



PRESENTATION HANDOUT



2022 Prospective Family Engagement Study

Dave Becker, *CEO, CampusESP*

Raquel Bermejo, *AVP for Market Research, RNL*



Your presenters



Agenda:

- Study demographics
- Communication with prospective families
- Plans for college
- Information topics
- Events

Study demographics

6,455 responses (up from 5,291 in 2021)

9th grade (class of 2025)	1%	Northeast (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont)	33%
10th grade (class of 2024)	2%		
11th grade (class of 2023)	8%		
12th grade (class of 2022)	89%		
Asian/Pacific Islander	5%	Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, and Wisconsin)	17%
Black or African American	6%		
Hispanic or Latino	9%		
Middle Eastern	1%		
Native American or American Indian	1%		
White	75%	Southwest (Arizona, New Mexico, Oklahoma, and Texas)	5%
Multi-racial	2%	West (Alaska, California, Colorado, Hawaii, Idaho, Nevada, Montana, Oregon, Utah, Washington, and Wyoming)	19%
First-generation	30%	Less than \$30,000	4%
Non-first-generation	70%	\$30,000 to \$59,999	8%
		\$60,000 to \$99,999	16%
		\$100,000 to \$149,999	24%
		\$150,000 or more	49%

30 Participating Institutions

Alvernia University

Arapahoe Community College

Ashland University

Azusa Pacific University

Chadron State College

Columbia Basin College

Columbus College of Art & Design

Concordia University , St. Paul

Dixie State University

Embry-Riddle University

Kettering University

Kings College

Morgan State University

New Mexico State University

North Central College

Pacific Lutheran University

South Puget Sound College

The New School

Transylvania University

Union University

University of Georgia

University of Montana

University of New Orleans

University of Tampa

University of the Pacific

University of Minnesota, Morris

Utah State University

Webster University

Wilkes University

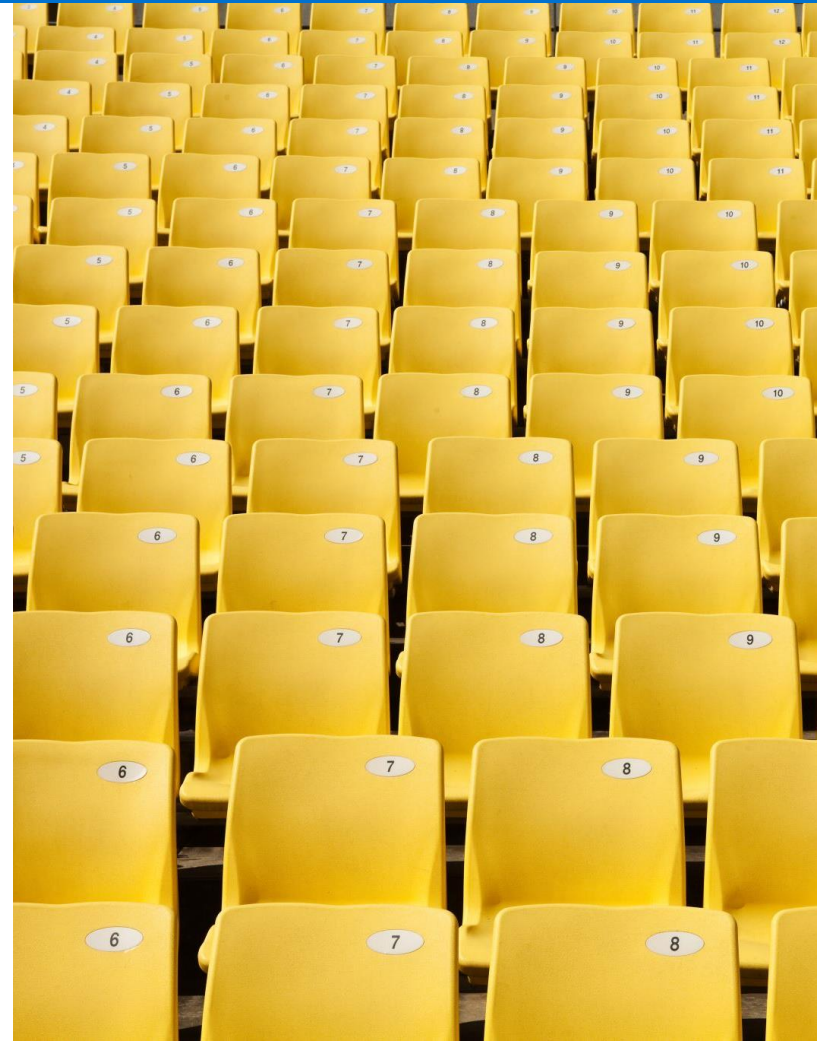
William Peace University

Want to participate in the 2023 study?

- ✓ It's free!!
- ✓ You don't have to be our client; you don't even have to like us!
- ✓ Feb 1 to March 15, 2023.

Email me at

Raquel.Bermejo@RuffaloNL.com



Join by Web



- 1 Go to **PollEv.com**
- 2 Enter **RUFFALONL**
- 3 Respond to activity

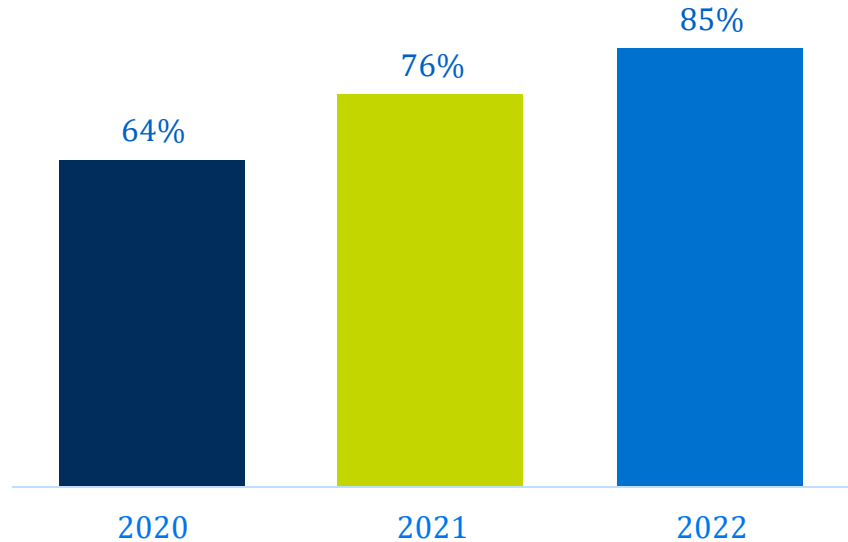
A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Communication With Prospective Families" is centered in white, sans-serif font.

Communication With Prospective Families

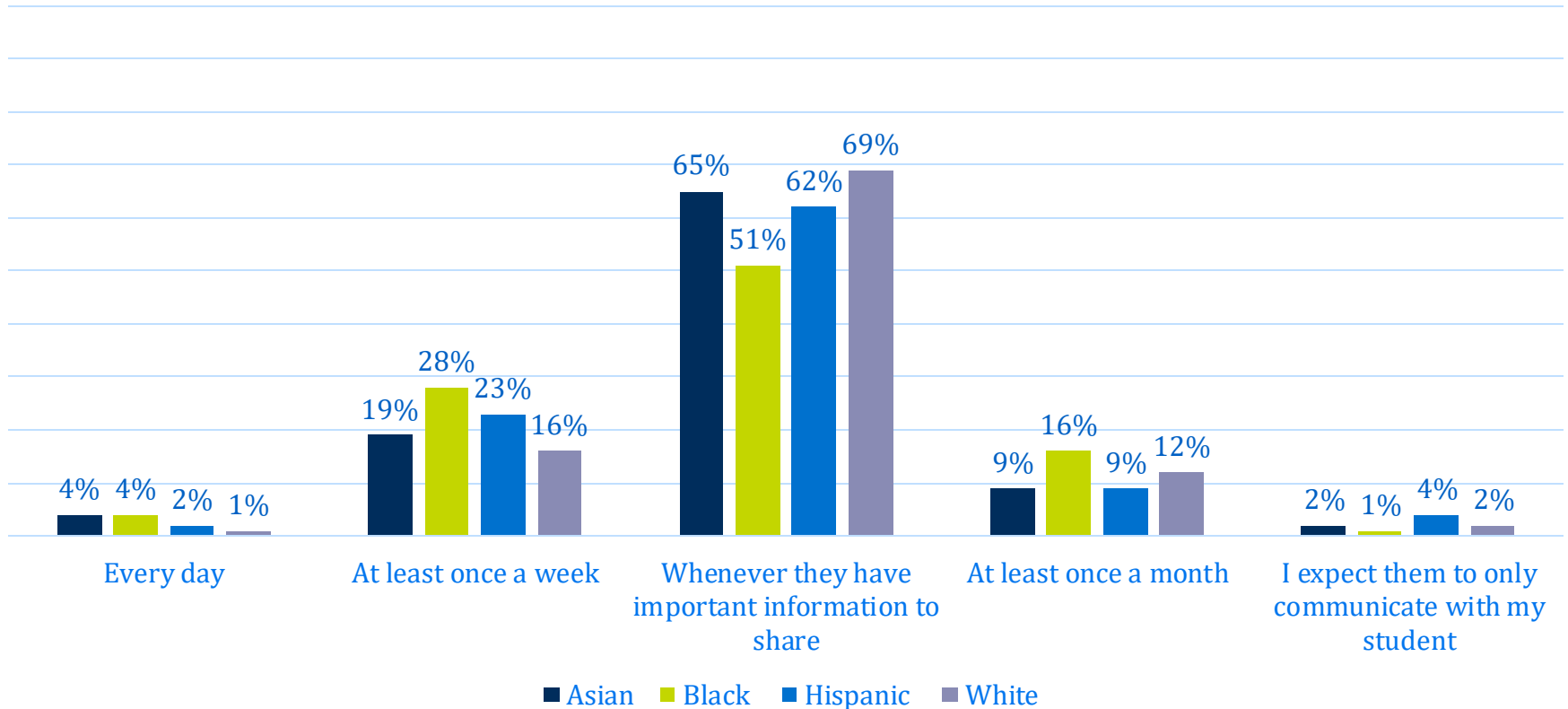
Good news!



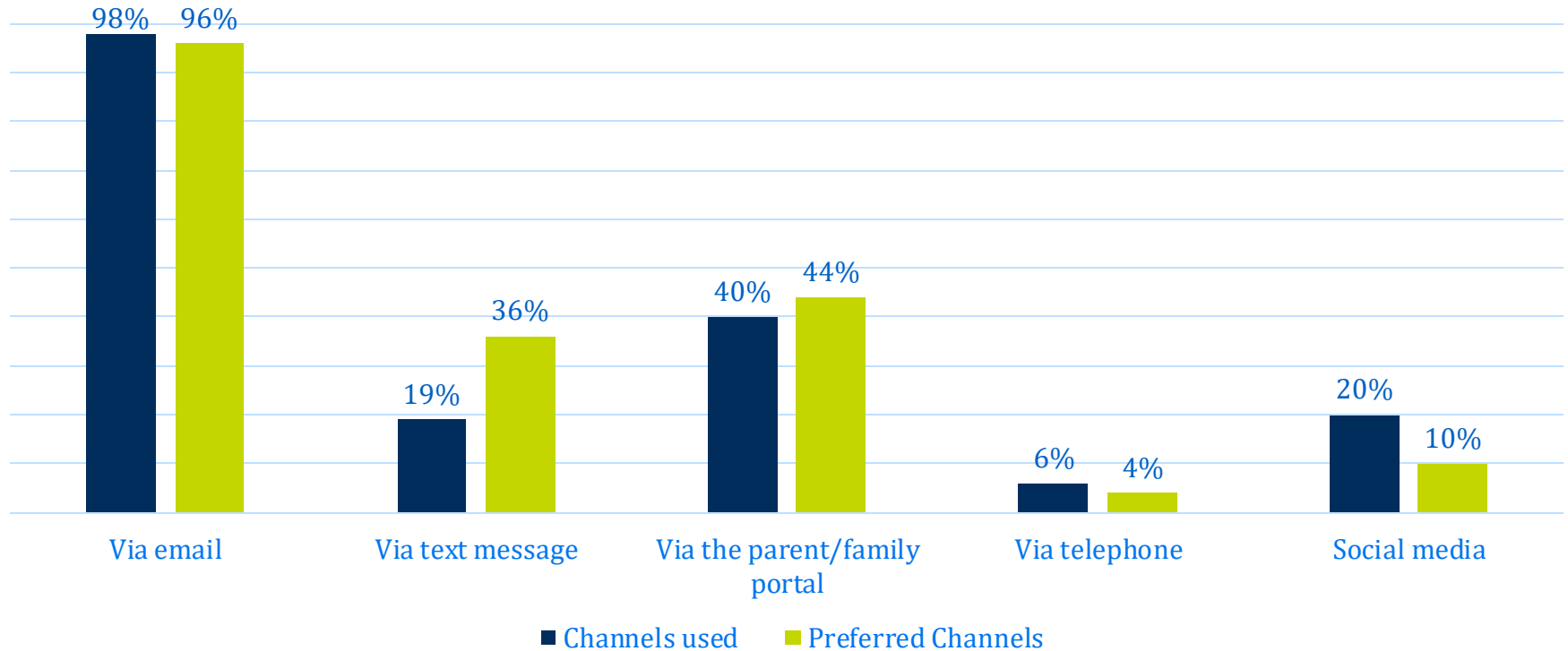
They want to hear from you!
at least once a week!



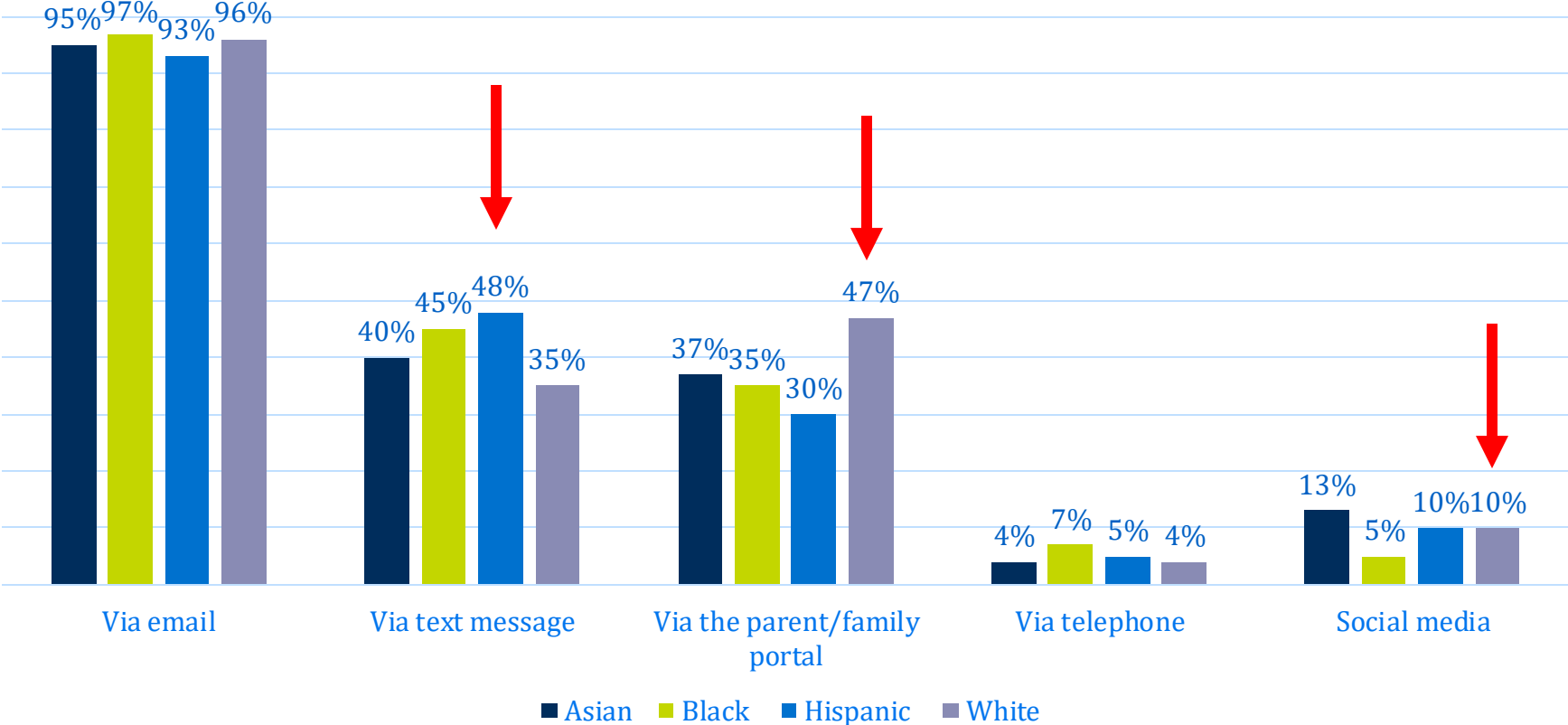
Preferred frequency & ethnicity



Communication channels: preference vs. reality



Preferred channels & ethnicity

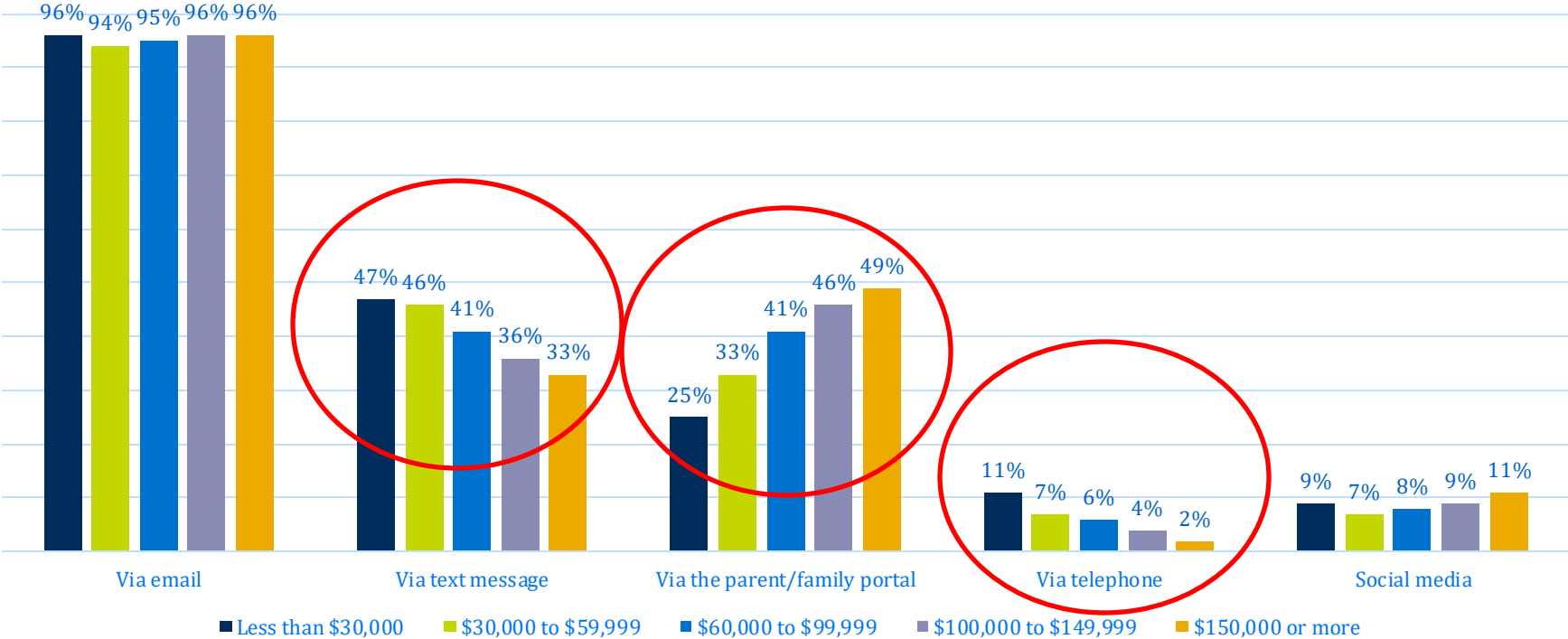


Preferred channels

Change from 2021 to 2022

	Via email	Via text message	Via the parent/family portal	Via telephone	Social media
Asian	-1%	4%	4%	-6%	6%
Black	4%	-1%	5%	-8%	-1%
Hispanic	-2%	4%	0%	-3%	3%
White	0%	1%	10%	-2%	-5%

Preferred channels & family income



Preferred channels

Change from 2021 to 2022

	Via email	Via text message	Via the parent/family portal	Via telephone	Social media
Less than \$30,000	5%	-5%	2%	-3%	3%
\$30,000 to \$59,999	-1%	-1%	7%	-3%	-3%
\$60,000 to \$99,999	-2%	2%	7%	-3%	-3%
\$100,000 to \$149,999	0%	1%	10%	-2%	-5%
\$150,000 or more	0%	4%	9%	-4%	-3%

A person is shown from the chest down, wearing a blue button-down shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Plans for College" is centered in white, sans-serif font.

Plans for College

Families want the “traditional college experience”



41% *wants their student to enroll at a college that's close to home*

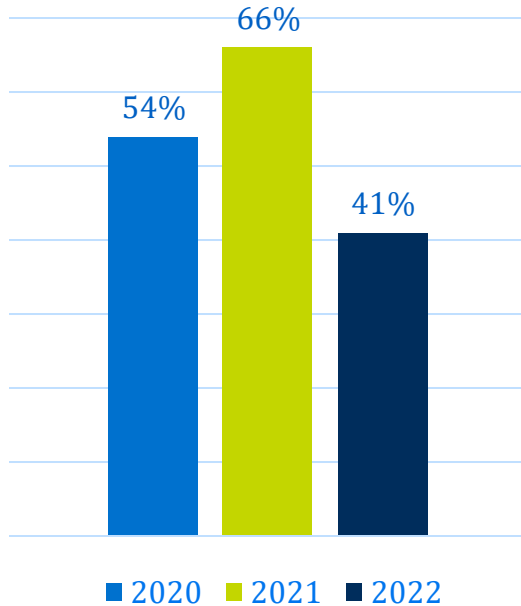


13% *wants their student to live at home and commute to college*

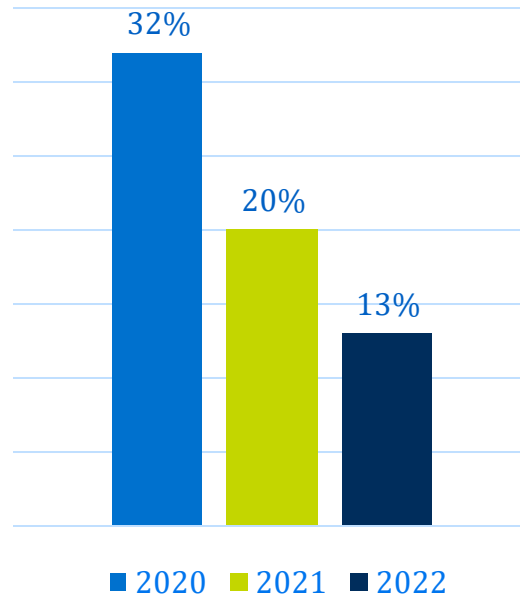


16% *wants their student to take virtual campus tours instead of traveling to the campuses to visit in person*

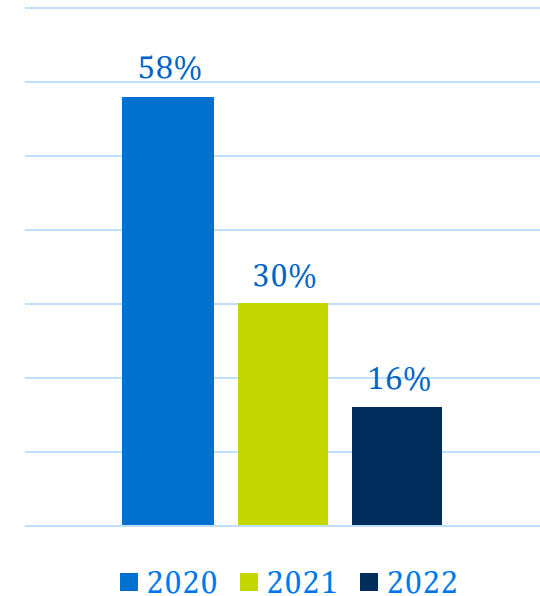
Wants their student to enroll at a college that's close to home



Wants their student to live at home and commute to college



Wants their student to take virtual campus tours instead of traveling to the campuses to visit in person



How far?



80% is considering out-of-state institutions

Up from 44% in 2021



62% is willing to support their students in traveling 500 miles or more to attend college

Up from 31% in 2021

University entrance exams



Will take the ACT

Family 22%
Student 20%



Will take the SAT

Family 52%
Student 32%



Will take both the ACT & SAT

Family 23%
Student 34%



No plans for tests

Family 15%
Student 14%

Perceptions of test-optional institutions



All institutions should be test-optional

Family 48%

Student 47%



Institutions that require tests are more prestigious

Family 27%

Student 21%



There is no difference

Family 25%

Student 36%

The image is a blue-tinted photograph of a university courtyard. In the foreground, there are several large, classical-style arches supported by columns. The arches frame a view of a large, multi-story building with a prominent dome and a spire, likely a university library or administrative building. The courtyard is green with some trees and a few people walking in the distance. The overall atmosphere is serene and academic.

Information Topics

Information topics

	Interest	Access
Academics (programs, majors, minors, etc.)	99%	91%
Admission requirements	98%	80%
The strength of the academic programs (ratings, rankings, etc.)	97%	87%
The cost (tuition, fees, room, board, etc.)	97%	81%
Housing	96%	80%
Safety precautions	95%	64%
Community life and activities	95%	42%
Application process and timeline	95%	64%
Financial aid and scholarships	94%	54%
The location (town, area, local spots, etc.)	94%	63%
Food services and dining	93%	74%
What makes the institution different	92%	84%
Account services and paying the tuition bill	91%	74%
Options to finance college education (financial aid, loans, etc.)	86%	74%
Diversity and other demographics	73%	50%
The 2022 athletic season	72%	91%

Access gap

	Interest	Access	Access Gap
Account services and paying the tuition bill	91%	42%	49%
Safety precautions	95%	50%	45%
Food services and dining	93%	54%	39%
Housing	96%	64%	32%
Options to finance college education (financial aid, loans, etc.)	86%	64%	22%
Community life and activities	95%	74%	21%
The location (town, area, local spots, etc.)	94%	74%	20%
What makes the institution different	92%	74%	18%
The strength of the academic programs (ratings, rankings, etc.)	97%	80%	17%

Join by Web



- 1 Go to **PollEv.com**
- 2 Enter **RUFFALONL**
- 3 Respond to activity

Videos on university websites



96% of families are interested in watching videos on university websites



81% of families have already watched videos on university websites

Topics they are interested in watching videos on?

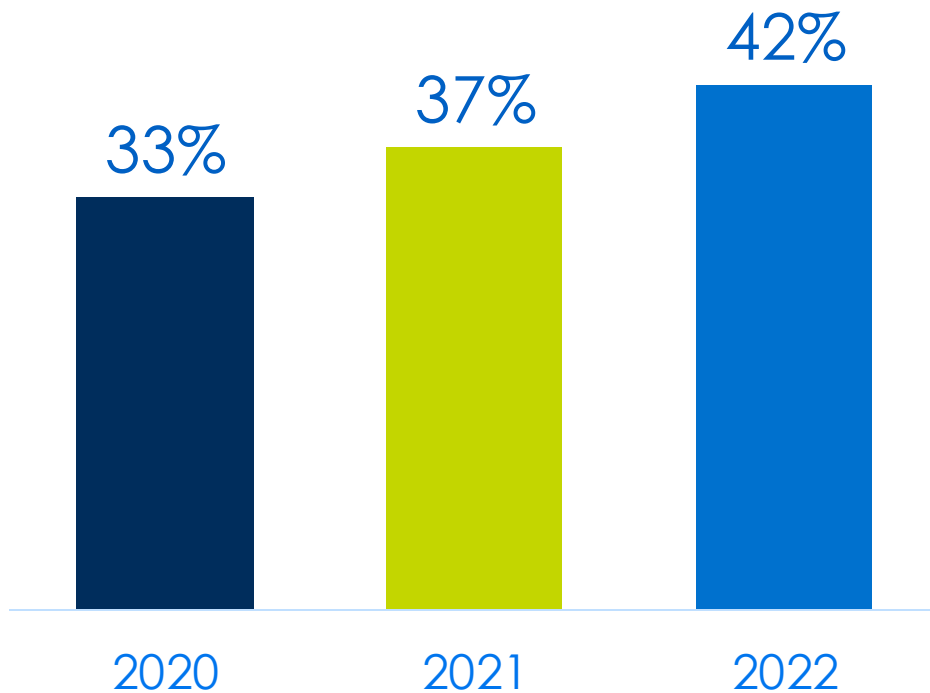
General institution overview	80%
Student life	80%
Specific academic department	69%
Virtual tour	65%
Admissions general video	62%



Events

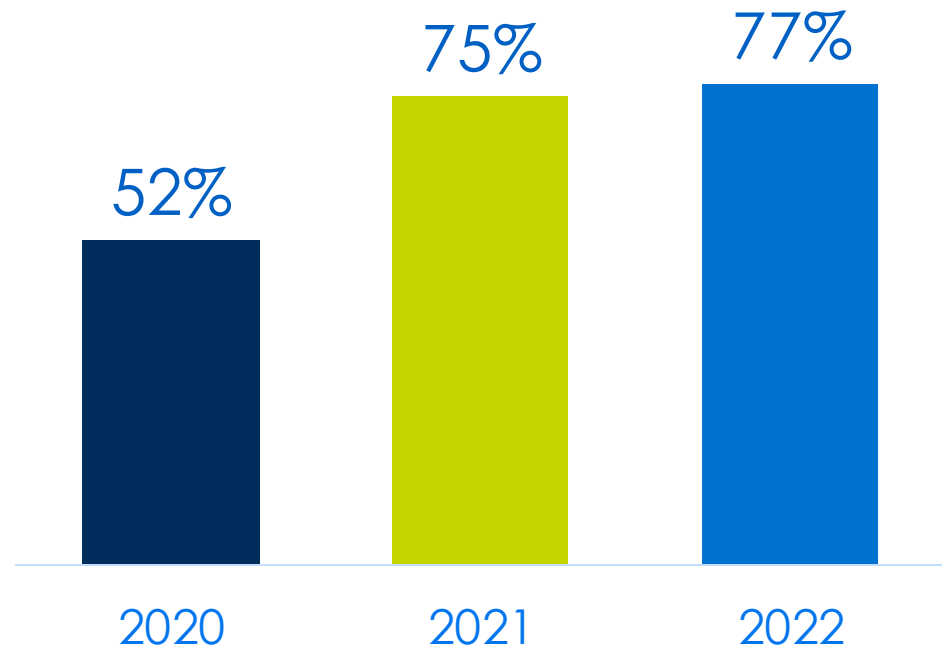


Participation in virtual events





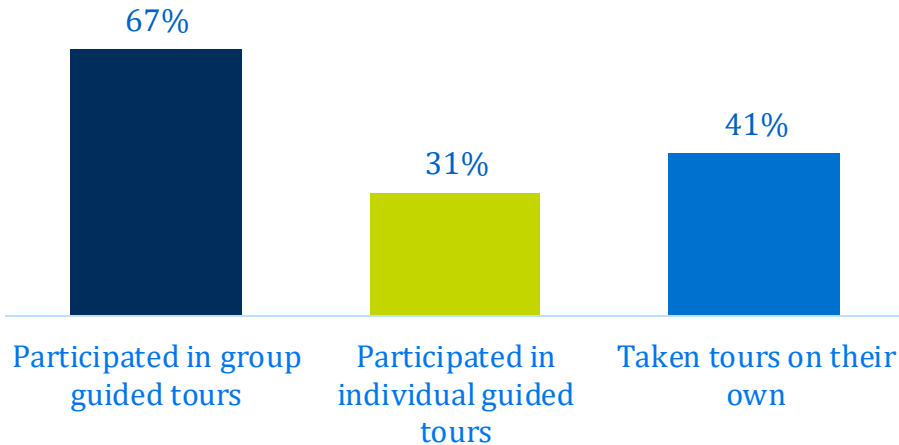
Satisfaction with virtual events





Campus Tours

84% of families have participated in in-person campus tours



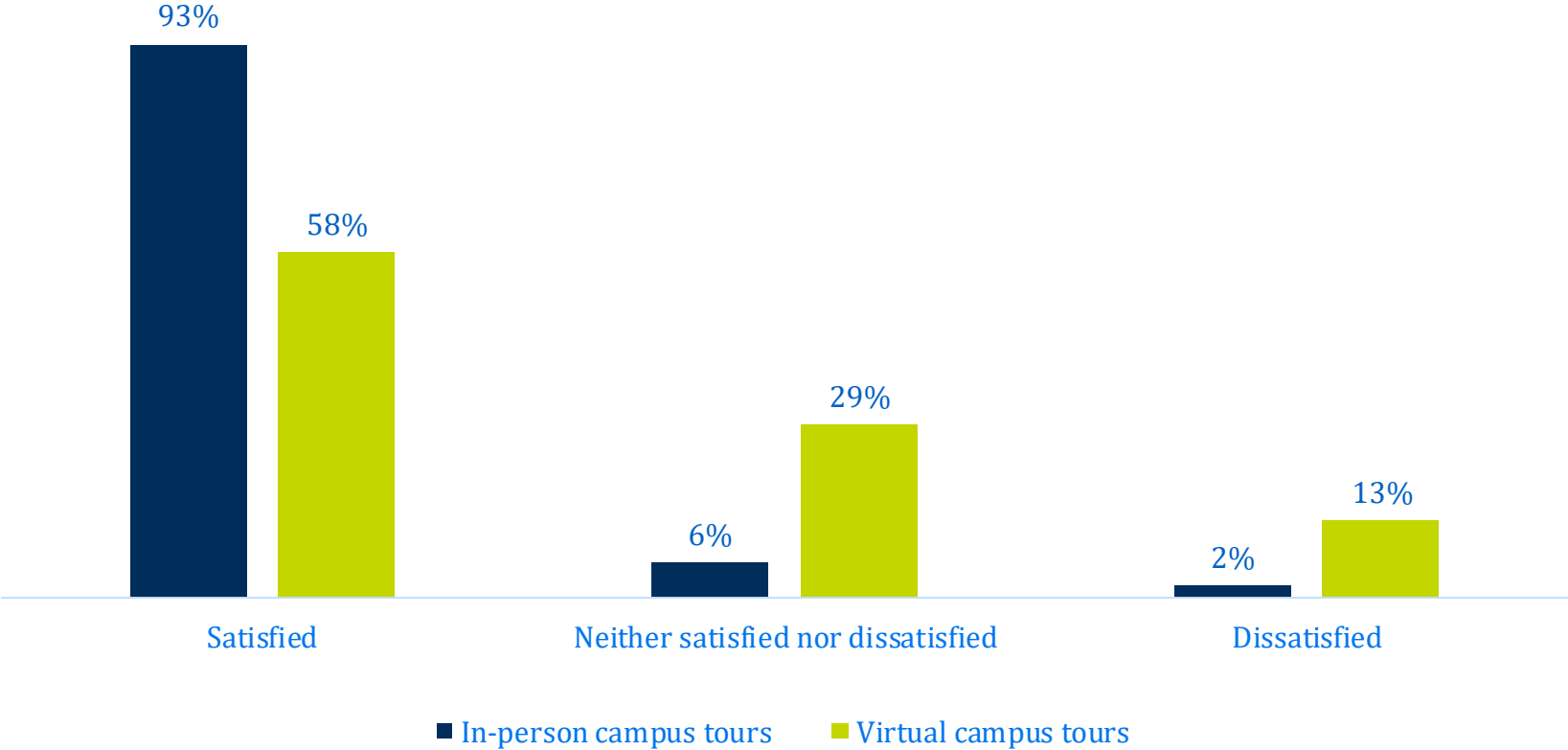
56% of families have participated in virtual campus tours

Join by Web



- 1 Go to **PollEv.com**
- 2 Enter **RUFFALONL**
- 3 Respond to activity

Satisfaction with Campus Tours



A person wearing a blue button-down shirt is shown from the chest down. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text is centered in white.

How can you use this
information to meet
your goals?

1. Collect prospective families' contact information early and **use it!**
2. Understand the families you are trying to reach –not one size fits all for family engagement.
 - Families with no college experience
 - Families with lower incomes
3. Welcome families back to campus.
4. Continue to invite families to your virtual events and virtual tours.
5. Prioritize the most important topics. Don't hide the important information behind several pages and clicks.
 - Ensure important topics are easily accessible, simple to understand, and repeated enough that visitors know where to look and have a better chance of finding key information.

4. Importance of financial aid is increasing but families' understanding and access to financing information are not.
 - Make sure your financial aid application does not put an unnecessary burden on the families and students who need it the most.
5. Prospective families do not know your admissions and financial aid lingo. Use “inclusive” language.
6. Remember that the more difficult your application process is, the less equitable it is.
7. ...really, family engagement and reducing the gap in access to information is all about equity!

Let's stay in touch!

Raquel.Bermejo@RuffaloNL.com

Dave@CampusESP.com



ARDEO
EDUCATION SOLUTIONS

