



// CASE STUDY

A Higher-Education Institution

Offers specialty career education programs



// CHALLENGE

Grow enrollment in one of their specialty programs

// SOLUTION

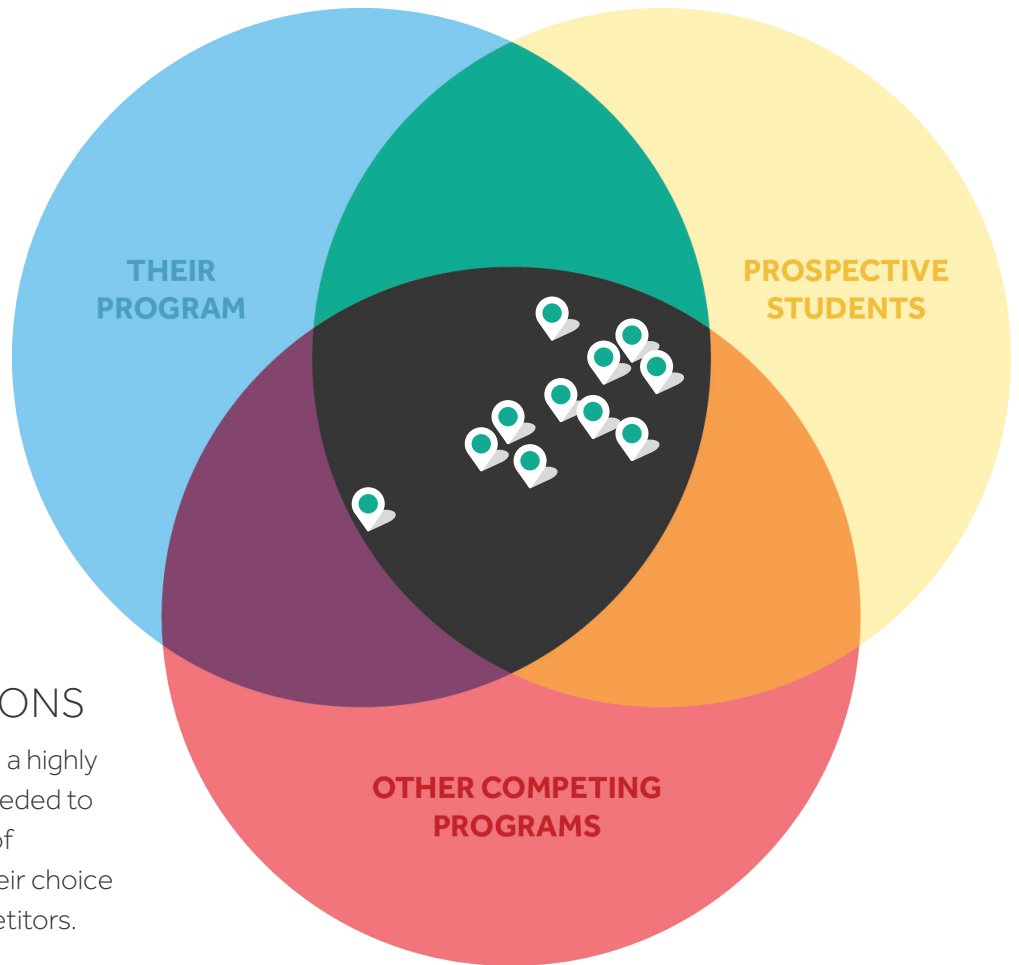
This university program partnered with Vennli, whose software and services improve business decisions by making it easy to understand how prospective students make choices. Using the integrated survey platform, the university easily gathered real-time insights about what's most important to students and how they choose between competing programs. Intuitive data visualization quickly led to decisions aligned with needs of prospective students.

RESULTED IN

175%



INCREASE IN ENROLLMENT



// KEY INSIGHTS TO DRIVE BETTER DECISIONS

In order to differentiate themselves in a highly competitive market, this university needed to understand how different segments of prospective students were making their choice and how they compared to key competitors.

Research showed that all prospective students reported it was important that the program was affordable and financial aid was available. Accreditation, both regional and national, was also highly important to them.


In terms of the student experience, prospective candidates placed highest importance on gaining job-related experience, easy access to faculty with personalized attention, and existence of cutting-edge learning opportunities.

Prior to conducting any research, the university thought that the differences amongst competing programs were well known. However, potential students perceived very few differences between the programs. This represents a large opportunity for this university to differentiate themselves.

Important differences were discovered amongst segments of applicants, based on age, ethnicity, and the type of degree they were seeking. For example, those seeking a Bachelor Degree placed higher importance on the availability of job experience opportunities. Students between 18 and 24 years old placed higher importance on having easy access to faculty for personalized attention.

// RESULTS

These insights enabled the university to take immediate action and develop targeted messaging based on the factors most important to each segment of prospective students. As a result, the university increased program enrollment from 100 to 275 students in just a few months' time.

175% 
INCREASE IN ENROLLMENT