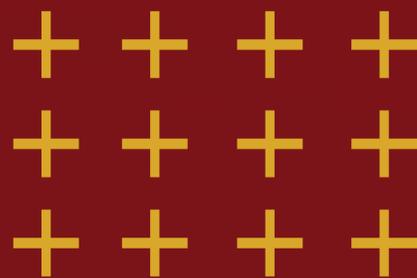


Meet Them Where They Are:

Analyzing Student Communication Preferences



Thursday, May 18, 2023

Presenter

Sydney

- + **Slate Communication Strategist**
- + **Former Slate Captain + Director of Admissions**
- + **The Creative and Adventurous Researcher**



+ today's agenda

1. Survey Results
2. Focus Group Feedback
3. Key Takeaways

Survey Results

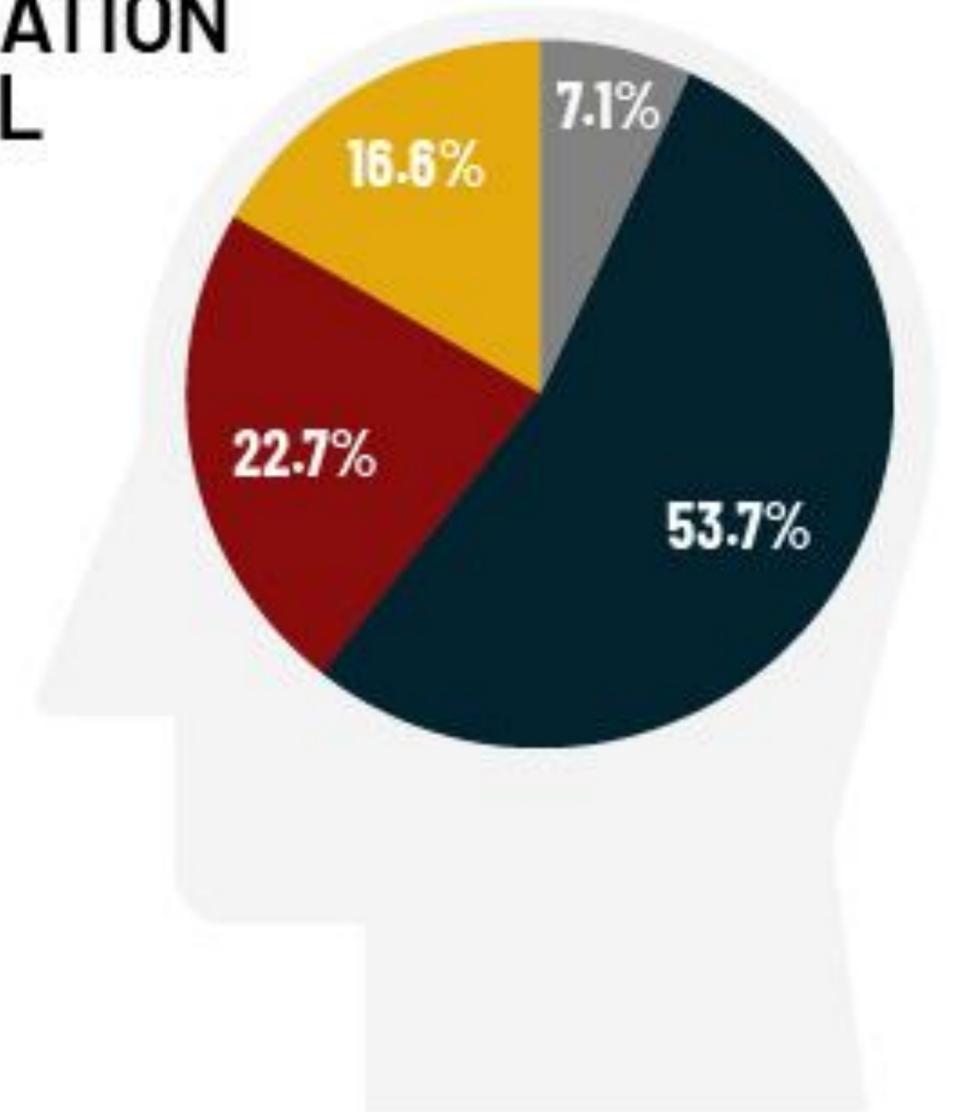
We received **1,689** survey responses.

Followed up with three Zoom focus groups.

These are the results.

SURVEY POPULATION BY HIGH SCHOOL GRADE LEVEL

- Freshman
- Sophomores
- Juniors
- Seniors



** The purpose of this survey was initially intended for Carnegie's internal usage and should not be taken as official research. The survey group was not randomized, nor is it representative of high school students as a whole. Our survey comprises responses from 1,689 high school students from our CollegeXpress database.*

*** From the 1,689 survey respondents, we invited interested volunteers to participate in focus groups via Zoom. We conducted three focus groups which consisted of three to four high school juniors and seniors.*

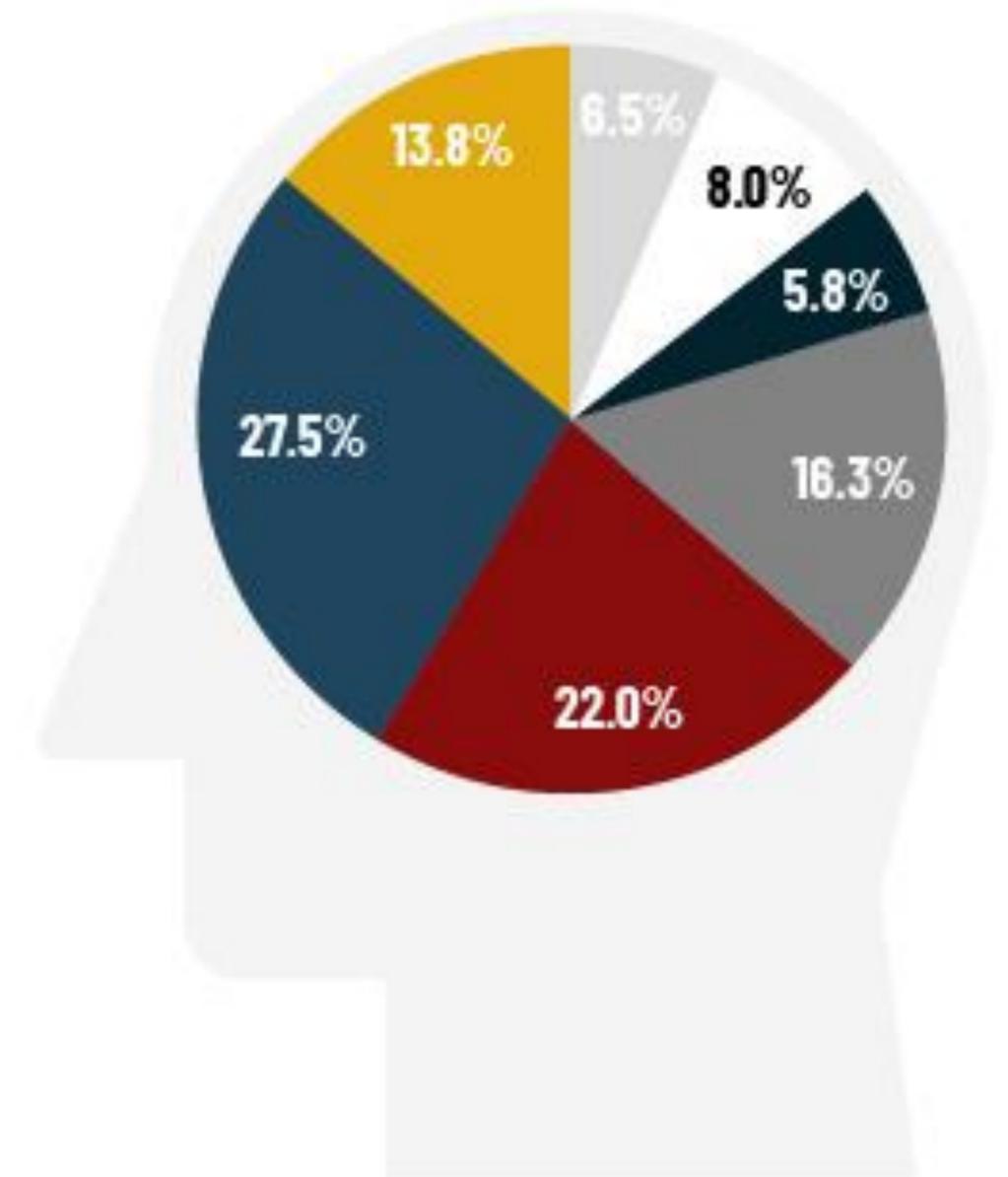
Beginning the Search

We asked students when they first began to create a list of specific criteria for their ideal institution.

63.3% of seniors said they began the college search their junior year or later.

SENIORS ONLY

- Before High School
- Freshman Year
- Sophomore Year
- Between Sophomore and Junior Year
- Junior Year
- Between Junior and Senior Year
- Senior Year

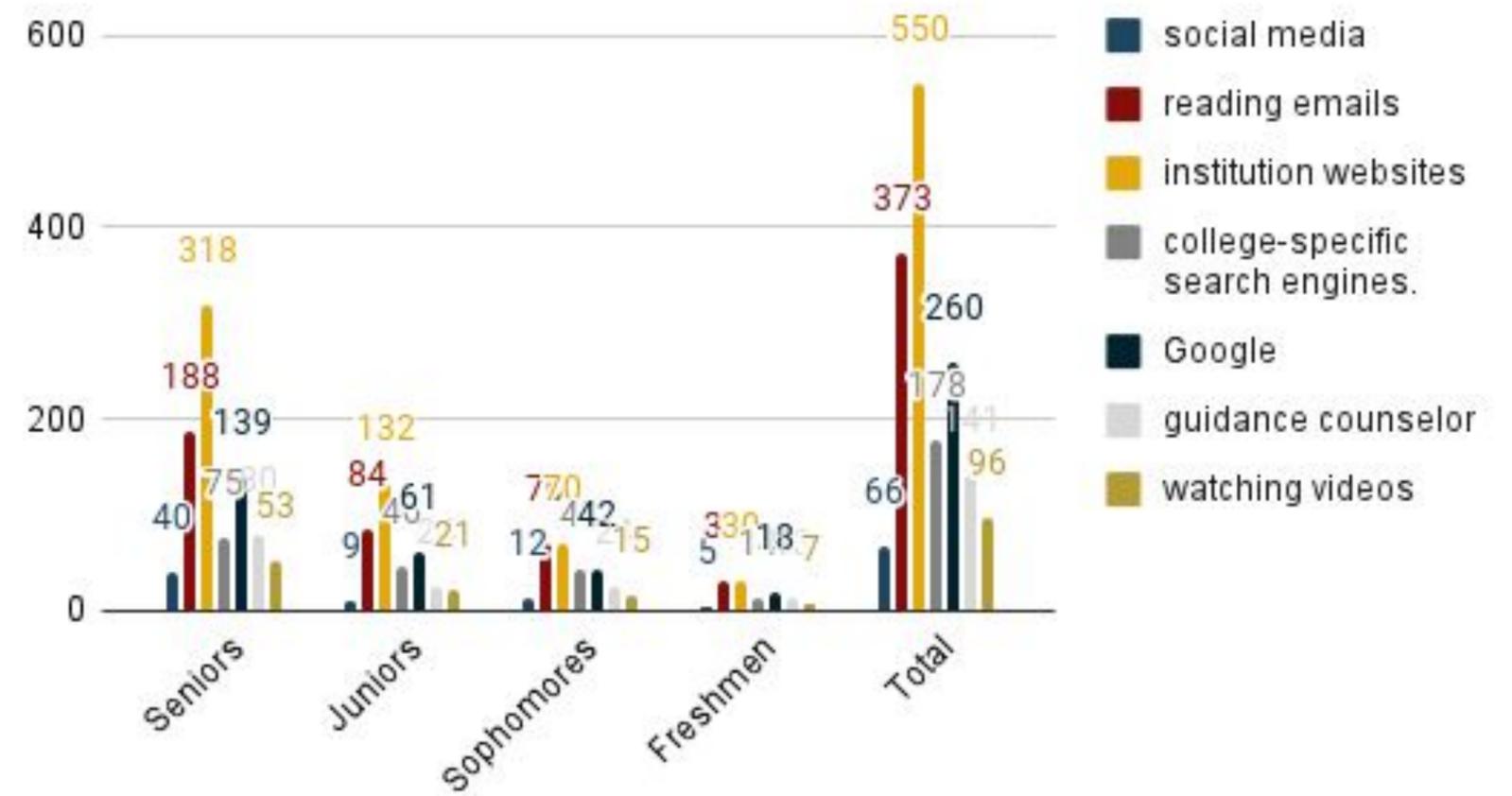


Search Preferences

Students were asked how they prefer to search for information on a college or university.

- Most students are going directly to the institution's website.
- Freshmen and sophomores are just as likely to read emails as searching the school website.
- According to our focus groups, college search sites were listed as the second place students are searching after the institution's website.

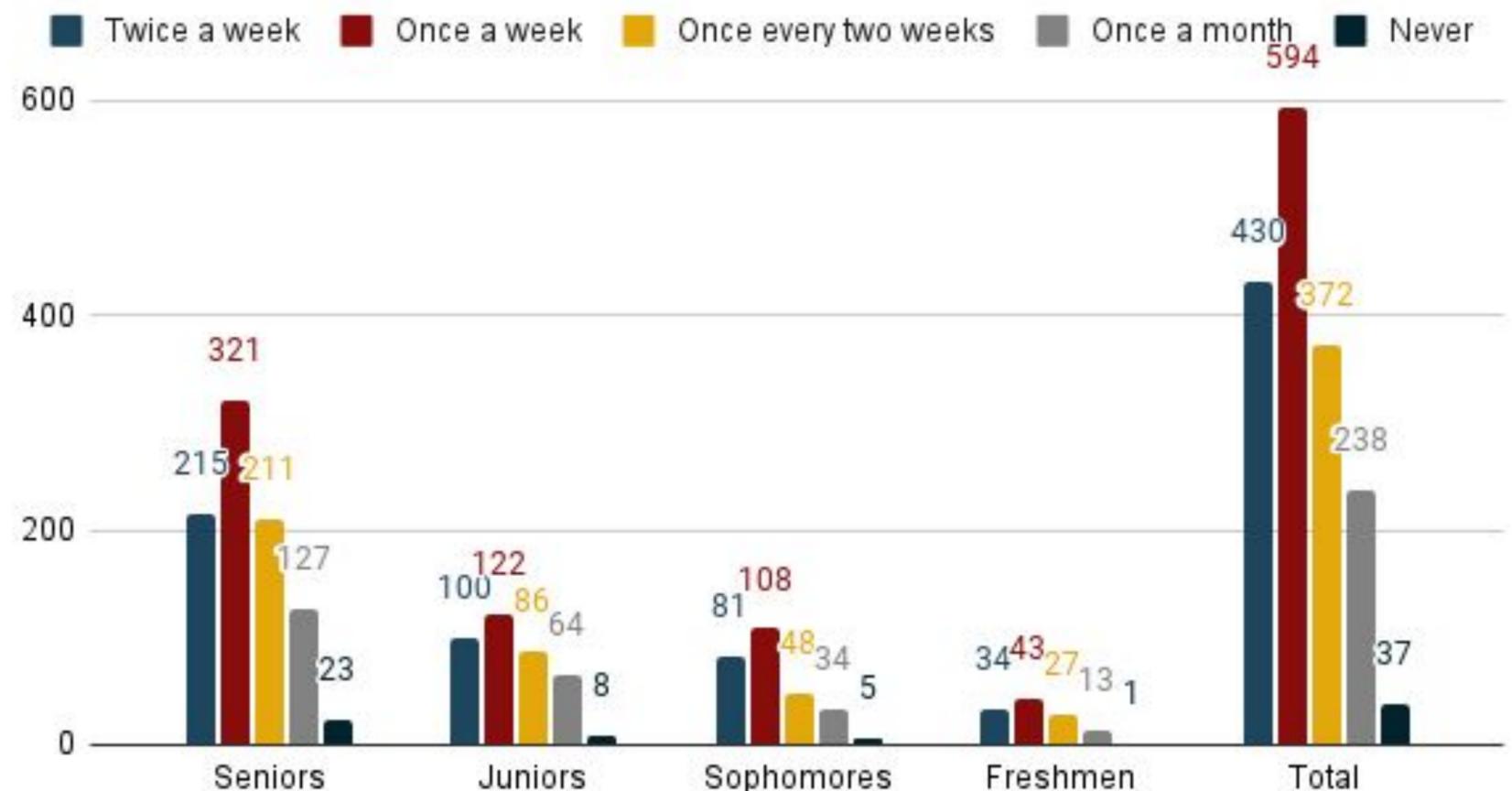
How students are searching for information



Email Preferences

- When asked how often students wanted to receive emails from a single college or university, 57.8% replied either once a week or once every two weeks.
- Most students only spend one or two minutes reading emails from an institution at a time
 - Sophomores are spending even more time reading emails than upperclassmen!

Frequency of emails

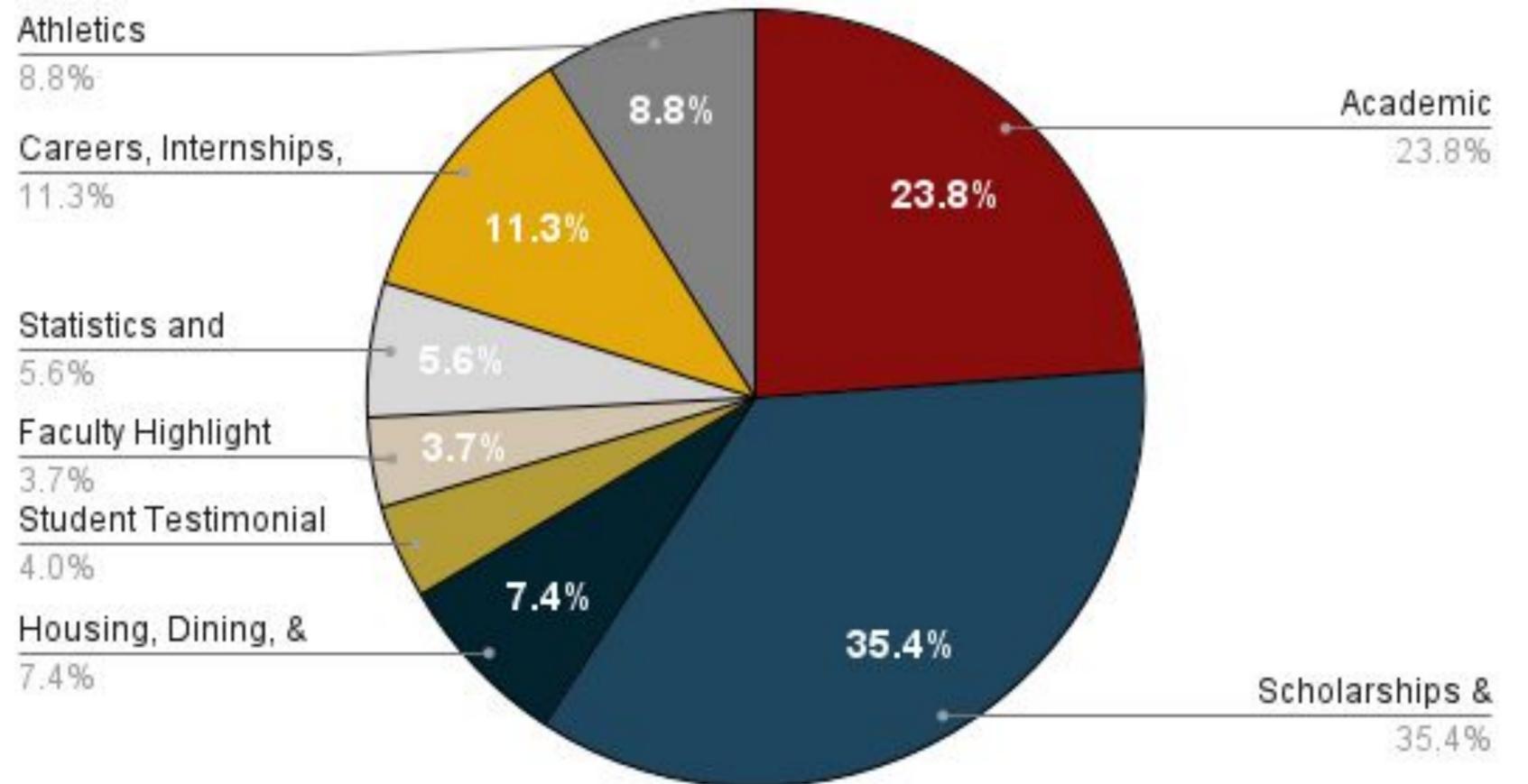


Email Topics

We asked students to rank which topics they would prefer to receive information about via email.

- 59.2% of students ranked scholarships & financial aid and academic information as #1 on their list.

Rank 1



How does CTA language affect student behavior?

Learn More vs. Request Information

- Students said Learn More sounded like they would be taking to a webpage to search for more information themselves.
- Students who selected Request Information was more direct and clear that they were going to fill out a form.

Apply vs. Start Your Journey

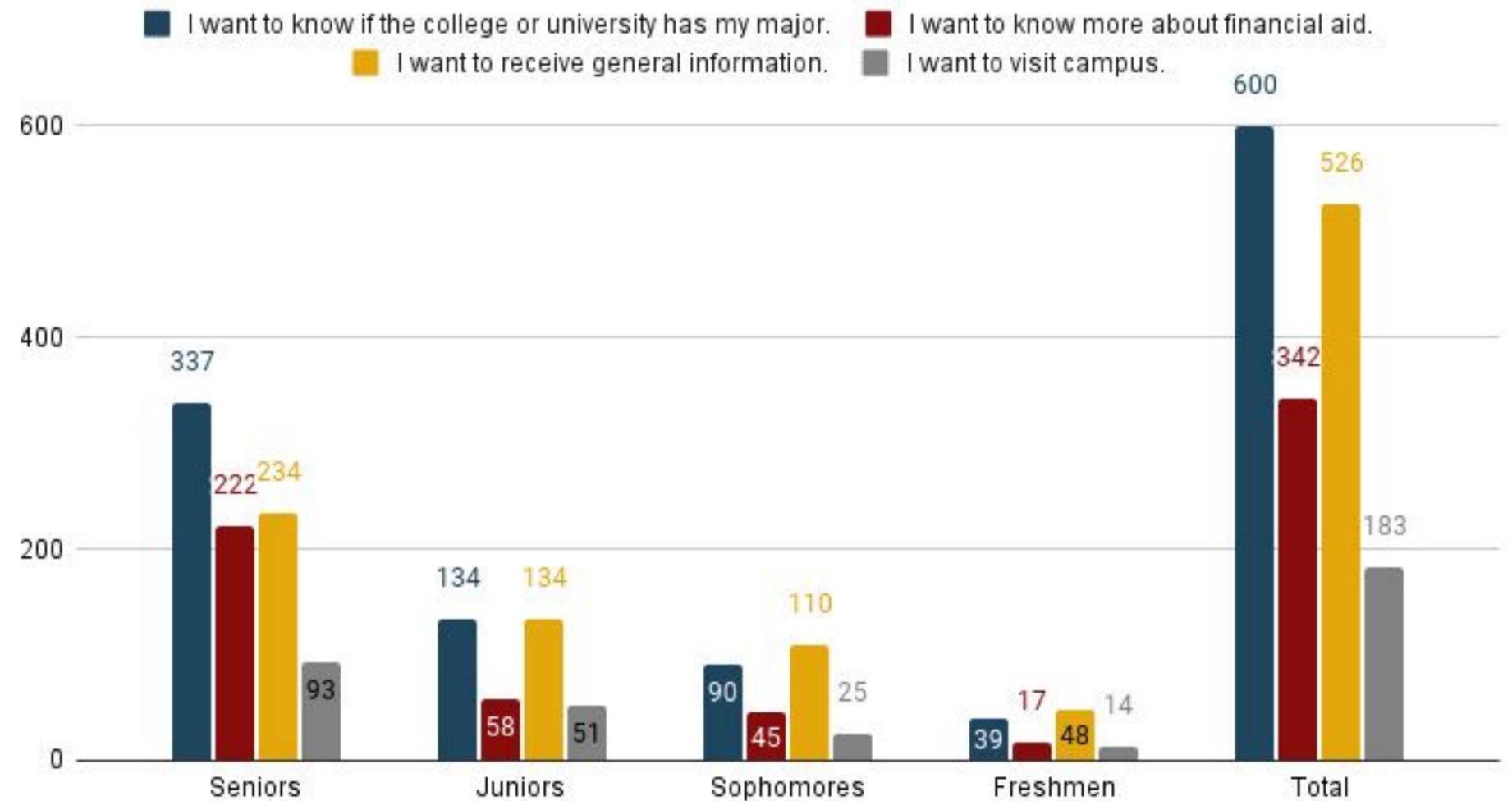
- Students who preferred Apply like that it was direct and clear.
- Students who preferred Start Your Journey liked the exciting feeling it conveyed and that it sounded more personal.

Form Submissions

Students were asked what leads them to fill out a form.

36.3% of students are looking for information on their intended academic major.

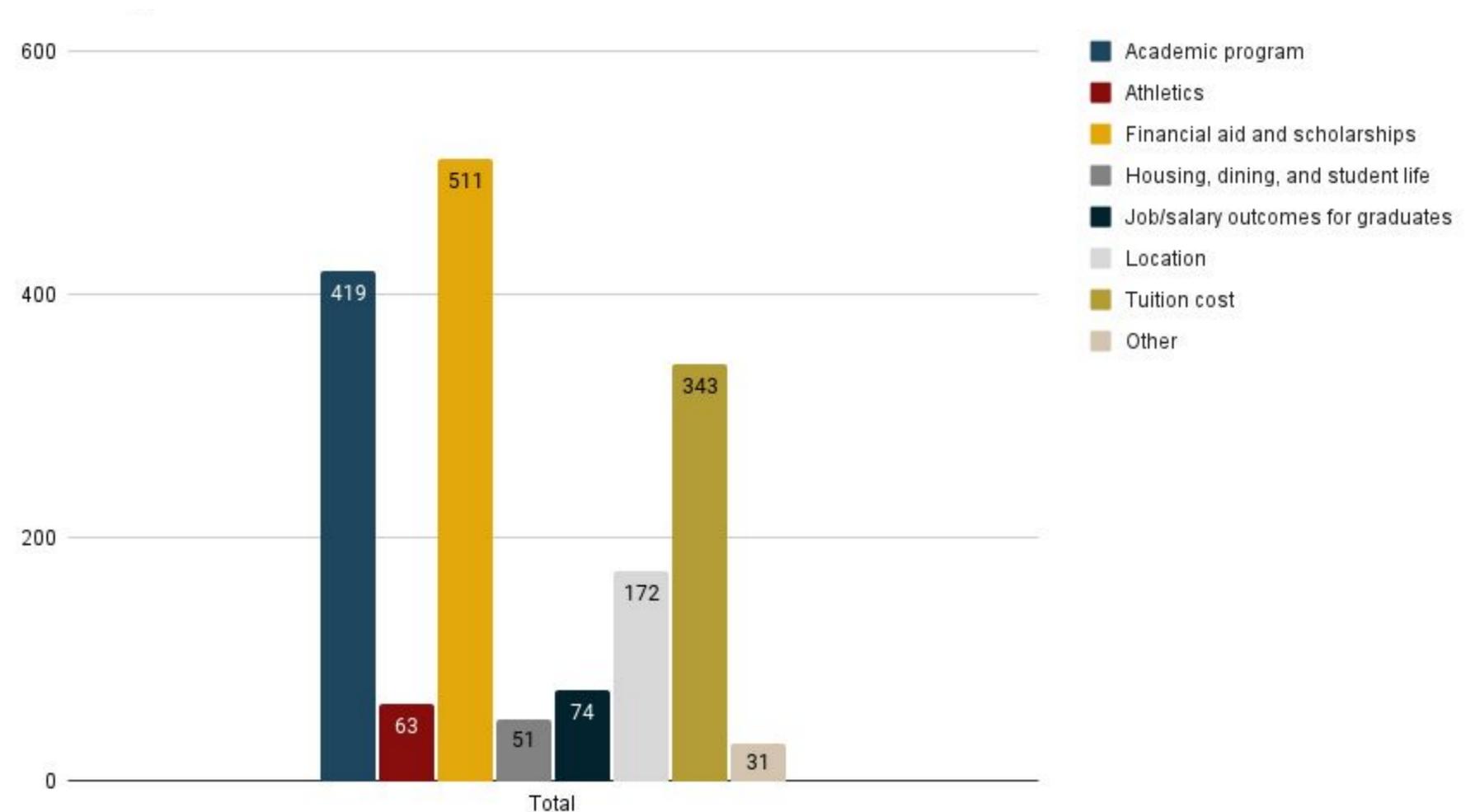
What leads students to fill out a form



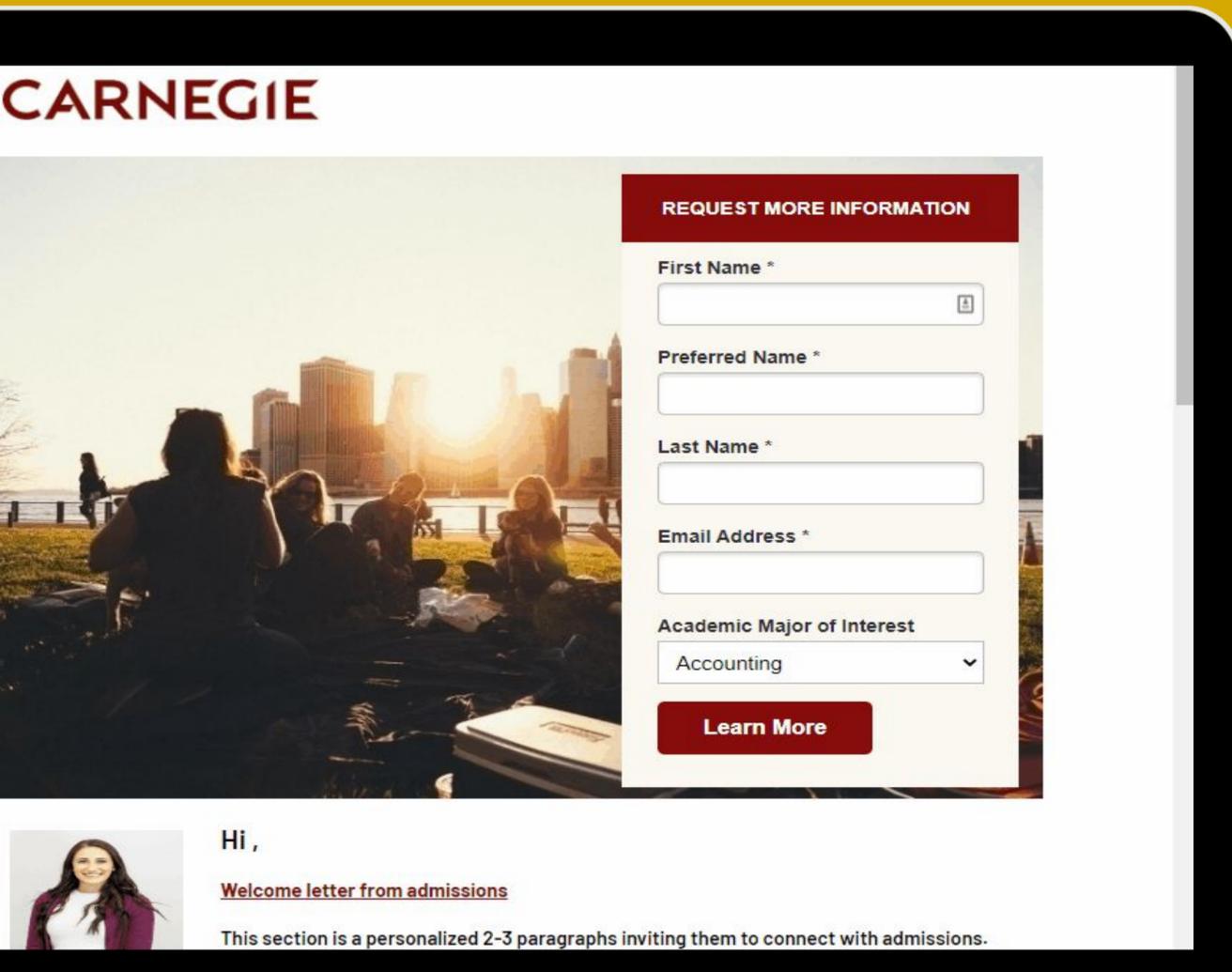
Deciding Factors

When asked what factors influence their college decision the most, the top three answers were:

- Financial aid and scholarships
- Academic program
- Tuition cost



What creative themes stood out when looking at email, print, and portals?



Positives

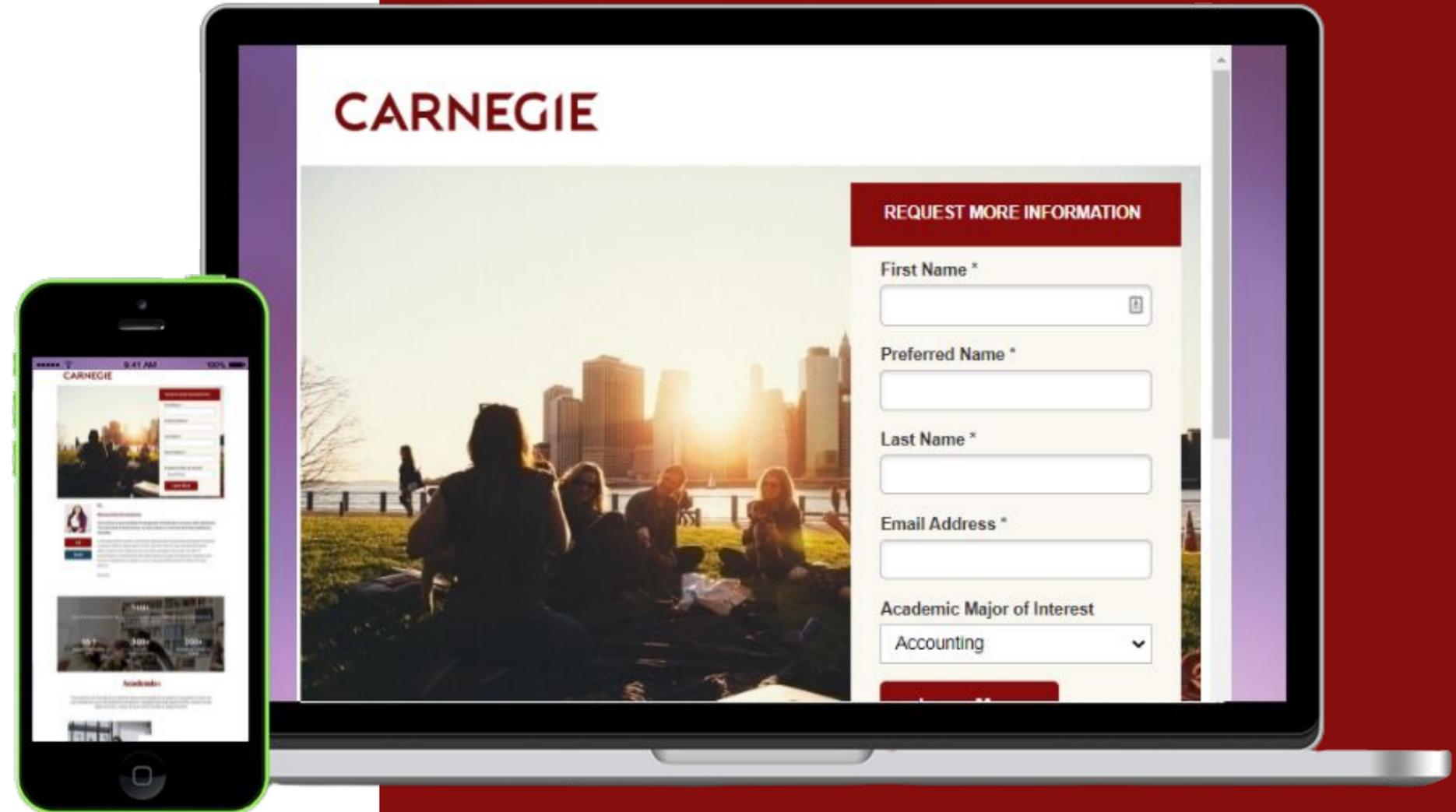
- Personalization
- Organized content
- Mentions that are unique to the school
- Positive feeling, feeling of community, feeling connected to the institution when looking at the piece.
- Images of campus and students interacting with each other on campus.
- Ability to convey the institution's culture and values within the piece.
- Stats that stand out
 - high starting salaries, financial aid, etc.

Unhelpful

- Length and information overload
- The more time it takes to scroll, the more likely they are to leave.
- Generic graphics and photos that do not convey a human connection or connection to campus.
- Too many words compared to visual aids
- Beware of small font sizes
- Too many links encouraging you to navigate away from a landing page

How were students viewing portals, search, and applications?

- Search Landing Pages
 - Mobile Device
- Applicant Portal
 - Desktop



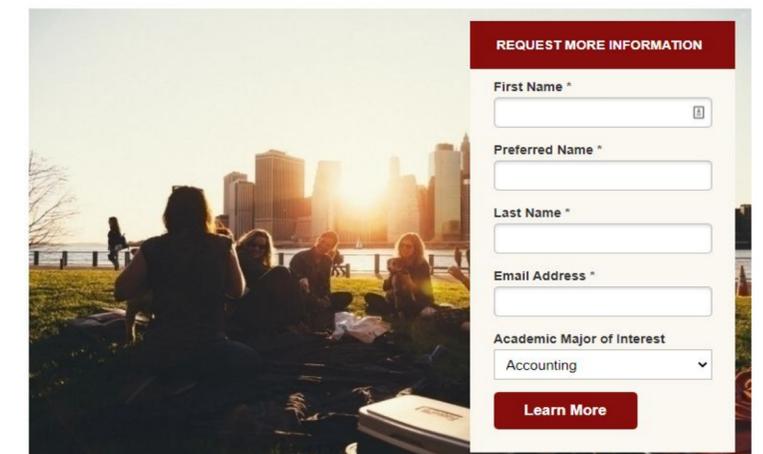
Key Takeaways

- + Launch timely Senior Search campaigns +
- + Engage student early with underclassman campaigns
- + Personalization and segmentation is expected + can impact students taking action
- + Websites, emails, and college search sites are your top way to gain + nurture leads

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REQUEST MORE INFORMATION

First Name *

Preferred Name *

Last Name *

Email Address *

Academic Major of Interest
Accounting

Learn More

collegexpress

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Thank You!

Sydney Nowak

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