

# Stress-Busting:

*The difference between enrollments gained and lost.*



## **Why This Is Important:**

Student stress and anxiety is an ever present component of the college selection process. Unfortunately, many students and parents feel that colleges do little or nothing to address the issue or take actions to minimize the stress on students.

This is a marketing opportunity for any college seeking to look more attractive to prospective students and parents. ***It's a way to clearly and powerfully differentiate your institution.***

Data from our most recent national co-sponsored study, *Emotional Motivators*, revealed that 84% of students find a college much more attractive when it addresses and helps alleviate student stress and anxieties.

The first step, prospective students say, is to “get to know them,” “ask a lot of questions,” “be authentic and honest,” “present relevant facts,” and “don’t make us feel like a number.”

The challenge for colleges? How to do this really well when processing a large pool of prospective students. Especially when many of those students may never visit campus.

**This unprecedented study will break new ground in exploring how colleges can better understand and react to the needs of students in college choice.**

## **The Objective:**

This study will uncover ways in which colleges CAN isolate and respond to the variety of stress and anxieties experienced by prospective students (and parents) during the college selection process – even for very large pools. This study will provide you with actionable data and insight into changes you can make to all forms of your communications, campus visit experiences, customer service, processes and more – changes that will set you apart.

## **Who Will Be Surveyed:**

Prospective students from your 2018 inquiry, applicant, and admit pool.

## **What You'll Learn From This Study:**

- How current marketing and communications technologies can be leveraged to reveal the anxieties of prospective students.
- Tests of effectiveness of specific communications channels to uncover and address the emotional needs of prospective students.
- What students say are “best practices” colleges use to address their stress and anxieties.
- How staff and processes across campus can change to better serve prospective students and parents.
- Methods to respond to student feelings, emotions and anxieties through personal and non-personal interaction.
- How admission counselors can effectively uncover and better respond to the feelings and anxieties of prospective students.

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## 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.

## What You Receive as a Co-Sponsor:

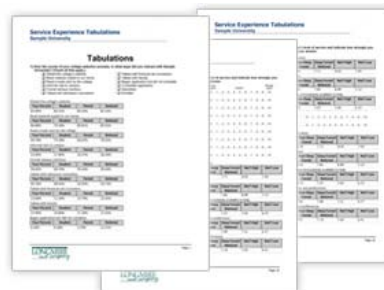
You'll get a wealth of data and information to help you plan and execute a more effective enrollment and recruiting plan. You will receive a comprehensive set of tabulations relating to your pool of students, as well comparative data of others in your cohort and other market segments. You'll also receive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

In addition, Longmire and Company Enrollment Strategists will prepare webinars – **customized for different departments on campus** – to review your individual findings, along with our recommendations for specific actions you can take.

**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 500 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.

## Contact Information:

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

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## **Our Co-Sponsored Studies:**

Our studies have been featured in The Chronicle of Higher Education, University Business Magazine, CBS MoneyWatch, Forbes, and elsewhere. We are regularly invited to present our study findings at local and national higher education conferences.

### **Featured in**

THE CHRONICLE  
of Higher Education



Forbes

### **Recent studies**

**Emotional Motivators:** Increase and control your enrollment by getting a deep and accurate understanding of how students really feel about your college. (2017)

**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 (2016)

**The Relationship Dynamic:** How prospective students form a relationship with your college and why it matters in your ability to grow and control enrollment (2015)

**The Excitement Factor!** Your ability to create student excitement about your institution will drive enrollment more than anything else (2014)

**Your Value Proposition:** How prospective students and parents perceive value and select colleges (2013)

**Pre-Enrollment Service:** How customer service delivery during the recruiting cycle influences enrollment (2012)

**Study of Parents:** How They Evaluate Colleges and Influence Enrollment (2011)

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## ***Our Co-Sponsors:***

The following colleges and universities have participated in our co-sponsored studies.

Abilene Christian University	Hood College	Spring Arbor University
Albion College	Illinois Central College	St. Andrews Presbyterian College
Alma College	Illinois State University	St. Bonaventure University
Ashland University	IUPUI	St. Joseph's College of New York
Augustana College	Indiana Wesleyan University	St. Lawrence University
Ave Maria University	Iowa State University	St. Olaf College
Belmont University	James Madison University	Stetson University
Bemidji State University	John Brown University	Sullivan University
Berea College	John Carroll University	SUNY - Oneonta
Briar Cliff University	Juniata College	Susquehanna University
Bryan College	Kutztown University of Pennsylvania	Texas Christian University
Bryn Athyn College	Lake Superior State University	Texas Tech University
Caldwell College	Landmark College	Thomas More College
Campbell University	Lebanon Valley College	Trine University
California Polytechnic State University	Lee University	Truman State University
Calvin College	Lewis and Clark College	University of Central Florida
Carthage College	Liberty University	University of Denver
Clarke University	Madonna University	University of Findlay
Colby-Sawyer College	Marian University	University of Great Falls
College of Charleston	Marshall University	University of Houston
College of Wooster	Mission College	University of Iowa
Colorado State University	Missouri State University	University of Kansas
Columbia College	Moravian College	University of Mary Washington
Concordia College (Moorhead)	North Dakota State University	University of Pittsburgh
Culinary Institute of America	Northern Arizona University	University of Rhode Island
Duke University	Northern Illinois University	University of San Francisco
Drew University	Northern State University	University of Tampa
Earlham College	Northwest Missouri State University	University of Texas at Arlington
East Stroudsburg University	Nova Southeastern University	University of Tulsa
East Tennessee State University	Oglethorpe University	Valparaiso University
Eastern Kentucky University	Ohio Northern University	Villanova University
Eastern Michigan University	Providence Christian College	Western Washington University
Felician College	Purdue University	Westminster College (PA)
Franciscan University of Steubenville	Reed College	Westminster College - Fulton
Georgetown College	Rollins College	Whitman College
Georgia College	Stockton University	Willamette University
Green Mountain College	Roanoke College	Wisconsin Lutheran College
Guilford College	Robert Morris University	Wittenberg University
High Point University	Saint Mary's College	
Hofstra University	Siena Heights University	
Hollins University	Southern Illinois University	
Holy Cross College	Southwestern Adventist University	