

Why Eduventures® is different:

- 1. Encoura™ Data Lab:** Results from our surveys are delivered through Encoura Data Lab, 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 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 myCollegeOptions®.

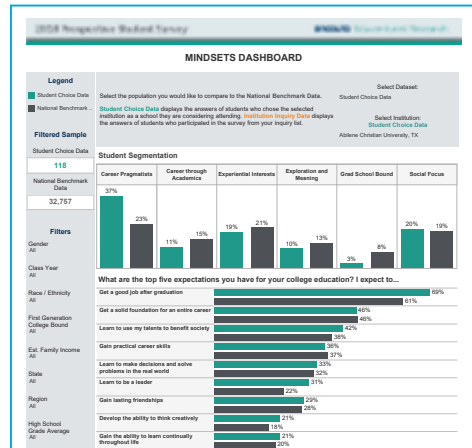
encoura™

Eduventures®
Research

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

Prospective Student Research™

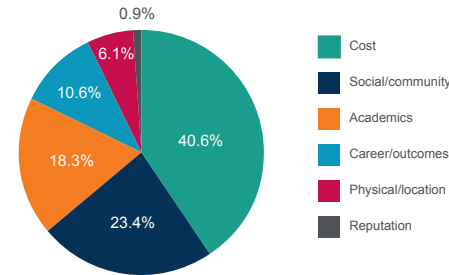
Understand the brand perceptions of college-bound high school students.



- 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 search

Student Sentiment Research™

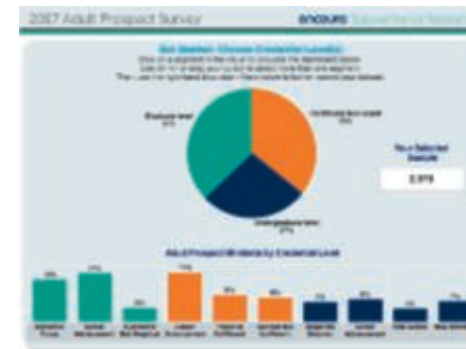
Learn the key areas of college search behavior and communication preferences to create more effective outreach strategies.



- 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™

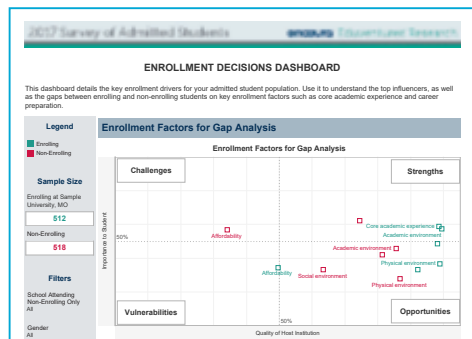
Understand the factors that are driving decisions that impact the adult learning market.



- 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

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

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