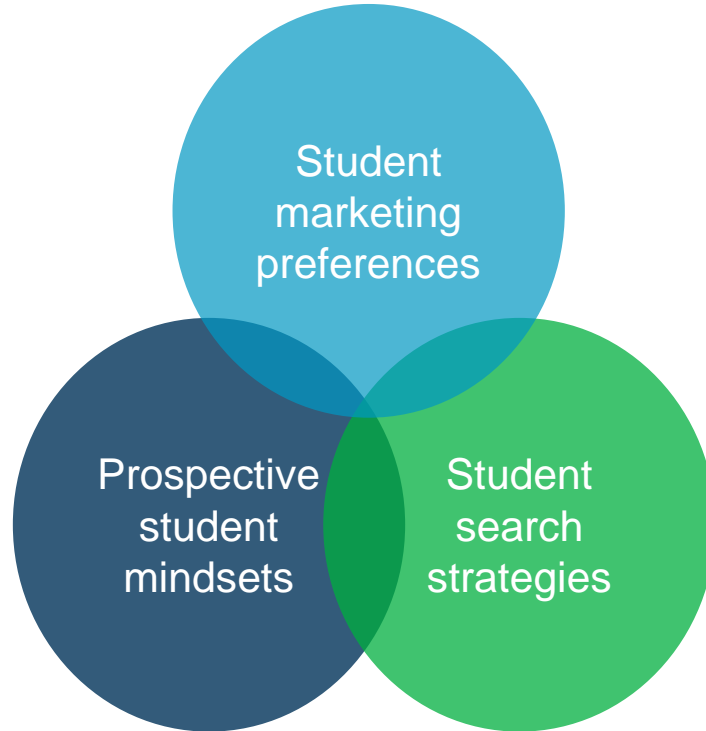


The Student Sentiment Survey: 5 New Realities in Recruitment Marketing



Student Sentiment Survey: Being more strategic when focusing on student expectations and actions.

encoura
Eduventures
Research



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



EXPERIENTIAL
INTERESTS



CAREER THROUGH
ACADEMICS



GRAD SCHOOL
BOUND



CAREER
PRAGMATISTS



EXPLORATION
& MEANING

You will need to tailor not only the message but also the channel.

Career Pragmatists

55%

clicked on a college sponsored ad

Exploration and Meaning

77%

watched a video from a college during their college search process

Career Through Academics

80%

visited a college website on a mobile browser

Grad School Bound

68%

think your websites are the best information sources during their initial search process

Experiential Interests

72%

would download a college app to stay updated on admissions information

Social Focus

55%

have “followed” or “liked” a college they are considering on social media

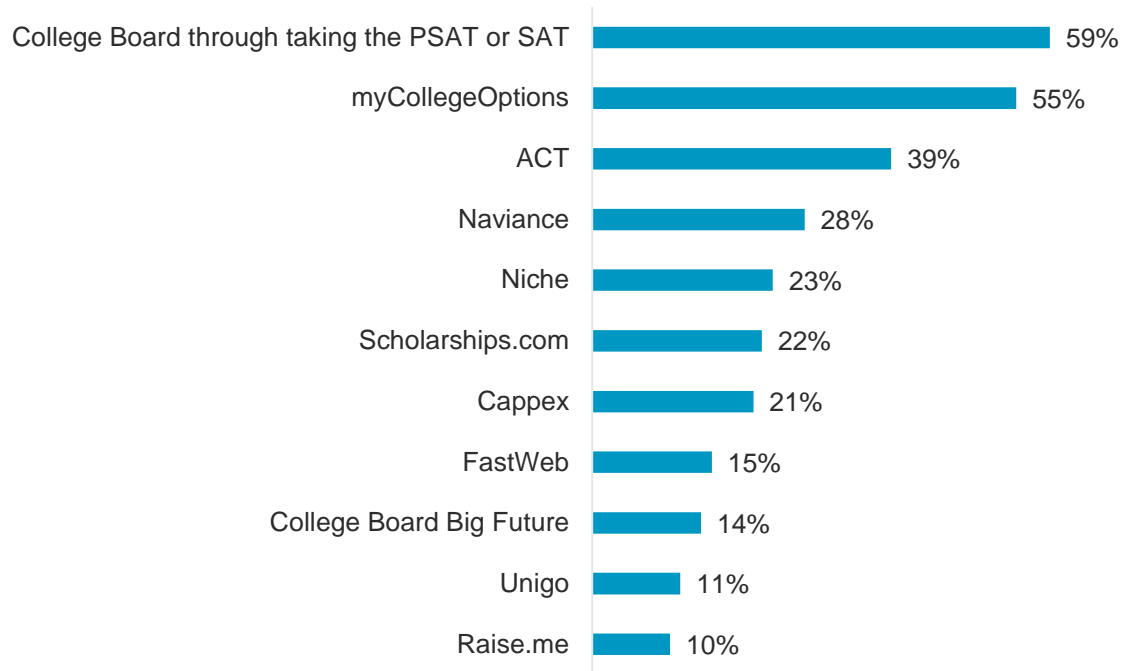
Reality #2

You will need to expand your definition of “demonstrated interest.”



Ignoring Online Interest = Missed Opportunity

Have you registered your college interests by completing an online profile with any of the following?



34%
use these sites to **request**
information from colleges



60%
of those students **expect** the
college to **follow up**

Reality #3

Sponsored ads are as impactful as
your social media voice.

Clicks + Conversions = Likes + Comments

Social Media

Sponsored Ads

Awareness

39%

say social media made them aware of specific colleges in the early stages of their search

70%

Have seen sponsored posts or ads from colleges on social media

Perception

32%

say social media is “moderately” to “extremely influential” in their college search process

37%

Felt the posts/ads were helpful/informative

Action

49%

Have “followed” or “liked” a college they are considering on social media

46%

Clicked on an ad they saw from a college on their social network or while browsing the web

Reality #4

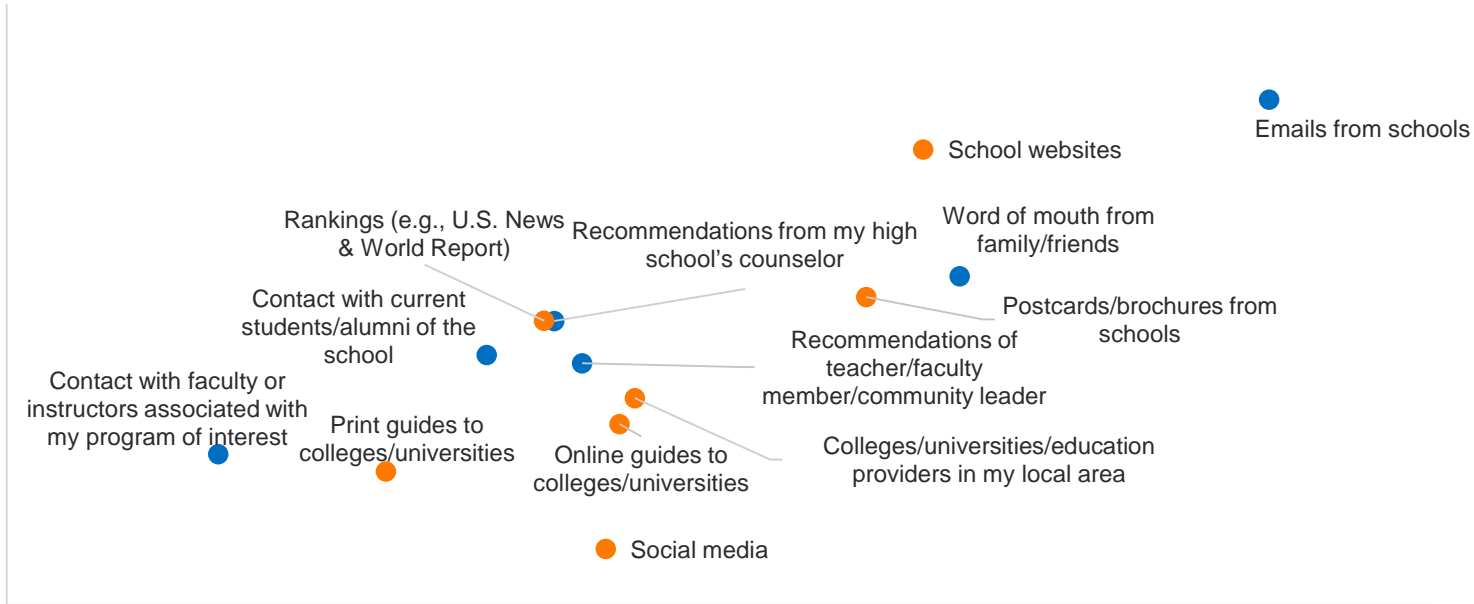
Admissions recruitment is
still a people business.



People-Focused Sources are More Trusted.

Awareness and Trust of Information Sources

Most Trusted Sources



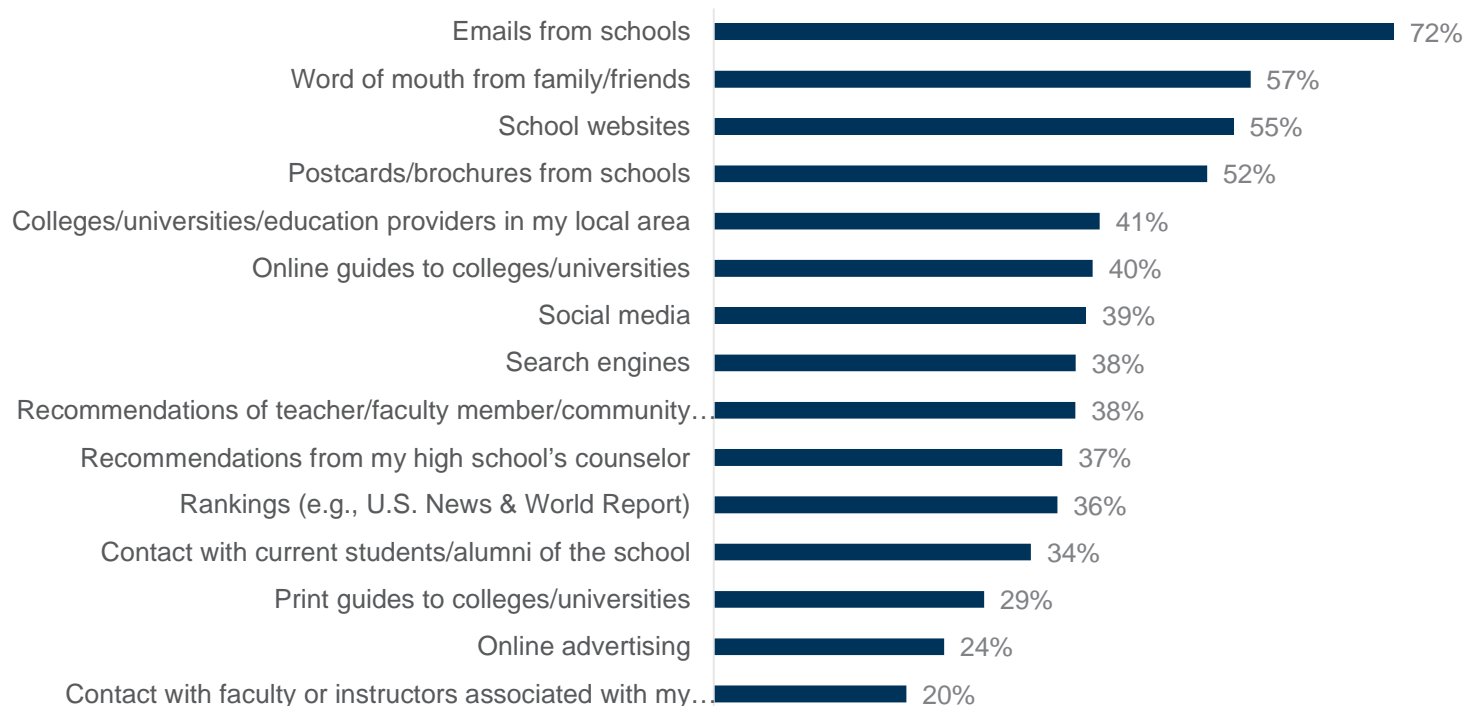
Most Used Sources

Reality #5

Students have distinctive search strategies.

The typical view of marketing channels...

Sources of Initial Awareness About Colleges



...another view of marketing channels

Eduventures' *Prospective Student Search Strategies*

Let Me Talk to Someone 15%

Prefer interpersonal communication to learn more about schools.
Less often access students

Don't Find Me, I'll Find You 25%

Relatively disengaged in the search process. Rely mostly on emails from schools, peers and family, and institutional websites.
More often male students

Excuse Me, Do I Know You? 14%

Brand conscious. Heavily rely on rankings and comparison tools.
Higher income, college educated parents. More often Asian.

I Already Know You 16%

Seek recommendations from high school counselors, teachers, and others in their community.
More often low-income, access students.

Whatever You Say 17%

Consumers of traditional information channels: email and print materials.
More often first-generation

Give Me All You Got 14%

Heavy users of a wide variety of channels including social media.
More often female students

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

encoura™
where informed decisions begin

Thank you.