



hcrc  
human capital research corporation

Invitation to Participate

# 2024 Admitted Student Review

The most comprehensive and up to date in-depth student-based assessment of the college market landscape and college choice decision process available.

[Click here to register for the 2024 ASR or request the full survey questionnaire and suite of analytic products](#)

# The 2024 Admitted Student Review (ASR)

Designed as a multi-institutional survey, the ASR is a web-based, post-May 1 survey of *your* admitted students concerning their college choice decision.

Consisting of approximately 90 carefully honed and extensively field tested question items, the ASR provides invaluable insights and market context for enrollment managers, admissions directors, financial aid directors, CFOs, academic officers, presidents and other institutional leaders regarding the comparative strengths and weaknesses of their institution compared to their core competition, key points of differentiation, a deeper understanding of the college choice process, and the underlying drivers of academic value and enrollment demand.

The ASR is offered as a turnkey assessment tool; we manage all aspects of survey administration and analysis and provide you with a series of in-depth analytic reports and datasets.

**150,000**

**Student respondents per year**

All with record control

**100+**

**Participating Institutions**

Comparisons with more than 1,300 top choice schools (including yours)

**31%**

**Average Response Rate**

Rates vary with market position, launch timing, and custom questions. For many institutions response rates comfortably exceed 50%

# Full-Service, Turnkey Solution

## Survey Administration

We manage all facets of communication including design and content of invitation and targeted reminder emails to your admitted students. We maintain record control enabling additional data to be incorporated as well as real-time forwarding of students who are undecided and want to be contacted. The questionnaire is designed and tested to be fully compatible with all devices.

## In-Depth Analytics

Our analysis goes beyond mere tabulations and examines and explores key relationships and factors underlying the choice decision and drivers of value.

## Interactive Data Displays

Our dashboards allow you to filter and compare results across specific subgroups (e.g., by race, socio-economic status, academic profile, program, geography and applicant type).

## Robust Peer Comparisons

Our analysis reveals how your student responses compare to the national sample or sub-groups of institutions based on market position, overlap, or other criteria.

## Data Delivery

We provide conditioned unit-record data files for all admitted (enrolled and non-enrolled) respondents. With record control, additional data is merged to further enrich the analysis. Full respondent data is available at any time.

## Advanced Analytic and Technical Support

A designated HCRC Survey Research Specialist and Senior Analyst Consultant provide additional support, interpretation and strategic and tactical guidance based on your data and results.

## Real-Time Reporting

Shortly after launch, you will have a password-secured Qualtrics report dashboard providing key metrics and chart displays for all question items.

## Customization

We will customize the instrument with your logo and personalized emails. You may also add up to three additional custom questions to your survey that will be honed and appropriately placed within the survey.

# Key Areas of Inquiry & Example Questions

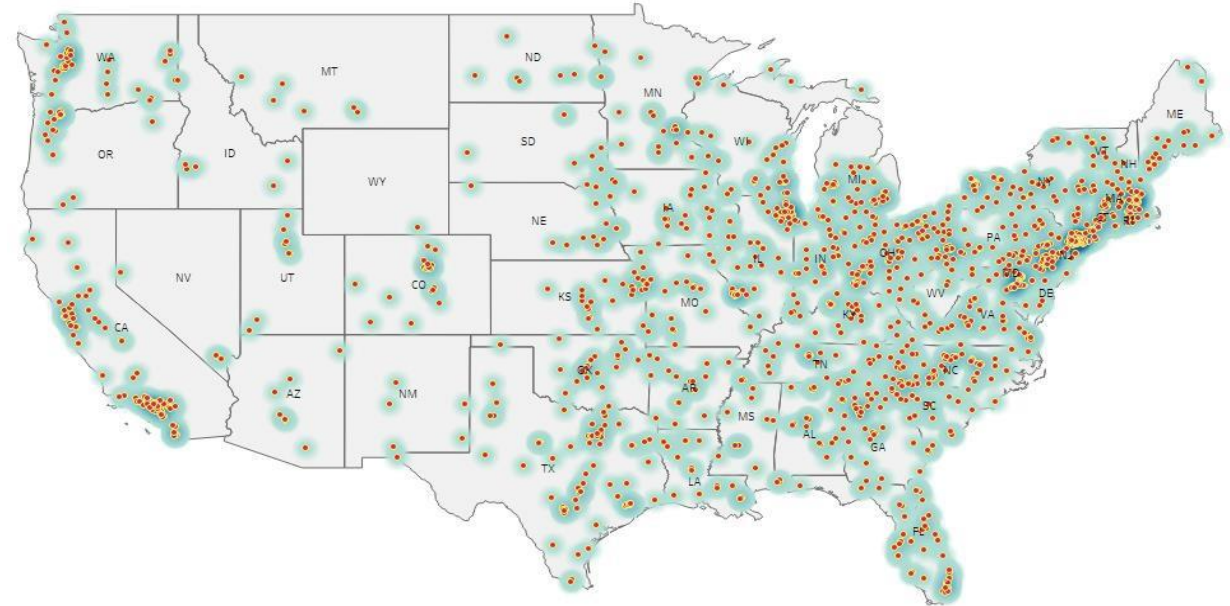
- College choice set and decision timing
  - *Which best describes the point at which you decided to attend Sample College?*
  - *Which statement best describes how you feel about your decision to attend Sample College?*
- Key interactions and influencers
  - *What role did your virtual visit play regarding your decision to attend or not?*
  - *Were there individuals outside immediate family who played an influential role in your college choice?*
- Curriculum interests and learning priorities
  - *Which of the following high impact learning experiences are most important to your college education?*
  - *How does Sample College compare in delivering on your highest priority learning experiences?*
- Facets of student life and sense of fit
  - *Which aspects of college life are you most likely to participate in?*
  - *What is your overall sense of fit and comfort with Sample College students and campus culture?*
- Comparative price and aspects of affordability
  - *How did Sample College's financial aid offer compare with your top college choices?*
  - *Which best describes your role in helping to pay for your college education?*
- Key decision criteria and overall value
  - *Reflecting on all the factors that played a role in your college choice, which were most influential?*
  - *Given what you want out of college, rate Sample College's overall value relative to your other top choices.*

# Respondent Sample

- Statistically robust, fully representative sample of the middle- and top-tier markets
- More than sufficient sample size to drill down and produce detailed analytics for wide-array of population subgroups based on academic profile, curricular interest, socio-economic status, demography, and geography
- Extensive data enrichment by merging other key metrics into your data, including:
  - Measures related to your school's market comparative position
  - Academic and socio-economic characteristics of your students' high schools
  - Additional background information derived from your own applicant data

## 2023 ASR Respondents Runner-Up and Destination Schools

**Geographic Distribution**



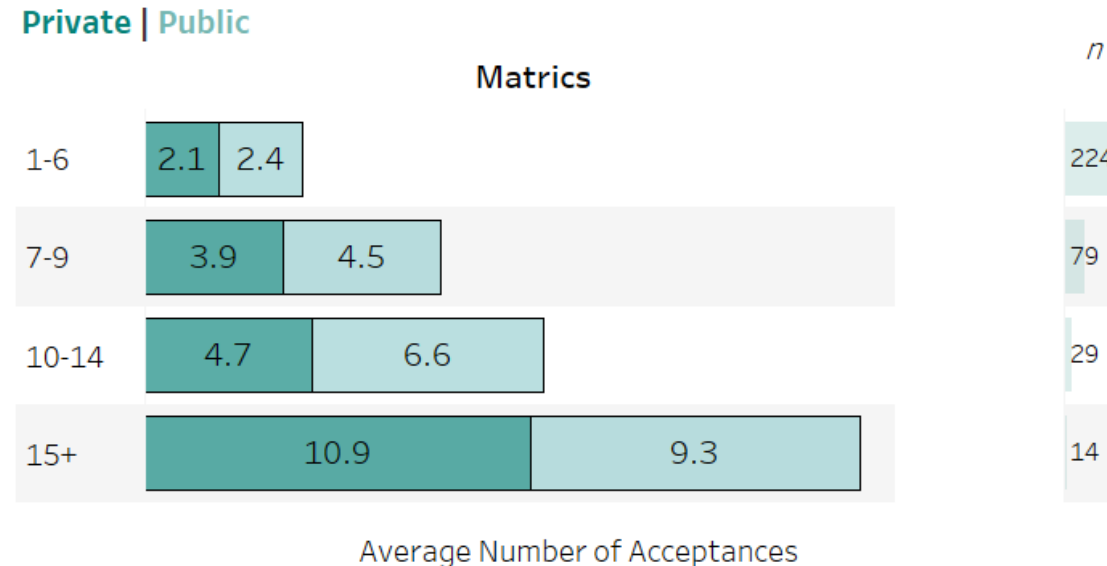
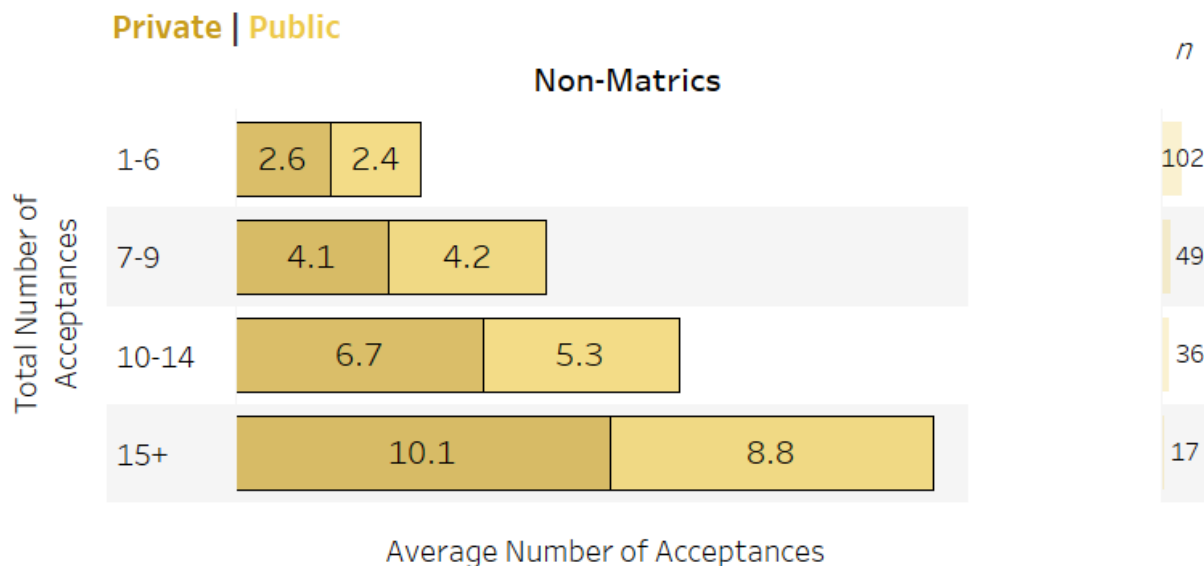
**Distribution by Market Position Percentile\***

Private Non-Profit	4%	5%	8%	7%	10%	15%
Public Four-Year	8%	6%	7%	9%	12%	7%
	Below 60 <sup>th</sup>	60 <sup>th</sup> – 75 <sup>th</sup>	76 <sup>th</sup> – 85 <sup>th</sup>	86 <sup>th</sup> – 90 <sup>th</sup>	91 <sup>st</sup> – 95 <sup>th</sup>	95 <sup>th</sup> – 100 <sup>th</sup>

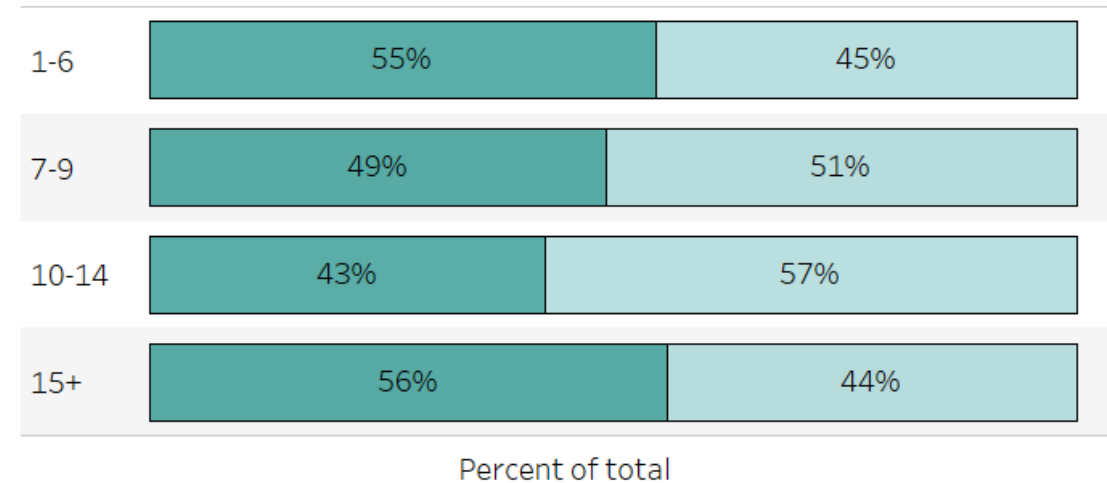
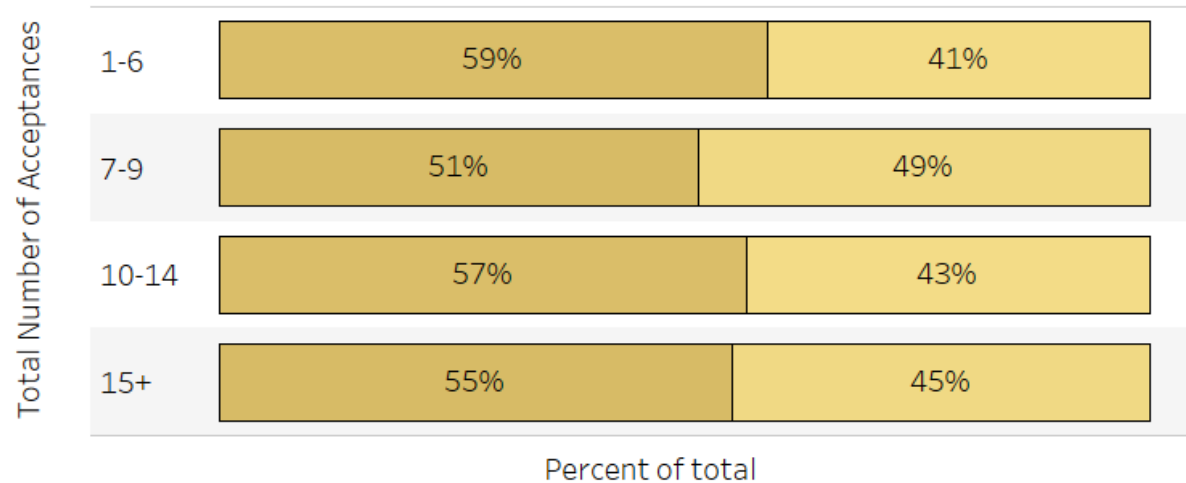
\* Based on HCRC market classification analytics

# Sample Tabulation: Scope of Choice (from *Analytic Report* deliverable)

To how many schools were you accepted?

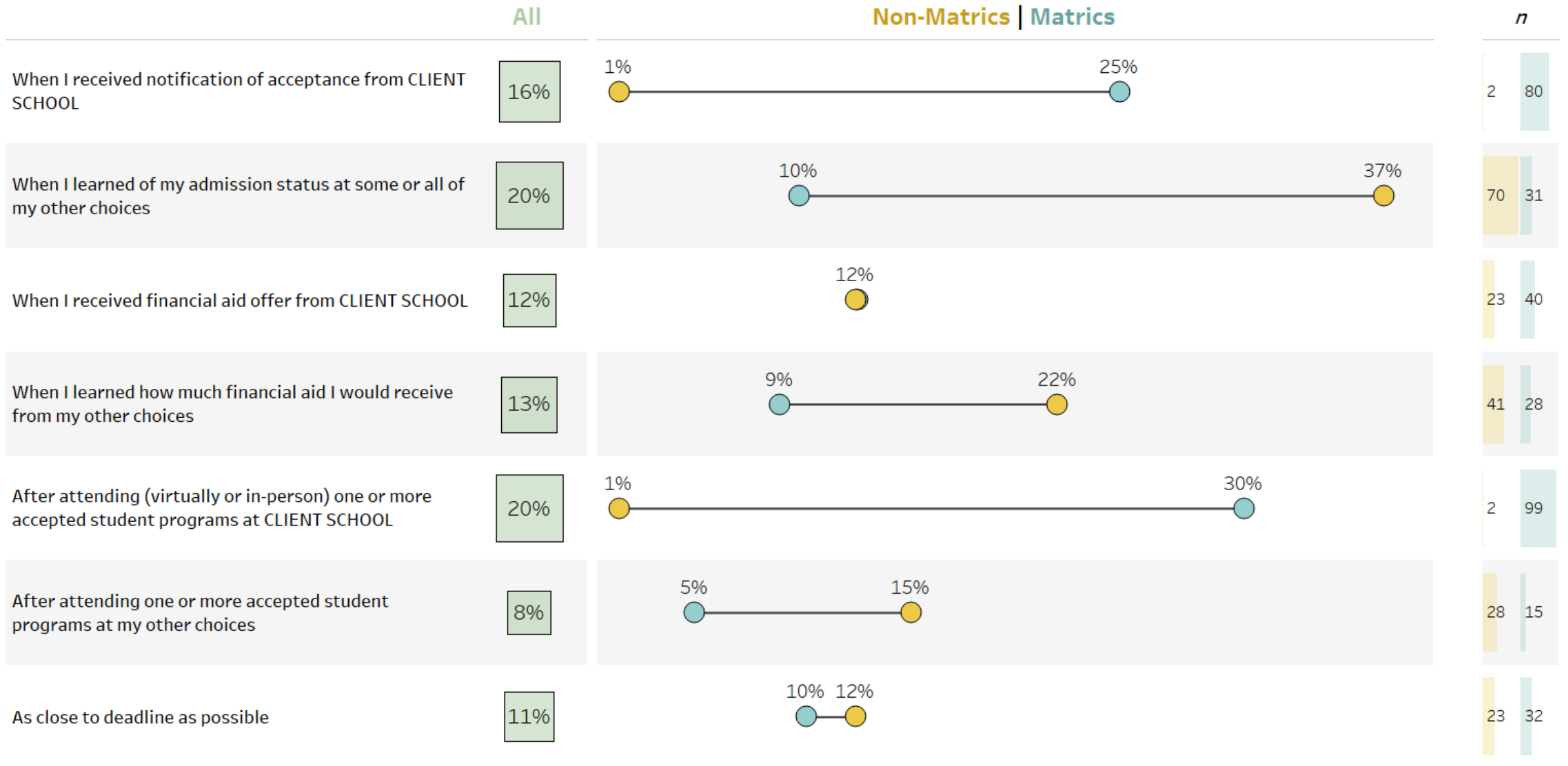


## Percentage share by sector



# Sample Tabulation: Decision Timing (from *Analytic Report* deliverable)

At which point did you decided to **not attend**/**attend** CLIENT SCHOOL?



# Sample Tabulation: Learning Priorities (from *Analytic Report* deliverable)

Which high-impact learning experiences are most important to your undergraduate education? Select **up to three**.

## Non-Matrices

*How well matched are CLIENT SCHOOL's learning opportunities to your interests compared to your other top college choices?*

### Percent Selected

Much stronger | Stronger | About the same | Weaker | Much weaker

*n*

Learning Experience	Percent Selected	Much stronger	Stronger	About the same	Weaker	Much weaker	<i>n</i>
Internships and applied learning	77%	14%	26%	47%	12%		115
Study abroad or global learning experience	48%	10%	20%	52%	18%		71
Developing specific skills	38%	9%	33%	46%	11%		57
Working with faculty on their research	30%	11%	23%	50%	16%		44
Peer-to-peer and learning communities	28%	19%	29%	38%	12%		42
Mentoring in a particular field	23%		40%	43%	11%		35
Service learning	15%		32%	45%	18%		22
Pursuing original research	9%	7%	29%	43%	21%		14
Maker-spaces, studios/labs	7%	9%	18%	64%	9%		11
Interdisciplinary or custom major	7%		20%	60%	20%		10
Co-op education	5%		63%	25%	13%		8

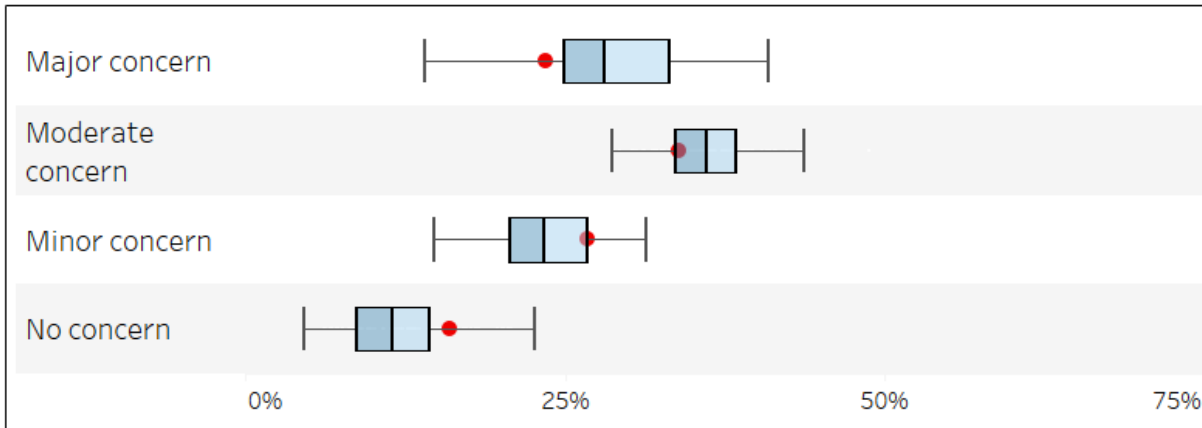


# Sample Tabulation: Affordability Concerns (from *Peer Comparisons* deliverable)

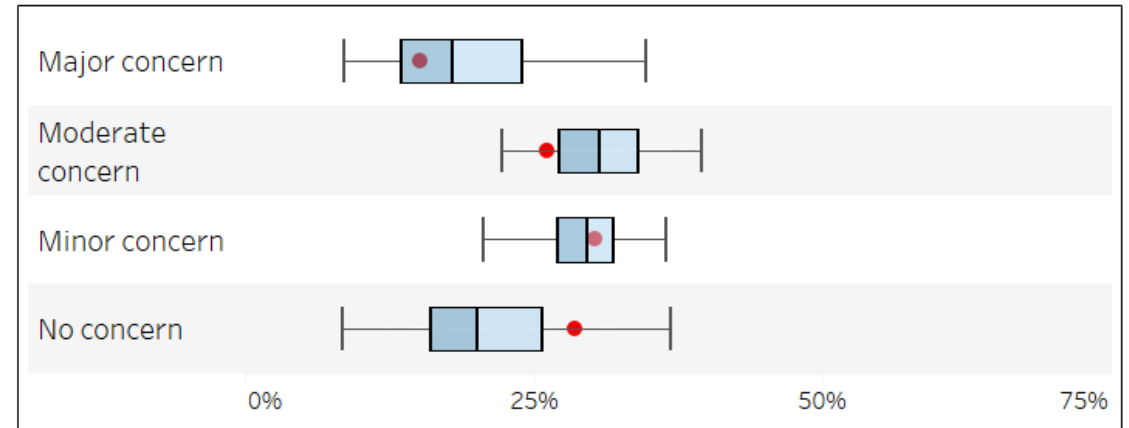
How concerned are you and your family about the following aspects of paying for college and college affordability?

Red dot shows Sample College against similarly positioned competitors

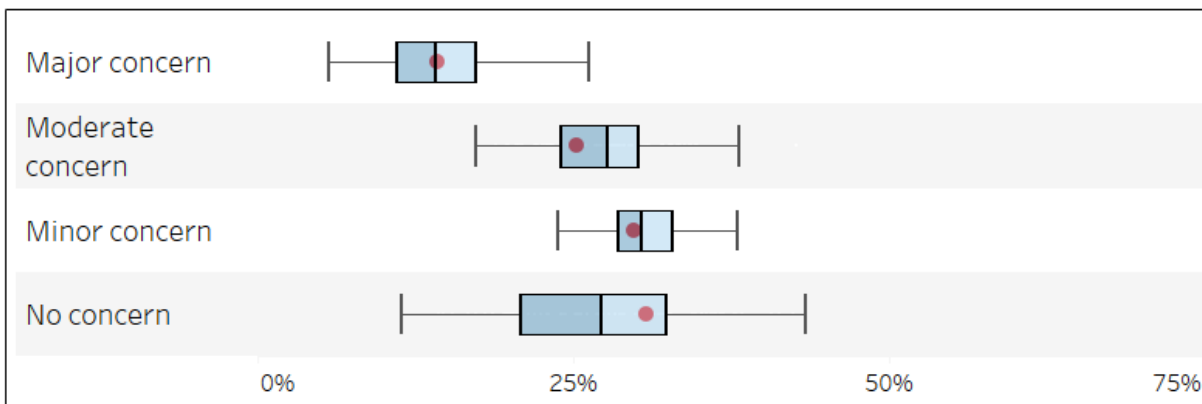
**Rising tuition and fees**



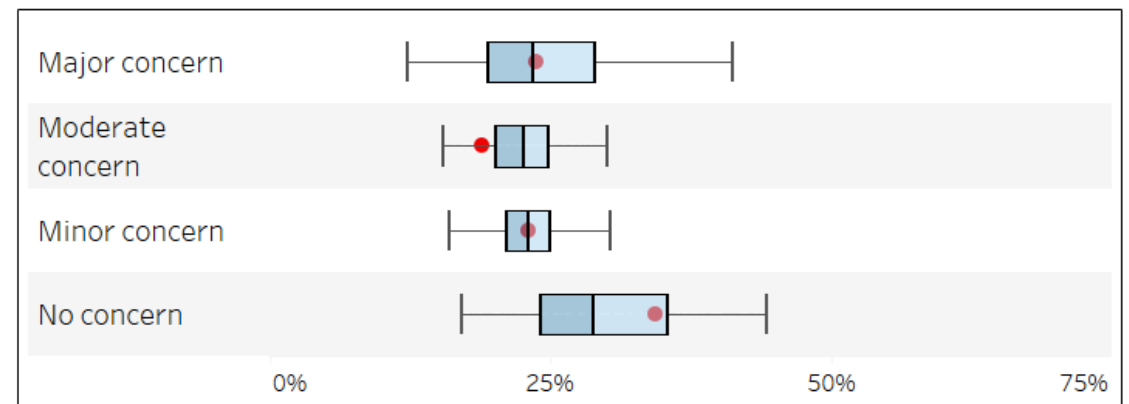
**Need for paid employment while enrolled**



**Sufficient resources to participate fully in college life**



**Parents assuming too much debt**



# Sample Tabulation: Decision Factors (from *Interactive Displays* deliverable)

Reflecting on all the factors in your college choice, which of the following were most influential? Select **up to five**.

Parent Education Attainment: Some or No College

Parent Education Attainment: At Least One Degree

Affordability, financial aid, and net price	47%	56%	469	849
Academic reputation/prestige	52%	49%	515	734
Preparation for career and job opportunities	46%	49%	451	746
Internships and other applied and experiential learning	45%	47%	441	712
Specific academic programs and courses	48%	44%	477	667
Comfort and sense of fit with students	34%	31%	339	461
Quality of classroom environment and learning facilities	26%	23%	255	352
Being close to home	19%	25%	191	374
Diversity and culture of inclusion	17%	18%	171	274
Organized social clubs and recreational activities	17%	16%	165	238
Individual and personal attention to students	16%	13%	163	203
Quality of residence halls and student life facilities	14%	14%	136	211
Being far from home	10%	14%	103	214
Immersive campus life with tight knit-community	11%	9%	107	139
Urban or metropolitan location and surrounding area	11%	8%	105	128
Entry to graduate/professional school	9%	9%	89	139
Campus safety and security	7%	9%	74	129
Participating in intercollegiate activities	8%	7%	82	101
Attending a large institution	6%	6%	58	84
Attending a small institution	7%	5%	65	69
Rural or small-town location and surrounding area	3%	3%	34	48
Religious/faith-based college	1%	1%	9	22

# Activity Timeline & Fees

Activity	April	May	June	July	August
Confirm participation and select launch date	█				
Confirm any survey customizations and transmit unit record data	█	█			
Launch ASR		█	█		
Access real-time Qualtrics dashboard		█	█	█	█
Access to interactive Tableau dashboard				█	█
Analyst-led analytic report and presentation				█	█
Receive unit record responses				█	█
Institutional comparisons dashboard					█

HCRC is offering a limited number of available spots for the 2024 ASR for institutions outside of its core client portfolio. For institutions that register before February 15<sup>th</sup>, the fee for participation is \$10,000 and includes all survey administration, customization, descriptive and analytic reports, analysis workshop presentation, and related follow-up services and technical support.

# The 2024 ASR Package includes:

## Survey Administration & Distribution

This includes creating the survey in Qualtrics, scheduling invite and reminder emails, launching the survey, and setting up automatic email to your admissions office with contact information for students who request additional information.

## 3 Custom Questions

These questions can relate to any aspect of the college decision process and/or your institution but are subject to limitations regarding length and complexity

## Interpretation & Presentation of Results

A live Zoom presentation based on your results provides strategic insights within the context of your institution.

## Ongoing Technical & Analytical Support

This support spans technical support with Qualtrics administration and distribution of the survey through interpretation and presentation of results, as well as additional requests or customizations within reason.

## Real-Time Results Report

This password-protected Qualtrics report link is sent for tracking results in real time.

## Analytic Report

This report is an extensive display of item-by-item results segmented and visualized by matriculation status.

## Interactive Displays

This Tableau-powered display allows for segmentation across several subpopulations for key survey items.

## Unit Record Data

This file contains full survey results with one row for each respondent.

## Peer Comparisons

This product utilizes our full response sample to draw market comparisons for your institution.

## Additional Customizations

Extensive customization of survey question items and/or analytic products is available for an additional fee and is negotiated on an individual basis.

Examples of customizations could include additional custom questions, additional segmentations of results, and additional cross-tabulation and treatments on results.

[Click here to register for the 2024 ASR or request more information](#)

# About HCRC & Our Scope of Services



## About HCRC

Human Capital Research Corporation (HCRC) was established in 1991 to provide strategic and tactical information to educational practitioners, administrators, and policy makers. Our mission is to advance opportunity, productivity, and value in higher education. Our focus is on enrollment management and the integration of information systems, analytics, and professional practice.



## Scope of Services

### New Student Enrollment Development

- Search/Target Marketing Strategy
- Geographic/Territory Market Development & Cultivation
- Prospect Engagement and Conversion Scoring
- High School Feeder Analysis & Market Development
- Freshman Class Outcome Management

### Tuition Pricing and Aid Analysis & Strategy

- Price benchmarking
- Financial Aid Leveraging Analysis & Net Tuition Revenue Optimization
- Net Price Calculators

### Student Retention and Success

- Enrollment Flow & Cohort Analysis
- Attrition Risk Assessment & Scoring
- Student Success Systems Development

### Enrollment Management Consulting

- Organizational Assessment
- Strategic Planning

### Survey Research

- Admitted Student Review
- Family Finance Survey
- Custom Retention Surveys

### Slate Services

- Slate Audits
- Implementation Support & Optimization
- Custom Portal Development
- Custom Dashboards

### Peer and Institutional Performance Benchmarking

- Market Position Analysis
- Comparative Financial Analysis

### Curriculum Evaluation

- Market Demand Analysis
- Labor Market Analysis
- Program Prioritization

[Click Here to Learn More](#)