

January 29, 2017

THE INFLUENCE OF PARENTS, RADICAL HOSPITALITY, AND THE ADMISSIONS PROCESS



Alternate Title

**THE CRITICAL ROLE OF PARENTS IN THE COLLEGE
SELECTION PROCESS AND THEIR EXPECTATIONS OF
CATHOLIC HIGHER EDUCATION**

Overview

- Survey context
- Results
- How colleges are using the results
- Q & A

Presenters

Gonzaga University

Dr. Thayne McCulloh

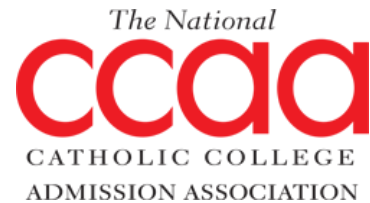
Erin Hays

Whiteboard Higher Education

Dr. Sarah Parrott

Brennan McDevitt

National Catholic College Admission Association



- “To promote the value of Catholic higher education and to serve students in the transition to college”
- 133 member institutions
- Membership benefits

Purpose of the Project

- Collect data from parents of students admitted to Catholic Colleges and Universities in Spring 2016.
- Find out how involved parents are in the college recruitment process.
- Hear from parents about what institutional qualities are most important to them.
- Provide information to the National CCAA member institutions about how to better recruit parents alongside students.

THE NATIONAL PARENT SURVEY

Institutional Participation

- All National CCAA member institutions invited to participate.
- No cost to the institutions.
- Real-time results available to participants as responses were collected
- Presentations of institution-specific results offered at no cost.
- February 2017 webinar to discuss application of results in college admission offices.

Survey Administration

- We received 305,615 parent emails from 51 colleges and universities.
- Over 210,000 unique parents were offered the online survey.
- One invitation and three reminders were sent.
- 20,569 parents started the survey and 17,849 completed it.

51 Participating Institutions

Assumption College

Bellarmino University

Boston College

Cabrini College

Caldwell University

College of Saint Scholastica

Creighton University

Elms College

Emmanuel College

Fairfield University

Fordham University

Gonzaga University

Holy Cross College

Iona College

John Carroll University

Lourdes University

Loyola Marymount University

Loyola University Chicago

Loyola University Maryland

Marian University

Marquette University

Marymount California University

Merrimack College

Mount Aloysius College

Mount Mary University

Mount Saint Mary's University

Newman University

Niagara University

Providence College

Regis University

Saint Francis University

Saint Joseph's College

Saint Louis University

Saint Peter's University

Salve Regina University

Santa Clara University

Siena College

St. Edward's University

St. John Fisher College

St. Mary's University

St. Mary's University of Minnesota

The Catholic University of America

The College of Saint Rose

University of the Incarnate Word

University of Mary

University of Notre Dame

University of Portland

University of San Diego

University of Scranton

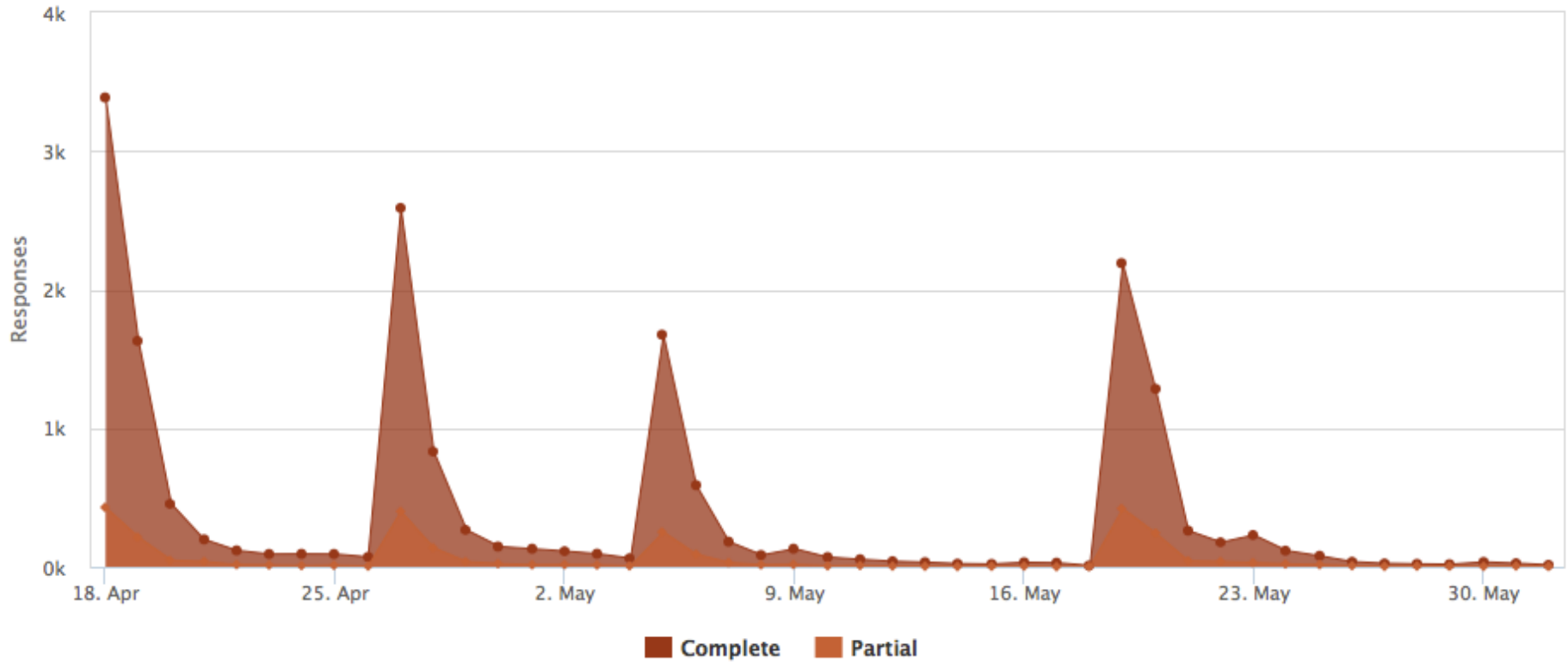
University of St. Thomas

Xavier University

Parent Survey Advisory Group

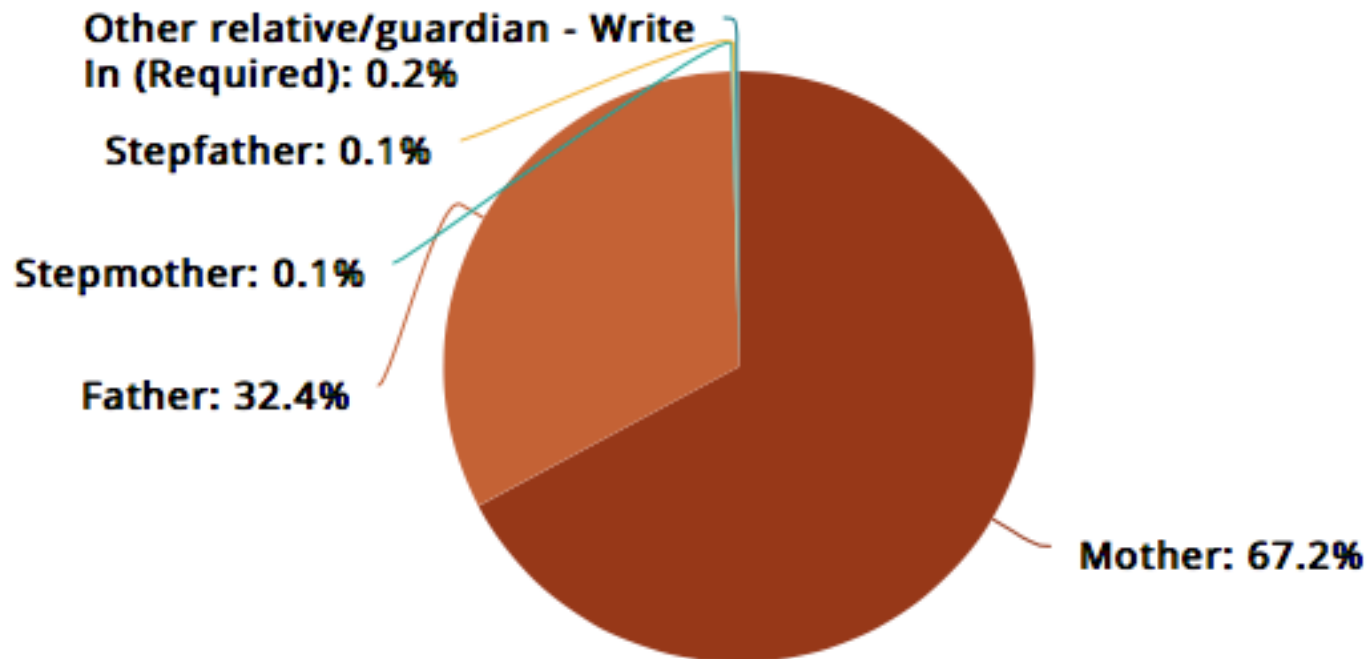
Connie Bennett	Marquette University
Stacy Ledermann	St. John Fisher
Kristen English	Newman University
Kelli Armstrong	Boston College
Sarah Richardson	Creighton University
Christina Berardi	Salve Regina University
Jennielle Strother	University of the Incarnate Word
Bob Lay	Boston College
Beth Myer	Boston College

8.4% Response Rate!

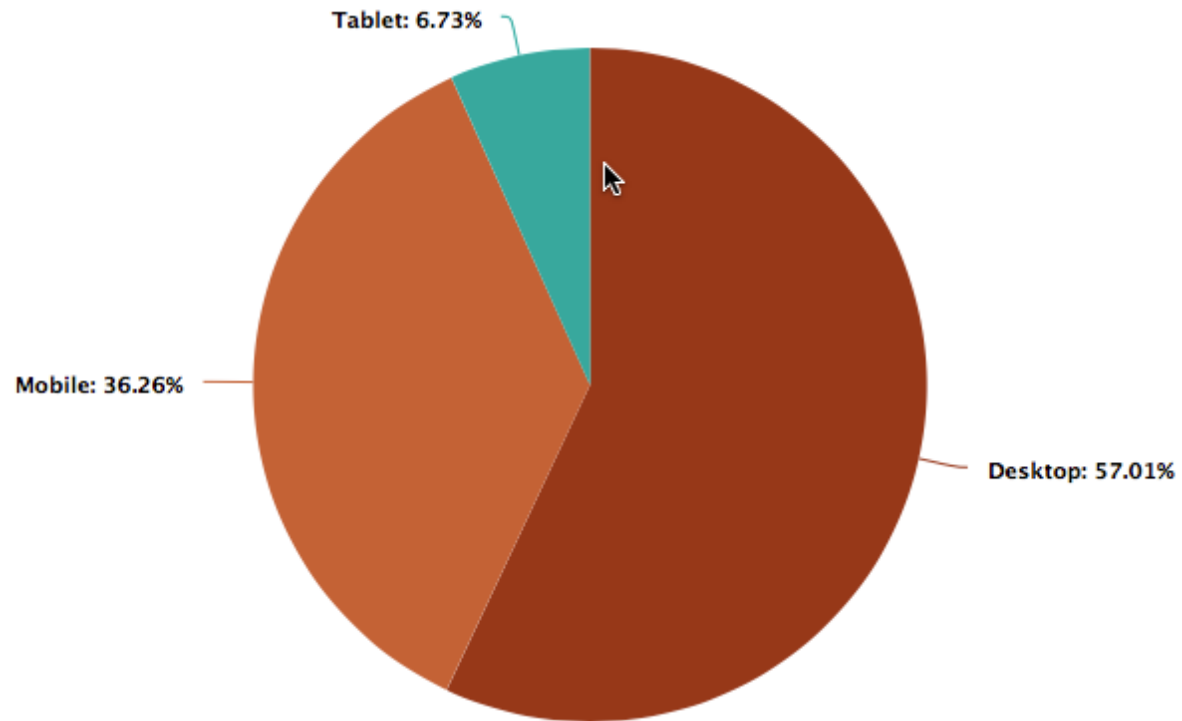


SURVEY RESPONDERS

Two of Three Responders Were Mothers



43% of Parents Used Mobile Devices

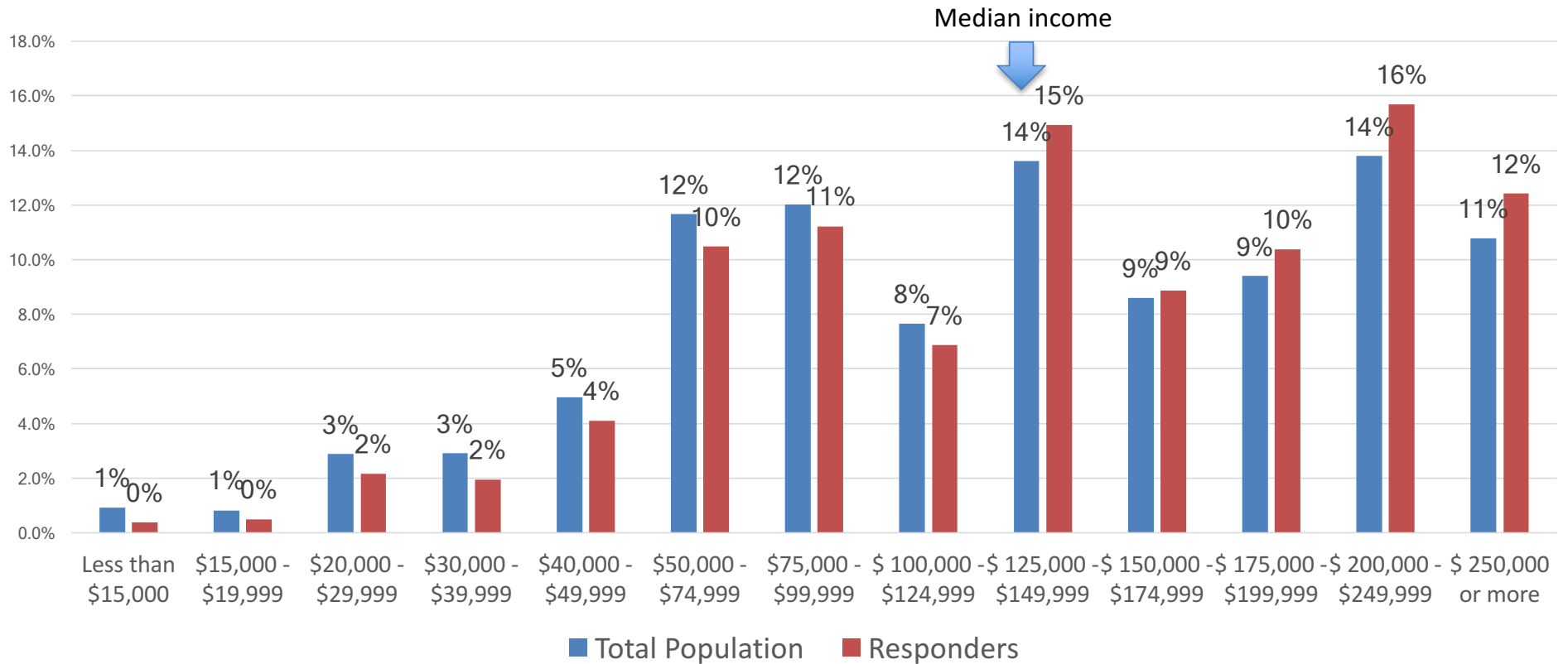


Socioeconomic Status

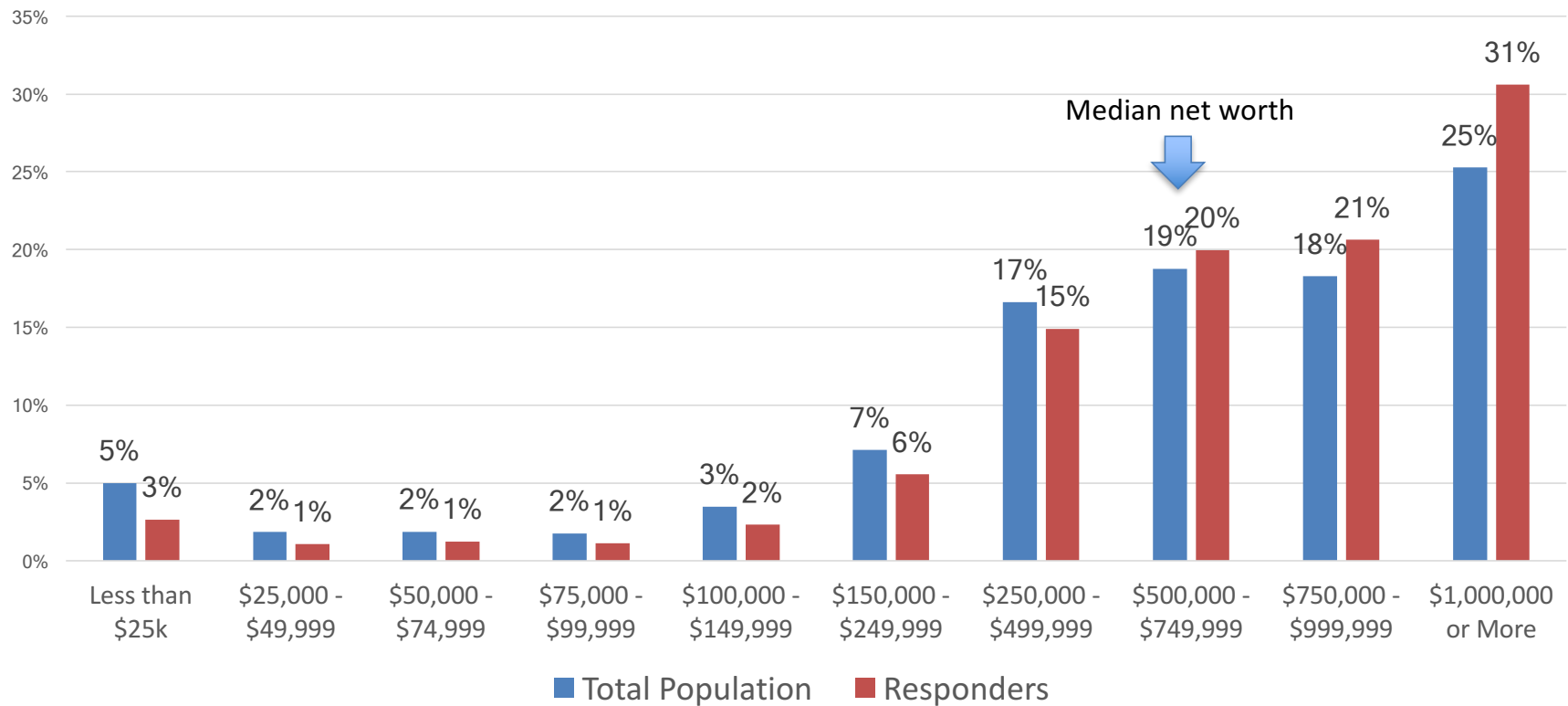
Using Whiteboard's National Consumer File, additional information was appended to each record.

- Household income
- Estimated net worth
- Household education level
- Estimated home value
- Purchasing power/credit

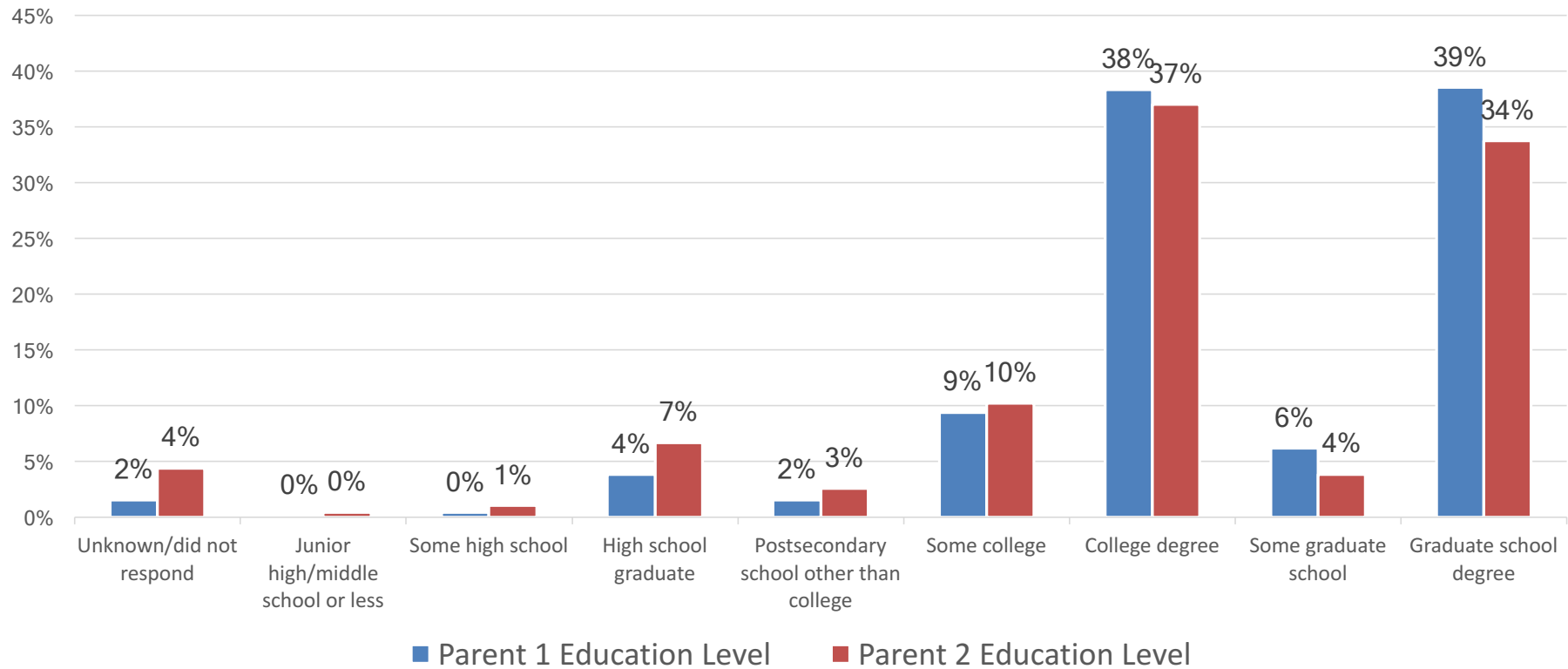
Respondents have relatively high incomes



One in four households has a net worth over \$1M



Parents have high levels of education



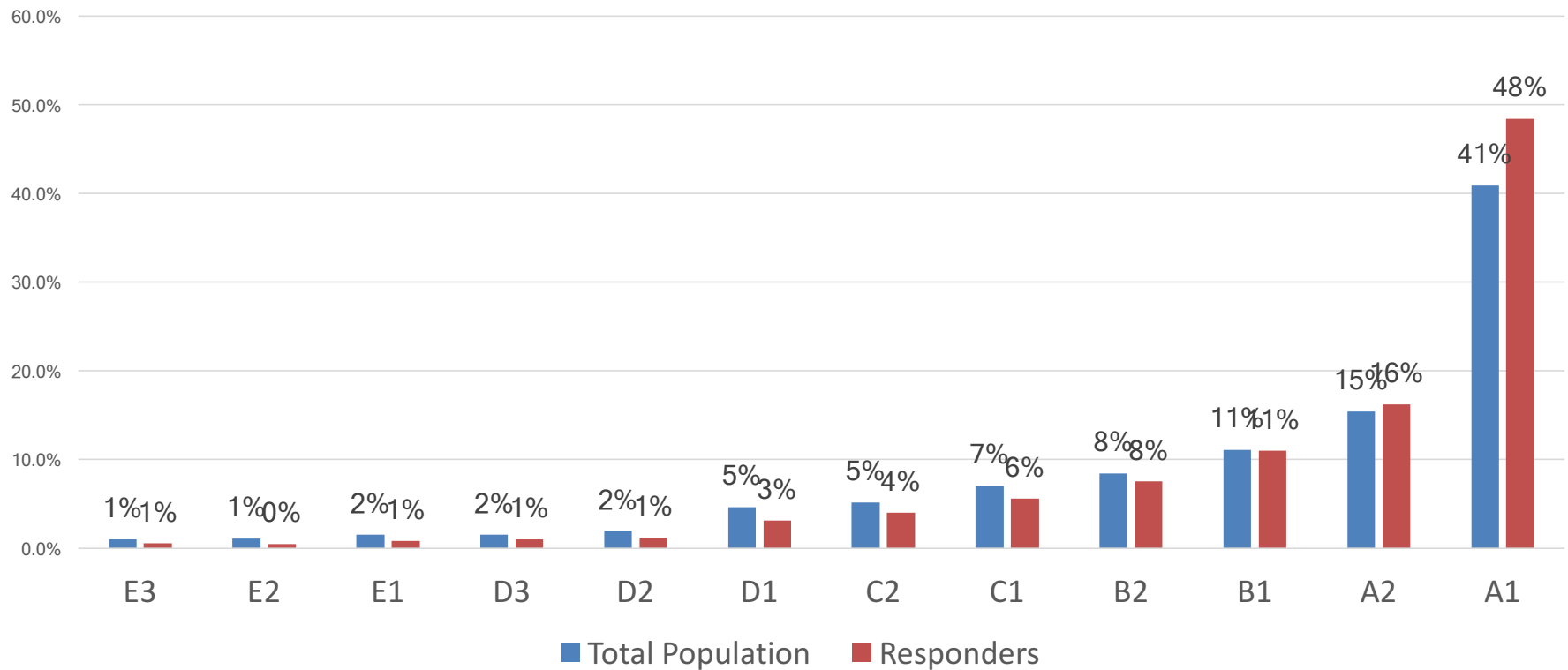
Q5: What is the highest level of formal education obtained by XX's parents/guardians?

Purchasing Power (Credit Score Ranges)

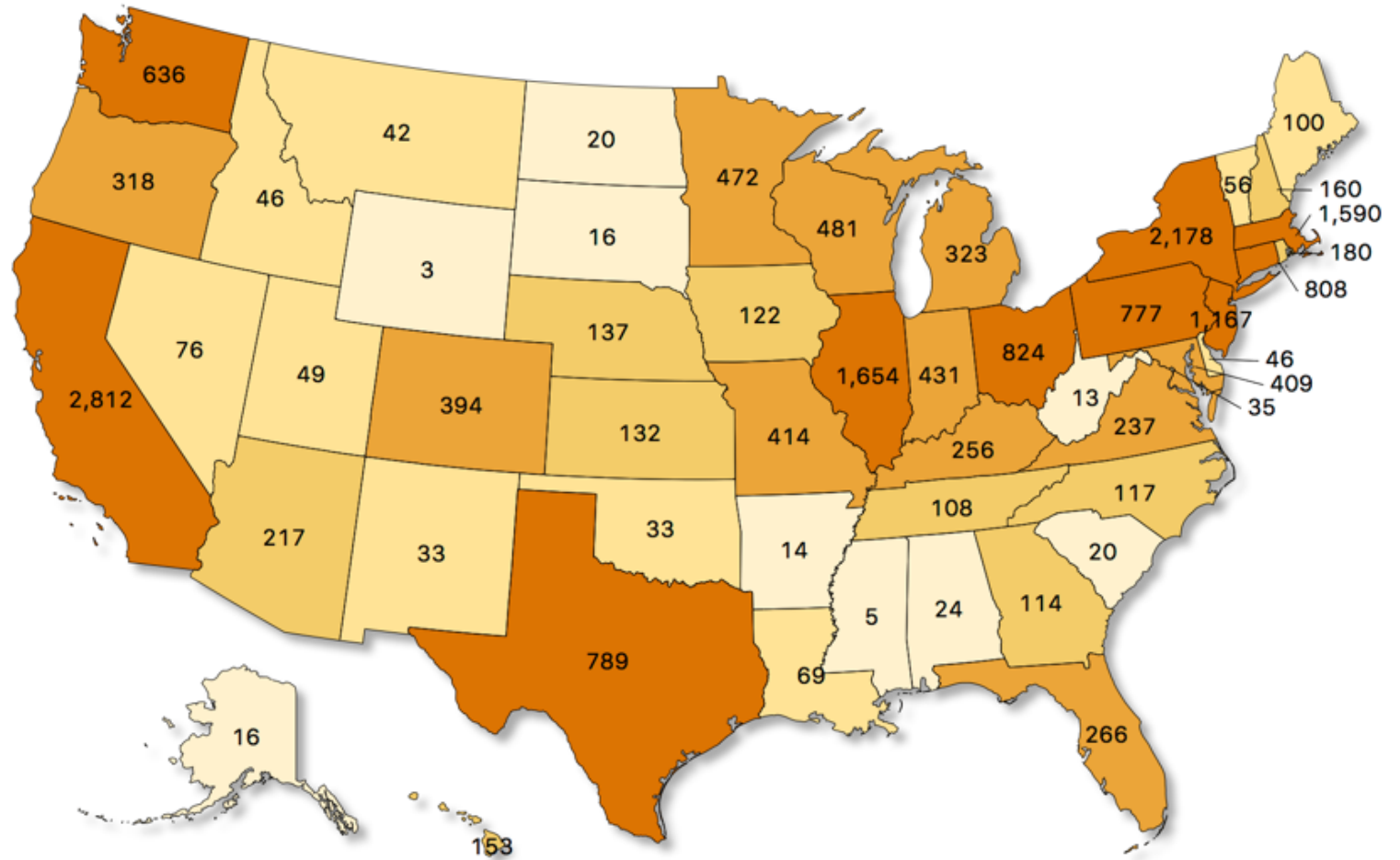
A. HIGH	780-850
A1	
A2	
B. ABOVE AVERAGE	660-780
B1	
B2	
C. AVERAGE	600-660
C1	
C2	
D. BELOW AVERAGE	500-600
D1	
D2	
D3	
E. LOW	<500
E1	
E2	
E3	

Admitted families have strong credit

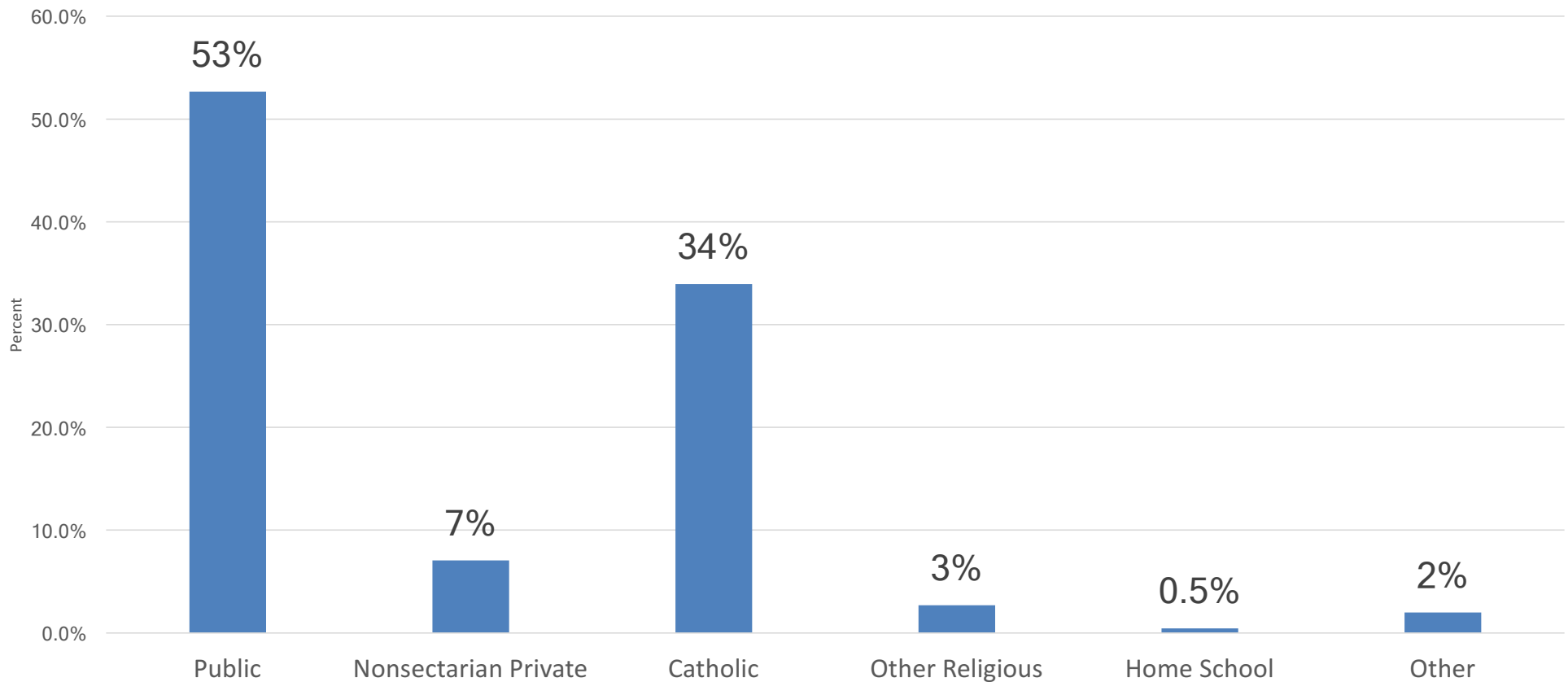
Loan qualification is likely not an issue for families that need to borrow



Survey respondents by state

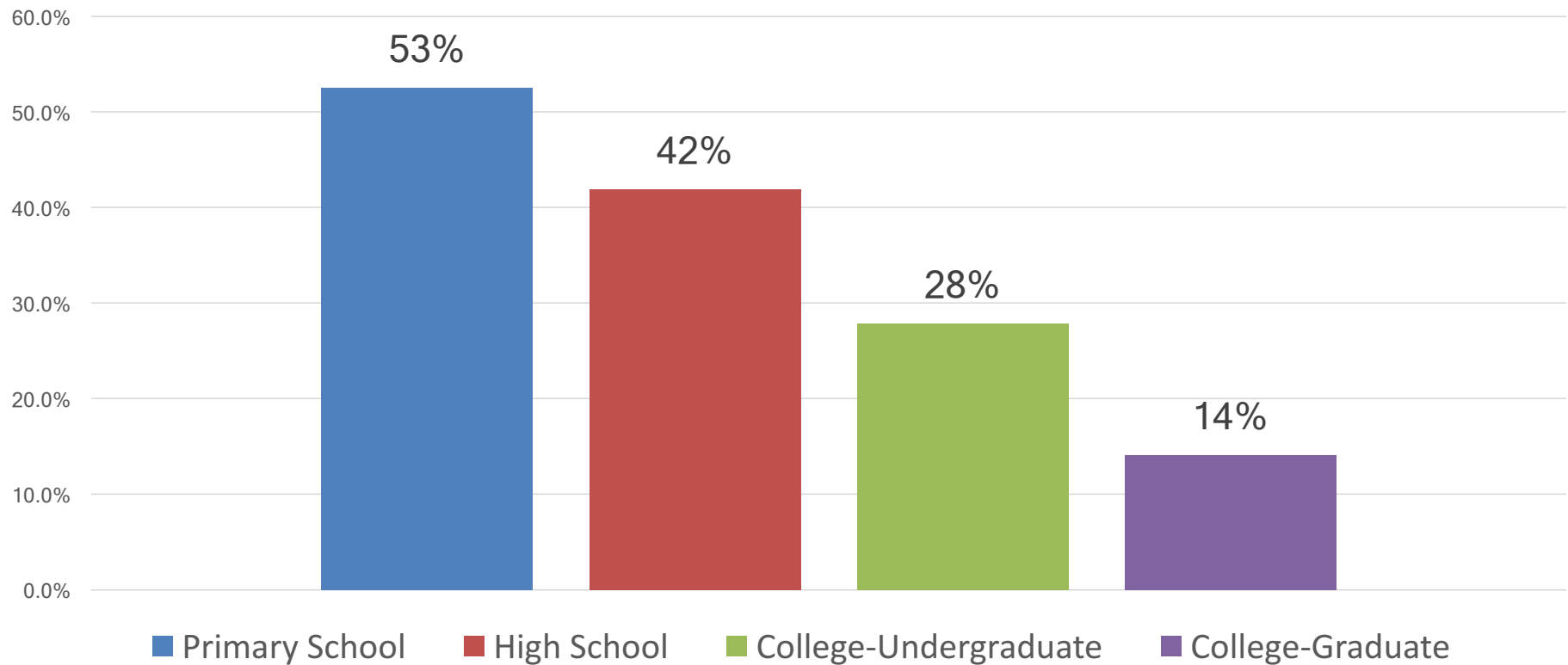


A third of students attend Catholic high schools



Q3: From what type of high school will XX graduate?

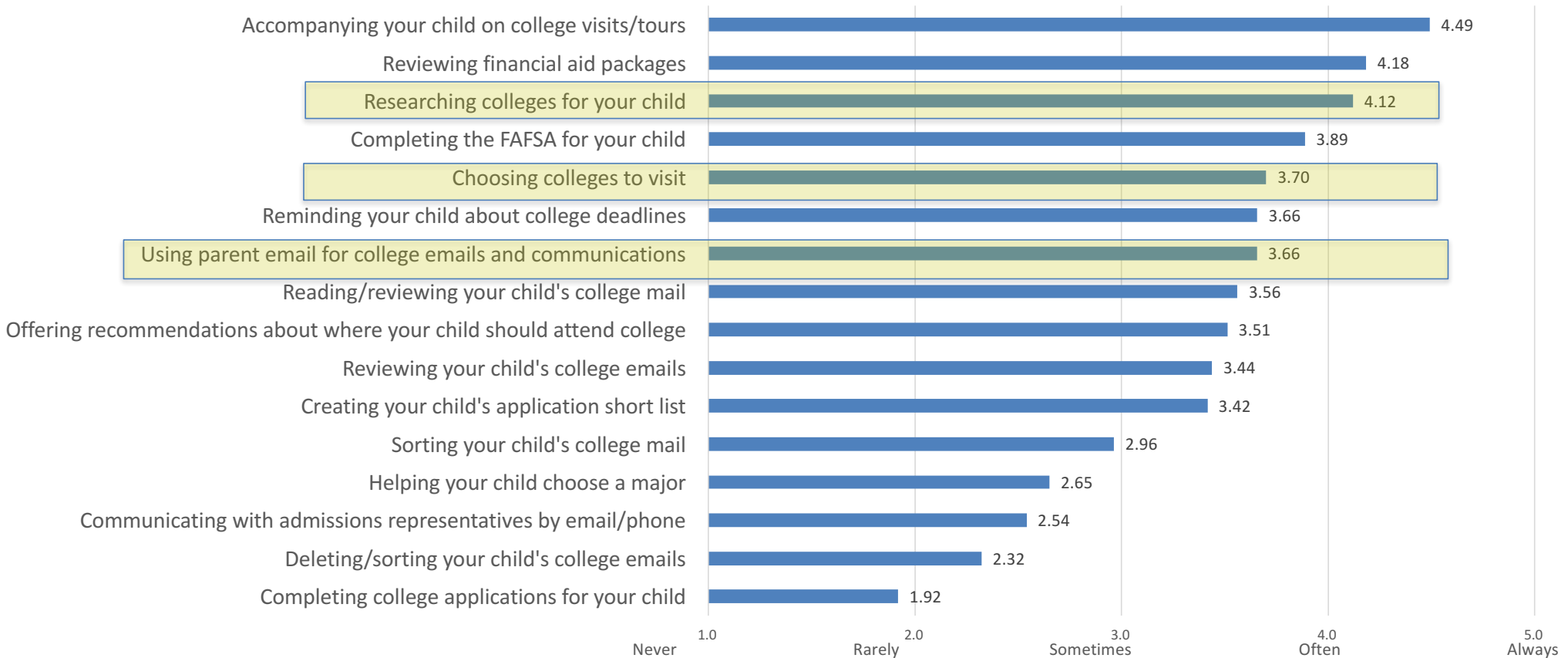
Over half of parents attended a Catholic school or college at some point in their life



Q4: Did either of XX's parents attend a Catholic:

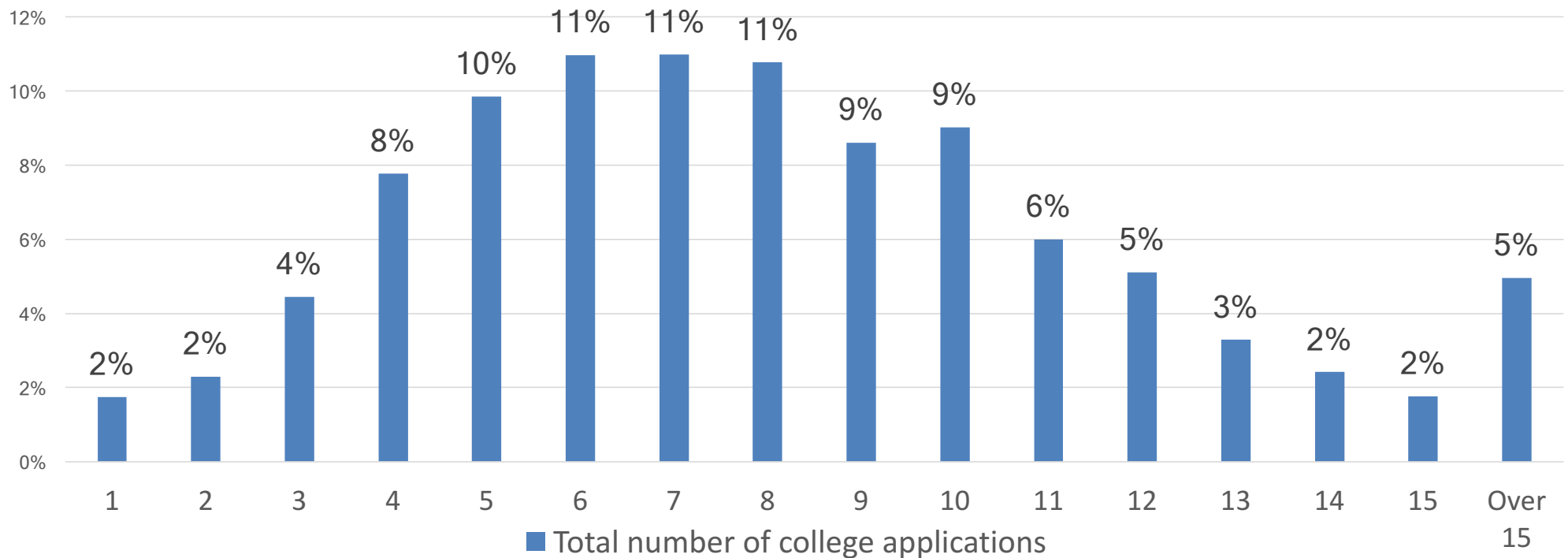
SURVEY RESULTS

Parents are highly involved in the recruitment of their child

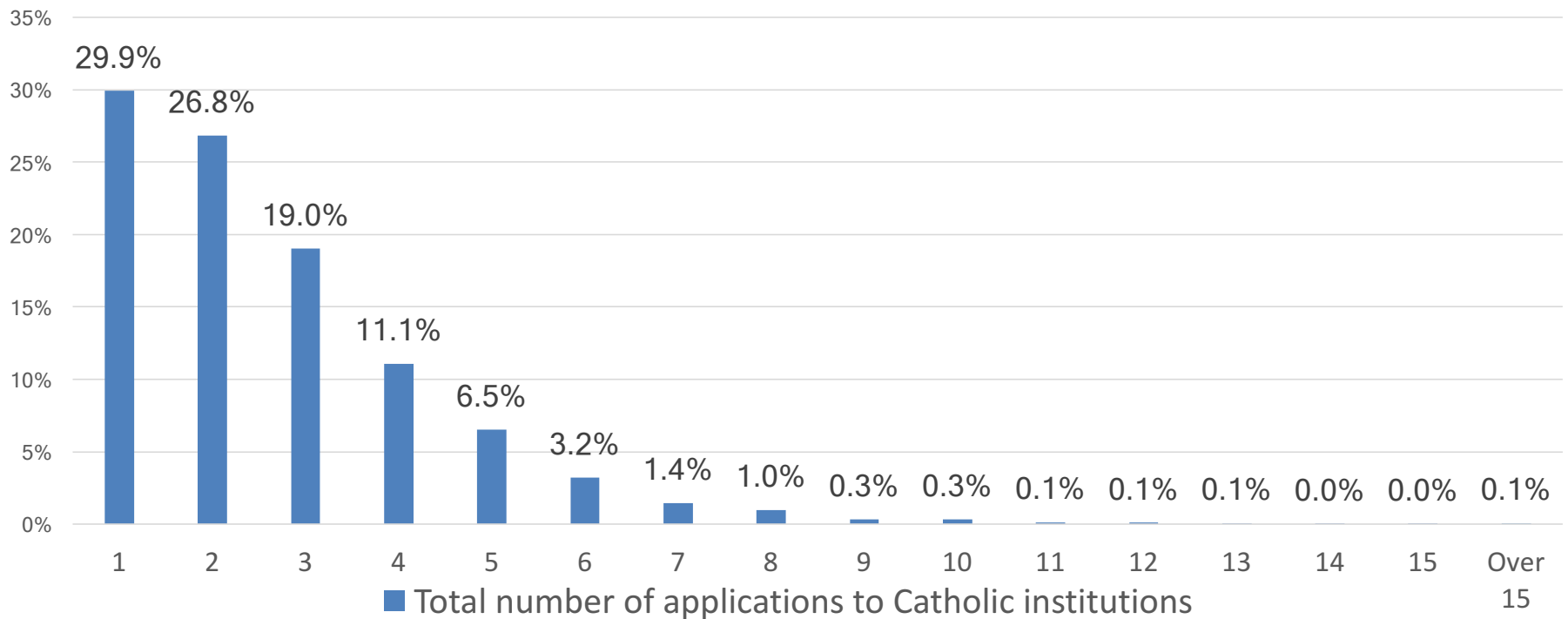


Q6-8: How often were/are you involved in XX's college application and decision process?

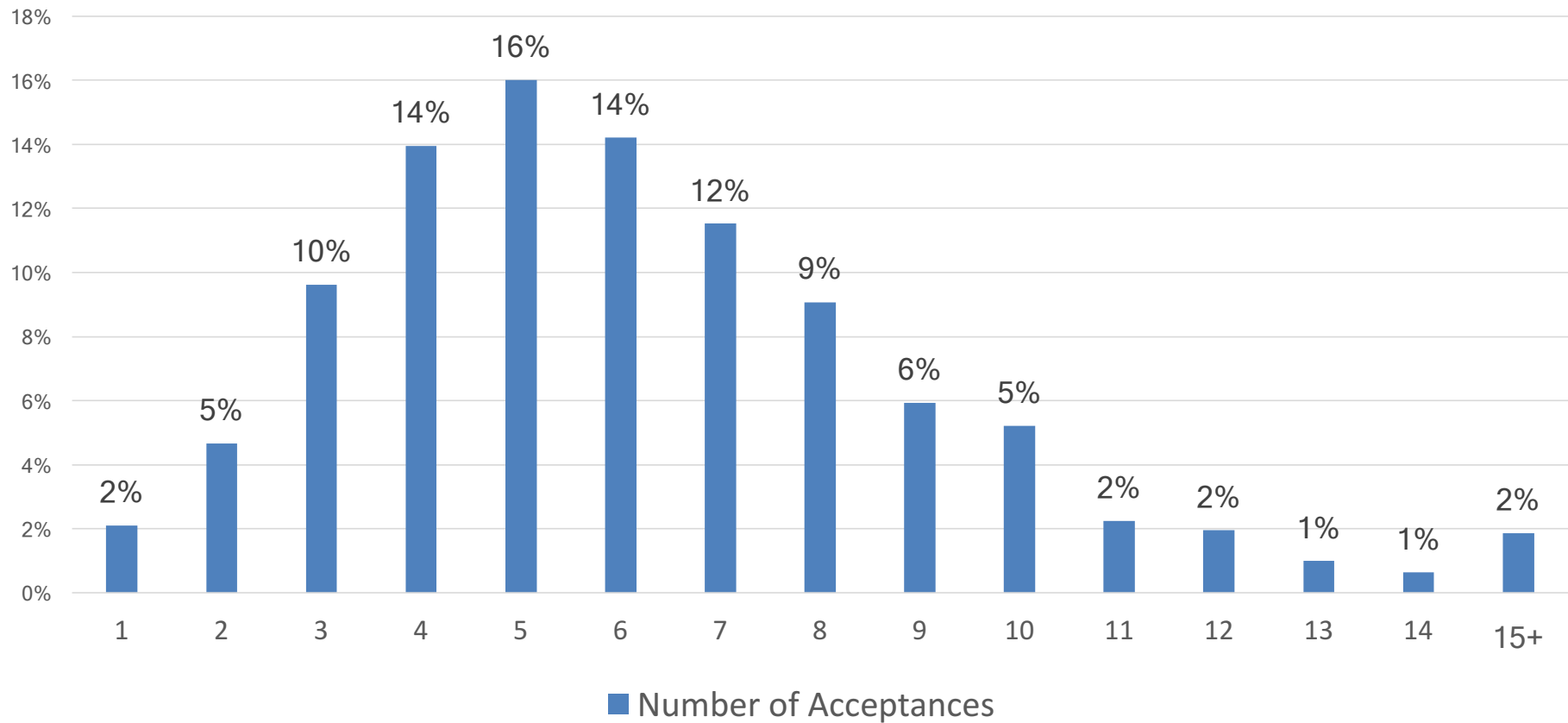
Students applied to over 8 institutions (Catholic and non-Catholic)



Students applied to just under three Catholic institutions

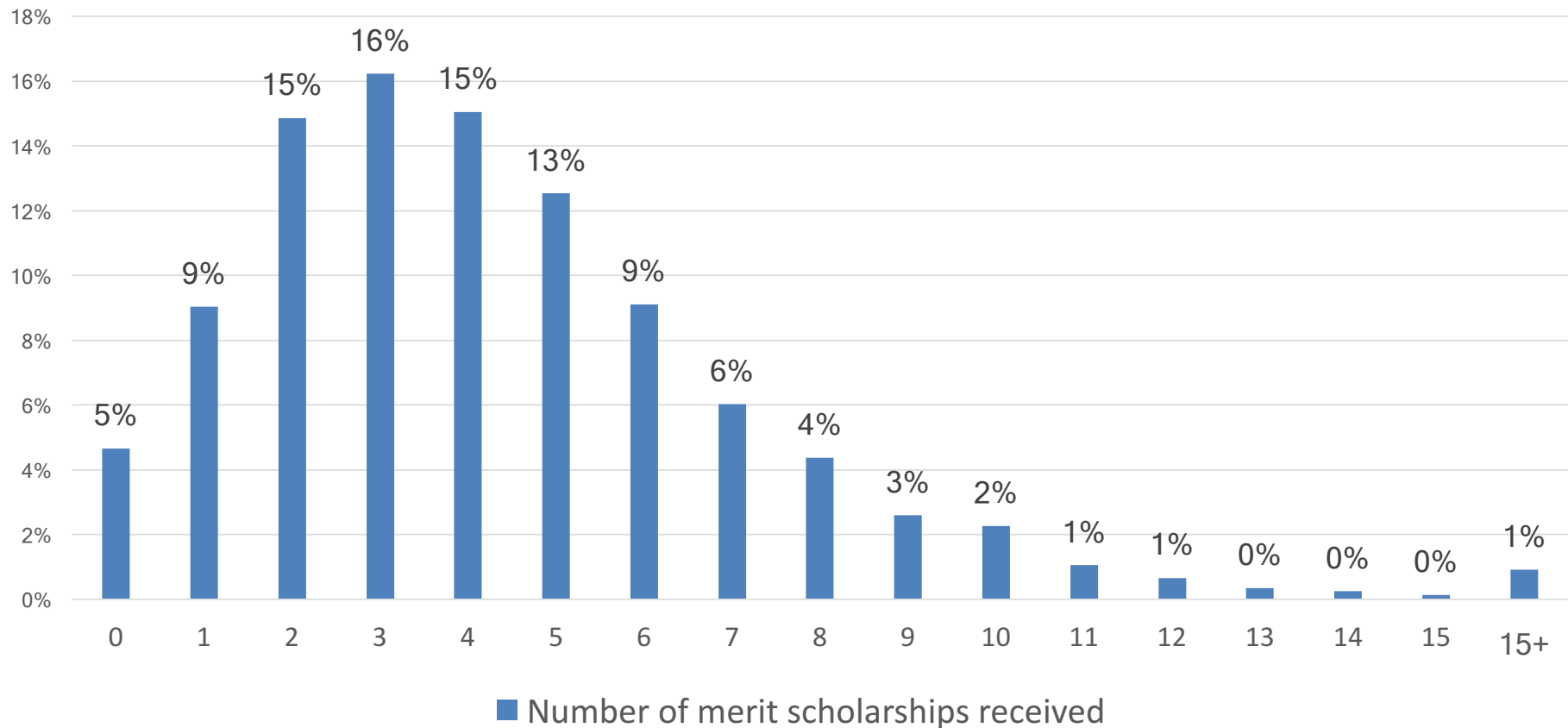


Students were accepted to 6+ institutions



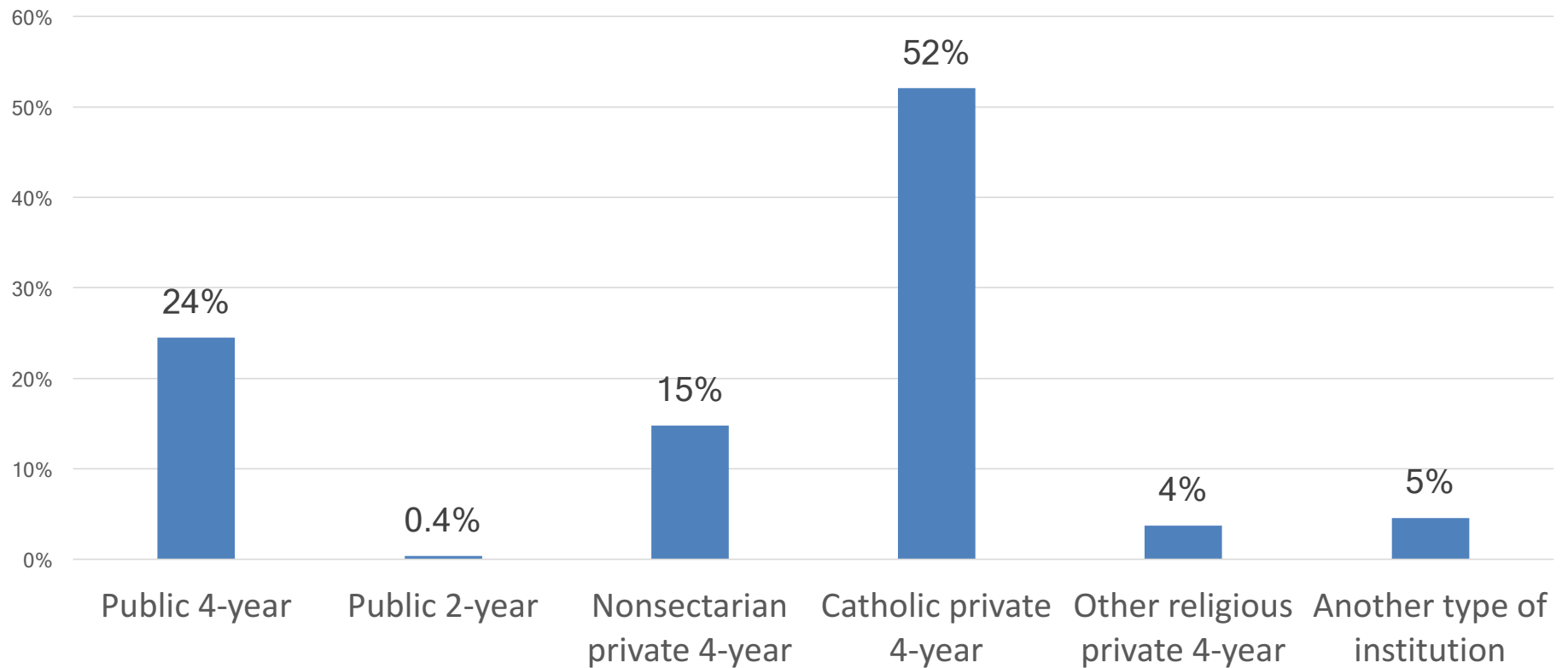
Q12: How many college acceptances did XX receive?

Students received over four merit award offers



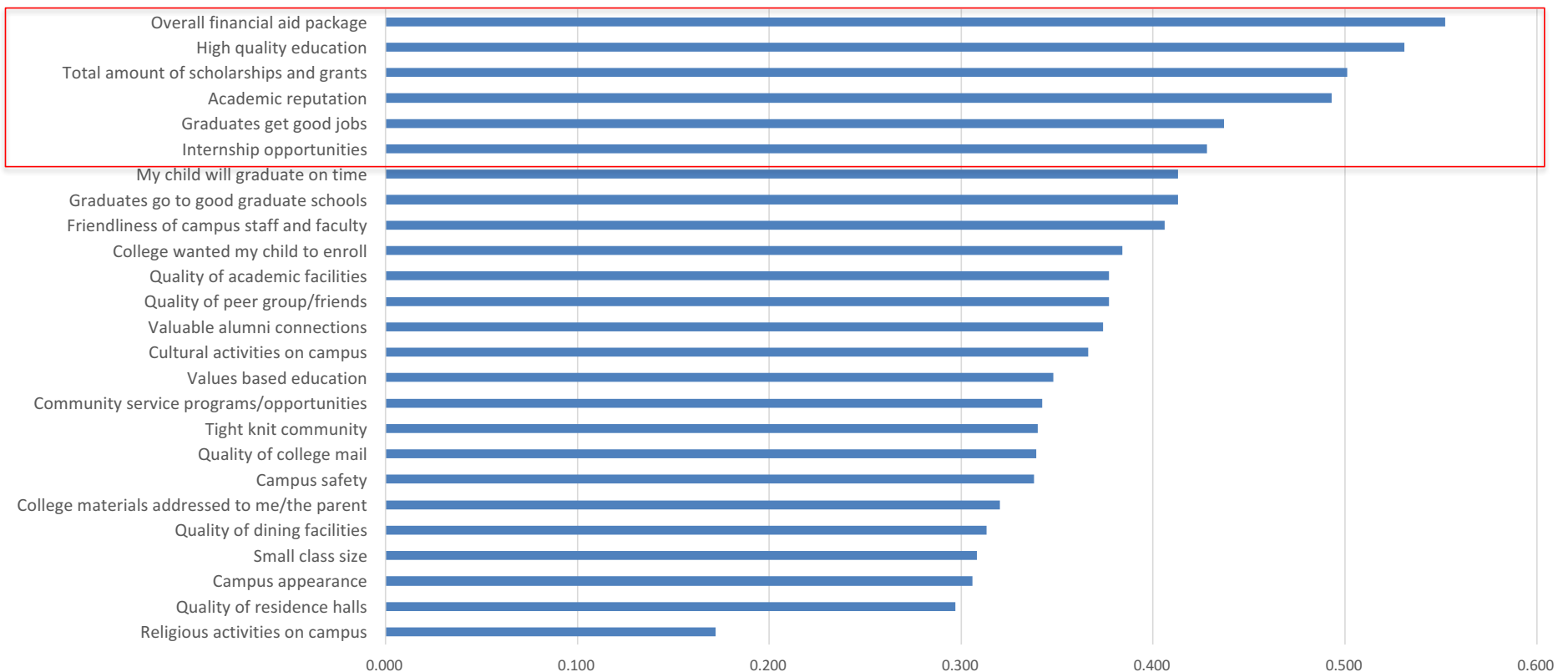
Q13: How many scholarship or merit-based financial aid award offers did XX receive?

Parents say their students have high interest in attending Catholic institutions

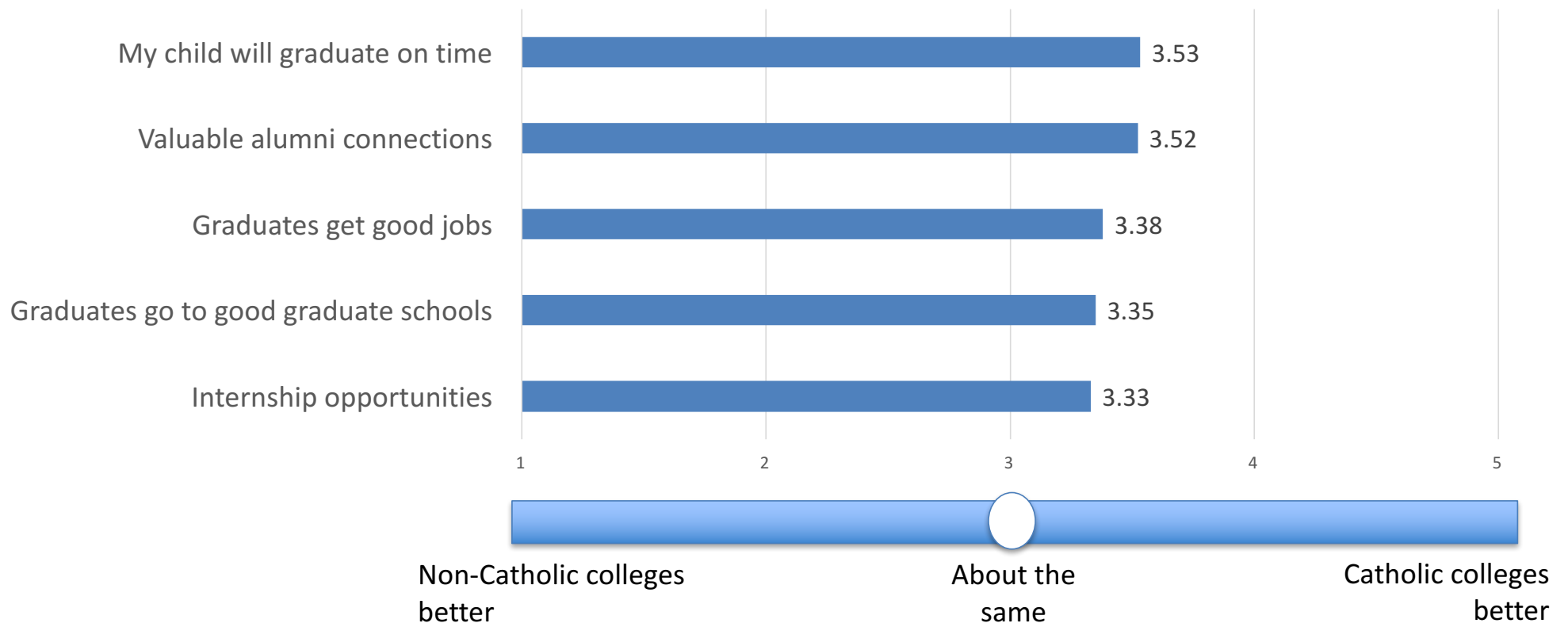


Q16: What type of institution is XX most interested in attending at this time?

Strong financial aid, quality education and outcome measures correlate strongly with “good value for the money”



Time to degree and alumni connections also resonate with parents. These are strong value drivers.

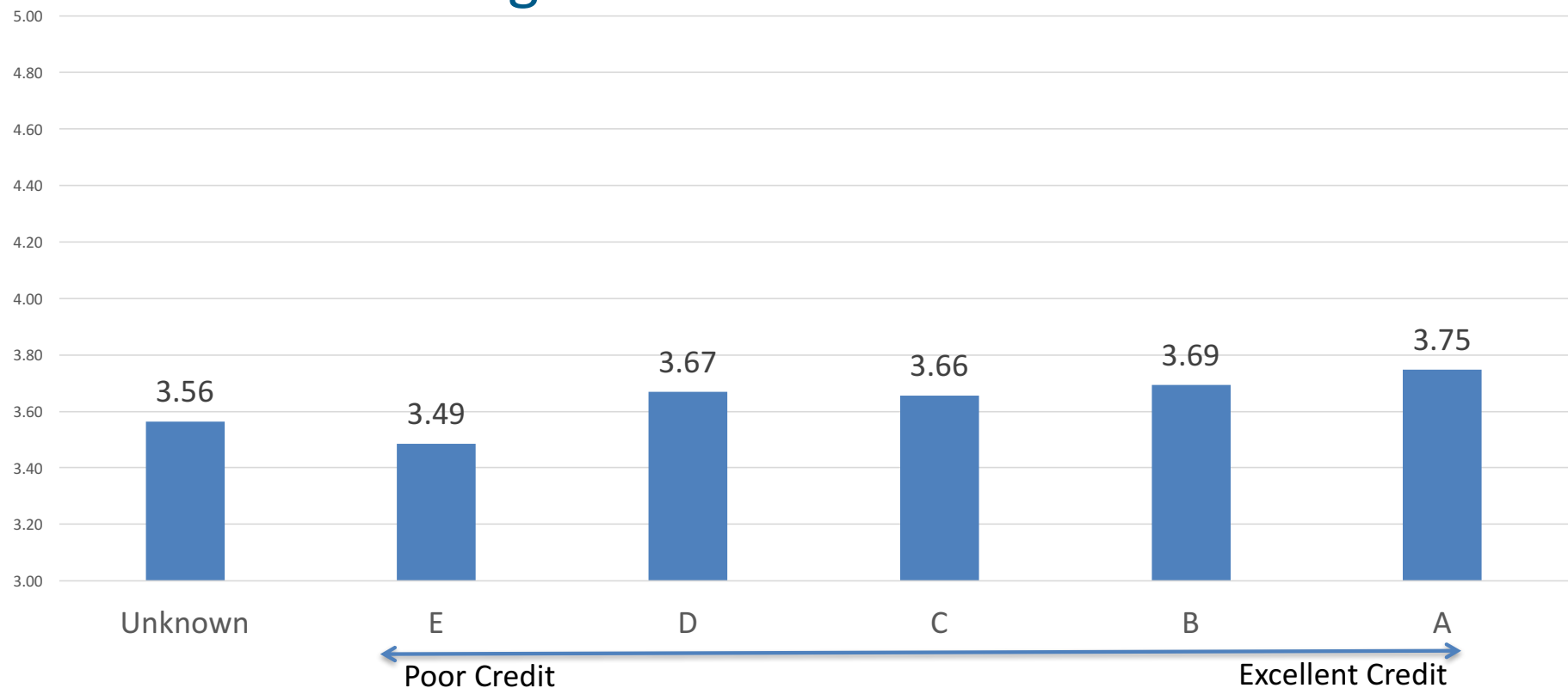


Q18: Please give your opinion about the differences between Catholic versus non-Catholic intuitions related to "Outcomes."
1-Non Catholic Colleges Better, 3-About the Same, 5-Catholic Colleges Better

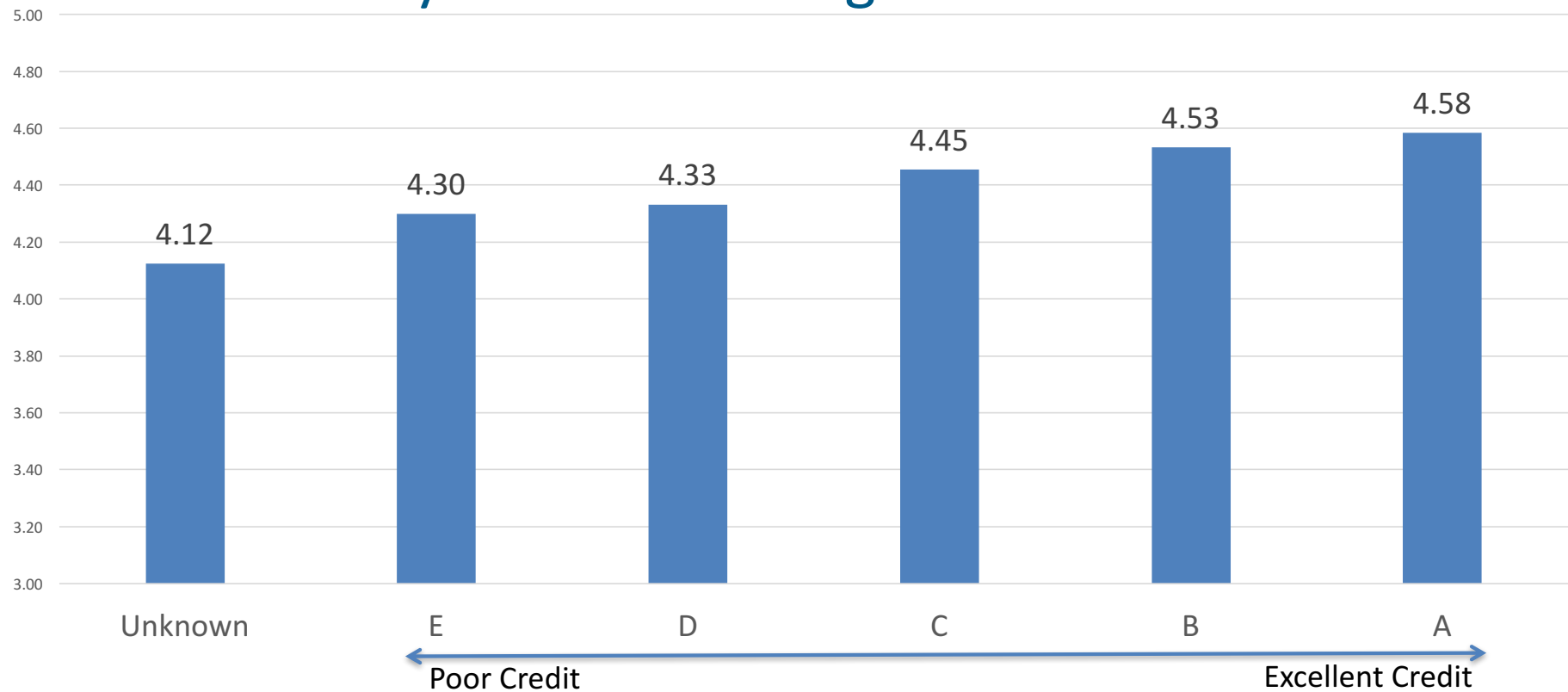
What is the impact of Socioeconomic Status?

The higher the level of purchasing power/credit, the more involved parents are in the college decision making process.

The more affluent the family, the more involved parents are in deciding which schools their child will visit



Generally, more affluent parents are more likely to attend college tours with students



RECOMMENDATIONS

1. Collect parent names and emails as early as possible

- Well before the application.
- Reach out to prospective students and ask them to share their parents' information. Your best prospects will respond!



LAFAYETTE

Would you like to share Lafayette emails with your parent/guardian?

Yes

No

Submit

2. Communicate with parents much earlier in the recruitment cycle

- Parents want to hear from your institution in their child's junior year of high school, or earlier.
- You are recruiting parents, too!
- Parents decide on the application short list.
- Parents decide which colleges to visit.

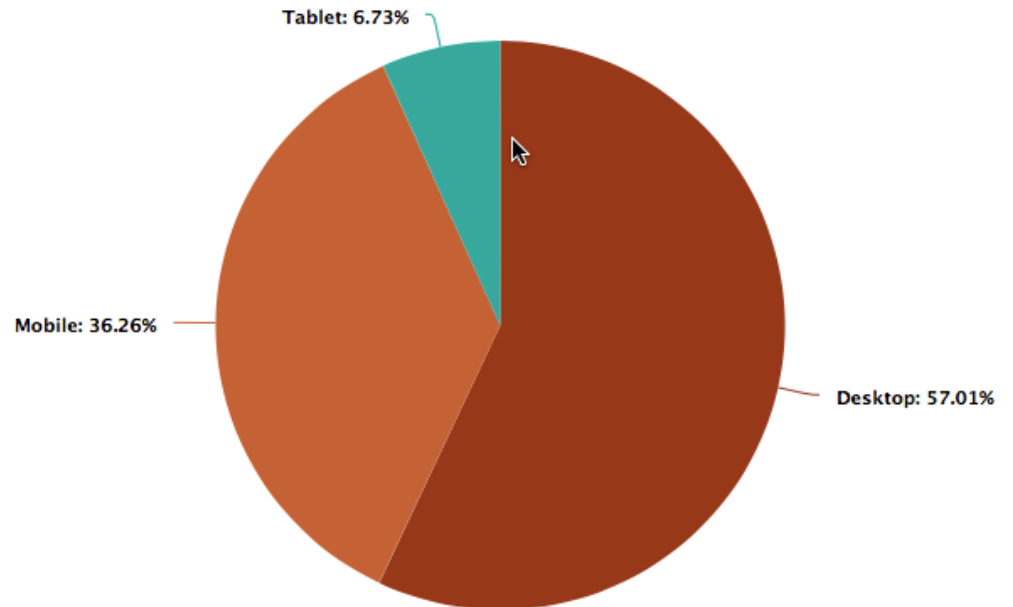
"I don't recall receiving but one or two emails from the university. Most were directed to the student. More parent related information earlier in the process would be nice."

--Mother

2b. When you communicate with the student, your message will likely be read by a parent.

“My daughter used my e-mail for all correspondence. I reviewed everything - she told me where she wanted to apply, we discussed it and made the short list together. I read all e-mails that came to my e-mail account and shared them with her. I independently e-mailed college admissions representatives when I had questions.”

--Mother



3. Make critical information easy to find.

- Provide answers to parents' top questions in one place on your website.
 - Majors
 - Deadlines
 - Cost
 - Scholarships
 - Visit information
 - Contact information



“College websites are overloaded with information and it can be confusing and hard to navigate.”

--Mother

“I found some of the application and financial aid processes to be daunting. Clear and concise instructions concerning processes would help.”

--Mother

4. Win the visit.

- Visits are as much for parents as for students.
- Higher SES parents more likely to visit your campus.
- Personally invite parents to visit (not just the student).
- Make the visit more than just a real estate tour.

“We as a family struggled with the option of early decision or regular decision. We weighed options regarding programs, internships, study abroad opportunities and overall feel of the campus when visiting.”

--Mother

5. Financial aid is a family process.

- Start financial conversations with parents earlier. With the arrival of PPY FAFSA, this is easier than ever.
- Given the high SES of many prospective families, communicating value up front is critically important.
 - Is your institution communicating value in terms that are meaningful to parents?
 - They have ability to pay. It's up to you to make them willing to pay.

6. Value = Cost + Outcomes

- Despite a population with strong ability to pay, scholarships and financial aid continue to be key value drivers.
- Outcomes: Jobs, internships and on time graduation are all important to families when they consider their college options.

EXAMPLES

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A JESUIT UNIVERSITY
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SUPERIOR SALARIES

Your education will pay off, but don't just take our word for it.



- An October 2015 report by *The Economist* ranks The University of Scranton No. 22 in the nation (top 2% of four-year colleges) for the impact a Scranton education has on the earnings of its graduates.
- A recent report by the Brookings Metropolitan Policy Program places Scranton among the top 100 schools in the nation for economic value of its education.
- According to PayScale's most recent Salary Report we're in the top 23% of universities listed by the median salaries of their alumni.

GRADUATE SCHOOLS

We work together to get you where you want to be.

Four in 10 Scranton students choose grad school, with much success.

The acceptance rate of University of Scranton applicants to medical, dental and other health professions schools has averaged 78% since 2000 (nearly twice the national average). Acceptance rates for individual years range from 65% to 100%.

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A GREAT REPUTATION

People value Scranton grads, year after year.

"Best 380 Colleges," "Best Buys in College Education," "America's Best Colleges," "A Focus on Student Success" – these are just a few of the ways that the nation's leading college rankings and

Application of Results at Gonzaga University

- Communication of [Value and Outcomes](#)
- Invitations to parents to visit campus
 - Radical hospitality
- Communication plan for parents of accepted students
- Website page for parents

Presidential Reflections

- Dr. Thayne McCulloh, Gonzaga University
 - Noted trends
 - University-wide initiatives to address parent involvement

DISCUSSION

How to Receive More Information

- Webinar to National CCAA member schools Feb 15.
- Whiteboard on-campus presentations.
- Institutional data shared with participating schools.
- Overall data shared with National CCAA membership. Can be shared with new members.



Thank you!

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