

An undergraduate institution specializing in media, arts, and communications

CHALLENGE

Tribeca Flashpoint College wanted to increase student applications for their programs by improving their marketing and also identify potential opportunities to broaden their degree offerings.

SOLUTION

Tribeca Flashpoint College partnered with Vennli, whose software and services improve business decisions by making it easy to understand how their students make choices. Using the integrated survey platform, the team easily gathered real-time insights about what's most important to potential students and how they choose between competing programs. Intuitive data visualization quickly lead to decisions aligned with student needs.

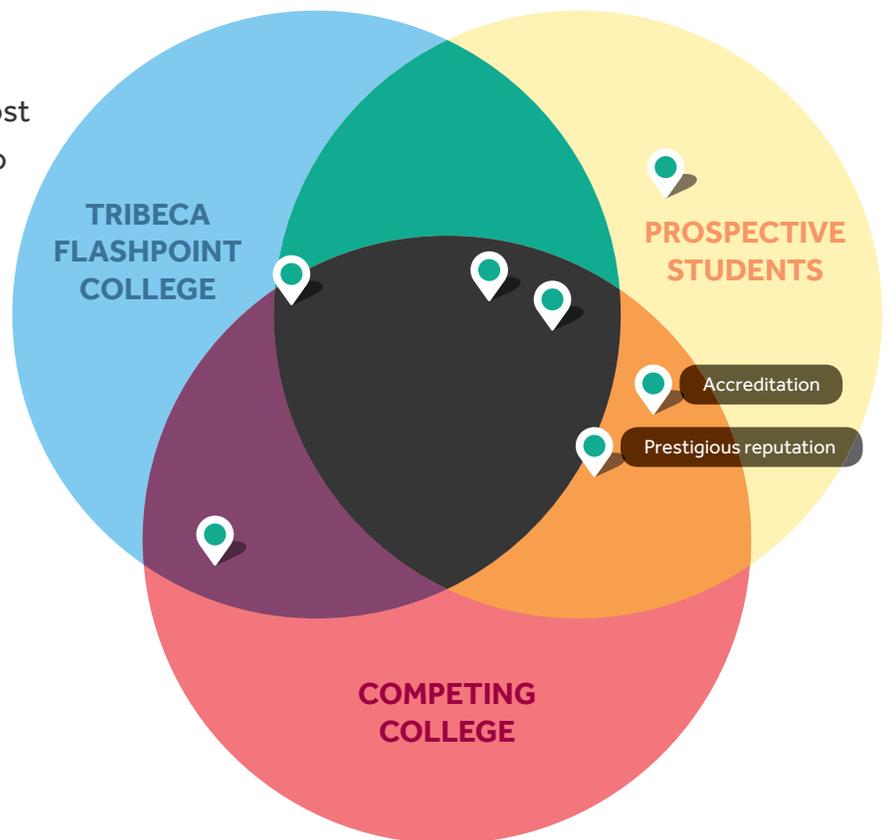
KEY INSIGHTS TO DRIVE BETTER DECISIONS

Tribeca was concerned that they may lose potential students to more “traditional” colleges or more art-centered competitors, and wanted to figure out how to better leverage their smaller size, focused degree offerings, and strong emphasis on real-life, project-based learning.

Their 221 respondents came from prospective student leads captured via their website. Key factors impacting the students’ choice to apply were related to financial, career, and reputation aspects.

They learned that a teacher or other professionals recommending a college is an important driver for students choosing where to go to college. This highlighted an opportunity for Tribeca to increase awareness and build more relationships with teachers, counselors, or other professionals to increase awareness of their high quality degree programs.

For those who had considered Tribeca but chose to go to a competing school, the most important drivers of choice were related to prestige and reputation of the school. This revealed that Tribeca needs to make sure that their admissions materials reinforce a strong message about their great overall reputation, accreditation, and well-established history so that prospective students are more aware of all they have to offer.



RESULTS

Based on these findings, the admissions team at Tribeca FlashPoint College is developing a strategy to improve messaging on their website and admissions materials to reinforce their strengths that matter most to prospective students. They are also developing a strategy to build relationships with schools and teachers to increase awareness of their programs while also increasing the reputation of the program in the local area.