

The logo for Niche, featuring the word "NICHE" in white capital letters on a green speech bubble background, followed by a registered trademark symbol and a stylized wave icon.

NICHE®

Impact of Coronavirus on Students

A white rounded rectangular box containing the text "SURVEY RESULTS" in dark green capital letters.

SURVEY RESULTS



Niche is the
leader in
school search

Today's Agenda:

- Survey overview
- Key findings and takeaways
- How Niche is helping

Today's Presenters:



Mark Tressler
Chief Operating Officer



Will Patch
Enrollment Marketing Leader



Justin Mayfield
B2B Marketing Analyst

Before we go on...



The recording of this webinar and the resources referenced are available on our Enrollment Insights Blog

niche.bz/insights

Survey Goals



- Hear directly from students and parents
- Impact on academic progress
- Implications for future enrollment decisions
- Continue surveying over the next few months

Key Themes from the Survey



For Colleges

- Fall class is not locked in
- Retention should be a concern for schools
- The transition to online has not been ideal

Key Themes from the Survey



For PK-12 Schools

- Parents feel supported
- Retention is a concern - and also an opportunity
- The transition to online has not been ideal, but more positive than college

+60% respondents said how schools respond to this will impact their enrollment decisions

- Stay positive!
- Be flexible and supportive!
- Lean into your mission, values, and value prop.
- Project confidence to prospective students/families
 - Sell prospective students/families on what makes your school great
 - Have a plan for starting next school year virtually

Stay Positive!

Remember how impactful your work is. And how amazing students are!

Niche: Celebrating college acceptances



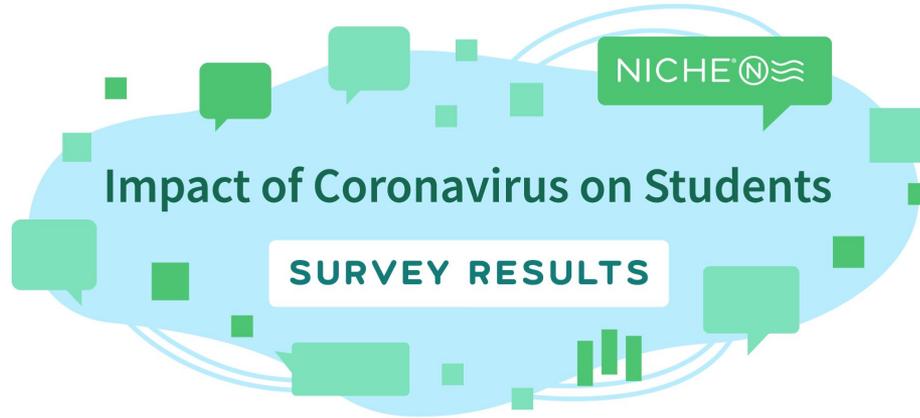
[View Video](#)

Berklee College of Music Student's Virtual Orchestra



[View Video](#)

Key Findings and Takeaways from Survey



Will Patch
Enrollment Marketing
Leader

30,353 Respondents (as of 3/30/20)



5,935 HS Jr or younger

13,413 HS Sr

1,429 Parents of PK-12 students

8,669 College/Graduate students

345 Parents of college students

562 Did not fit a category, left comments

How are schools responding?



50% of HS students shifted to online learning

46% of HS students are experiencing a temporary/permanent closure

86% of undergrads have shifted to online learning

9% of undergrads are experiencing a temporary/permanent closure

64% of grad students have shifted to online learning

9% of grad students are experiencing a temporary/permanent closure

Most students say school is responding well



High School - **57%**

Graduate School - **73%**

Career/Trade School - **68%**

Community College - **67%**

Public 4-year - **61%**

Private 4-year - **59%**

... and Parents Agree



Online - **84%**

Private, religious - **81%**

Charter - **79%**

Public - **74%**

Private, non-religious - **68%**

College - **66%**

International High School Students



35% of seniors have made their decision

46% are rethinking the schools they are considering

73% say that how a school handles this will affect their decision to enroll

53% have moved to online learning

38% have had their school temporarily or permanently closed

International College Students



- 64%** of undergrads feel that their school is handling this well
- 65%** of grad students feel that their school is handling this well
- 12%** are considering transferring or taking a semester off
- 64%** feel supported
- 72%** report having sufficient access to the Internet and technology to succeed with online learning

What about international students?



“Due to the current volatile market, the **currency of my country is falling against dollar** and as a result, I will have to pay more fees for my graduate school. Currently US embassy in my country has stopped giving visas and I **cannot obtain a student visa.**”

“As an international student my college didn't have a contingency plan for us ... Some of us **don't have anywhere to go in the U.S.** The only solution was going back home and I don't have the money to do that.”

What can we learn from the results?

3 Themes Emerged



1. Seniors have not made their decisions
2. Concern for retention
3. There have been issues with the move to online learning

Seniors have not made their decisions

Seniors Have Not Made Their Decisions



40% have not made their final decision

36% are reconsidering their options

Seniors Have Not Made Their Decisions



“A lot of my decisions have been delayed, and I have no way to visit each school, so I feel like **I’m taking more of a risk when I make my decision.** I have to do virtual tours and try to find students at each school to ask about the programs and my questions.”

(More) Anxiety Over Starting College



18% strongly agree that they feel prepared to start college

(More) Anxiety Over Starting College



“I was already unsure on my decisions but not being able to have someone to help and guide me has been difficult. I was getting help from teachers on what I needed to do to be prepared for college. **It makes it tough to do on my own when I already don't know what I'm doing or need to do.**”

Limiting Their Distance From Home



35% are more likely to choose a college closer to home

Limiting Their Distance From Home



“I now want to choose a college closer to home so that I can be **closer to my parents in case of an emergency** similar to the one we are currently experiencing.”

“**I no longer want to leave the state nor the city** to attend school, I would now rather attend a very small school or do online.”

87% are more concerned about being able to pay

“I was working an after school program to help me pay for my college but that also closed, so **I don't have any income to help me pay for school anymore**. So I'm kind of considering gap year but I don't want to delay my education. This might affect which college I choose but hopefully it won't.”

How to respond



- Continue recruiting and building relationships
- Exploring removing deposit requirement, push back May 1 deadlines if you're not a rolling admission institution.
- Revisit local inquiries and applicants, they may be reconsidering.
- Prepare for more transfer applicants, make sure closed offices won't delay the process and add more stress.

Concern for Retention

Increased Financial Pressure



92% of college students are more concerned about paying for their education

55% of parents reported that they will be less able to financially contribute

Increased Financial Pressure



“I am a freshman in college which was put to online classes throughout the rest of the semester. I had to move out within a week, my dad isn’t working and my mom is getting cut in a few days from work. **It has financially strained my family as well as mentally**”

Loss of Sense of Place and Connection



65% of HS students feel supported by teachers and administrators

74% of PK-12 parents feel their child is supported by teachers and administrators

67% of college students feel supported by faculty and administrators

Loss of Sense of Place and Connection



“Some of my professors are handling the situation well and **giving us time to adjust**, however some have chosen to only post notes as a form of teaching.”

“**I am confident in my school** and my professors that they will figure out a fair system, but **I am so sad for the students.**”

Uncertainty About Returning



18% of college and grad students are considering transferring or taking at least one semester off

72% say that how a school handles this situation will affect their decision to enroll next year

11% of PK-12 parents are considering sending their child to a different school next year

Uncertainty About Returning



“I prefer attending school in person. **If online courses are the only option in the Fall, I will take a semester off** and search for a college with courses available in person starting Spring 2021.”

How to respond



- While the numbers of students and parents considering leaving is small now, that can change rapidly. There is a great deal of financial uncertainty.
- Invest in social content as a way of maintaining that sense of place and belonging.
- Work with financial aid offices to address needs.
- School districts can reach out to local agencies to help support families.

There have been issues with the move to
online learning

Lack of Internet access and technology



85% of high school students have access

75% of college and graduate students have access

Lack of Internet access and technology



“**I don't have internet at my house.** So when the classes were transferred online I had to go to the library to do my school work. ... Learning the material is much more challenging because I'm a hands on learner and teachers are still confused with the online programs. Trying to find a means to make money and help my mom has left me little time to study.”

Students not finding online learning as effective



72% of high school students did not find online classes as effective as in-person, **10%** did find them as effective

67% of undergraduate and graduate students did not find online classes as effective as in-person, **15%** did find them as effective

Students not finding online learning as effective



“A majority of the classes that I signed up for this semester were labs and other hands on courses. While they can technically be transferred online (through streaming videos of the sites in the field, completing online lab assignments, or watching videos of dance performances), they were dependent on the fact that they would be done in person. **I feel like I'm losing a large chunk of my education.**”

Issues with the move to online learning



8% of high school students responded that they were more likely to consider online learning in the future

27% of college and graduate students responded that they were more likely to consider online learning in the future

Issues with the move to online learning



“My high school has shifted into online learning due to the quarantine and I **find it better to work at my own pace** rather than being in a classroom.”

“This situation has shown me that **there is no way that I'm going to choose any sort of online college**. I live in a tiny apartment, and it's stifling.”

How to respond



- Address student concerns and continue supporting teachers and faculty
- Work with the community to provide Internet access to students and families without
- Opportunity for online providers to step in and help with support and expertise

Other concerns surfaced

On-time Graduation



“**I might have to take a gap year or semester** before graduate school if I'm unable to take summer classes in 2020 like I was planning to graduate on time”

On-time Graduation



60% of HS seniors feel that they will graduate on time

64% of college students feel that they will graduate on time

“I am not going to be entering the job market for a few more years and I am hopeful that it has recovered by then; with that said **I feel terribly sad for any seniors in college who are about to enter the real world at the worst time possible.**”

Recovery Post-Quarantine



44% of college students are confident that the economy and job market will recover before they are looking

48% of college parents are more concerned about their child's ability to find a job



Find where
you belong.

Our mission is to make researching
and enrolling in schools easy,
transparent, and free.

Niche is Where Students Choose Their School

Last year 50 million people researched PK-Grad schools on Niche.



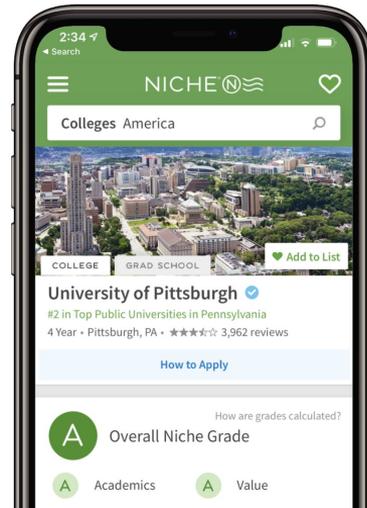
Search

Customized search tools to focus on what's important to the student



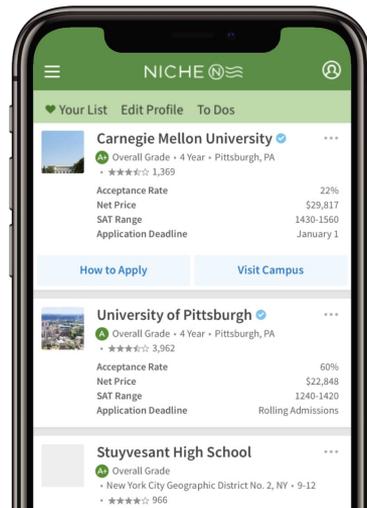
Compare

Detailed profiles of all U.S. PK-Grad schools, 140M reviews + ratings



Apply

Students build their list (5+ schools) to streamline the process





Niche is the #1 place
to recruit students
and families online.

Niche is here to help

Free things you can add to your Niche Profile

[Claim your school](#) or [log in](#) to your Niche Partner account to:

- Add/update school info
- Promote your virtual tour
- Add a custom message to prospective students/families about admissions updates during this time (available 4.2.20)

More insights from students and parents

- Niche will continue to survey students/parents - [updates here](#)
- Please reach out with question/comments/ideas

Concerned about fall enrollment? We're here to help.

- Schedule a call with your Niche representative:
 - [For PK-12 Schools](#)
 - [For College/Grad Schools](#)
- Get a free Web Analytics Audit - we work with thousands of schools and can help make sure you're getting the best ROI from your digital marketing - [Request a Web Audit](#)

Thank You!

Q & A - via chat

Mark Tressler
tressler@niche.com



Will Patch
wpatch@niche.com
Twitter: @will_patch
LinkedIn: Will Patch

