

New Presidents Intensive 2024

Understanding “Generation P”

Implications for Enrollment, Student Success, Mental Health and Well-Being

July 9, 2024

Update Your Name

The screenshot shows a Zoom meeting interface. The main window displays the EAB logo and 'EAB Virtual Meetings 2020'. The bottom toolbar includes icons for Mute, Stop Video, Invite, Participants (highlighted with a yellow box), Share, Chat, Record, and Leave Meeting. The 'Participants' panel on the right shows two participants: 'Test Participant (Me)' and 'Meeting Host (Host)'. The 'Rename' dialog box is open, prompting the user to 'Enter a new screen name:' with the text 'Jane Doe - Institution' entered. The dialog has 'OK' and 'Cancel' buttons. A yellow box highlights the 'Rename' button in the participants list.

Zoom Meeting ID: 841-573-482

You are viewing Meeting Host's screen

View Options

Speaker View

Participants (2)

TP Test Participant (Me) Mute Rename

Meeting Host (Host)

Rename

Enter a new screen name:

Jane Doe - Institution

OK Cancel

Mute Stop Video Invite Participants Share Chat Record Leave Meeting

Raise Hand yes no go slower go faster more

Mute Me Reclaim Host

Update your name and
add your institution

Open Participants menu

New Presidents Intensive Curriculum



VIRTUAL INTRODUCTION | 1:00 – 2:00 PM ET

Tuesday, June 18, 2024

IN-PERSON SESSION | EAB HEADQUARTERS | WASHINGTON, DC

Sunday, June 23, 2024

6:00–8:00 pm ET

Welcome Dinner

Monday, June 24, 2024

9:00 am–7:00 pm ET

*2024 State of the Sector
Dynamic Strategy and Principled
Differentiation*

Tuesday, June 25, 2024

9:00 am–1:00 pm ET

*AI, The Future of Work and Implications
for Higher Ed
What Every President Needs to Know
about Athletics
The President as Fundraiser-in-Chief*

VIRTUAL SESSIONS | TUESDAYS | 1:00 – 3:00 PM ET

July 2, 2024

Shared Governance 2.0

July 9, 2024

*Understanding
"Generation P"*

July 16, 2024

Blueprint for Growth

July 23, 2024

*Critical Considerations
for Achieving Financial
Sustainability and
Resilience*

July 30, 2024

*The Balancing Act of
Free Speech, Safe
Spaces, and
Deplatforming*

Meet Your Presenters



Michael Koppenheffer

*Vice President, Enroll360 Marketing,
Analytics and AI Strategy*
MKoppenheffe@eab.com



Dr. Ed Venit

Managing Director, Strategic Research
EVenit@eab.com



5 Insights

- 1 Satisfaction in College Varies Across Student Demographics
- 2 Post-pandemic Challenges Persist
- 3 Affordability Concerns Have Intensified
- 4 In-Person Recruitment Is (Mostly) Back
- 5 Historically Underrepresented Students Benefit from Added Support

Insight #1

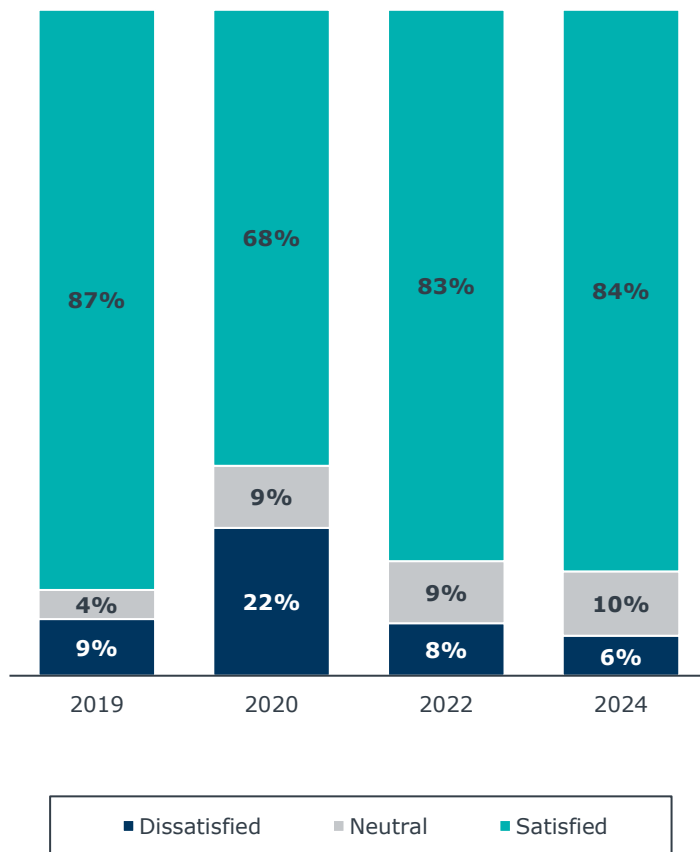
Satisfaction in College Varies Across Student Demographics



Progress and Opportunities in First-Year Experience

Overall, Satisfaction Has Rebounded Since Pandemic Lows

Q: Overall, how satisfied are you with your college experience so far?

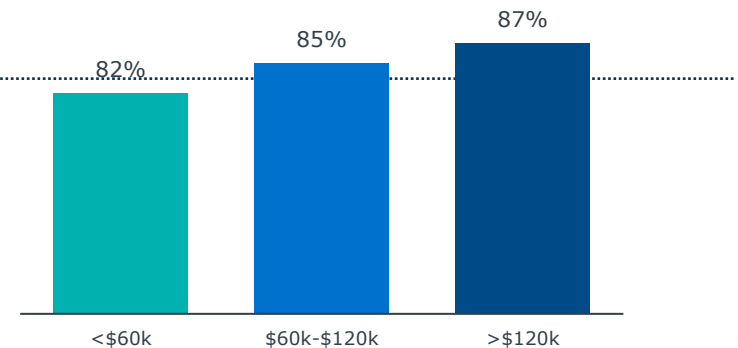


However, Satisfaction Levels Vary Across Demographics

Share of Students Who Are Satisfied with College Experience

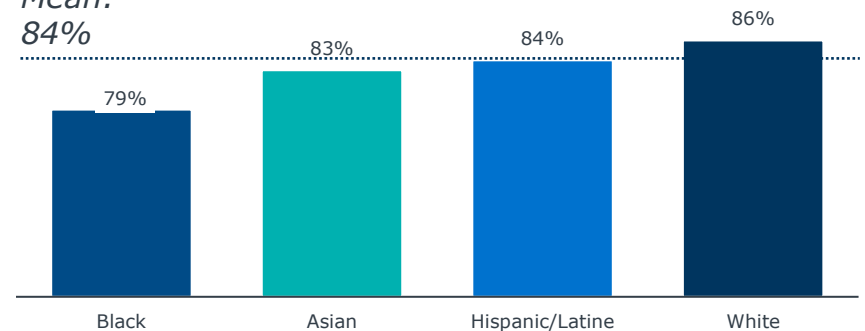
By Household Income

Mean:
84%



By Race/Ethnicity

Mean:
84%

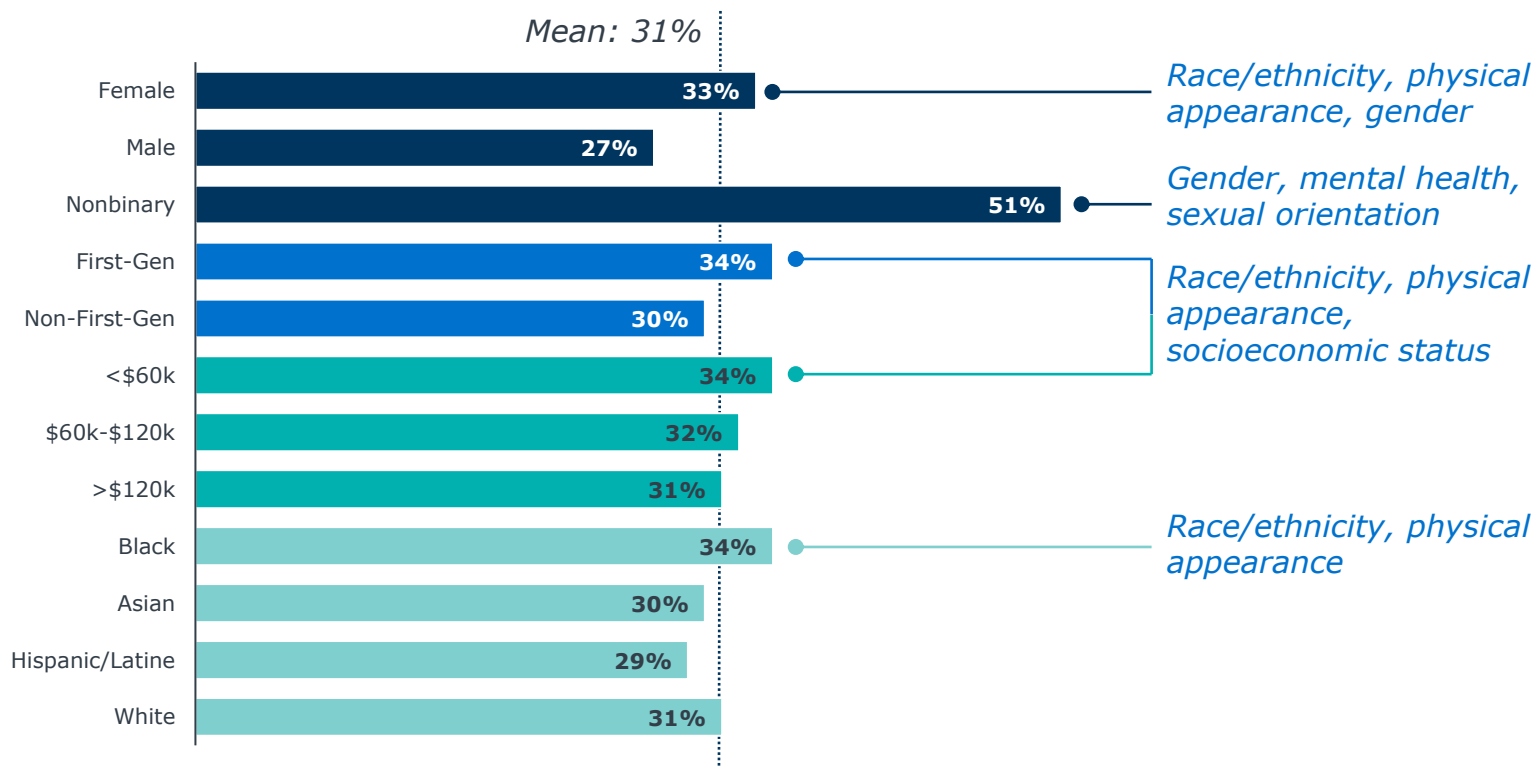


One in Three Students Has Felt Targeted or Excluded

During Their First Year of College

Percentage of Students Who've Felt Targeted, Criticized, or Excluded Based on Their Identity

Primarily reporting incidents of targeting, criticism, or exclusion based on:



Gender First-Generation College Status Household Income Race/Ethnicity

Key Takeaways



Promote your support services in marketing materials.

Highlight the ways that your college helps students be successful, including advising and mentor programs.



Feature a variety of student voices.

To help alleviate prospective students' concerns about whether they will feel like they belong in your campus community, ensure that your promotional materials feature real students from a variety of backgrounds.

Insight #2

Post-pandemic Challenges Persist



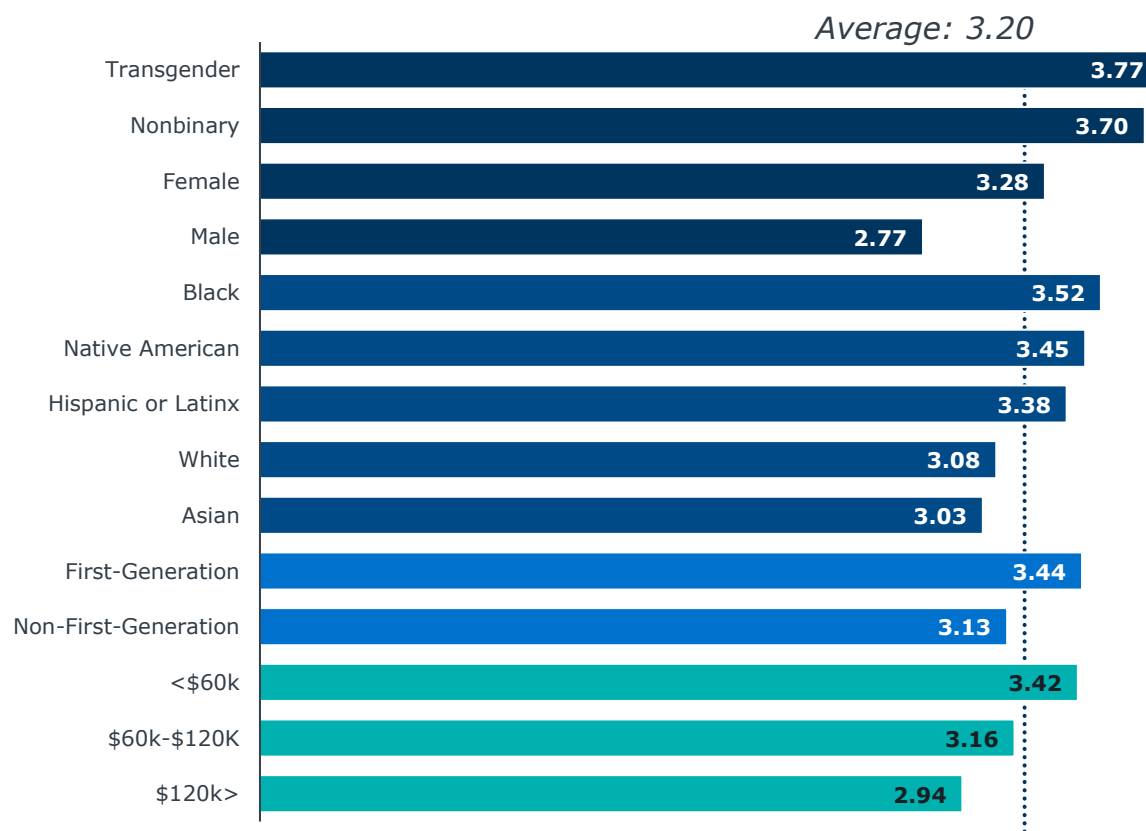
Support for Mental Health Factors into College Choice¹⁴

Data from EAB's Recent Survey with Joon

A Larger Factor Among Many Historically Underrepresented Groups

Q: How important are a school's mental health support programs to your college decision?

Not at all important=1, Extremely important=5

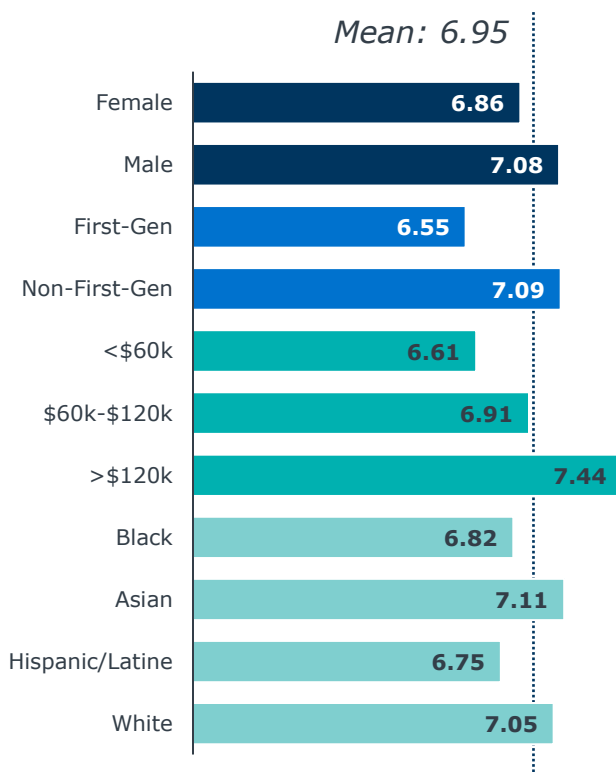


Access the full analysis
of our mental health
survey at
[eab.com/mental-
health-college](https://eab.com/mental-health-college).

Disparities in Academic Preparedness

Q: How well did your high school prepare you academically for college?

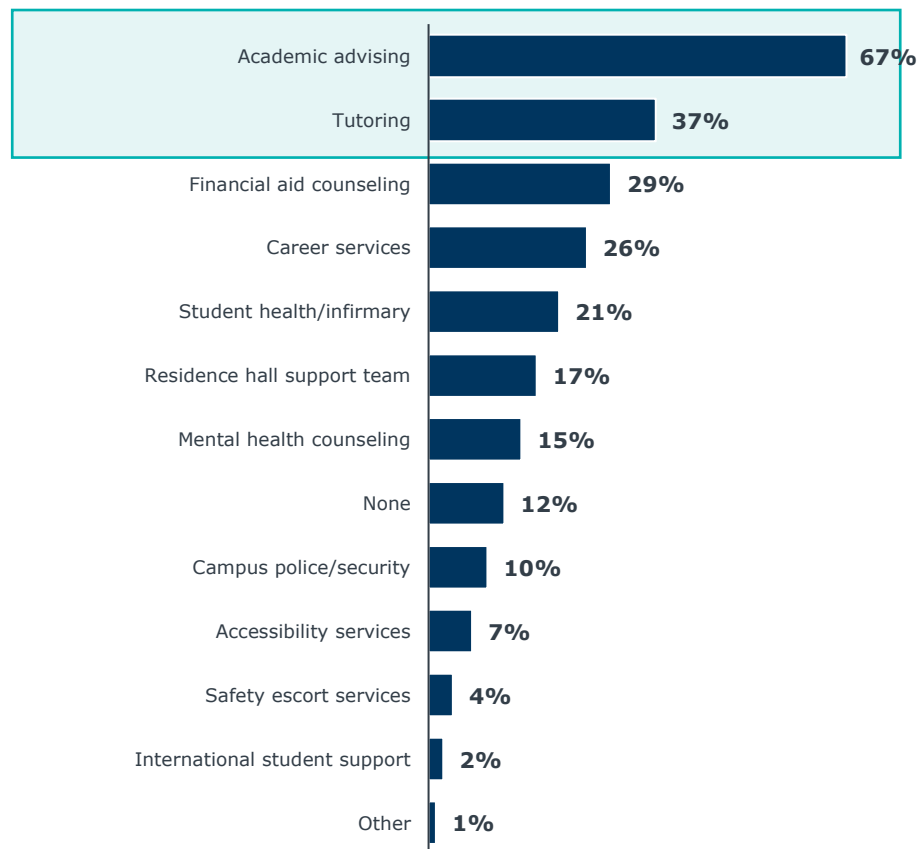
Scale: 10 = Extremely well, 1 = Not at all



Gender
 First-Generation College Status
 Household Income
 Race/Ethnicity

Q: Which of the following support services have you used at your school?

Students could select all that apply.



Key Takeaways



Recognize the impact of mental health and academic preparation on enrollment.

Mental health and academic preparation concerns are high overall, especially among students from many historically underrepresented populations. These concerns are shaping students' college research and choice of school.



Market the mental health services you provide.

An array of mental health supports is a competitive advantage in today's market. Advertise them prominently to prospective students on your website, college search platforms such as Apply, and other communication channels.

Insight #3

Affordability Concerns Have Intensified

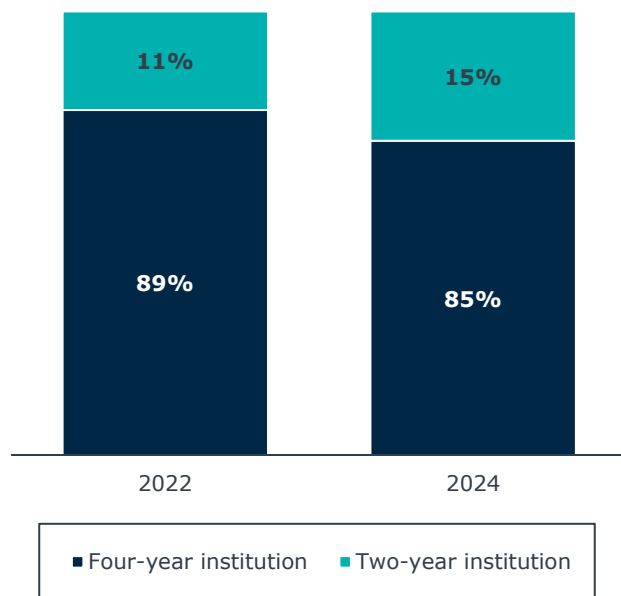


Affordability Concerns High Among College-Goers

20

Increase in Students Enrolling in 2-Year Institutions

2022 vs. 2024

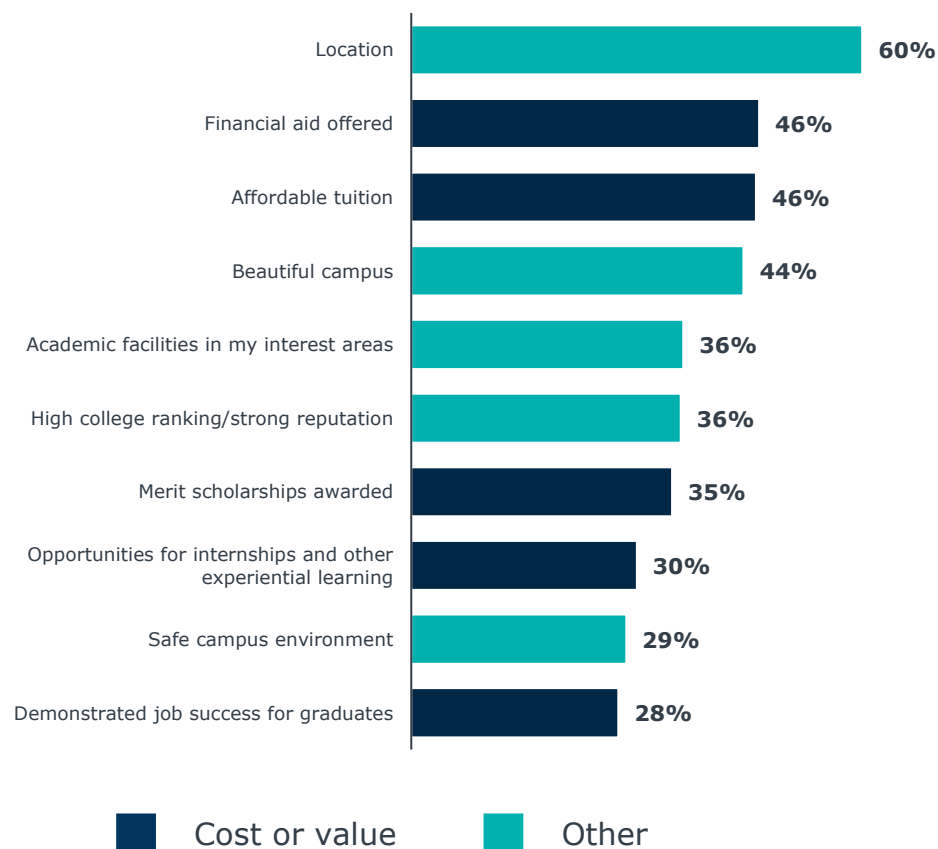


"Affordable tuition" was students' top reason for attending a two-year institution.

Cost and Value Remain Top Factors in Students' Choice of College

Why did you select the school where you are enrolled?

Participants could select multiple, Top 10 responses shown.



Key Takeaways



Take advantage of opportunities to reengage prospects after high school.

With a growing share of students taking time off before college or starting college at two-year institutions, focus efforts on re-recruiting prospects who may still be interested in enrolling at your school.



Strengthen your value proposition by marketing the support services you offer.

EAB research has shown that students view support services as an indicator of value. Highlight these offerings in your email, web, and social media campaigns to make your institution stand out and to assuage students' concerns about college success.

Insight #4

In-Person Recruitment Is (Mostly) Back



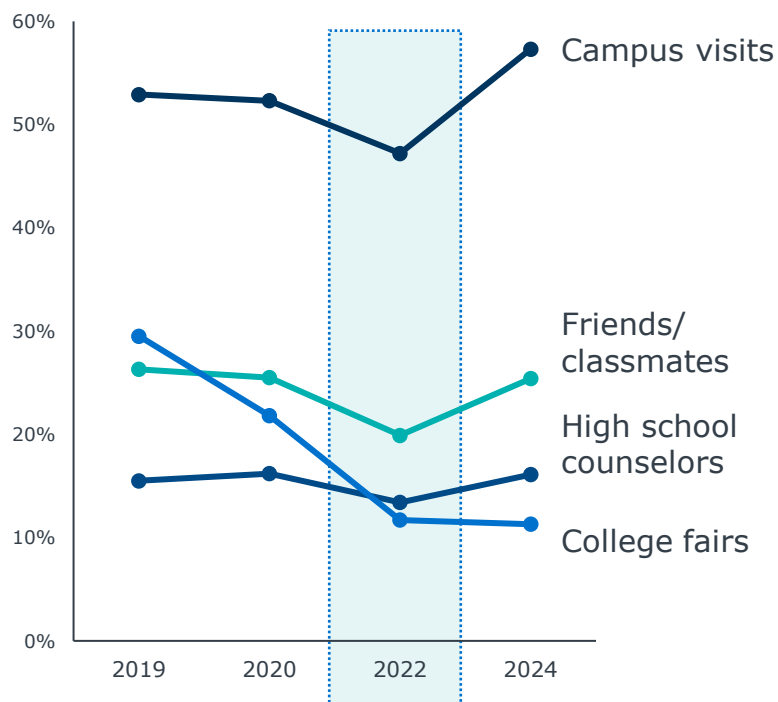
A Return to Pre-pandemic Preferences



Most Helpful Sources of Information in an Enrollment Decision

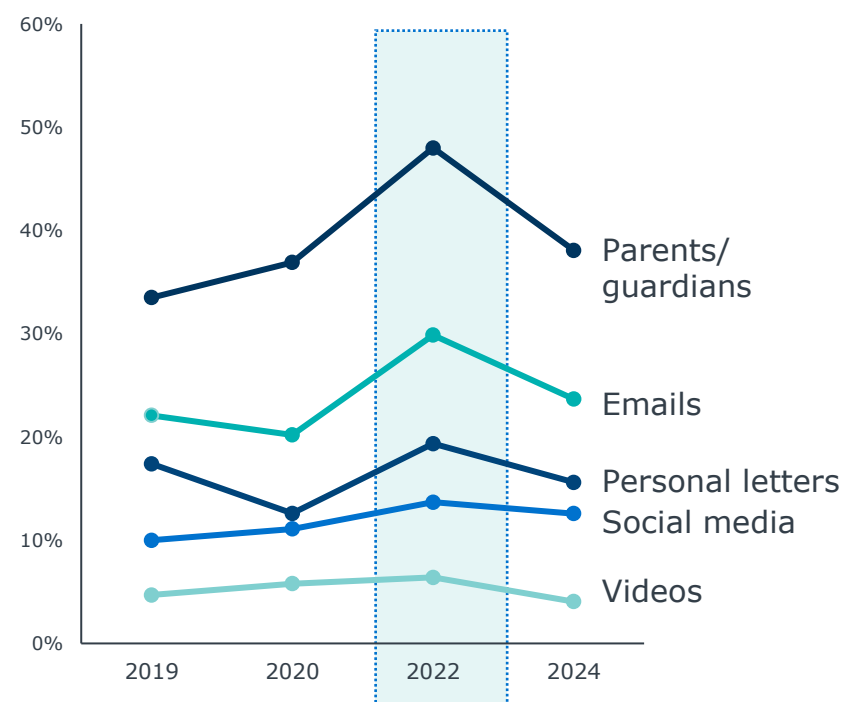
Students Could Select Up to 5 Sources

In-Person Sources



College fairs are the exception and have continued to decrease in influence post-COVID.

"From Home" Sources



Parents and guardians remain highly influential despite a drop compared to mid-pandemic influence.

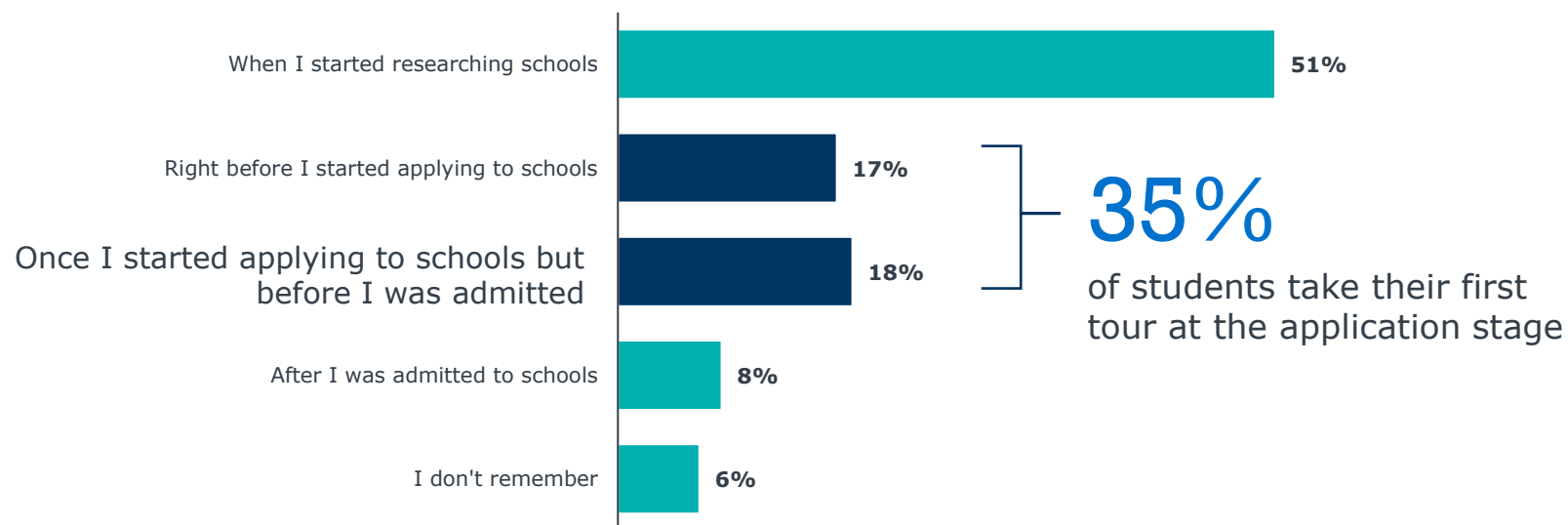
Virtual Tours Are Here to Stay

Post-pandemic Growth in Virtual Tours

+10% Increase in average annual visitors per institution from 2022 to 2023, EAB Virtual Tours partners

More Than 1/3 of Students Take Their First Virtual Tour at the Application Stage

Q: At what time during your college search did you first take a virtual visit or tour?



Key Takeaways



Pursue a highly multichannel approach to recruitment.

To engage students and nurture interest, enrollment leaders must successfully communicate with students across many different sources and channels, including email, web, mail, digital channels, and social media.



Parents remain students' #1 influencer.

Parent communication continues to be an important component of a robust communication strategy.

Insight #5

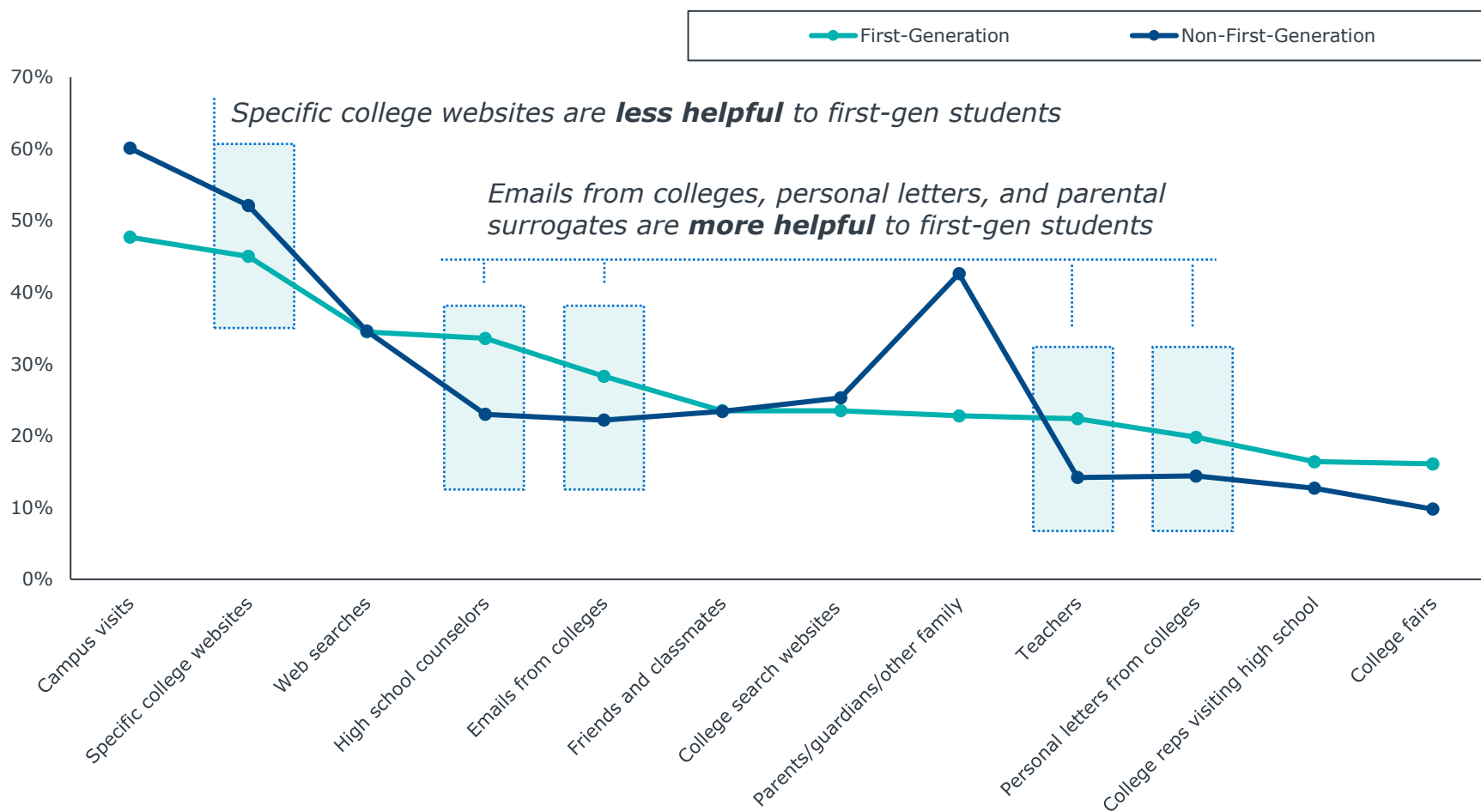
Historically Underrepresented Students Benefit from Added Support



Benefits of Direct College Outreach

Most Helpful Sources of Information When Making an Enrollment Decision

Students Could Select Up to 5 Sources, by First-Generation College Status



Facilitating the Application Process



Simplifying Application Completion

Historically Underrepresented Students Are Most Likely to Use Pre-Populated Applications

2.6x

Students with family income <\$60k compared to those with family income >\$120k

1.8x

First-gen college students compared to non-first gen

1.9x

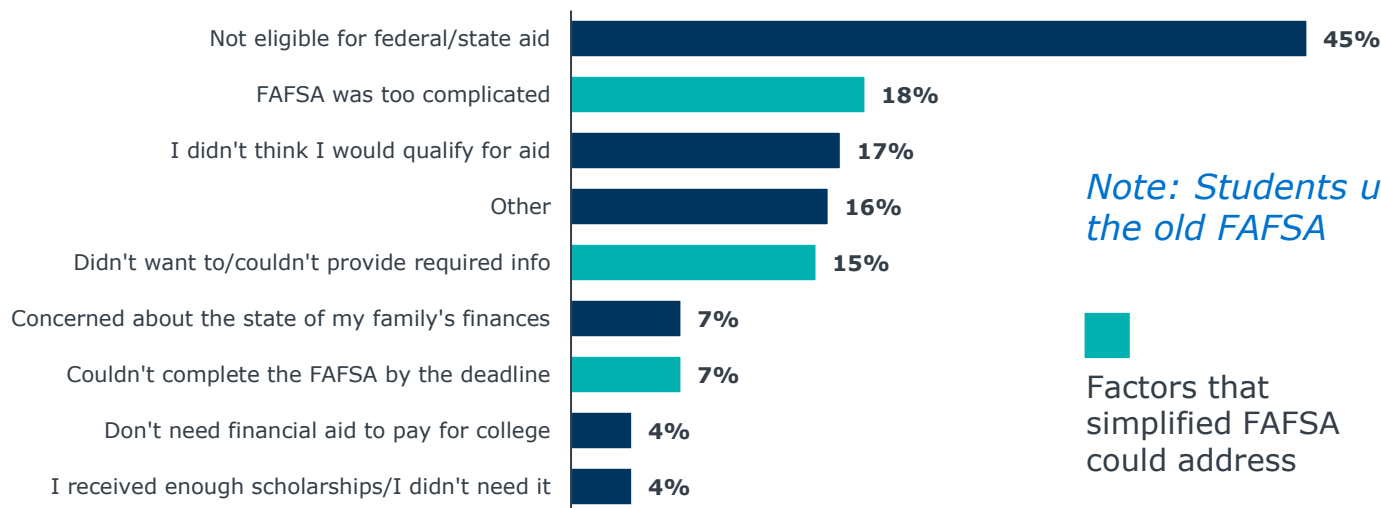
Hispanic/Latine students compared to White students

1.6x

Black students compared to White students

Underscoring Potential Benefits of the Simplified FAFSA

Q: Why Didn't You Complete the FAFSA?, Students with Household Income <\$60K



Key Takeaways



Don't underestimate "traditional" outreach channels, including email and personal letters.

Email remains students' preferred channel for hearing directly from colleges. First-generation students are especially likely to appreciate email and personal letters.



Reduce barriers in your application process.

Consider using applications with pre-populated student contact info and eliminating other requirements in the process where possible. Removing obstacles can not only grow applications and enrollment overall, but it also can encourage applications and enrollments from historically underrepresented populations.

Breakouts

1. What (if anything) surprised you from the findings from the EAB First-Year Experience Survey?
2. Based on this research and implications, what's one thing you want to return to campus and talk to your enrollment leader about?



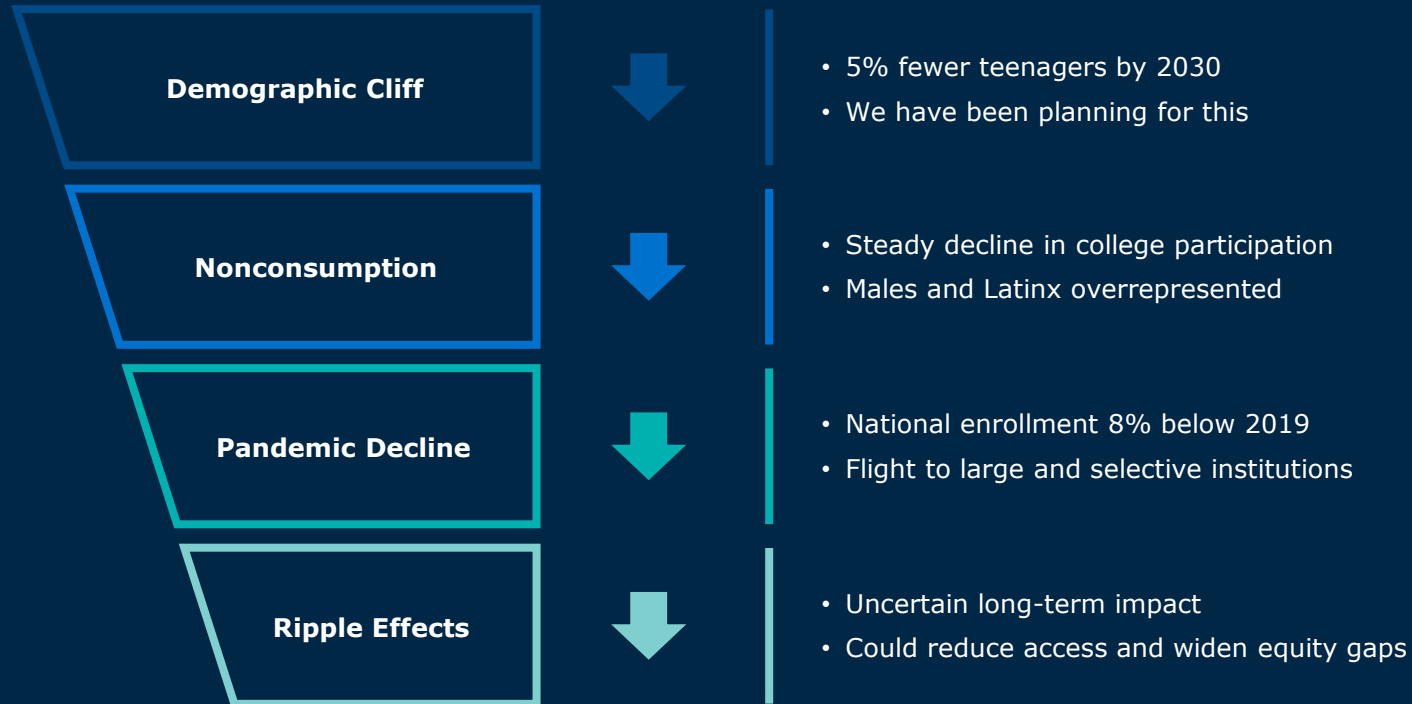
Student Success, Mental Health, and Well-Being

Dr. Ed Venit, Managing Director, Strategic Research



Thinking About the Future of Student Success

Making Strategic Plans in an Uncertain Environment



Mental Health Crisis

Student Wellness Is Now the Biggest Threat to Retention

Needs Doubled in the Last Decade Healthy Minds Survey

Anxiety

17% 36%
2013 2023

Depression

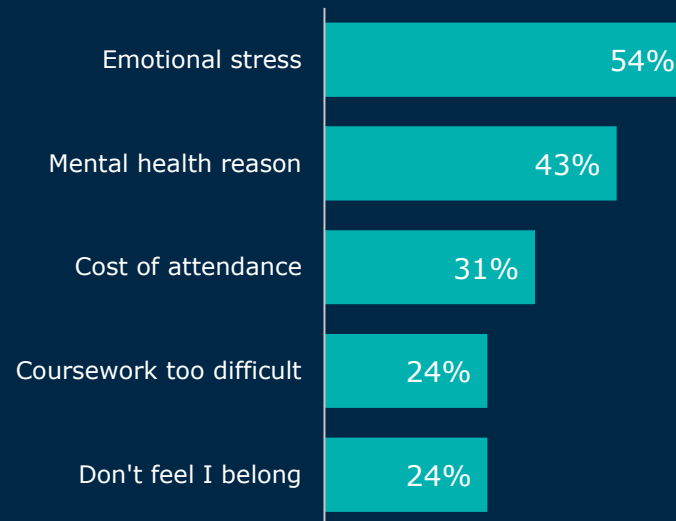
22% 41%
2013 2023

Therapy

19% 36%
2013 2023

Why Are Students Considering Stopping Out?

Fall 2023 Gallup/Lumina Survey, multiple responses allowed



Responding to Mental Health Needs

Building Out a “Stepped Care” Strategy

A Generalized Model of Stepped Care



Strategy: Add clinical capacity

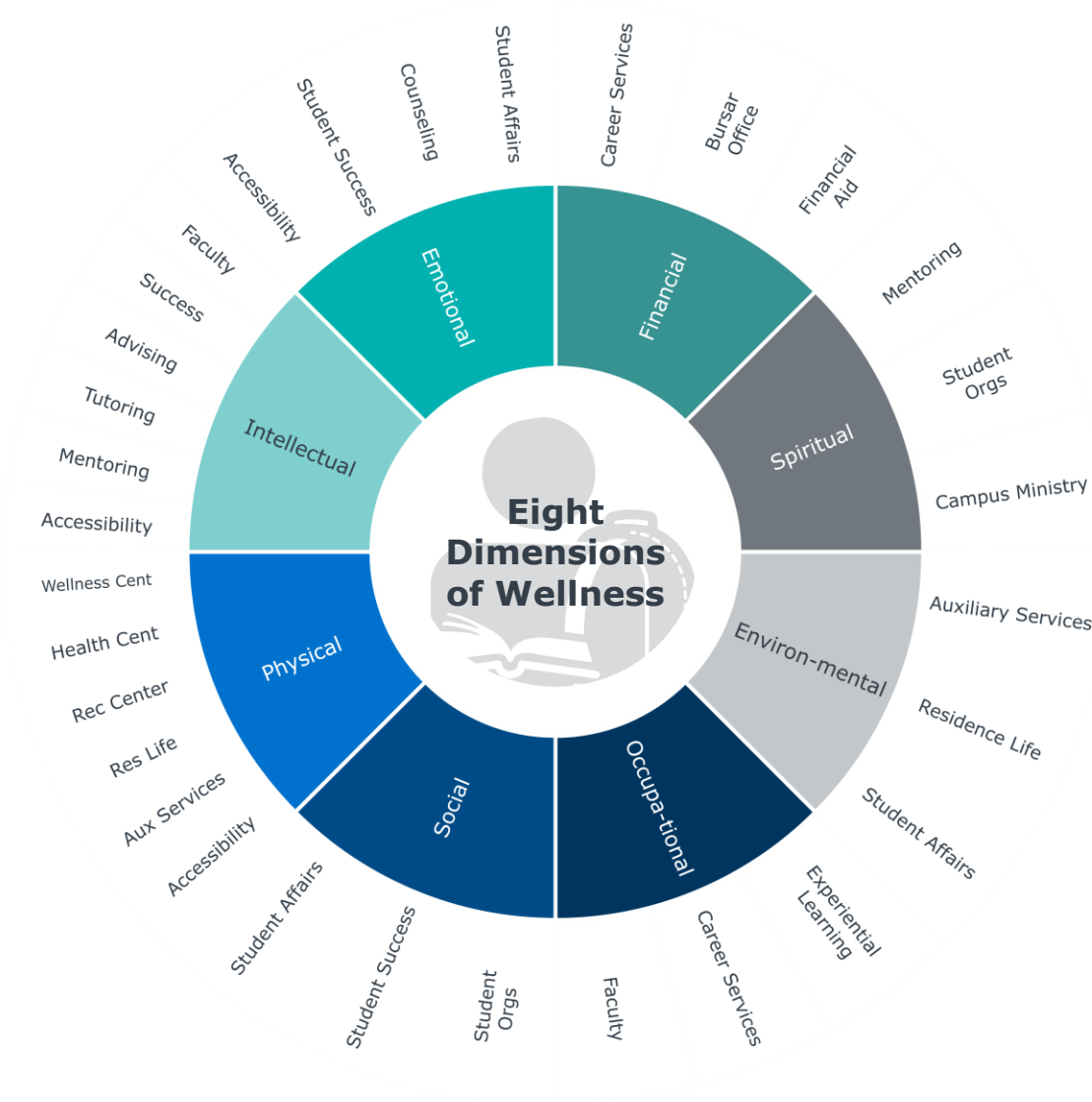
- New hires (if possible)
- Third-party providers

Strategy: Leverage existing resources

- Holistic support (8 Dimensions)
- CRM technology (e.g. Navigate and Starfish)
 - Surveys
 - Wellness Messaging
 - Hand Raise

The Eight Dimensions of Wellness

How Coordinated Care Supports Holistic Wellness



Academic Preparation Crisis

An Unseen Threat Below the Surface...



College Entering Classes

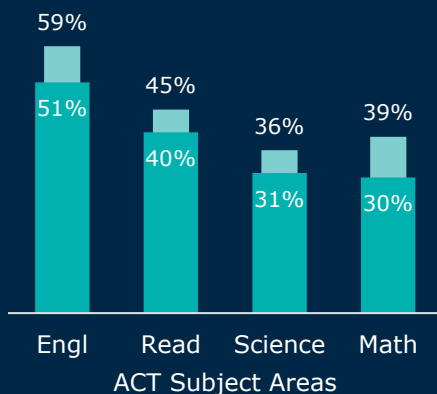
Fall 2023
College first-years

Fall 2027
Ninth-graders

Fall 2031
Fifth-graders

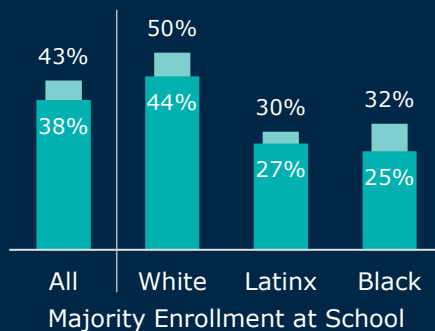
ACT College Readiness Among 2023 HS Grads

■ 2019 ■ 2023



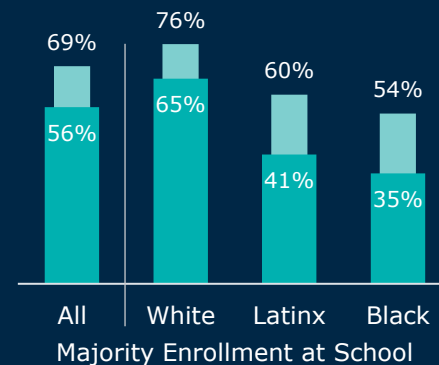
On Pace for College Math in 8th Grade (i-Ready)

■ 2019 ■ 2023



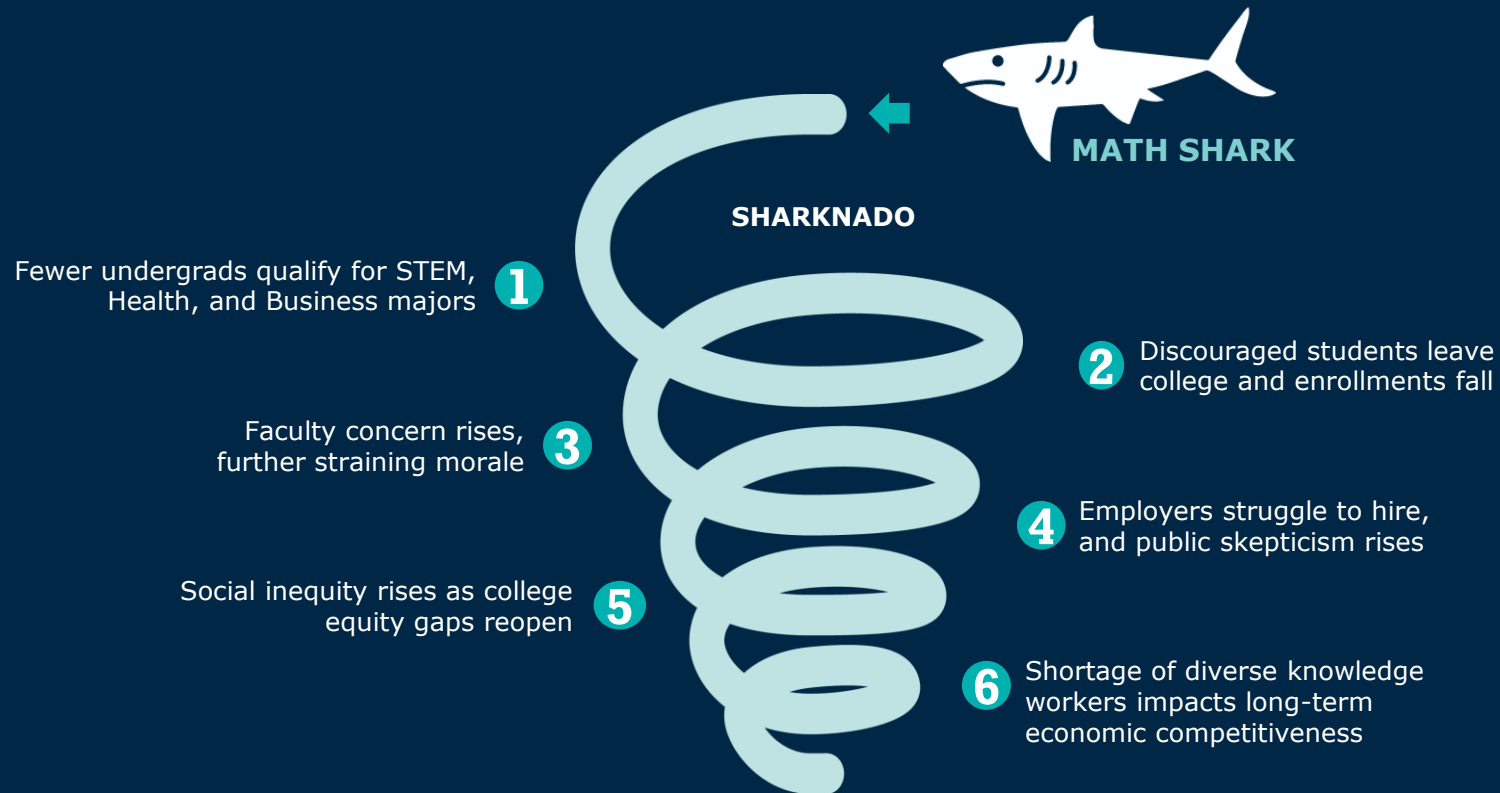
On Pace for College Math in 4th Grade (i-Ready)

■ 2019 ■ 2023



Academic Preparation Crisis

Long-Term Concern



Breakouts

1. How can your institution address the math crisis?
2. How can our institution partner with K-12 to address the crisis?

See You Next Week!

Tuesday, July 16, 2024 at 1 pm ET (Virtual)

Blueprint for Growth | A Deep Dive into Enrollment Trends – Undergraduate, Professional, and Graduate



President Andrew Hsu
College of Charleston



Colin McGlynn
*Senior Principal Strategic Leader,
Enroll360*



Savon Sampson
Senior Director, Strategic Research



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