

Four-Year-Intending Students

1. Changed Conditions Lead Students Away from Four-Years

52%

Of [students report](#) that a parent or guardian has lost his or her job, been laid off, or furloughed

78%

Of [prospective four-year students](#) say delayed/cancelled non-admissions events on campus has impacted the admissions process

1 Million

First-time SAT-takers in the high school class of 2021 [missed their Spring Test](#)

2. Looking for a Better Deal

81%

Of [families believe](#) online education should cost less

65%

Of [prospective four-year students](#) are concerned about ability to attend first-choice school

High Price for Different Product

Many four-years are fully online but have not decreased tuition, while more and more join mid-semester amidst virus outbreaks

3. New Opportunity for Non-Traditional Market

43%

Of rising HS seniors indicate that COVID has [impacted their qualifications](#) or strength of college applications

52%

Of rising HS seniors are [considering applying](#) early action or early decision for Fall 2021

75%

Of rising HS seniors said that college websites are the most helpful information source [if unable to visit campus](#)

Barriers to achieving goals

- Concerned SAT scores aren't high enough for top programs
- Worried about loss of college experience
- Upset about cost increase at State University

Voice of the Student

- "Will this help my chances of getting in to ____ program?"
- "People who go to community college don't do well."
- "I'm not going to take out so much in loans for online class."

Messages to overcome barriers

- Direct from program heads: We can help you improve your application for ____ program
- English 101 is English 101
- It's not too late to take a few classes and not get behind



of feeder school students who access dual enrollment: 452

% of dual enrollment students who do not enroll after HS: 84%

Value Propositions for **EAB Community College**:

Seamless transfer agreements with EAB University

Strong Agricultural programs with transfer and job opportunities

Successful honors program graduates

Automatic acceptance for former dual enrollment students

Messaging Priorities or Strategies to Reach Students for **EAB Community College**:

1 Launch eight-week term to begin in October with Gen Ed offerings **paired with marketing campaign** focused on transfer. Message of low-cost, don't fall behind, "English 101 is English 101."

2 Direct personal outreach via phone calls from program heads in response to inquiries and those who applied but didn't enroll. Additional outreach to class of '20 FFA members for Ag transfer programs.