6 college shopping behaviors
## of high school seniors

48% of all college applications will come from students who make their first contact during their senior year

Take-away:
Focus a substantial portion of your time on seniors. Engage them with multiple channels of communication *and* build a specific communication flow for senior inquiries.

40% of seniors will apply to colleges they learn about during their senior year
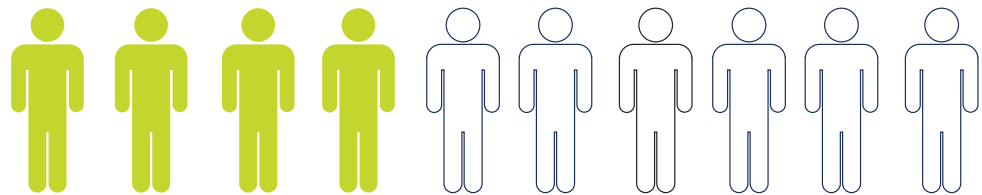
Take-away:
Identify new interested seniors throughout the year and provide them with up-to-date, easy-to-find information on your website—not just *how* to apply, but *why*. Include complete sections specifically for first-generation students and high school counselors since first-generation students are most likely to wait until their senior year to begin college planning. Communication with high school counselors is *key* when working with senior applicants.

50% of seniors rule out institutions based only on "sticker price"

Take-away:
Optimize your online presence to direct students who are looking for your price to information about your affordability. Provide an easy-to-find net price calculator and "why-invest" information about the value, benefits, and outcomes of choosing your institution, including a section for parents.

60% of seniors think seriously about applying to a specific institution and then decide not to
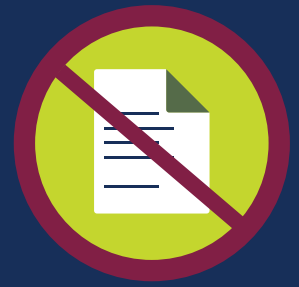
Take-away:
Almost-applicants can be frustrating—but they also represent a big opportunity! Use multiple channels to generate genuine interest, including personalized direct mail, texting to opt-ins, digital retargeting, and targeted outreach by telephone.

51% of all applications received from students who make their first contact during their senior year are "stealth applicants"

Take-away:
First-source applicants—or "stealth applicants" as they are sometimes called—require special attention and communication. Create meaningful interactions and strongly encourage them to complete their applications since they are less likely to do so (see next point).

Only **70%** of "stealth applicants" who came into your pool in their senior year will complete their applications

Take-away:
To encourage application completion, focus again here on communicating the value, benefits, and outcomes of enrolling. *Note that 70% is considerably less than the 90% application completion rate that is typical of senior search campaign respondents*.

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Call 800.876.1117 today to discuss your strategy for reaching seniors or email
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