

# Emotional Motivators:

Increase and control your enrollment by getting a deep and accurate understanding of how students really feel about your college.

A co-sponsored study from



## Why This Is Important:

**"Facts tell. Emotions sell."** Prospective students need facts but their college selection decision is most often going to hinge on how they feel about their chosen college – and those they rejected.

Most colleges experience this in every recruiting cycle. They hear students say, *"I enrolled here because it felt like home."* Or, *"I loved the campus atmosphere."* Or, *"I felt like I belong here."*

What colleges don't know is exactly what makes students feel this way.

What makes the campus feel like home? What makes for a great campus atmosphere? What makes students feel like they belong?

Colleges know that these emotional motivators exist. They just don't have clear and precise data about what makes students feel a particular way and the relative impact those feelings have on enrollment decisions.

**This unprecedented study will break new ground in exploring the feelings and emotions that influence students in choosing your college or another.**

## The Objective:

This study will explore how students feel and, more importantly, uncover why they feel that way to give you a deeper understanding of the students you're trying to recruit. The actionable insight yielded by this study will give you greater control over your conversations with prospective students, better ability to craft sharper mass marketing messages, and more direction to design highly productive campus visit experiences.

## Who Will Be Surveyed:

Prospective students from your 2017 inquiry, applicant, and admit pool.

## What You'll Learn From This Study:

- Are student feelings about you in line with what you want them to be?
- Positive and negative feelings students have about a wide variety of attributes and characteristics of your college.
- Positive and negative feelings of other colleges they've considered.
- The relative influence of student feelings in college selection.
- How admission counselors can effectively uncover and respond to the feelings of prospective students.
- How prospective student feelings can be captured and categorized for use in mass communications.
- How to have richer, more productive conversations that will lead to enrollment.

## 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.

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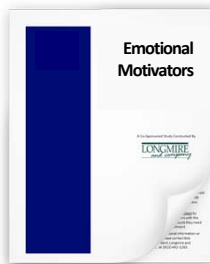


## What You Receive as a Co-Sponsor:

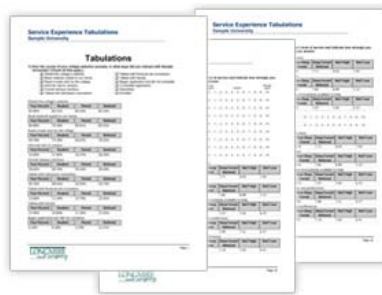
You'll get a wealth of data and information to help you plan and execute a more effective enrollment and recruiting plan. You will receive a comprehensive set of tabulations relating to your pool of students, as well comparative data of others in your cohort and other market segments. You'll also receive the national summary report before its widespread release.

In addition, Longmire and Company Enrollment Strategists will prepare a fully-customized webinar to review your individual findings, along with our recommendations for specific actions you can take to have more productive conversations with prospective students, shape your mass marketing messages, and adapt your campus visit experiences to students' emotional motivators.

**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](http://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

### Past studies

*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)*

*Report on the Use of Electronic Communications in College Recruiting (2010)*

*Report on the Impact of the Economy On College Enrollment (2009)*

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## ***Our Co-Sponsors:***

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

Abilene Christian University	Hood College	Southern Illinois University
Albion College	Illinois Central College	Southwestern Adventist University
Alma College	Illinois State University	Spring Arbor University
Ashland University	IUPUI	St. Andrews Presbyterian College
Augustana College	Indiana Wesleyan University	St. Bonaventure University
Ave Maria University	Iowa State University	St. Lawrence University
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	Johnson County Community College	Susquehanna University
Bryan College	Kutztown University of Pennsylvania	Texas Christian University
Bryn Athyn College	Lake Superior State University	Trine University
Caldwell College	Landmark College	Truman State University
California Polytechnic State University	Lebanon Valley College	University of Central Florida
Calvin College	Lewis and Clark College	University of Denver
Carthage College	Liberty University	University of Findlay
Clarke University	Madonna University	University of Great Falls
Colby-Sawyer College	Marian University	University of Houston
College of Charleston	Marshall University	University of Iowa
College of Wooster	Mission College	University of Kansas
Columbia College	Missouri State University	University of Mary Washington
Concordia College (Moorhead)	Mount Aloysius College	University of Pittsburgh
Culinary Institute of America	Normandale Community College	University of Rhode Island
Duke University	Northern Arizona University	University of San Francisco
Earlham College	Northern Illinois University	University of Texas at Arlington
East Stroudsburg University	Northern State University	University of Tulsa
East Tennessee State University	Northwest Missouri State University	Valparaiso University
Eastern Kentucky University	Nova Southeastern University	Villanova University
Eastern Michigan University	Ohio Northern University	West Valley College
Franciscan University of Steubenville	Providence Christian College	Western Washington University
Georgetown College	Purdue University	Westminster College
Grand Rapids Community College	Reed College	Westminster College - Fulton
Green Mountain College	Stockton University	Whitman College
Guilford College	Roanoke College	Willamette University
High Point University	Robert Morris University	Wisconsin Lutheran College
Hofstra University	Saint Mary's College	Wittenberg University
Hollins University	Siena Heights University	
Holy Cross College		