

Education Research & Consulting



professional rigour in education

■ **Comprehensive Enrolment Management**

Eduvisors is a research and consulting firm dedicated to providing cost-effective advisory services to institutions and students across K-12, college and university education. Considered an authority on research driven education trends and best practices, our strategic services help colleges and universities measurably improve performance by making the most of their investments.



Deans and Administrative heads of every college and university know that competition for students today is greater than ever before. There are multiple causes for this increase, which include changing demographics and prospective students' increasing ability to consider multiple institutions, in India and abroad. The number of high school students is expected to increase, which while can be considered an opportunity also means that there are more domestic and international institutions which are looking to grab this business. The impact on existing colleges and universities is compounded by broad access to information that prospective students have via the internet. Students can consider non-

local institutions in a way they have not been able to previously, forcing colleges to compete for students in a larger market. Students today are applying to more institutions than they have in the past - the average is 11, with the majority of prospects applying to between five to seventeen schools.

As parents and prospective students consider more colleges, they do so with a keen awareness that tuition has increased at a pace far faster than household incomes. Deans and academic leaders find themselves struggling to demonstrate that their education is both worth the cost and more attractive than an investment in another college. Today, demonstrating that families will see a return on their tuition investments must be a central component of institutional identity, particularly as the average salary for a college graduate decreases because of the slowdown in the economy.

To compete in this dynamic environment, higher education institutions must break the dichotomy between academic programs and the needs of the market. For institutions to effectively differentiate themselves from competitors and stand out to prospective student, they must wholly embrace research based insights for effective management of enrolments not only during recruiting seasons but throughout the year.

'Enrolment Management' as a concept is **pioneered in India by Eduvisors** and we believe that hundreds of colleges across programs will be benefited by realigning their people and processes to achieve an integrated, comprehensive approach to recruitment, student services, and retention. It is a process of continuous improvement, as each institution seeks ways to consistently achieve such critical outcomes as:



- Positioning the institution uniquely and raising its rankings
- Targeting markets from which to draw an ideal mix of students
- Optimizing enrollment – class size, geographic reach, quality, selectivity, gender balance, diversity
- Measuring demand for current and proposed programs
- Setting appropriate pricing to optimize net total revenue
- Strengthening student satisfaction and retention
- Assessing the institutional impact of student debt
- Measuring student achievement – graduation rate, job placement, and placement for further studies
- Maximizing the use of resources through organizational / operations development

With years of cumulative experience in applied innovations in market research, statistical analysis, and predictive modeling through tailored consulting services to address the above challenges, Eduvisors helps trustees, chief academic officers, deans and directors of admission at institutions to achieve key outcomes – even in the face of tremendous change across the higher education landscape.



Competitive Analysis and Positioning

To help position your institution uniquely and enhance its image, we work with you to:

- Identify a competition set (current and aspirational) based on institutional and market data
- Perform environmental scans and benchmark analyses focusing on key performance indicators

- Research prospective students, their parents, guidance counselors, and other audiences to elicit their perceptions of relative strengths, weaknesses, standing, and overall positioning
- Review competitive communications materials

Based on our research and analysis, we will deliver:

- A competitive map delineating how your institution (or program) is currently positioned / viewed by key constituencies
- Insights on how parents and guidance counselors are likely to impact enrollment decisions
- An attribute set upon which you can build distinctive messaging and positioning
- Action recommendations on how to improve positive perceptions among key constituencies.

Key outcomes addressed:

- ✓ Increased visibility and demand
- ✓ Effective market positioning
- ✓ Clear messaging platform

Refining Target Markets

To help institutions focus their resources on optimum primary, secondary and tertiary markets from which to attract the ideal mix of students, we:

- Analyze the dynamics of your current target markets and identify targets of interest – students with high academic quality, students of color, students from specific geographic areas, males, students with special academic interests, athletes – as well as geographic areas worthy of investment;
- Conduct market research to determine marketing approaches that can maximize your school's attractiveness to these groups;
- Determine when and how parents of your target prospects influence enrollment decisions;
- Identify best practices for attracting audiences of interest.

Based on our research and analysis, we will deliver:

- A map of potentially strong primary, secondary, and tertiary markets;
- Recommendations for enhancing admission marketing strategies;
- Recommendations on how admissions resources might best be organized and deployed;
- Recommendations on the mix and timing of media and messages that most resonate with your target audiences.

Key outcomes addressed:

- ✓ Larger pool of more desirable candidates at all stages of the enrollment process
- ✓ Stronger market differentiation
- ✓ Increased attractiveness in target markets

Market Demand Analysis

To help institutions measure demand for current and proposed programs, we:

- Research the potential market size and student interest for a given program
- Analyze competitive programs and identify entry barriers
- Identify areas of differentiation from competitive programs.

Based on our research and analysis, we will deliver:

- A market map of competing programs with market share and other data
- A SWOT analysis (strengths, weaknesses, opportunities, threats) of a current program or set of programs
- Insights regarding likely future demand
- Aspects on which to build positive positioning.

We can also work with you on an implementation program that includes activities, schedules, and measured outcomes.

Key outcomes addressed:

- ✓ Improved return-on-investment decision making
- ✓ Better use of institutional resources
- ✓ Increased revenue and enrollment



Strategic Pricing and Forecasting

To help institutions determine if their tuition and fees are set appropriately to optimize market position and net tuition revenue, we:

- Review past planning documents, statistical analyses, and external/internal reports, and conduct interviews with several senior members of the community
- Identify an agreed-upon set of benchmark institutions and analyze current pricing and yield relative to cross-applications, admits, and enrollment
- Apply predictive modeling to determine the effect of various price changes on a variety of criteria, such as class size, gender balance, geographic reach, diversity, and net total revenue

Based on our analysis and modeling, we will deliver:

- Findings on the current performance of the institution relative to the competitive set
- Scenarios illustrating the effect of different pricing/discount rate options on class size, gender balance, geographic reach, diversity, and net total revenue
- Recommendations for near- and longer-term pricing changes

We can also work with you on an implementation program that includes activities, schedules, and measured outcomes.

Key outcomes addressed:

- ✓ Optimal pricing and discount levels
- ✓ Increased revenue
- ✓ Improved net tuition per student



Educational Debt and Financing Assessment

Student and parental debt is growing as educational costs increase and institutional grants remain the same. Students and parents continue to borrow extensively from banks and other lenders. Thus, the perception of institutional affordability includes the level of debt they must assume to meet the student's educational goals. The level of debt impacts enrollment, diversity, retention, and alumni during the estimated 5-10 year loan repayment period.

Increasingly, deans, directors and alumni are working to develop plans to address the impact of debt levels, support fund raising and promote affordability by addressing educational financing and financial aid.

In support of these efforts, we:

- Conduct alumni research on total (multiple programs, multiple institutions) borrowing and debt levels as related to alumni salaries, the impact
- Research satisfaction levels of current and former students along with the impact of student debt levels on enrollment, attrition and repayment
- Investigate opportunities to support institutional fund raising for financial aid
- Evaluate different strategic pricing and discounting alternatives
- Calculate costs and payments over four years

Based on our research and analysis, we deliver:

- Findings regarding the near – and longer – term impact of borrower debt on the institution
- Recommendations for alternative pricing and discounting options
- Recommended practices in counseling students and parents on debt repayment trends

Key outcomes addressed:

- ✓ Increased student retention
- ✓ Improved perception of affordability
- ✓ Increased opportunity for alumni giving

Student Achievement Outcomes Surveys

With increasing emphasis among families, educational institutions, and government on measuring the value of investments in higher education, senior administrators are more actively monitoring – and where necessary, improving – student achievement outcomes associated with their institutions. In support of these efforts, we:

- Compile and evaluate information on student graduation rates from the client institution and competitor institutions
- Research job placement and graduate/professional school placement of alumni from a client institution
- Determine levels of satisfaction and perceived value by alumni

Based on our research and analysis, we deliver:

- A comparative evaluation of student outcomes including the competitor set and normative national data;
- An overview of contributing factors affecting graduation rates and alumni satisfaction for the client institution;
- A report categorizing job placement and graduate/professional school placement by major and/or program area along with recommendations for areas for targeted improvement.

Key outcomes addressed:

- ✓ Increased graduation rates
- ✓ Refined information on job placement
- ✓ Refined information on graduate/professional school placement

Eduvisors is a research and consulting firm dedicated to providing strategic business advisory services to institutions and other stakeholders in Higher Education.

For further details, please contact us at info@eduvisors.org



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Thank You

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