



# Unprecedented College Search: Results from Niche and Tudor Collegiate Strategies' Survey of the Class of 2021



# Today's Discussion

---

Add questions in the console (usually loads on the right side of your screen)

- > Communicating with Students
- > Virtual Event Experience
- > Students' Search Experience
  
- > Q&A

# Some Housekeeping




- > The recording will be posted on the Enrollment Insights Blog and you'll receive a link that includes the recording, slides, and additional insights.
- > All the results discussed here are available with interactive visuals as well.

# Communicating With Students



---

48%



said that the communications they're receiving from colleges and universities all look and sound the same.

Only 8% said that the different communications feel very personal.

---

# What are students' preferred channels for you to communicate with them?

---

- > 68% Email
- > 17% Text
- > 5% Phone call
- > 5% Video chat
- > 4% Mail

## Channels students prefer for weekly communications:

---

- > 84% Email
- > 52% Mail
- > 51% Text
- > 41% Social media
- > 24% Phone call

---

69%

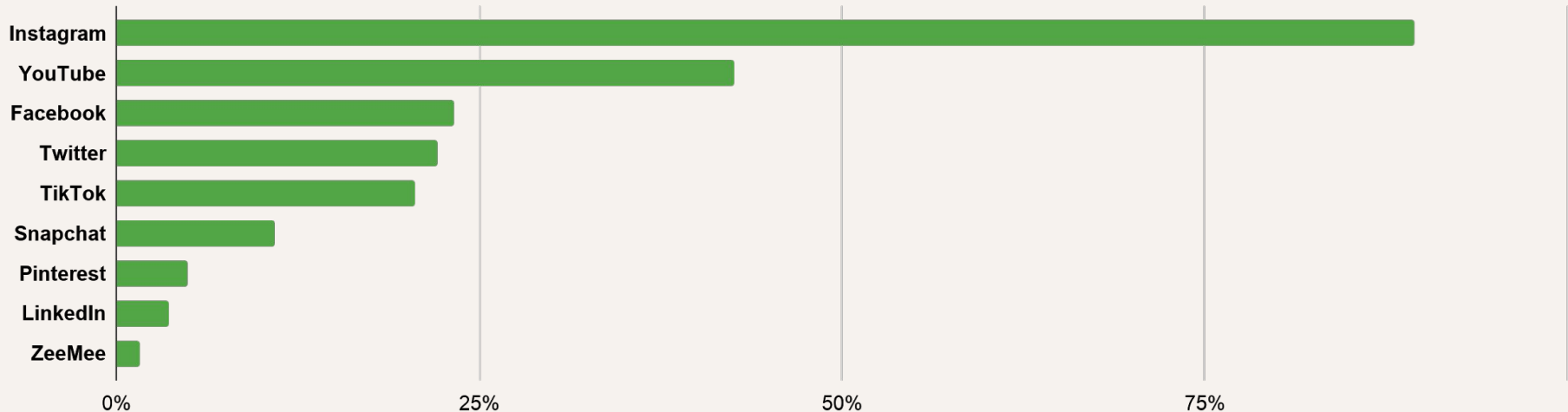


of students have looked up a college on social media.

---



# Where students have connected with colleges




# Virtual Event Experience



---

56%






of students have attended a  
virtual event.

4 out of 5 would do it again.

---


# Preferred Event Timing



			
Weekday	6%	17%	16%
Weekend	21%	29%	11%

---

**71%**



of students would attend a virtual event if it were between 30 and 45 minutes.

---

97% of students are comfortable engaging and asking questions, just not during the event

---

- > 33% During the event
- > 39% 1:1 follow up after
- > 25% Emailing after

# Students Want to Hear About...



- > 83% Student life
- > 80% Financial aid
- > 75% Student housing
- > 72% What is considered in acceptance decisions
- > 68% Career related to their major
- > 57% How to apply
- > 25% Athletics
- > 22% Arts

# Students Want to Hear From...



- > 82% Admissions Counselor
- > 77% Current Students
- > 42% Professors
- > 28% College Leadership
- > 27% Alumni




# Students' Search Experience



---

40%



of students say that the pandemic has changed how they feel about going to college.

46% say it feels riskier

36% say it's more important

---

# 92% of students are feeling fear/anxiety



- > 70% Affording the college they want
- > 52% Making the wrong decision
- > 46% Grades or test scores preventing acceptance
- > 40% Socially/emotionally unprepared
- > 27% Moving away from home and fitting in


**22% of students plan to enroll within a two hour radius of their home**

---

- > 40% Distance doesn't matter
- > 26% 2-4 hours from home
- > 10% More than 4 hours
- > 1% Plan to enroll online

---

**53%**



of students had started  
applying as of October 18th.  
44% of low income students  
had.

---

**42% of seniors have  
not taken a  
standardized test**

---

- > 36% of those who have plan to apply test-optional/blind
- > 48% of non-white students have not tested and 44% of those who have do not plan to submit

# Q&A

Thank you!

We'll send an email Friday or Monday morning with the recording and slides.

Jeremy Tiers

[jeremy@dantudor.com](mailto:jeremy@dantudor.com)

Twitter: @CoachTiers



Will Patch

[wpatch@niche.com](mailto:wpatch@niche.com)

Twitter: @will\_patch

El Twitter: @Niche\_Insights

LinkedIn: Niche.com

