

# Student-View™ Report

Affordable, Effective, Independent Market  
Research for Higher Education



Welcome to the Student-View Report!

The Student-View Report is a leading market research tool for colleges and universities. The report is based on an annual survey of approximately 50,000 high school seniors, which measures their opinions of colleges and universities in their state. The survey covers a range of topics critical to college enrollment and public relations professionals.

The Student-View Report offers several important advantages:

**Effective** – Highly accurate results presented in concise, easy-to-read charts. Our complete database enables year-to-year trend comparisons.

**Affordable** – Reliable data at a fraction of the cost of traditional custom research. Reports start at just \$500.

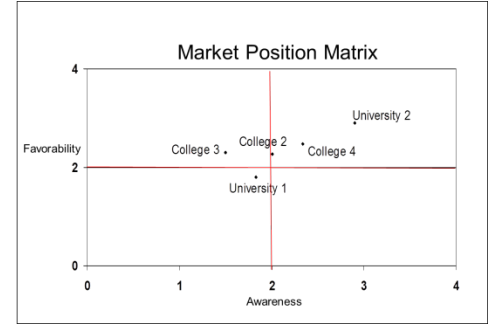
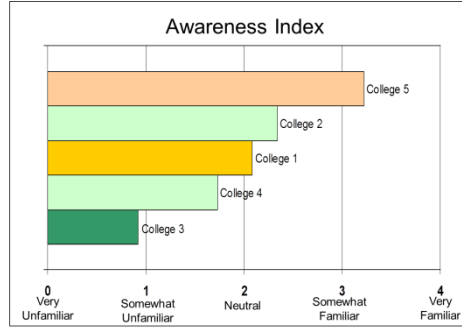
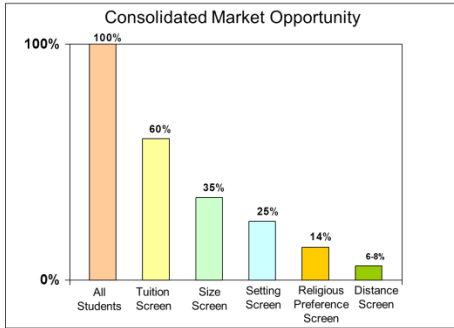
**Independent** – Student Insights does not provide brochures, viewbooks, or other marketing and enrollment management services, so our research is unbiased and independent.

Learn more about the Student-View Report and how it can help you today!

## Market Opportunity and Position

- Student preferences for college distance, size, setting, tuition, public/private status, and religious affiliation; Interest in various extra curricular activities
- Awareness levels and perceptions of an institution and its key competitors
- Market position matrix combining awareness and perception

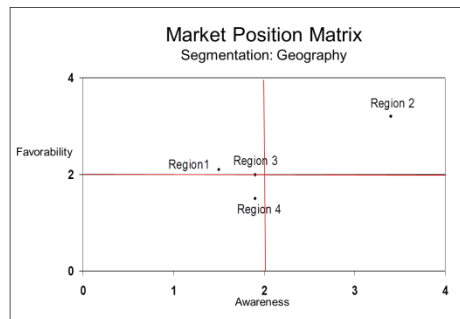
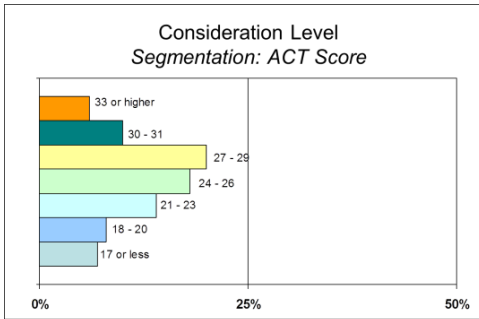
### *Sample Slides*



## Segmented Results

- An institution's market position and consideration level in segments defined by geography, gender, race, test scores, family income, parental education, high school size, and major

### *Sample Slides*

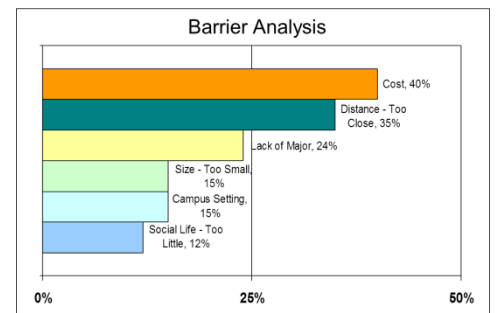
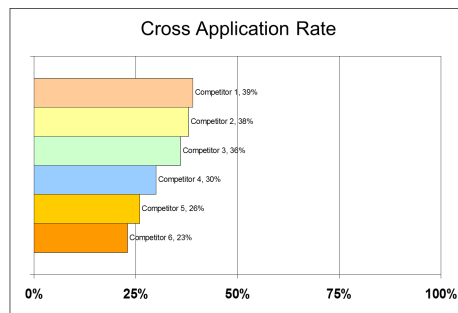
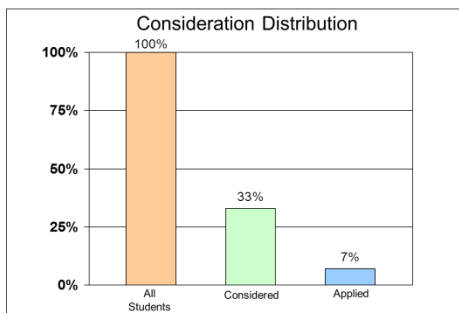


Category	Segment	Market Position Index	Rank
Geography	Region 8 - Northwest	11.57	1
Geography	Region 7 - Northeast	7.04	2
Family Income	\$100 - 150K	6.37	4
HS Size	300 - 399	6.32	4
Major	Health Sciences - Nursing	6.24	6
Major	Education	6.15	4
ACT Score	24 - 26	6.08	5
Major	Health Sciences - Other	5.92	5
Geography	Region 5 - Southwest	5.90	3

## Consideration and Barriers

- Overall consideration and application levels for an institution and key competitors
- Consideration-to-application conversion rate
- Cross-application levels between an institution and its competitors
- Students' specific reasons for not considering an institution

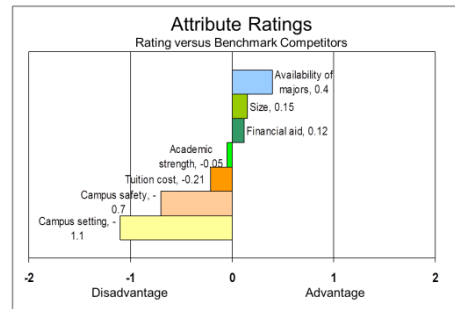
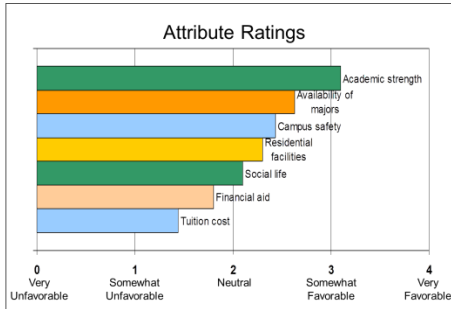
### *Sample Slides*



# Institutional Attribute Analysis

- Ratings of an institution's attributes including academic strength, tuition, residence and academic facilities, campus safety, social life, opportunities for graduates, campus appearance, distance, sports, and more
- Comparison of an institution with its competitors on an attribute-by-attribute basis

## Sample Slides



# Communications and Media

- Students' recall of an institution's advertisements on television, radio, social media, websites, billboards, and other media
- Effectiveness ratings of an institution's interactions with students, including websites, letters, emails, phone calls, college fairs, campus tours, and more
- Top-of-mind recommendations for improving an institution's interaction with students

## Sample Slides

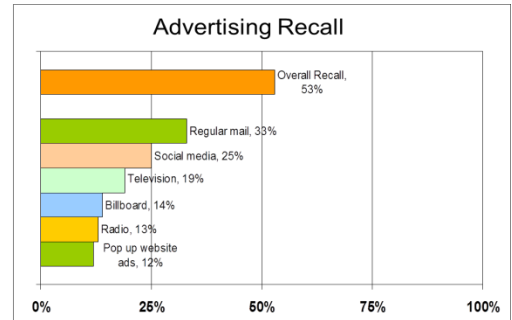
### Descriptions

County	Gender	ACT	Consideration level	Description
Macomb	Female	24 - 26	Considered	A good college that seems to balance out getting a good education while having fun.
Shiawassee	Male	15 - 17	Considered	A lot of teachers at my high school graduated from COLI and had their excellent school records above their degree there. That says a lot.
Livingston	Female	24 - 26	Considered	A nice campus and a possible fit for people who are looking for a smaller setting.
St. Clair	Male	30 - 32	Considered	A nice place at a bargain.
Jackson	Female	18 - 20	Applied	A beautiful campus with students who are very involved in the clubs and sports offered.
Alpena	Female	24 - 26	Applied	A college of excellence.
Oshtemo	Female	27 - 29	Applied	A good school for teaching and one medical degree.
Washtenaw	Female	18 - 20	Applied	A great college to start off. It's close to home so it works.
St. Clair	Male	30 - 32	Applied	A great looking college with the major I'm interested in and at a great cost.
Kalamazoo	Female	30 - 32	Applied	A great, affordable school with a great atmosphere.
Oakland	Female	27 - 29	Did Not Consider	A decent campus in a nice area with decent academics.
Sanilac	Female	31 - 33	Did Not Consider	A decent college with good facilities but in a boring setting.
Saginaw	Male	21 - 23	Did Not Consider	A decent sized and growing university, very modern.
Macomb	Female	27 - 29	Did Not Consider	A good fit for the right student.
Oakland	Female	24 - 26	Did Not Consider	A good school.
Staples	Female	27 - 29	Did Not Consider	A great school if you are interested in staying in town, but it is very hard to transfer credits if you're interested.

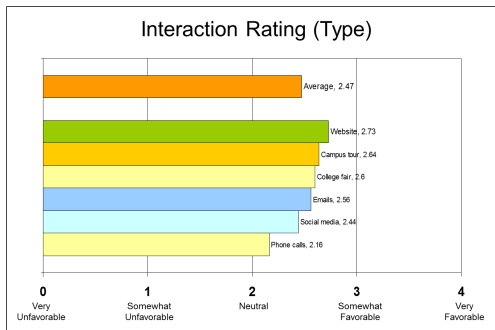
### Communication Recommendations

County	Gender	SAT	Consideration	Recommendation
Merced	Female	1300 - 1399	Applied	The University can improve telephone communications. The wait to talk to someone was at times too long.
Alameda	Female	1300 - 1399	Applied	While making an account on their website to see my college application status, it took me forever to make a password.
Los Angeles	Female	1000 - 1099	Applied	Its website can be quite confusing. Add an IM bar.
Shasta	Female	699 or less	Applied	Clearer mass emails. The acceptance email and all emails following have been vague and inaccurate and have required many follow-up corrections.
Sutter	Female	1100 - 1199	Applied	Give clearer instruction on what to do for admissions.
San Bernardino	Male	1200 - 1299	Considered	Have more things for students to do on campus, such as social events and club groups.
Butte	Female	1300 - 1399	Did not consider	Have the campus tours and information session closer together, had to wait in-between each section of the tour.
Orange	Female	900 - 999	Considered	Smaller tour groups, easier to work application, more cow jokes, free ice cream.

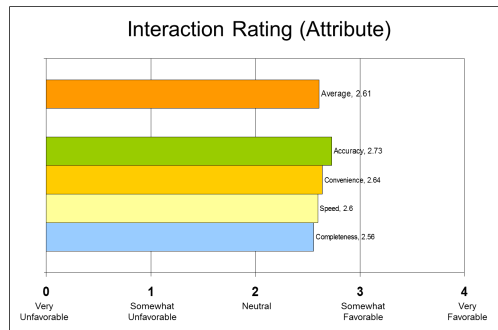
### Advertising Recall



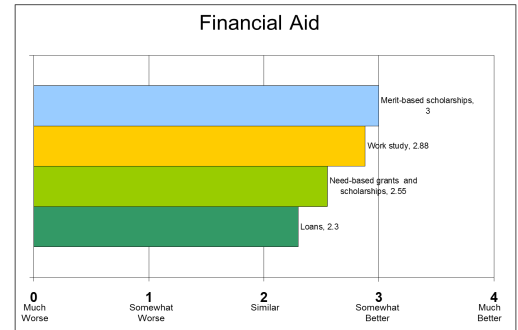
### Interaction Rating (Type)



### Interaction Rating (Attribute)



### Financial Aid



	Approx. Length (Pages)	Level One \$500	Level Two \$1,600	Level Three \$3,200	Level Four \$4,800	Level Five \$6,400
Market Demand	8	X	X	X	X	X
Overall Market Position	8	X	X	X	X	X
College Selection Factors	1	X	X	X	X	X
Segmented Market Position	25		X	X	X	X
Extra Curricular Activities	1		X	X	X	X
Transfer Student Analysis	1			X	X	X
Consideration/Application Overall	4			X	X	X
Segmented Consideration	8			X	X	X
Cross Consideration	1			X	X	X
Top Segment Analysis	1				X	X
Attribute Ratings and Comparison	8-10				X	X
Barriers to Consideration	1				X	X
Advertising Recall	6-8					X
Communication Ratings	8-11					X
Descriptions	10					X
Recommendations	10					X
Financial Aid	1					X
Market Report: Improving Communications	5					X

**Level One (\$500)** – This basic report is an effective, low-cost tool for institutions with limited budgets. It is ideal for establishing benchmarks, measuring results on an annual basis, and monitoring key competitors in the market.

**Level Two (\$1,600)** – This report is a highly-affordable tool for identifying an institution’s strengths and weaknesses in specific market segments, enabling more effective targeting of limited resources.

**Level Three (\$3,200)** –The Level Three report shows students’ actual levels of consideration and application for an institution and its key competitors, cross-application rates between colleges, and consideration in specific market segments. This report moves beyond students’ attitudes to measure their actual behaviors.

**Level Four (\$4,800)** – The Level Four report rates an institution and its competitors on 14 core attributes. It also identifies specific reasons why students do not consider attending. These combine with an analysis of an institution’s strongest market segments to provide an even more detailed basis for managing institutional communications.

**Level Five (\$6,400)** – The Level Five report is a complete market research tool which measures an institution’s advertising recall rate and various types of interactions with students. It also shows students’ top-of-mind descriptions of an institution and how its communications can be improved. Ratings of financial aid packages are included, along with a special national research report on students’ preferred means of communications.

## 100% Satisfaction Guarantee

If you are not completely satisfied with the Student-View Report, simply return the report and pay nothing.