



# 5 Ways Enrollment Managers Can Engage Parents



## Today's Discussion

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

The recording will be posted on the Enrollment Insights Blog and you'll receive a link that includes the recording, slides, and additional insights.

Results are available online:  
[niche.bz/insights](https://niche.bz/insights)

# — The Survey



- > Survey of parents to learn about their college search experience over the past 12 months. Open from October 15 - November 15.
- > 1,012 parents completed responses
- > Posted to Niche, sent to registered parents, and shared in parent groups on social media



# Quick Poll: Parent Communications

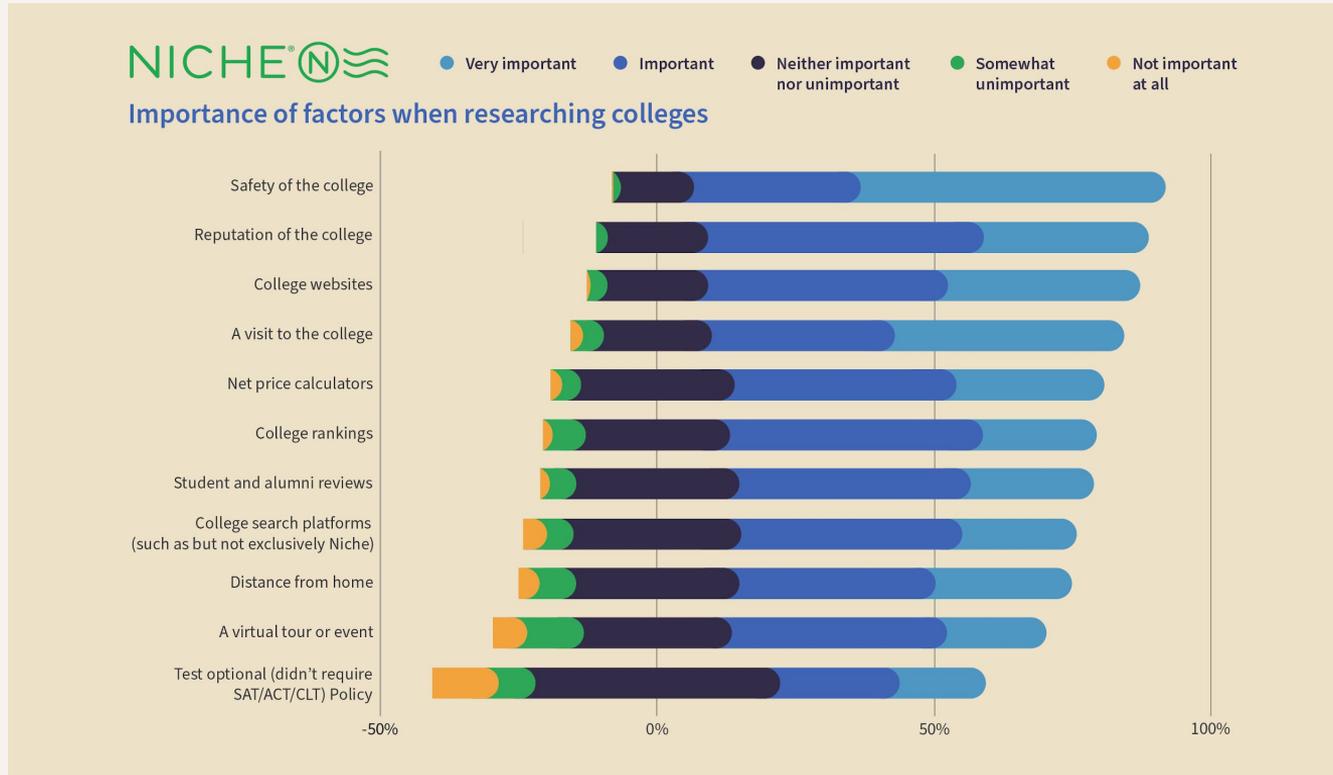
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# Insight 1



The most important factors in a parent's college search are safety, reputation, and the college website.

# Important factors when researching colleges



## How to use this insight

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- > Tell parents about your safety - physical, emotional, and intellectual.
- > Use current students and parents to talk about your reputation.
- > Emphasize experiences both in-person and virtual.

## Insight 2



91% of parents were involved in their child's college search.

# — Parents in the search



- > By census region, midwest parents were the most involved and parents in the west were the least involved
- > Parents in urban areas were twice as likely to say that they were not involved

## — Parents in the search



- > Parents who reported not being involved were most likely to have a child enroll at a public 4-year college and for-profit college
- > Those who reported looking together were most likely to report they enrolled at a private 4-year college
- > Those who primarily did the college search were most likely to report the student enrolling at a 2-year college

## How to use this insight

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- > Include parents in specific outreach early, don't wait to speak to them.
- > Consider adding parent advocacy marketing, use current parents to help recruit.
- > When recruiting students in the midwest it's even more important to involve parents early.

## Insight 3



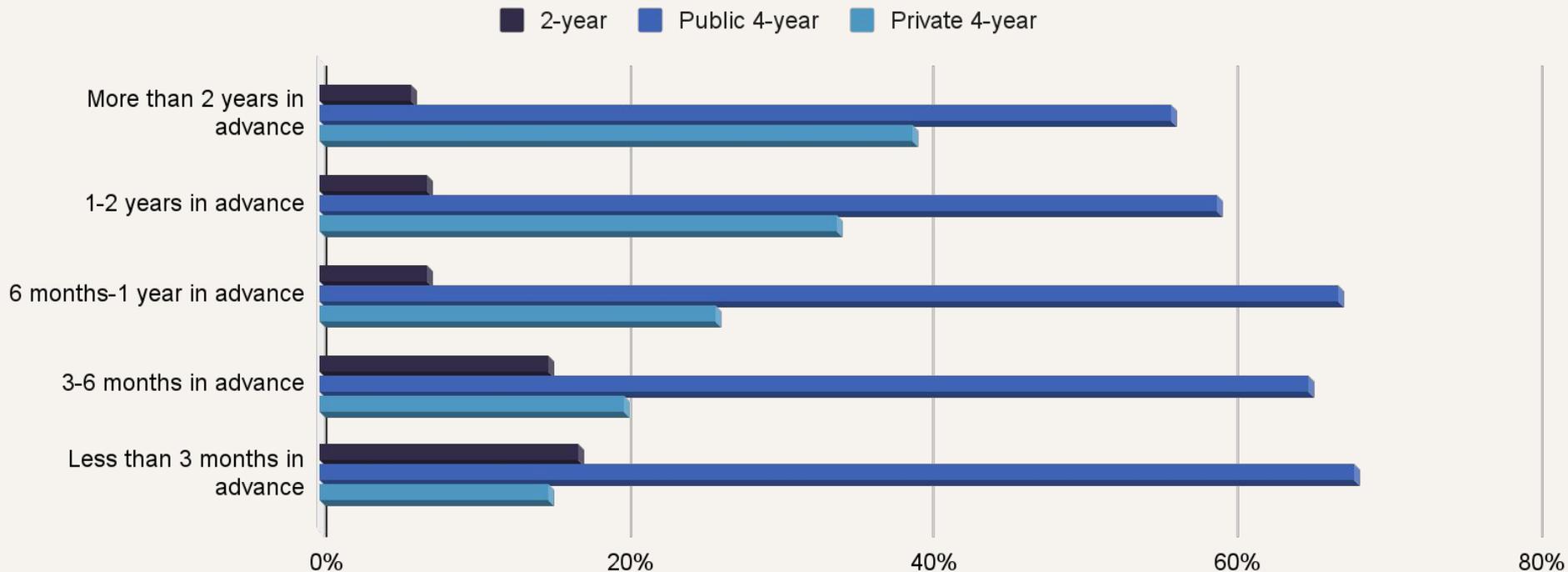
Parents considering for-profit colleges had the longest search cycle, while 2-year had the shortest.

## Search cycle - college considered



	Started researching more than 1 year in advance	Started researching less than 6 months in advance
Public 4-year	56%	13%
Private 4-year	63%	9%
2-year	45%	18%
For-Profit	69%	12%

# Enrollment by when research started



## How to use this insight

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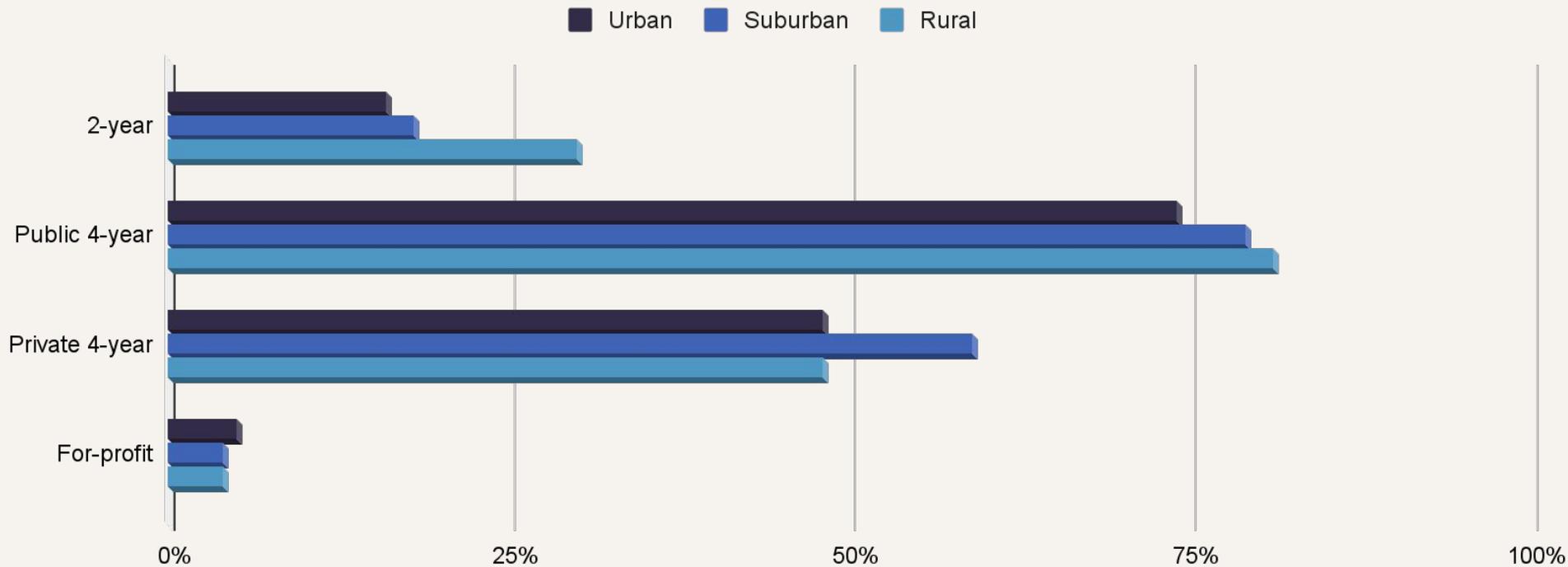
- > Private colleges need to start their outreach the earliest, collaborate with counselors, IECs, and (yes) parents to generate early interest.
- > Public 4-year and 2-year colleges can see success with spring and summer campaigns.
- > For-profit colleges have an opportunity with long-term campaigns, starting early to gain interest.

# Insight 4

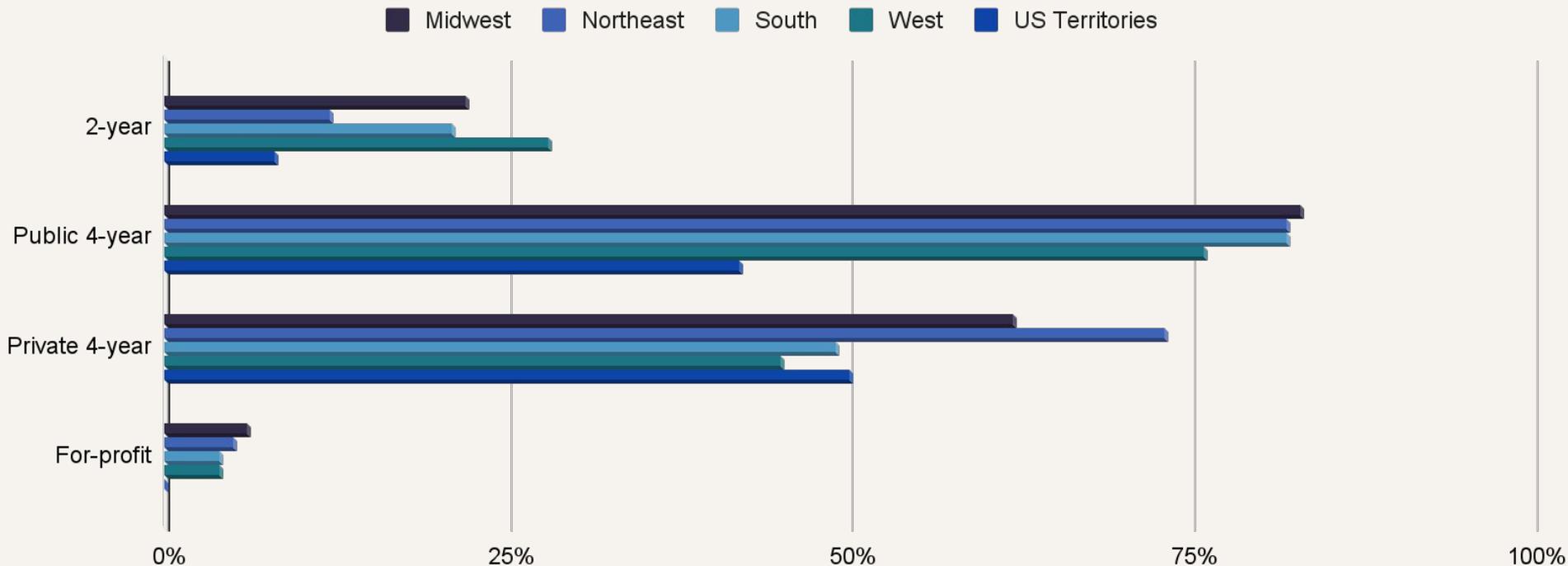


The types of colleges considered varied by the area where the parents lived.

# Consideration by location



# Regionality of consideration



## How to use this insight

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- > Experiment with varied recruiting tactics and messaging based on a family's location.
- > Use digital marketing campaigns with parent stories and testimonials from that area to better connect.

# Insight 5



Parents want students to stay closer to homes - but not equally.

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**73%**



of parents earning less than \$50k want students to stay close to home versus 63% of those who report earning more than \$80k.

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72%



of parents who have not attended college want students to stay close to home versus 64% of those who have.

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## How to use this insight

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- > Keep recruiting in your backyard, parents want their students closer now.
- > Knowing that lower income families are more likely to want students close to home, tie together pricing pain points with local outreach more frequently.
- > Use income targeting on digital ads to adjust in conjunction with location.



# Quick Poll: Fall Enrollment Pacing

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# Q&A

Survey results and more:  
[niche.bz/insights](https://niche.bz/insights)

Thank you!

We'll send an email follow-up with the recording and slides.



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