AND THE SURVEY SAYS ...

ADMITTRED STUDENTS SPEAK UP

March 25, 2014

Cathy Heinz
Office of Admissions
ADMITTED STUDENT QUESTIONNAIRE

EDUVENTURES ANNUAL SURVEY

Enrolling and Non-Enrolling

Enrollment Drivers

Purdue & Peer Perceptions

Specific Outcomes

Beyond Facts & Features
ADMITTED STUDENT QUESTIONNAIRE

ANNUAL SURVEY

2013 Survey*

*Eduventures

- 4,360 Responses
- 2,268 Enrolling
- 2,092 Non-enrolling
- 23% Response rate
ADMITTED STUDENT QUESTIONNAIRE

ENROLLMENT DRIVERS - CATEGORIES

- Strength of Academic Programs
- Affordability
- Career Preparation
- Physical Environment
- Social Environment

Enrollment Decision
ADMITTED STUDENT QUESTIONNAIRE

STUDENT ENROLLMENT DRIVERS

Career Preparation

Core Academics

Academic Environment

Affordability

Social Environment

Advanced Acad. Opportunities

Physical Environment

Diverse Acad. Opportunities
ADMITTED STUDENT QUESTIONNAIRE

PEER COMPARISONS

ACADEMIC STRENGTH

- 7-POINT SCALE
  - 1 = Awful
  - 7 = Perfect

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Indiana U</td>
<td>5.27</td>
<td>5.31</td>
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<tr>
<td>Ohio State</td>
<td>5.65</td>
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<tr>
<td>Purdue</td>
<td>5.44</td>
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<tr>
<td>Butler</td>
<td>5.74</td>
<td>5.81</td>
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<tr>
<td>Illinois</td>
<td>5.78</td>
<td>5.82</td>
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<tr>
<td>Wisconsin</td>
<td>5.66</td>
<td>5.74</td>
</tr>
</tbody>
</table>
PEER COMPARISONS

CAREER PREPARATION

- Indiana U
- Ohio State
- Purdue
- Butler
- Illinois
- Wisconsin

2012

- 5.35
- 5.72
- 5.68
- 5.67
- 5.67
- 5.5

2013

- 5.42
- 5.65
- 5.95
- 5.74
- 5.87
- 5.67

7-POINT SCALE
1 = Awful
7 = Perfect
ADMITTED STUDENT QUESTIONNAIRE

PEER COMPARISONS

SOCIAL ENVIRONMENT

- Indiana U
- Ohio State
- Purdue
- Butler
- Illinois
- Wisconsin

7-POINT SCALE
1 = Awful
7 = Perfect

2012: 5.65 5.63 5.2 5.08
2013: 5.72 5.83 5.54 5.28
ADMITTED STUDENT QUESTIONNAIRE

PEER COMPARISONS

PHYSICAL ENVIRONMENT

<table>
<thead>
<tr>
<th>University</th>
<th>2012</th>
<th>2013</th>
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<tbody>
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<td>Indiana U</td>
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<tr>
<td>Purdue</td>
<td>5.43</td>
<td>5.33</td>
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<tr>
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<td>5.6</td>
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<td>Illinois</td>
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<td>Wisconsin</td>
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7-POINT SCALE
1 = Awful
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ADMITTED STUDENT QUESTIONNAIRE

PEER COMPARISONS

AFFORDABILITY

- Indiana U
- Ohio State
- Purdue
- Butler
- Illinois
- Wisconsin

<table>
<thead>
<tr>
<th>Year</th>
<th>Indiana U</th>
<th>Ohio State</th>
<th>Purdue</th>
<th>Butler</th>
<th>Illinois</th>
<th>Wisconsin</th>
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<tbody>
<tr>
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<td>3.8</td>
<td>4.92</td>
<td>4.4</td>
<td>4.35</td>
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7-POINT SCALE
1 = Awful
7 = Perfect
• 53% enrolling
• 68% non-enrolling
ADMITTED STUDENT QUESTIONNAIRE

OTHER KEY INSIGHTS

53% Non-enrolling

• Close
• Very close
ADDITIONAL RESEARCH

LIKELIHOOD FOR ENROLLMENT

Cost → Enrollment → Excitement About Attending

Perceived Quality

Longmire and Company, Analytic Marketing Innovations, 2013
Public College Responses:

67% would reconsider a college they thought was too expensive if it could demonstrate greater value.

Longmire and Company, Analytic Marketing Innovations, 2013
### Why Go to College

<table>
<thead>
<tr>
<th>Parent Desired Outcomes</th>
<th>Student Desired Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfilling career path</td>
<td>In-depth knowledge/major</td>
</tr>
<tr>
<td>In-depth knowledge/major</td>
<td>Fulfilling career path</td>
</tr>
<tr>
<td>Responsible adult</td>
<td>Skills for specific career</td>
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<tr>
<td>Critical thinking</td>
<td>Future earnings potential</td>
</tr>
<tr>
<td>Independent adult</td>
<td>Networks for career advancement</td>
</tr>
<tr>
<td>Communication skills</td>
<td>Find job w/in 6 months</td>
</tr>
<tr>
<td>Skills for specific career</td>
<td>Independent adult</td>
</tr>
<tr>
<td>Adaptable for future career</td>
<td>Adaptable for future career</td>
</tr>
<tr>
<td>Professional conduct</td>
<td>Critical thinking</td>
</tr>
<tr>
<td>Adapt academics to real world</td>
<td>Adapt academics to real world</td>
</tr>
</tbody>
</table>

Eduventures, 2013
Subject Line: Cathy, discover why XYZ is right for you

Whether you’re looking for a school with strong academics, a close-knit college community, or a wide array of opportunities to get involved outside the classroom, **XYZ University could be your perfect fit.**

The welcoming atmosphere, breathtaking campus, and student pride strongly reflect the personality of XYZ. Our students choose XYZ because they recognize how much they can learn and experience here in four years.
Why should I pick a research university?

If you want to be educated in the heart of where knowledge is created – medical discoveries that cure diseases, inventions that revolutionize how cars are powered and food is grown, new technologies that push the boundaries of media and music – then XYZ is for you. On our campus, you’ll learn from men and women famous for reshaping how the world works and thinks. The point of an XYZ education isn’t just to earn a degree; it’s to do something amazing with it.
PURDUE VALUE

DEMONSTRATING & COMMUNICATING PURDUE’S VALUE

Fulfilling Career Path

In-Depth Knowledge/Major

Critical Thinking
PURDUE VALUE

DEMONSTRATING & COMMUNICATING PURDUE’S VALUE
AND THE SURVEY SAYS ...

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Office of Admissions

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