

Inquirers and applicants who do not enroll are your “lost” customers. They took the time to find out about you, approached on their own initiative, asked for more information, and may have even applied. Then, for some reason, they decided not to enroll. Why not? Similarly, some students drop/stop out prior to completing studies. All of these individuals represent lost revenue for your institution.

### **What you will learn:**

- How they first heard about your college and its programs
- Whether your programs -- length, content, formats and schedules -- met their needs
- How your admissions requirements and other policies compare with other institutions in which they were interested
- How they conducted their college search
- How easy or difficult it was to find the information they needed on your website
- How they would rate the customer service they experienced with your staff
- Where they eventually enrolled, and why they did so

Our Inquirer, Applicant and/or Leavers studies will reveal gaps in your institution’s services or communications that if remediated can make a difference to your completion rates—and to your bottom line.

We craft a survey specifically tailored to the areas of interest identified by you and your colleagues. Topics covered in recent surveys included:

- Intended level of study: degree, certificate, license, individual courses
- Intended program of study
- Primary motivation for study: career-related/personal enrichment, etc.
- Primary motivation for inquiring at your college or university
- Reaction to your costs and influence of varying pricing structures
- Ease of finding information on your website and clarity of that information
- Timeliness, quality and frequency of contact with your staff
- Comparison of your college to other providers also inquired at or enrolled in
- Assessment of your institution’s reputation
- Most important characteristics or features of your institution in their decision to inquire or apply
- Preferred services and schedules
- Preferred instructional formats for courses: classroom, hybrid, online
- Personal characteristics: gender, age, income, ethnicity, employment and prior level of educational achievement

And perhaps most importantly...

- Reasons for not applying (inquirers), not registering (applicants), or not re-enrolling in a subsequent term (leavers).

### **Scope and Methods**

As with all our market research services, you determine the focus the study – based on the availability of inquirer, applicant and former student contact information. With some institutions we evaluate all programs offered; at others we have focused on a singular underperforming program. Aslanian’s project plan is developed to specifically meet the needs of your institution. We conduct data gathering either by telephone or via the Internet – again based on the contact information that is available from your college.

### **Deliverables**

Typical studies take about 8 weeks from kick off to submission of report. Based on our in-depth analysis of the data gathered, we present detailed recommendations about the changes your institution needs to make in its marketing, recruitment and tracking efforts, but also what changes may be needed in programs and services in order to be competitive in today's higher education market.

We draw upon our experience in working with institutions similar to yours to make those recommendations actionable and relevant. We take the time to get to know you, your institution and your key issues and constraints and we take these into account when making our practical recommendations. Throughout the project we work closely with you to keep you informed and to support you in gaining the support and buy-in of colleagues in impacted areas and other departments. Our final report summarizes our key findings and contains complete results of all survey questions in a combination of tables, charts and text.