



Membership matters.

## Outreach Strategies to Engage Gen Z: What Students Want You to Know

Johanna Trovato | Senior Analyst



# Housekeeping

- Yes! We will be sending a recorded version of this webinar and the slides out to you so you can share with your teams!
- Questions will be taken at the end of the webinar
  - To ask a question, just type it into the Q&A section of the ReadyTalk console
  - If we don't get to all of the questions, we'll follow-up afterwards via email

# Introductions

Johanna Trovato  
Eduventures Senior Analyst

Johanna brings more than a decade of market research experience specific to higher education to the Eduventures Research Team. Previously, Johanna was a Client Research Analyst, serving as a strategic thought partner for higher education leaders, and Consultant at a higher education research and consulting firm. She is well-versed in quantitative and qualitative research, but also understands the issues higher education leaders are facing across the enrollment lifecycle.

# What We Will Talk About Today

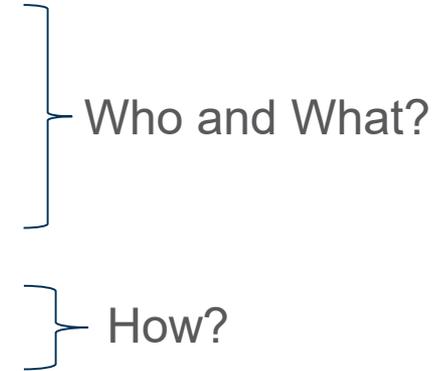
## GEN Z TELLS US HOW THEY SEARCH FOR COLLEGES AND WHAT THEY THINK ABOUT YOUR OUTREACH

- New data from our 2019 Student Sentiment Survey
- Quantitative data and verbatim comments paint a picture of what works and what doesn't in recruitment marketing
- Understanding Gen Z is important, but it's even more important to acknowledge the differences within this generation



# Student Sentiment Survey

- Prospective Student Survey™
- Survey of Admitted Students™
- Student Sentiment Survey™



# About the Survey

## STUDENT SENTIMENT SURVEY 2019

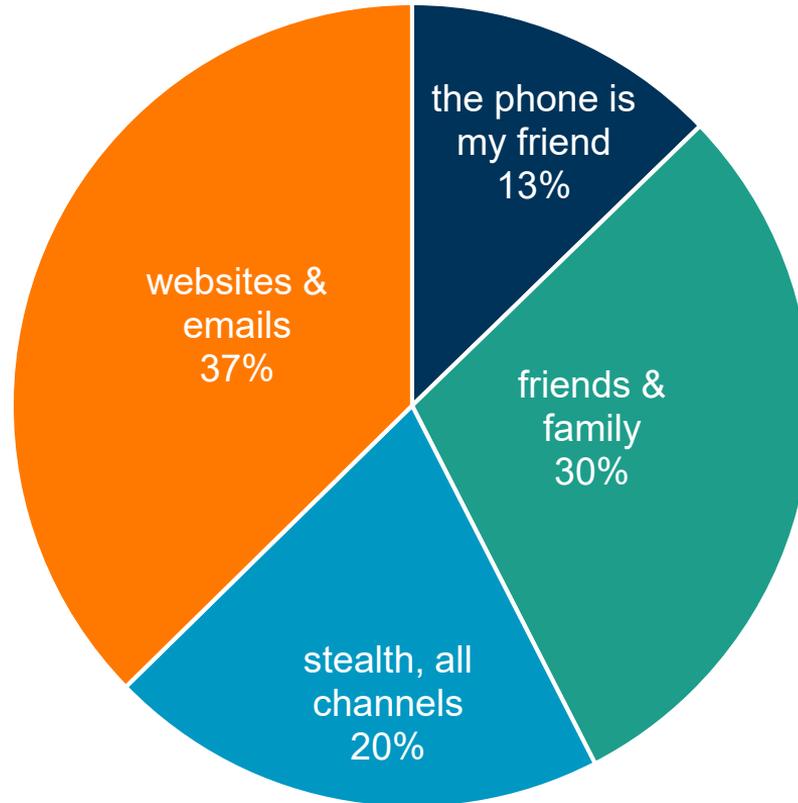
- National sample of 1,112 high school seniors, juniors, and sophomores
- 34% identify as a member of an under-represented student group
- 34% are first-generation students



# Different Approaches to College Search



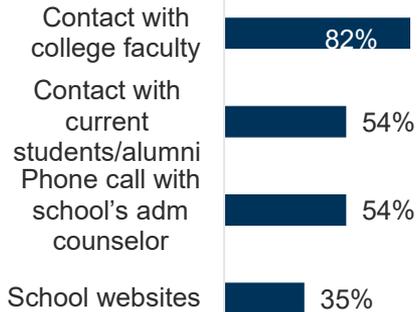
# College Search Strategies



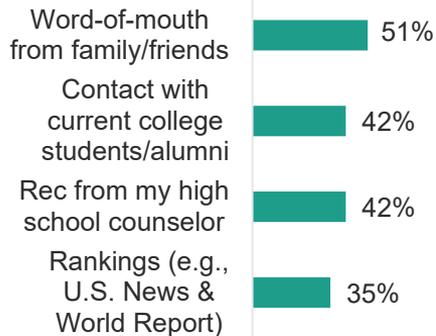
# College Search Strategies -- Who Does What?

MOST TRUSTED SOURCE

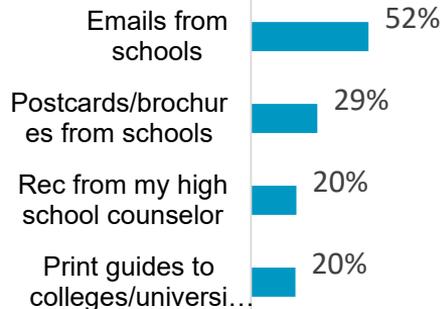
## Phone is my friend 13%



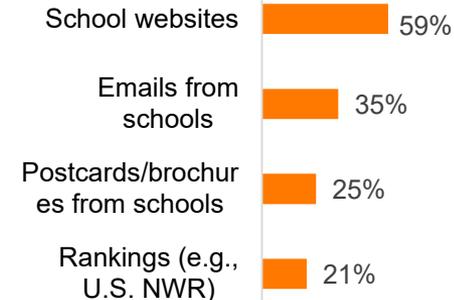
## Friends & family 30%



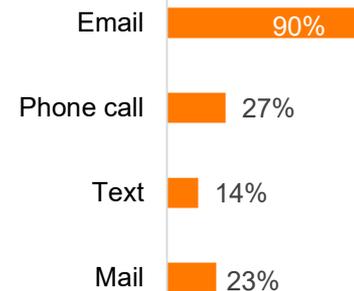
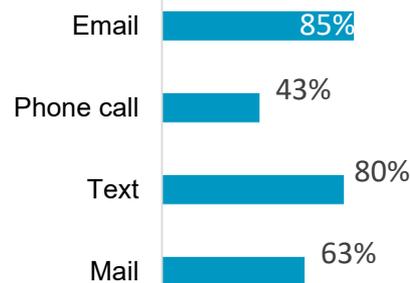
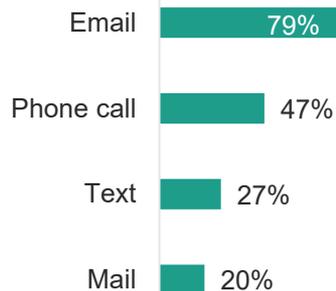
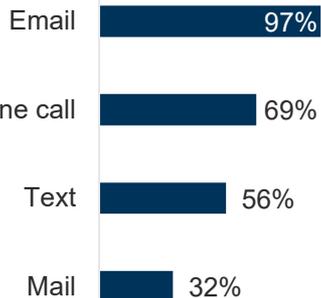
## Stealth, all channels 20%



## Website & emails 37%



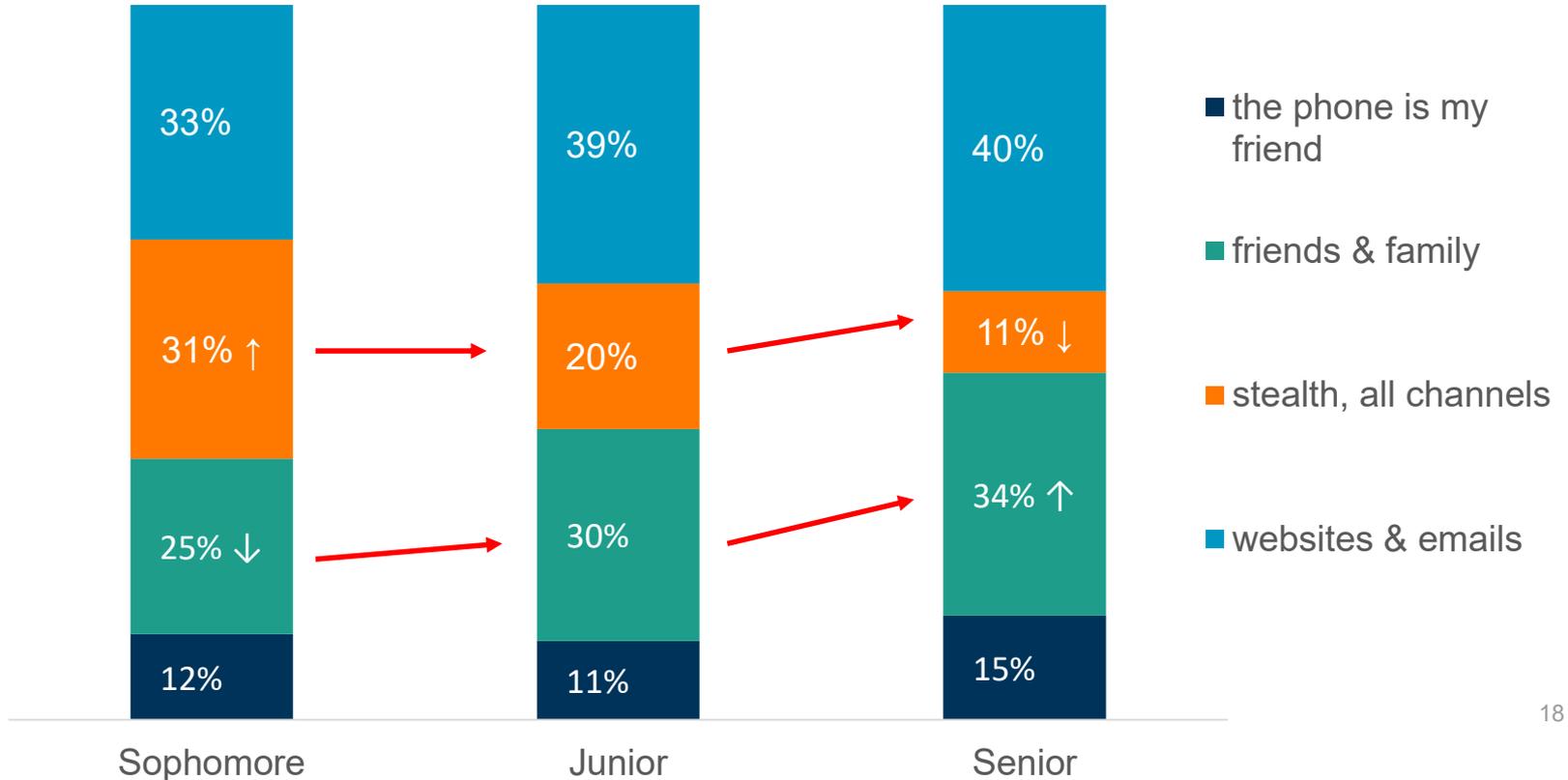
PREFERRED COMMUNICATION



# College Search Strategies

## FOUR APPROACHES TO COLLEGE SEARCH

Search Strategy by Year in School



# Search Behavior Differs by Academic Interest

EDUVENTURES 2019' STUDENT SENTIMENT SURVEY FINDS THAT STUDENTS INTERESTED IN...

## Healthcare

More often research colleges on Instagram (71% vs. 57% of students interested in other majors)

## Biology

Are less likely than their peers to click on an online ad sponsored by a school (24% vs. 42%)

## Criminal Justice

Are more likely to find college-sponsored online ads helpful and informative (48% vs. 27%)

## Business

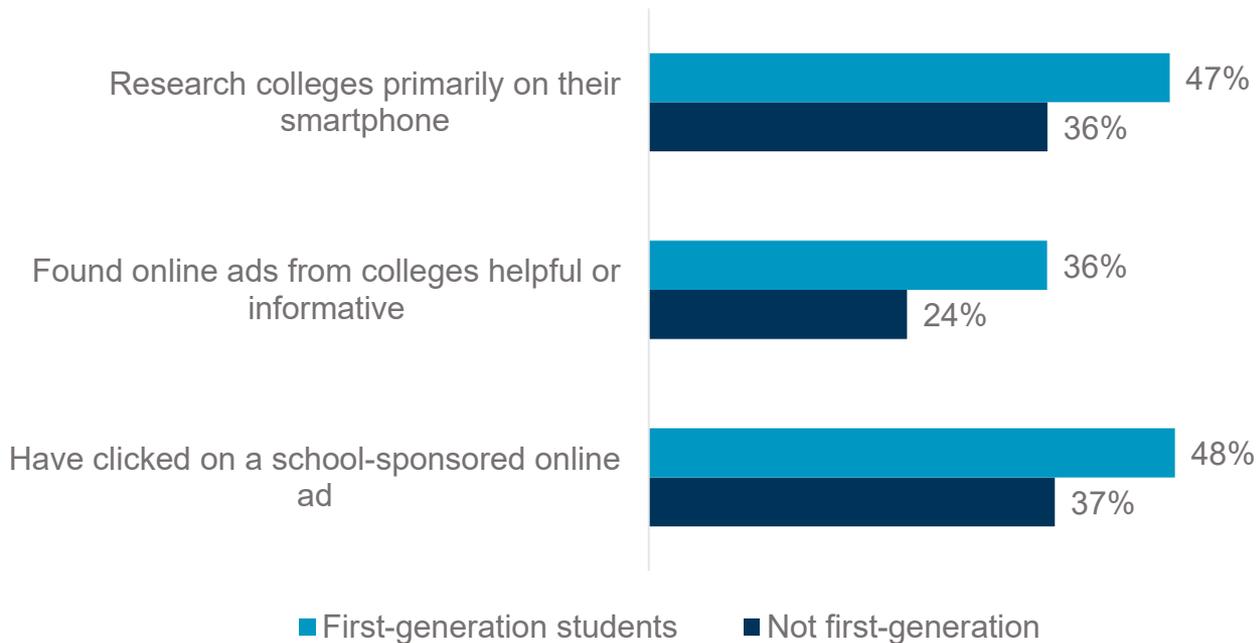
Browse institutional websites to learn about potential schools of interest (61% vs. 45%)

## Engineering

Are less interested in receiving text messages from admissions officers (21% vs. 38%)

# First-generation Students

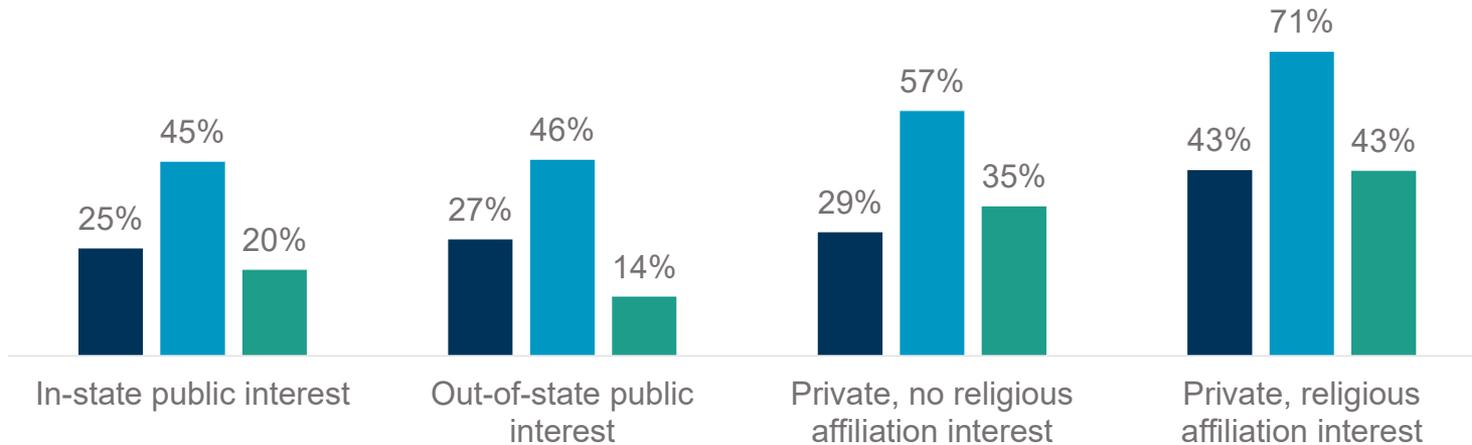
EDUVENTURES 2019' STUDENT SENTIMENT SURVEY FINDS THAT STUDENTS INTERESTED IN...



# Type of Institution

EDUVENTURES 2019' STUDENT SENTIMENT SURVEY FINDS THAT STUDENTS INTERESTED IN...

## Texting in College Search



- Prefer to communicate with college admissions via text
- Received text message from college admissions
- Have texted with a college representative

# Getting Students' Attention



# Students Told Us What Impressed Them

When you've got a 6 inch stack of college mail every week, it really helps a college to stand out from the others if their mail is different somehow. In the case of this school, their postcards all followed a common theme, but were completely entertaining and amusing.

Their media and website are very clear and the information is easy to find. There is not a million links to get basic information.

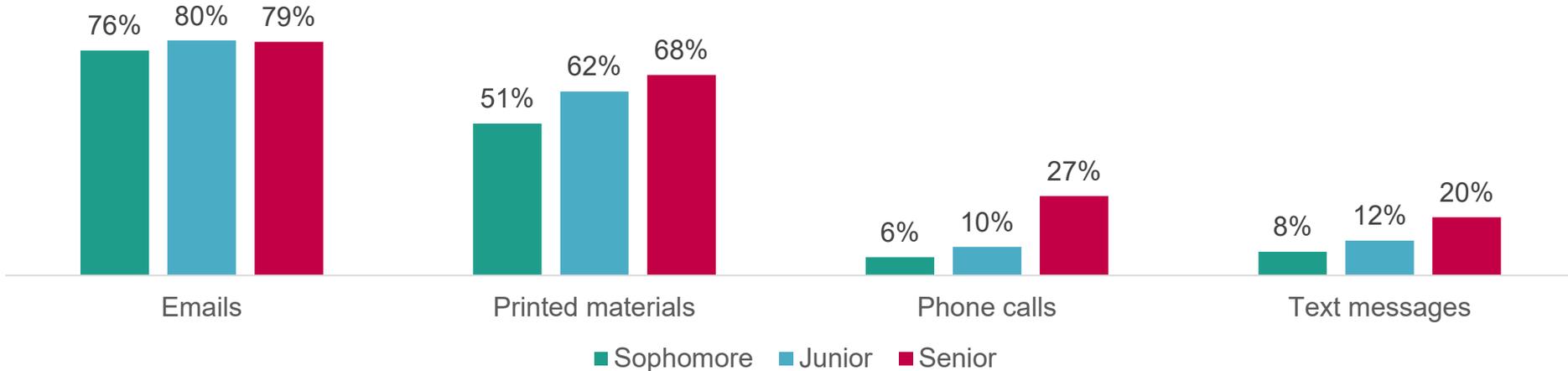
They are helpful with any questions I have and quick to send me the info I need. I think I got an email back within a day even though it said it could possibly take 2 days.



# Information Overload

THE MAJORITY OF STUDENTS RECEIVE EMAILS AND PRINT FROM SCHOOLS OUTSIDE THEIR CONSIDERATION SET.

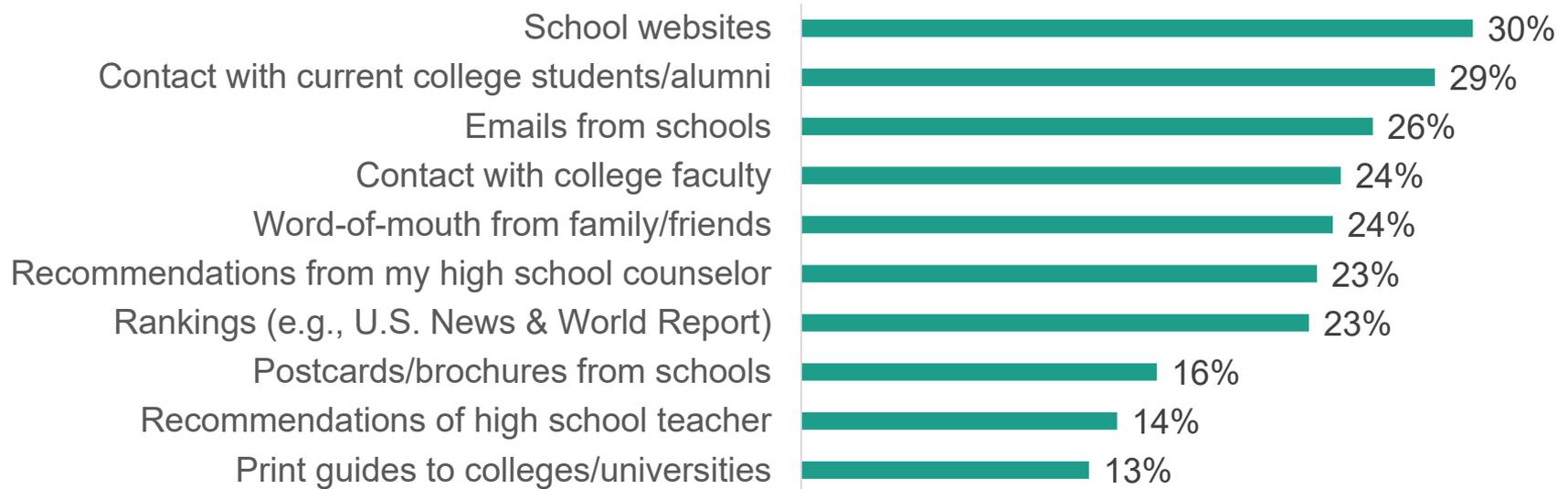
Do you recall receiving any of the following communications from schools you had not previously considered?



# Who Do They Trust?

FROM THE HORSE'S MOUTH...

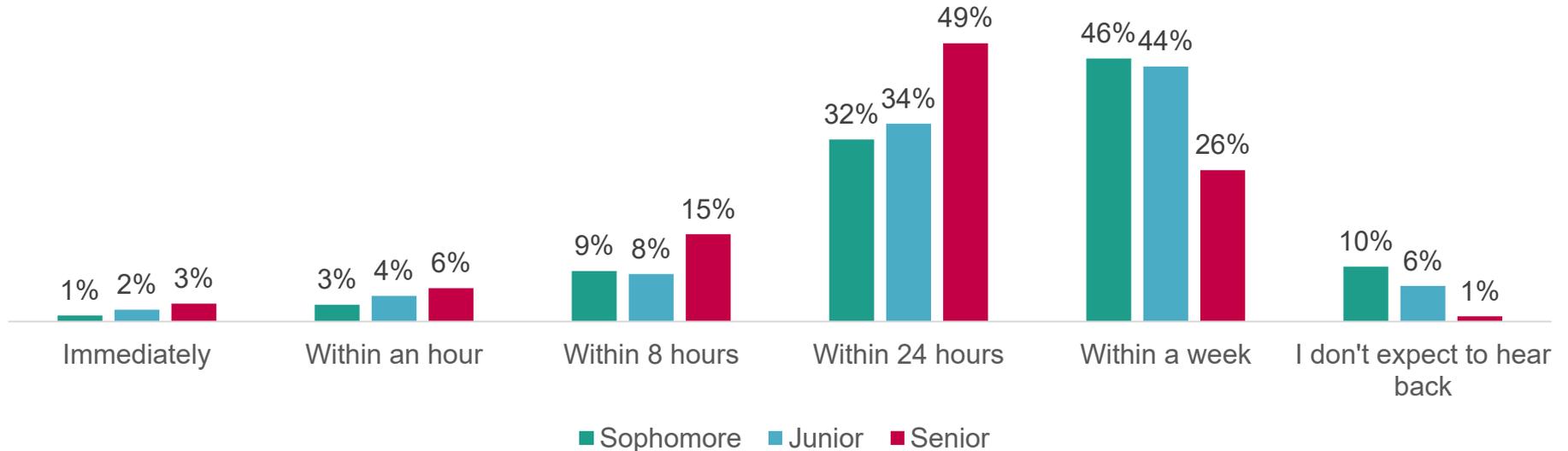
## Top 10 Trusted Sources for Information about Colleges



# More Than Half of Seniors Expect to Hear Back Within a Day

SOPHOMORES GIVE YOU A LITTLE MORE TIME.

After you contact a college representative, how soon do you expect to hear a response?



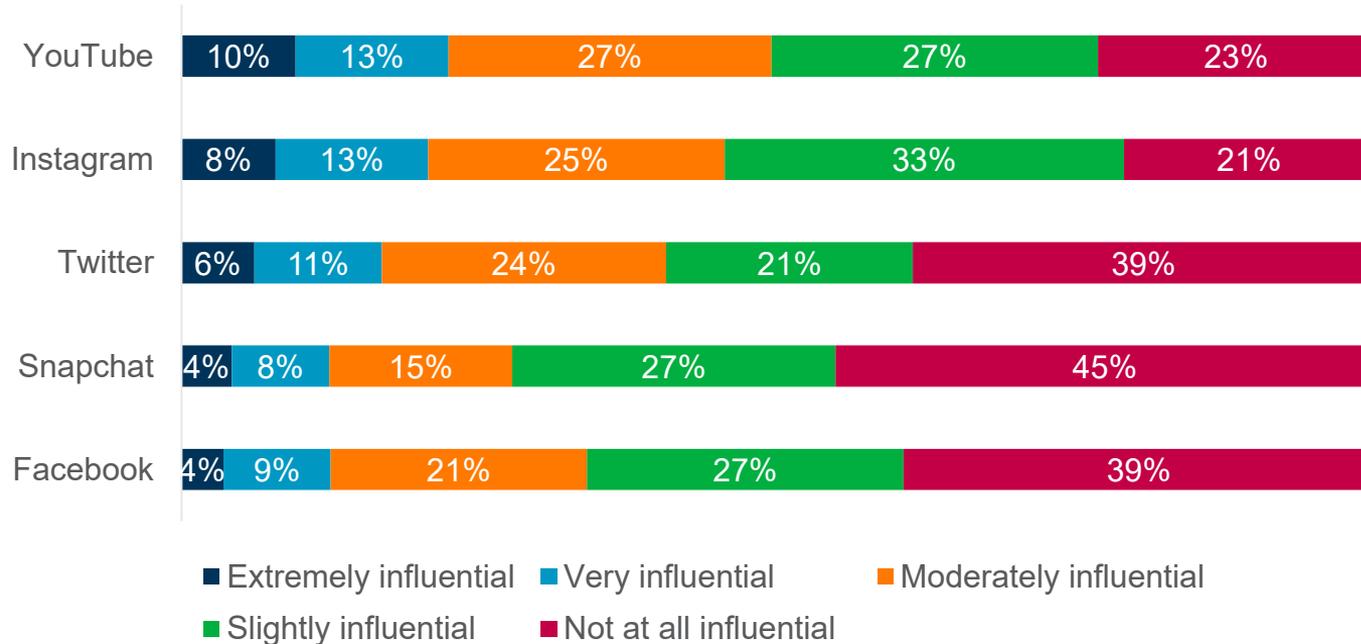
# What About Social Media?



# Few Students Rate Social Media as Influential

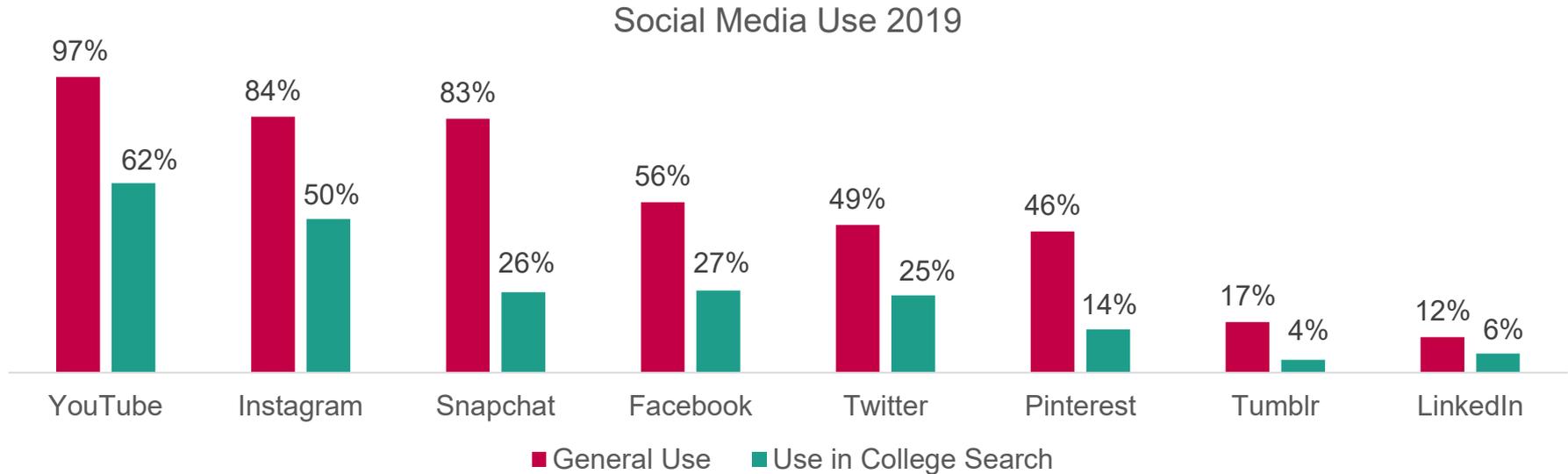
IS IT WORTH INVESTING YOUR RESOURCES IN IT?

Influence of Social Media Channel in College Search Process



# But Students Want to See the College Experience

SNAPCHAT IS POPULAR, BUT NOT FOR COLLEGE SEARCH



# What Students Like About Schools' Social Media

I could find everything I wanted to know online. Or on YouTube. If I couldn't find it, I could always reach someone to ask my question.

Their social media showcased how happy all of their students were.

Their social media pages were full of students who enjoyed their academic and social environment.

Their branding and encouraging posts, and direct interaction with students on twitter and Instagram made them seem very welcoming.



# Keeping Students Interested



# Email is Most Popular for Talking with Admissions

BUT MANY STUDENTS LIKE TO TEXT

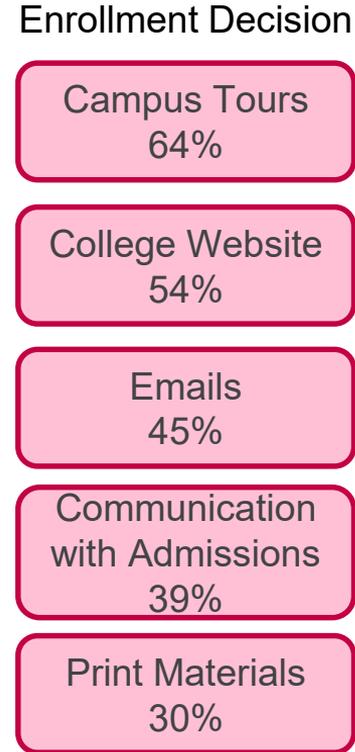
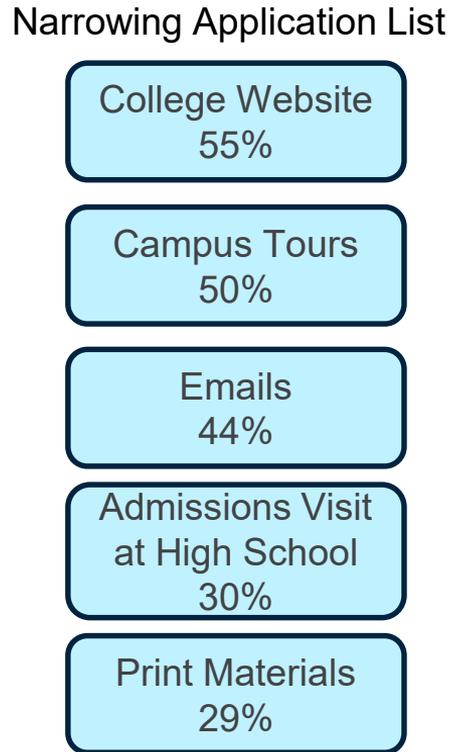
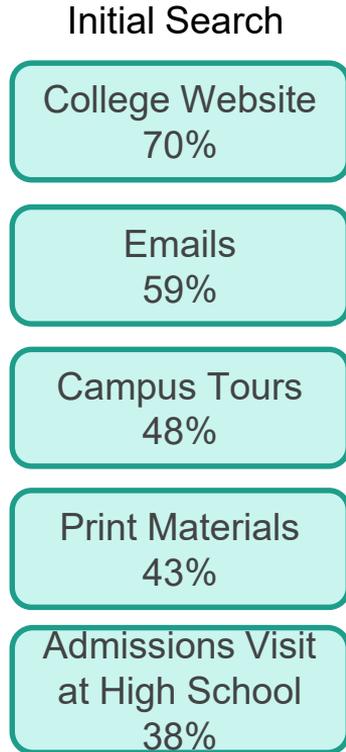
Preferred Way of Communicating With Admissions



# The College Website Is a Key Source of Information

HIGH TOUCH ENGAGEMENT IS IMPORTANT IN LATER STAGES OF THE COLLEGE SEARCH

## Best Sources of Information



# What Makes a Difference?

## MEMORABLE SCHOOLS SENT:

They sent many fliers and emails to me, that were brightly colored and positive

Their mail is focused on your interests, and it is specifically for you.

Hands down the best acceptance letter I received. They sent confetti and a cute little color coded foldable about their college. Adorable.

They came out the blue and sent me a packet and were very consistent with the love and support...they sent me a birthday card.

They made things very personalized, which made me feel like they actually wanted me to apply.

They were funny and not pushy.

# Nothing More Than Feelings

You Are Building a Relationship. How You Make Them Feel Matters As Much (Or More) As Facts and Figures.

... made feel like a part of the family even though I'm not a student...

... made me feel at home...

...made me feel that they wanted me, rather than them doing me a favor...

...made me feel included...

...made me feel like more than a number....

...made me feel like they actually wanted me to apply...

...made me feel welcome...

...made me feel like I was actually wanted to be a part of the school...

...made me feel like I could succeed in life...

# You Don't Need Confetti

...BUT YOU NEED TO MAKE A CONNECTION.



Your outreach needs the following:

- Good graphic design
- Relevant information
- Personalized content
- Good cadence
- Humor and surprises also help

# FREE ACT WEBINAR

## Superscoring:

Lessons from Enrollment Experts

**Wednesday, September 4 at 12:00 p.m. ET**

Register at <https://pages2.act.org/superscoring-lessons.html>

Learn:

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



Questions?





Thank you.

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