

Title of the Presentation: ***Surveying Prospective Students: A Call for Answers***

Presenters: Melissa Giese, Senior Research Analyst and Tami Knight, Research Analyst

Proposal

Abstract (400 characters):

Telephone surveys are a methodology that yields high quality, accurate results. It is efficient and cost effective to keep the research in-house. This session discusses the method of interviewing, the development of the questionnaire, the training plan for student workers and budgeting. Strategic enrollment decisions based on the data analysis will be shown. Finally, the use of psychographics and how they can be used in both marketing and research will be presented.

Proposal:

Metropolitan Community College is a five campus, complex community college system that has experienced some drop in enrollment that last 2 years. Our new focus is on a new Strategic Enrollment Management plan. The Leadership team has created 5 taskforces of Administrators, Staff, Faculty and Students to examine Persistence & Completion, Recruiting, Capacity, Technology and Marketing. The Recruiting taskforce has been interested in determining student applicant behavior. Why do students submit applications with MCC and then don't enroll? What are the common themes of students who do not enroll? Are the psychographic categories that could help explain their behavior and assist MCC in serving their needs? In the past, MCC has hired an outside agency to conduct a telephone survey with non-enrolled applicants though this survey has not been conducted for a number of years.

After reviewing responses from outside marketing firms to our RFP, the cost was between \$24,000 and \$68,000. It was decided that the IR office at MCC could take on this task for the following reasons:

1. We have the personnel with the expertise
2. Less expensive
3. More control of the data
4. More access to the data
5. Results can be tied to SEM, Noel Levitz and other satisfaction materials
6. Our office can present the results to multiple internal audiences without the cost of travel by the consultant
7. Keeping it in house will allow us to recreate easily in the future and examine the longitudinal data

This presentation will provide discussion on:

1. Methodology of Telephone Surveys
2. Advantages and Disadvantages of Telephone Surveys
3. Specific Research Design of MCC's survey
4. Survey Development

- a. Discussion with many campus groups and administrators
 - b. Develop a quick method for collecting the verbal information for the survey administration
 - c. Pilot testing of the instrument
5. Inclusion of psychographics questions
6. Survey Execution
7. Budgeting
8. Training
9. Data compilation and analysis
10. Strategic Enrollment decisions based on the results
11. Obstacles and Roadblocks and how these were resolved