

encoura®

Eduventures® Research Webinar

Family Engagement Part I: Engaging the Entire Family to Optimize Yield

Thursday, November 16, 2023



PRESENTERS



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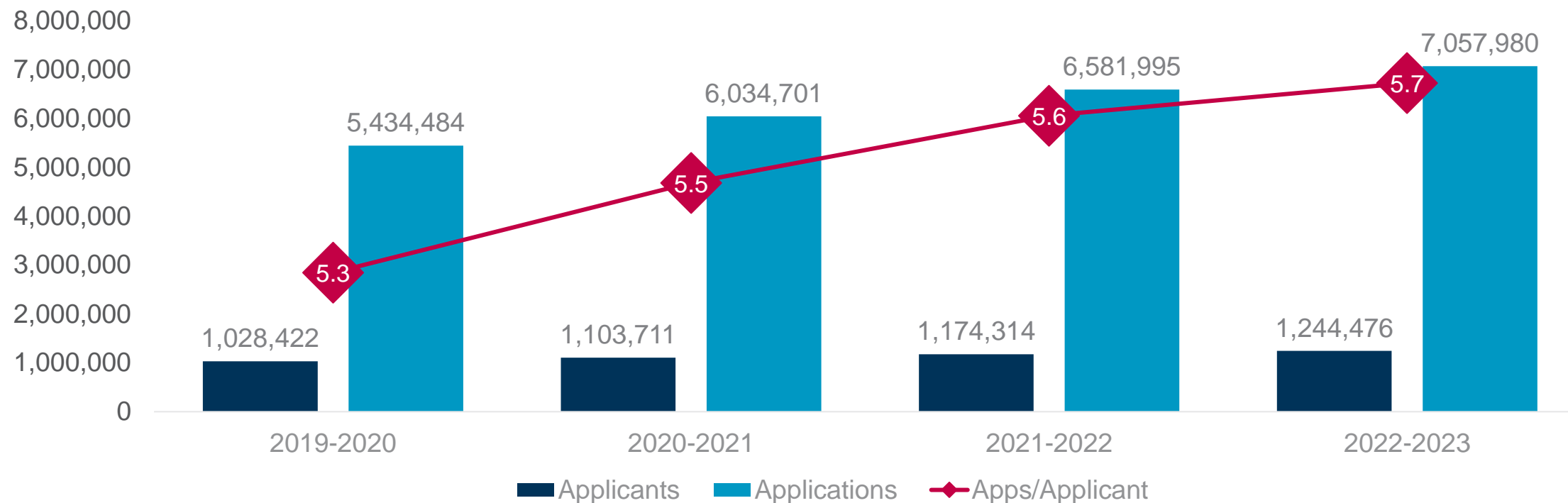


The Choice Environment



Applications Continue to Rise

YIELD IS MORE DIFFICULT PREDICT

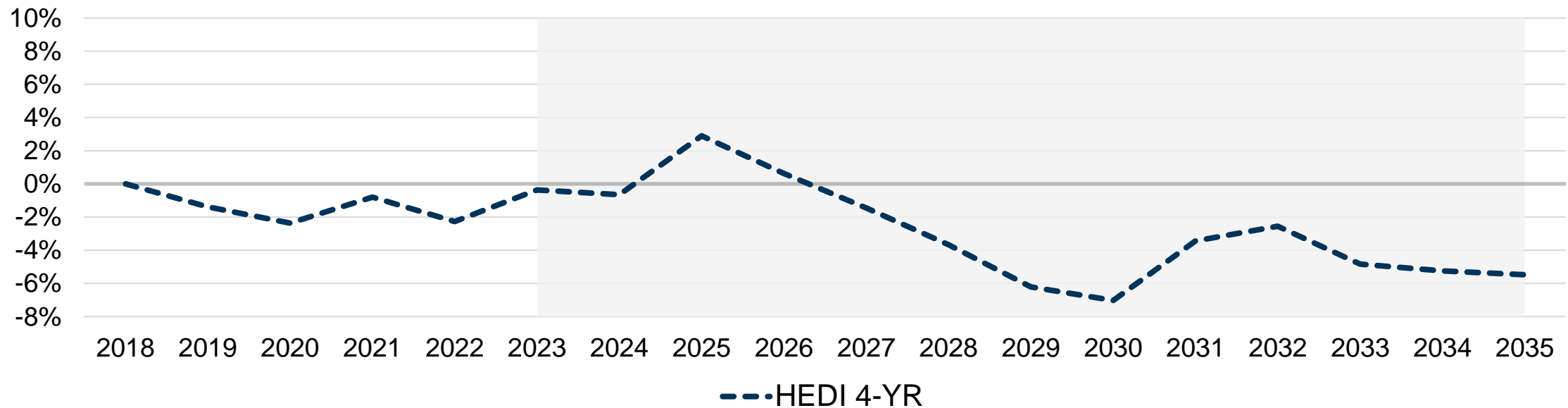


Source: Common App Deadline Update: First-Year Applications Trends through March 15, 2023

Enrollment Forecasts Predict Declines

EXPECT A VERY COMPETITIVE ENVIRONMENT

Comparative Growth Rates - Higher Education Demand Index Forecast vs. National Clearinghouse Fall Estimates

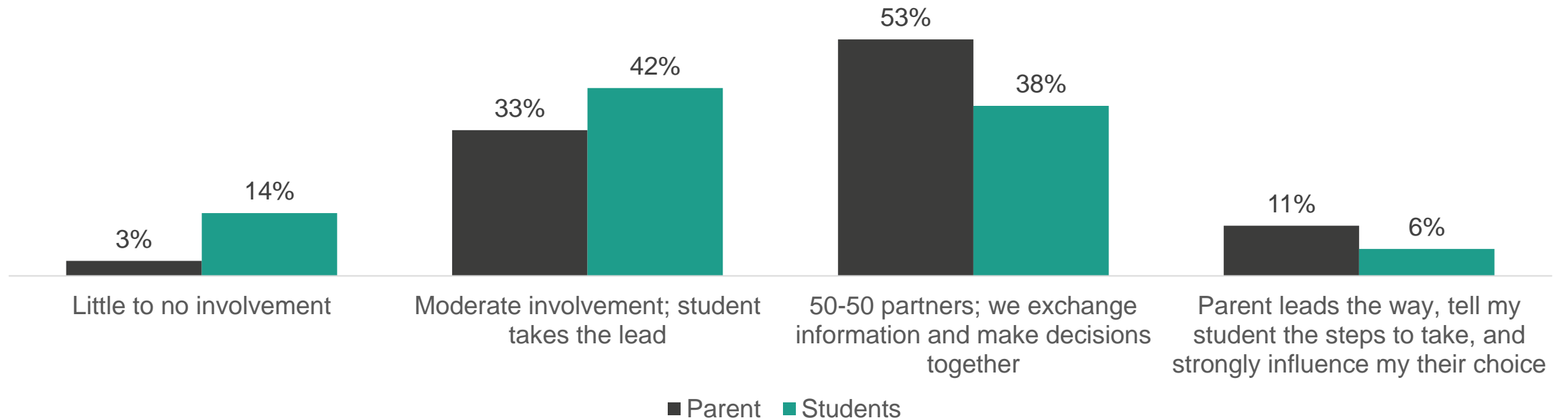


Source: The Agile College, Dr. Nathan Grawe

Parents and Students are In This Together

THOUGH EACH BELIEVES THEY ARE LEADING THE WAY

How would you describe your involvement in this child's college search overall?



Source: Eduventures 2023 Prospective Student and Parent Research

College Search Tests Families

WHAT IS THE BIGGEST CHALLENGE IN WORKING WITH YOUR CHILD TO FIND A COLLEGE?

“She is stubborn and doesn’t think I know what I’m talking about at this moment.”

“Letting them do what they want and having them understand that making an acceptable living wage is so very important.”

“She wants to go to college out of state, and it costs more, and she has never been away from home, and I want her closer.”

Five Roles that Parents Take on During College Search

Navigator – exploring major and career interests

Therapist – helping students through motivational issues

Financial planner – assessing student/family ability to pay

Coach – keeping student on track with grades and deadlines

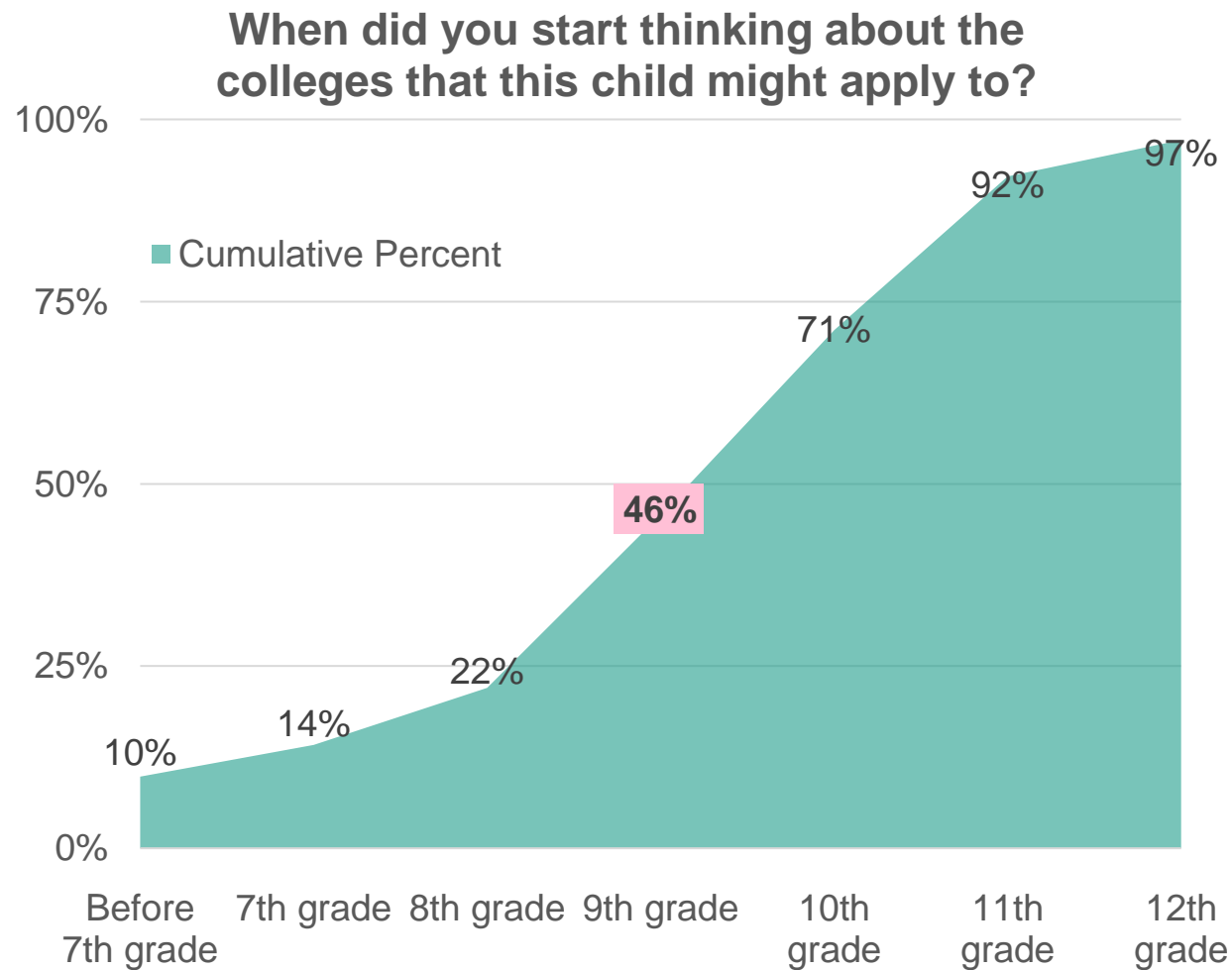
Parent – worrying about the health/well being and life satisfaction of the child



Six Family Fundamentals

#1. Be Part of the Long Conversation

- Families start early
- Waiting to engage families is risky
- When is the right time for your institution?

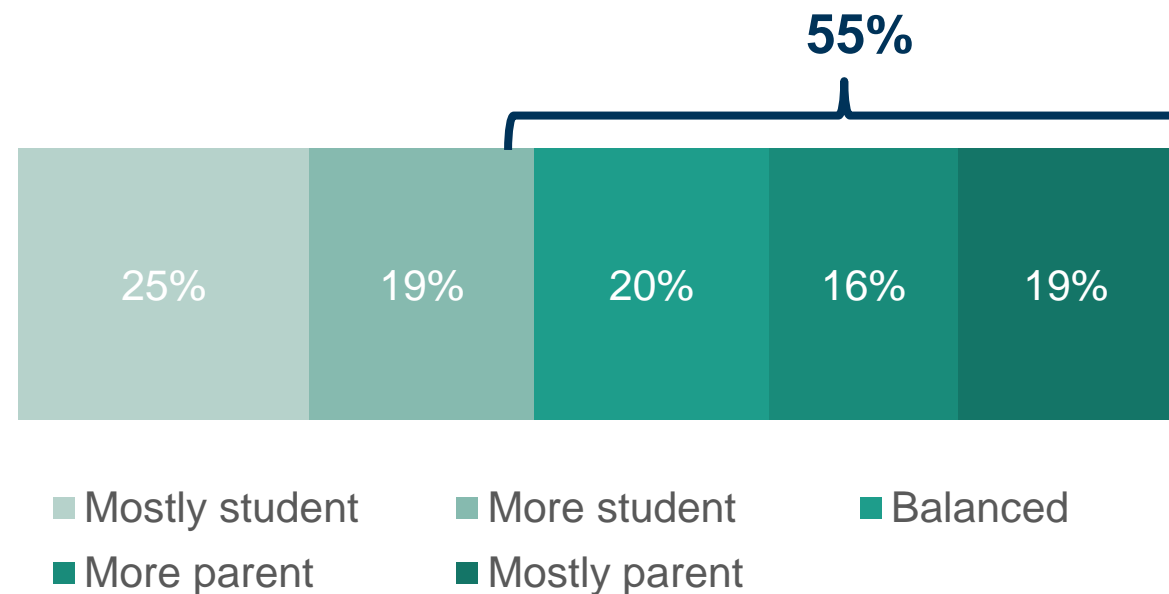


Parents Want Early Information; They Intend to Be Involved

71%

of parents want information from colleges before their student applies

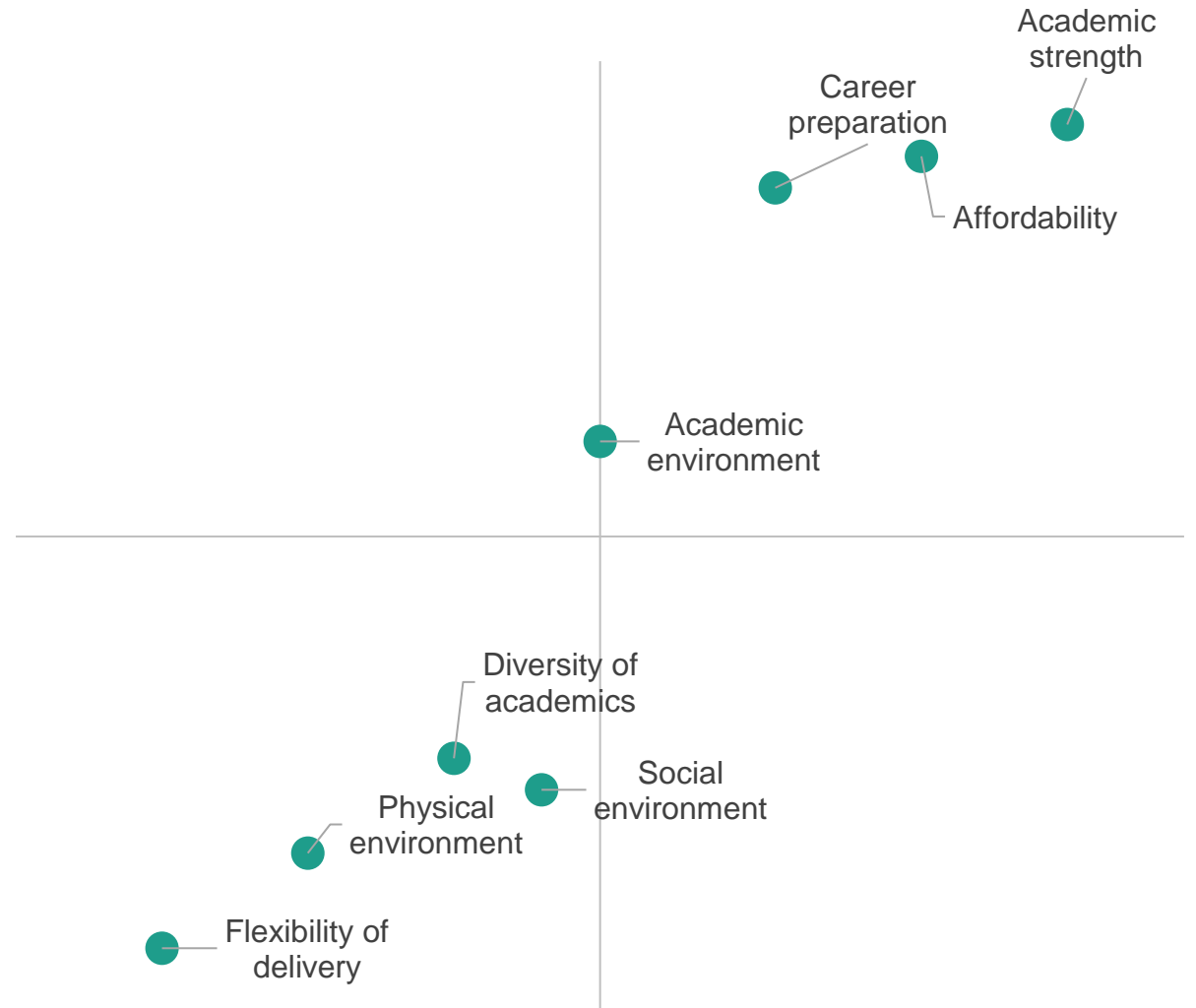
In considering which schools to apply to, how much of the decision is/was yours?



#2. Build the Core Message

- Students and parents are aligned on the most important aspects of college choice
- Core content for students is also core content for parents

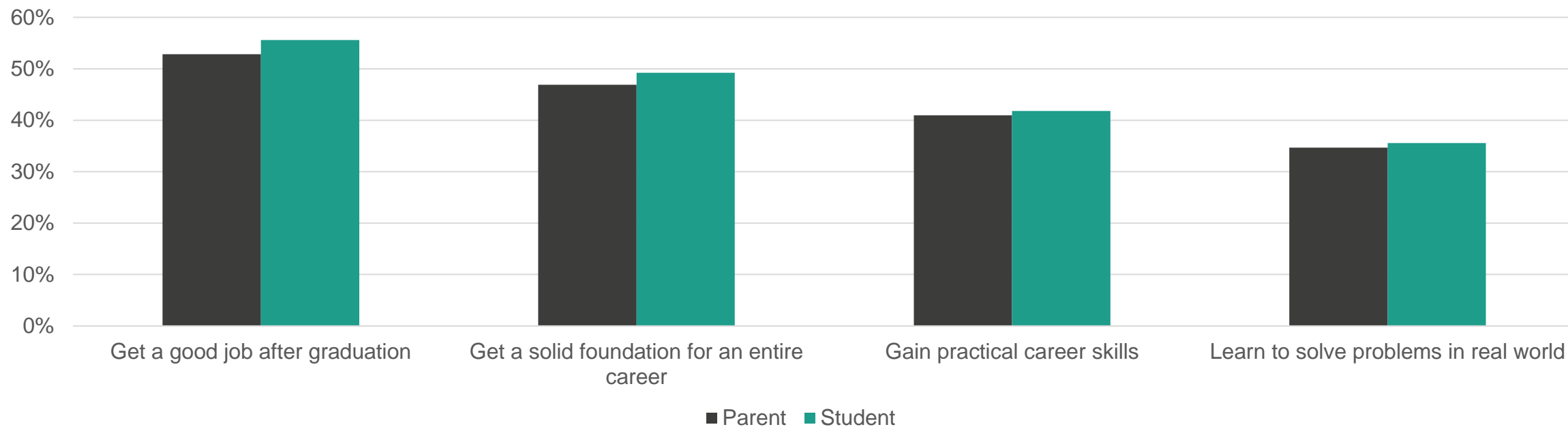
Importance of Key Enrollment Drivers



Jobs and Careers are Top of Mind

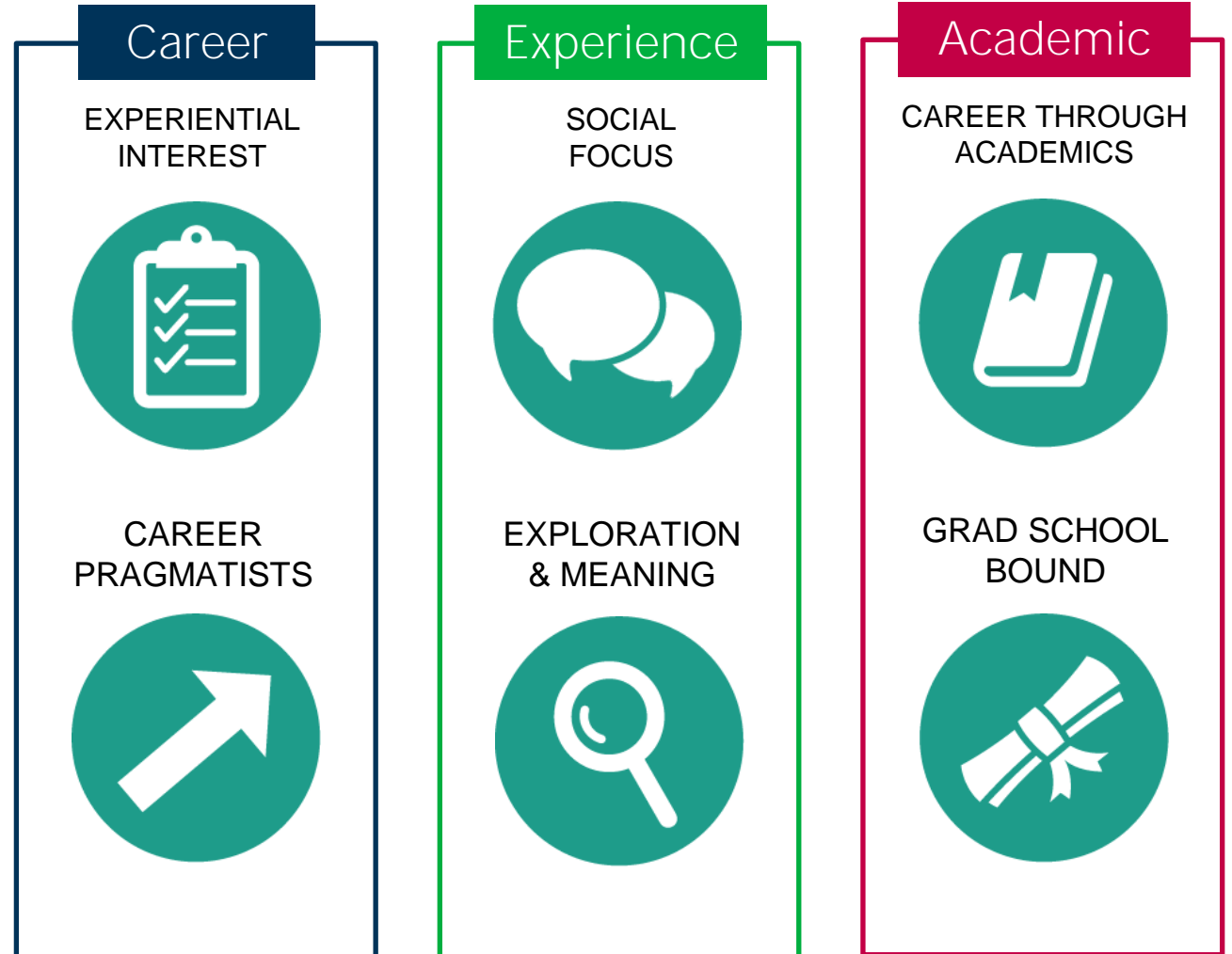
PARENTS AND STUDENTS ARE ALIGNED ON THE OUTCOMES OF A COLLEGE EDUCATION

Top Four Expectations for the Outcomes of a College Education



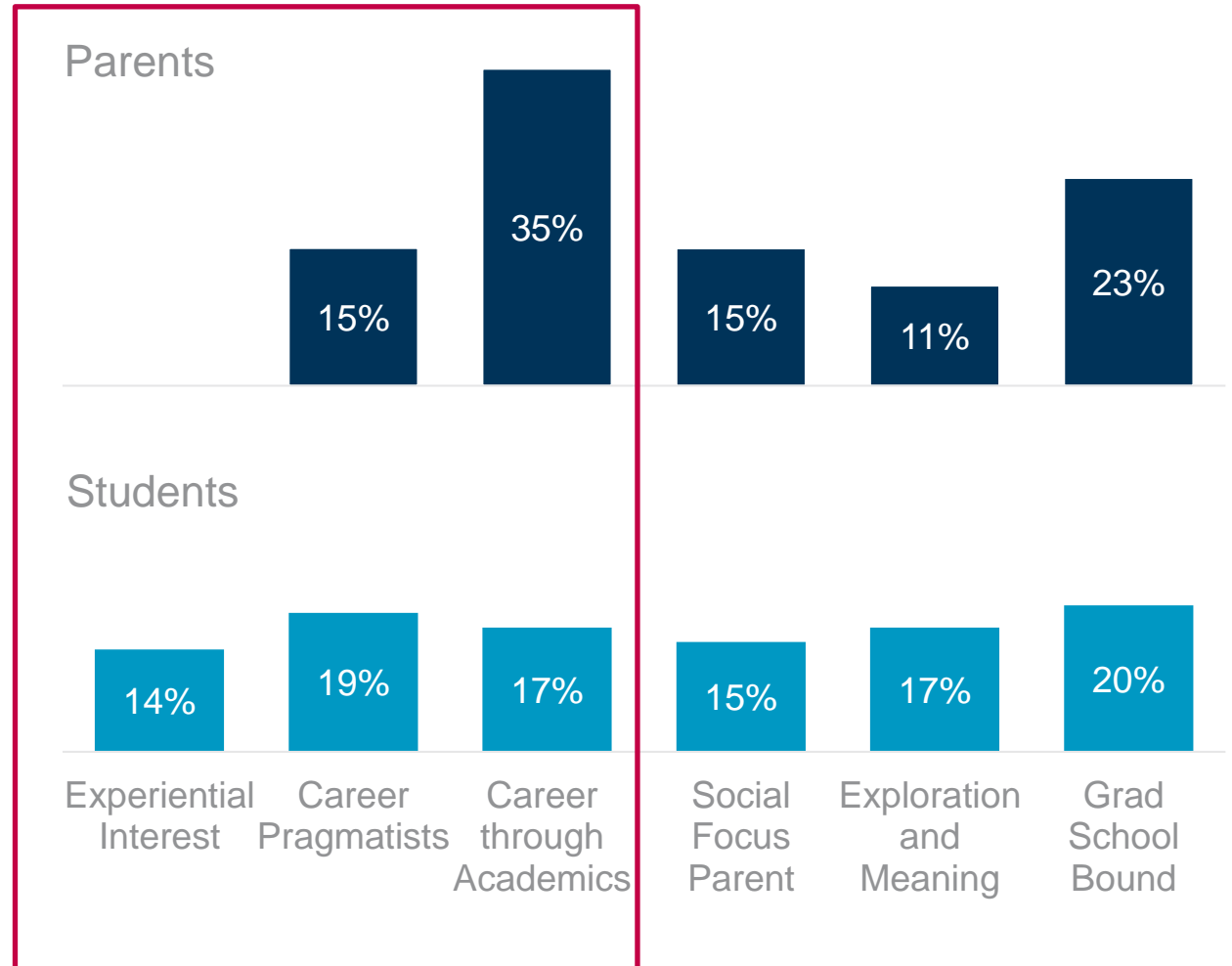
#3. Consider Parent and Student Mindsets

- Behavioral market segments
- Expected pathway through college



Half of parents
and students
are career-
oriented

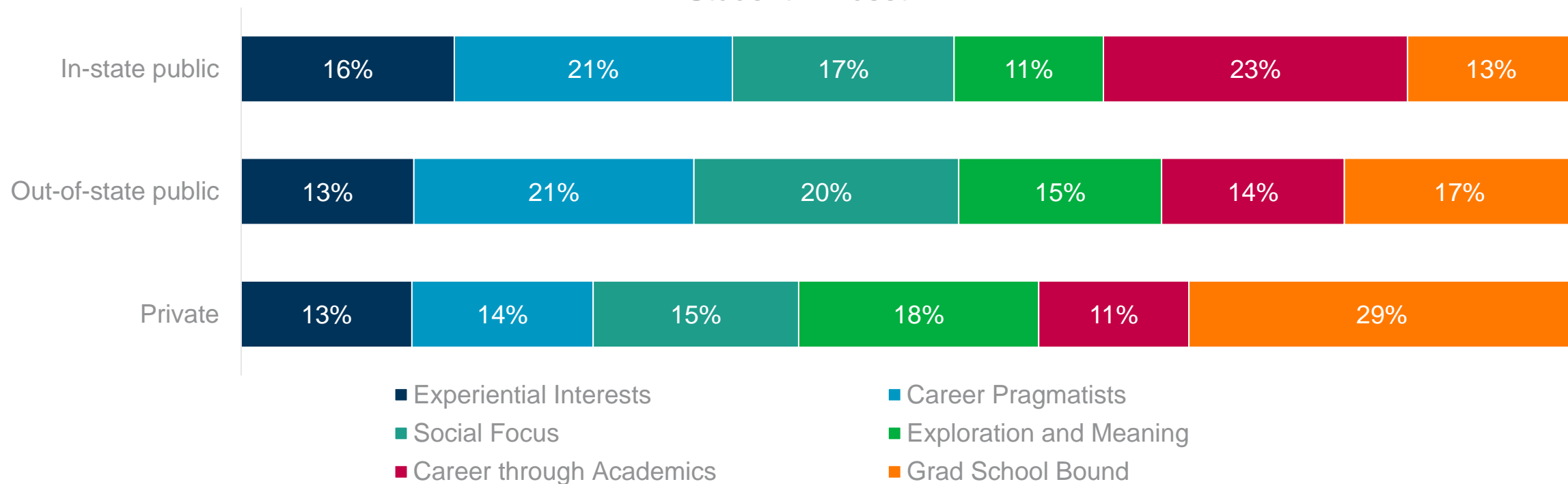
Parent and Student Mindsets



Institutions Have Unique Mindset Profiles

UNDERSTANDING YOUR CORE MINDSETS HELPS YOU CRAFT RESONANT MESSAGES

Student Mindset

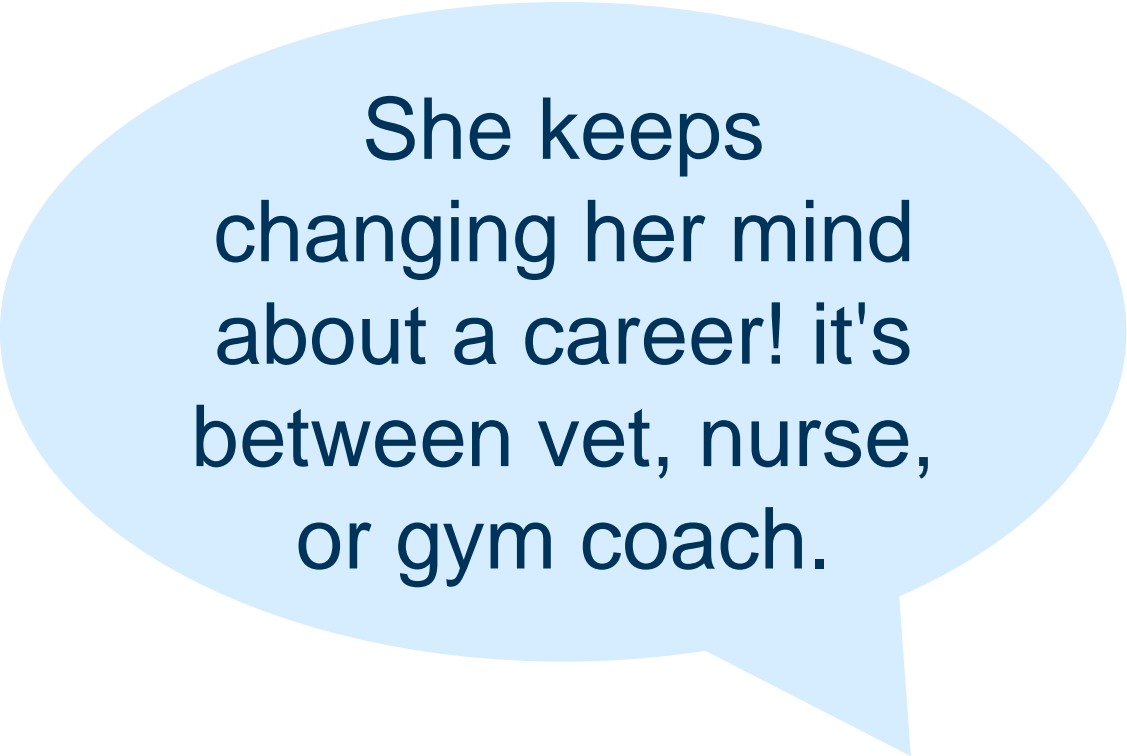


#4. Articulate Major to Career Pathways

Parents Have Preferences

81% - Career

78% - Major

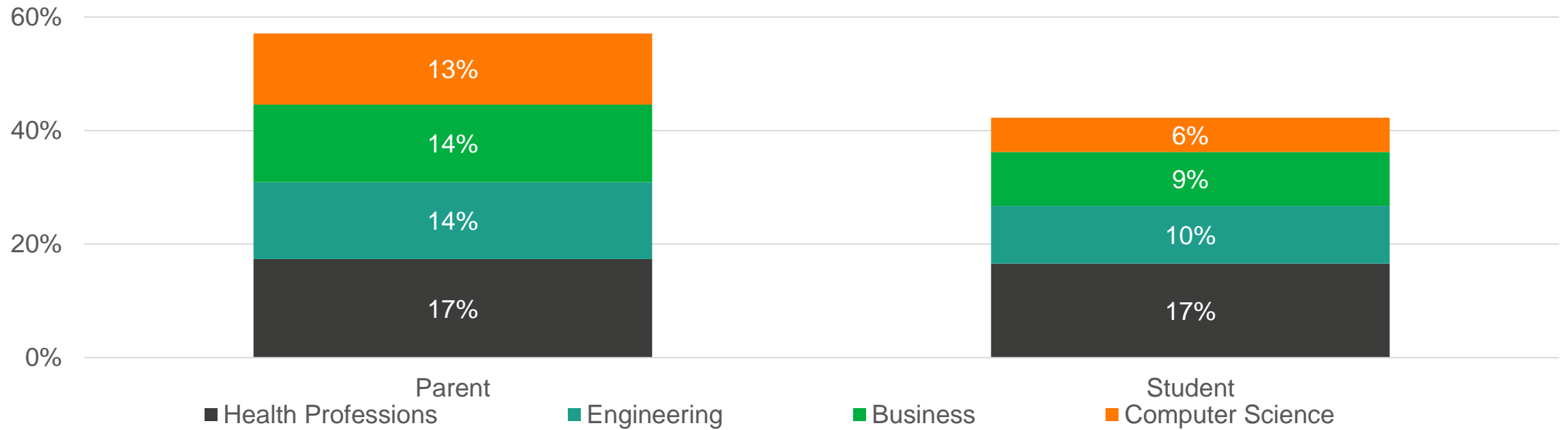


She keeps
changing her mind
about a career! it's
between vet, nurse,
or gym coach.

Families are Misaligned on Career Path

MISALIGNMENT BEGINS WITH MAJORS OF INTEREST

Interest in Big Four Majors



Parents Are More Focused, Students More Exploratory

Singular Interest in a
Profession


Student – 19%

Parent – 28%



#5. Address Differential Drivers

- Sometimes parents and students want different things
- How do you manage differential messaging?

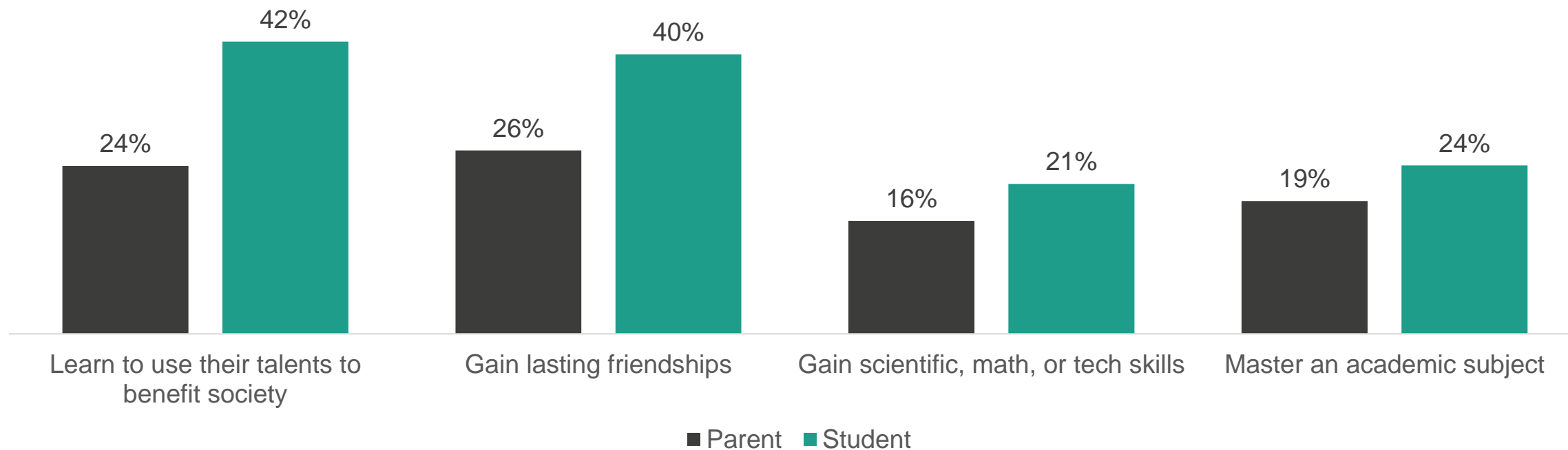


We have different priorities at the moment. She wants a good education with a great social experience. I want her to have the best education first of all.

Students Have Broader Expectations

THEY WANT TO HELP OTHERS; PARENTS WOULD LIKE THEM TO HELP THEMSELVES

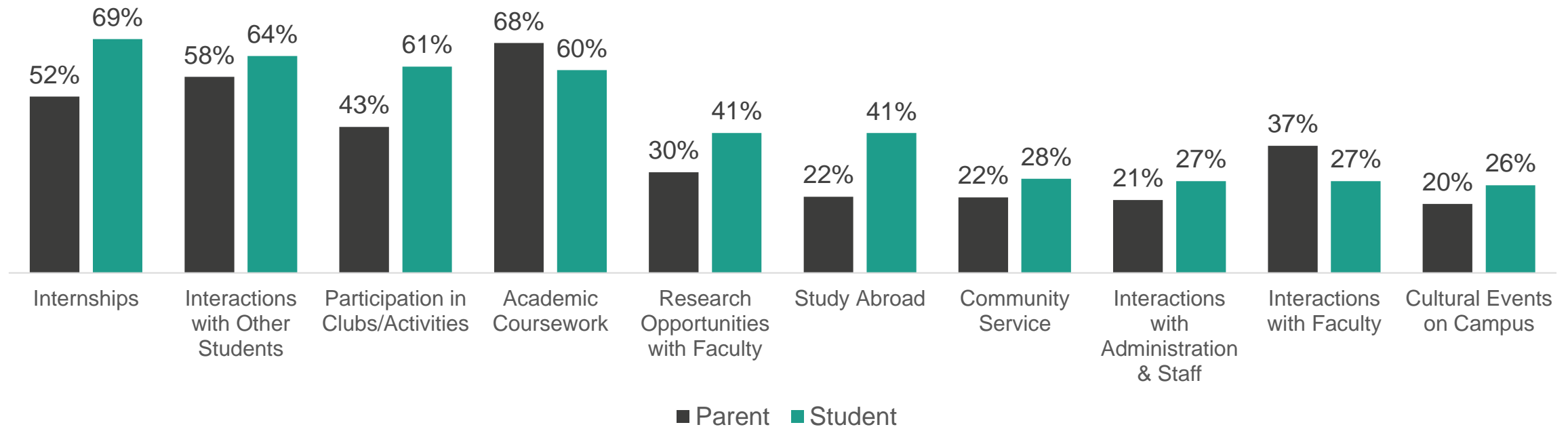
Differential Outcome Expectations



Students Want Broader Experiences

STUDENTS SEE INTERNSHIPS AND FRIENDS AS CRITICAL COLLEGE EXPERIENCES

Differential Importance of Experiences

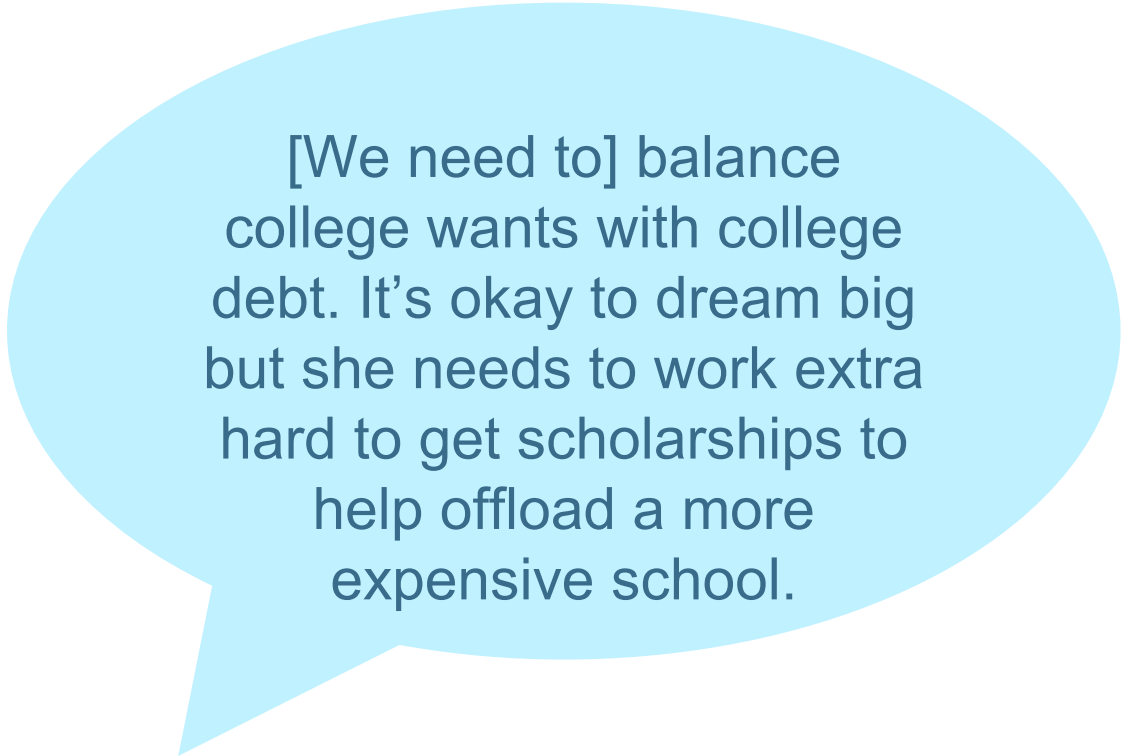


#6. Make the Price Conversation a Value Conversation

Parent Will Pay*

Parents – 47%

Students – 33%



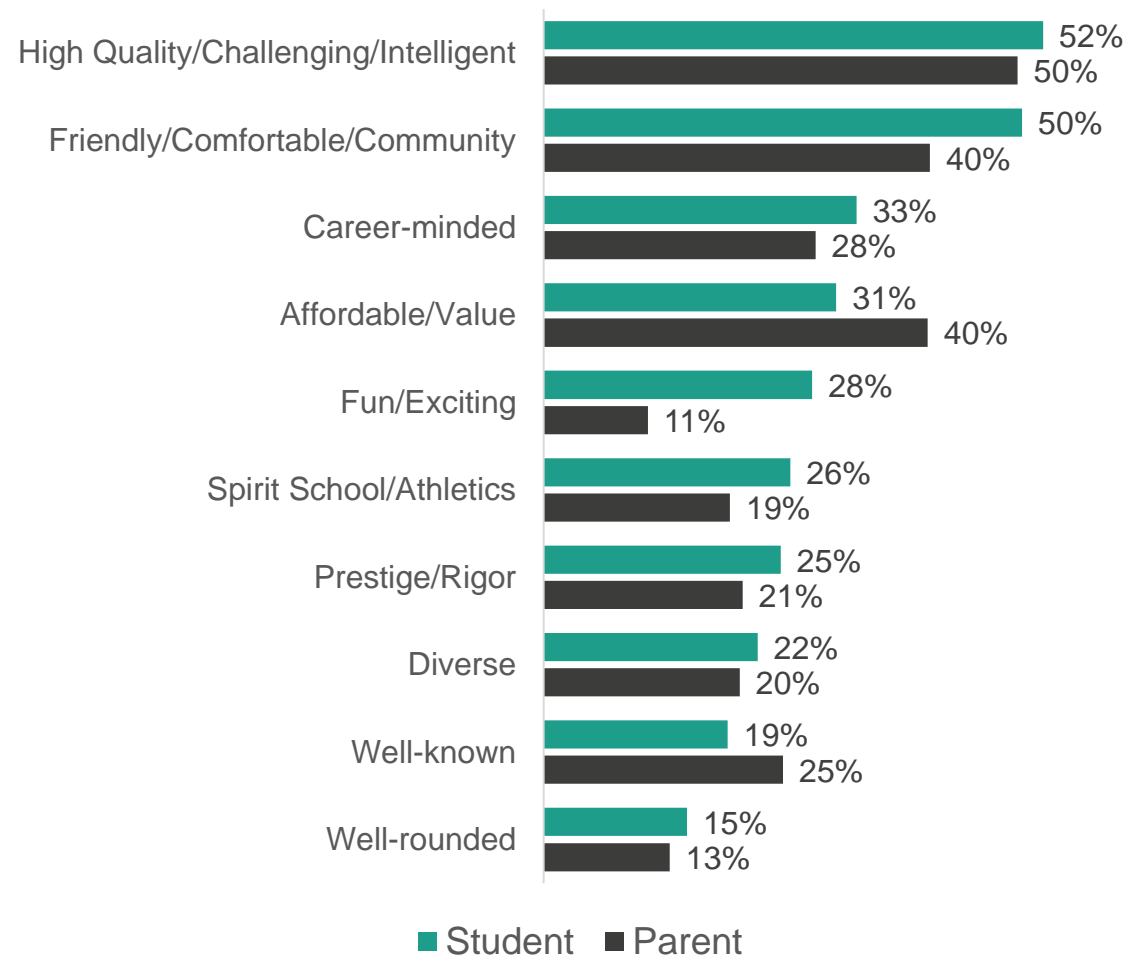
[We need to] balance college wants with college debt. It's okay to dream big but she needs to work extra hard to get scholarships to help offload a more expensive school.

*make a substantial contribution or pay for everything

It's a Value Conversation for Most

- Quality, career & community on the one hand
- Affordability and value on the other

Brand Constructs of Top Consideration School



Six Family Fundamentals

#1. Be Part of the Long Conversation


#2. Build the Core Message

#3. Consider Parent and Student Mindsets

#4. Articulate Major to Career Pathways

#5. Address Differential Drivers

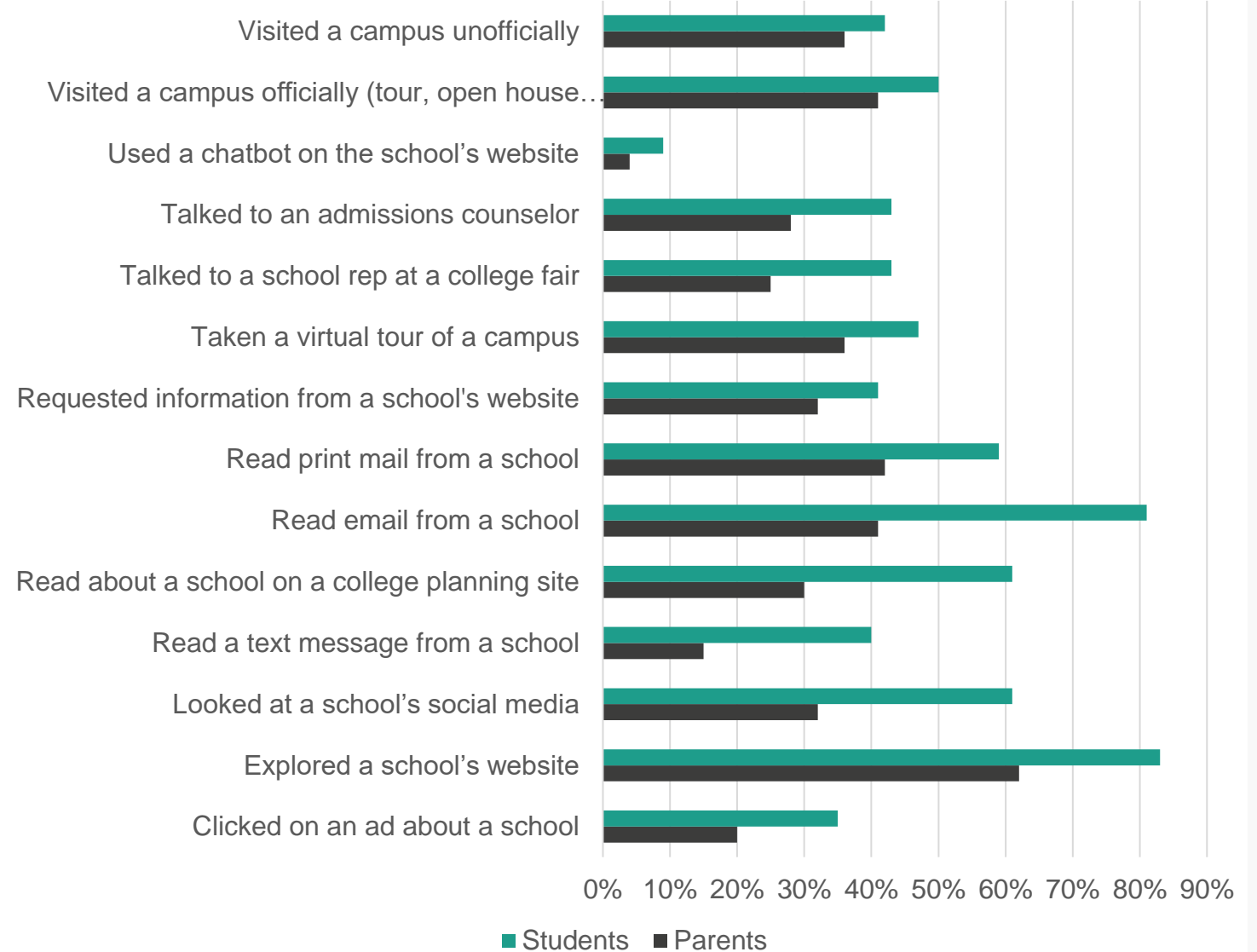
#6. Make the Price Conversation a Value Conversation



How are students and families searching for college today?

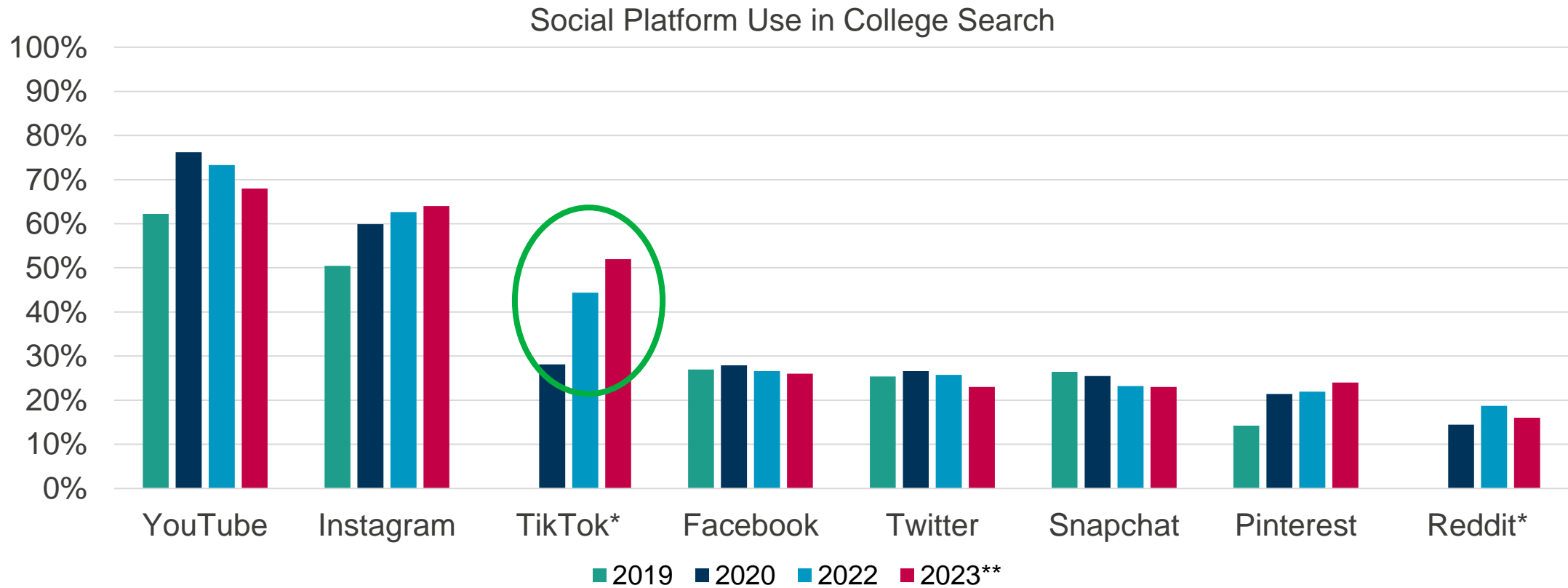
Students and Parents Rely on the Web for College Search

College Search Activities



Students Prefer Video and Picture in College Search

BUT BREVITY MAY BE KEY TO SUCCESSFUL OUTREACH



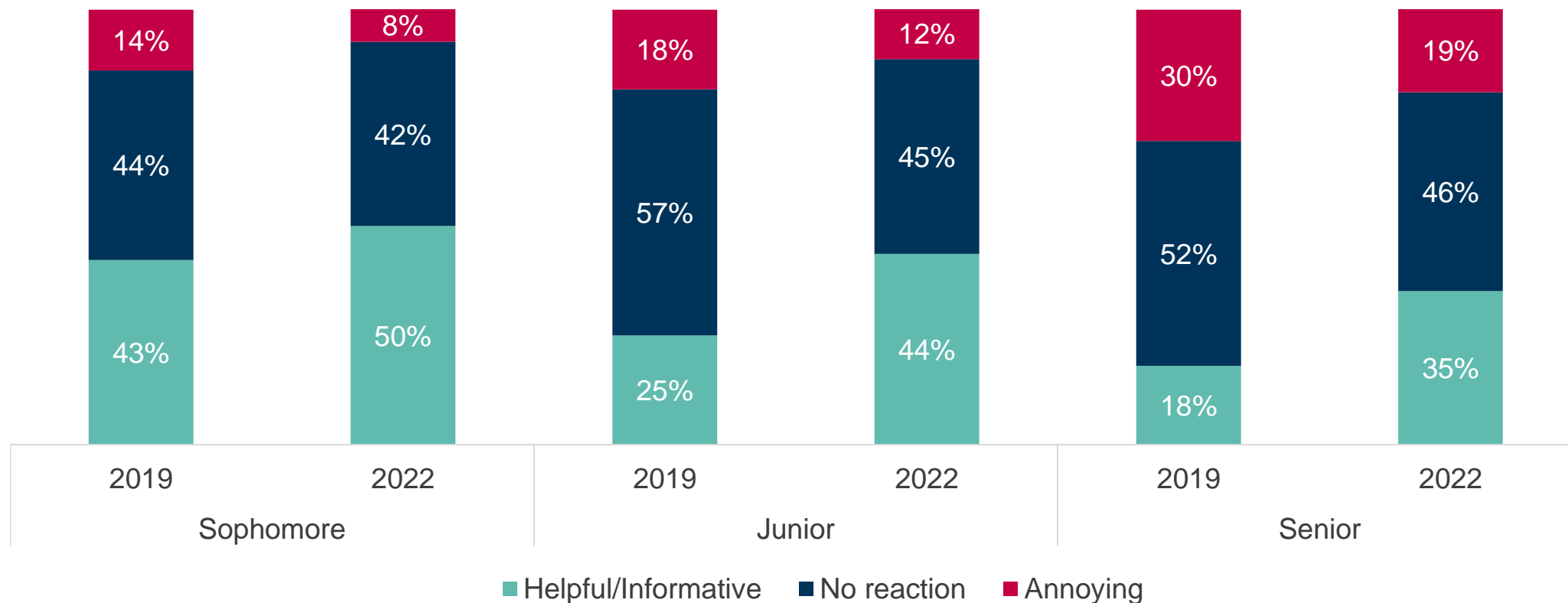
Source: Eduventures Student Sentiment Research

*Platform not included in 2019 research

Student Perceptions of College Ads are Increasingly Positive

ABOUT TWO-THIRDS OF PROSPECTS HAVE NOTICED COLLEGE-SPONSORED ADS

Perception of Ads Among Student Who Noticed Ads



Parent Research Supports Parental Interest in Communicating with Colleges

PARENTS WANT DIRECT COMMUNICATION

- **52%** of prospective parents said they received communications from a college directed at them
- **97%** of parents/guardians are open to communication directly from colleges*
- Of those who didn't receive parent-specific communication, **51%** would like to*



Parents Clicked 4.5 times



How can we recruit the entire family?

Engage Your Students with Personalized Messaging

Better recruit and engage prospective students based on their dreams and desires for their undergraduate experiences and key decision criteria at the time of application.

Prospective Student Mindsets segmentation can be used in your institution's:

- Email
- Print
- Digital Advertising
- Admissions Conversations
- + more

Eduventures' Student Mindsets™



Experiential
Interest



Career
Pragmatists



Social Focus



Exploration
& Meaning



Career through
Academics



Grad School
Bound

Using Mindsets in Your Recruitment Efforts

- Personalize messages based on students' dreams/desires
- Proven strategy to help teams **better recruit, better engage, and better support** students
- Short attention spans—allows you to use information you know



Broaden Your Search Efforts with Parents & Guardian Data

Double-Validated Emails

Access the only double-validated parent/guardian data in the country so you have confidence that you are reaching parents/guardians that want to hear from you.

Parent/Guardian Mindsets

Customize & personalize your messaging with Eduventures' parent/guardian persona-based marketing to provide the info they need most while supporting their students.

5x More Engagement

Outreaching to families multiplies your engagement by up to 5 times compared to reaching students alone.

“Encoura offers so much valuable data and research. One of the most valuable research studies they offer is the Prospective Parent Research™. We can now understand what the parents of our prospective students want to know which drives how we message our parent communications.”

- **University of Arizona**

Better Engage Students With Messaging that Resonates

Why You Should Use Video

Connect with Gen Z where they are—on TikTok and YouTube.

Tactic Benefit: Proven Success

- The future is video-first content.

Your Team's Benefit: You Can Advertise Without an Account

- Your institution is showing up on popular platforms.
- *Tip: You don't need a TikTok to advertise.*



*Our TikTok videos work—**90% view rate + the highest click-through rate** for any video strategy.*

Challenge: Generating FY23 Early Visits & Apps

SOLUTION: VIDEO ADVERTISING

- Schools can engage a targeted teen audience for a fraction of the cost
- An average of 90% of all teens served TikTok ads have viewed them resulting in thousands of new visits to the school's EDU site
- You don't need a presence on TikTok or a rich video library to advertise there



Additional Resources



Maximizing Your ROI on Search Part II: Bringing Search In-House

Thursday, November 30, 2023 at 2pm ET/1pm CT

See how Marquette University and Encoura partnered to successfully move students through the inquiry and applicant processes, and how your institution can also be empowered to embrace search in-house.

[Register](#)

PRESENTERS



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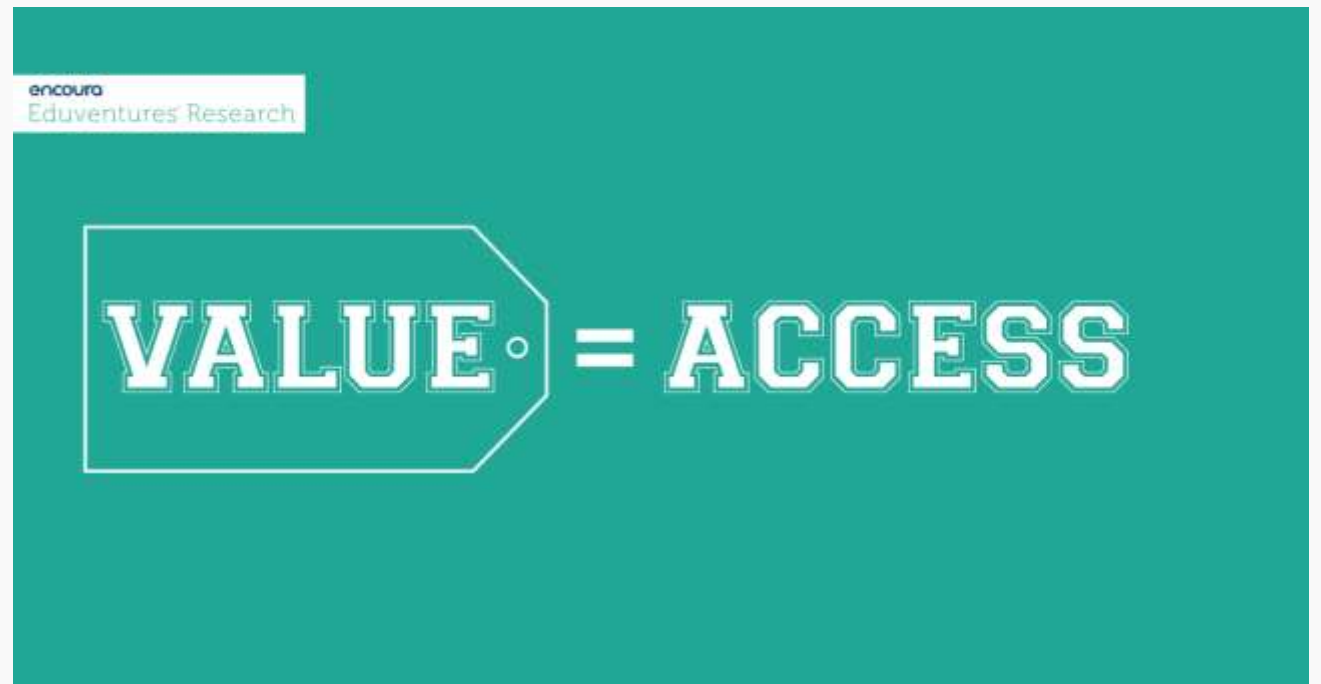
Eduventures Wake-Up Call

Redefining College Value: Affordability, Quality, and Student Perceptions in Higher Education

By Johanna Trovato | October 31, 2023

Are we reaching a tipping point where the cost of higher education exceeds perceived benefits, or are colleges miscommunicating value? And what does the data say about how those who still enroll in college perceive value?

[Read More](#)



Participate in Admitted Student Research™

Understand Why Students Chose – or Did Not Choose – to Enroll at Your School

Get feedback from your admitted students on your recent recruiting strategies to set your best strategies for inquiry generation.

Deadline to participate: March 6th, 2024

[Get Started](#)



Encoura Digital Solutions

Winter Packages

Our winter packages were developed to reach students and their parents/guardians on their favorite devices while they're at home and on the go this season.

Act now—these packages are only available for purchase until January 5, 2024!



Application Generation: Jump Start

Encoura will match your list of prospective students to their respective Snapchat accounts and devices. Includes residential targeting to reach the whole family

Application Generation: Build and Nurture

Reach your custom list of prospective students, plus find new prospective students with similar characteristics. Invite students to visit or apply.

Inquiry Generation: Geofencing

Connect to students on high school campuses with Mobile Display or Instagram and Snapchat video ads.

Brand Builder: Family Focus

Reach the entire family with your brand's value propositions through residential targeting.