

# The Excitement Factor!

*Your ability to create student excitement about your institution will drive enrollment more than anything else.*

*A co-sponsored study from*



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## ***Study Description:***

Our most recent nationally co-sponsored higher education study revealed that a student's excitement about attending a college is more highly correlated to likelihood of enrollment (by a factor of two) than either cost or the perceived quality of the institution. Additionally, focus groups conducted by Longmire and Company have found that students can recall the exact moment in time and place that they made their emotional commitment to the college of their choice. Further, prospective students say that some of the things that colleges do in an attempt to generate excitement has the opposite effect.

In light of these discoveries, colleges are asking, "How can we know which recruiting methods and messages will be most successful in generating the level of student excitement that will lead to enrollment?"

## ***Objective:***

This groundbreaking study will answer the question above and provide you with actionable data you can use to better understand how to generate excitement and emotional commitment from prospective students.

The study will explore the environments in which excitement is created, the people who create it, points in the recruiting cycle where it is most frequently created, and specific methods and messages that are most and least effective.

## ***Survey Targets:***

Your prospective students from your 2014 inquiry, applicant, admit pools.

## ***Issues Addressed in the Study:***

- Relative impact of common recruiting methods toward generating the level of excitement that will lead to emotional commitment
  - How current students impact prospective student excitement levels
  - The role of faculty in creating excitement and commitment to the institution
  - Suggestions from prospective students on how colleges can best create excitement and an emotional bond
  - When and how the bond between the student and the college is formed
  - The marketing messages that most and least resonate with prospective students
  - How prospective students differ in forming their emotional commitment to the college
  - Student opinions on the best and worst campus visit practices
  - The relative weights of cost, facilities, housing, outcomes, academics, and customer service on the formation of value
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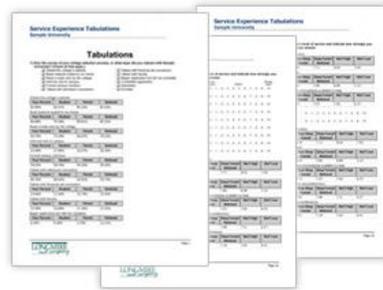
## Methodology:

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.

## Reporting and Deliverables:



Comprehensive report of national, regional, and cohort breakouts.



Detailed tabulations of your individual results with comparative data.

## Participation Cost:

\$2,975 per institution.

## About Longmire and Company, Inc.:

Longmire and Company is an enrollment management products solutions company that has worked with over 350 public and private colleges and universities throughout the United States. Our work provides college and university enrollment managers 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 any one of the following Longmire and Company representatives:

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