



# Creating Value in the Early Stages

## of the College Selection Process

By sharing information that specifically aligns with a prospective student's interests and natural born talents, you are creating value for that individual student. Students are bombarded with emails, brochures and phone calls from colleges and universities around the country trying to establish connections with prospective students in the early stages of the college selection process.

**“ I would argue that the more time and energy spent on students who've shown us they love us, the better it is for everyone.”**

**W. Kent Bamds**

Executive Vice President for Enrollment,  
Communication, and Planning  
Augustana College

Quoted by Eric Hoover, in the October 2, 2015 edition  
of The Chronicle of Higher Education.

Building a connection in the early college selection process leads to **quantifiable metrics** of demonstrated interest in the form of:



Campus Visits



Discussions with an Admissions Counselor



Contact with Coaches

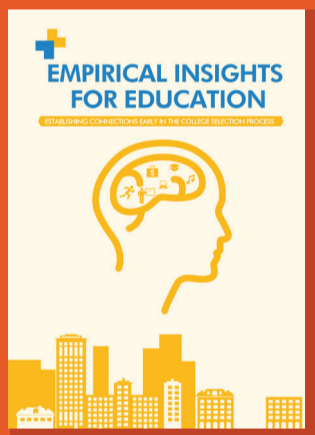


Dialogue with Professors

## Survey Results

In a recent survey among Freshman, Sophomores and Juniors at Saratoga High School

**94%** Of Respondents Said they would take a 30 second survey if it meant that they could easily find information compatible with their interests.



### Empirical Insights for EDU

Learn how to quickly understand the likes, dislikes and motivational triggers of individual prospective students during the early stages of the college selection process.

Download your copy at [www.marketingwiz.co/studentmindsets](http://www.marketingwiz.co/studentmindsets)

\* No personal information required to download this whitepaper.

## Survey Methodology



Amanda Pendergrass,  
High School Senior  
Hub Intern Fall 2015



Career Exploration Internship Program  
Saratoga Springs Public High School

### Distributed 286 Surveys at Saratoga High School

Total Number of Surveys Completed **286**

Respondents who answered:



The surveys were taken exclusively by high school students with the majority taken by 10th and 11th grader students in the Saratoga Springs High School cafeteria. A few ninth graders were sitting at tables with upper classmen so they took the survey as well. The rest of the surveys were distributed throughout three of the surveyor's senior classes.

## Sample Survey

Please circle either yes or no.

When considering a college, would you be willing to fill out a **30 second survey** if it ensured that **you could easily find information compatible to your interests?**

YES

NO

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