

Hidden Influences:

Revealing the unspoken perceptions that prospective students have about your college and why it matters in your ability to grow and control enrollment.

A co-sponsored study from



Why This Is Important:

We know that prospective students don't always tell us what they really think. Sometimes they don't want to be completely honest about their REAL first-choice college because they think they'll hurt our feelings. They may tell us they had a great campus visit, then tell their parents on the way home that they'll never enroll. They often say one thing and do another. Why?

Unfortunately, their hidden opinions and perceptions hinder our ability to fully understand, communicate with, and ultimately recruit them.

In light of this, colleges are asking, "How can we better understand the individuals we're trying to recruit and uncover the positive and negative perceptions that influence their enrollment decisions?"

This unprecedented study will break new ground in exploring the hidden perceptions and opinions that influence students in choosing your college or another.

The Objective:

This study will answer these questions and provide you with actionable data you can use to uncover and manage the perceptions and opinions that prospective students have about your college and the other colleges they have considered. It will tell you why they will enroll and why they won't. It will influence your future conversations with students, as well as your mass communications.

Who Will Be Surveyed:

Prospective students from your 2016 inquiry, applicant, and admit pool.

What You'll Learn From This Study:

- Are student perceptions in line with what you want them to be?
- Positive and negative perceptions they have about a wide variety of attributes and characteristics of your college.
- Positive and negative perceptions of other colleges they've considered.
- The relative influence of favorable and unfavorable perceptions in college selection.
- Why prospective students say one thing and do another.
- How admission counselors can effectively draw out hidden influences.
- Measuring how effectively your processes, people and messages are instilling desired perceptions.
- Identifying what students do and don't want to tell you.
- How to have richer, more productive conversations that will lead to enrollment.

Methodology:

The survey will be implemented online with invitations sent to students via e-mail. Survey invitations sent to your pool of prospective students will carry your brand and logo.

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What You Receive as a Co-Sponsor:

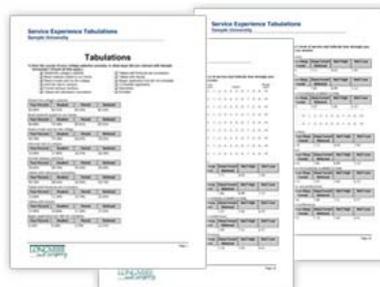
You'll get a wealth of data and information to help you plan and execute a more effective enrollment and recruiting plan. You will receive a comprehensive set of tabulations relating to your pool of students, as well comparative data of others in your cohort and other market segments. You'll also receive the national summary report before its widespread release.

In addition, Longmire and Company Enrollment Strategists will prepare a fully-customized webinar to review your individual findings, along with our recommendations for specific actions you can take to uncover hidden influences and have more effective conversations that will lead to enrollments.

Many co-sponsors believe the webinar alone is worth the cost!



Comprehensive report of national, regional, and cohort breakouts.



Detailed tabulations of your individual results with comparative data.



Typically attended by enrollment, admission and marketing staff.

Affordable:

\$2,975 per institution.

About Us:

Longmire and Company is an enrollment management products solutions company that has worked with over 400 public and private colleges and universities throughout the United States. Our work provides college and university enrollment managers and admission professionals with the information, tools and products they need to grow and control enrollment, as well as retain the students they have. Our co-sponsored studies have been featured in The Chronicle of Higher Education, University Business Magazine, CBS MoneyWatch, and elsewhere. We are regularly invited to present our study findings at local and national higher education conferences.

Contact Information:

For more information or to reserve your participation in this study, contact:

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