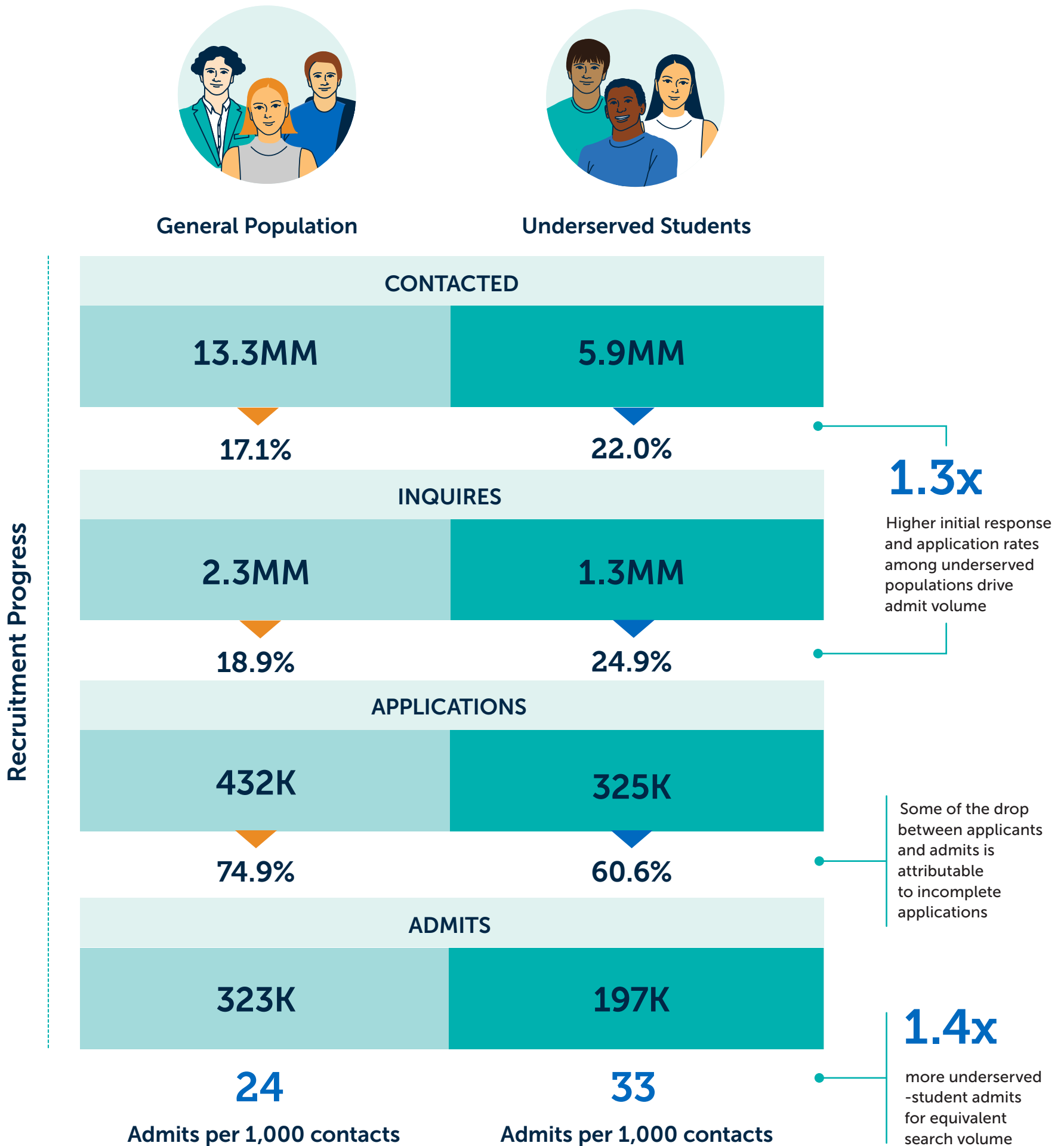


Recruitment Marketing Helps Underserved Students

In order to better understand how recruitment marketing influences underserved students' path to higher education, EAB data analysts examined the rate at which students included in search-marketing campaigns ended up inquiring about, applying to, and gaining admission to the colleges and universities whose outreach they received. A particular focus of the analysis was students from underrepresented minority populations: African-American, Hispanic, Native American, and Multi-racial students.

Number of Students by Recruitment Stage and Conversion Rates



Evidence of disproportionate benefit for underserved students

Our main finding was that underserved students responded to recruitment-marketing outreach at markedly higher rates than the general population—a trend that translated into proportionally more admits. This insight reinforces a finding from past EAB survey research that, when it comes to learning about schools they are considering, underserved students and their families are more likely than the general population to find push communications helpful, including email and paper communications from schools, versus self-serve information sources.