

Stress-Busting:

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

A co-sponsored study from



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:

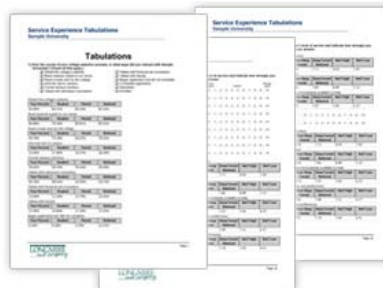
You'll get a wealth of data and information to help you plan and execute a more effective enrollment and recruiting plan. You will receive a comprehensive set of tabulations relating to your pool of students, as well comparative data of others in your cohort and other market segments. You'll also receive 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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www.longmire-co.com/products-and-services/co-sponsored-studies.html

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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 University | 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 | |