

COVID and the Class of 2021:

Managing the impact of the COVID-19 crisis on the enrollment decisions of 2021 students and parents.

*A national co-sponsored study from
Longmire and Company*

How joining the study will help you:

By participating in this important study you will get data and insight, in real-time, on how the COVID-19 crisis is impacting the decisions of prospective students who will enroll in 2021. You will learn what students, and parents, say you can and should do to provide the information, guidance, support and assurances they need and want during this period of uncertainty.

Why speculate on the impact of the current situation? Get answers now that will be useful to you and others at your institution who must address the current and future needs of the students and parents in your 2021 pool. This study will capture both quantitative and qualitative data. Students and parents will have ample opportunity to tell you, in their own words, what they most need and want from you now and throughout the recruiting process.

The responses from your prospective students and parents will be available to you online, in real-time, as students and parents complete the electronic survey. You will be provided with a web link enabling you and others in your institution to view the responses as they come in.

After all of your data has been collected you will receive a summary report with your aggregated data, along with the aggregated data of participating public and private colleges across the United States.

In addition, Longmire and Company will host a webinar in which the colleges participating in this study can share their takeaways, ideas, plans and actions driven by the study results.

Who Will Be Surveyed:

Prospective students and parents in your fall 2021 pool.

What You'll Learn From This Study:

- How the COVID-19 crisis may alter student plans for enrolling in college this fall.
- How the crisis may alter prospective student plans for enrolling at a specific college.
- Predictors of which student groups and families are most likely to alter their plans for college.
- Impact of the current economic crisis on funding sources for college.
- How traditional factors of influence in college selection may change or be reordered.
- Uncover the most attractive and effective alternatives to traditional campus visits and events.
- How your college can help reduce student/parent stress and anxiety.
- Recommendations and rankings from students and parents on the best and most desired methods of outreach to them now and as the pandemic unfolds over time.
- Specific information and guidance students and parents are seeking but not getting from colleges.
- And much more.

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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:

Instant access to survey responses online in real-time.

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 in these uncertain times.



Detailed tabulations of your individual results with comparative data.



Created for enrollment, admission and marketing staff.

Low Cost:

The cost to join this study (\$875) has been set at a very low level to enable colleges of all sizes and limited budgets to participate.

Contact Information:

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

Bob Longmire (913) 492-1265, ext. 709

blongmire@longmire-co.com

Rick Montgomery (913) 492-1265, ext. 708

rmontgomery@longmire-co.com

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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



- Past studies -

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)

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)

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Our Clients:

Abilene Christian University	Huntington University	Southern Methodist University
Albion College	Illinois Central College	Spring Arbor University
Alma College	Illinois State University	St. Andrews Presbyterian College
Arcadia University	IUPUI	St. Bonaventure University
Ashland University	Indian River State College	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	Texas Wesleyan University
Campbell University	Lebanon Valley College	Thomas More College
California Polytechnic State University	Lee University	Towson University
Calvin College	Lewis and Clark College	Trine University
Carthage College	Liberty University	Truman State University
Central College	Madonna University	University of Central Florida
Clarke University	Mansfield University	University of Denver
Clarkson College	Marian University	University of Findlay
Colby-Sawyer College	Marshall University	University of Great Falls
College of Charleston	Missouri State University	University of Houston
College of Wooster	Moravian College	University of Iowa
Colorado State University	Nazareth College	University of Kansas
Columbia College	North Dakota State University	University of Mary Washington
Concordia College (Moorhead)	Northern Arizona University	University of New Mexico
Dordt University	Northern Illinois University	University of Pittsburgh
Duke University	Northern State University	University of Rhode Island
Drew University	Northwest Missouri State University	University of San Francisco
Earlham College	Nova Southeastern University	University of San Diego
East Stroudsburg University	Oglethorpe University	University of Tampa
East Tennessee State University	Ohio Northern University	University of Texas at Arlington
Eastern Kentucky University	Oklahoma Christian University	University of Tulsa
Eastern Michigan University	Otterbein University	Valparaiso University
Felician University	Providence Christian College	Villanova University
Franciscan University of Steubenville	Purdue University	Western Washington University
Georgetown College	Reed College	Westminster College (PA)
Georgia College	Rollins College	Westminster College - Fulton
Guilford College	Stockton University	Whitman College
High Point University	Roanoke College	Willamette University
Hofstra University	Robert Morris University	Wittenberg University
Hollins University	Saint Mary's College	
Holy Cross College	Siena Heights University	
Hood College	Southern Illinois University	
Houston Baptist University	Southwestern Adventist University	