

Bringing confidence and clarity to a complex business.

CHALLENGE

You're ready to move your institution forward, but you can't begin to create positive change without first developing a sound strategy. That strategy will only be as effective as the research on which it's based.

- Are you aware of how constituent groups perceive your institution?
- Have you measured the effectiveness of your marketing and communication tools?
- Do you have a clear picture of where you stand among your competitors when it comes to academic offerings, student services, financial aid, and other enrollment barriers or motivators?



SOLUTION: *Market Research by SEM Works*

SEM Works understands the importance of solid market research. Our services are widely recognized and trusted in the field. Senior-level consultants conduct thorough investigations into your greatest obstacles and opportunities for success. Based on your specific objectives, we will perform in-depth analyses into your image, competitors, financial aid award practices, market demand, and communications effectiveness. Every report includes a detailed summary of findings followed by clear recommendations so you can initiate a plan of action—immediately.

POWER POINTS *Opportunities and Benefits*

- SEM Works' research is conducted at a 90% confidence level by experienced research analysts.
- Every analysis is completely customized to your institution's unique needs and goals. SEM Works' researchers and consultants conduct custom work, delivering an informative final report that integrates higher education themes and trends with your institution's distinct circumstances.
- We pose penetrating questions, provide you insightful answers, and lay out an actionable strategy. Comprehensive research and results are just part of the package we deliver. All of SEM Works' reports include not only a thorough analysis, but also well-informed recommendations for next steps.

CLIENT REPORT *Institutions throughout North America and the world agree...*

"We are extremely pleased with the fine work of Dr. Black and the SEM Works team. The enrollment audit, market analysis, competitive analysis, and SWOT process have provided us with a wealth of quantitative data and qualitative information on which to build our marketing plan. Throughout the process we have been impressed with Dr. Black's understanding of ATC's culture and the issues facing technical colleges. His customized reports and prioritized recommendations have put us in a position to improve our market share and grow our enrollment. We look forward to our ongoing relationship with Dr. Black and SEM Works as we develop our long range marketing plan."

~ Dr. Susan Winsor, President, Aiken Technical College

STRATEGIC ENROLLMENT MANAGEMENT WORKS

*Senior-level consultants. Impeccable client service.
Tailored, actionable solutions.*

FOR MORE INFORMATION

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Image Study

This study includes an assessment of institutional awareness and perceptions among various constituent groups. Perceptions of institutional attributes such as academic reputation, academic quality, faculty, campus environment, student life, safety and price are among the findings reported.

Market Demand Analysis

This analysis evaluates the level of demand within a particular market for an academic offering. Preferred instructional delivery method, time, location, semester format, pricing and more are assessed.

Competitor Analysis

The Competitor Analysis consists of comparisons with key competitors related to institutional characteristics, program offerings, price, admissions selectivity, perception, student recruitment efforts, market position, and much more.

Communications Audit

SEM Works will evaluate print, multimedia, and Web-based communications to measure their effectiveness in achieving institutional objectives such as increasing the quality of the entering class, shaping the image of the institution, or influencing potential donors.

Financial Aid Analysis

To what degree do your current uses of funds achieve institutional objectives? Central to this analysis is the determination of a "tipping point" required to enroll or retain a student based on the student's ability and willingness to pay.

Mystery Shopping

Another component of the Competitor Analysis is Mystery Shopping. Inquiring as a prospective student, the consultant will request information from each of your five key competitors and report significant findings that may offer you a competitive edge. We evaluate the comparative timeliness, flow, and effectiveness of communications. Open houses, campus tours, orientations, inquiry responses, and telecounseling calls are among the options available.

Environmental Scan

The Environmental Scan can help your institution break away from reliance on historical and institutional data, so that you can better anticipate and respond to changes in student demographics, program demand, and other areas that are essential to your institution's viability and growth. The trend analysis reveals major trends in the environment that may impact institutional enrollments by examining global, national, state or provincial, and local data that is relevant for your institution.

Market Opportunity Analysis

The Market Opportunity Analysis identifies key markets that are not being reached and those that need further penetration or different marketing and communication strategies. The analysis provides a look at the awareness and perceptions of the institution, specific programs of most interest, course-taking preferences and barriers that prevent prospective area students from attending.

Point of Service Survey

This real-time assessment of the service experience with your institution measures factors such as response time, accuracy of information, relevance of response, and staff customer-orientation. The Point of Service Survey provides operations managers with "just-in-time" feedback and actionable intelligence for staff development and process improvement.

Academic Program Innovation

The proven methodology applied by SEM Works consists of an analysis of five dimensions of academic program relevance and opportunity: **(1)** student demand, **(2)** industry demand, **(3)** institutional capabilities to deliver compelling programs, **(4)** institutional capacity, and **(5)** competitor presence in the marketplace. Simply put, we assist institutions in positioning existing and new programs effectively on all five dimensions.

Student Retention Analysis

The Student Retention Analysis identifies factors that influence enrollment; determine root causes for students who drop out or stop out; assess why students leave to complete their studies elsewhere; and identify opportunities to improve student retention. Results of the analysis provide a powerful indirect method to determine which variables are correlated to students, intentions to continue at the institution or leave prematurely.

Return on Investment (ROI)

Understanding the return on investment of enrollment and marketing initiatives is essential to maximize the investment of scarce institutional resources and to produce the desired results. The two important aspects to determining the ROI for these activities are: **(1)** the human and financial costs incurred to develop and deliver enrollment and marketing strategies and **(2)** the impact the strategies have on student enrollment goals. SEM Works provides you with a tool and a process for monitoring ROI and adjusting strategies accordingly.

Enrollment Goal Setting

Most institutions have high-level goals predicated on institutional aspirations or financial needs. Rarely do institutions possess data-driven enrollment goals that are granular enough to guide enrollment strategy. Through our goal setting process, we analyze available business intelligence, enrollment capacity, institutional aspirations, and political pressures that combined yield specific enrollment targets by campus, academic program, student segment, instructional delivery method, etc. Most importantly, our consultants help you to develop strategies designed to achieve identified enrollment goals.

Other Research Services

In addition to these research services, SEM Works' strategic partner, Academica Group, Inc., offers a range of research services. These services include a University/College Applicant Survey and an Admit/Decline Survey.

Customized studies can be designed. Please contact SEM Works at info@semworks.net or 800/494-3710 to discuss your specific needs.