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INTELLIGENT MARKETING SOLUTIONS FOR EDUCATION

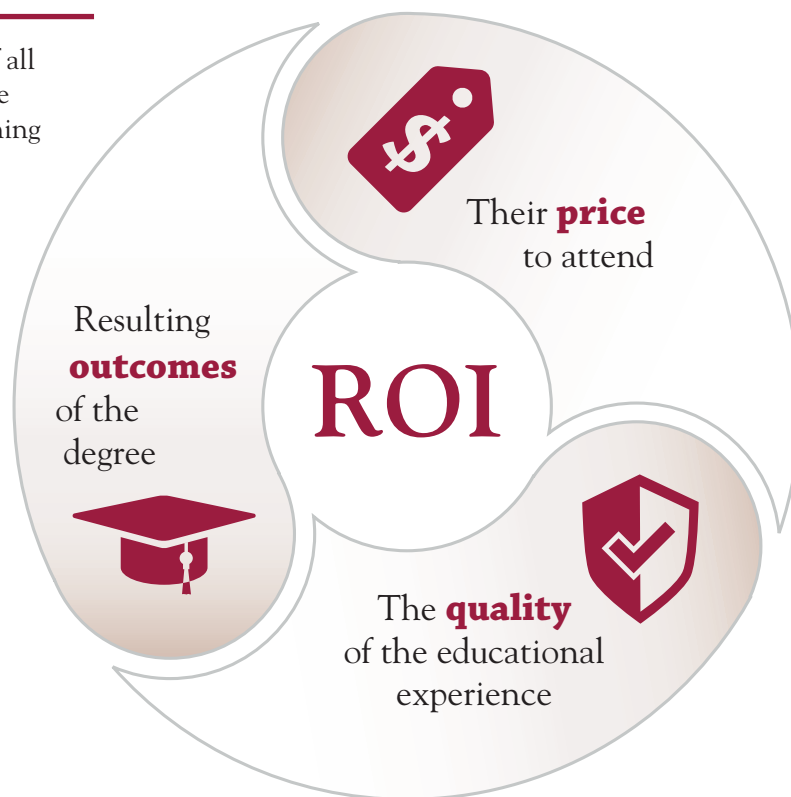
# Trends for 2017

## Three Focal Points in the Private Higher Education Marketplace

The Lawlor Group conducts extensive qualitative and quantitative research for independent college and university clients throughout the United States. Based on our recent findings, combined with several outside studies available to the general public, we've identified three focal points in the higher education marketplace that we predict will have a significant impact on student recruitment and enrollment efforts during the coming year.

### How Students and Families Calculate Value

As students and families of all income levels become more intentional about determining what they are willing to pay for college, the higher education marketplace is highly attuned to return on investment (ROI).



So ...

Private colleges and universities must likewise focus on their value proposition and how they deliver ROI.

Find our recommendations and citations at [www.thelawlorgroup.com/Trends2017](http://www.thelawlorgroup.com/Trends2017)

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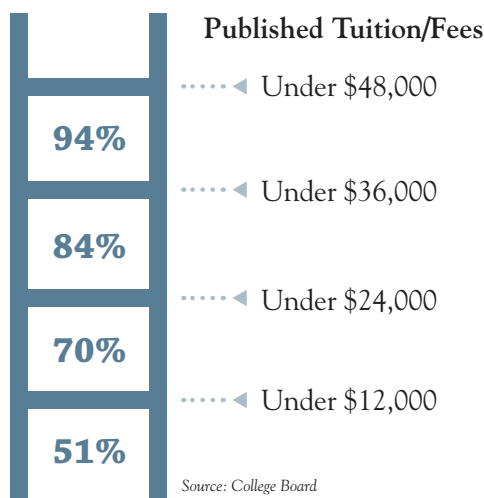
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# PRICE

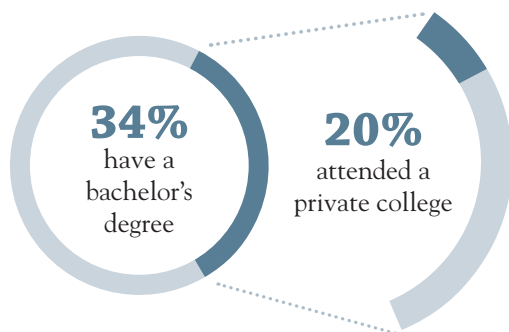
## Sticker shock affects even families with the ability to pay.

Most undergraduates attend a four-year institution with tuition and fees of \$11,730 or less, but the average sticker price at private colleges is almost three times that—and has doubled during the past 27 years, even after accounting for inflation.

### Where Most Undergraduates Go to College



### A 45-Year-Old Parent's Frame of Reference



### Average Private College Tuition/Fees



Sources: U.S. Census, NCES, College Board

## Families are more price-sensitive and cost-conscious.

Most families cross a college off their consideration list due to its published price before applying to it, presumably before knowing what their actual net cost would be. Student loan debt is viewed negatively, so families are holding out for more merit aid.

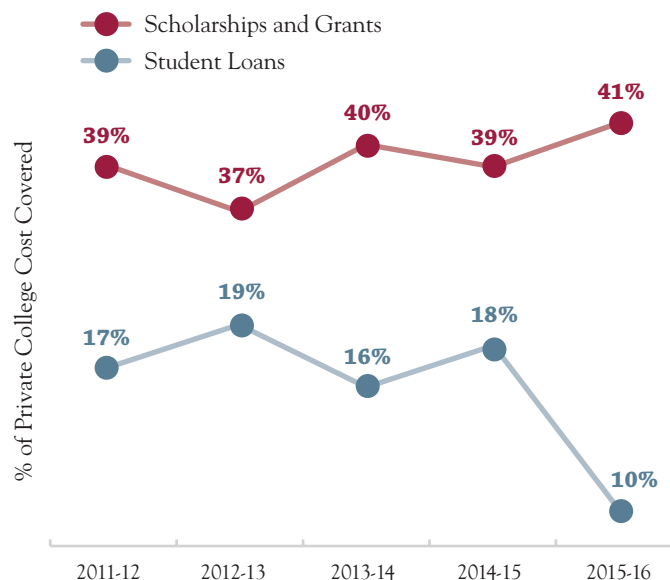
### Families Who Eliminated Colleges Based on Cost



#### If so, when?



### Students Want Free Money, Not Loans



# QUALITY

## Reputation does matter, and people check it out online.

A strong academic reputation has consistently been the top reason students select their college, more important even than the college's price. Families turn most frequently to third-party online sources to research colleges and their rankings.

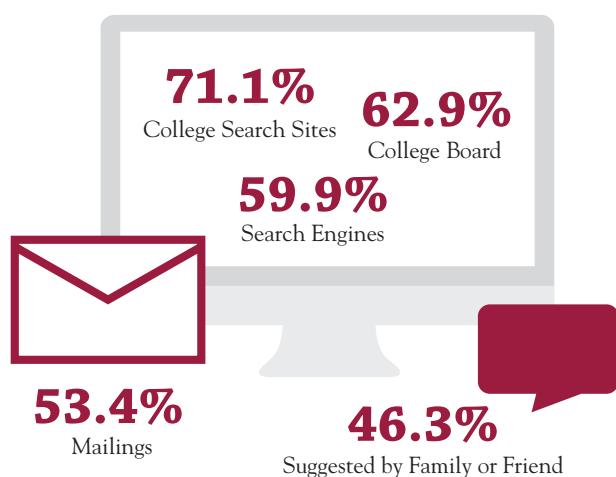
### How important was each reason in your decision to attend this particular college?

First-year students who answered "Very Important"



Source: CIRP

### What resources did you use to discover colleges and universities?



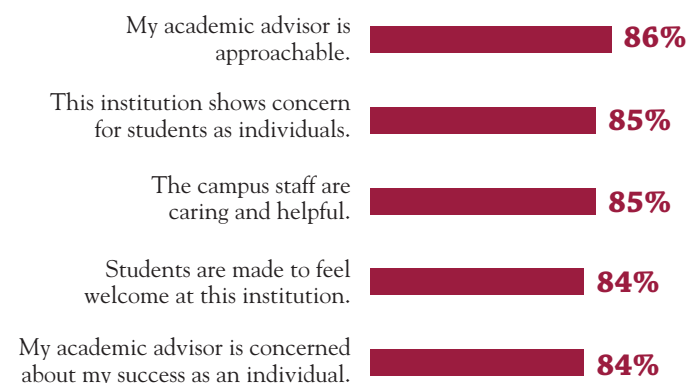
Source: TeensTALK

## High sticker price drives expectations of high quality.

To gauge the quality of colleges lacking national name-brand recognition, families consider the personal attention they provide. Student satisfaction is highly correlated with receiving support and guidance from faculty and staff in a welcoming environment.

### How important is it for your college to meet this expectation?

Four-year private college students who answered "Very Important" or "Important"



Source: National Student Satisfaction and Priorities Report

### Top 6 Factors That Lead Liberal Arts College Students to Recommend Their College to a Friend



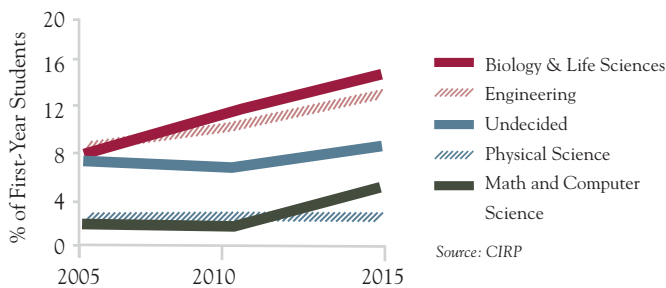
Source: Voice of the Student Research

# OUTCOMES

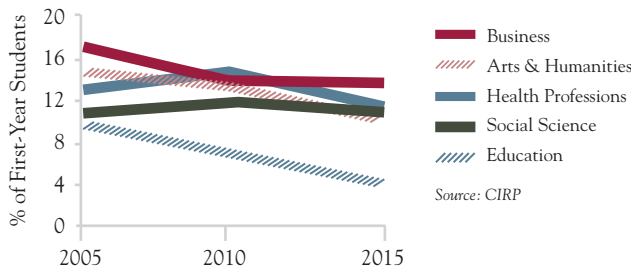
## Academic alignment with job demand is important.

The most important reason students give for attending college is “to be able to get a better job,” so families put a premium on clear paths to employment success, knowledge and skills that are relevant to the job market, and experiential learning outside the classroom.

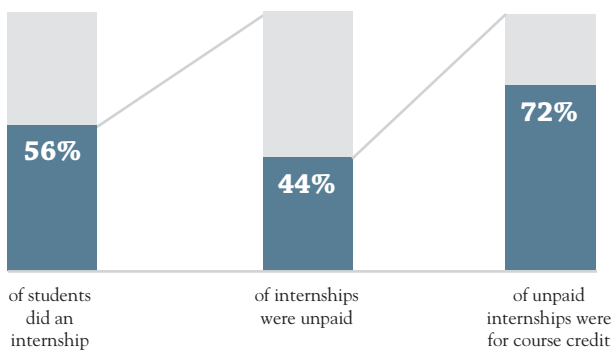
### Majors with Rising Popularity



### Majors with Falling Popularity



### Internships, Class of 2016

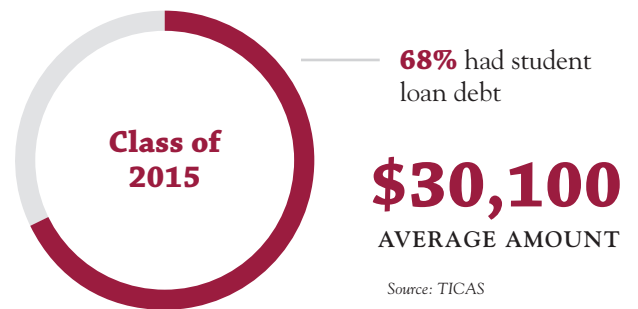
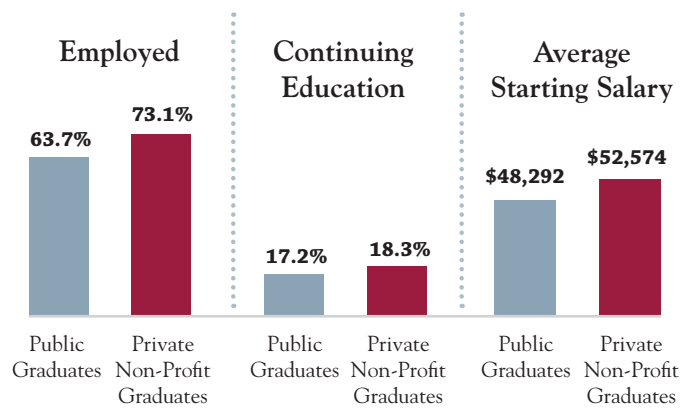


## Worth is ultimately based on post-graduate results.

Due to heightened demands for accountability, college outcomes by institution have become more accessible. Time to graduation, employment/graduate school results, starting salaries, and student loan debt loads are all factors for determining whether a degree is worth its cost.

### Post-Graduate Outcomes, Class of 2015

(within 6 months of graduation)



### Was college a good or bad investment for you?

