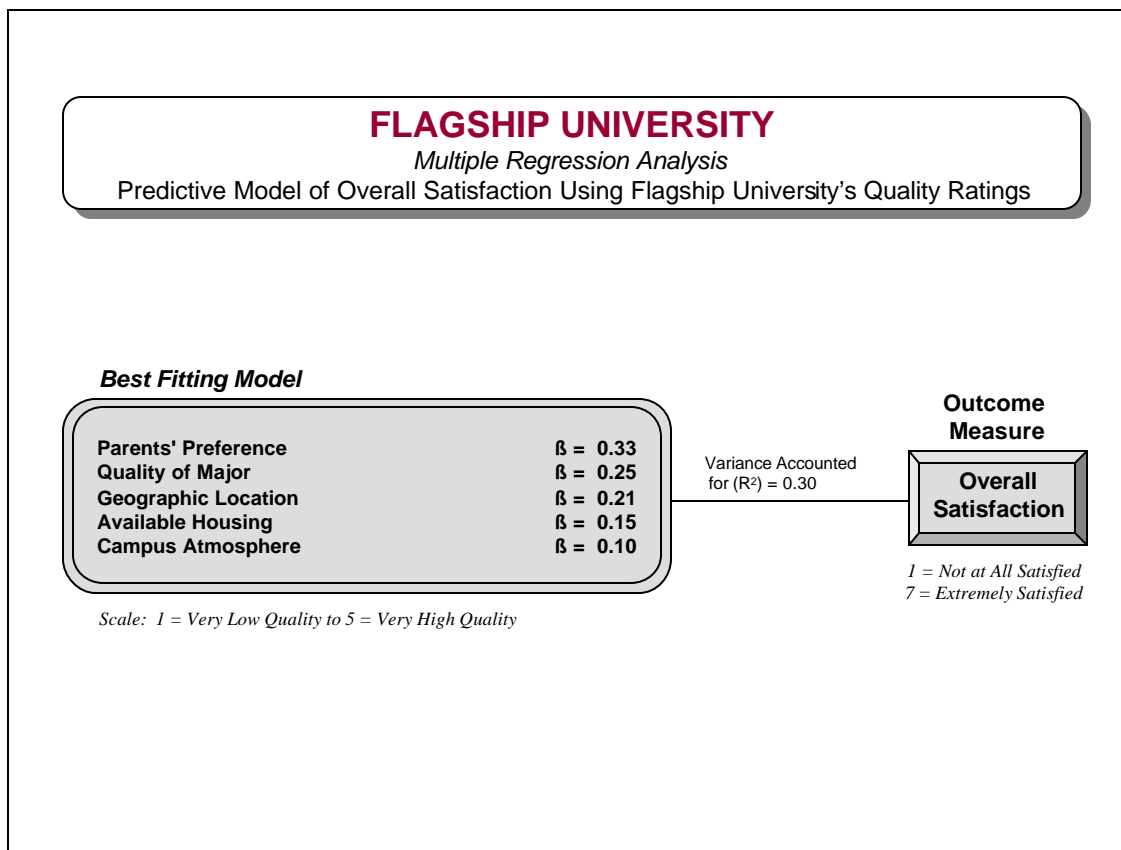


Regression Analysis

Regression analysis is a powerful analytic tool used to examine the predictive relationship between an outcome and several independent (or predictor) variables. We typically use regression analysis to learn which educational priorities and image impressions are most predictive of:

- Prospective students' interest in applying to and enrolling at an institution;
- Current students' satisfaction with their overall experience at, and likelihood of graduating from, an institution; and
- The strongest drivers for generating financial support from alumni.

It is with multivariate techniques such as regression analysis that we are able to help our clients better understand which of the myriad institutional features they should focus on to most influence outcomes such as application, enrollment, and satisfaction. Each institution is unique, and regression analysis helps identify those drivers of application, enrollment, and satisfaction specific to each institution.



Applying Regression Analysis

The above example illustrates the best-fitting model of students' overall satisfaction at Flagship University using quality ratings for the institution as predictor variables. The analysis reveals that students who rate Flagship more highly for parents' preference, quality of major, geographic location, available housing, and campus atmosphere tend to be more satisfied with their experiences there. In other words, of the 36 variables tested for quality at Flagship, students' experiences in these five areas combined have the most impact on their overall satisfaction.