

How Emotions and Stress Drive College Selection:

Increase and control your enrollment by getting a deep and accurate understanding of how students **think and feel** about your college **at key points** in the recruiting cycle.

Why this is important and how this study will help you:

Prospective students need facts and information but their college selection decisions are often going to hinge on what motivated them emotionally and how a college helped reduce the stress and anxiety associated with enrolling.

Unfortunately, most colleges don't measure student emotions and stress levels with sufficient granularity to enable them to fully help prospective students and, ultimately, recruit them.

With mental wellness concerns at an all time high, it is more meaningful than ever for colleges to understand and respond to the mental, emotional and social states of the students they are recruiting. Doing so will better serve students and positively differentiate your institution.

By participating in this study you will gain a deeper understanding of how students in your 2022 pool think and feel about you now, how you can make adjustments in your outreach to them, then measure the impact of those adjustments later in the recruiting cycle, before they select a college.

This unprecedented study will provide you with actionable student-level data at critical points in the college selection process.

The Objectives:

This study will uncover ways in which you can isolate and respond to the variety of emotional motivators and stressors of prospective students (and parents) during the college selection process.

It 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 in your Fall 2022 inquiry, applicant and admit pools, as well as any students you wish to include who will enroll in 2023 and beyond.

What You'll Learn From This Important Study:

- Identifying the factors that are most important to the student early in the recruiting cycle.
- Identifying the factors that are most important to the student later in the recruiting cycle.
- Tracking important changes over time in the student's college selection criteria.
- How traditional factors of influence in college selection may change.
- Recommendations and rankings from students on the best and most desired methods of outreach to them now and over time.
- Specific information and guidance students are seeking but not getting from colleges.
- How current events may alter student plans for enrolling in college.

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- Predictors of which students and families are most likely to alter their college selection plans.
- How your college can help reduce student/parent stress and anxiety.
- And more.

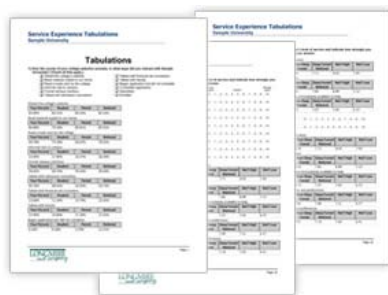
Methodology:

This is a two-part study. An electronic survey will be deployed online with invitations sent to students via e-mail now. At a future date of your choosing the same survey will be sent to the same and/or expanded set of students in your pool. Throughout this project you will have immediate access to survey responses online in real-time, as well as downloads enabling you to import record-level response data into your CRM.

What You Receive:

After each stage of data collection (the first and second waves of surveying) 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.

In addition, Longmire and Company Enrollment Strategists will prepare a webinar to review your individual findings, along with our recommendations for specific actions you can take.



Detailed tabulations of your individual results with comparative data.



Created for enrollment, admission and marketing staff.

Low Cost:

The cost of all surveying, reporting and data delivery is \$1,975. This will be billed upon your acknowledgement of participation in the project.

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.

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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

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

UB University
Business

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Our Co-Sponsors:

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

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|---|-------------------------------------|-----------------------------------|
| Abilene Christian University | Hollins University | Southern Illinois University |
| Albion College | Holy Cross College | Southwestern Adventist University |
| Alma College | Hood College | Southern Methodist University |
| American University | Illinois Central College | Spring Arbor University |
| Ashland University | Illinois State University | St. Andrews Presbyterian College |
| Augustana College | IUPUI | St. Bonaventure University |
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| Baylor University | Iowa State University | St. Lawrence University |
| Belmont University | James Madison University | St. Olaf College |
| Bemidji State University | John Brown University | Stetson University |
| Berea College | John Carroll University | Sullivan University |
| Boston University | Juniata College | SUNY - Oneonta |
| Brandeis University | Kutztown University of Pennsylvania | Susquehanna University |
| Briar Cliff University | Lake Superior State University | Texas Christian University |
| Bryan College | Landmark College | Texas Tech University |
| Bryn Athyn College | Lebanon Valley College | Thomas More College |
| Bucknell University | Lee University | Trine University |
| Caldwell College | Lehigh University | Truman State University |
| Campbell University | Lewis and Clark College | University of Central Florida |
| California Polytechnic State University | Liberty University | University of Denver |
| Calvin College | Madonna University | University of Findlay |
| Carthage College | Marian University | University of Great Falls |
| Clarke University | Marshall University | University of Houston |
| Colby-Sawyer College | Mission College | University of Iowa |
| College of Charleston | Missouri State University | University of Kansas |
| College of Wooster | Moravian College | University of Mary Washington |
| Colorado State University | North Dakota State University | University of Notre Dame |
| Columbia College | Northeastern University | University of Pittsburgh |
| Concordia College (Moorhead) | Northern Arizona University | University of Rhode Island |
| Culinary Institute of America | Northern Illinois University | University of San Francisco |
| Duke University | Northern State University | University of Tampa |
| Drew University | Northwest Missouri State University | University of Texas at Arlington |
| Earlham College | Nova Southeastern University | University of Tulsa |
| East Stroudsburg University | Oglethorpe University | Valparaiso University |
| East Tennessee State University | Ohio Northern University | Villanova University |
| Eastern Kentucky University | Providence Christian College | Western Washington University |
| Eastern Michigan University | Purdue University | Westminster College (PA) |
| Felician University | Reed College | Westminster College - Fulton |
| Franciscan University of Steubenville | Rollins College | Whitman College |
| Georgetown College | Stockton University | Willamette University |
| Georgia College | Roanoke College | Wisconsin Lutheran College |
| Green Mountain College | Robert Morris University | Wittenberg University |
| Guilford College | Saint Louis University | |
| High Point University | Saint Mary's College | |
| Hofstra University | Siena Heights University | |