

Advancing the success of nearly 300 colleges and universities seeking to expand post-traditional and online enrollment, at both the undergraduate and graduate levels, Aslanian Market Research (AMR) conducts:

- **MARKET DEMAND STUDIES**
- **PROGRAM FEASIBILITY STUDIES**
- **INSTITUTIONAL AUDITS**
- **EMPLOYER STUDIES**

Our studies provide the market intelligence necessary to ensure that your programs, services, marketing, and outreach meet the demands and preferences of the types of prospective students most likely to enroll in your programs. For over a decade, EducationDynamics has generated hundreds of thousands of student prospects annually, and over 15,000 new enrollments per year for over 900 institutions across the globe.

Our action recommendations are designed to point out data-driven changes and advancements that are most likely to lead to enrollment growth. Our experience includes projects for every type of institution (public, private, non-profit, for-profit), at all levels (community colleges, four-year colleges, graduate schools), in every type of community (urban, suburban, rural) across the nation.

WE CAN HELP YOUR INSTITUTION:

- **Learn** what potential undergraduate and graduate students know and think about you
- **Assess** how well your current offerings match student demand
- **Evaluate** the changes you can make to expand your reach and appeal
- **Offer** the degrees, certificates, licenses and courses in highest demand
- **Identify** optimal schedules, course formats, and locations
- **Understand** the extent of demand for online and accelerated study

ASLANIAN
MARKET RESEARCH

OUR IN-DEPTH AND CUSTOM-DESIGNED STUDIES INCLUDE:

- **REGIONAL MARKET ANALYSIS:** Create an enrollment strategy underpinned with hard data on the demands, preferences, and decision making priorities of undergraduate and graduate students residing directly in the region you serve.
- **ONLINE STUDENT MARKET ANALYSIS:** Develop and expand online programs with data on the demand for and current supply of online undergraduate and graduate programs, as well as the demographic profile of prospective online learners.
- **“LOST CUSTOMER” STUDIES:** Optimize enrollment management dollars by understanding why some inquirers and applicants don’t enroll, and why some current students leave before finishing.

BENEFITS OF WORKING WITH ASLANIAN MARKET RESEARCH


- **UNIQUE RESEARCH PARADIGM:** Our studies are based on primary research among prospective and enrolled students in your region. We do not rely on secondary sources.
- **NATIONAL EXPERTS ON ADULT, POST-TRADITIONAL, AND ONLINE LEARNERS:** We are well known and highly respected for authoring landmark studies about adult learning, including *Americans in Transition: Life Changes as Reasons for Adult Learning*, *Adult Students Today*, as well our annual *Online College Students* report.
- **ONE SIZE DOES NOT FIT ALL:** Every analysis is tailored to an institution’s unique needs and goals. We deliver an informative final report with findings and recommendations that provide actionable steps to shape programs, policies and practices to better match the needs of students today.


Recent Clients Include:

- Alvernia University
- Bethel University
- Brandman University
- Broward College
- Cedar Crest College
- Central New Mexico Community College
- College of Notre Dame of Maryland
- Duquesne University
- eCornell, Cornell University
- Emerson College
- Fashion Institute of Technology
- George Mason University
- Greenville College
- Indiana State University
- Liberty University Online
- Lesley University
- Long Island University
- Mercer University
- Messiah College
- New York University
- Oakland University
- Quinnipiac University
- Rensselaer Polytechnic Institute
- Rutgers University
- Salve Regina University
- Southern New Hampshire University
- Southern Methodist University
- St. John’s University
- Texas Wesleyan University
- Union Institute and University
- University of Illinois – Chicago
- University of Mississippi
- University of Northern Colorado
- University of San Francisco
- University of Vermont

To learn more about how EducationDynamics can help your institution meet its recruitment and enrollment goals, contact:

Carol Aslanian
Founder of Aslanian Market Research

 (201) 377-3321

 caslanian@educationdynamics.com