



Membership matters.

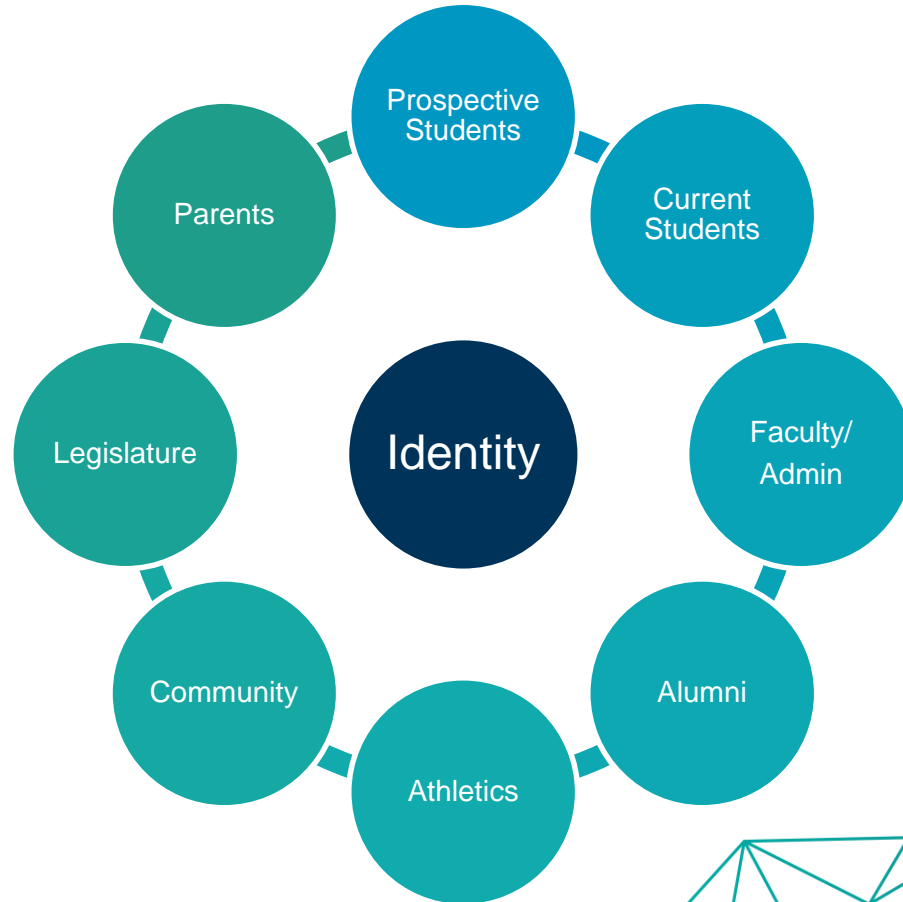
Institutional Identity Matters: The Relationship between Students and Schools

Cara Quackenbush

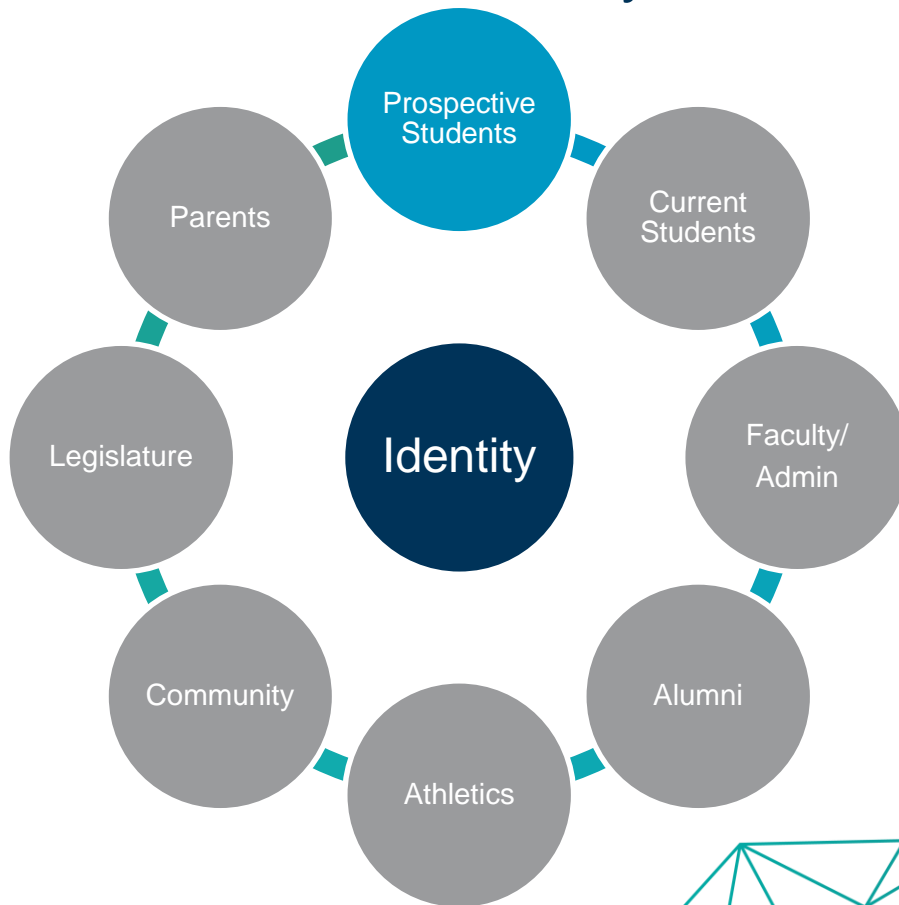
Eduventures VP of Research at ACT | NRCCUA



Stakeholders in Institutional Identity



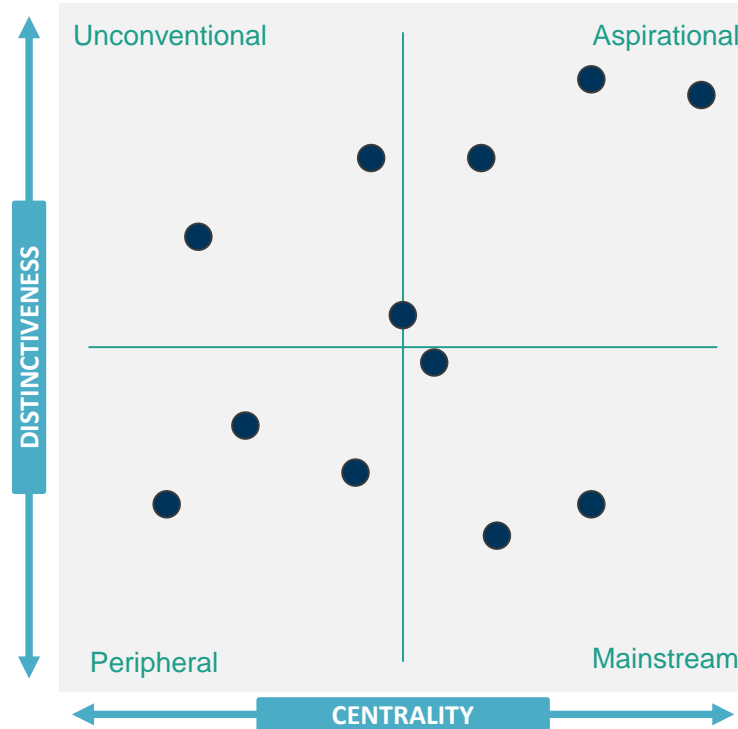
Stakeholders in Institutional Identity



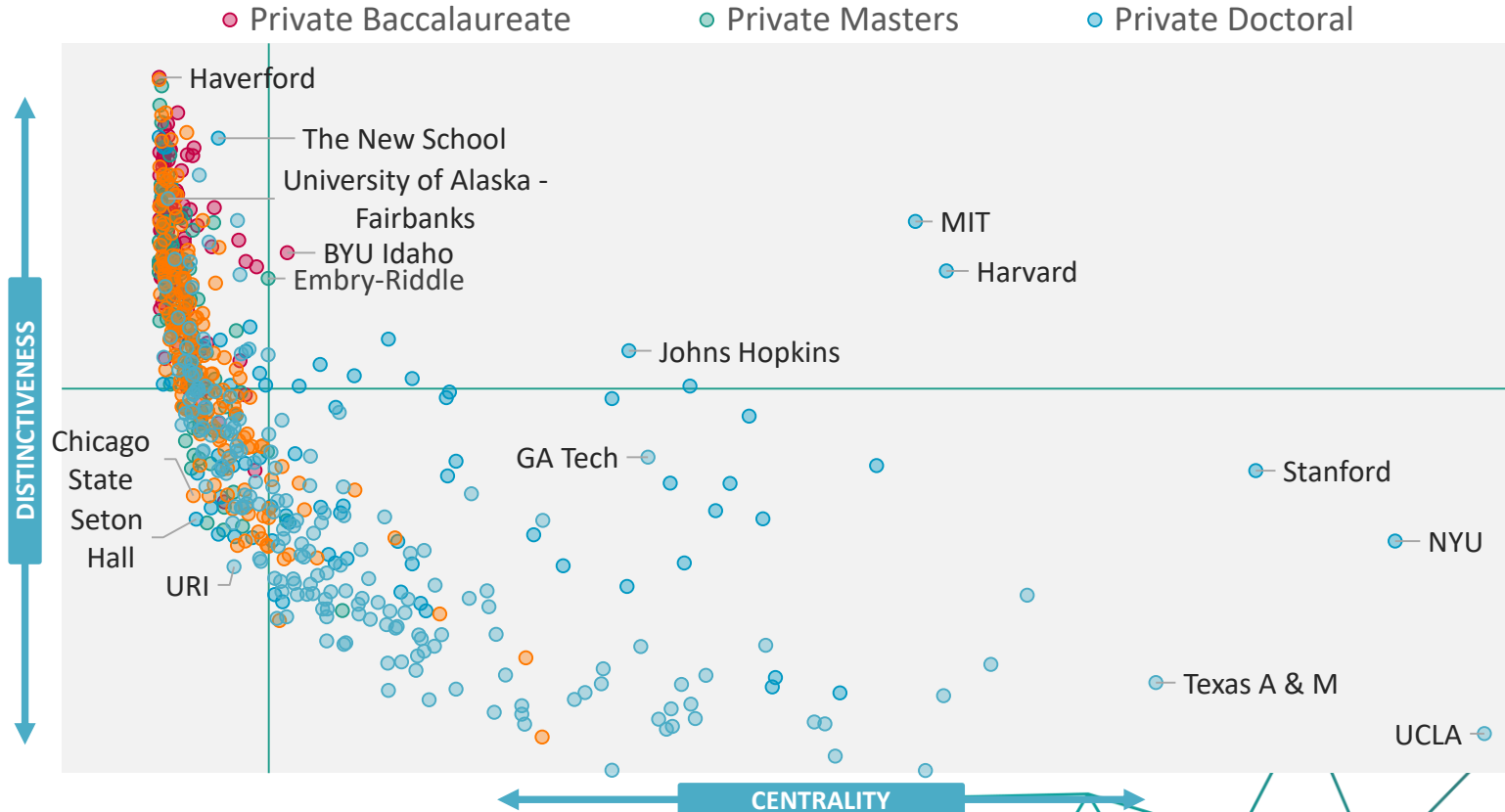
The Institutional Identity Problem



Position Based on your Market Performance



The Domestic Institutional Identity Map



* Standardized scores

Eduventures Prospective Student Survey

Nation's largest market segmentation and institutional identity survey



- Students' imagined pathway
- Identity perceptions of the colleges

1,437
Institutions

159,172
Ratings

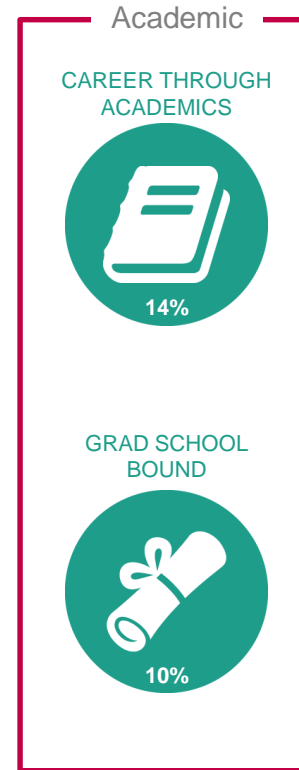
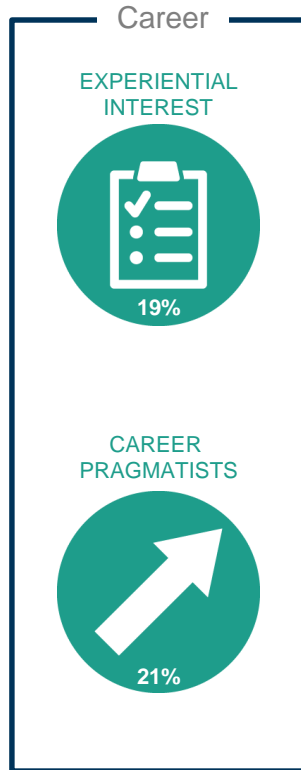


Organizing Principles































Student Mindsets



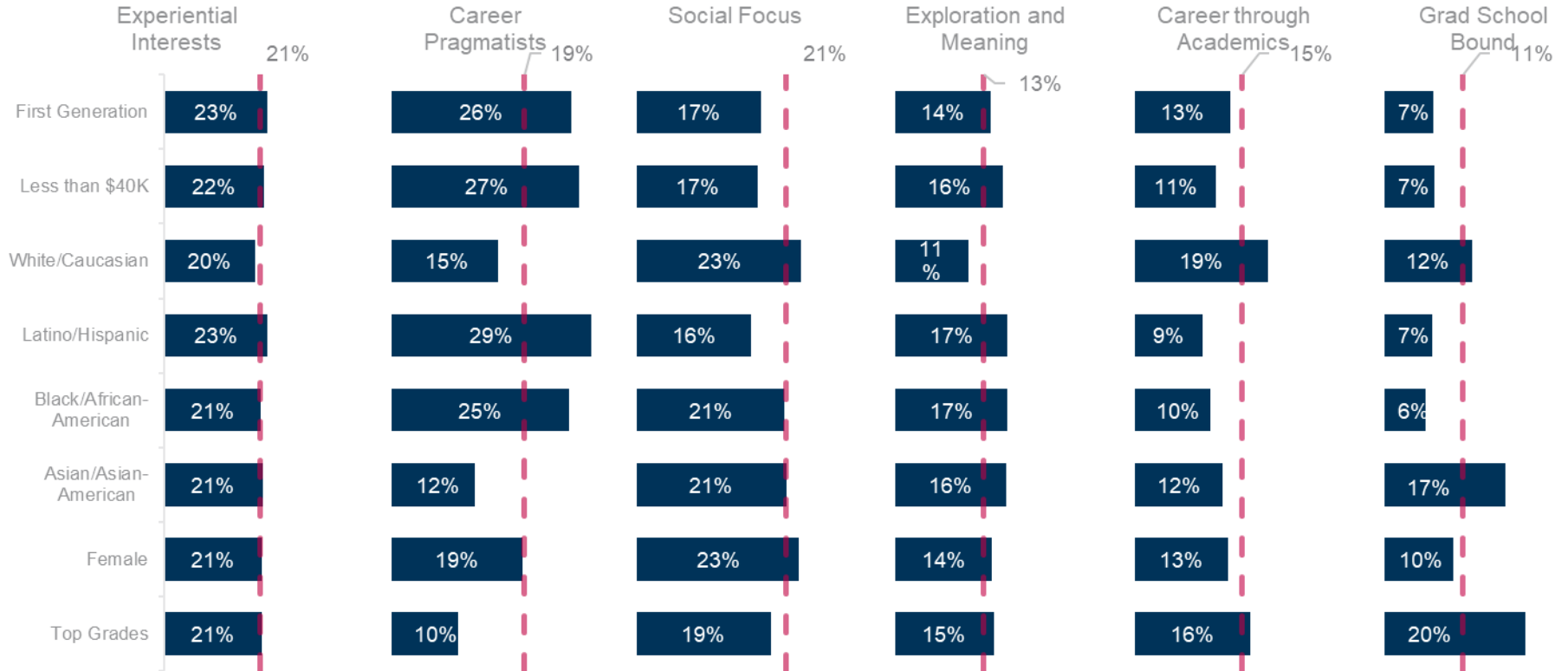
We Can Organize Students into Mindsets



Mindsets are Linked to Enduring Personality Traits

	Experiential Interests	Social Focus	Career Pragmatist	Exploration and Meaning	Career through Academics	Grad School Bound
Extroverted						
Agreeable						
Emotionally Stable						
Conscientious						
Open						

Demography Is Not Destiny



Organizing Principles

Institutional Identity Segments



Top Words Used to Describe Colleges

What's the first word that comes to your mind...

Fun

Expensive

Affordable

Opportunity

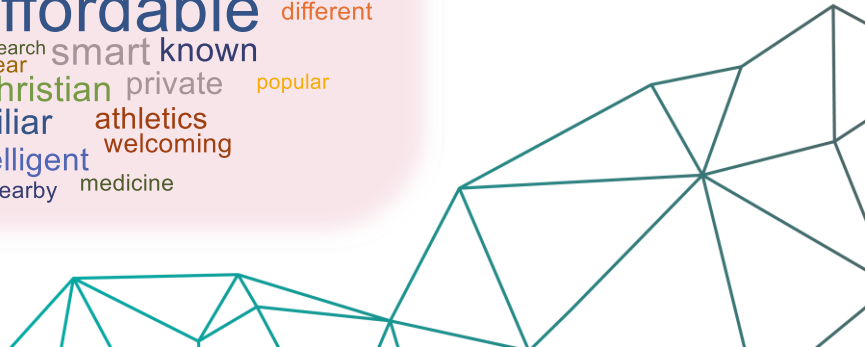
Close

Beautiful

Challenging

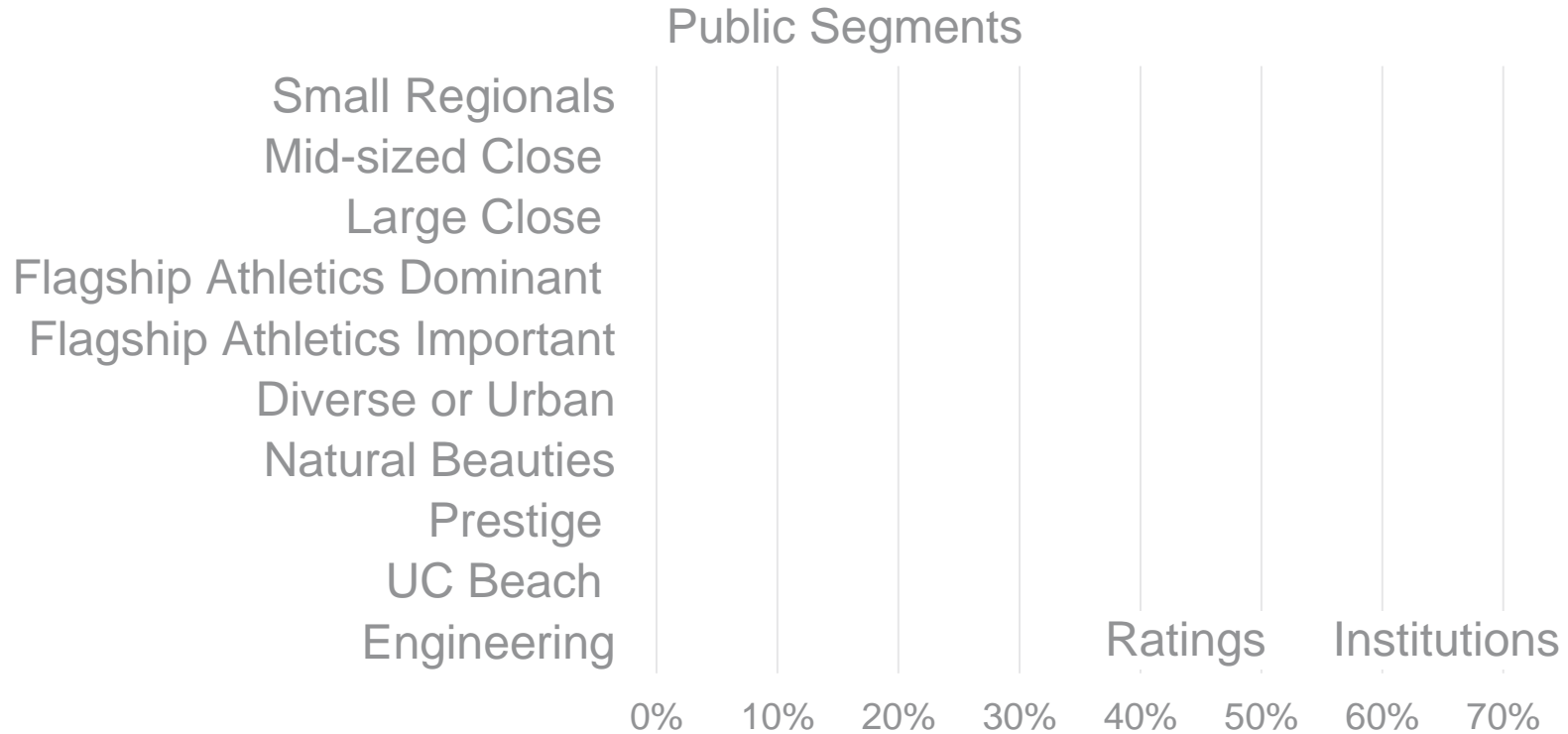
We Can also Organize Institutions into Identity Segments

What's the first word that comes to your mind...



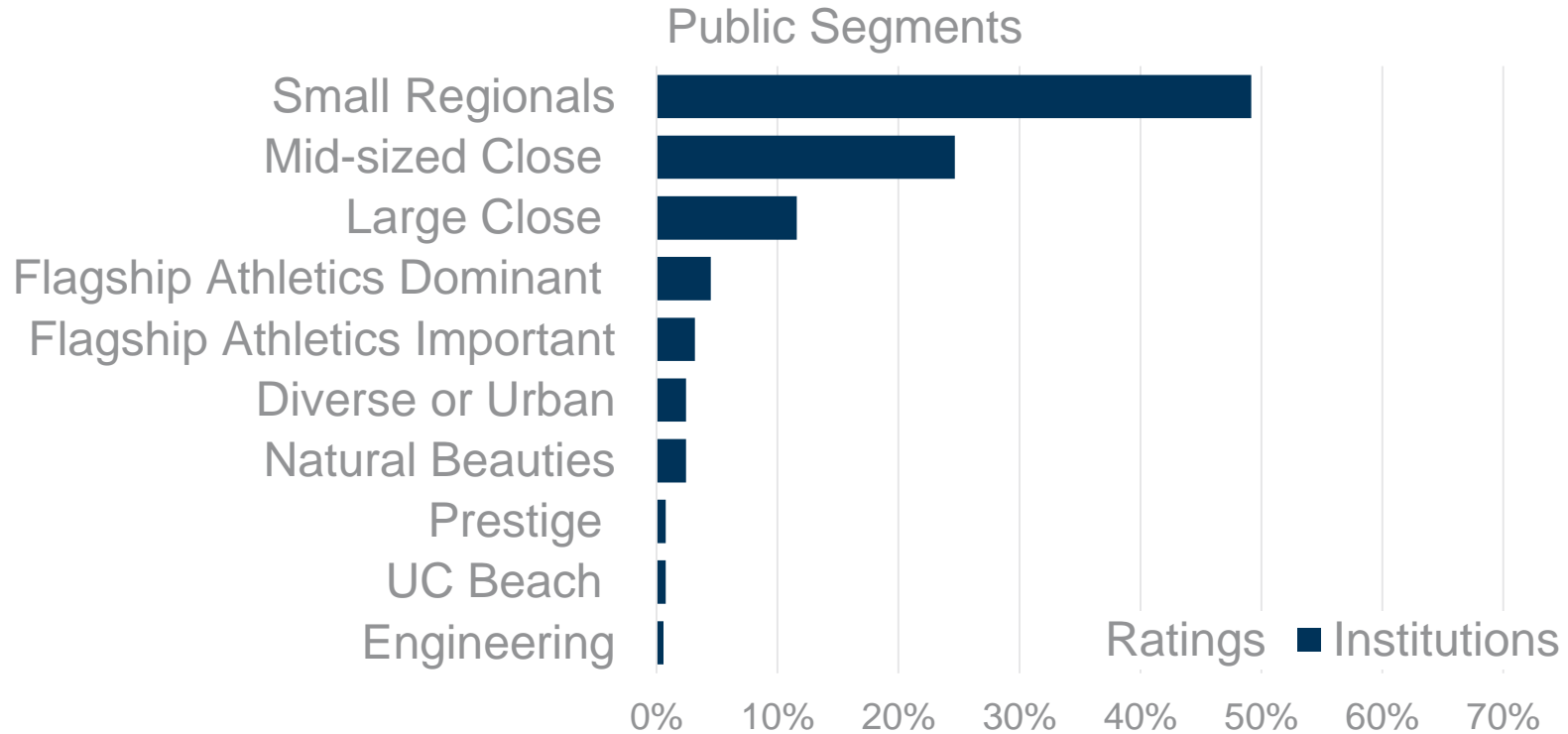
Most Higher Ed. Identities Cluster into Big Segments

But some drive outsized interest



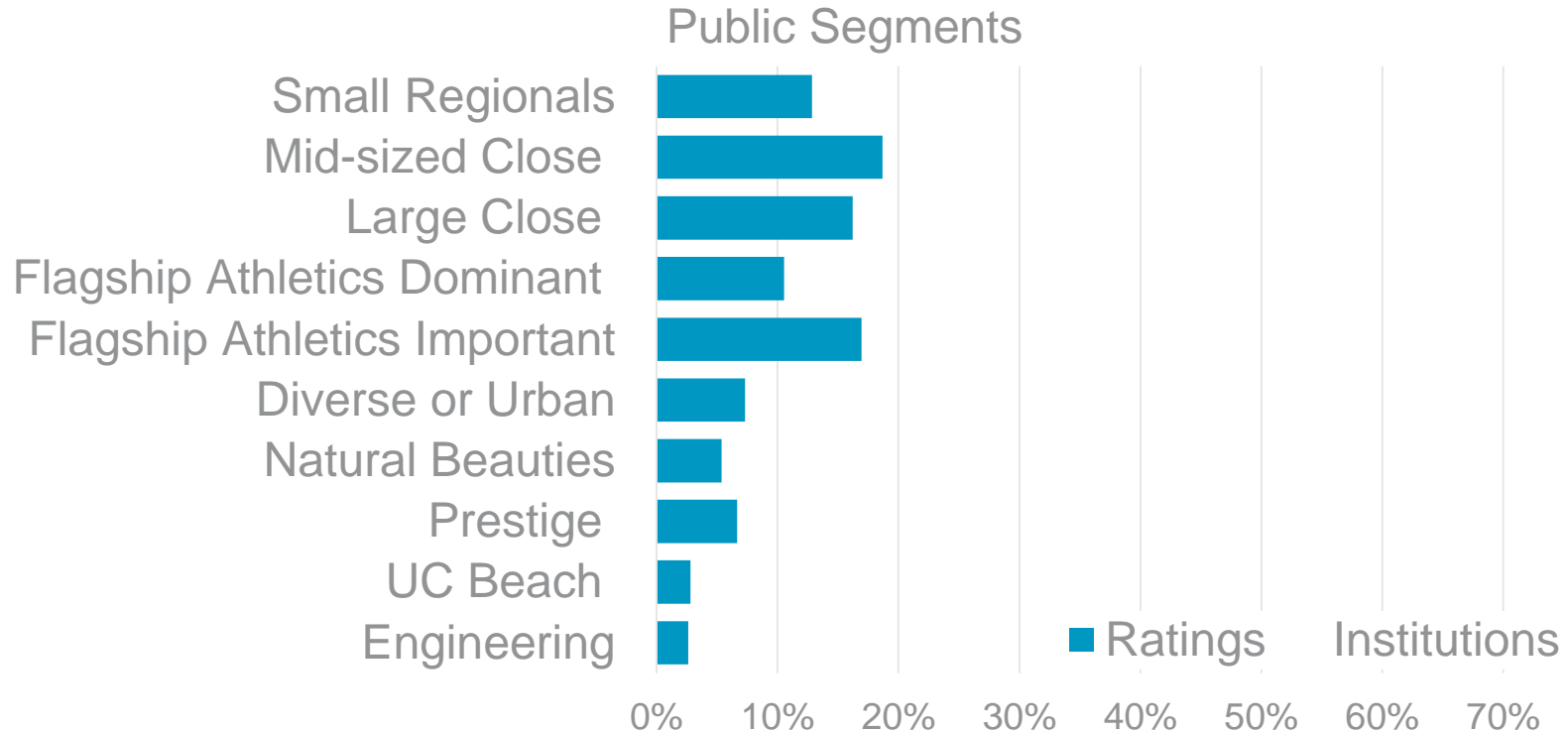
Most Higher Ed. Identities Cluster into Big Segments

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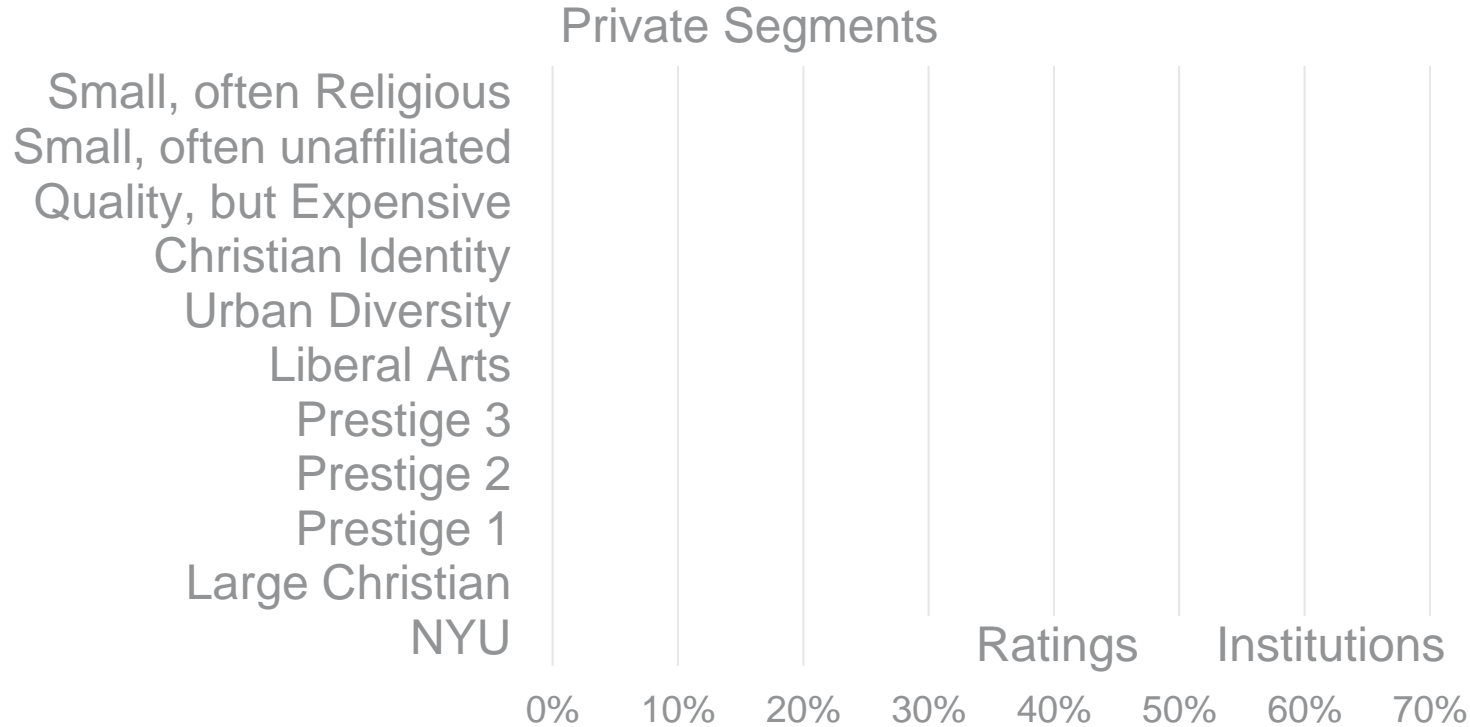
Most Higher Ed. Identities Cluster into Big Segments

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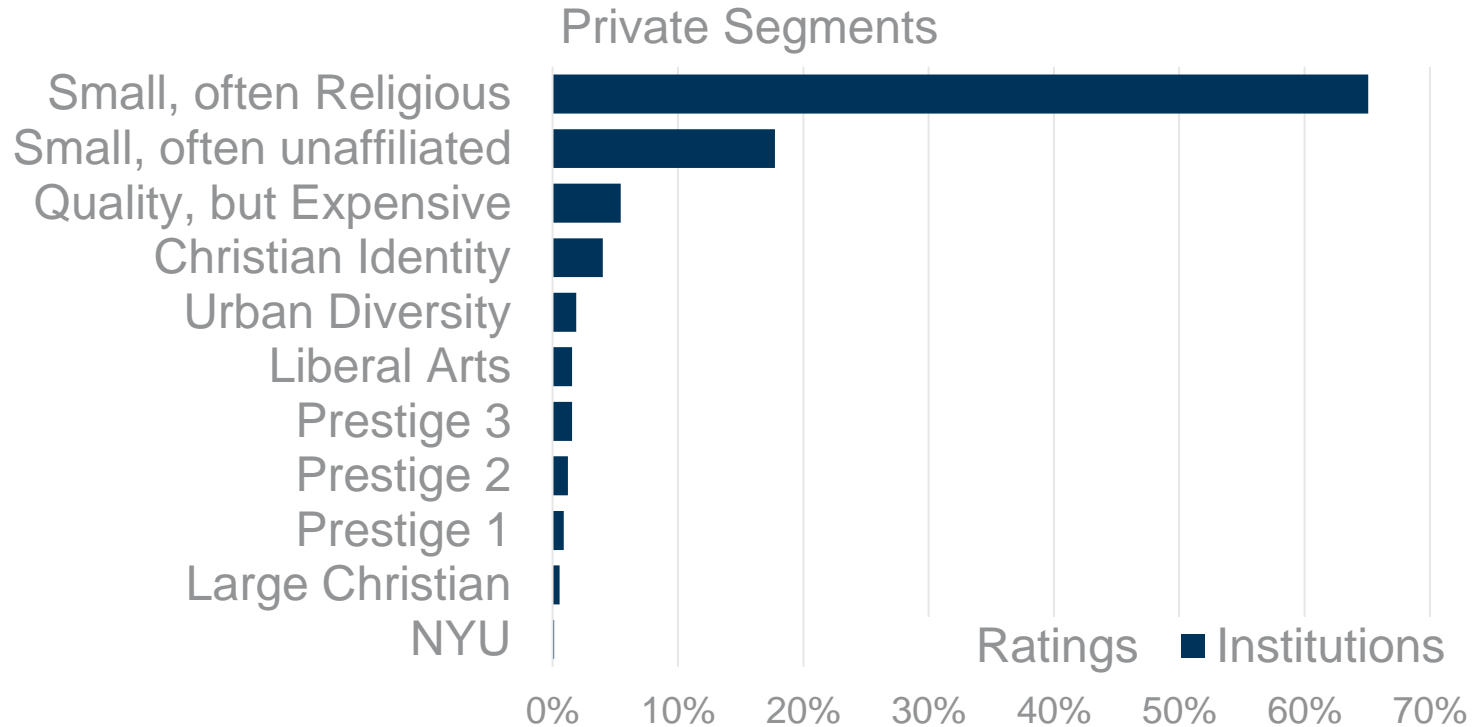
Most Higher Ed. Identities Cluster into Big Segments

But some drive outsized interest



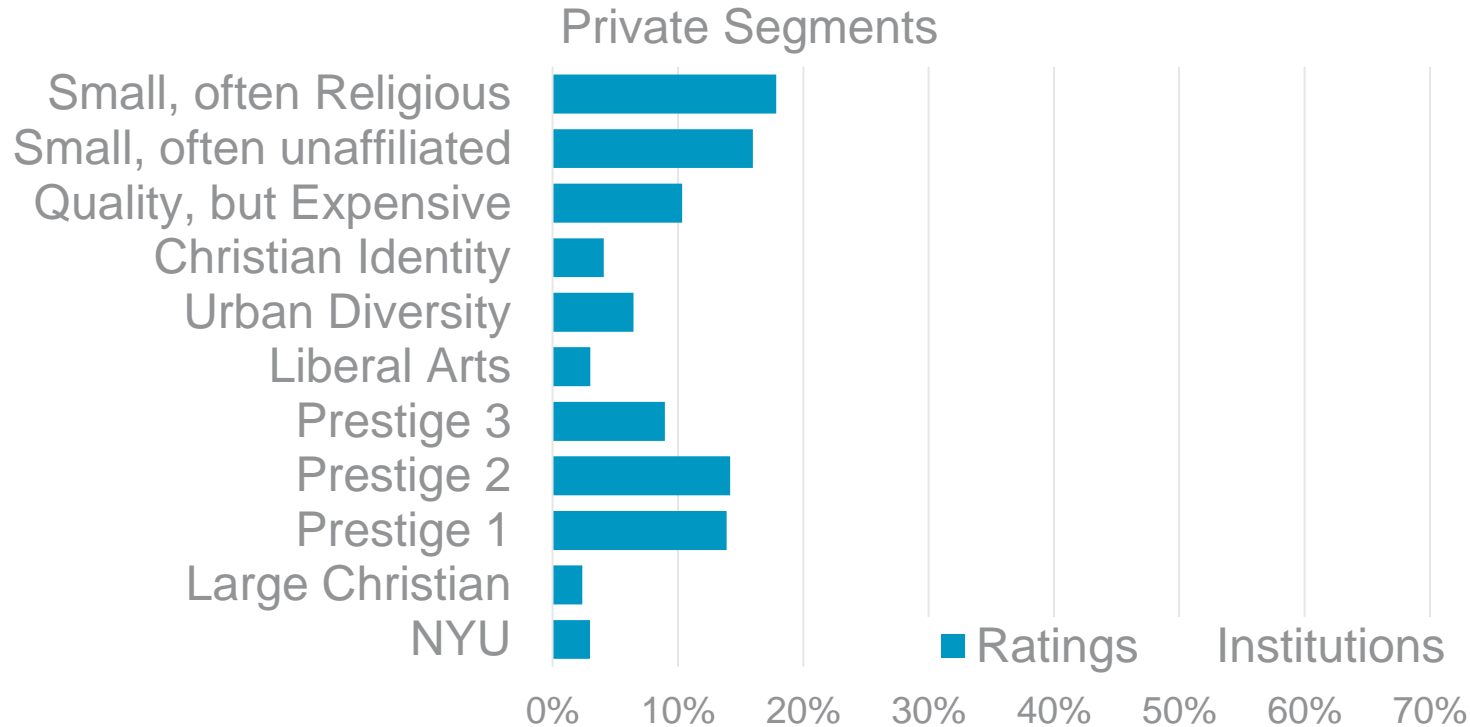
Most Higher Ed. Identities Cluster into Big Segments

But some drive outsized interest

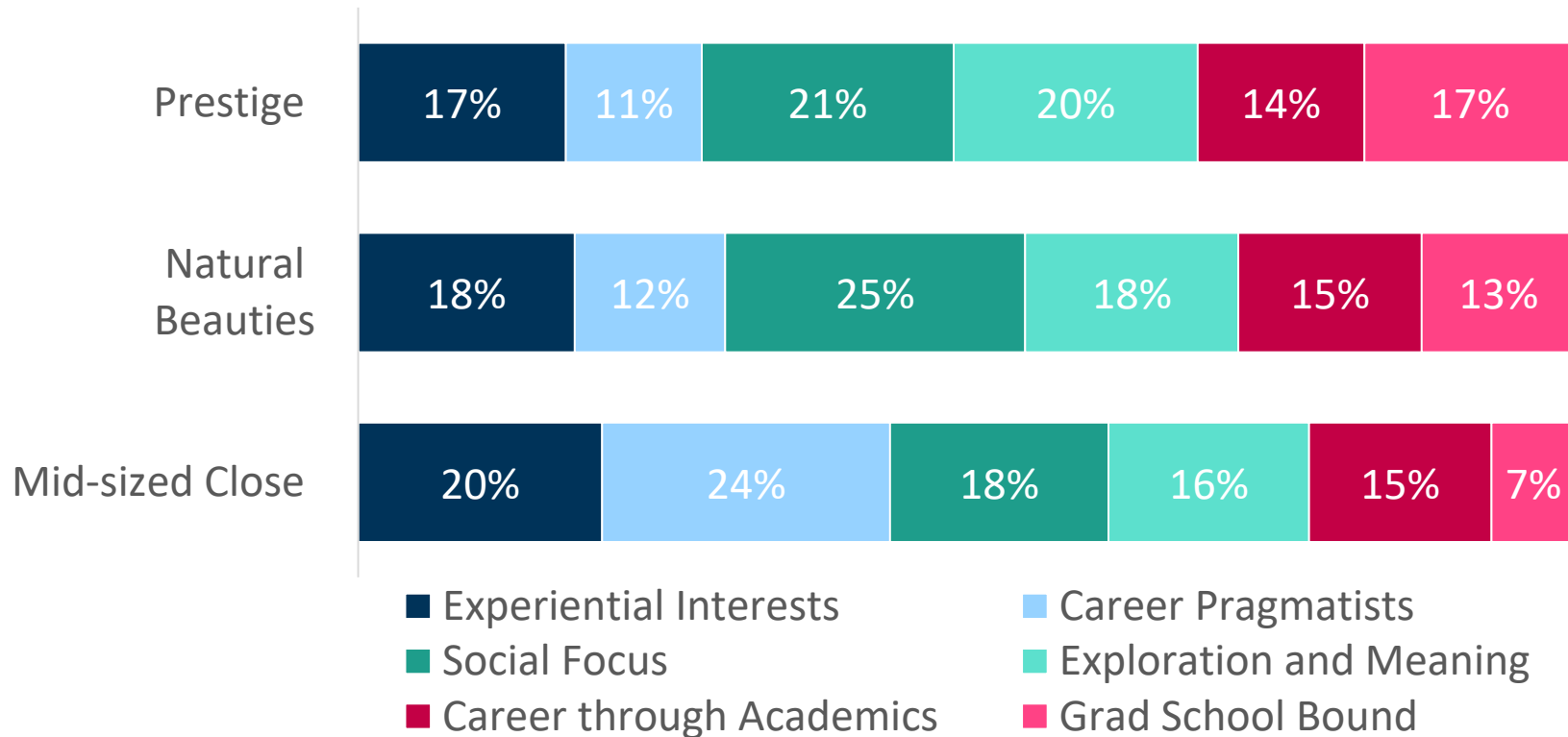


Most Higher Ed. Identities Cluster into Big Segments

But some drive outsized interest



Mindset Membership for Public Clusters



Mid-Sized Close (*Public*)

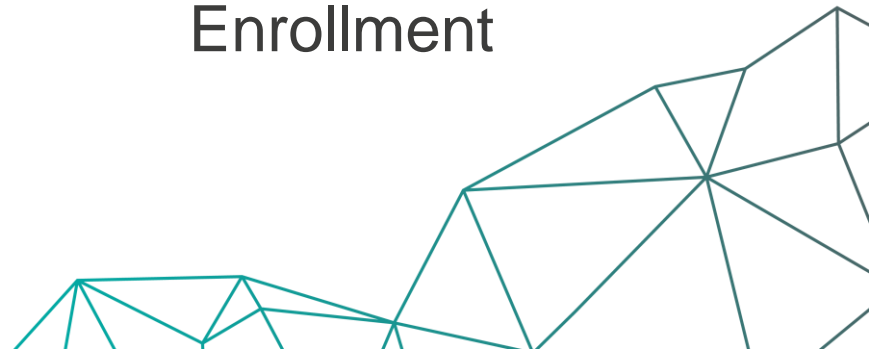


74%

Admitted

10,650

Enrollment



Mid-Sized Close (*Public*)



Natural Beauties

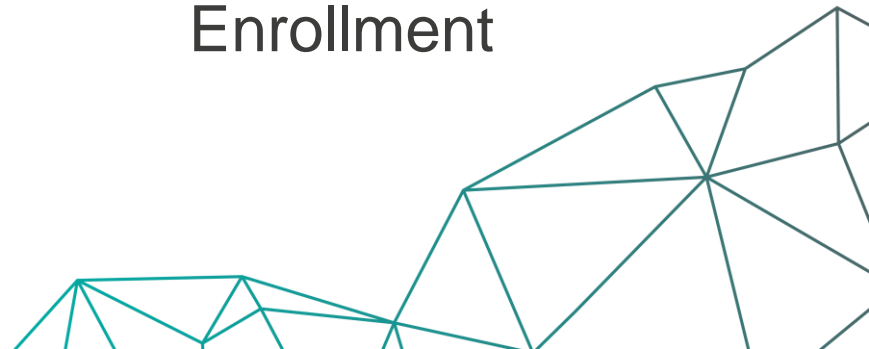


68%

Admitted

18,933

Enrollment



Natural Beauties



Prestige Publics

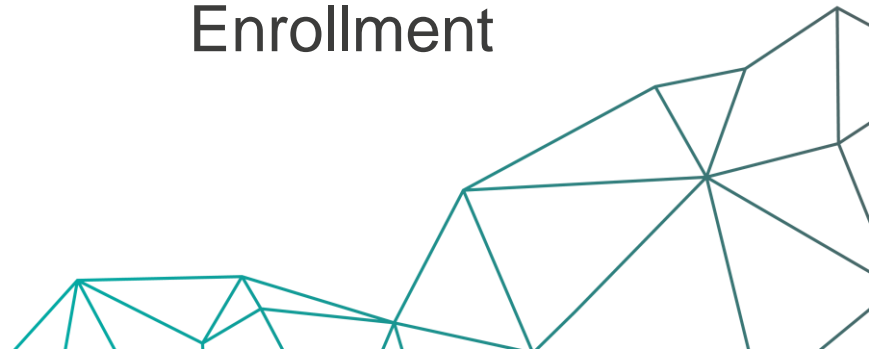


23%

Admitted

32,778

Enrollment



Prestige Publics

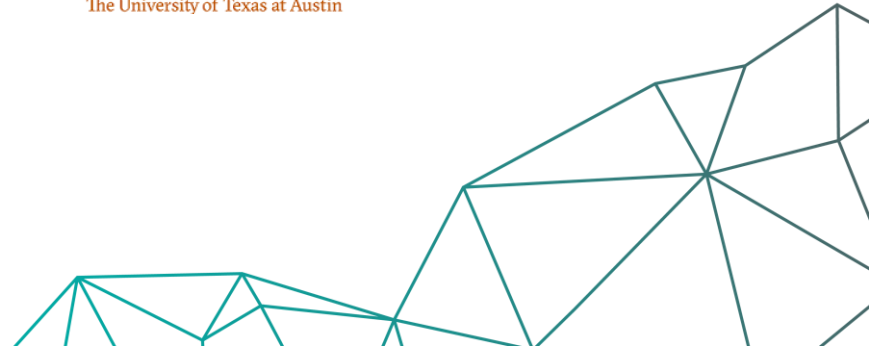


Ucla®

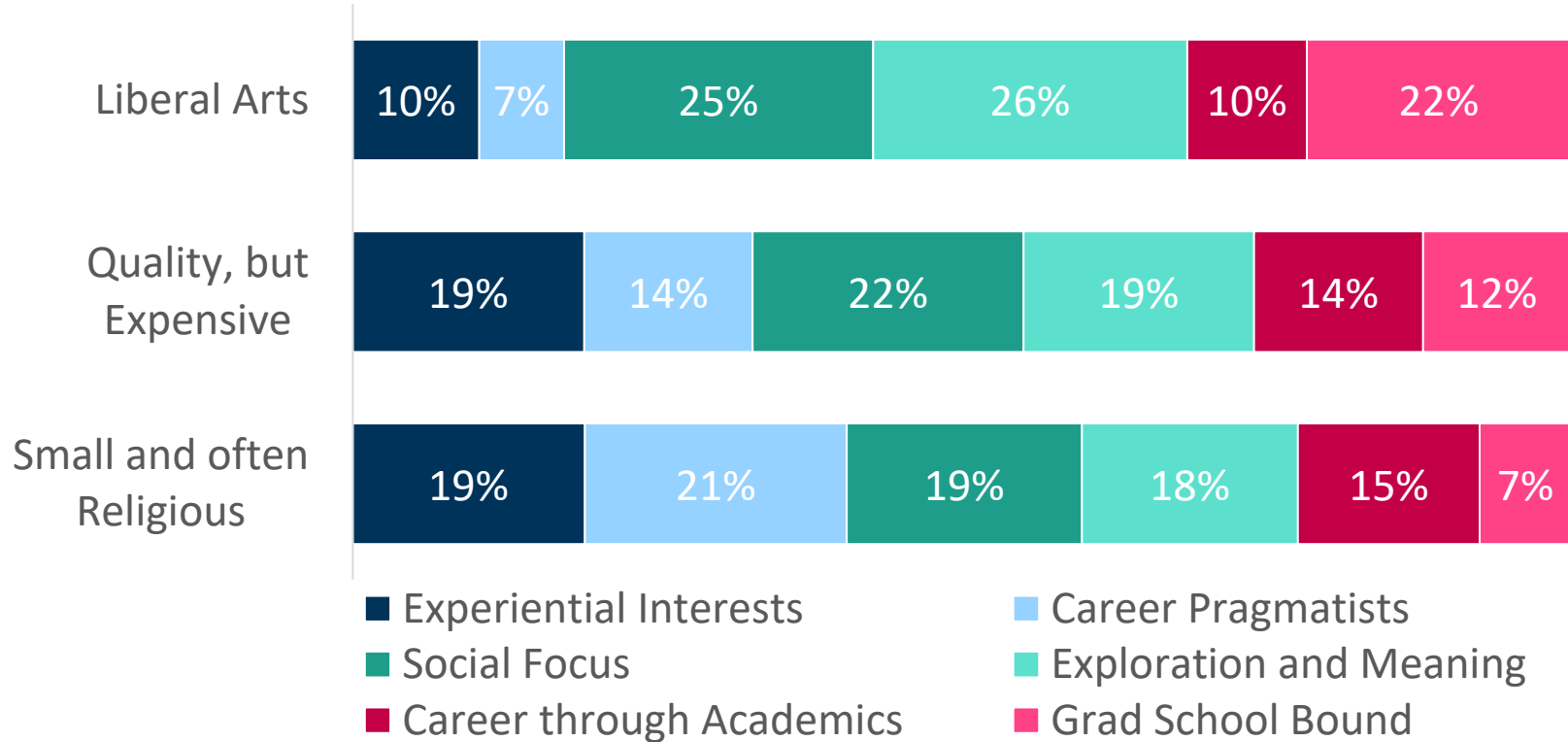


TEXAS
The University of Texas at Austin

Berkeley
UNIVERSITY OF CALIFORNIA



Mindset Membership for Private Clusters



Small, often Religious (Private)

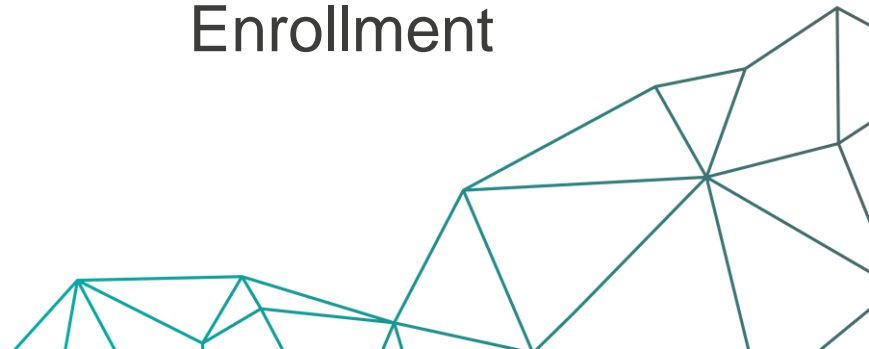


68%

Admitted

2,083

Enrollment



Small, often Religious (Private)



Quality, but Expensive

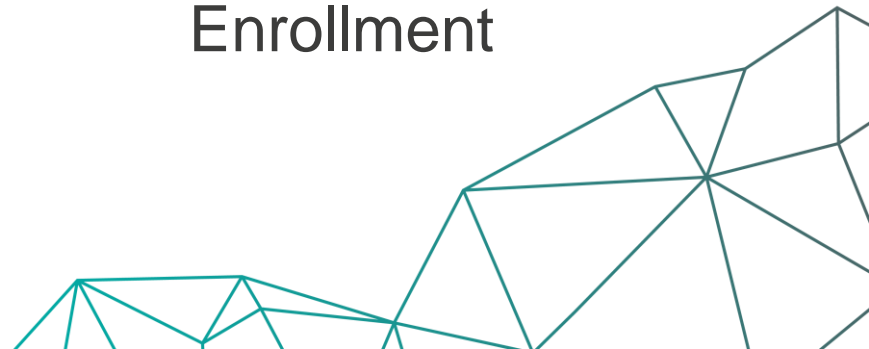


62%

Admitted

4,998

Enrollment



Quality, but Expensive



National Liberal Arts

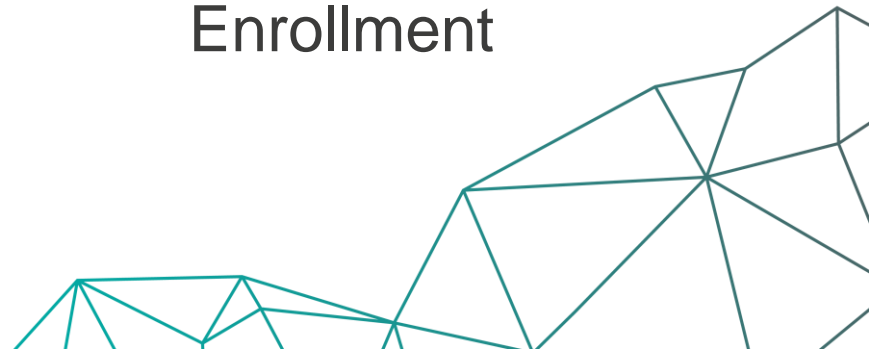


23%

Admitted

2,582

Enrollment



National Liberal Arts



AMHERST
COLLEGE

OBERLIN
COLLEGE & CONSERVATORY

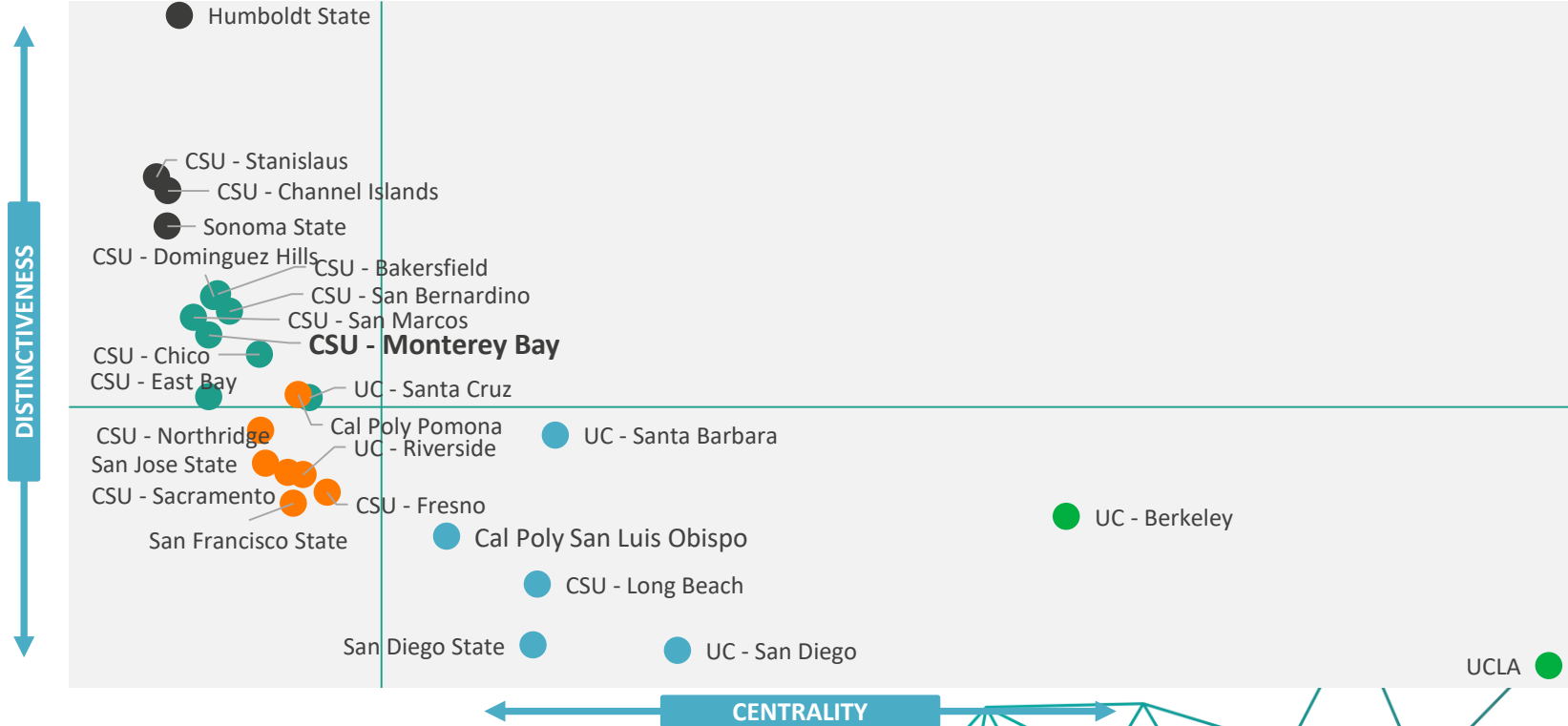


Learning about Your Institutional Identity



California Publics by Identity Segment

- Small Regional
- Mid-sized Close
- Large Close
- Natural Beauties
- CA Beach U
- Prestige



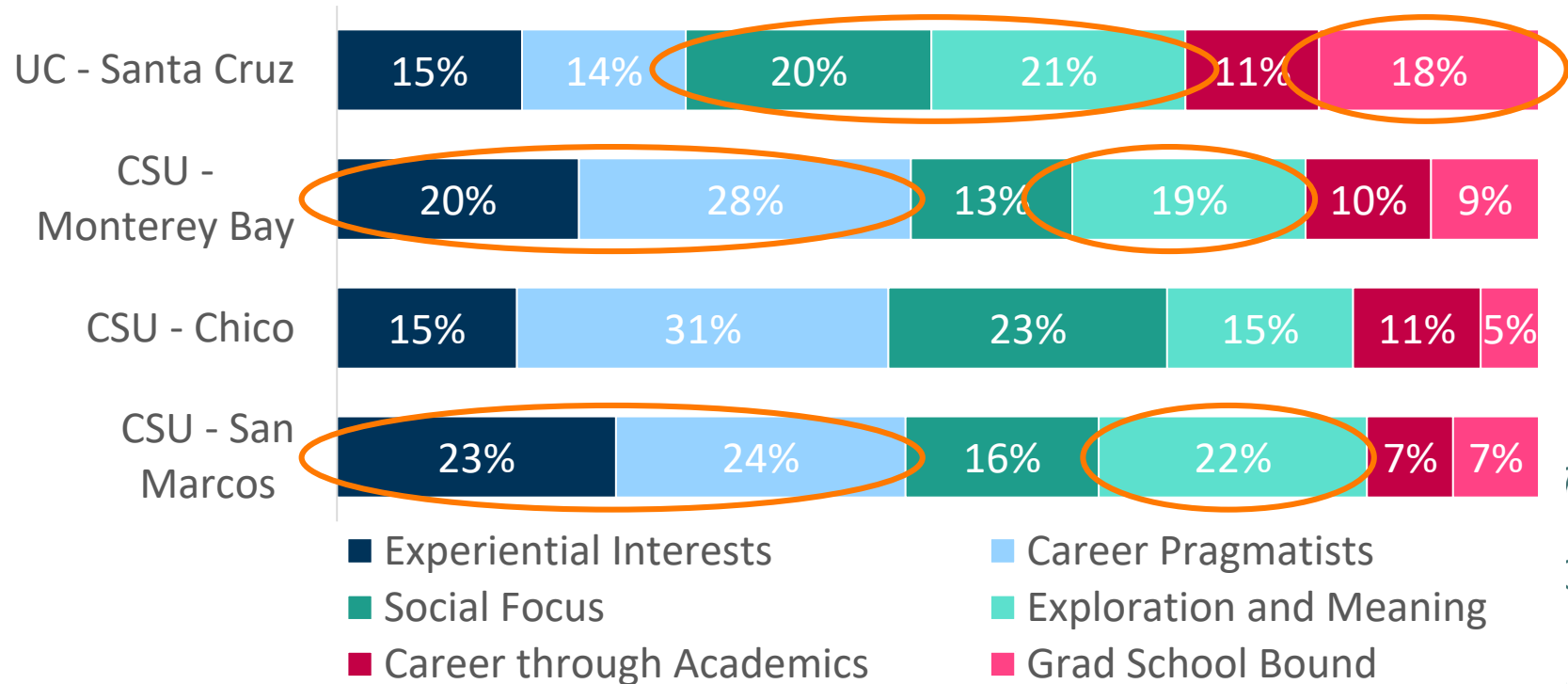
Monterey Bay = Beach + Ocean; Santa Cruz = Beach + Forest

Cross-applicant comparison: top 25 words



Monterey Draws Career-Driven; Santa Cruz Experience-Driven

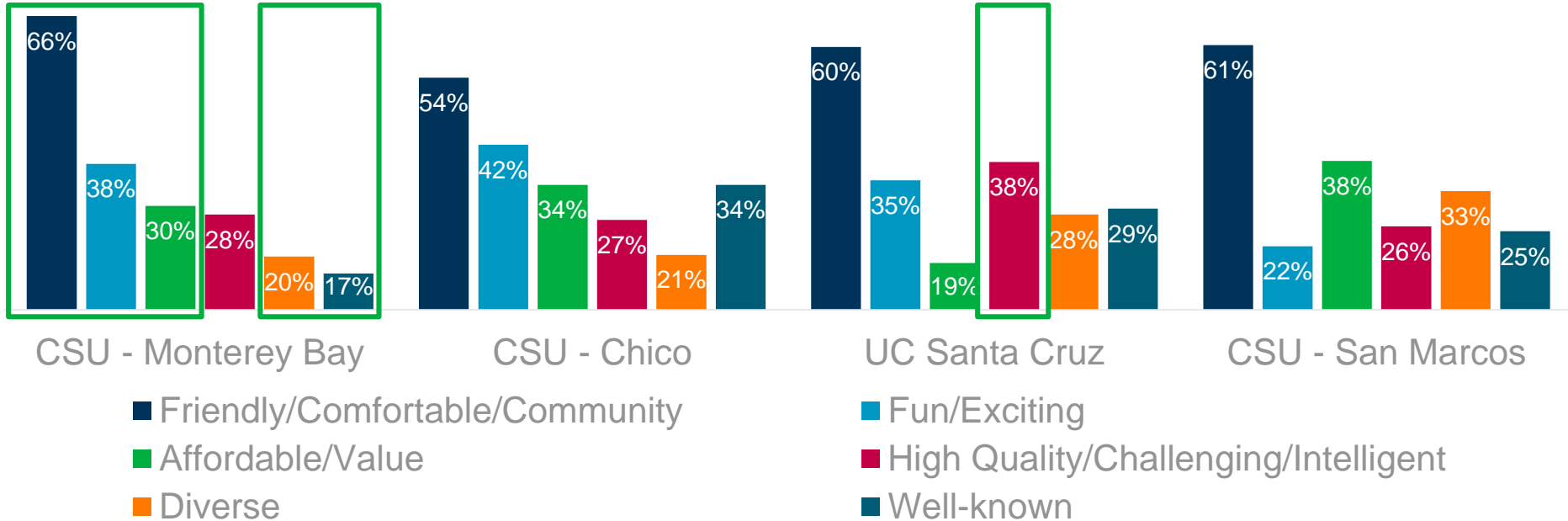
Mindset profiles of competitors



Monterey Bay – Friendliest, Fun, Affordable

Less well-known, less diverse, lacks the challenge of Santa Cruz

Associated Identity Constructs



Monterey Bay – Focus on Natural Science Majors

What other programs can build institutional identity?

	CSU Monterey Bay	UC Santa Cruz	CSU San Marcos	CSU Chico
Natural Sciences	21%	16%	13%	6%
Health Professions	12%	15%	31%	24%
Psychology	8%	10%	4%	5%
Not sure	8%	6%	4%	5%
Business	7%	6%	9%	8%
Agriculture	6%	1%	0%	12%
Liberal Arts & Humanities	5%	6%	4%	5%
Social Sciences	5%	6%	2%	2%
Criminal Justice & Protective Services	3%	3%	8%	10%
Computer Science, Math and Statistics	2%	7%	2%	4%
Engineering	2%	4%	3%	4%
Environmental Science and Forestry	2%	7%	4%	1%
Sports Science and Management	1%	0%	4%	2%

Identity Building Strategies

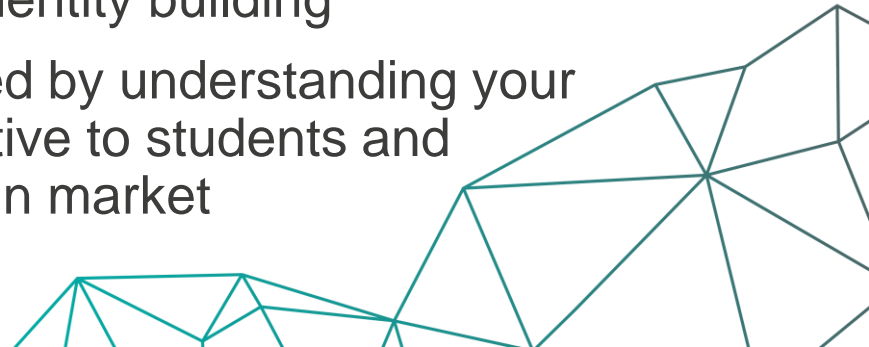


Keeping in Mind...

Our data shows us that



- Students belong to Mindsets
- Institutions belong to unseen identity segments
- Little depth of knowledge in many segments
- Recruitment presents an opportunity for grassroots identity building
- Accomplished by understanding your position relative to students and competitors in market



5 Questions to Stimulate Prospective Student Institutional Identity Strategy



- Which students are the right fit?
- Which institutions are the right peers?
- What role will academic programs play?
- What elements of your student experience enhance identity?
- How will communications match identity promise to student expectations?



encoura™

where informed decisions begin

Institutional Identity Matters: The Relationship between Students and Schools

Thank you.

Cara Quackenbush

Eduventures VP of Research at ACT | NRCCUA

[ENCOURA.ORG](https://encoura.org)



Prospective Student Survey

Find and Engage Your Best-Fit Prospective Students

Participate in the Eduventures Prospective Student Survey™ to:

- Reveal prospective student perceptions of your institution's identity
- Personalize prospective student engagement through Student Mindsets™
- Learn which institution-specific messages resonate – and which don't – to connect with your best-fit students
- Access Eduventures Advisory Services to refine your communications flow, website messaging, and more

Visit encoura.org/pss to sign up!

Deadline to Participate: October 25, 2019

Visit us at NACAC

Book an Appointment With Us and Stop By Booth #101

At ACT® | NRCCUA®, our purpose is to continue to improve the way we support students, colleges, and universities. In the coming weeks, we'll be making **several important changes** to provide our member institutions with richer and more in-depth student solutions so that you can find and engage with students to better serve them.

Ask us about:

- Receiving the ACT Test Scores Sent to you by Students
- Transitioning ACT EOS from Enroll to Encoura Data Lab™
- Launching the new Encoura Class Planner™ App
- Release Dates

Pre-book an appointment: encoura.org/nacac-2019

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Free ACT Webinar - On Demand!

Superscoring: Lessons from Enrollment Experts

ACT's last webinar on superscoring covered the empirical evidence on the validity and fairness of various score-use policies with an emphasis on superscoring.

Learn:

- Practical implications of changing your score-use policy
- Factors to consider when adopting superscoring
- Lessons learned from those who currently superscore

Available on demand at pages2.act.org/superscoring-lessons

Questions?



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where informed decisions begin

Thank you.

[ENCOURA.ORG](https://encoura.org)

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