



Membership matters.

Translating Mission to Market: Understanding Prospective Undergraduate Mindsets

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Agenda

- Eduventures' Prospective Student Mindsets
- National CCAA Institutions and Mindsets
- How to Work with Mindsets
- Questions



About the Research

Eduventures 2018 Prospective Student Survey

- National survey of college-bound high school juniors and seniors
- NRCCUA's MyOptions database
- Institutional inquiry lists
- Total sample: 54,267
- Considering applying to CCAA school 9,286



Prospective Undergraduate Student Mindsets



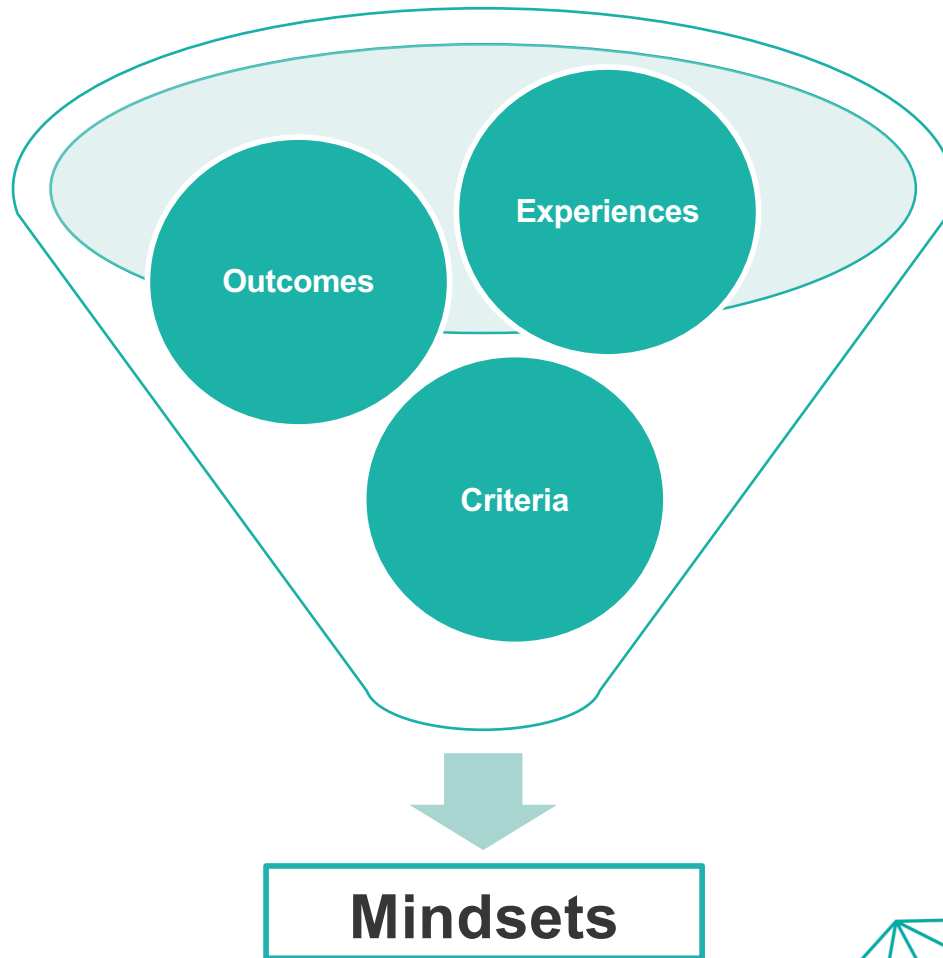
A Developmental Arc



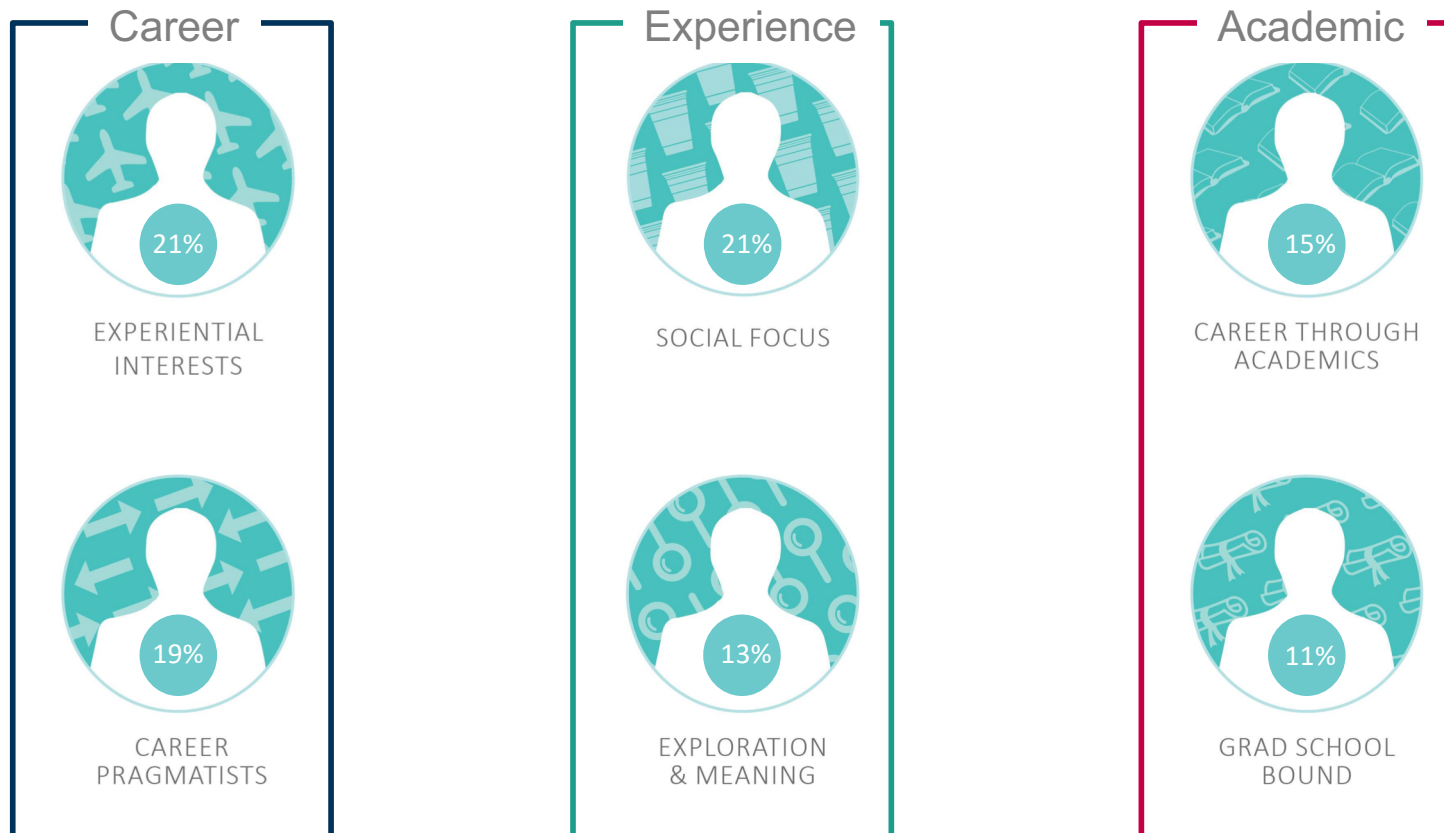
Great Institutions Serve Diverse Populations



How Student Mindsets Were Developed



Gen Z Has Different Paths in Mind



Mindsets are Linked to Enduring Personality Traits

	Experiential Interests	Social Focus	Career Pragmatist	Exploration and Meaning	Career through Academics	Grad School Bound
Extraverted	●	●	●	○	○	●
Agreeable	○	●	●	●	○	●
Emotionally Stable	●	●	●	○	○	○
Conscientious	●	●	○	●	●	●
Open	●	●	●	●	●	●

Demography is not Destiny

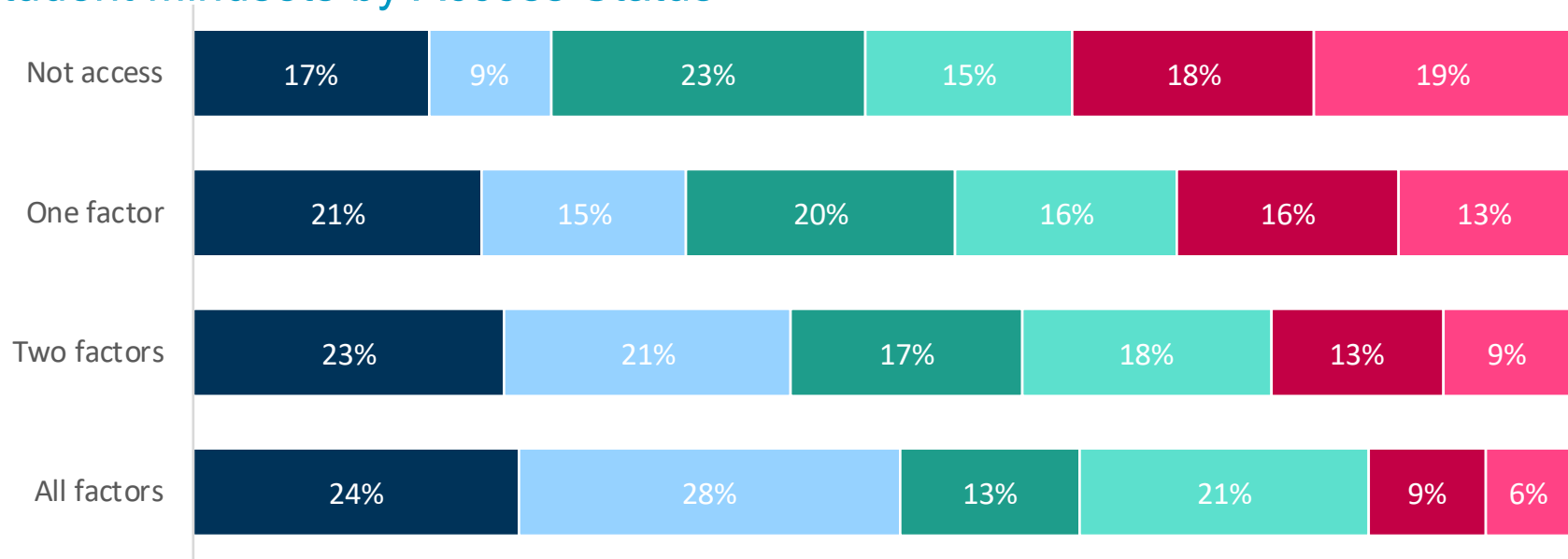
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As Demography Shifts, Career Orientation Likely to Increase

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Student Mindsets by Access Status

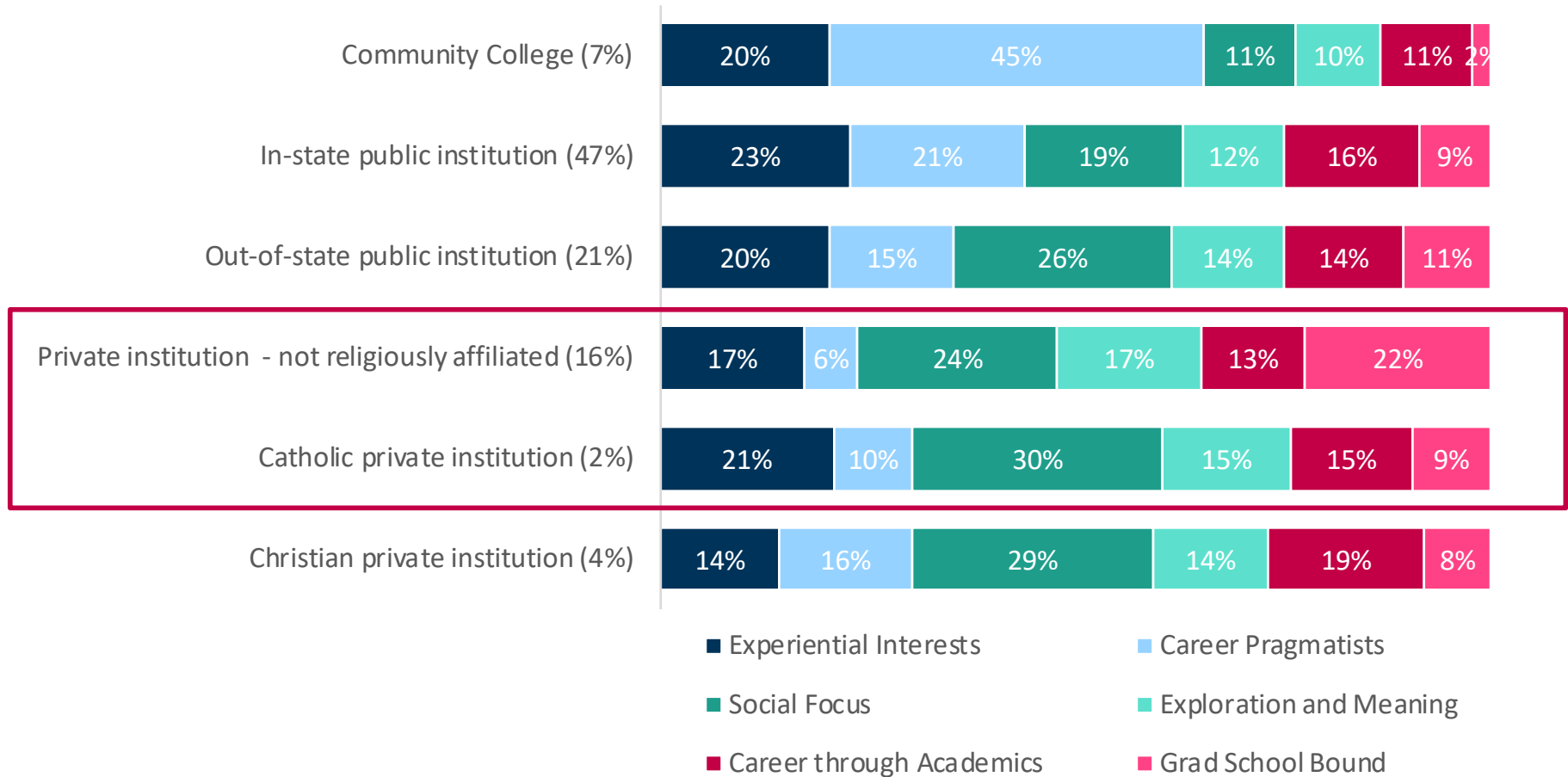


- Experiential Interests
- Career Pragmatists
- Social Focus
- Exploration and Meaning
- Career through Academics
- Grad School Bound

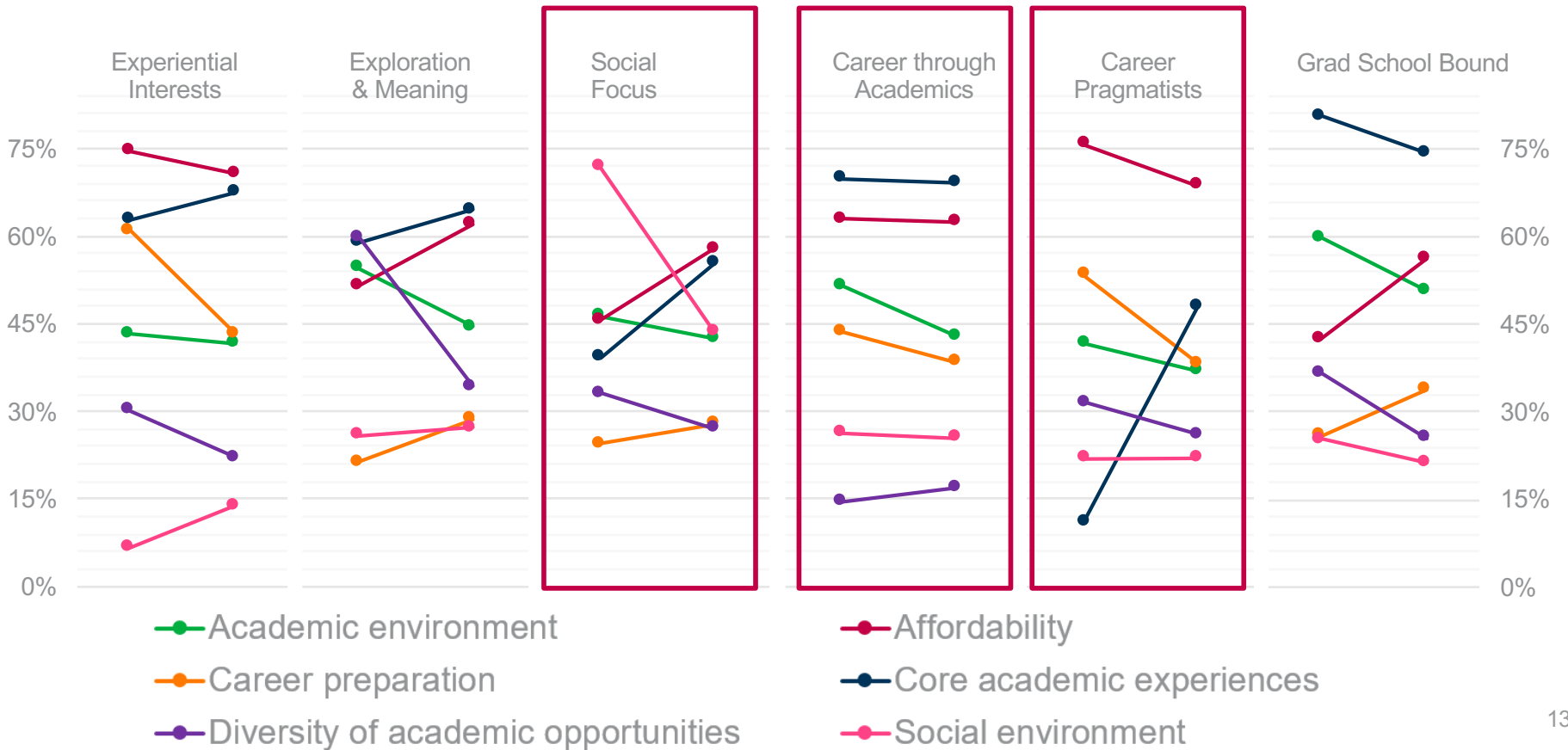
Access Factors = First-generation college; low-income; underrepresented minority



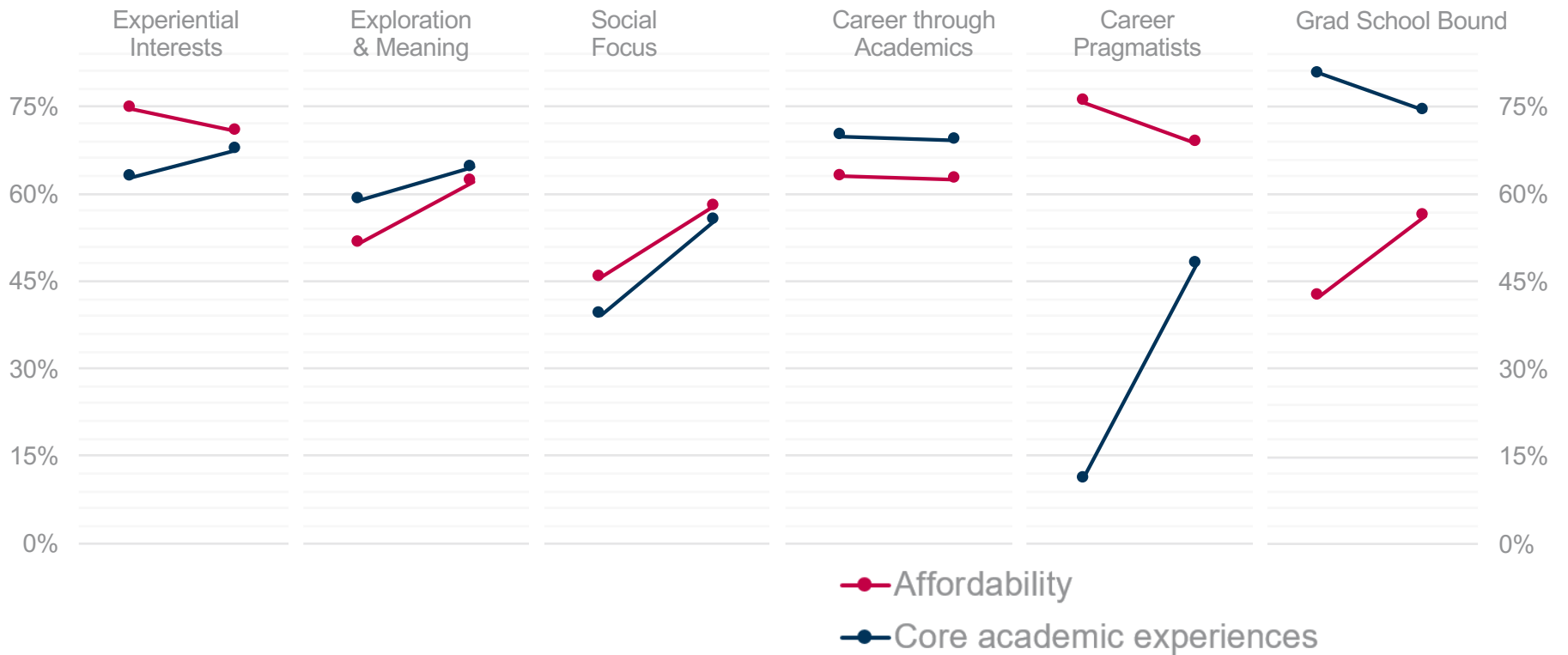
National Mindsets by Likely Institutional Destination



Shifting Priorities for Student Mindsets from Application to Enrollment



Top Two Priorities End Up the Same



National CCAA Institutions and Mindsets

The image features a dark blue background. On the right side, there is a complex, white geometric pattern of interconnected lines forming various polygons and triangles, resembling a stylized architectural or network structure. A smaller, similar pattern is visible in the bottom-left corner. The text "National CCAA Institutions and Mindsets" is centered in the upper half of the image in a white, sans-serif font.

Catholic Institutions Serve Different Missions

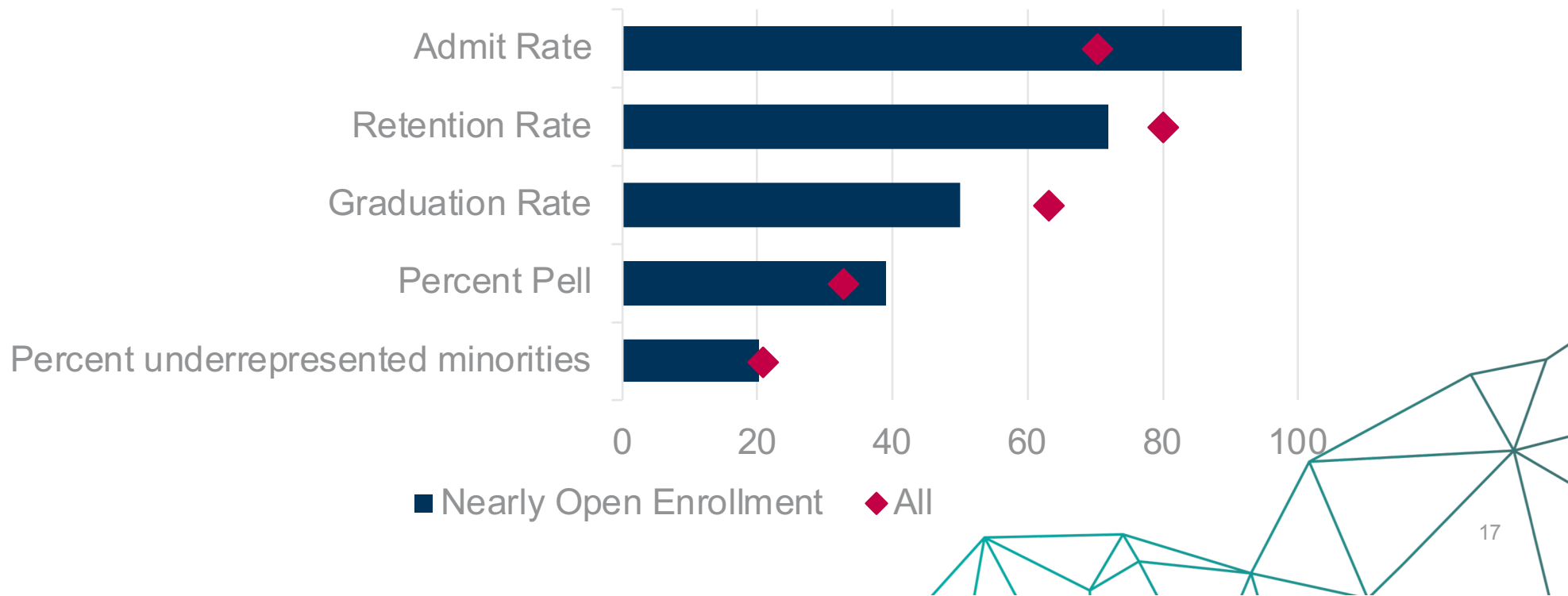
A Segmentation of CCCA Institutions

- Based on NCES data
 - Admit rate
 - First-year retention
 - Six-year graduation
 - Percent Pell students
 - Percent underrepresented minorities
- 11 segments/neighborhoods identified
- Focus on six segments for demonstration purposes
- How do they these segments interact with student mindsets?



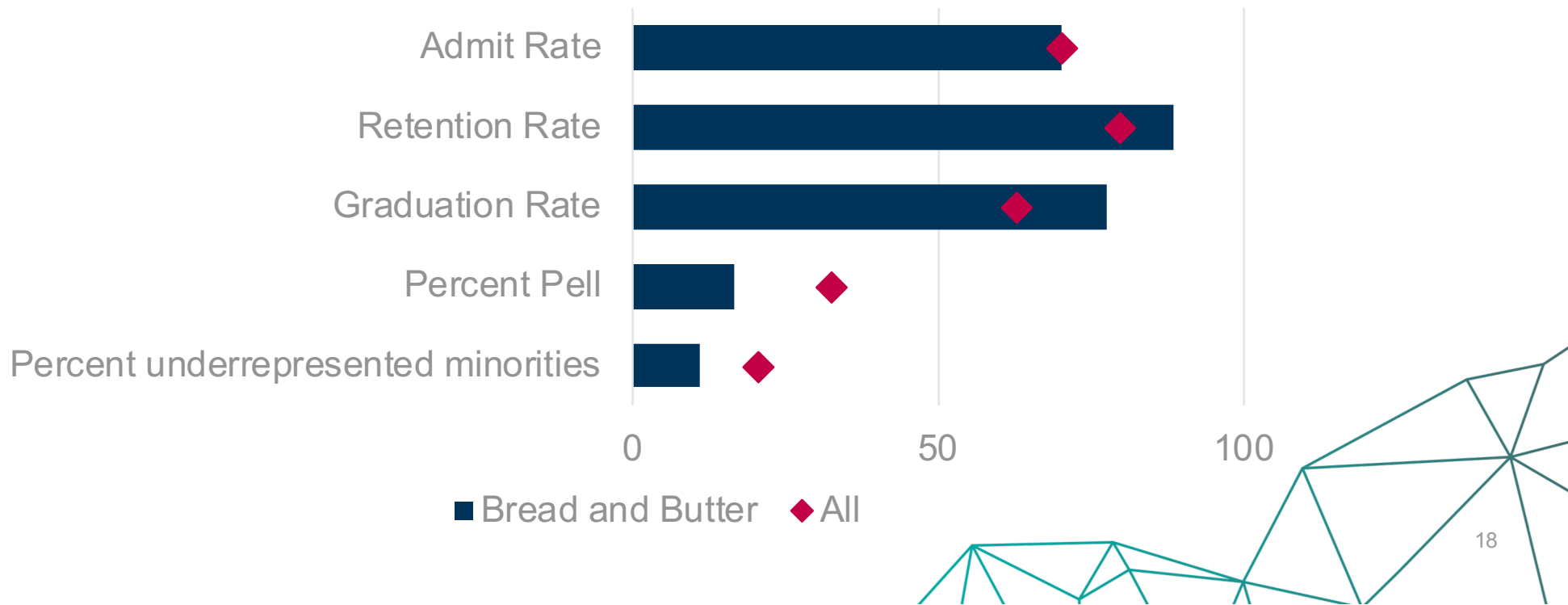
#1 Nearly Open Enrollment (17 Institutions)

Institutions that admit most applicants, struggle a bit with retention and quite a bit with graduation. But these institutions serve many Pell students and a fair amount of underrepresented minorities as well.



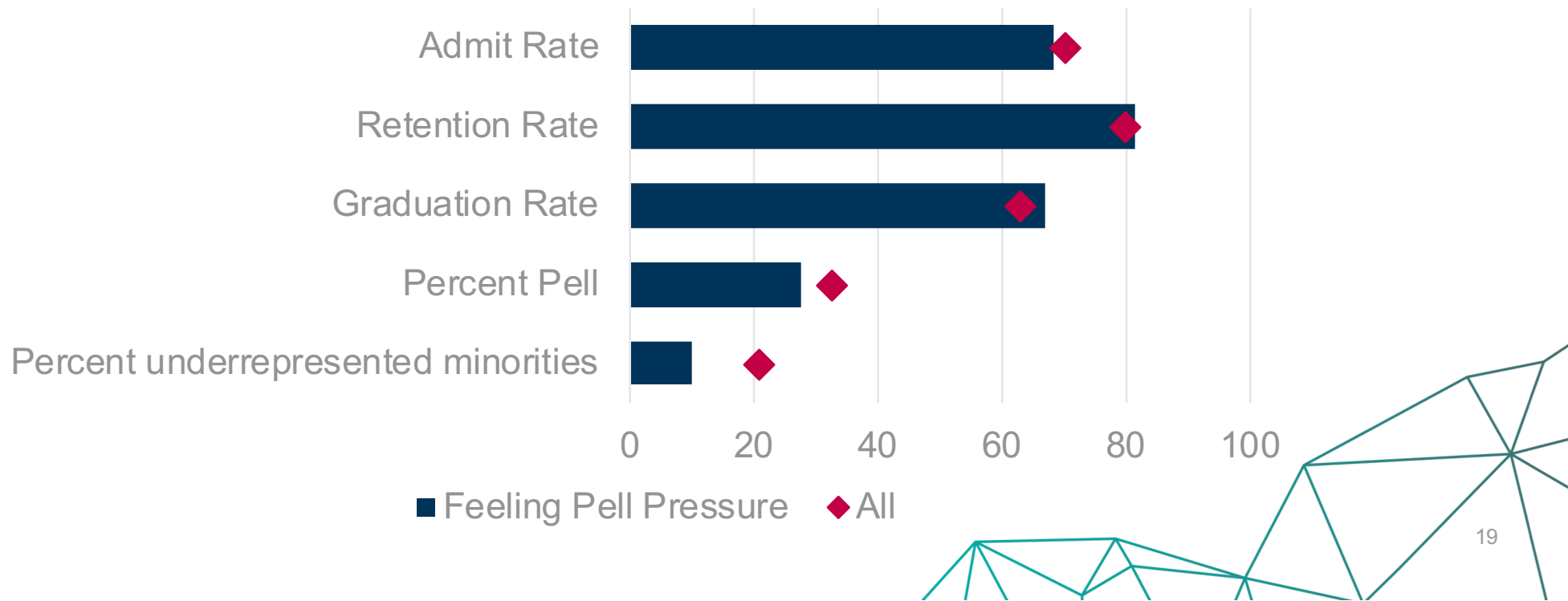
#2 Solid Performers (16 Institutions)

Well-known, but non-elite institutions, that do well on retention and graduation, but have modest numbers when it comes to serving Pell or underrepresented minorities.



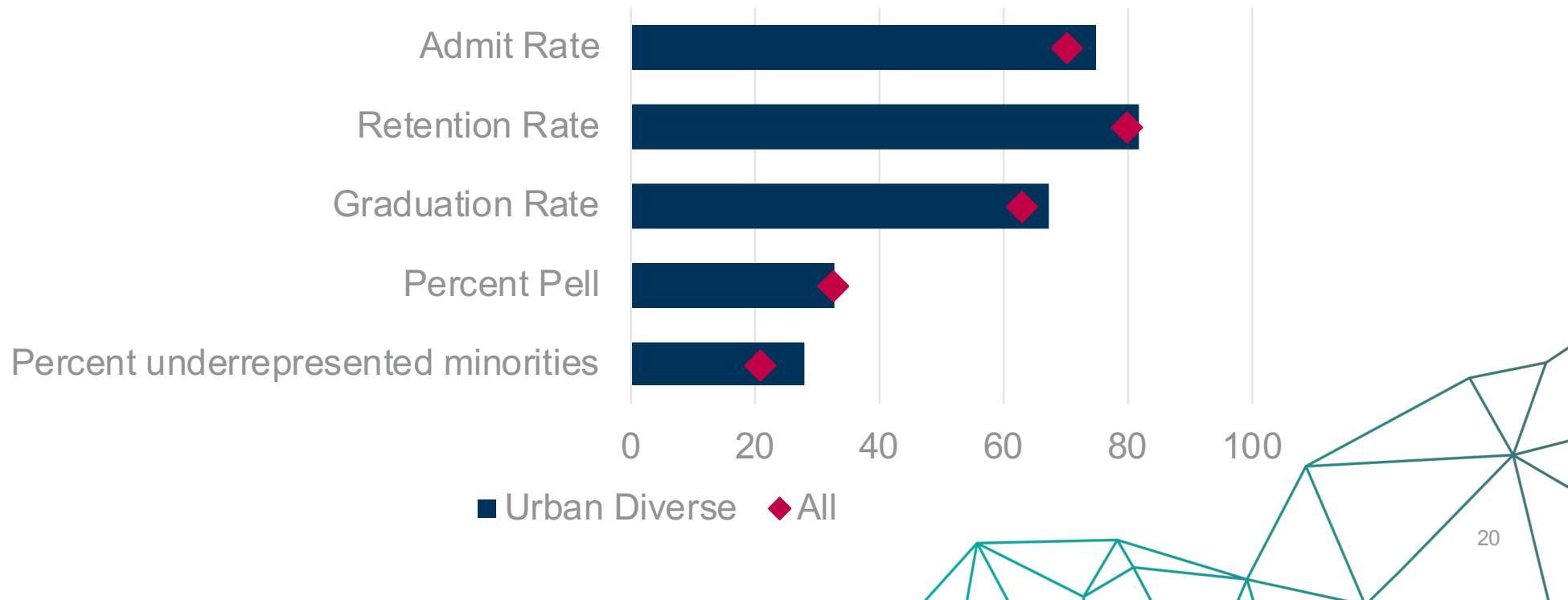
#3 Feeling Pell Pressure (14 Institutions)

Modestly selective institutions with very low diversity that are feeling some Pell pressure.



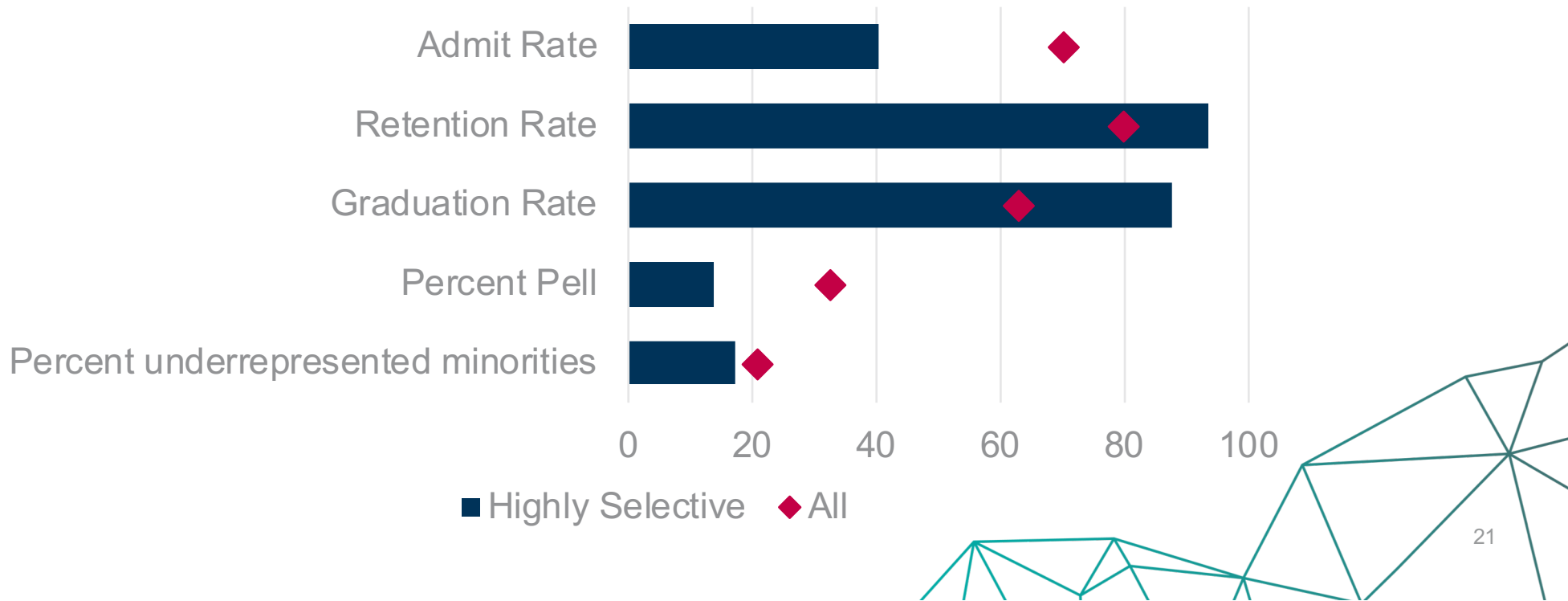
#4 **Urban Diverse** (14 Institutions)

Solid performing institutions serving an average number of Pell students, but above average numbers of diverse students. All of these institutions are in urban settings.



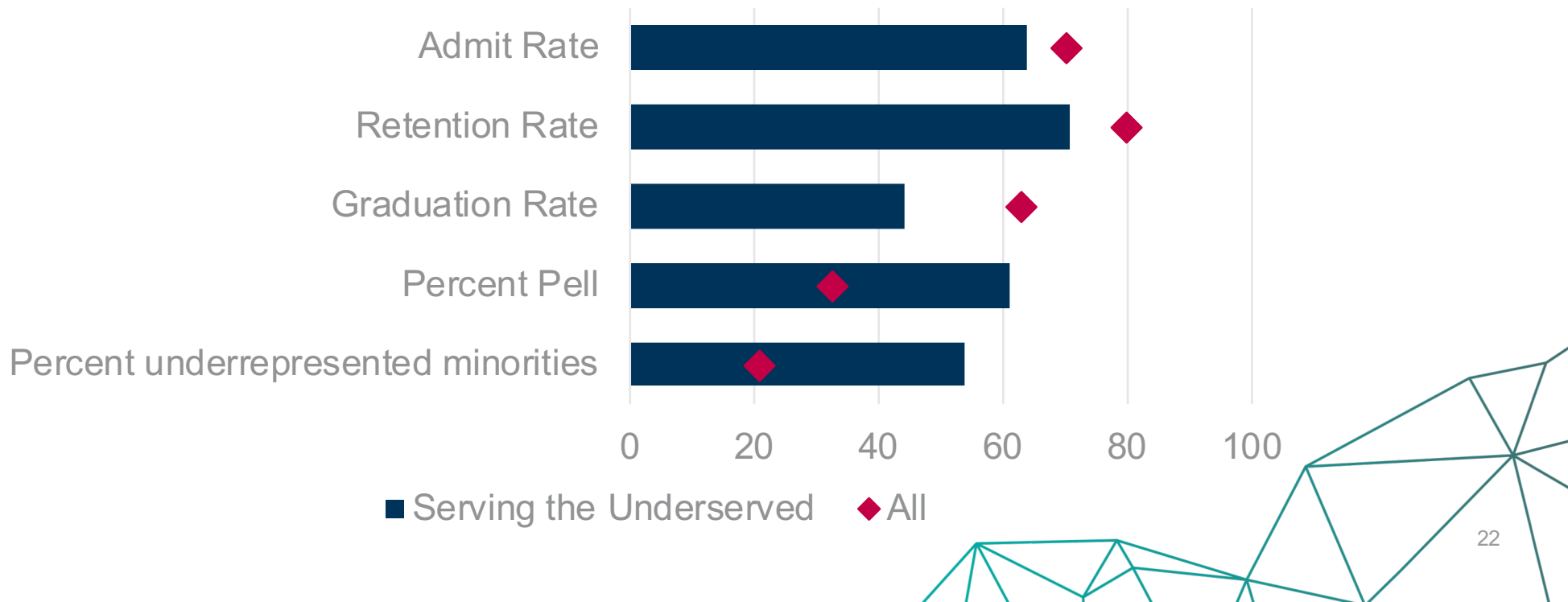
#5 **Highly Selective** (10 Institutions)

These are the highly selective institutions with excellent retention and graduation rates. However, they are below par on serving underrepresented minorities and far below par on serving Pell students.

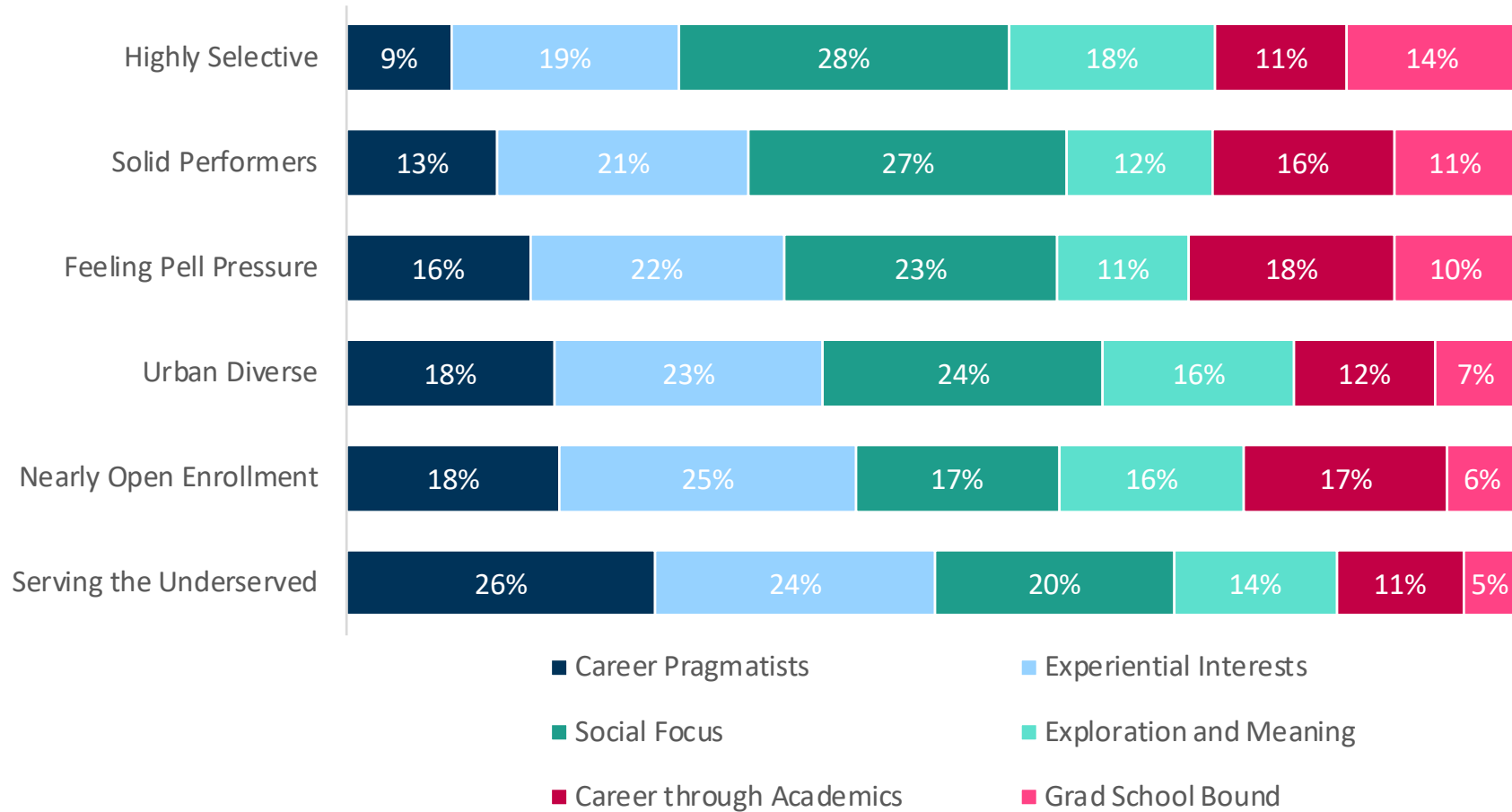


#6 **Serving the Underserved** (10 Institutions)

Institutions that serve very high numbers of Pell and underrepresented minorities students. Given the types of students these institutions serve, they have greater difficulty getting students to graduation.

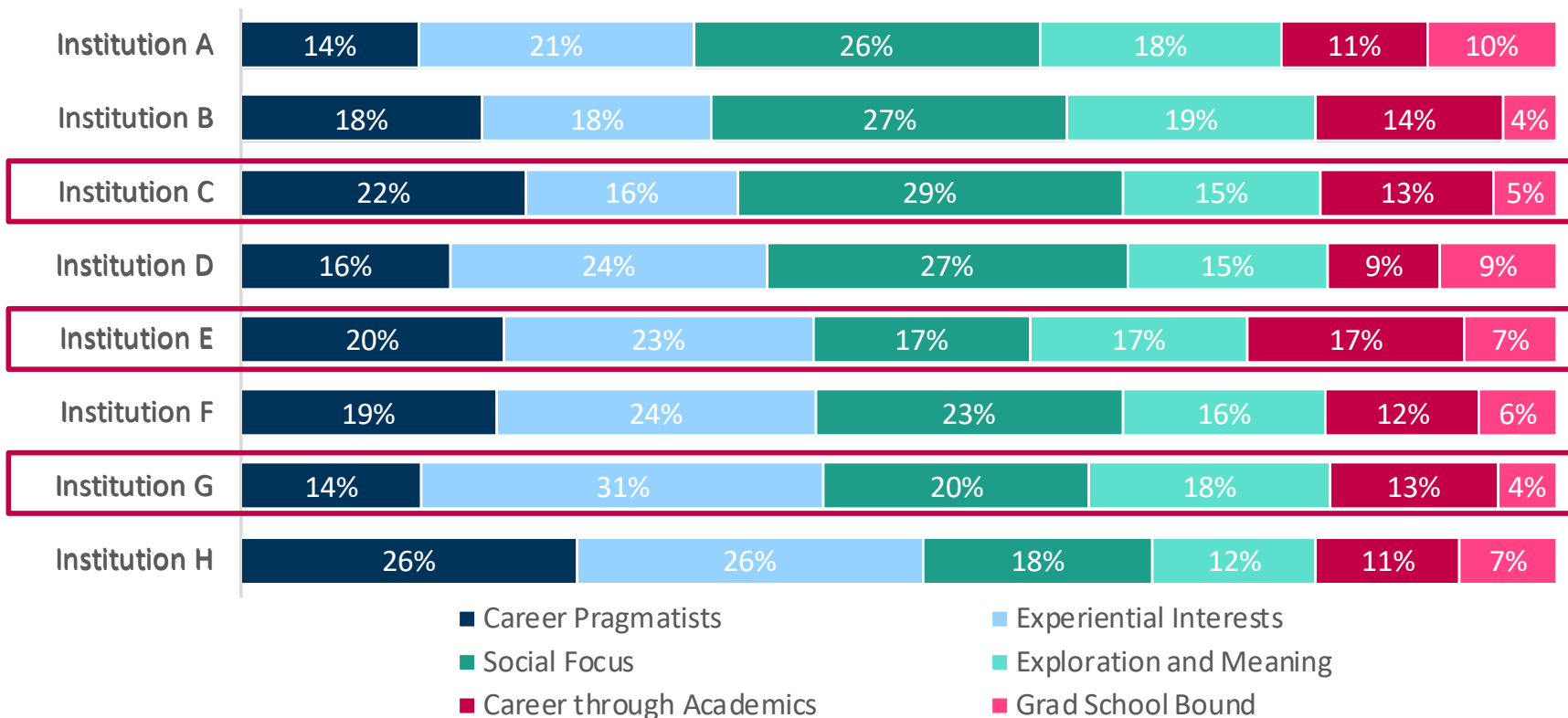


National Mindsets by Institutional Destination (4 YR)



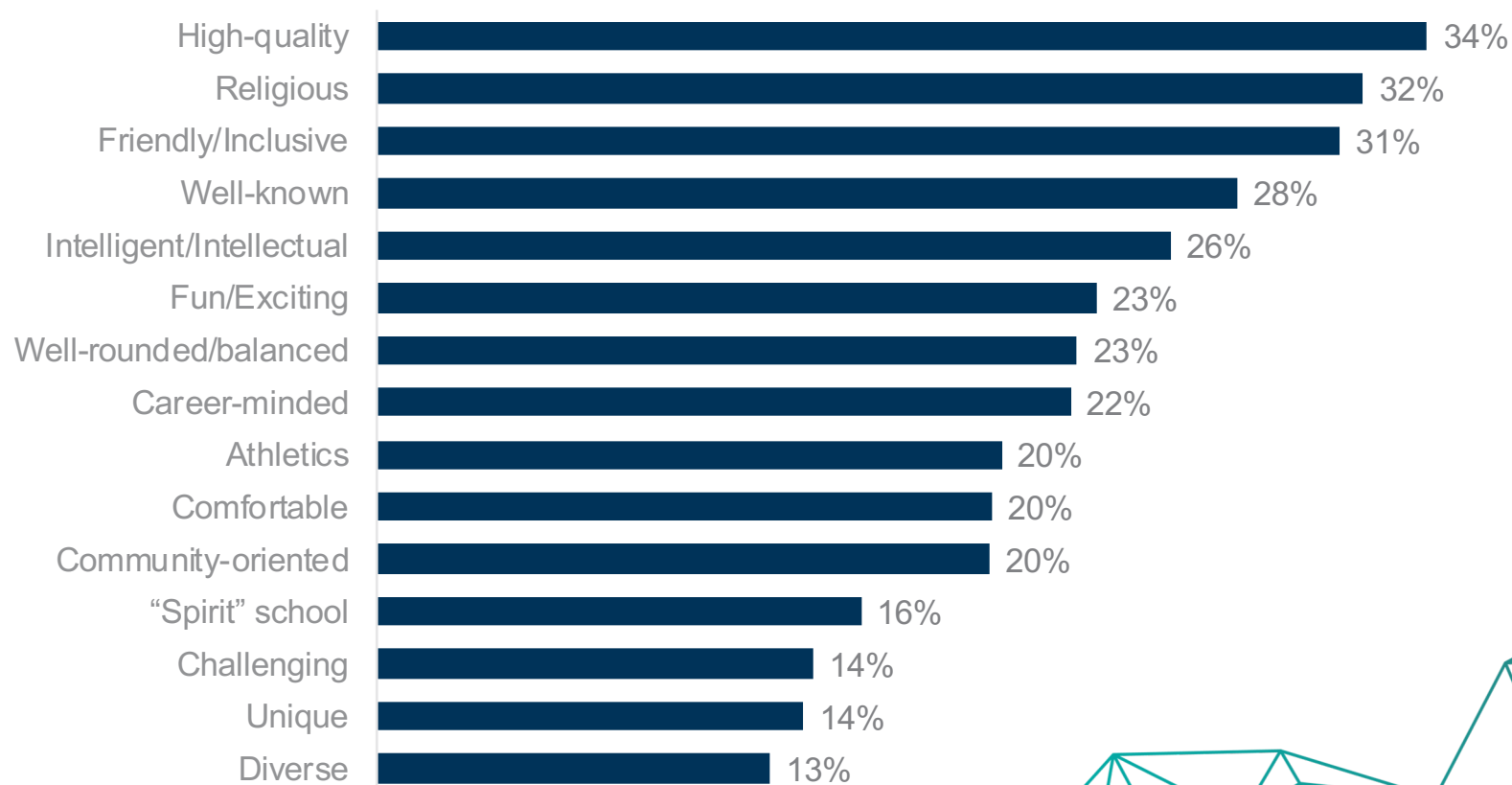
Unique Mindset Profiles within Categories

Urban Diverse Institutions – Application Interest Mindset Profile

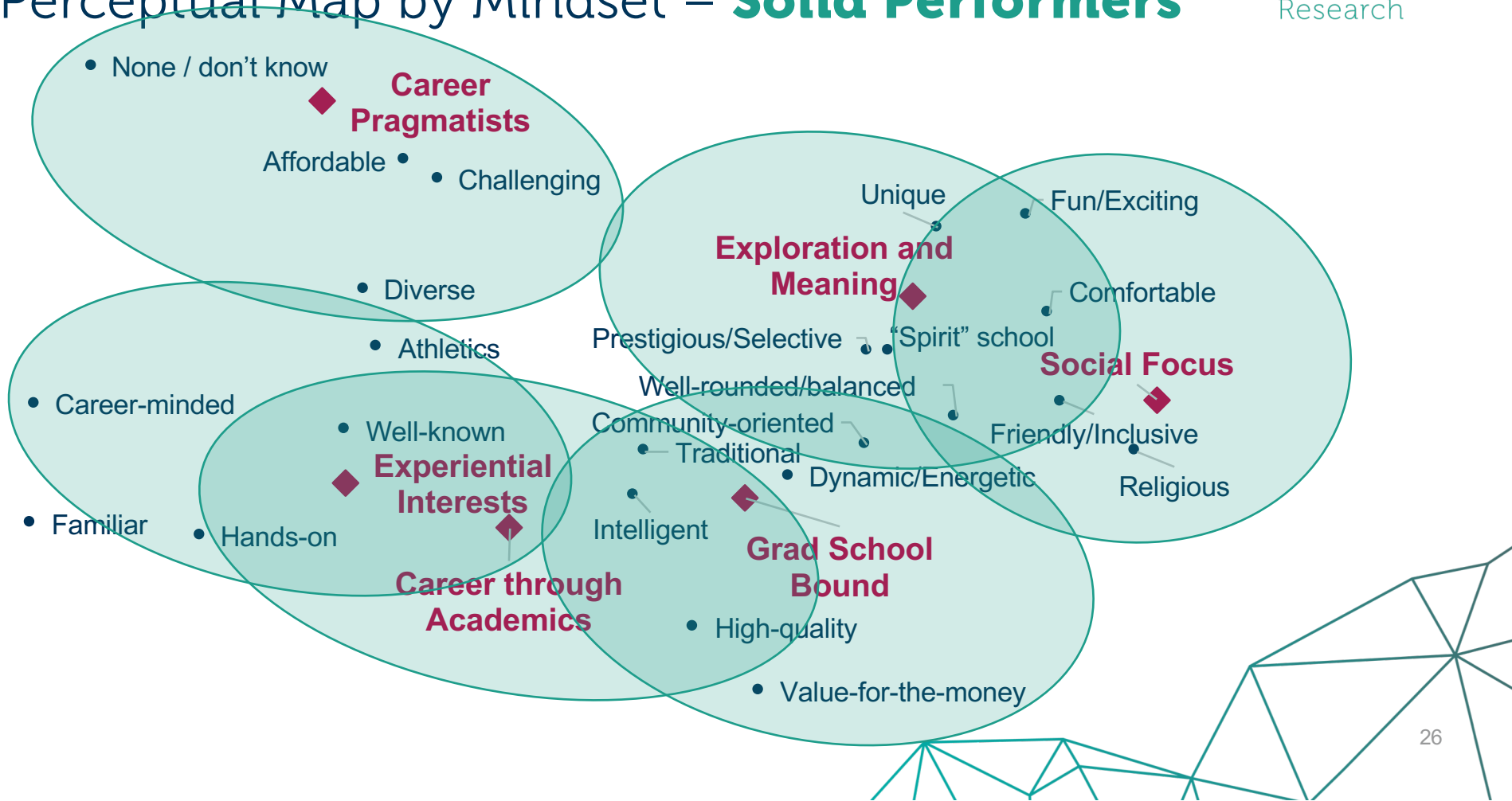


Top Brand Perceptions of **Solid Performers**

Which of the following words do you associate with...



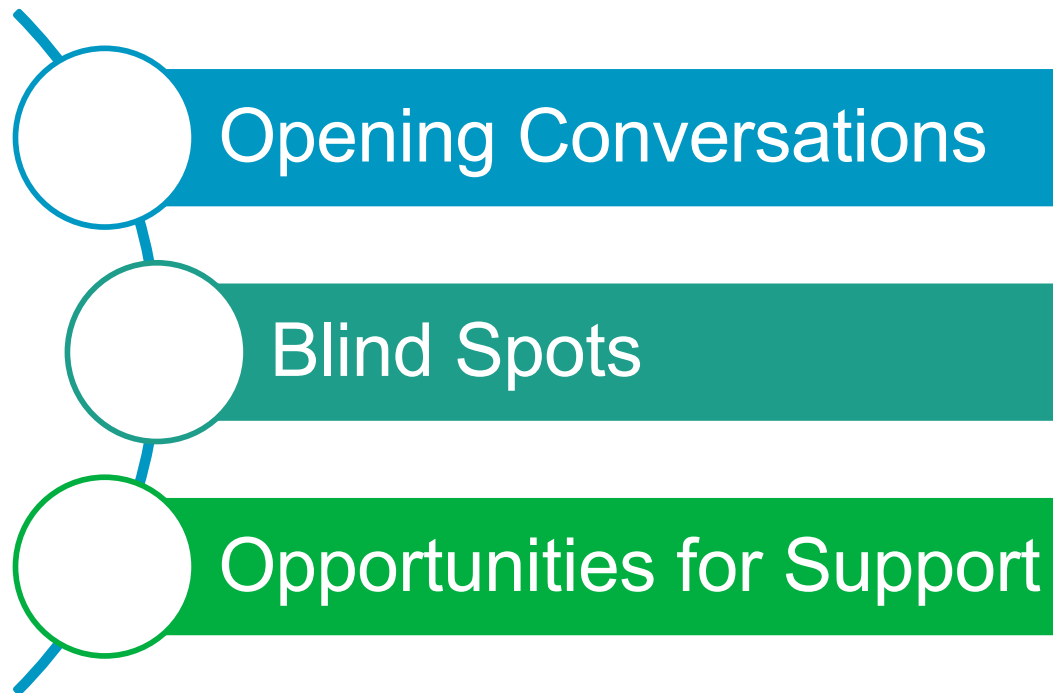
Perceptual Map by Mindset – **Solid Performers**



How to Work with Mindsets

The image features a solid dark blue background. On the right side, there is a complex, white geometric pattern of interconnected lines forming various polygons and triangles, resembling a stylized mountain range or a network diagram. A similar, but less dense, pattern is visible at the bottom left corner.

Working in Phases while Recruiting Mindsets



Experiential Interest Students

The opening conversation

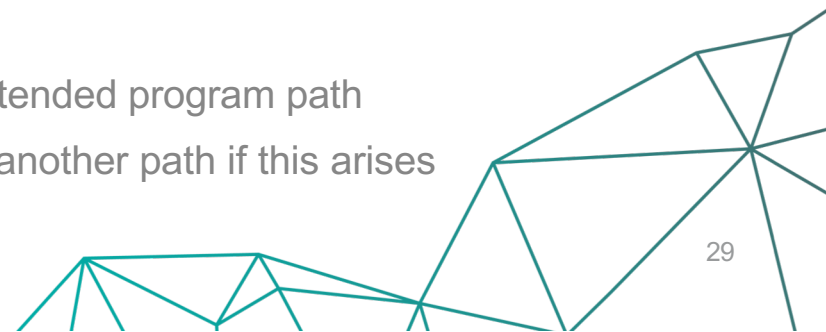
- Experiential learning opportunities that lead to career-focused outcomes
- Appreciate clearly laid out programs and degree plans
- Sensitive to affordability

Potential blind spots

- Academic coursework secondary
- Not much attention to the social aspects of college
- Heighten understanding the importance academic and social to success in college

Opportunities for support

- May run into trouble if they find themselves off their intended program path
- Help conscientious, but closed, students negotiate to another path if this arises



Career Pragmatists Students

The opening conversation

- Immediate return on investment
- Affordable education in a supportive community setting leading to an immediate job
- Flexibility of program to accommodate a need to work

Potential blind spots

- Overlook the importance of academics
- Don't need to hear about rigor and prestige
- Educate them on the contribution of academic experiences to their career

Opportunities for support

- Work and affordability issues could sidetrack
- Introduce long-term benefits to career beyond the all-important first job.
- Strong academic advising
- Career advising to get the most out of work experience



Social Focus Students

The opening conversation

- Showcase the defining aspects of your social environment
- How they create lasting friendships
- Support connections and social facility that drive success in the workplace

Potential blind spots

- Good job after graduation almost by osmosis
- Not very concerned about academics and career preparation
- Instill an understanding of the importance of these key factors in success

Opportunities for support

- Recognize a lesser degree of emotional stability and conscientiousness
- May need more help getting on track with an academic and career plan
- If social transition goes south they are at high risk



Exploration & Meaning Students

The opening conversation

- Opportunities designed to help students make a personal impact on the world
- Study abroad and global
- Traditional liberal arts outcomes

Potential blind spots

- Unrealistic attention to career outcomes.
- Affordability not top of mind
- At risk of making an impassioned choice without considering ROI

Opportunities for support

- Coach them to direct attention to making an impact on themselves.
- Career advising that balances reality with exploration and opportunity
- Advising that takes into account open, searching personality



Career Through Academics Students

The opening conversation

- All the major experiences of a college bear on their eventual outcome
- Direct connection of major to career
- Integrated experience of academics, career, and social interaction
- The “every student”?

Potential blind spots

- Focused on ultimate goal; they might miss out on serendipitous learning
- These experiences are not necessarily distractions, but can enrich, and enhance

Opportunities for support

- Advising to connect academic program strongly to their career goals
- If plans aren't working out, they'll need help finding a new focus



Grad School Bound Students

The opening conversation

- Academic/research rigor that will land them in graduate school of choice
- Evidence of successful graduate school placements
- Opportunity to build research skills under the guidance of faculty

Potential blind spot

- Don't factor affordability into the equation early on
- Potential impact of student loans on their future plans for graduate school
- Less engagement with the wider opportunities of undergraduate education

Opportunities for support

- Map out academic, research, and internship experiences that build grad opportunities
- May eschew other important experiences; risk isolation or burnout
- Appropriate amount of enriching experience in overall experience



8 steps to Enliven Recruiting and the Student Experience

- Prioritize the six student mindsets within the context of your institution
- Develop your institutional narrative for each relevant mindset
- Qualify students into a mindset
- Train recruiters on engagement strategies for each mindset
- Create coherent balanced messaging
- Conduct personalized recruiting
- Build out relevant student pathways
- Guide students based on their expectations



Questions?



Thank you.

ANY QUESTIONS?

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