

# Student-View™ Report

## Affordable, Effective, Independent Market Research for Higher Education

Welcome to the Student-View Report!

The Student-View Report from Student Insights is quickly becoming a leading market research tool for higher education professionals in the United States. The report, based on an annual online survey, identifies high school seniors' awareness, perception and opinions about colleges and universities in their area.

The Student-View Report offers several important advantages:

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

**Affordable** – Our innovative survey techniques provide reliable data at a fraction of the cost of traditional custom research. Student-View Reports are available in a range of formats and prices, ranging from \$750 to \$4,500.

**Independent** – Student Insights focuses exclusively on market research. We do not provide viewbooks, brochures, enrollment management consulting, or financial aid software – just clear, unbiased research.

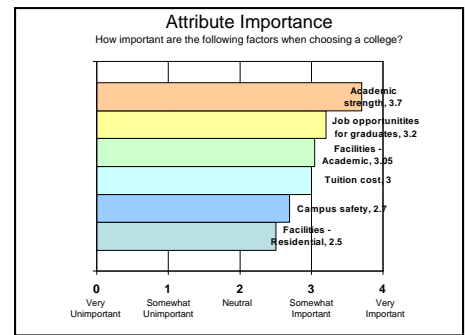
Each year, Student Insights gathers extensive market research for every four-year, non-profit college and university in the United States and compiles it into the Student-View Report. The report is a valuable tool for understanding how your institution compares with key competitors in the marketplace.

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

## Attribute Importance

### What Matters to Students

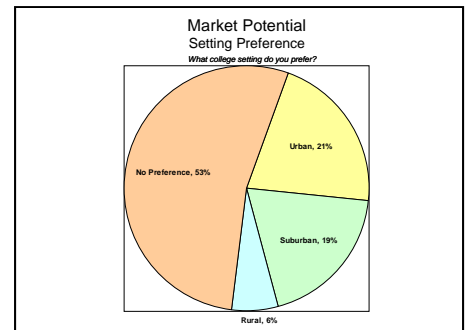
What is important to students who are evaluating potential colleges? The answer to this question is one fundamental guide to the development of institutional communications. This Attribute Importance slide shows how students in your institution's geographic region rate the importance of 13 key college attributes.



## Market Potential

### Understand Potential Market Share

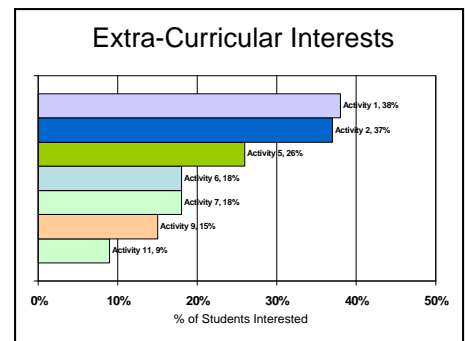
What are students' preferences for a college's size, setting, distance, cost, and other factors? The Market Potential section compares students' preferences and an institution's attributes to estimate that college's potential market opportunity. This is integrated into a single Perfect Match analysis which shows the number of students who would find an institution to be ideal fit. The analysis provides an indispensable tool for setting realistic strategic growth objectives.



## Extra-Curricular Interests

### Beyond the Classroom

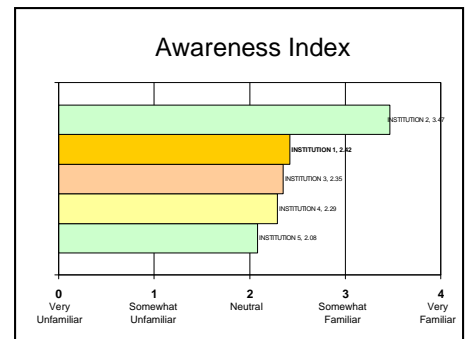
A students' college selection decision is based on more than academics. They also consider the range of extra-curricular activities that are available, including athletics, Greek life, arts, and more. Which activities are of most interest to prospective students? This analysis enables to offer and promote the activities which will help attract students.



## Awareness Index

### Overall Market Exposure

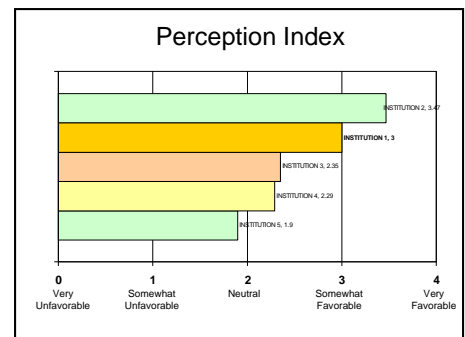
How well do students really know your institution? How many have even heard of it? (You may be surprised!) The Awareness Index shows how well the market knows your institution, ranging from Very Unfamiliar to Very Familiar. Understand how your institutional awareness compares with that of your key competitors.



## Perception Index

### Overall Market Image

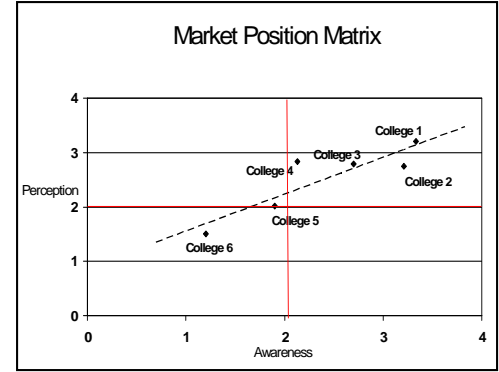
What do students really think about your institution? Do your strengths and weaknesses add up to an overall favorable or unfavorable image? The Perception Index shows this favorability level for your institution and compares it to that of your key competitors.



## Market Position Matrix

### Awareness and Image Combined

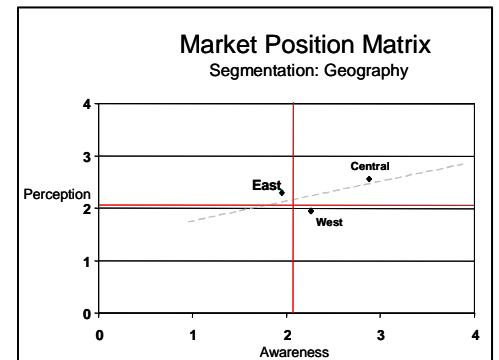
The Market Position Matrix combines awareness and perception into a concise matrix showing the position of your institution and 5-10 of your key competitors. This matrix provides a powerful visualization of overall market position. It also identifies whether an institution's primary challenge is building awareness, enhancing perception, or both.



## Basic Segmentation - Demographic

### Target Market Analysis

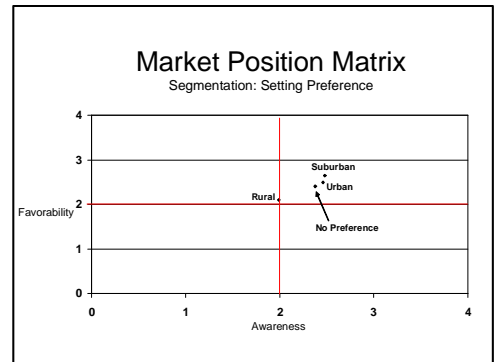
Institutions typically have pockets of strength and weakness. Target market opportunities are frequently defined by student demographics including gender, race, family income, geography, standardized test scores, intended major, and other factors. **Basic Segmentation** shows specific institutional awareness and perception for each of these demographic variables. This 24-page analysis is an ideal basis for implementing a target market strategy and measuring the results.



## Advanced Segmentation - Psychographic

### Target Market Analysis

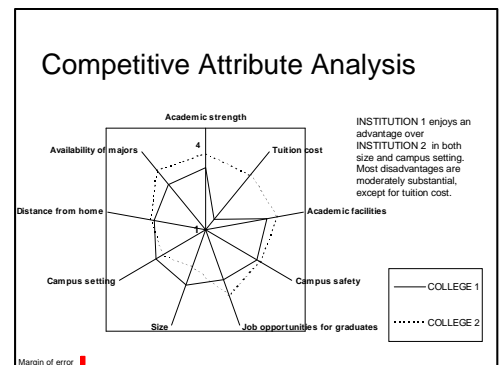
Psychographics measured in this report show students' expectations and preferences for college. **Advanced Segmentation** examines your institution's market position in psychographic segments defined by students' preferences for college size, setting, distance and cost. This 12-page analysis enables you to better understand how well students understand and value your institution's attributes.



## Competitive Attribute Analysis

### Detailed Strengths and Weaknesses

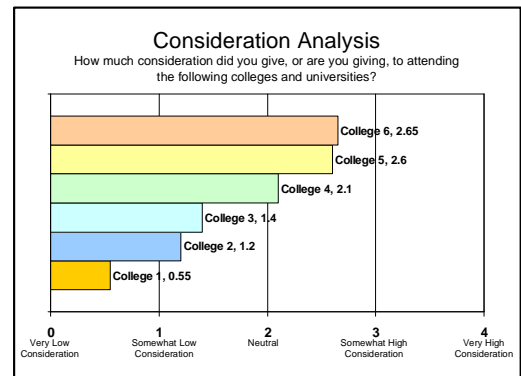
Developing strategic plans and communication programs requires a detailed understanding of competitive strengths and weaknesses. The Competitive Attribute Analysis shows perceived academic strength, tuition cost, residence facilities, academic facilities, campus safety, social life, and job opportunities for graduates for an institution and its key competitors.



## Consideration Levels

### Evaluating Student Intentions

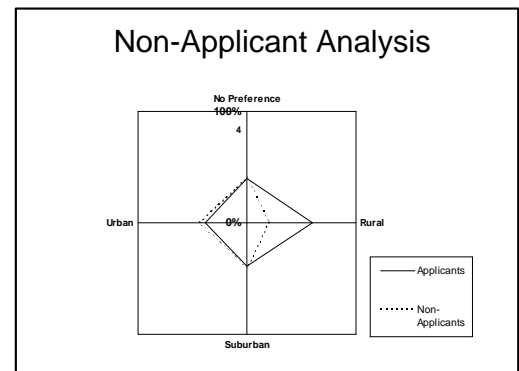
Many colleges and universities evaluate the number of students who apply compared with those who enroll. This analysis can now be supplemented by the Consideration Analysis, an exciting new tool that shows levels of pre-application interest. The Consideration Analysis shows the degree to which students are considering attending an institution and its key competitors.



## Non-Applicant Analysis

### Understanding Students Who Don't Apply

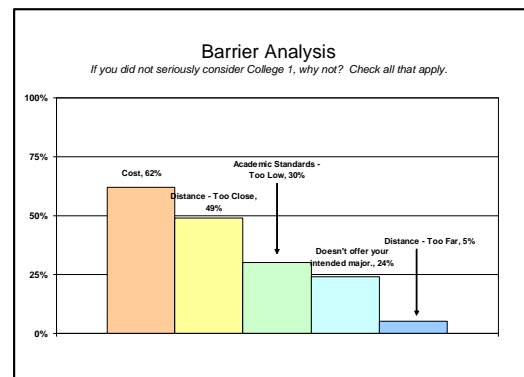
Institutions typically do careful analysis to understand what type of students apply. But what about students who don't choose to apply? This analysis shows the demographic differences between students who apply and those who do not. A better understanding of non-applicants can help your institution develop strength among a larger pool of prospective students.



## Barrier Analysis

### Barriers to Student Consideration

Do you know why students don't consider applying to your institution? The Barrier Analysis shows specific barriers to consideration, including size, distance, cost, academic standards, lack of intended major, and others. This report enables you to address real and perceived barriers and develop more-effective communication programs.



## Top-of-Mind Descriptions

### Students Perspectives – In Their Own Words

Students are faced with a confusing array of college choices from which to select several potential institutions. This difficult initial selection process is often based on limited top-of-mind impressions of each institution. The Top-of-Mind Descriptions show you how students view your institution...in their own words. Their brief descriptions are honest, insightful, often challenging and always eye-opening.

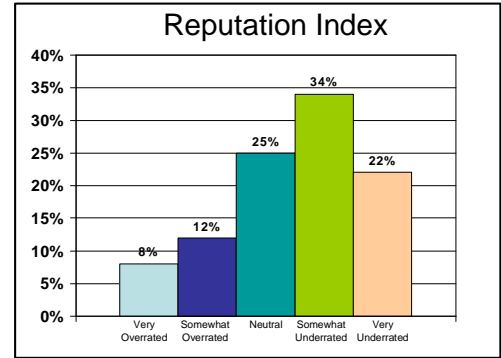
**Descriptions**

NY Region	Gender	SAT	Description
East	Male	1000 - 1099	2 year community college
East	Female	I haven't taken	A community college
East	Male	1200 - 1299	A good 2-year school
East	Female	900 - 999	A great academic school to attend
East	Female	1100 - 1199	A great way to get a good education for little cost
East	Female	1100 - 1199	A very good school for agriculture studies
East	Male	1000 - 1099	An extremely easy school to get into with not much to do in the direct vicinity
East	Female	1000 - 1099	Basically an agricultural college
East	Male	1100 - 1199	Beautiful location, too close
East	Female	1200 - 1299	College isn't unique and is just like many of the other SUNY schools.
East	Female	900 - 999	Country atmosphere
East	Female	1000 - 1099	County, small, nice
East	Female	1500 - 1600	Coccy
East	Male	1100 - 1199	Don't have the program I was looking for
East	Male	1400 - 1499	Doesn't stand out of the pack.
East	Female	1200 - 1299	Early childhood and agricultural college
East	Female	900 - 999	Focused
East	Female	1200 - 1299	From what I've heard, it's nice but kind of small.
East	Female	1000 - 1099	Good school academically, poor socially
East	Male	1300 - 1399	Good school if your looking to learn traits and start an early career

## Reputation Index

### *Overrated or Underrated*

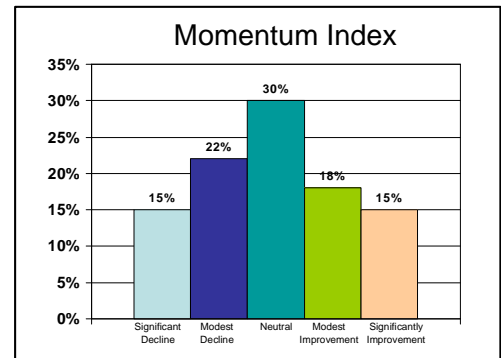
Prospective students can be influenced by what friends, family, and others think of an institution. How well do students' own views match with their perception of an institutions' community image? The Reputation Index shows if students believe that you institution is overrated or underrated.



## Momentum Index

### *Measuring Future Strength*

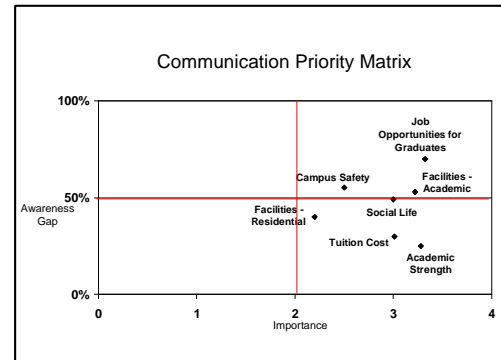
Prospective students view some schools as up-and-comers and others as past their prime. Is your institution heading in the right direction? The Momentum Index will provide a glimpse of where students see your institution in the future.



## Communication Priority Matrix

### *Prioritizing Communication Themes*

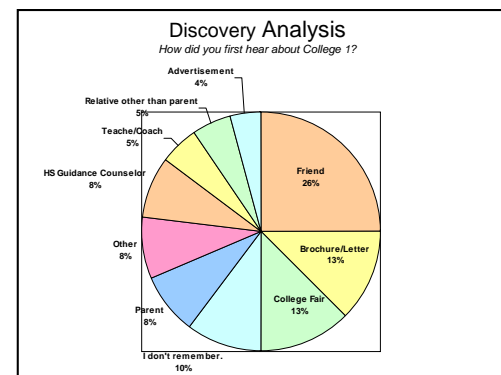
Institutional communications in all forms can sometimes fall short of addressing the issues that are most important to students. The Communication Priority Matrix identifies specific institutional attributes that are important to students, but are relatively unknown for your institution. The analysis shows which communication themes require additional focus.



## Discovery Analysis

### *Forming First Impressions*

First impressions matter. Students' impressions of an institution are highly influenced by their source of information. The Discovery Analysis identifies the first sources of information about your institution. The importance of informal, personal communications as well as formal institutional communications is highlighted.



	Level One \$750	Level Two \$1,500	Level Three \$3,000	Level Four \$4,500
Attribute Importance	Yes	Yes	Yes	Yes
Market Potential	Yes	Yes	Yes	Yes
Awareness Index	Yes	Yes	Yes	Yes
Perception Index	Yes	Yes	Yes	Yes
Market Position Matrix	Yes	Yes	Yes	Yes
Extra-Curricular Interests		Yes	Yes	Yes
Basic Segmentation		Yes	Yes	Yes
Advanced Segmentation			Yes	Yes
Competitive Attribute Analysis			Yes	Yes
Consideration Levels			Yes	Yes
Non-Applicant Analysis			Yes	Yes
Barrier Analysis				Yes
Top-of-Mind Descriptions				Yes
Reputation Index				Yes
Momentum Index				Yes
Communication Priority Matrix				Yes
Discovery Analysis				Yes

The Student-View Report is available in several levels to meet every budget and information need. The reports include:

**Level One (\$750)** – This basic report is an effective, low-cost tool for institutions with very limited budgets. It details the attributes that are most important to potential students in an institution’s area, market potential based on an institution’s attributes and student preferences, and the awareness, perception and market position of an institution and its key competitors. This report is an ideal tool for establishing benchmarks, measuring the results of communications efforts on an annual basis and monitoring key competitors in the market.

**Level Two (\$1,500)** – This report includes awareness, perception, and market position segmentation by demographic variables including age, gender, race, family income, geography, standardized test scores, level of parental education, and intended college major. It highlights specific market areas of strength and weakness. The Level Two report provides a highly-affordable tool for detailed market planning and benchmarking.

**Level Three (\$3,000)** – Several additional features make the Level Three report a perfect tool for developing highly-focused strategic action plans. Advanced segmentation shows awareness and perception among students whose preferences strongly match a college’s attributes. The attribute analysis shows the strengths and weaknesses of an institution and its key competitors on an attribute-by-attribute basis. The Level Three report also measures the degree to which students consider attending an institution and analyzes the differences between students who apply and those who do not.

**Level Four (\$4,500)** – The Level Four report is a complete market research tool for colleges and universities. This report provides an in-depth look at students’ top-of-mind images of an institution as well as specific barriers to consideration. It also shows the degree to which an institution is overrated or underrated, and making progress or falling behind. The Level Four report also supports planning by identifying communication priorities and specific sources of first impressions about an institution.

### **100% Satisfaction Guarantee**

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

**Order the Student-View Report online today. Simply go to:**

[www.studentinsights.com](http://www.studentinsights.com)

**or call**

**724-612-3685**