

## *Traditional Undergraduate Programs Brand Equity*

### CHALLENGE

A higher education institution wanted to grow their undergraduate enrollment rates by creating more value for traditional undergrad degree seekers compared to its competitors. The institution wanted to increase brand equity by examining the factors that important when aspiring students are considering a college or university for an undergraduate degree.

### SOLUTION

This university 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, Vennli was able to see what their students' brand perceptions were, as well as what universities were perceived to be this university's primary competitors in the ungraduated market.

# KEY INSIGHTS TO DRIVE ACTION

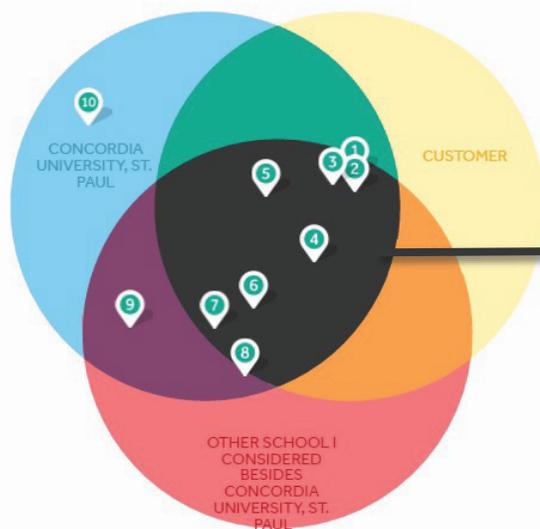
This university wanted to know how to stand out to prospective traditional undergraduate degree seekers amid competition from other universities. To do so, the university had to know what was driving student choice and how that compared to key competitors.

Research showed that the most important factors were the same across segments. Program availability, financial aid/scholarship availability, affordability, excellent academic reputation, and great career development were some of the factors that were found to be essential to brand growth.

When compared to key competitors, prospective students who decided to attend another university seemed to find importance in the same factors as above when looking at other universities, however there were some factors that were unmet that this university could capitalize on. Affordability, highly ranked degrees, and family/friends' recommendations were unmet needs in both the university and its key competitors.

Misconceptions about the university's pricing were apparent as pricing was one of the factors that was a decision driver for prospective students. Communicating cost differently was key to driving undergraduate enrollment growth as this university was one of the lower cost providers in the market.

## University Choice Factor Associations



### ○ GREY ZONE

Factors your customers value and believe you and the competition are delivering equally well.

### CHOICE FACTORS

#### High Importance

1. FINANCIAL AID AND SCHOLARSHIPS AVAILABLE
2. THE DEGREE I WANT IS AVAILABLE
3. AFFORDABLE PROGRAM COST
4. EXCELLENT ACADEMIC REPUTATION
5. GREAT CAREER DEVELOPMENT

#### Medium Importance

6. HIGHLY RANKED DEGREES
7. RECOMMENDED BY FAMILY/FRIENDS

## RESULTS

These insights enabled the university to take immediate action. They allocated resources to improve in key areas for students and to capitalize on unmet needs, increasing their undergraduate enrollment.