



**MAGUIRE  
ASSOCIATES**

*Advancing  
Higher Education  
Through Insight  
and Innovation*

---

# When Do You Start to Feed Them?

## PCACAC Conference

April 30, 2001

---

Maguire Associates, Inc.  
[www.maguireassoc.com](http://www.maguireassoc.com)

# When Do You Start to Feed Them?

- Market Behavior
  - When families start
  - Role of the parent
- Impact of Technology
  - Use
  - Influence
- Early Recruitment Strategies
  - Emerging practices
  - Guidance counselor response
  - Where do we go from here?



**MAGUIRE  
ASSOCIATES**

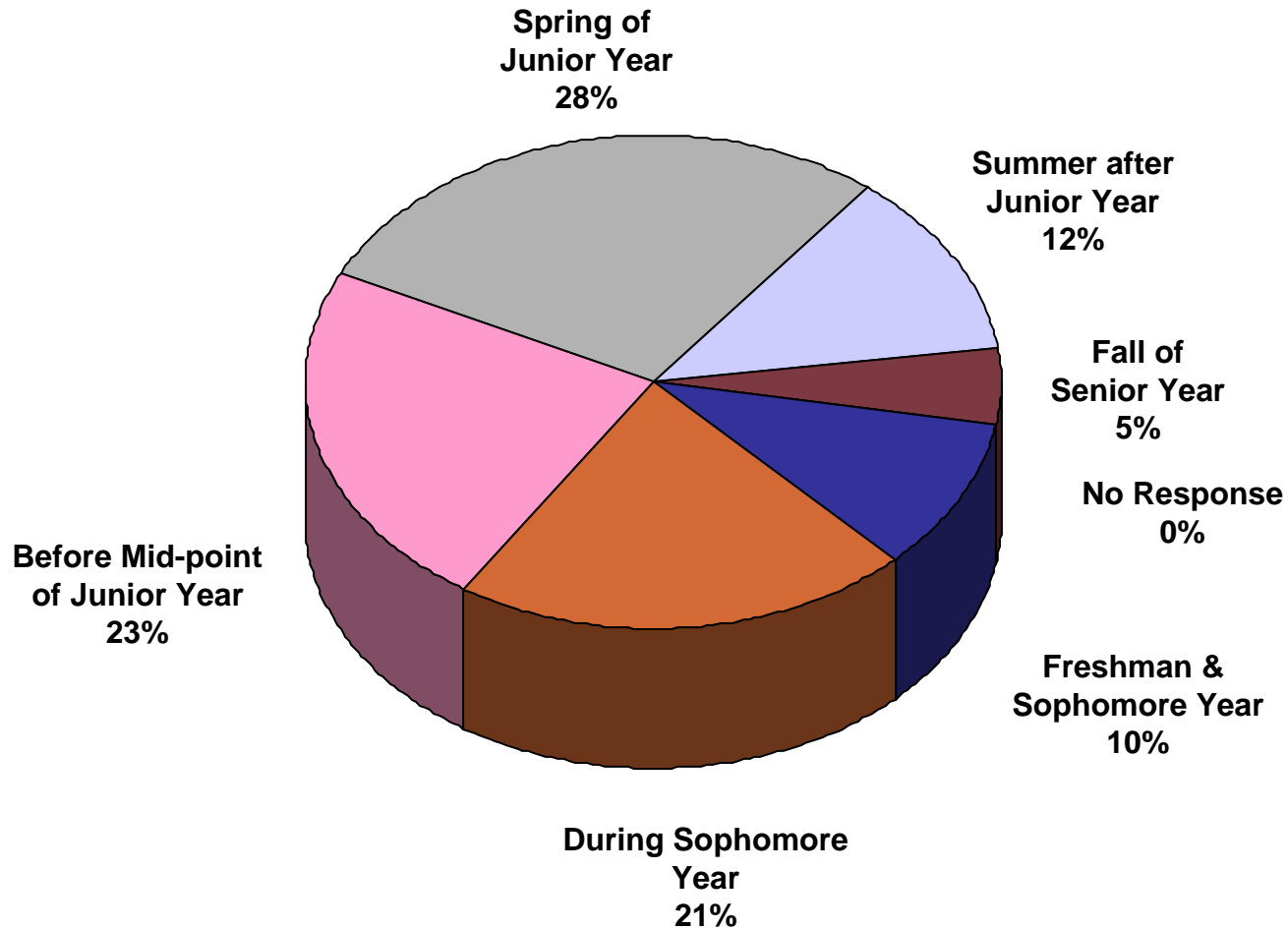
*Advancing  
Higher Education  
Through Insight  
and Innovation*

---

# Market Behavior

---

# Timing of the College Search

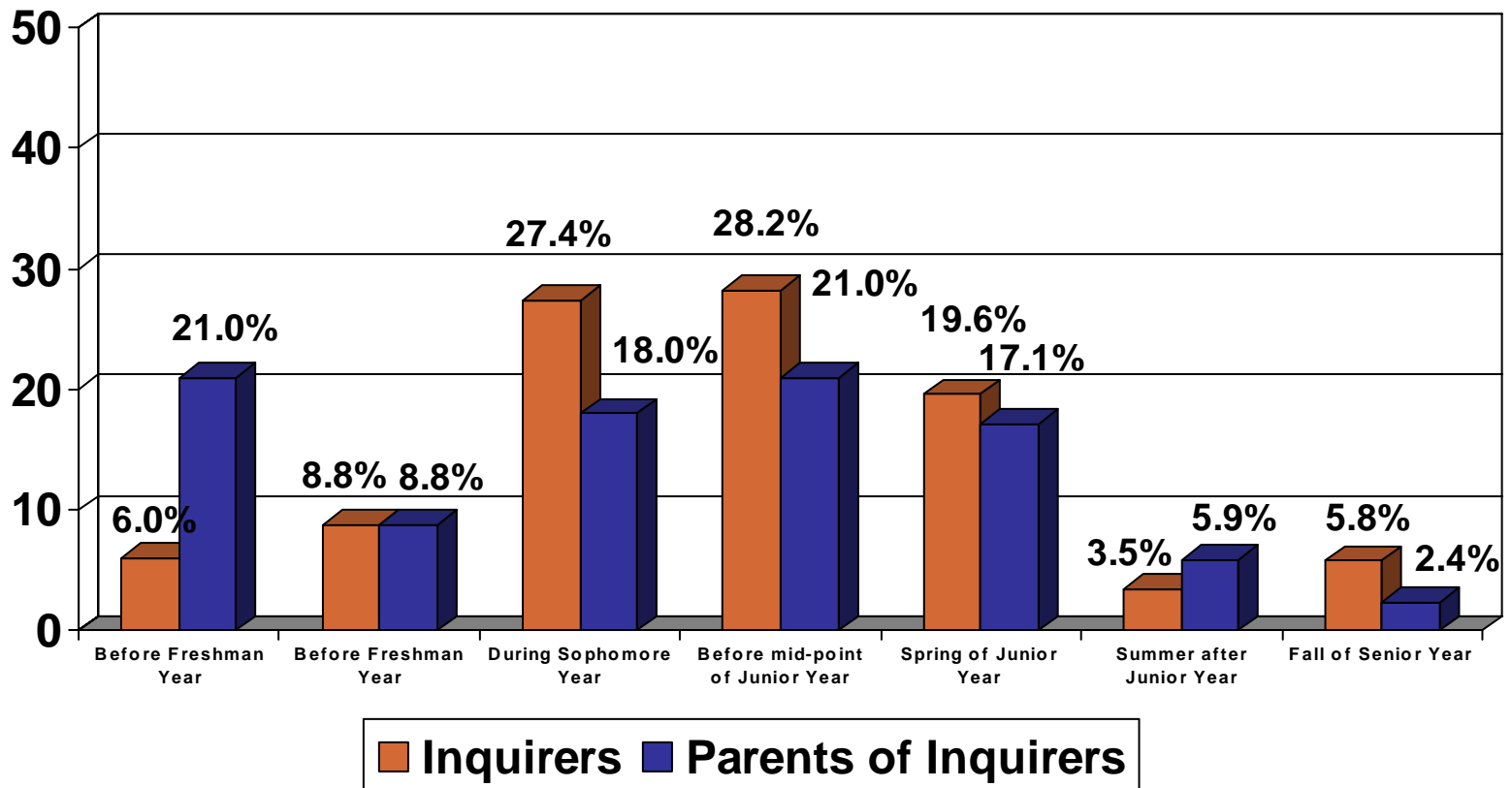


# Variations in Timing of the Search by Target Markets

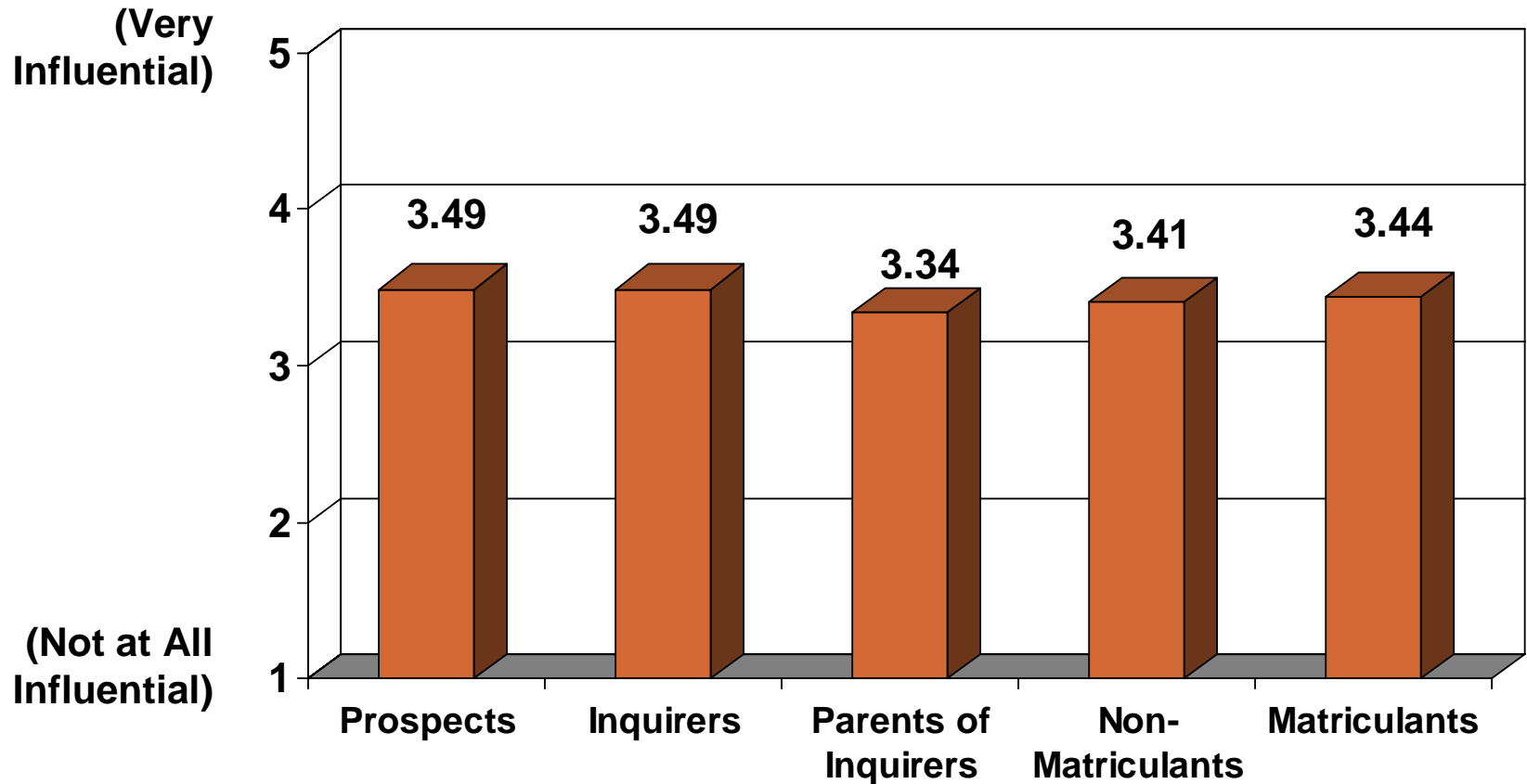
- Self Report: Started thinking about colleges before mid-point of junior year in high school.\*
  - 73% overall
  - 75% female/70% male
  - 76% high-ability/68% other
  - Ethnicity:
    - 76% Black
    - 74% Hispanic
    - 73% White
    - 69% Asian

\* Maguire Associates National Database of inquirers to four-year colleges.

# Timing of College Search



# Parents' Influence in Choice of College/University





**MAGUIRE  
ASSOCIATES**

*Advancing  
Higher Education  
Through Insight  
and Innovation*

---

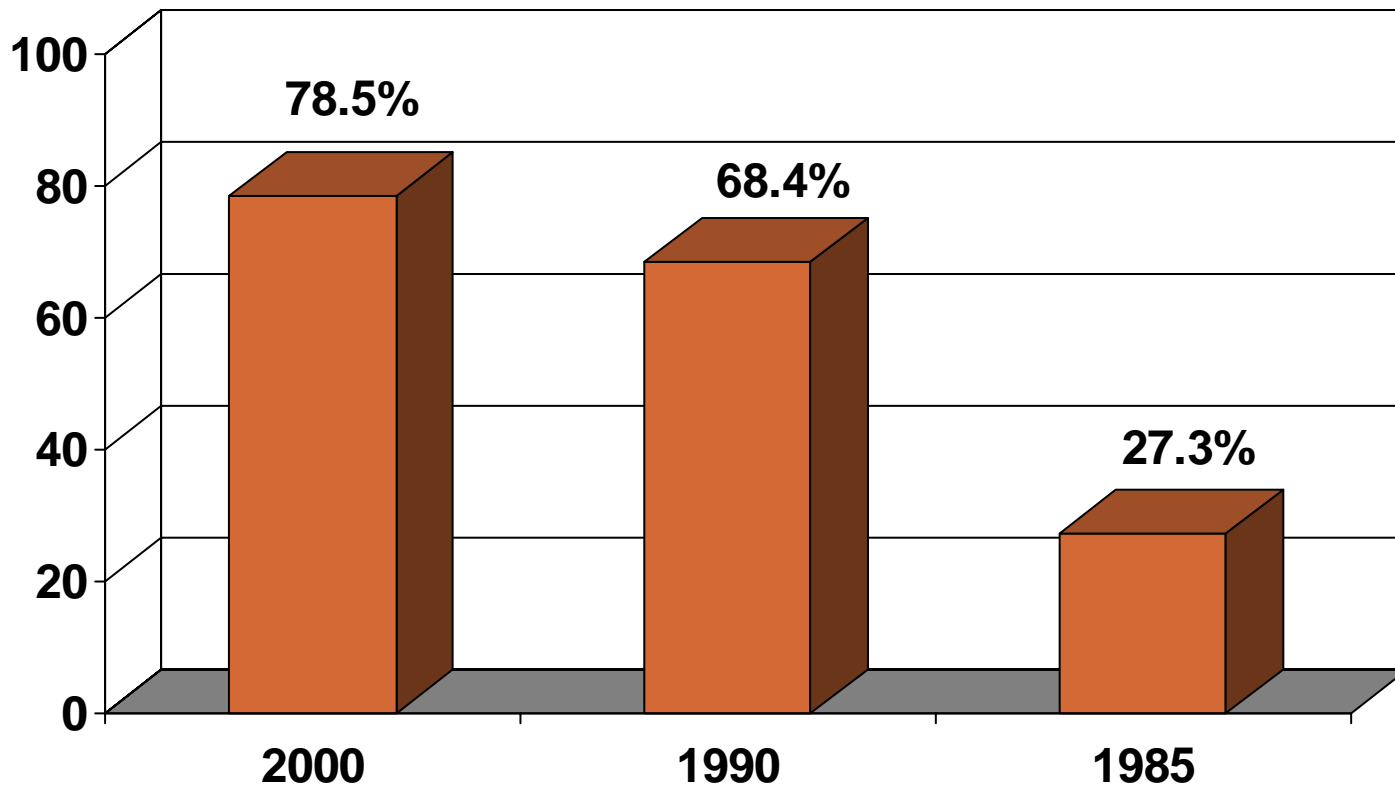
# Impact of Technology

---

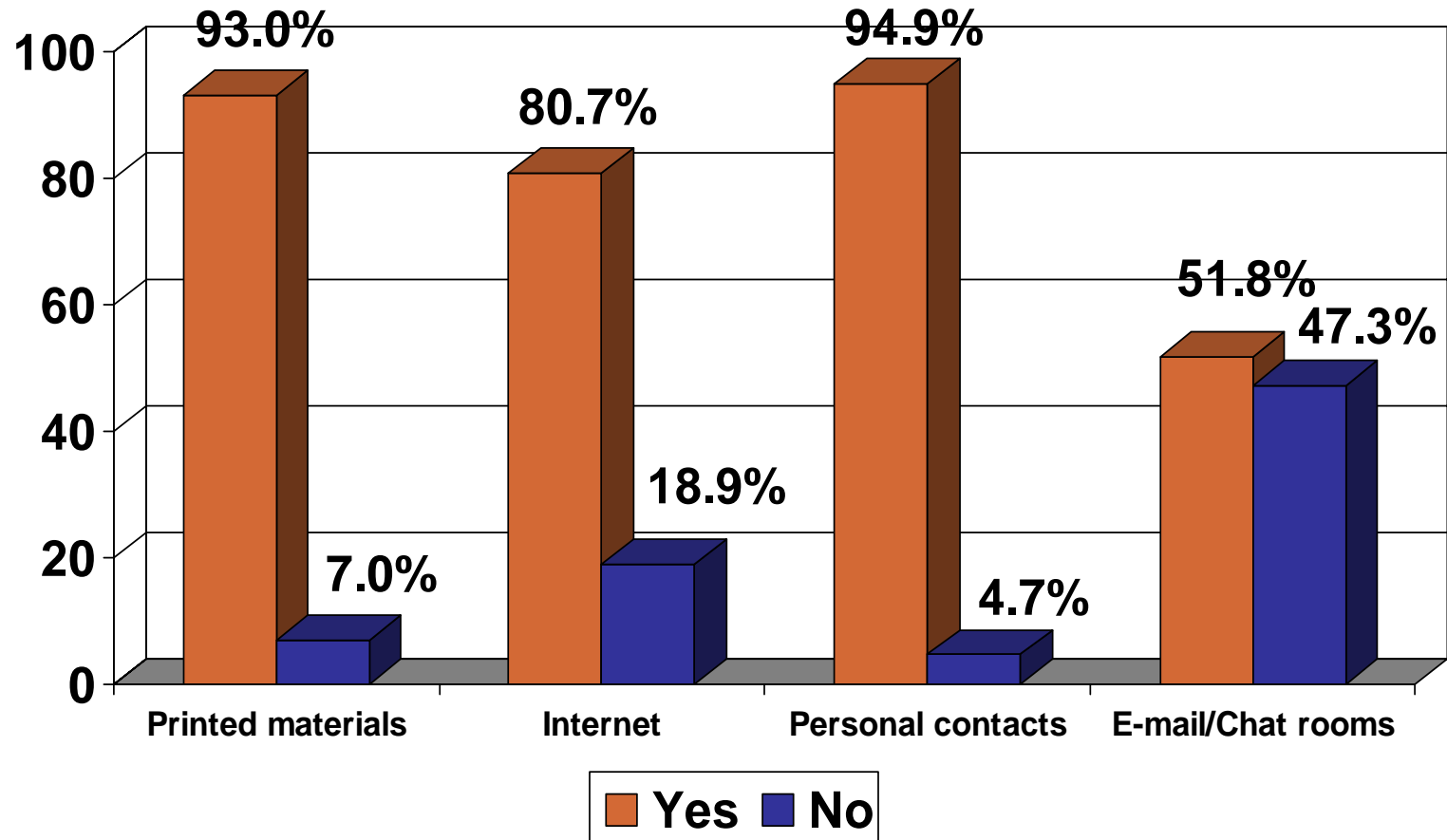
**“Communications technologies will contribute to both the increase in the number of providers and the choices for consumers, resulting in a more open higher education marketplace.”**

**IBM-Campuslink Project Office**

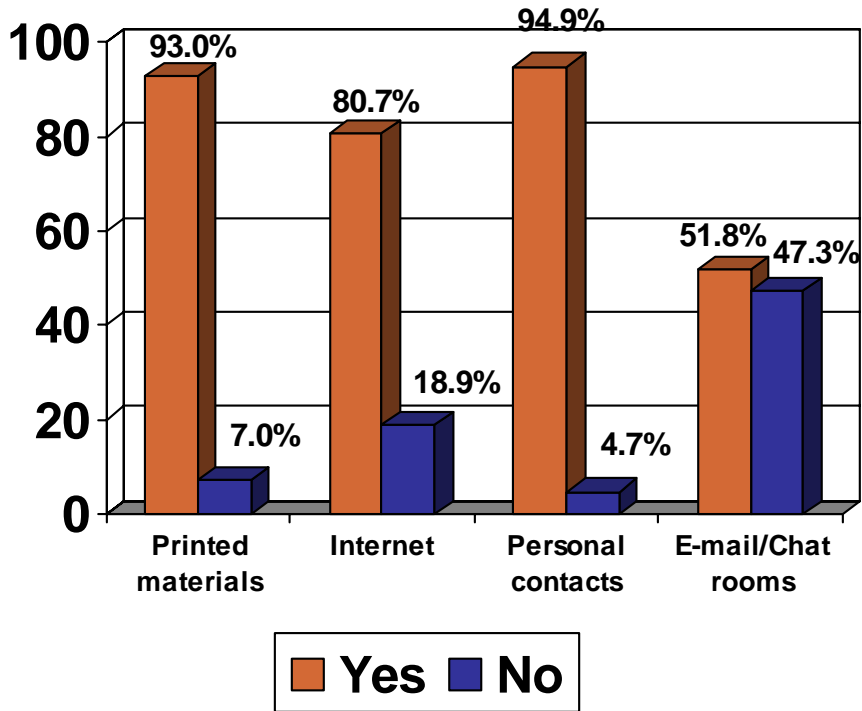
A significantly greater number of students report regular use of computers during the year before attending college.



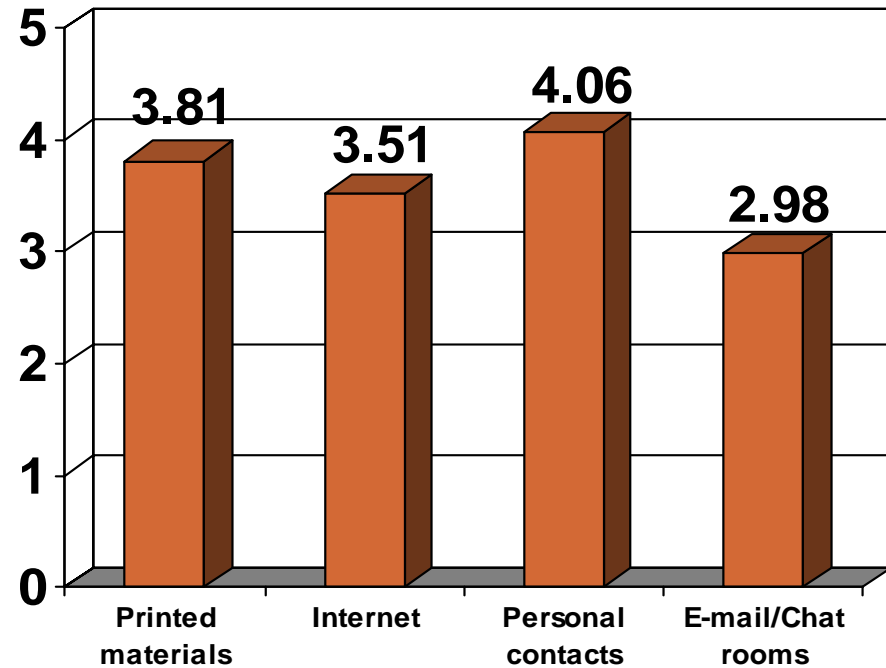
# Use of Source



# Use of Source

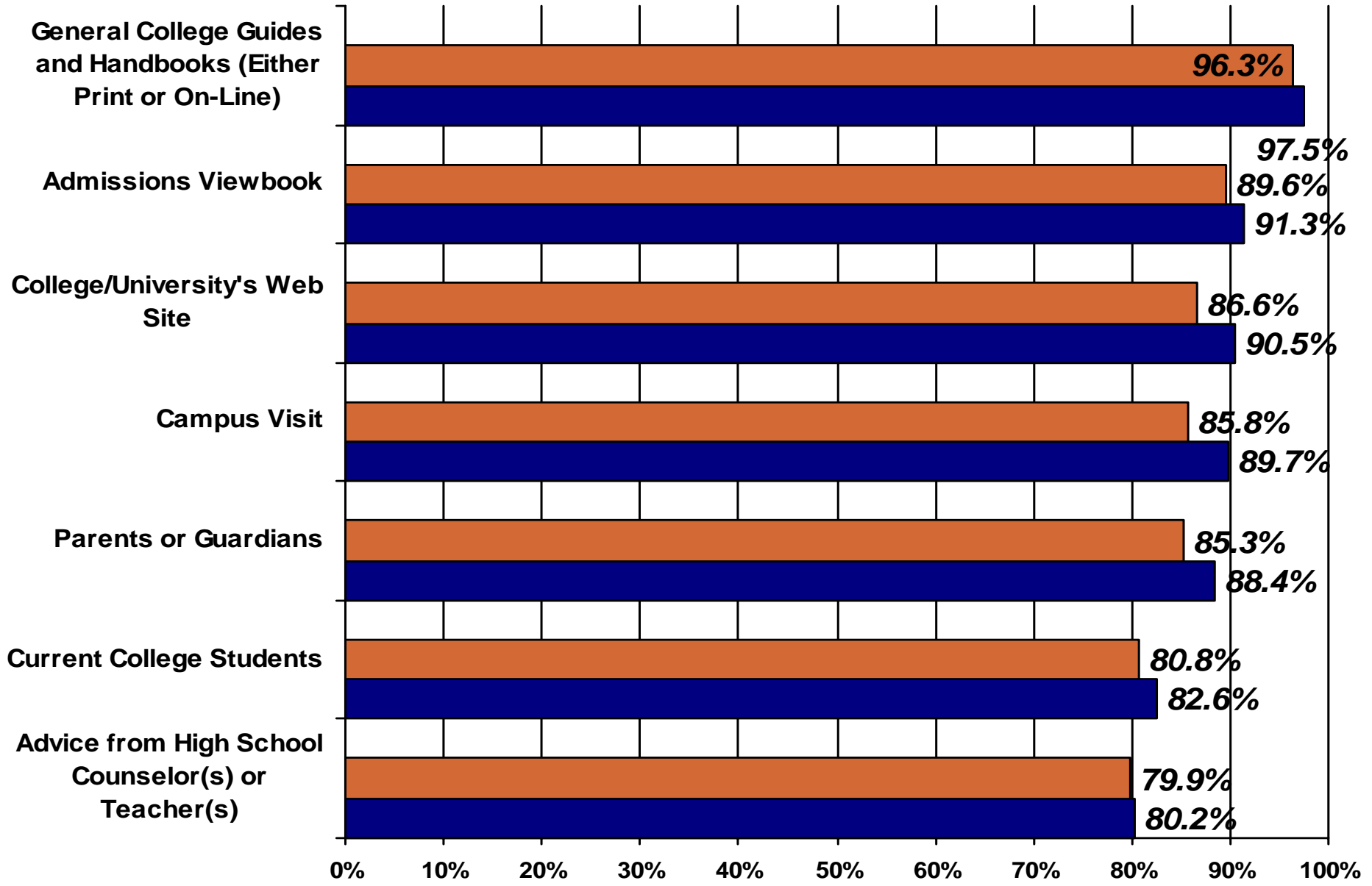


# Level of Influence

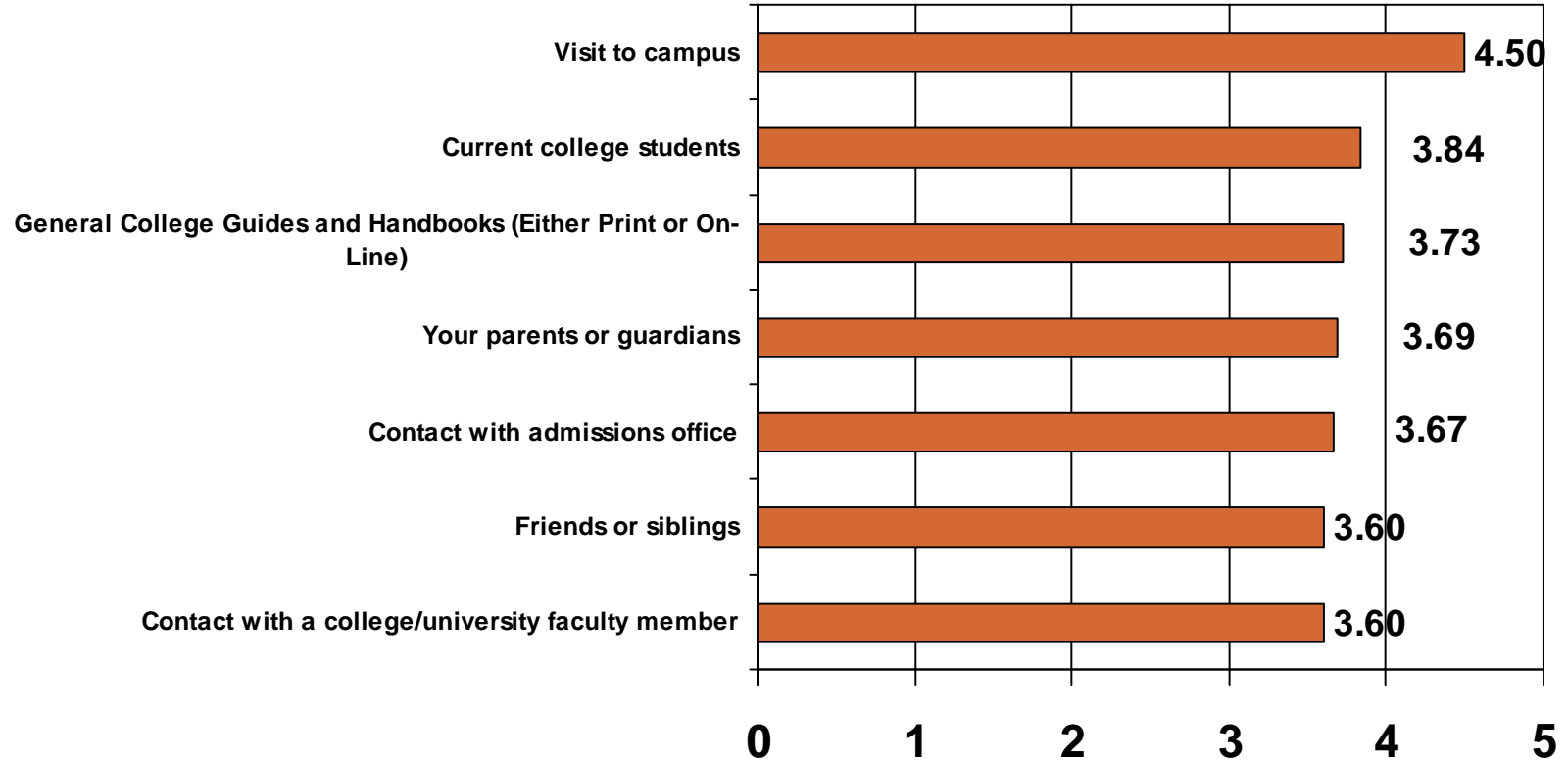


# Use of Information Sources

## Overall Sample and Higher-Ability Inquirers



# Level of Influence





**MAGUIRE  
ASSOCIATES**

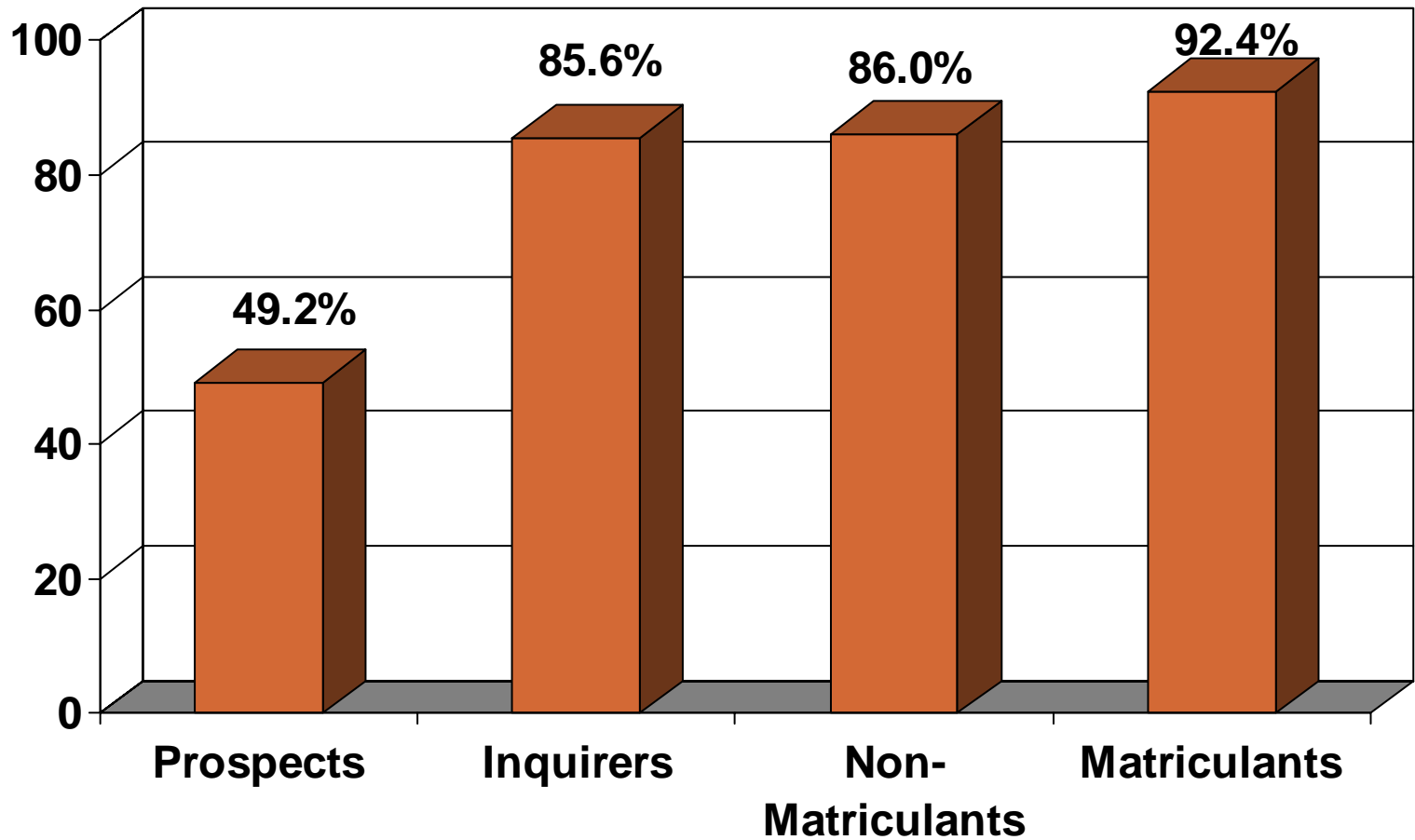
*Advancing  
Higher Education  
Through Insight  
and Innovation*

---

# Early Recruitment Strategies

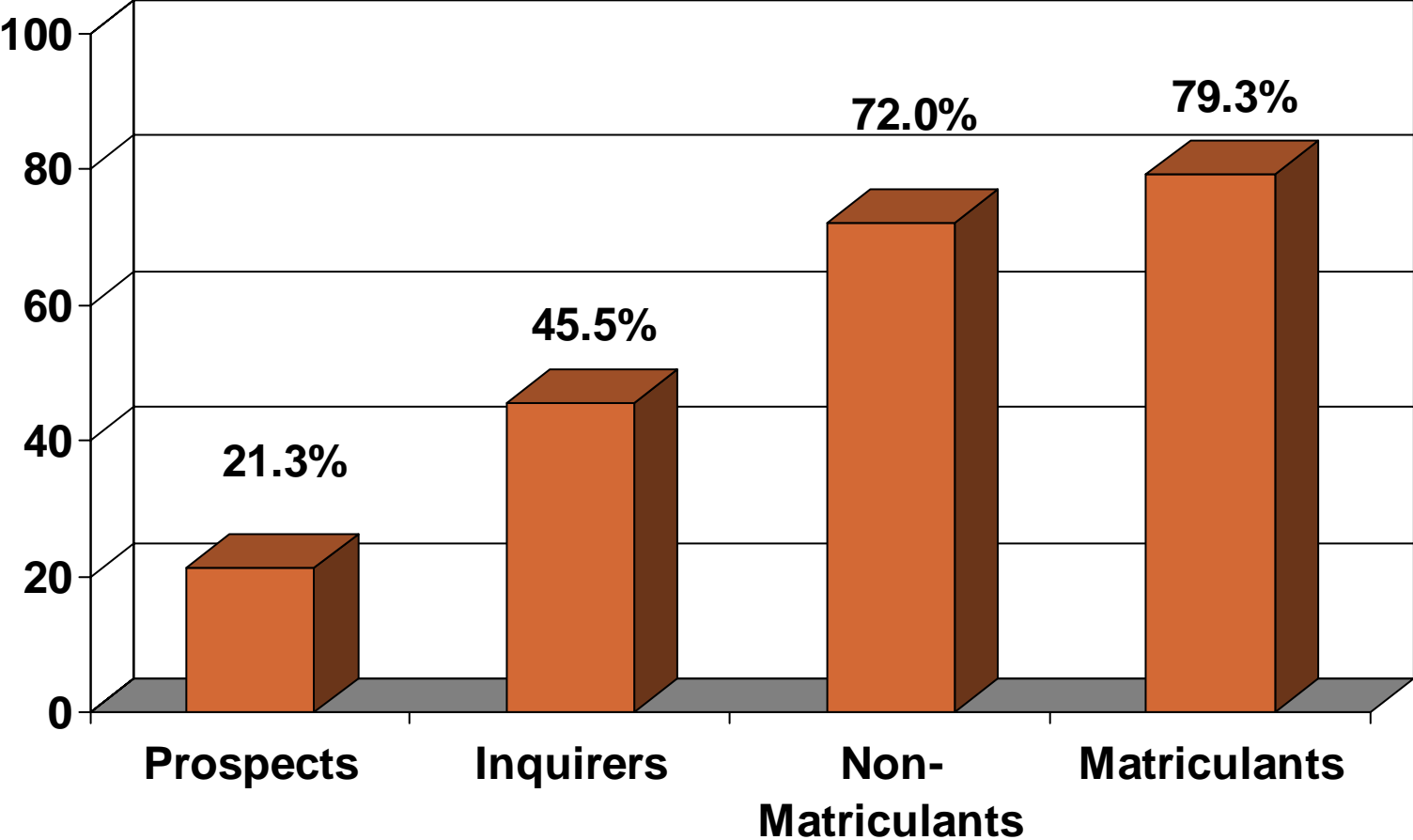
---

# Printed Materials Received from College/University

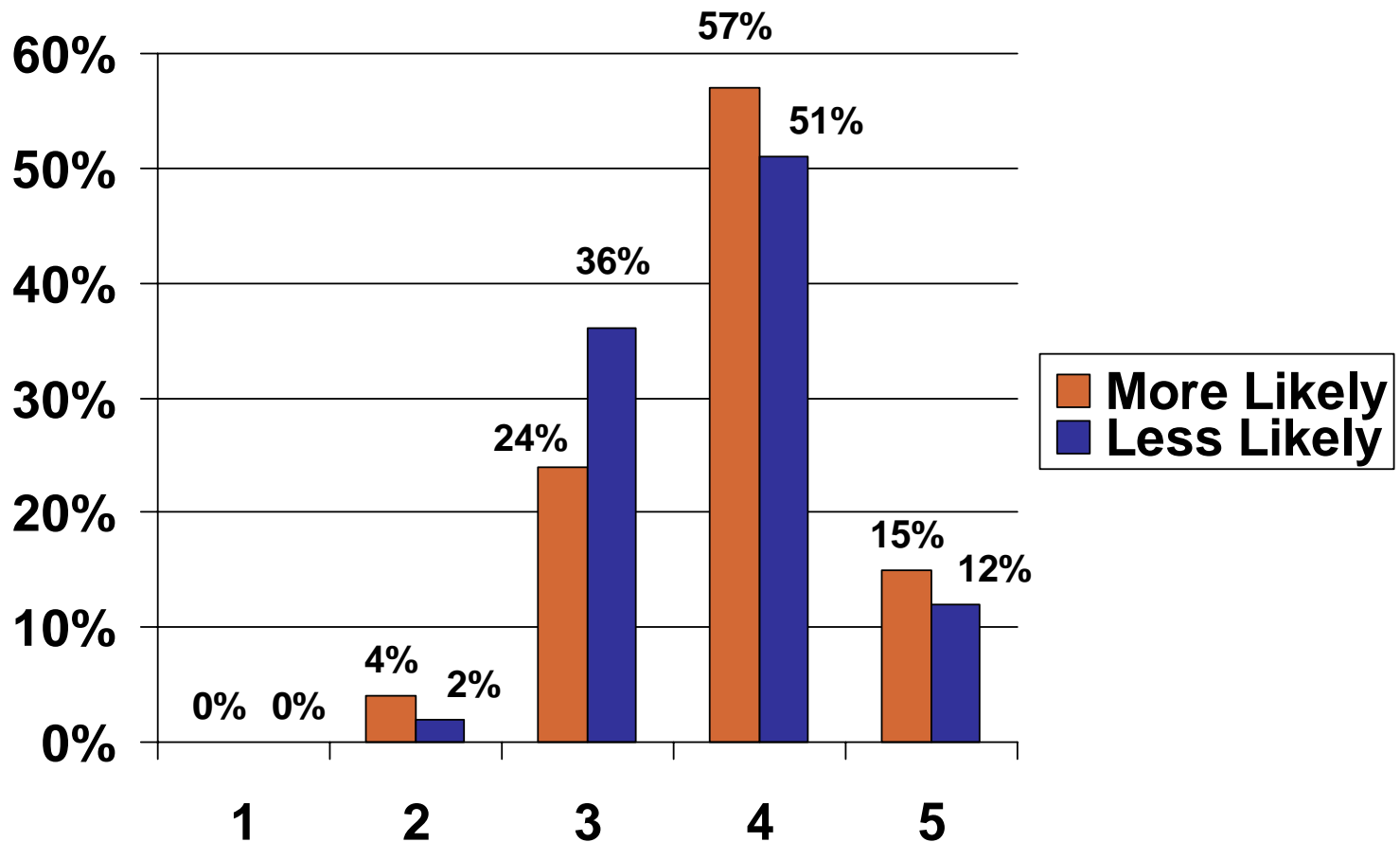


% yes

# College Web Site Visits

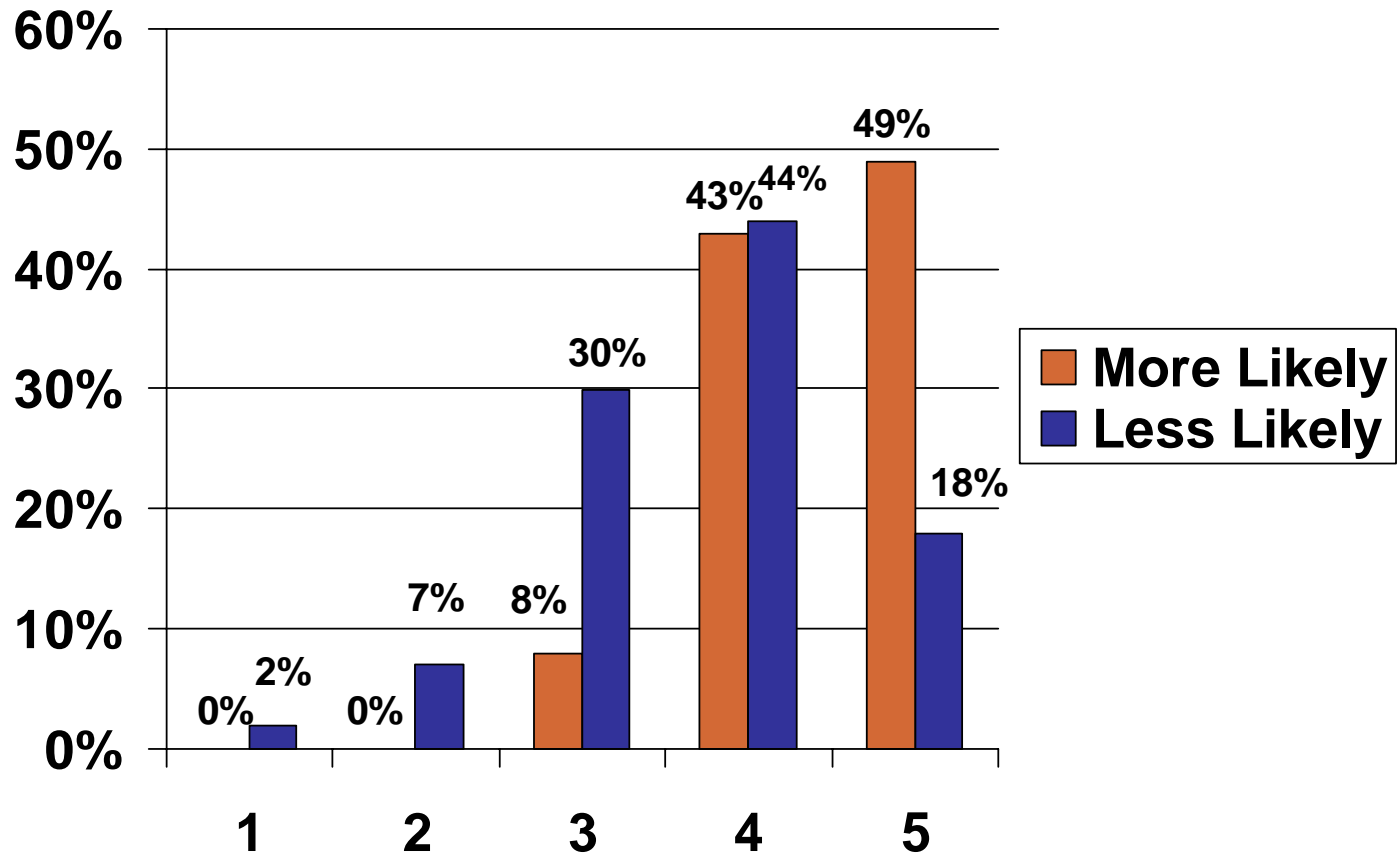


# Student Evaluations of Web Site Visit



Impression of X University's Web Site  
(1 = Very Unfavorable, 5=Very Favorable) (Mean=3.77)

# Student Evaluations of Campus Visit



Impression of Overall Environment at X University  
(1 = Very Unfavorable, 5=Very Favorable) (Mean=4.09)

# Emerging Practices

- Freshman and sophomore prospect development
  - Early Student Search
  - Other list purchases
  - Electronic searches
- Date-of-first-contact communications flow
  - First-trigger response strategy
  - Electronic qualification programs
  - Electronic “personalized” communication
  - Service orientation for “early birds”
  - Personalized applications

# Emerging Practices

- Increased Investment in technology
  - Prospect-to-enrollment Web design
    - Channels to students, faculty, and staff
    - On-line applications
    - Access to personal records
    - Coming soon - “Virtual community” portals
  - Electronic communications plans
    - List serve updates
    - Automated responses to email
    - Chat rooms

# Emerging Practices

- Parent Cultivation
  - Earlier outreach
  - Across the board “for parents only” services and programs
  - ROI messages
  - Increased emphasis on personal growth and character development
  - Moving from financial aid to financial planning
  - Continuous communications flow
  - Student/parent balance

# Guidance Counselor Response

- Recruitment before junior year is not desirable.
  - *“It generally falls on arid soil. It is not a great way to spend money.”*
  - *“Too much time in high school is spent on pushing kids about what they will do after high school.”*

# Guidance Counselor Response

- Parents are more likely to be responsive to early recruitment.
  - *“Some families are flattered by early recruitment – until they realize it does not necessarily reflect genuine interest in their child.”*
- Students are turning to the Web for information.
  - *“Students use the Web to go to the sites of institutions in which they already have an interest, rather than browsing.”*

# Where Do We Go from Here?

- Schools are adhering to their calendars for college counseling.
- Families, especially parents, are reaching out earlier and using resources outside of our system.
- Parents are more involved in developing the “short list.”
- Colleges are being rewarded by early recruitment strategies.
- Technology is here to stay – in marketing, delivery of service, and the educational process itself.



**MAGUIRE  
ASSOCIATES**

*Advancing  
Higher Education  
Through Insight  
and Innovation*

---

**“The future is not what  
it once was.”**

---