

A Longitudinal Look at 2022 College Selection A product of Longmire and Company

Track how your prospective students will form and change their college selection decisions over time

How this product will help you:

College selection is a process. For some students the number of factors underlying their decision-making process may be few. For others it may be many. The process can twist and turn over time as students are exposed to more and different stimuli.

Facts and feelings come into play. Facts, like affordability, location, rankings, and academic options may be the decision drivers of some students. Feelings, like fitting in, campus life, sense of community, and pride may drive the decisions of others.

What is fascinating is that a student who, early in the recruiting cycle, appears to be a fact-based decision-maker transforms into a feelings-based decision-maker (or vice-versa). Why? Because they have been exposed to specific attributes of a college that they may have initially overlooked.

Colleges that track these shifts in students during the recruiting cycle are better equipped to modify their recruiting messages and conversations with prospective students during the recruitment cycle.

Record-level data and insights collected from prospective students can be shared with and acted-upon by your admission counselors, content marketing managers, and others who should be equipped to deliver the right messages at the right times.

Who Will Be Surveyed:

Prospective students in your Fall 2022 inquiry, applicant and admit pools, as well as any students you wish to include who will enroll in 2023 and beyond.

What You'll Learn From This Longitudinal Data Capture:

- Identifying the factors that are most important to the student early in the recruiting cycle.
- Identifying the factors that are most important to the student later in the recruiting cycle.
- Tracking important changes over time in the student's college selection criteria.
- How traditional factors of influence in college selection may change or be reordered.
- Recommendations and rankings from students on the best and most desired methods of outreach to them now and over time.
- Specific information and guidance students are seeking but not getting from colleges.
- How current events may alter student plans for enrolling in college.
- Predictors of which students and families are most likely to alter their college selection plans.
- How your college can help reduce student/parent stress and anxiety.
- And more.

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Methodology:

This is a two-part study. An electronic survey will be deployed online with invitations sent to students via e-mail now. At a future date of your choosing the same survey will be sent to the same and/or expanded set of students in your pool.

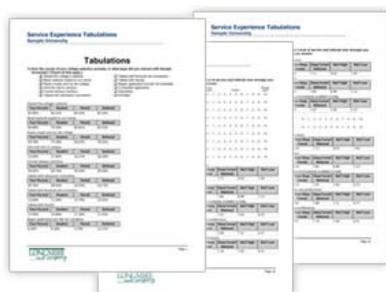
Survey invitations sent to your pool of 2022 prospective students will carry your brand and logo.

What You Receive:

Instant access to survey responses online in real-time, as well as downloads enabling you to import record-level data into your CRM and content management systems.

After all of your response data has been collected you will receive a comprehensive set of tabulations relating to your pool of students, as well as comparative data of others in your cohort and other market segments.

You will receive a wealth of data and information to help you plan and execute a more effective enrollment and recruiting plan.



Detailed tabulations of your individual results with comparative data.



Created for enrollment, admission and marketing staff.

Low Cost:

The cost for the initial survey, reporting and data delivery is \$975. This will be billed upon your acknowledgement of participation in the project. Your participation in the subsequent survey (later in the cycle) to measure changes in the same group of students will be an additional \$975.

Contact Information:

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

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www.longmire-co.com/products-and-services/co-sponsored-studies.html

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About Longmire and Company:

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.

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



Recent studies

COVID and the Class of 2021: *Managing the impact of the COVID-19 crisis on the enrollment decisions of 2021 students and parents. (2020)*

Pre-Enrollment Customer Service: *Prospective students and parents are demanding more and better pre-enrollment service in an increasingly competitive market. (2019)*

Stress-Busting: *A new way for any college to differentiate itself in an area that prospective students (and parents!) will like and value. (2018)*

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)*

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Our Co-Sponsors:

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

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