

CHALLENGE

After years of being the only university in the area to offer a specific speciality program, a higher education institution faced increased competition as primary competitors began to offer similar educational programs to current and prospective students. Accordingly, the university experienced 4 years of declining enrollment numbers and needed to grow enrollment in the midst of the rapidly growing competitive landscape.

SOLUTION

This university program partnered with Vennli, whose software and services improve business decisions by making it easy to understand how prospective students make choices. Using the integrated survey platform, **the university easily gathered real-time insights about what's most important to students and how they choose between competing programs.** Intuitive data visualization quickly lead to decisions aligned with needs of prospective students.

KEY INSIGHTS TO DRIVE BETTER DECISIONS

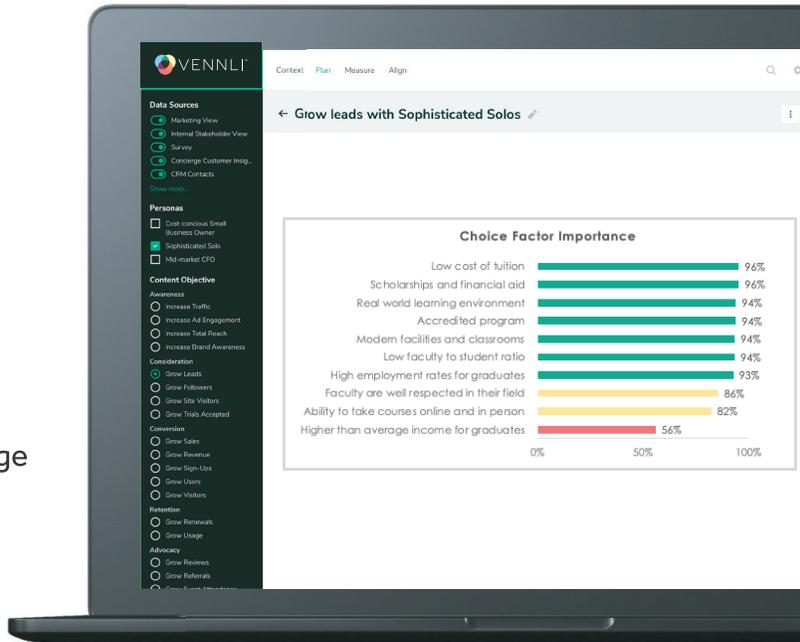
In order to differentiate themselves in a highly competitive market, this university needed to understand how different segments of prospective students were making their choice and how they compared to key competitors.

Research showed that all prospective students reported it was important that the program was affordable and financial aid was available. Accreditation, both regional and national, was also highly important to them.

In terms of the student experience, prospective candidates placed highest importance on gaining job-related experience, easy access to faculty with personalized attention, and existence of cutting-edge learning opportunities.

Prior to conducting any research, the university thought that the differences amongst competing programs were well known. However, potential students perceived very few differences between the programs. This represents a large opportunity for this university to differentiate themselves.

Important differences were discovered amongst segments of applicants, based on age, ethnicity, and the type of degree they were seeking. For example, those seeking a Bachelor Degree placed higher importance on the availability of job experience opportunities. Students between 18 and 24 years old placed higher importance on having easy access to faculty for personalized attention.



RESULTS

These insights enabled the university to take immediate action and develop targeted messaging based on the factors most important to each segment of prospective students. As a result, the university increased program enrollment from 100 to 275 students in just a few months' time.

TESTIMONIAL

“With Vennli’s choice data, we improved our marketing messaging against the competition by segmenting our applicant population and focusing on what matters most to each segment’s decisions. It’s been extremely effective in helping to increase qualified new student enrollment”.

– VP of Marketing