

NICHE® 

5 Ways to Engage Parents in College Search

Results from the 2021 Niche survey



FAQs



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

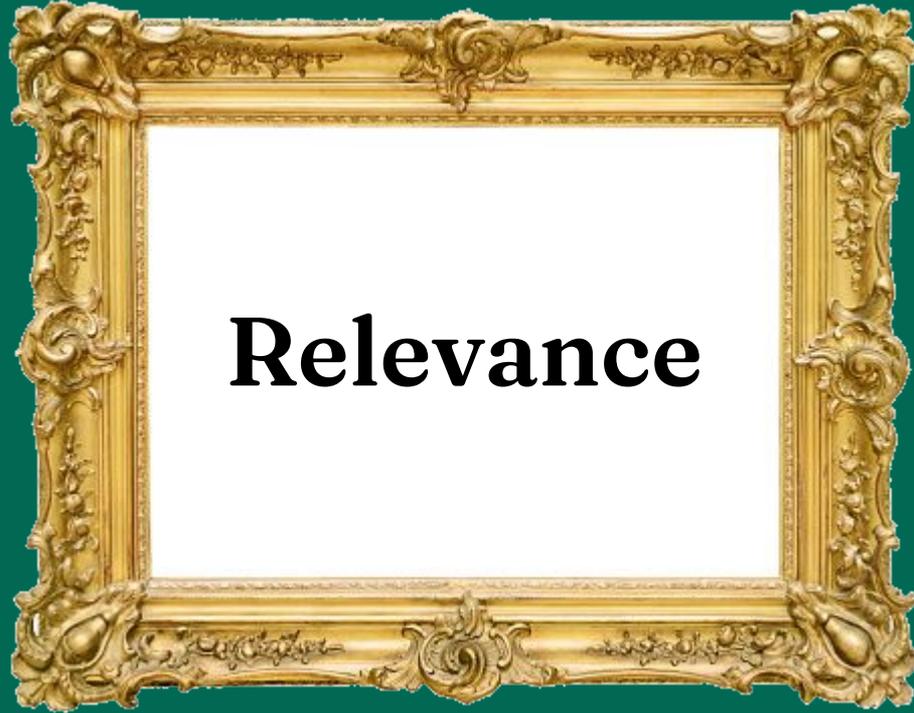
Today's Discussion

The recording will be posted on
the Enrollment Insights Blog
and you'll receive a link that
includes the recording and
podcast version of our webinar.

How were parents involved?

88% Searched for colleges
with their child

12% Did the college search
for their child (*4% in 2020*)



Relevance



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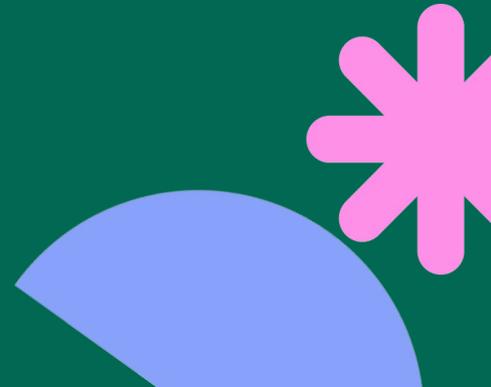
Quick Poll

- > **Ask students!**
- > **Opt-ins on your site**
- > **Digital parent campaigns**
- > **Use print effectively**
- > **Start at prospect stage**

Reaching Parents

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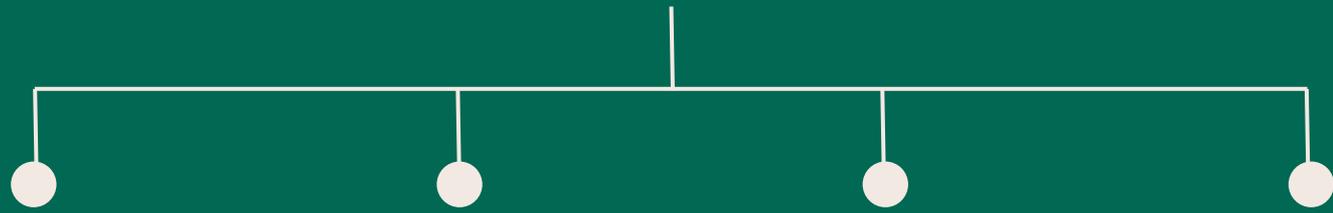
5 Tactics to Engage Parents



Stand Out: Be Omnichannel

Parents can be reached through comprehensive campaigns across email, print, phone, text, and digital ads. Consistent relevant messages stand out.

How were they contacted?



Email

47% - All
29% - Most
17% - Some



Print Mail

32% - All
31% - Most
22% - Some



Phone call

5% - All
5% - Most
29% - Some



Text

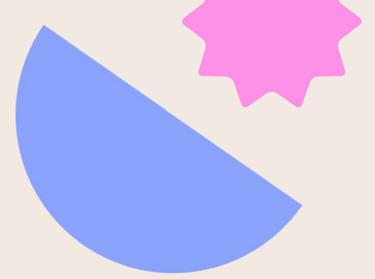
6% - All
7% - Most
27% - Some



Awareness Channels



- > Traditional
 - > Print
 - > Phone
 - > TV/Radio
 - > Out-of-Home
- > Modern
 - > Display
 - > Search
 - > Social (paid and owned)
 - > Remarketing
 - > Content marketing
 - > Inbound marketing
 - > Streaming audio
 - > Streaming video



Engagement Channels



- > Traditional
 - > Print (sometimes)
 - > Phone
- > Modern
 - > Display
 - > Search
 - > Social (paid and owned)
 - > Remarketing
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 - > Inbound marketing
 - > Streaming audio
 - > Streaming video



Parent Awareness Campaigns

Parents started searching for colleges sooner than their children, so early outreach to parents may be more fruitful.

When did the active search begin?

```
graph TD; Root[When did the active search begin?]; Root --- B[Before Junior Year]; Root --- D[During Junior Year]; Root --- S[Summer Before Senior Year]; Root --- DS[During Senior Year]; B --- B_P[Parents 25%]; B --- B_S[Students 19%]; D --- D_P[Parents 40%]; D --- D_S[Students 28%]; S --- S_P[Parents 17%]; S --- S_S[Students 24%]; DS --- DS_P[Parents 15%]; DS --- DS_S[Students 29%];
```

**Before Junior
Year**

Parents
25%

Students
19%

**During Junior
Year**

Parents
40%

Students
28%

**Summer Before
Senior Year**

Parents
17%

Students
24%

**During Senior
Year**

Parents
15%

Students
29%

Who

They need to know who you are and what your culture is.

Where

Are you close or far? What's the campus setting?

Why

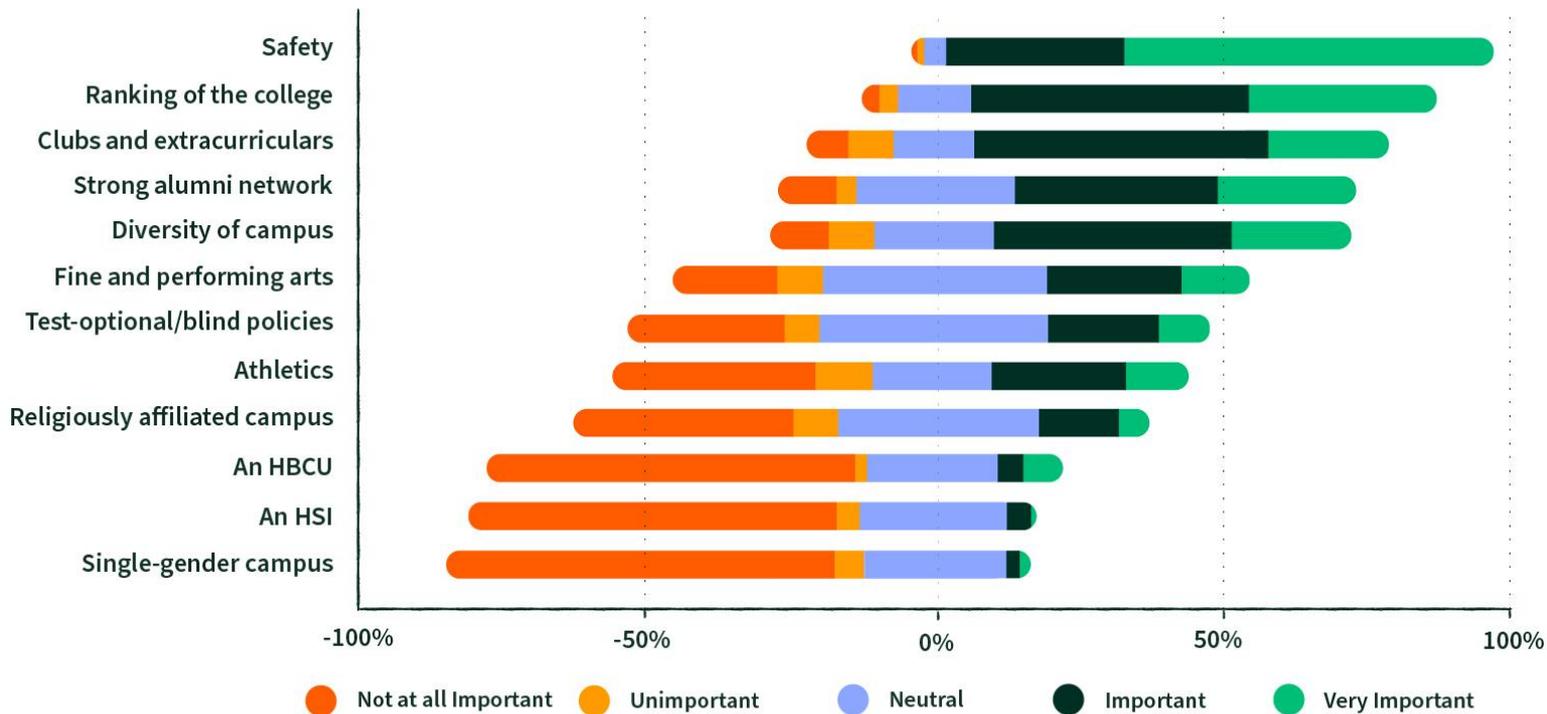
Why should they care? What stands out?

When/How

What are the deadlines and what is considered in decisions.



Important College Characteristics for Parents



Use Reviews and Rankings

Online reviews from parents were more important than peer parents or parents that they knew personally even. Rankings were also the second most important factor in a college.

From Trustpilot:



How Influential Were Other Parents?



41%

Reviews from other
parents online



40%

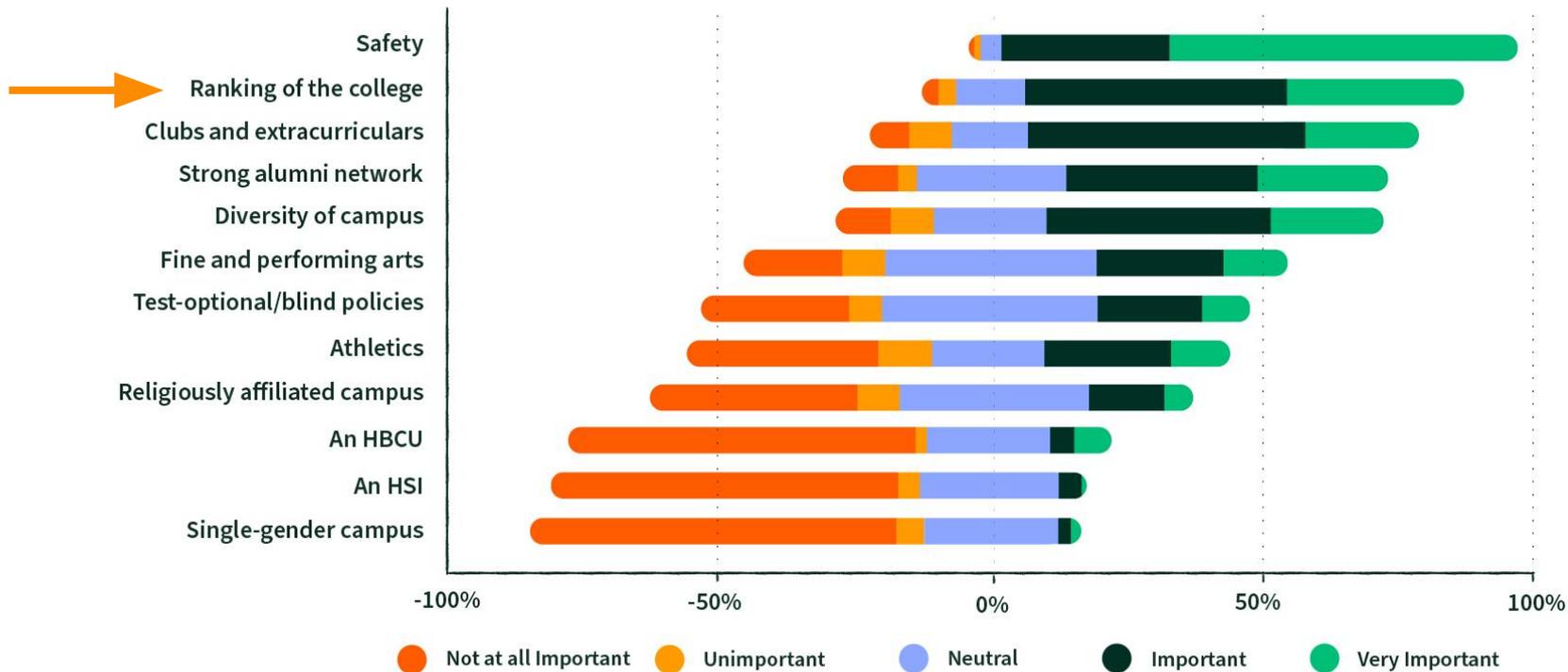
Parents of currently
enrolled students



31%

Other college searching
parents I know

Important College Characteristics for Parents





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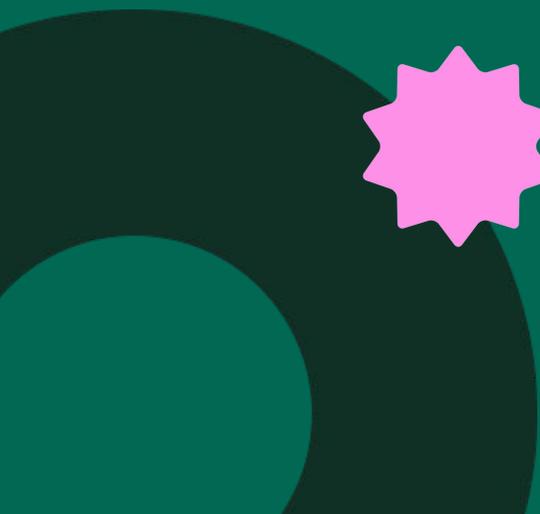
Quick Poll

Have Cost Conversations Early

Parents were less price sensitive than students. Also, too many low income families didn't file a FAFSA.

Price Sensitivity

	Students	Parents
Eliminated due to total published cost	73%	67%
Only \$10,000 or less	13%	4%
Up to \$20,000	61%	62%
Up to \$30,000	44%	55%
Up to \$40,000	27%	48%
Up to \$50,000	16%	37%
Up to \$60,000	8%	19%
Over \$60,000	4%	11%



78%

of parents reported
completing a FAFSA

79%

of low-income parents
reported completing a
FAFSA

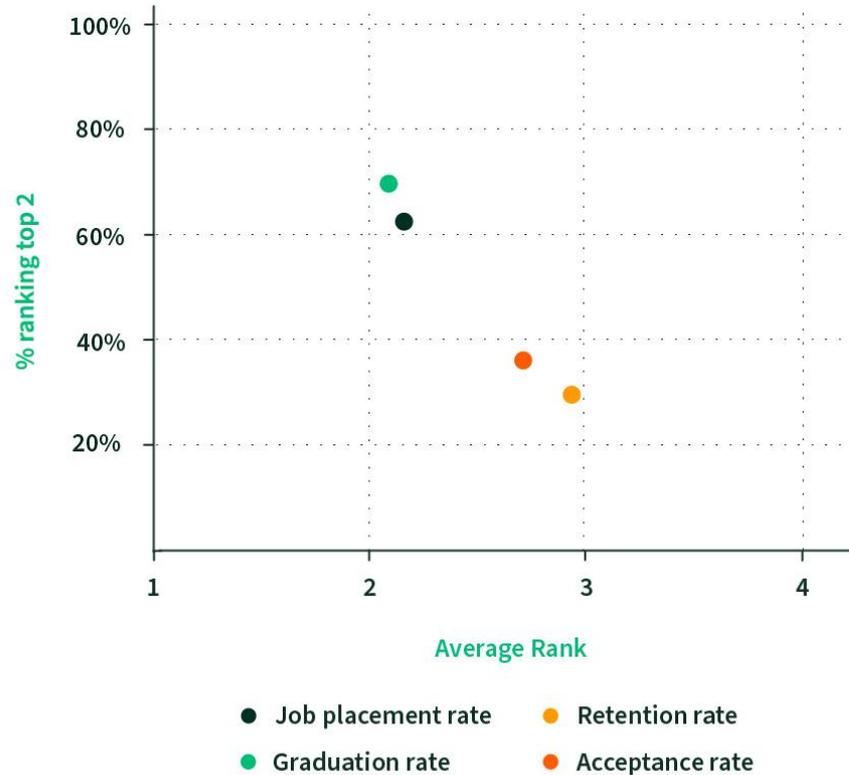
“

**I didn't understand it and I
didn't want anything
complicated.**

Focus on the Outcomes

Parents care the most about job placement and graduation rates. Retention and acceptance rates were less likely to be used to evaluate quality.

Importance of Success Metrics





Provide Context

Never Data Without the “WHY”

Outcomes

Graduation Rates

Job Placement Rates

Grad/Professional School Enrollment

Alumni Engagement

Student Research

Hands-On Projects

Proof Points

Reviews - Video/Graphic/Audio/Text

Highlight Career Services

Lifelong Learning and Engagement

Alumni Giving

Alumni Networking Events

Starting/Median Salaries

“

Excellent education paired with anticipation of successful results such as return on monetary investment and future opportunities.



Common Quality Evaluation Themes

Reputation

Brand name

Rank

Reviews

Price

Cost

Scholarships

Debt

Culture

Religious affiliation

Extracurriculars

Support

Inputs

Test scores

Academic profile

Class profile

Submit Questions in Your Chat Window



By supporting over **27 million** students and families, Niche is changing how colleges and universities connect with students and build their future classes.

We enable our more than **2,100** partners to build genuine connections that nurture interest into visits, applications, and enrollment.

About Niche

Modern Enrollment Marketing

- > Niche Audience Remarketing
 - > Reach students who are actively searching on the platforms they use most
 - > Drive traffic from your Niche Profile back to your website
- > Niche Inquiry & Prospect Solutions
 - > 27 data points for students
 - > Partnership with NSC is showing how much more likely Niche users are to enroll

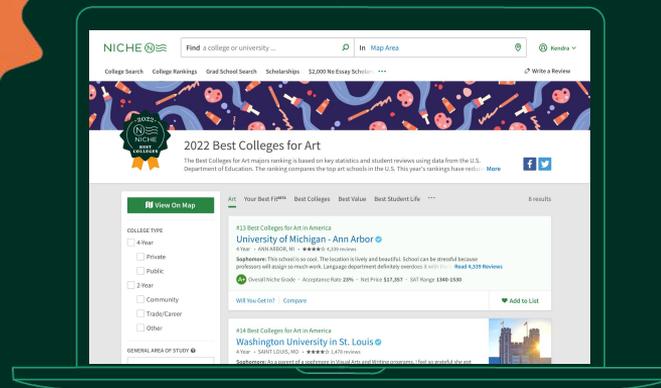


Market Where the Students Are

- > Help students discover your school on the #1 college search platform
- > Highlight what makes your school unique

Partnering with Niche

Claim Your Profile



Additional Resources & Research
Enrollment Insights Blog niche.bz/insights



Submitted Questions

“

Should we not move away from "Parents" in the title of our conversations and events since "Families" cover a wider spectrum of family dynamics? We have tried this but it still is confusing sometimes.

“

**Are parents still consuming more traditional
advertising than digital?**

“

How do we reach parents early in the funnel? Do others have success in obtaining parent email addresses? Thoughts on the "To the parents of" letters?

“

**How do we navigate working with parents
without putting the student in the middle?**

“

Parents and students engage with marketing so differently. Any insights about how parents engage with information on Niche differently than students?

“

**Do you have any strategies or tips to share with
how to help inform the lower income parents
about FAFSA?**

Q&A



Survey results and more:

niche.bz/research



Will Patch

Senior Enrollment Insights Leader, Higher Ed

EI Twitter: [@Niche_Insights](https://twitter.com/Niche_Insights)

LinkedIn: [Niche](#)

will.patch@niche.com

Twitter: [@will_patch](https://twitter.com/will_patch)