The Student Sentiment Survey: 5 New Realities in Recruitment Marketing
Student Sentiment Survey: Being more strategic when focusing on student expectations and actions.
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

WHY?
Reality #1

How you segment your message is changing dramatically.
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 2017 Prospective Student Survey
You will need to tailor not only the message but also the channel.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Action Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Pragmatists</td>
<td>55%</td>
<td>clicked on a college sponsored ad</td>
</tr>
<tr>
<td>Career Through Academics</td>
<td>80%</td>
<td>visited a college website on a mobile browser</td>
</tr>
<tr>
<td>Experiential Interests</td>
<td>72%</td>
<td>would download a college app to stay updated on admissions information</td>
</tr>
<tr>
<td>Exploration and Meaning</td>
<td>77%</td>
<td>watched a video from a college during their college search process</td>
</tr>
<tr>
<td>Grad School Bound</td>
<td>68%</td>
<td>think your websites are the best information sources during their initial search process</td>
</tr>
<tr>
<td>Social Focus</td>
<td>55%</td>
<td>have “followed” or “liked” a college they are considering on social media</td>
</tr>
</tbody>
</table>
Reality #2

You will need to expand your definition of “demonstrated interest.”
Have you registered your college interests by completing an online profile with any of the following?

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Board through taking the PSAT or SAT</td>
<td>59%</td>
</tr>
<tr>
<td>myCollegeOptions</td>
<td>55%</td>
</tr>
<tr>
<td>ACT</td>
<td>39%</td>
</tr>
<tr>
<td>Naviance</td>
<td>28%</td>
</tr>
<tr>
<td>Niche</td>
<td>23%</td>
</tr>
<tr>
<td>Scholarships.com</td>
<td>22%</td>
</tr>
<tr>
<td>Cappex</td>
<td>21%</td>
</tr>
<tr>
<td>FastWeb</td>
<td>15%</td>
</tr>
<tr>
<td>College Board Big Future</td>
<td>14%</td>
</tr>
<tr>
<td>Unigo</td>
<td>11%</td>
</tr>
<tr>
<td>Raise.me</td>
<td>10%</td>
</tr>
</tbody>
</table>

34% use these sites to request information from colleges.

60% of those students expect the college to follow up.
Sponsored ads are as impactful as your social media voice.
Clicks + Conversions = Likes + Comments

Social Media

- **Awareness**: 39% say social media made them aware of specific colleges in the early stages of their search.

- **Perception**: 32% say social media is “moderately” to “extremely influential” in their college search process.

- **Action**: 49% have “followed” or “liked” a college they are considering on social media.

Sponsored Ads

- **Awareness**: 70% have seen sponsored posts or ads from colleges on social media.

- **Perception**: 37% felt the posts/ads were helpful/informative.

- **Action**: 46% clicked on an ad they saw from a college on their social network or while browsing the web.
Admissions recruitment is still a people business.
People-Focused Sources are More Trusted.

Awareness and Trust of Information Sources

- Most Trusted Sources
  - School websites
  - Emails from schools
  - Word of mouth from family/friends
  - Postcards/brochures from schools
  - Recommendations of teacher/faculty member/community leader
  - Colleges/universities/education providers in my local area
  - Social media

- Most Used Sources
  - Contact with current students/alumni of the school
  - Rankings (e.g., U.S. News & World Report)
  - Recommendations from my high school’s counselor
  - Recommendations of teacher/faculty member/community leader
  - Contact with faculty or instructors associated with my program of interest
  - Online guides to colleges/universities
  - Print guides to colleges/universities
Students have distinctive search strategies.
The typical view of marketing channels...

Sources of Initial Awareness About Colleges

- Emails from schools: 72%
- Word of mouth from family/friends: 57%
- School websites: 55%
- Postcards/brochures from schools: 52%
- Colleges/universities/education providers in my local area: 41%
- Online guides to colleges/universities: 40%
- Social media: 39%
- Search engines: 38%
- Recommendations of teacher/faculty member/community: 38%
- Recommendations from my high school’s counselor: 37%
- Rankings (e.g., U.S. News & World Report): 36%
- Contact with current students/alumni of the school: 34%
- Print guides to colleges/universities: 29%
- Online advertising: 24%
- Contact with faculty or instructors associated with my...: 20%
...another view of marketing channels

**Eduventures’ Prospective Student Search Strategies**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let Me Talk to Someone</td>
<td>15%</td>
<td>Prefer interpersonal communication to learn more about schools. Less often access students</td>
</tr>
<tr>
<td>Don’t Find Me, I’ll Find You</td>
<td>25%</td>
<td>Relatively disengaged in the search process. Rely mostly on emails from schools, peers and family, and institutional websites. More often male students</td>
</tr>
<tr>
<td>I Already Know You</td>
<td>16%</td>
<td>Seek recommendations from high school counselors, teachers, and others in their community. More often low-income, access students.</td>
</tr>
<tr>
<td>Whatever You Say</td>
<td>17%</td>
<td>Consumers of traditional information channels: email and print materials. More often first-generation</td>
</tr>
<tr>
<td>Give Me All You Got</td>
<td>14%</td>
<td>Heavy users of a wide variety of channels including social media. More often female students</td>
</tr>
</tbody>
</table>
It takes a lot of rights to get it right.
Enrollment marketing is about reaching the **right student**, with the **right message**, via the **right channels**, at the **right time**
Thank you.