



Making the Class: Navigating Student Mindset Shifts for Fall 2022

September 2021



Today's Speaker



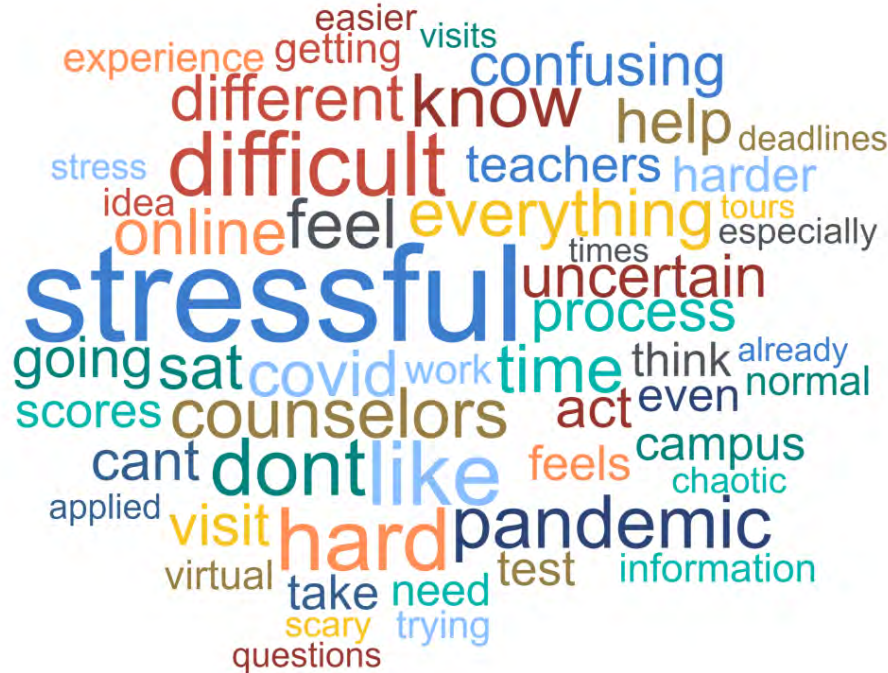
Kim Reid

Eduventures Principal Analyst

Kim brings a wealth of advanced analytical capability in market research, assessment, and program evaluation to her work, and combines evidence and expertise to help clients make strategic decisions that shape the futures of their institutions.

Where are We Now?

What's it like to apply to college during COVID?



Generational Values Matter

A Down-to-Earth, Pragmatic Generation

Gen Z

Defer gratification

Rent, borrow, trade

Ubiquitous use of technology

Licensed to act

Visceral conservation

Compromise and trade-off

Expectation of DEI

Values Amplified and Altered by COVID Experience

More Questions than Answers at This Point; Perhaps Some Unresolved Paradoxes



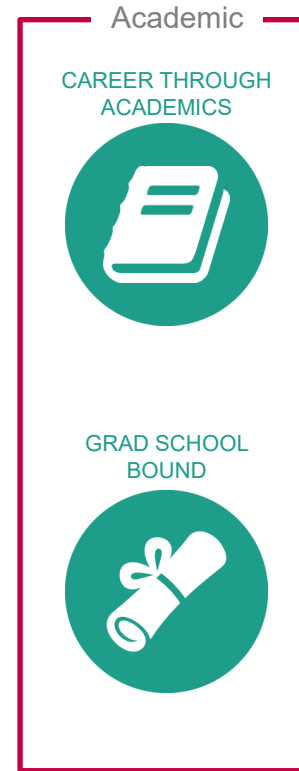
Meet Gen C, the Covid generation

By Catherine E. Shoichet, CNN

Source: <https://www.cnn.com/2021/03/11/us/covid-generation-gen-c/index.html>

- Disconnection but cohesion
- Mental health challenges and resilience
- Ubiquitous hybrid learning but yearning for college with a capital “C”
- Inequities in school experiences exacerbated

Prospective Student Mindsets



What Factors are Influencing Students' Shifting Mindsets?

Hypotheses

- Economic situation
- Loss of expected campus activities
- Loss of expected experiential opportunities
- Inability to experience colleges during the college choice
- Uncertainty about the value of college in this environment
- Uncertainty about the purpose of college in this environment



About the Data

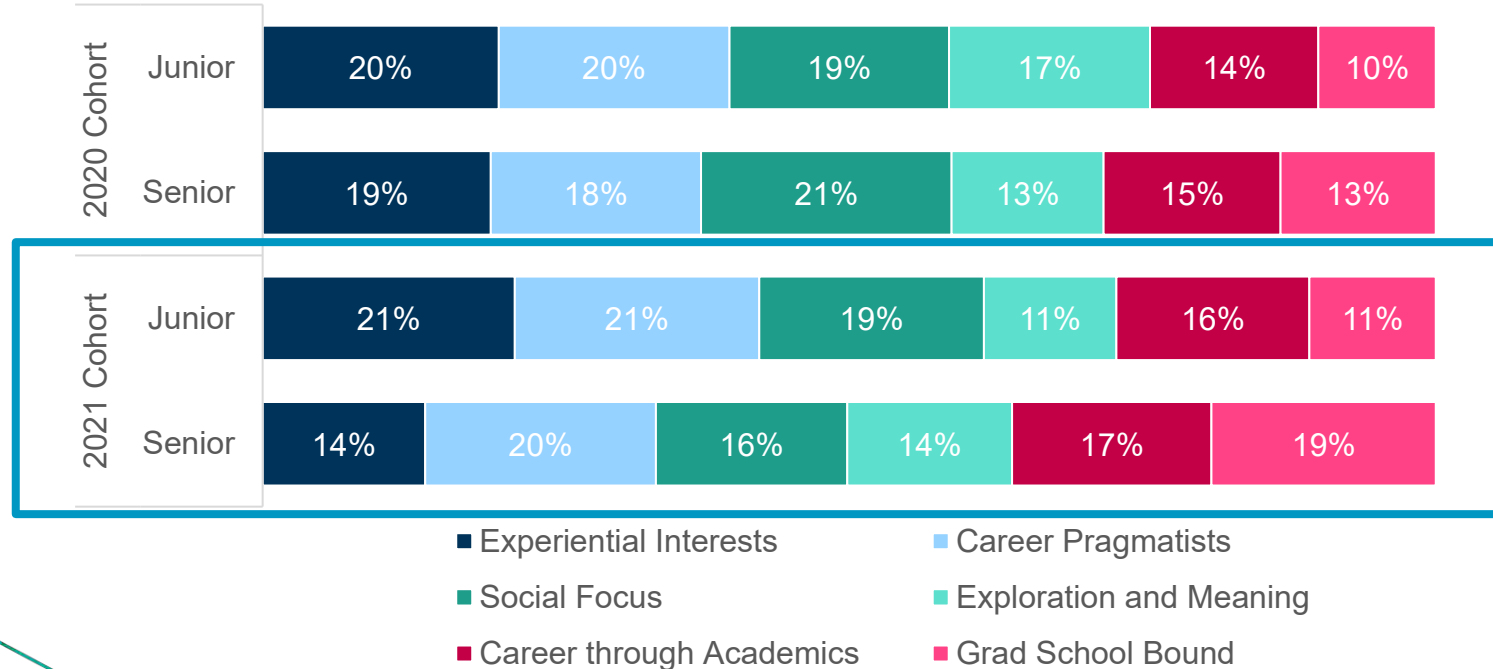
Eduventures Survey Research

- Data source = Eduventures Prospective Student Research
- Survey years 2020 and 2021 (January)
- In order to follow the progress of an enrollment cohort:
 - 2020 Cohort (Juniors in 2019, Seniors in 2020)
 - Both surveys prior to COVID
 - 2021 Cohort (Juniors in 2020, Seniors in 2021)
 - Junior survey prior to COVID, senior survey after a year of COVID

In a Normal Cycle Students Make Transitions

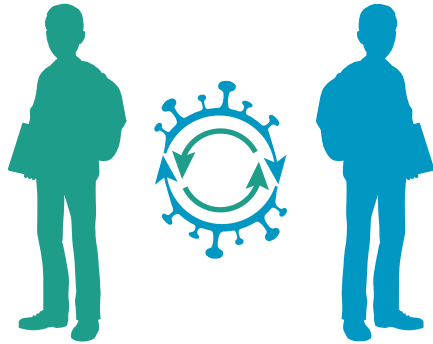
COVID altered the nature of transitions

Prospective Student Mindsets by Enrollment Cohort



In a Normal Cycle Students Make Transitions

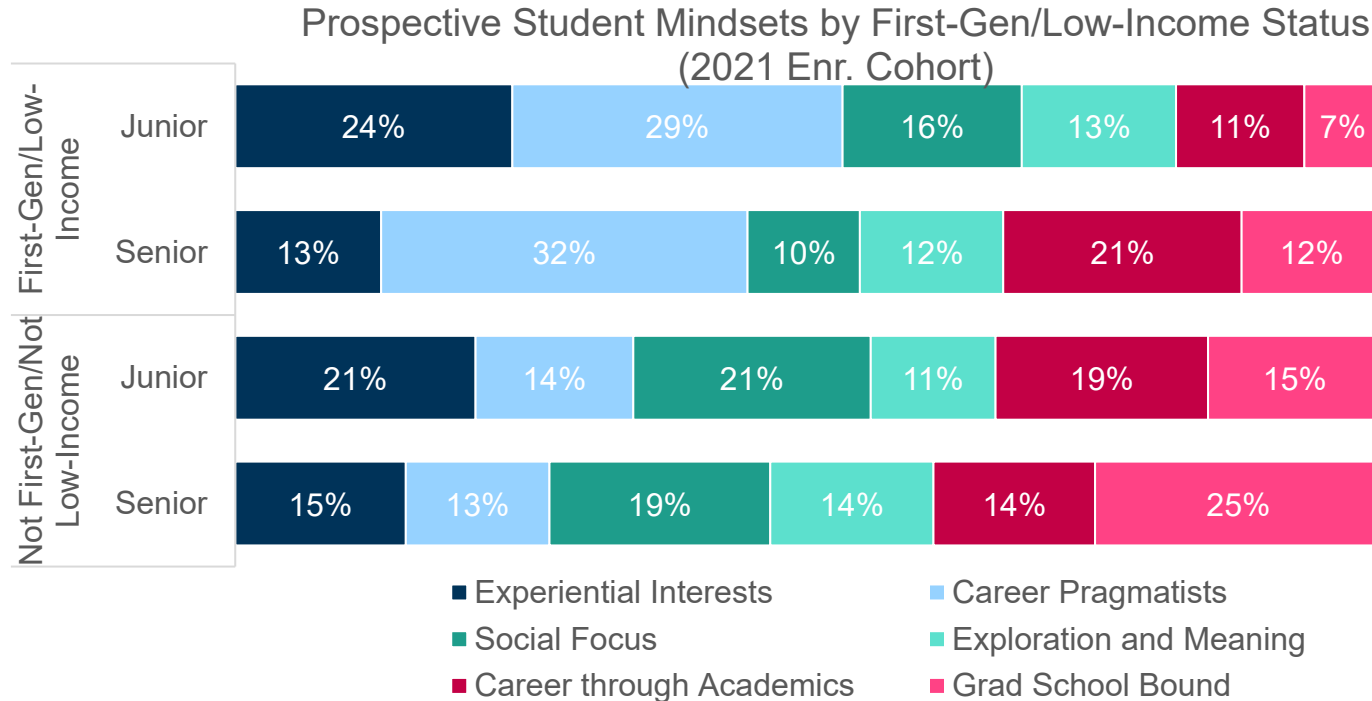
COVID altered the nature of transitions



- Typical to see slight shifts into the more academic mindsets from junior to senior year
- COVID accentuated this shift to the academic mindsets
- The COVID Cohort made a considerable shift away from the Experiential Interest mindset
- The COVID cohort made a smaller shift away from Social Focus
- These shifts are likely due to the expected loss of broader experience

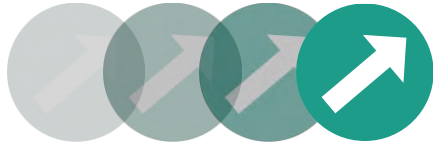
First-Gen/Low-Income Experienced Big Shifts

They moved heavily towards core value



First-Gen/Low-Income Experienced Big Shifts

They moved heavily towards core value



First-Gen/Low-Income:

- Effects dramatic
- Increased their strong Career Pragmatist profile
- Nearly doubled the percentage of Career through Academics
- Experiential Interest mindsets nearly halved

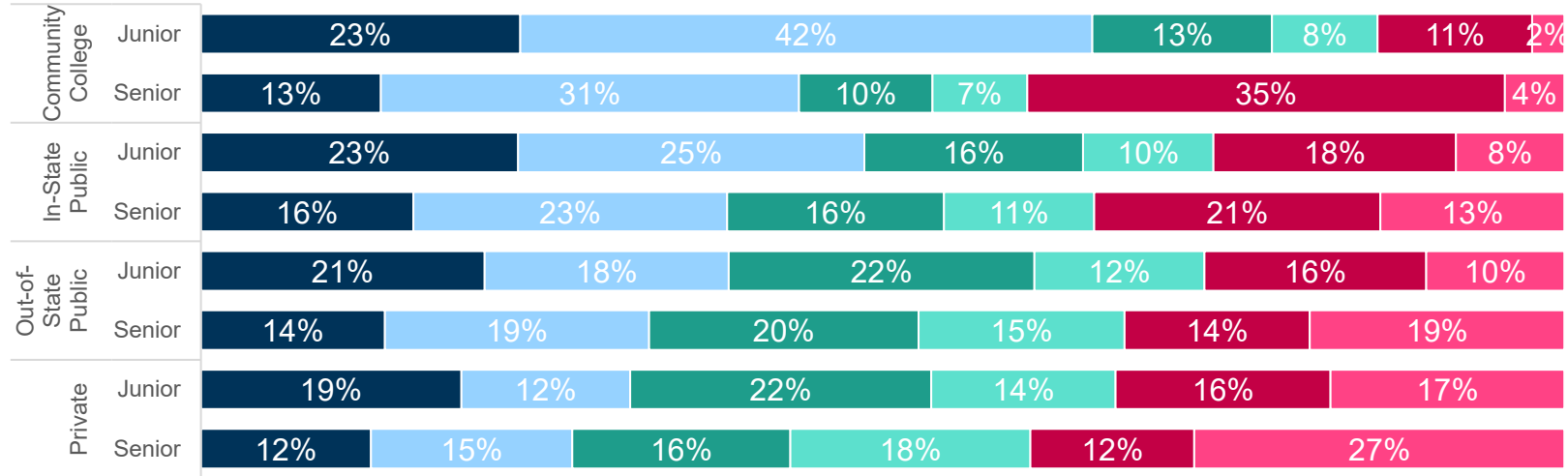
Not First-Gen/Low-Income:

- Effects moderate
- Shifted strongly into the Grad School Bound
- Maintained stable percentage of Social Focus
- Lost Experiential Interest and Career through Academics

COVID Disruptions Strongest in the Public Sector

Community College Bound Students Especially

Prospective Student Mindsets by Type of School (2021 Enr. Cohort)



- Experiential Interests
- Career Pragmatists
- Social Focus
- Exploration and Meaning
- Career through Academics
- Grad School Bound

COVID Shifts Strongest in the Public Sector

Community College Bound Students Especially

Community College

- Massive shift to Career through academics
- Underlying demographic shift at play, too?

In-State Public

- Loss in Experiential Interest, Increase in Career through Academics
- Holding steady on a high percentage of Career Pragmatists

Out-of-State Public

- Loss of Experiential Interest
- Increase in Grad School Bound

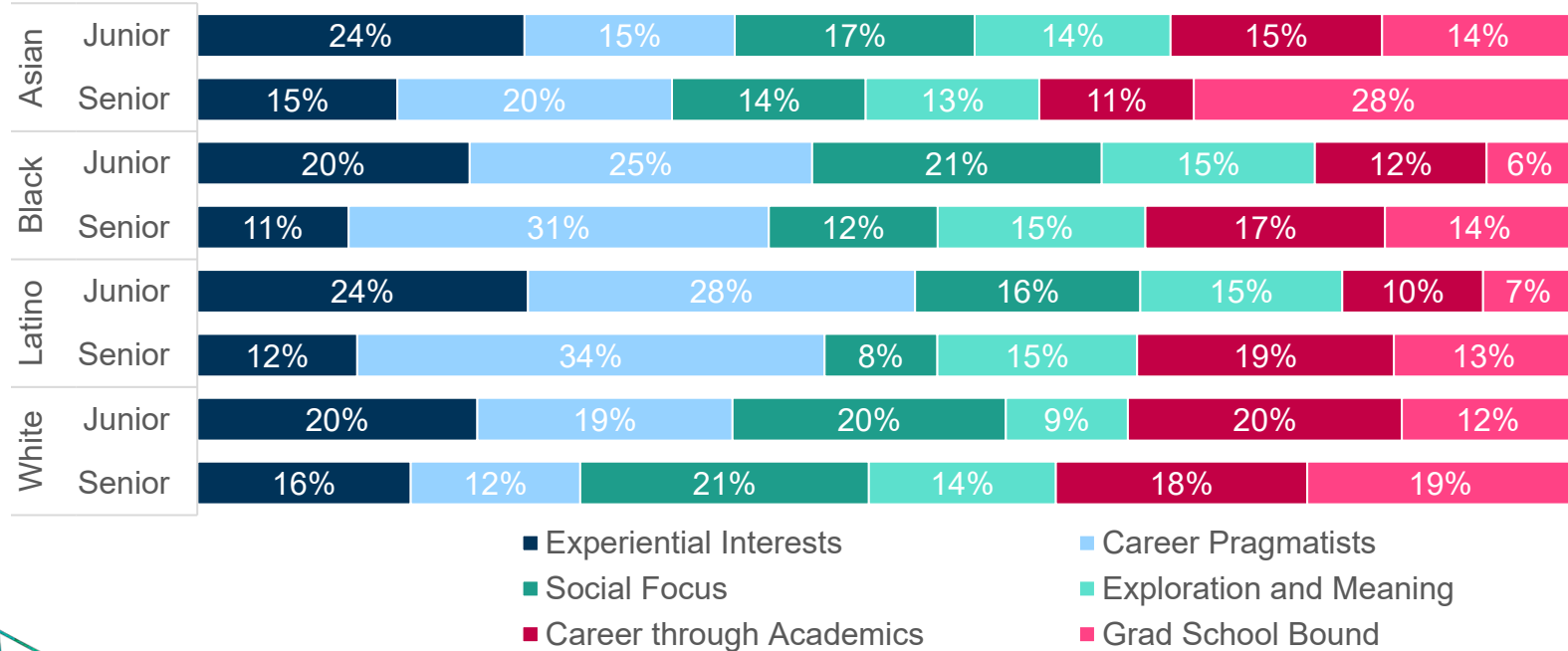
Private

- Loss in Experiential Interest and Social Focus
- Increase in Grad School Bound and Exploration and Meaning

Non-White Students Made More Sizeable Shifts

All Students Drift Away From Experiential Mindsets

Prospective Student Mindsets by Race/Ethnicity (2021 Enr. Cohort)



Non-White Students Made More Sizeable Shifts

Students Drift Away From Experiential Mindsets



Asian

- Doubled the percent of Grad School Bound
- A sizeable loss of Experiential Interest, but an Increase in Career Pragmatist

Black

- Increase in most important mindset, Career Pragmatist
- Increases in Career through Academics, Grad School Bound, too
- Big losses in Experiential Interest and Social Focus

Latino

- Increase in most important mindset, Career Pragmatist
- Increases in Career through Academics, Grad School Bound, too
- Big losses in Experiential Interest and Social Focus

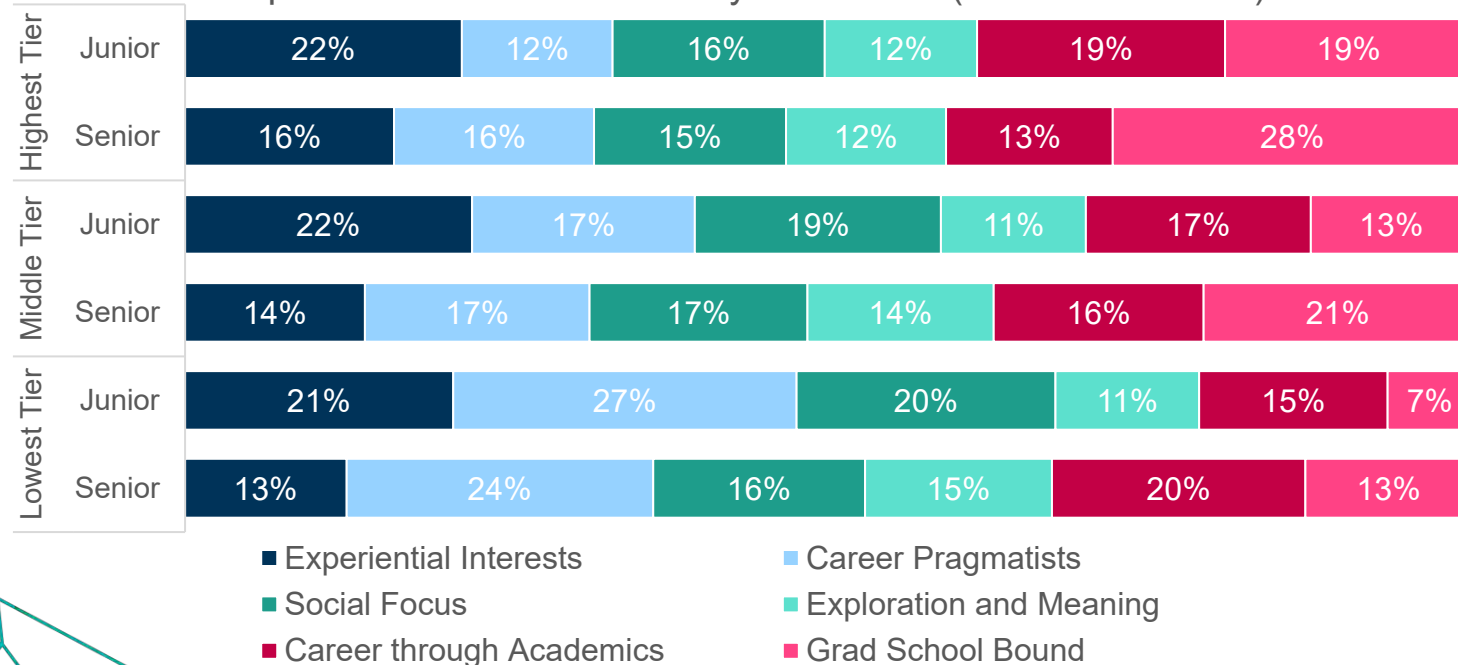
White

- Increase in Grad School Bound and Exploration and Meaning
- Loss in Career Pragmatist and Experiential Interest

Students with Modest Grades Go Through Different Transitions Compared to High Skill Peers

The “academic drift” is of a different nature

Prospective Student Mindsets by Grade Tier (2021 Enr. Cohort)



Students with Modest Grades Go Through Different Transitions Compared to High Skill Peers

The “academic drift” is of a different nature



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Top Tier Grades

- Start off academically focused, drift to Grad School Bound
- Loss of Experiential Interest

Middle Tier Grades

- Start with strong Experiential Interest and Social Focus, Experiential Interest falls
- Strong growth in Grad School Bound

Lowest Tier Grades

- High Career Pragmatism, that largely remains
- Experiential Interest and Social Focus fall off
- Big gain Career through Academics and Grad School Bound

What is to Be Done?

Be realistic with students, but create a vision of their future

- Maintain your flexibility and nimbleness
- Recognize that your key Student Mindsets have made a COVID-related shift
- Acknowledge where students have been, and lead them to where you want them to go
- Reconnect to student segments that have had the deepest difficulties
- Recognize that some student segments will take longer to recover than others
- Message core value – Academic and Affordability
- Consider how different segments drift academically
- Experiential will be back! When and how? Be explicit for students.
- Continue to personalize with virtual one-on-one counselor outreach, phone calls
- Stay strong on digital/social channels

Additional Resources

Participate in Prospective Student Research

Find Out What Students Think of Your Institution

Participating in Prospective Student Research provides:

- The exact words – including frequency and sentiment – that students use when thinking of your institution
- Essential focus for your team's resources and messaging
- Insight into Student Mindsets™ of your prospective students: behaviorally and attitudinally-based market segmentation of college-bound high school students

encoura.org/psr

Deadline to Participate: October 22, 2021



Join us at

2021 NACAC National Conference

BOOTH 1307



LIVE PRESENTATION Thursday, September 23, 1:45pm PT
**Personalizing the Transfer Student Experience:
Using Data to Improve Recruitment and Onboarding**
Presented by Johanna Trovato and Concordia University TX



[Webinar] Making the Class: Recruiting Smarter, Not Harder

Date: Thursday, September 16, 2021

Time: 2PM ET/1PM CT

Duration: 60 Minutes

In this webinar, Senior Vice President Clint Chapman and Vice President Bethany Moran will share enhanced solutions for enrollment teams aiming to strategically use their budgets and time and invest in the students that are most likely to enroll in their institutions. Join us as they reveal practical ways you can optimize your data using effective targeting, analytics, and technology so that you make your next class.



Clint Chapman
SVP of Encoura Enrollment Services



Bethany Moran
VP West, Higher Education Consultant Group

encoura.org/webinars