

A photograph of a man and a woman in an office setting. The man, wearing glasses and a light pink shirt, is leaning over a desk, looking at a document held by the woman. He has his hand on his chin in a thoughtful pose. The woman, with dark curly hair, is smiling and looking at the document. The background is a bright window with vertical blinds. A teal geometric line pattern is overlaid on the right side of the image.

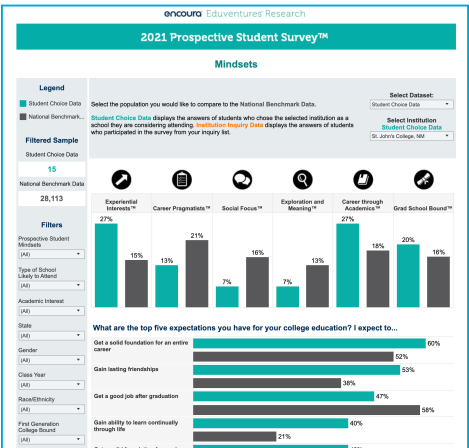
encoura®

Eduventures® Research

Institution-specific
research and advisory
services that guide your
communication strategy

Prospective Student Research

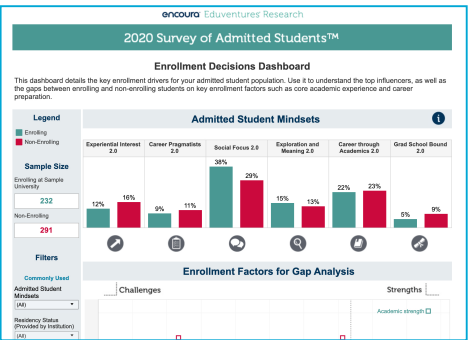
Understand the brand perceptions of college-bound high school students.



- Better understand the six Student Mindsets™, prospective student expectations, desired experiences, and outcomes
- Discover details on career goals, career development assistance, and desired professions
- Review student demographics, academic interests, and desired school characteristics, as well as specific schools of interest at this stage in their searches

Admitted Student Research

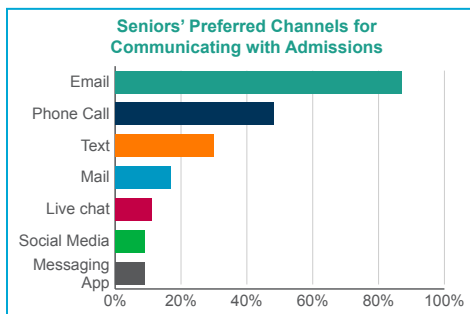
Understand the enrollment decision to improve yield.



- Learn what your admitted student pool thinks about your institution relative to competitors
- Make data-driven decisions to improve programming, communication, and financial aid
- Tailor your recruitment and yield strategy holistically and for specific student types

Student Sentiment Research

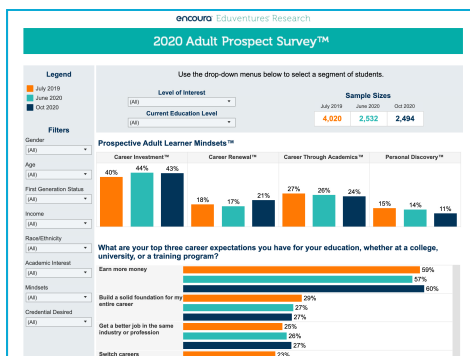
Learn the key areas of college search behavior and communication preferences to create more effective outreach strategies.



- Understand how six Prospective Student Search Strategies define how individuals fall into unique communication preference categories
- Learn the most used vs. most trusted marketing channels
- Discover how search stage influences prospective students' communication preferences

Adult Prospect Research

Understand the factors that are driving decisions that impact the adult learning market.



- Understand your local market of prospective adult learners vs. a national sample
- Identify the best-fit students within your current pipeline
- Use behavioral and attitudinal mindsets to adjust your messaging and target the right market
- Respond to perceptions about pricing, modality, student services, and more

Transfer Student Research

Understand how admissions officers should go about actively engaging, marketing to, and supporting potential transfer students.

- Learn four main types of students who choose to attend a community college on the road to completing a bachelor's degree
- Find efficient ways to connect with this unique cohort of students

Why Eduventures is different:

1. **Encoura:** Results from our surveys are delivered through Encoura, allowing you to interact with the research, hone into specific areas, change parameters, and get a clear, visual picture of the information so it can guide what messages you craft and when, where and how to deliver them.
2. **Advisory Services:** Foundational to Eduventures is access to our senior and principal analysts. Former higher education practitioners themselves, our analysts will provide expertise and guidance based on our research and survey data, as well as direct experience working with institutions of all sizes. With Eduventures, you can address specific challenges facing your institution and gain insight that leads to more confident decision-making.
3. **Thought Leadership:** Our principal and quantitative analysts are highly respected thought leaders in the higher education industry. Our analysts are regularly called upon by multiple news and media outlets, including Inside Higher Ed, The Chronicle for Higher Ed, Forbes, The Economist, and many others, for comment or input on important, trending, and strategic industry matters.
4. **Proven Methodology:** Eduventures Research designs, hosts, and analyzes all surveys in-house with a highly qualified team of quantitative and principal analysts. Our survey respondents come from institutions, 3rd party sources, and from a national student sample drawn from 6 million students from 22,000 public and private high schools across the country who participate in the myOptions® and myCollegeOptions® programs.