Foundational Insights Agenda for Enrollment Management Knowledge Community

*Foundational Insights* are signature Eduventures resources available to Knowledge Community subscribers. Designed to provide critical and cutting-edge data, perspective, and best practice recommendations on major enrollment management issues, our clients have a competitive advantage when they use these resources to achieve their goals.

**FALL**

**Drivers of Retention Outperformance Report**
Based on a rigorous quantitative and qualitative analysis of institutional retention data, this study examines the retention strategies and tactics employed by institutions that are over-performing on predicted completion rates.

- What are the programs and practices driving successful completion?
- What early warning alerts or indicators are most successfully deployed to support student success?
- What infrastructure is most effective in supporting student success efforts?

**WINTER**

**Optimizing Enrollment Operations Report**
*Subscriber-only benefits include: interactive data visualization tool that allows real-time segmentation and ongoing data access*

This series of resources, updated for 2013, provides enrollment leaders with critical insights to measure ROI, advocate for funding, and optimize operations. Key metrics include benchmarks for staff, overall budget, and key enrollment operations.

- What are the most up-to-date key performance ratios used by enrollment management leaders?
- What are the ratios of staff and marketing investments to applications and other desired outcomes?

**SPRING**

**College Bound Market Update**
*Subscriber-only benefits include: interactive data visualization tool that allows real-time segmentation and ongoing data access*

The most comprehensive study of its kind, this invaluable resource provides insights into the changing motivations and perceptions of the traditional college-bound demographic throughout the college search process. Information on evolving search behaviors, key enrollment drivers, and college preferences is provided. This resource addresses the following questions:

- What are the most critical factors that drive student decision-making, and how are these changing?
- What media should I be using to target students effectively based on where they are in their college search?
- How can I attract students from specific domestic regions? International populations?

**Parent Market Update**

This resource complements the College Bound Market Update by examining the perspective of parents during their child’s college search process and focuses on parents’ perceptions of the value of an education, desired outcomes for their child, search behaviors, and extent of involvement in the search process.

- What are the most critical factors that drive parent decision-making, and how are these changing?
- What impact do socioeconomic factors have on parents’ expectations for their child’s education and their college search?
- What activities are most critical in a parent outreach strategy?

**SUMMER**

**Graduate Market Update**

To help you drive recruiting strategy, this resource provides an overview of prospective graduate student preferences for marketing channels, key enrollment drivers, and desired outcomes from their graduate program.

- What are the most critical factors that drive prospect student decision-making, and how do these differ by key segments?
- How can I increase my recruitment of key segments, and what channels and messages make a difference?
- What are the key drivers and expectations of outcomes of prospective master’s and PhD students?
Value and How to Talk About It: Parent and Student Attitudes Towards Cost and Outcome

College-bound students and their parents focus on both cost and outcomes when assessing their college choice set. This resource provides detailed, actionable findings about how perceptions are changing about the return on investment from college.

- What are the outcomes that are most important to students and their parents?
- What differences in expectations exist by demographic segment?
- How can you articulate a clear value proposition that will resonate with your target market?

Consulting Services for Enrollment Management Professionals

Eduventures provides a full spectrum of customized consulting services in addition to subscription resources, including: Operations Assessments; Strategic Planning; Customized Staff or Board Presentations; Stakeholder Surveys and Market Research; and other advising services.

*This Foundational Insights agenda is subject to change to accommodate emerging topics of import. Subscribers will be notified of any changes.*