 6% Grad School Bound
- Health Professions: 25% Experiential Interests, 20% Career Pragmatists, 17% Social Focus, 11% Exploration and Meaning, 16% Career through Academics, 12% Grad School Bound
- Education: 14% Experiential Interests, 31% Career Pragmatists, 25% Social Focus, 8% Exploration and Meaning, 20% Career through Academics, 0% Grad School Bound
- Criminal Justice: 24% Experiential Interests, 26% Career Pragmatists, 18% Social Focus, 13% Exploration and Meaning, 14% Career through Academics, 5% Grad School Bound
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

Student Mindset By Residence of Inquiry

<table>
<thead>
<tr>
<th>Residence of Inquiry</th>
<th>Experiential Interests</th>
<th>Career Pragmatists</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-State</td>
<td>19%</td>
<td>8%</td>
<td>28%</td>
<td>10%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>In-State</td>
<td>25%</td>
<td>18%</td>
<td>17%</td>
<td>9%</td>
<td>20%</td>
<td>11%</td>
</tr>
</tbody>
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Who Are You Relative to Peers?

EACH INSTITUTION HAS A DISTINCT PROFILE OF STUDENTS IT ATTRACTS

Student Mindsets – Students Considering Applying to Institution and Key Peers (Out-of-State Students)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Peer A</th>
<th>Peer B</th>
<th>Peer C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential Interests</td>
<td>Career Pragmatists</td>
<td>Social Focus</td>
<td>Exploration and Meaning</td>
</tr>
<tr>
<td>18%</td>
<td>6%</td>
<td>26%</td>
<td>24%</td>
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<tr>
<td>6%</td>
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</tbody>
</table>

14% |
6% |
22% |
13% |
16% |
13% |
Ultimately Students Must See Their Path

INSTITUTIONAL IDENTITY MAP

- Dynamic/Energetic
- Social Focus
- “Spirit” school
- Fun/Exciting
- Leader
- Friendly/Inclusive
- Practical
- Diverse
- Comfortable
- Familiar
- Career Pragmatists
- Affordable
- High-quality
- Well-known
- Value-for-money
- Well-rounded
- Unique
- Exploration and Meaning
- Career through Academics
- Experiential Interests
- Grad School Bound
- Prestigious
- Innovative
- Intriguing
- Challenging
- Rigorous
- Intelligent
- Dynamic/Energetic
- Partying
- Professional
- Action
- Empowering
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
Recruiters typically see the institution through personal and unique experiences and run the risk or 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

- 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

• 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

- 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

Student Experiences

Student Centric Value Proposition
Connecting the Dots

Small Class Size
- Not unique to the institution
- Limited insight into the student experience

Access to Faculty and Special Facilities
- May be unique to the institution
- Not descriptive enough
- Ex: Trading floor for business students

Learn to master skills in a classroom that feels like... with coaching from...
- Experiences derived from stories
Mindsets Now Available With ACT | NRCCUA Data

ACCESS THE LARGEST SET OF STUDENT SEARCH DATA OVERLAIRED 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
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.

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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Equal Justice Initiative
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