

# Top National Benchmarks for Admitted Students

(and Why They Matter)

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# Refining Yield Strategy by Understanding Student Decisions

## Eduventures Admitted Student Research

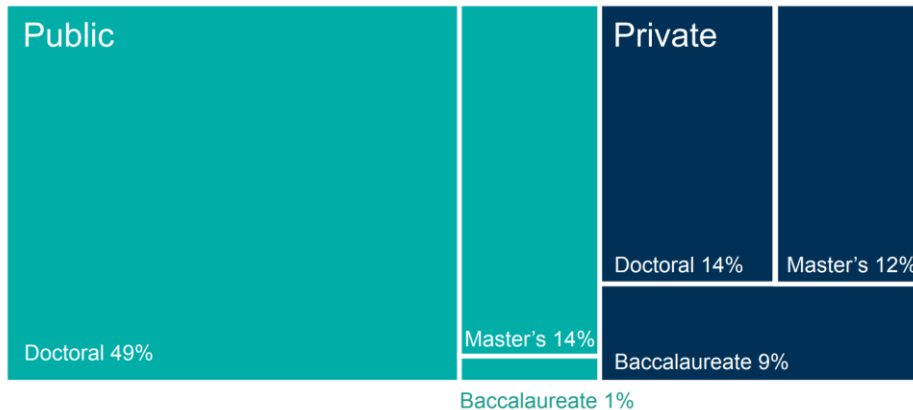
- 90,000 + students
- Admitted Student Mindsets
- Decision drivers
- Financial aid
- Communications



# Refining Yield Strategy by Understanding Student Decisions

## Eduventures Admitted Student Research

- 84% (~76,000) had a choice of institution
- More than 150,000 institutional ratings
- 1,383 four-year not-for-profit private and public institutions



# Benchmarks for Seven Institutional Categories

- Private Baccalaureate
- Private Master's
- Private Doctoral
- Public Master's - In-state
- Public Master's - Out-of-state
- Public Doctoral - In-state
- Public Doctoral - Out-of-state

# National Benchmarks Put Your Admitted Student Data in Context

## Three Questions that Drive Strategy

Am I facing the issues:

- of higher education generally?
- related to my institutional category?
- unique to my institution?



# Admitted Student Mindsets

## A Reminder



**Experiential Interest** – These students desire a career, want to get hands on with internships and employment, and are sensitive to affordability.



**Career Pragmatist** – These students are looking for immediate ROI. They are highly sensitive to affordability, and are looking for the job right away. They are not necessarily focused on career.



**Social Focus** – These students want to gain meaningful friendships and a job would be nice too. They want to engage in every connecting activity possible and the social environment is most critical to choice.



**Exploration & Meaning** – These students want to make an impact on the world and are wide open to liberal arts outcomes. They are global butterflies and could make an impassioned choice.



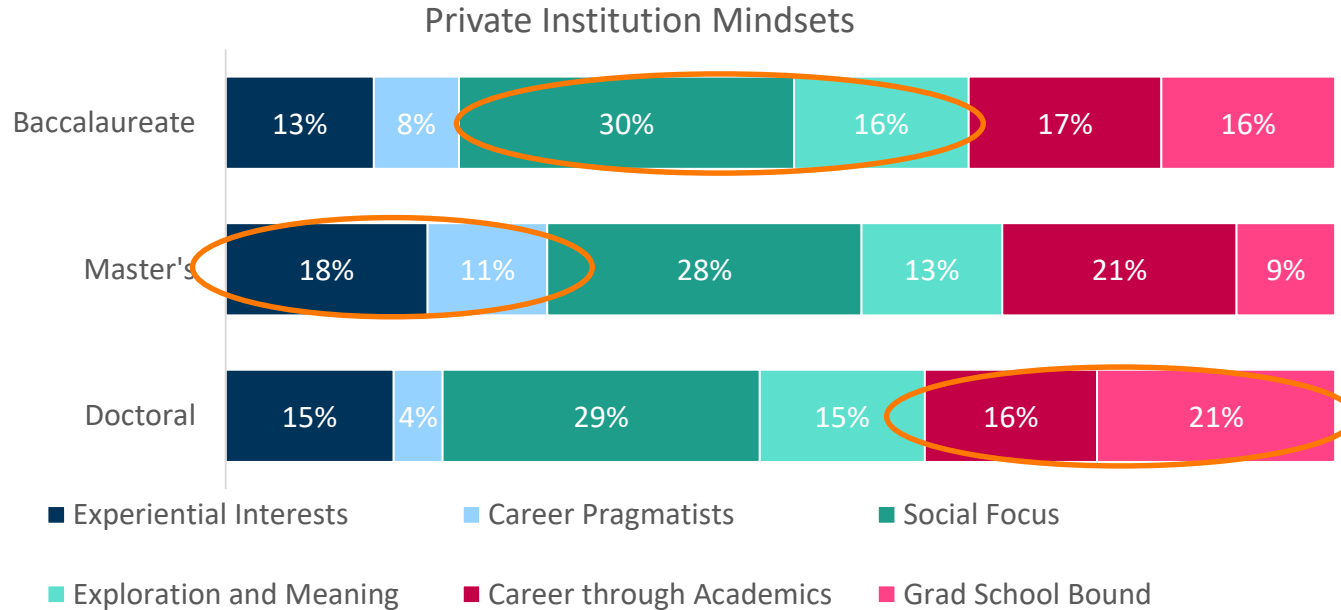
**Career through Academics** – These students are looking for a long-term career and see strong academics integrated with career preparation as the path. They are level-headed decision-makers.



**Graduate School Bound** – For these students, graduate or professional school is the goal. Scientific and technical skills and undergraduate research are key experiences, and academic quality and academic environment drive choice.

# Benchmark #1: Admitted Student Mindsets

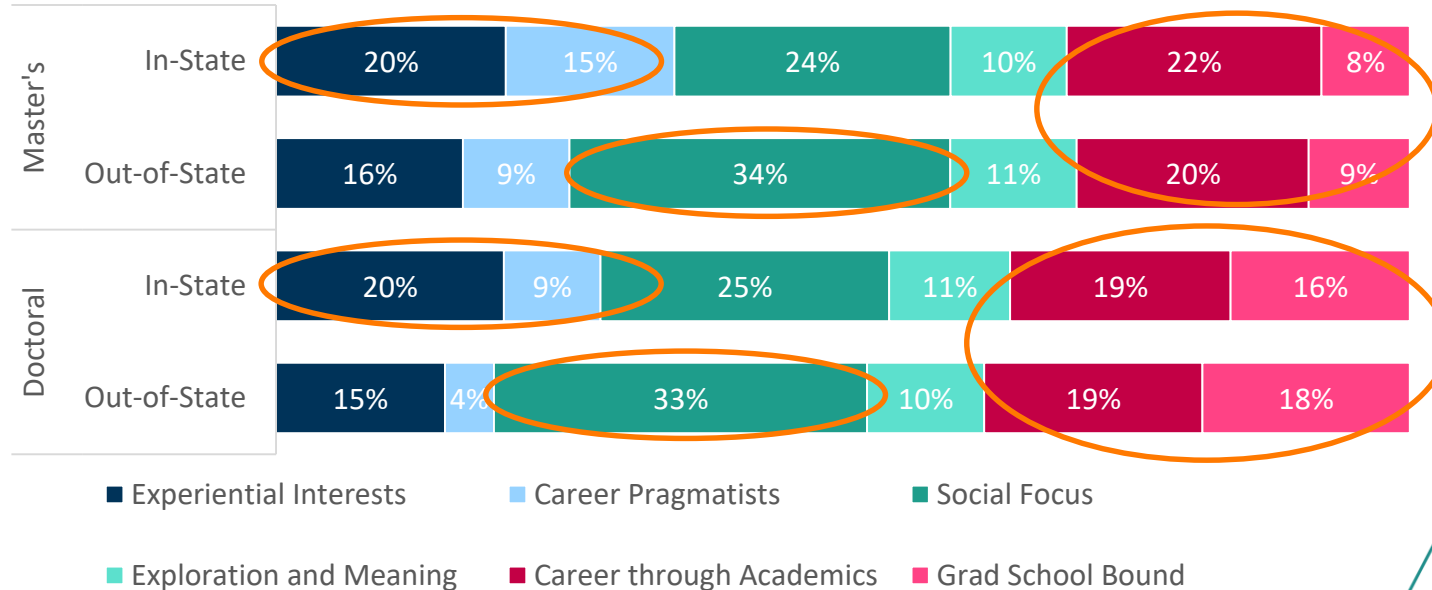
How your enrolling student profiles compare regarding their expectations and imagined pathways through college



# Benchmark #1: Admitted Student Mindsets

How your enrolling student profiles compare regarding their expectations and imagined pathways through college

Public Institution Mindsets





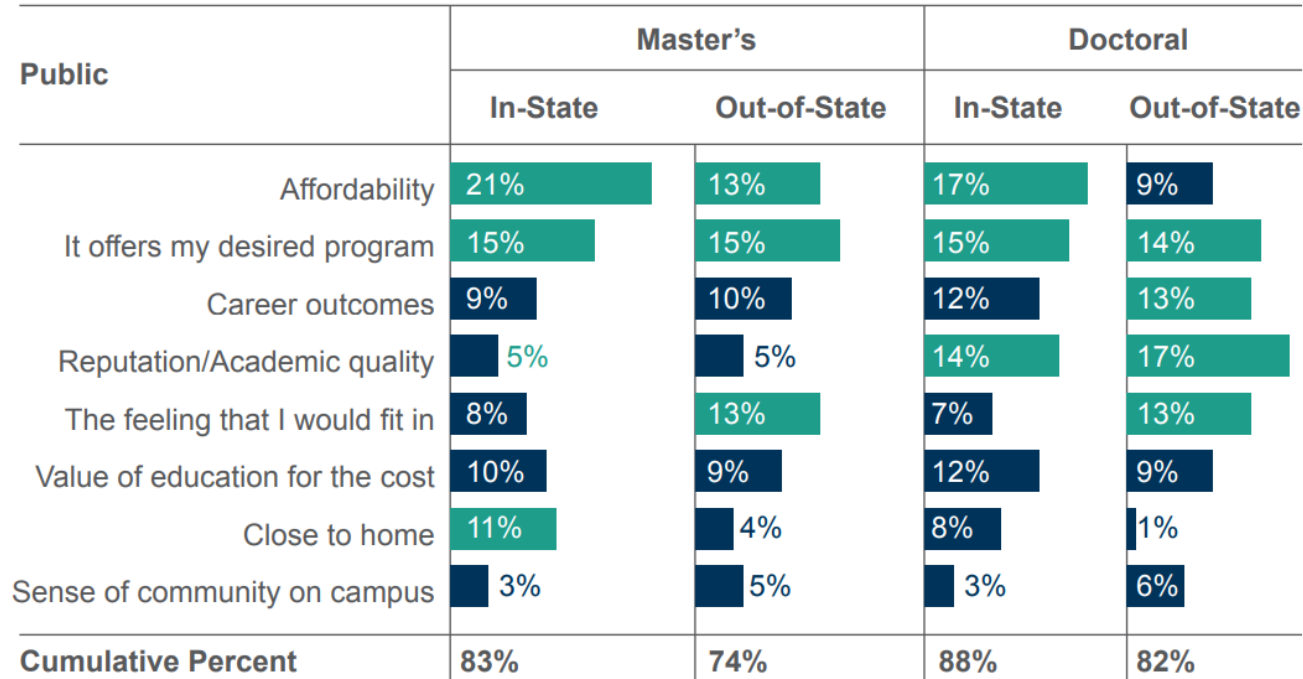
# Benchmark #2: Decision Segment

## Students' top priorities in the final decision

Private	Baccalaureate	Master's	Doctoral
Reputation/Academic quality	14%	10%	25%
The feeling that I would fit in	17%	13%	11%
Career outcomes	10%	14%	14%
It offers my desired program	8%	14%	10%
Affordability	12%	11%	9%
Value of education for the cost	10%	8%	9%
Sense of community on campus	10%	9%	5%
Close to home	3%	5%	2%
<b>Cumulative Percent</b>	<b>86%</b>	<b>84%</b>	<b>84%</b>

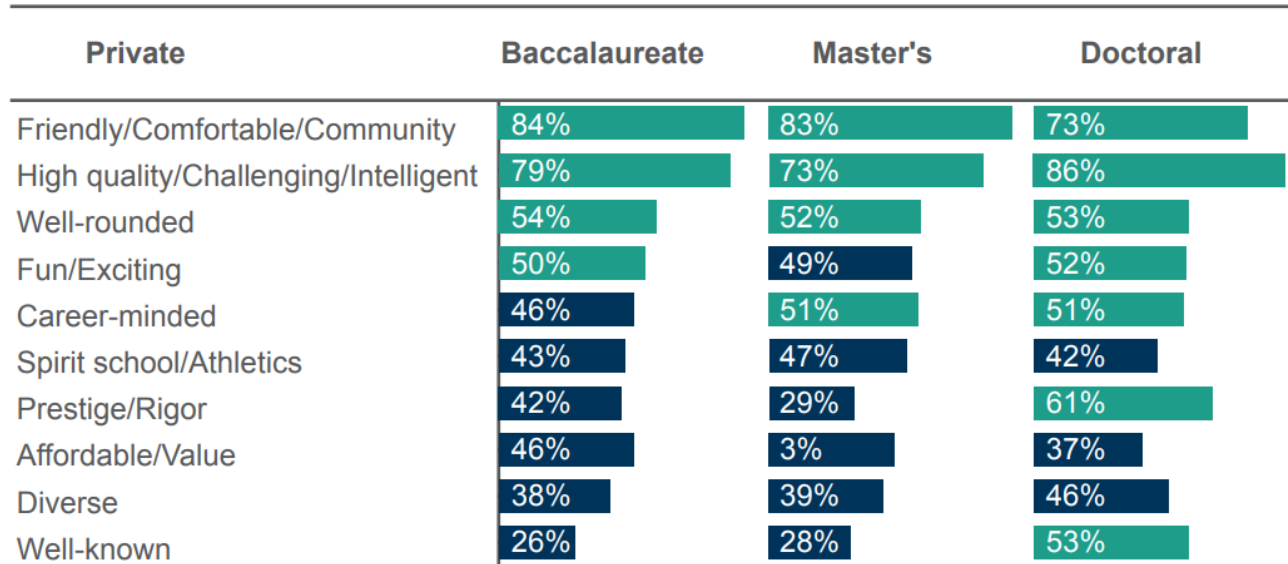
# Benchmark #2: Decision Segment

## Students' top priorities in the final decision



# Benchmark # 3: Brand Constructs

How you compare on high level brand perceptions that matter most to students



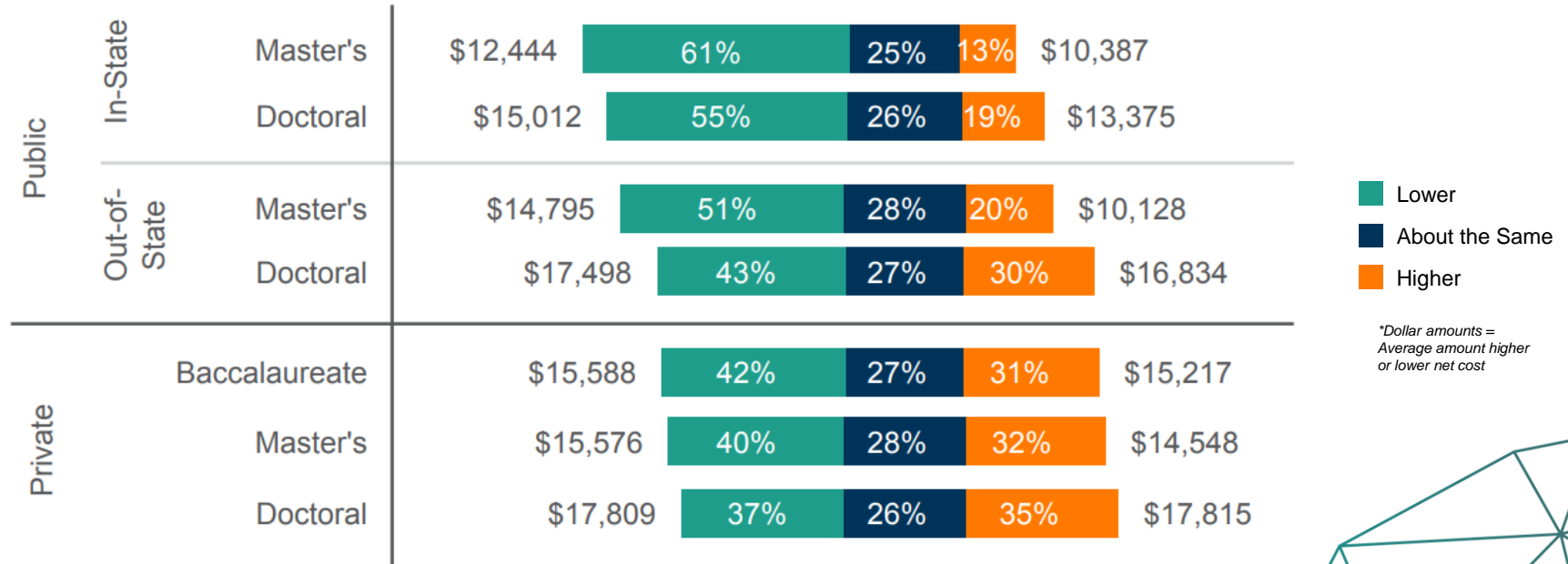
# Benchmark # 3: Brand Constructs

How you compare on high level brand perceptions that matter most to students

Public	Master's		Doctoral	
	In-State	Out-of-State	In-State	Out-of-State
Friendly/Comfortable/Community	78%	80%	74%	76%
High quality/Challenging/Intelligent	52%	58%	67%	71%
Fun/Exciting	51%	60%	57%	65%
Spirit school/Athletics	45%	53%	63%	70%
Affordable/Value	68%	58%	57%	44%
Well-rounded	45%	49%	48%	52%
Well-known	41%	28%	60%	56%
Diverse	44%	38%	52%	44%
Career-minded	40%	42%	45%	47%
Prestige/Rigor	11%	13%	27%	30%

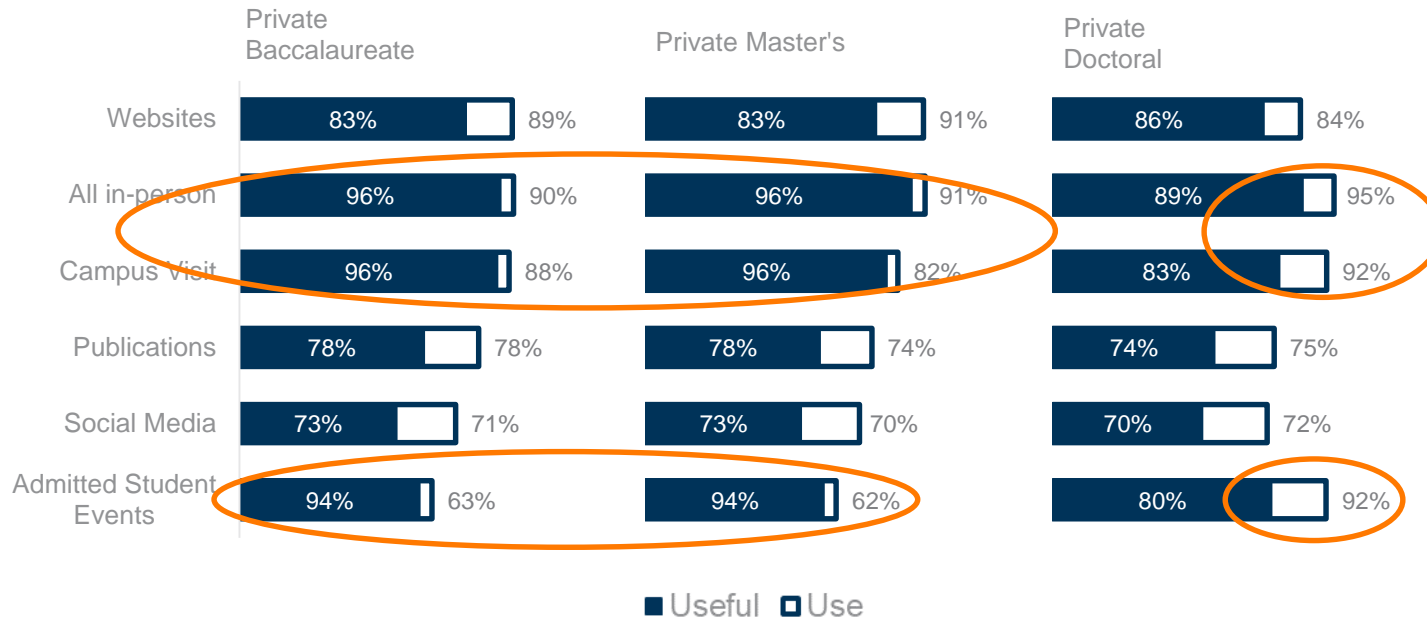
# Benchmark #4: Net Cost

What is the relative price sensitivity of your students compared to the broader market?



# Benchmark # 5: Communications

Are you reaching students with compelling information?

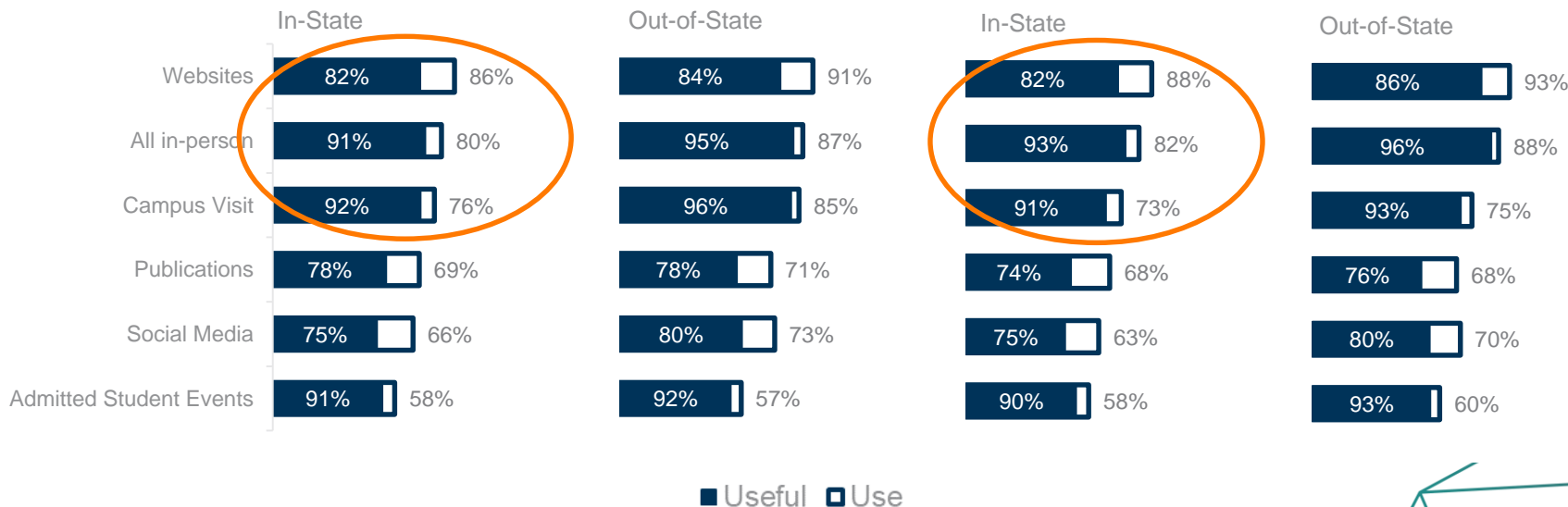


# Benchmark # 5: Communications

Are you reaching students with compelling information?

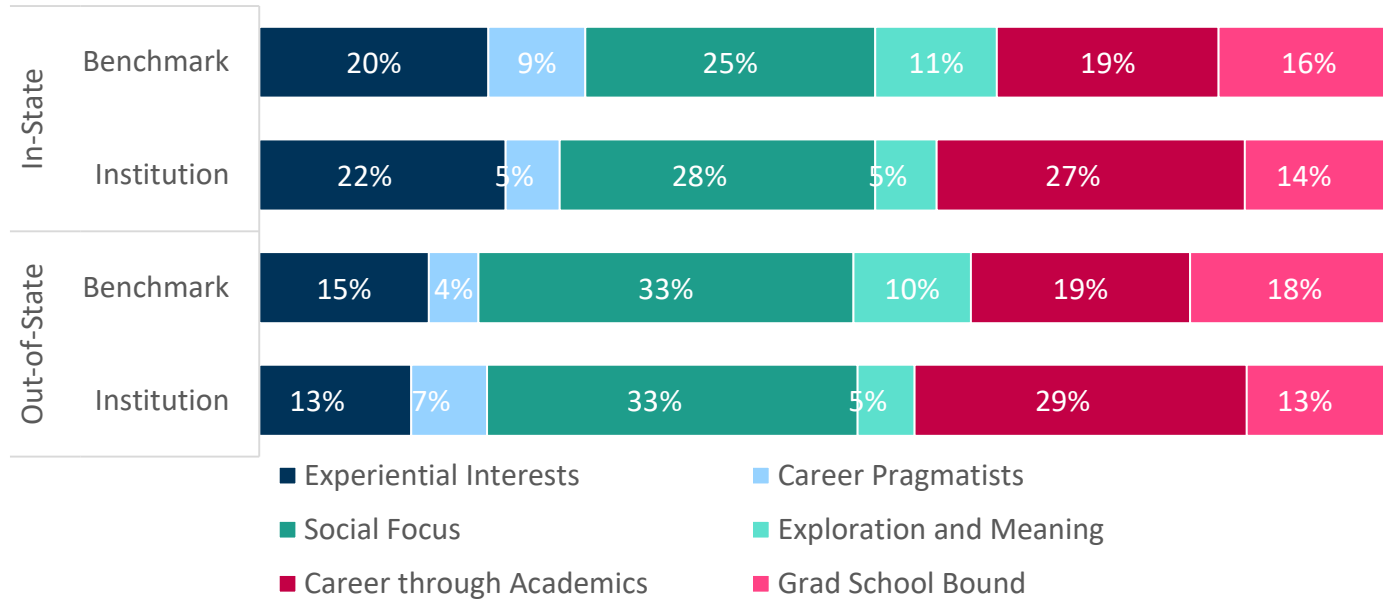
## Public Masters

## Public Doctoral



# Example: A Clear Identity for Career through Academics Students

## Sample Public Institution vs. National Benchmarks for Public Doctoral Institutions





# Other Key Benchmarks We Track

- Destinations
- First Choice
- Distance
- Quality Perceptions



# The Bottom Line on Benchmarking

## Don't look at your Admitted Student Data in Isolation

- Put your institutional data into context
- Which of these challenges are **higher education**, **category**, or **institutional**
- Helps prioritize challenges your institution faces in yield
- Indicates which yield strategies may be appropriate

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where informed decisions begin

**Thank you.**

**ANY QUESTIONS?**

# Announcements



# Participate in Admitted Student Research

LEARN WHY STUDENTS ENROLL OR DON'T ENROLL AT YOUR INSTITUTION TO PLAN FOR 2020

Participate in the Eduventures Survey of Admitted Students™ to:

- Understand how students view your school vs. competing institutions or non-competing peers
- Make data-driven decisions to improve programming, communication, and financial aid strategies
- Tailor your recruitment and yield strategies to emphasize what matters to students
- Understand how marketing and recruiting tactics impact student decisions

Visit [encoura.org/sas](https://encoura.org/sas) to sign up!

**Deadline to Participate: May 8th, 2020**

# Eduventures Research

PRIMARY RESEARCH, ANALYSIS AND ADVISORY SERVICES TO SUPPORT DECISION-MAKING  
THROUGHOUT THE STUDENT LIFECYCLE



## Traditional Student Demand

Analyzing the evolving challenge of recruiting traditional students.



## Adult Learner Demand

Meeting the needs of today's adult learner.



## Student Success

Rethinking the cause and effect of student success.



## Program Innovation

Encouraging idea generation for new program viability.

Technology Landscape

# Advisory Services for Higher Ed Institutions

## HOLISTIC APPROACH TO INSTITUTIONAL SUCCESS



Learn more at [encoura.org/eduventures](https://encoura.org/eduventures)

# Upcoming ACT Webinar

## NEW OPTIONS TO THE ACT: PUTTING THE NEW STUDENT DATA FILE AND RESEARCH INTO PRACTICE

We're alongside you on the mission to help students succeed. Last fall we announced new options for the ACT® test, starting with the September 2020 national test. These changes give students more flexibility than ever before.

Learn what these changes mean for you and your students. **Join us Wednesday, February 26, for a free webinar that will cover:**

- New ACT test student file, including student options and data file layout specifics
- How to interpret data from the NEW Electronic Student Record
- The impact of superscoring for your institution
- NEW research on the validity of ACT Section Retesting
- Recommendations for communicating your institution's policy on superscoring

Visit <https://pages2.act.org/put-student-data-file-and-research-into-practice.html> to sign up!