

EMPIRICAL INSIGHTS FOR EDUCATION

ESTABLISHING CONNECTIONS EARLY IN THE COLLEGE SELECTION PROCESS





Introduction

Something special happens when we look at the world through the eyes of prospective students and think about him or her as a real person with a specific set of needs, desires, likes, dislikes, motivational triggers and natural born talents.

“ *The great revolution in science over the last 10, 15, 20 years has been the movement from universals to the understanding of variability. Genetics has opened the door to the study of human variability.*”

- **Malcolm Gladwell**

TEDTalk: Choice Happiness and Spaghetti Sauce

To establish connections with prospective students early in the college selection process, it is important to understand the individual student's mindset and what is most important to him or her. Intuitively, we all know that prospective students fall into one of two prevailing mindsets. The two prevailing mindsets are academic oriented and personal attention oriented.

When we talk about a prevailing mindset, we are talking about the individual student's focus during the early stages of the college selection process. This is about building that instant connection that happens when the little voice inside somebody says, “I can see myself here.”



Presented by Marketing Wiz



What Is Mind Genomics®?

Mind Genomics® is the analysis and recombination of messaging, identifying exactly what to say, how to say it and to whom

According to Dr. Howard Moskowitz, a psychophysicist from Harvard and the inventor of Mind Genomics®, “ It’s important in today’s world to get a customer’s gut reaction, not a studied reaction to the concept, because this more validly represents the person’s intuitive and immediate reaction to what will be communicated. By testing 100 different combinations for each person, and by making them unique, we ensure that we aren’t testing just 100 of the best options, but instead cover a wide range of messages.”

The world is a noisy place and you only have a few seconds to make a lasting connection. Within every audience, there are different mindsets with specific likes, dislikes and motivational triggers. Mind Genomics allows us to create customized messages that target individual mindsets.

Empirical Market Research for EDU

Often times, colleges and universities combine several of the important messages together and treat each prospective student the same.

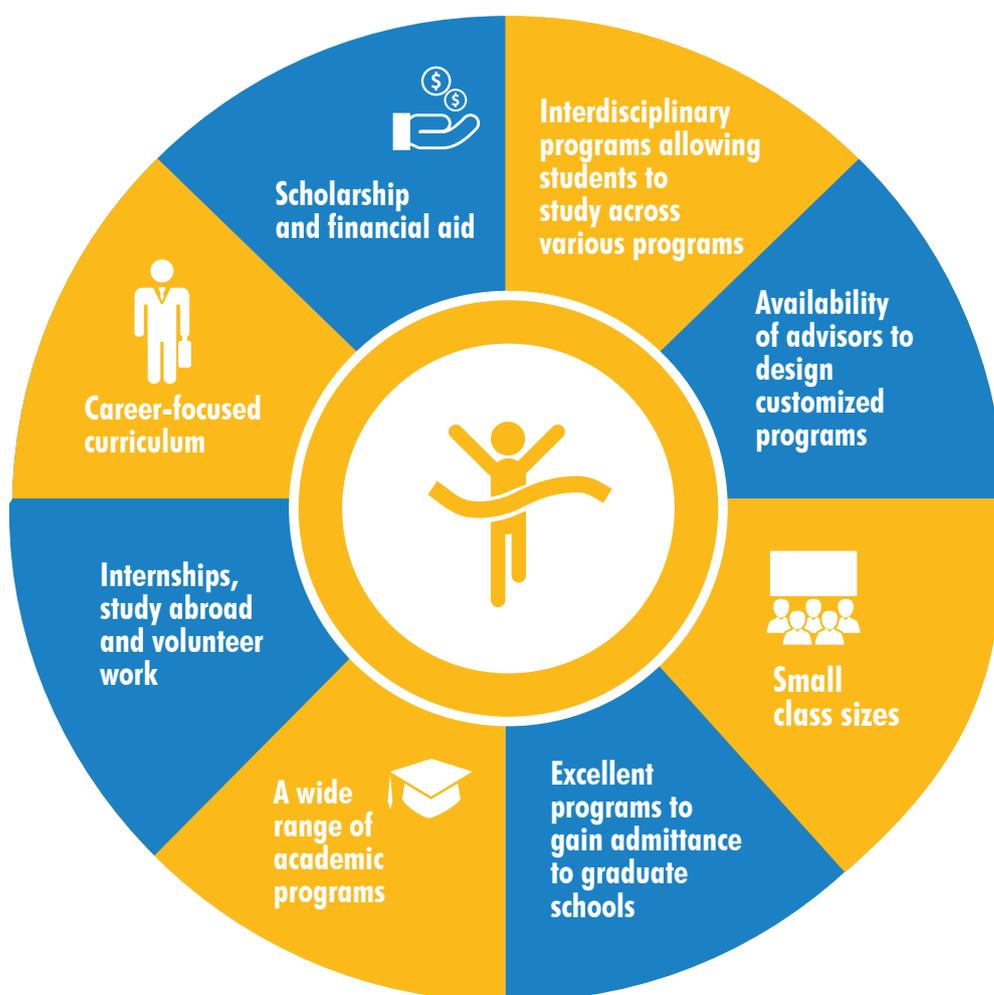
We are talking about establishing connections early in the college selection process. In this phase, we may only have a few moments to connect with a prospective student before they decide to dig deeper or move on to a competitor’s website. Once they move on, they may never return. That’s why it is important to quickly connect the messages highlighting the specific aspects of your school that have the best chance of engaging an individual student.

When we try to deliver the same experience for every student, we run the risk of becoming irrelevant to a large segment of prospective students.



Mind Genomics® allows us to know the mindset of the individual student. Once we know if the individual is geared more toward academics or personal attention, we can then introduce messages that highlight the specific aspects of the college that will best resonate with the prospective student.

MINDSET 1: Academic Oriented



The above graphic illustrates the messages most important to the academic oriented individual.

Now let's look at how this message resonates with each of our segments.

“Academic advisors to help map out your program customized to your needs”

	Total Sample	Academic Oriented	Personal Attention
Base	313	148	165
Propensity to Enroll	46	40	51
Academic advisors to help map out your program customized to your needs	6	19	-7
Choose from a wide range of academic programs	6	16	-4
This school offers internships, study abroad and volunteer work programs	6	15	-2
Interdisciplinary programs allow students to study across various majors and minors	2	15	-9
Small classroom sizes that provide individual attention	7	14	1
Excellent programs to prepare and earn admittance to graduate schools	5	14	-3
Programs have a career-focused curriculum built on the latest industry trends	3	13	-7
Scholarship, both merit and need based	9	11	6
Total cost of attending this college	7	10	5
College has a prestigious academic reputation	7	9	5
Graduates have superior employment choices	6	9	4

Within the total sample, it appears to be a positive message. However, when we look at it from the perspective of each mindset type we see a different story.

	Total Sample	Academic Oriented	Personal Attention
Academic advisors to help map out your program customized to your needs	6	19	-7
Academic advisors to help map out your program customized to your needs	6	19	-7
Choose from a wide range of academic programs	6	16	-4

For the academic oriented individual, it is a strong motivational trigger and one that is important to dive deeper before seriously consider applying to your school. For the personal attention oriented individual, it is a negative motivational trigger and has the potential to detract.



As digital natives, today's high school students will begin to form opinions about your school from visiting a few pages on your website. With Mind Genomics® you can create a good first impression by helping prospective students navigate to the information that matches their interests.

MINDSET 2: Personal Attention Oriented



The above graphic illustrates the messages most important to the personal attention oriented individual.

Now let's look at how this message resonates with each of our segments.

“Responsive professors who offer guidance and support when requested”

	Total Sample	Academic Oriented	Personal Attention
Base	313	148	165
Propensity to Enroll	46	40	51
Responsive professors who offer guidance and support when requested	5	0	9
Quality tutoring is available to help with your courses	4	-1	9
We put students first by focusing on your individual needs	2	-4	8
Guidance counselors available when you need support	2	-4	8
Counseling, job fairs and workshops to help find your career path	0	-8	7
A well maintained, beautiful campus	6	3	7
Distinguished faculty dedicated to teaching	4	1	7
Scholarships, both merit and need based	9	11	6
Financial aid packages including grants and student loans	5	5	5
The total cost of attending this college	7	10	5
College has a prestigious academic reputation	7	9	5

Here we see the exact opposite reaction. For the personal attention oriented individual it is a positive motivational trigger, but for the academic oriented individual it is neutral.

	Total Sample	Academic Oriented	Personal Attention
Responsive professors who offer guidance and support when requested	5	0	9
Propensity to Enroll	46	40	51
Responsive professors who offer guidance and support when requested	5	0	9

As we saw in the previous mindset, the academic oriented individual is driven by different aspects of the teaching faculty. When we have a limited amount of time to establish connections, we can't afford to lead with messages that fail to motivate individuals to take action.



Conclusion

All messages are not created equal for all people. In a digital world, value is created when we connect individuals with content that is relevant to him or her. Subconsciously people remember and appreciate brands that customize an individual's experience online or offline.

This whitepaper has shared some important insights regarding the mindsets of individual students during the early college selection process. Please contact us to learn more about Mind Genomics® for EDU Markets and how our platform makes it easy for your school to get started.

“ *To have unconventional success you can't be guided by conventional wisdom.* **”**

- David F. Swenson

Chief Investment Officer Yale University

Marketing is about values.

We believe that people matter and that great brands operate with a deep sense of purpose which make it possible for them to improve the lives of others in some large or small way.

Marketing Wiz provides consulting, management, communications and data visualization services for high-tech academic marketing initiatives.

Contact Us to Schedule

A DEMO OF OUR PLATFORM

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