Logistics

• 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
  o To ask a question, just type it into the Q&A section of the ReadyTalk console
  o If we don't get to all of the questions, we'll follow-up afterwards via email
Introduction

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.
Eduventures’ Traditional Student Surveys

WHO & WHAT?

**Prospective Student Survey**
Brand Positioning

**Survey of Admitted Students**
Yield Strategy

HOW?

**Student Sentiment Survey**
Marketing Strategy across the Recruitment Cycle
SAS in a Nutshell

- Over 100,000 respondents nationally
- Designed to inform institutional yield strategy
- Understand the competitive landscape for crucial student segments
- Identify attitudinal and behavioral student segments and understand their college selection process
SAS by the Numbers

- 53% enrolled at an in-state public institution, 17% at an out-of-state public, 13% at an in-state private, and 17% at an out-of-state private institution.

- 35% of respondents describe themselves as a member of an underrepresented minority.

- 33% report to be first-generation students.
SAS by the Numbers

• **81%** say they enrolled at their **first-choice school**.

• **68%** report they were offered **grants or scholarships** by their enrollment school.

• **50%** of respondents say their **parents** strongly influenced their enrollment decision. **22%** say the same about **admissions counselors** at their enrollment school.
Who is Enrolling Where and Why?
Two Ways to Look at Specific Student Segments

Student Mindsets

- Outcomes
- Experiences
- Decision Criteria

Mindsets

Decision Segments

Most Important Reason to Enroll

- Affordability
- Desired program
- Reputation
- Career outcomes
- Value of education
- Feeling of fit
- Close to home
Six Prospective Student Mindsets™

- Social Focus: 19%
- Experiential Interests: 20%
- Career Through Academics: 14%
- Grad School Bound: 12%
- Career Pragmatists: 17%
- Exploration & Meaning: 17%

Source: Eduventures 2018 Prospective Student Survey
Shifting Priorities for Student Mindsets from Application to Enrollment

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

Key Metrics:
- Academic environment
- Career preparation
- Core academic experiences
- Diversity of academic opportunities
- Affordability
- Social environment

Graphs show the percentage shift in priorities from application to enrollment.
### Key Decision Segments Vary by Type of Institution

<table>
<thead>
<tr>
<th>All Responses</th>
<th>In-state Public</th>
<th>Out-of-state Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability (16%)</td>
<td>Affordability (22%)</td>
<td>Reputation / Academic Quality (14%)</td>
</tr>
<tr>
<td>Availability of Desired Program (12%)</td>
<td>Availability of Desired Program (13%)</td>
<td>Availability of Desired Program (13%)</td>
</tr>
<tr>
<td>Reputation / Academic Quality (12%)</td>
<td>Value of Education (10%)</td>
<td>Career Outcomes (12%)</td>
</tr>
<tr>
<td>Career Outcomes (11%)</td>
<td>Career Outcomes (9%)</td>
<td>Feeling of Fit (12%)</td>
</tr>
<tr>
<td>Value of Education (9%)</td>
<td>Close to Home (9%)</td>
<td>Affordability (10%)</td>
</tr>
</tbody>
</table>
Reputation Supersedes Affordability at Private Institutions

<table>
<thead>
<tr>
<th>All Responses</th>
<th>In-state Private</th>
<th>Out-of-state Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordability (16%)</td>
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</tr>
<tr>
<td>Career Outcomes (11%)</td>
<td>Affordability (11%)</td>
<td>Availability of Desired Program (10%)</td>
</tr>
<tr>
<td>Value of Education (9%)</td>
<td>Feeling of Fit (10%)</td>
<td>Affordability (9%)</td>
</tr>
</tbody>
</table>
Affordability Students Notice the School Environment

Word Associations with Enrollment School – Affordability Segment

Intelligent/Intellectual
Traditional
'Spirit' School
Friendly/Inclusive
Flexible
Affordable
Liberal
Well-rounded/balanced
Familiar
Challenging
Community-oriented
Innovative
Dynamic/Energetic

High-quality
Hands-on
Diverse
Practical
Sports
Athletics

Value-for-the-money
Average
Unique
Career-minded

None/Don't know
Religious
Cutting edge
Rigorous
Historic

Comfortable
Well-known
Fun/Exciting
Socially Conscious
Prestigious/Selective

Party
Stated vs. Derived Importance

Student Reports Enrollment Drivers

- Reason to Enroll?
  - Affordability
  - Academic Major
  - Reputation
  - Outcomes

Student Rates Attributes of Enrollment School vs. Closest Competitor

- Good Campus Community
  - Affordable
  - Strong Academics

Enrollment Decision
Six Factors That Predict the Enrollment Decision

FACTORS THAT DRIVE THE ENROLLMENT DECISION

- Cost: 41%
- Social/Community: 18%
- Academics: 23%
- Career/Outcomes: 11%
- Physical Location: 6%
- Reputation: 1%
## How This Plays Out by Mindset

### Decision Drivers by Mindset

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
<th>Social/Community</th>
<th>Academics</th>
<th>Career/Outcomes</th>
<th>Physical Location</th>
<th>Reputation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential Interests</td>
<td></td>
<td></td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Career Pragmatists</td>
<td></td>
<td></td>
<td>22%</td>
<td>11%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Social Focus</td>
<td>30%</td>
<td>32%</td>
<td>19%</td>
<td>9%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Exploration &amp; Meaning</td>
<td>37%</td>
<td>24%</td>
<td>22%</td>
<td>9%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Career through Academics</td>
<td>38%</td>
<td>23%</td>
<td>21%</td>
<td>11%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Grad School Bound</td>
<td>40%</td>
<td>20%</td>
<td>22%</td>
<td>11%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

*Data Source: Encoura*
What This Means at the Institutional Level

Case Study:

• Sample University – Private liberal arts college in MO

• Dominant Mindset in admitted student pool: Social Focus

• Consistently meet enrollment target numbers but aim to increase the proportion of academically focused students and overall academic quality of student body
# How to Participate

## TIMELINE

<table>
<thead>
<tr>
<th>DATE</th>
<th>SURVEY PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, May 3, 2019, 5:00 PM EDT</td>
<td>Admitted students list due to Eduventures</td>
</tr>
<tr>
<td>May – June 2019</td>
<td>Survey in the field</td>
</tr>
<tr>
<td>July 2019</td>
<td>Frequency report delivered</td>
</tr>
<tr>
<td>September 2019</td>
<td>Access to survey results in Encoura Data Lab, our analytics platform</td>
</tr>
</tbody>
</table>
Reminders

• 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

• Also, if you are interested in learning more about how you can participate in the Survey of Admitted Students, reach out to contact@nrccua.org
Eduventures Summit 2019

HIGHER ED REMASTERED: THE GREAT DEBATE

- Fascinating, thought-provoking keynote speakers
- Scientifically-derived research findings from our team of Eduventures principal and quantitative analysts
- Panels and presentations covering industry-specific content, trends, ideas and thought leadership
- Networking with 500+ industry leaders

Mitch Daniels
President, Purdue University
Responsible for making student affordability and student success a priority at Purdue.

Mitch Landrieu
Former Mayor, New Orleans, LA
Created, among many things, an Office of Social Entrepreneurship to advance measurable and sustainable solutions to social problems.
Thank you!

Interested in learning more about how you can participate in the Survey of Admitted Students? Reach out to contact@nrccua.org