



# Prospectus

A co-sponsored study from



## Study Description:

This is a co-sponsored study to explore the customer service experiences that parents and prospective students had with your institution (and that of other institutions) in the most recent recruiting cycle and how those experiences either enhanced or diminished their commitment to enrolling.

For many parents and students, service delivery during the recruiting process is predictive of how the student will be served after enrollment. Breakdowns in early service delivery will outweigh perceptions of strength in areas such as academic quality, reputation of faculty, program offerings, and even scholarships and financial aid. Conversely, high levels of service often make an institution more attractive because of the perceived likelihood of favorable outcomes brought about through greater attention to the student's individual needs.

## Objectives:

To enable you to identify all points of interaction that parents and prospective students had with your institution, and determine how those interactions influenced the college selection decision.

To provide you with a frame of reference as to how your institution compares to others on the quality of these interactions.

To provide data upon which to base objective recommendations for change and improvement to senior leaders in your institution.

## How This Study Is Unique:

There are many opportunities for colleges and universities to survey enrolling and non-enrolling admitted students using highly respected research products available to the industry. These survey projects most often focus on student perceptions about the characteristics of institutions, differences in programs, financial aid offers, and so forth.

This study focuses solely on measuring how well students and parents were served by colleges in the selection process and how that service influenced their final selection.

## Reporting and Deliverables:

- Comprehensive analysis and reporting of the national data by relevant geographic, demographic, institution type, and other breakouts.
- Tabulation of findings for your individual pool of survey respondents.



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- Comparison of your data with that of other institutions with which you compete.

## Survey Targets:

Parents and students from the inquiry, applicant, and accepted pools for the Fall 2010 enrolling freshmen class.

## Issues Addressed In the Study:

The study will measure all forms of human interaction that students and parents have with the college, including admissions and financial aid personnel, faculty, currently enrolled students, alumni, coaches, administrators, office staff, and more.

Technology and processes will be measured as they relate to providing the information that parents and prospective students need, in the manner and timeliness that they need it, and with the level of personalization desired.

These issues will be measured against the expectations of parents and students, as well as their relative importance in influencing college selection, and relative to experiences with other colleges that were considered in the selection process.

## Price:

\$2,475 per institution (\$2,275 to returning co-sponsors).

## Methodology:

The survey will be implemented by Datalex Research, a subsidiary of Longmire and Company. The survey will be positioned to the respondent as being conducted on behalf of the college.

## Contact Information:

For more information or to reserve your participation in this study, contact any one of the following Longmire and Company representatives:

Or, contact one of our consultants directly:

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