

## Adult Programs Brand Equity

### CHALLENGE

A higher education institution wanted to grow their adult program enrollment rates by creating more value for adult program 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 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, Vennli was able to see what student's brand perceptions were, as well as what factors were most and least important in their decision to apply while confirming their biggest competitors.

## KEY INSIGHTS TO DRIVE ACTION

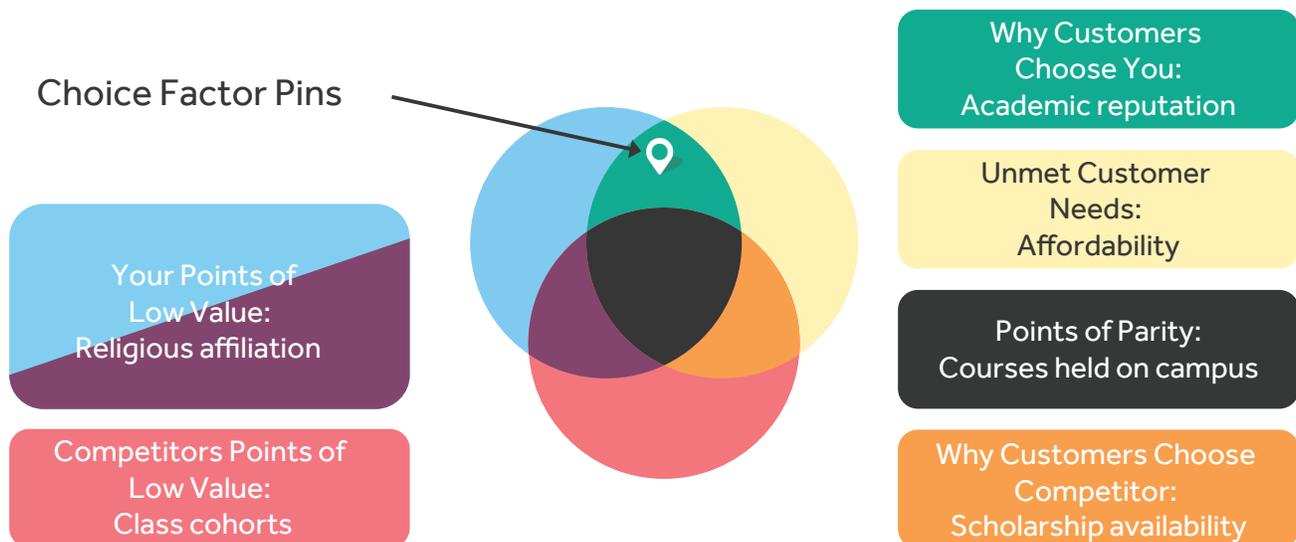
This university wanted to know how to stand out to prospective non-traditional undergraduate and graduate degree seekers amid competition from other universities. To do that, the university had to know what was driving student's choices and how that compared to key competitors.

Research showed that the most important factors were the same across segments. Perception of affordability, program structure (on campus, online program), and great career development were the three consistent themes that were found to be essential to brand growth. Some specific factors for adult undergraduate and graduate degree seekers included program availability, financial aid/scholarship availability, affordability, and excellent academic reputation.

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 some of the unmet needs in both the undergraduate and graduate degree seeking criteria and its key competitors but could be met with improvement in these areas.

Misconceptions about pricing were apparent as prospective students believed tuition was higher than actual costs. As a primary decision factor, communicating cost differently was critical to increasing brand equity.

### vLens Customer Insights



## RESULTS

These insights enabled the university to take immediate action and improve in communicating their tuition pricing and how they compare to competitors, thereby increasing enrollment rates.