



UCAS™ + ADS™

Strategic Enrolment Research

How do you ensure that your enrolment strategies stay relevant?
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Which communications tactics resonate best with which audiences?
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How do prospective students perceive your institution compared to your competitors?



Why UCAS™ and ADS™?

Academica Group's University/College Applicant Study™ (UCAS™) and Acceptance Declined Survey (ADS™) provide you with comprehensive, strategic enrolment research to ensure that your recruitment and marketing strategies stay relevant. These research tools are the most effective and affordable sources of information available on your prospective and admitted students.

- 1. In-depth understanding of applicant motivations** – over 340 data points, allowing you to fine-tune your recruitment, marketing and communication strategies
- 2. Insight into student perceptions of your strategic enrolment efforts** – what is working and what is not
- 3. Competitive intelligence** – how do your prospects think of you in comparison to your competitors? Where are you winning and where are you losing?
- 4. Online Dashboard** – results are delivered to you within hours of survey completion
- 5. Cost efficient** – actionable data to focus your resources and attain the highest ROI

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Market research

is crucial for understanding an institution's place, its market(s), strategic direction(s) and appropriate tactics. Academica Group's strategic enrolment research products are differentiated through comprehensive scope and depth, rapid on-line turnaround, impressive presentation, client service, and very competitive pricing structure. Clearly, the products offer an important foundation for the development of a strategic enrolment plan.”

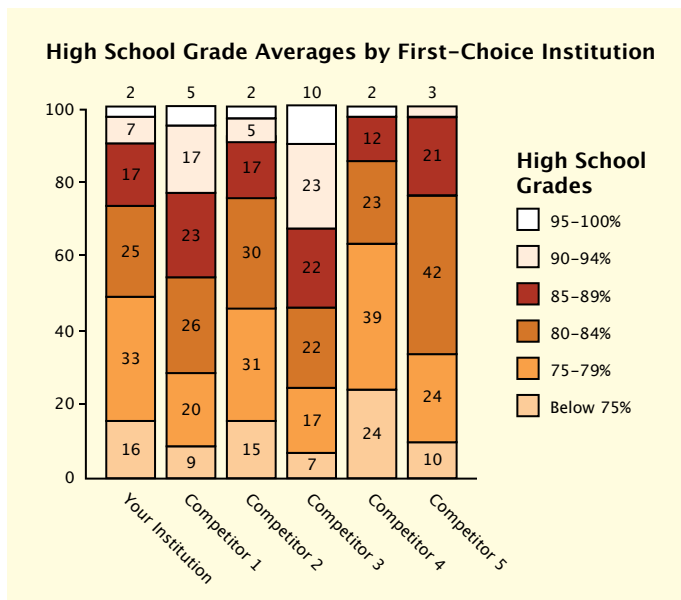
– **THOMAS HUDDLESTON, ED.D.**
Vice President Emeritus
University of Central Florida

ROI

- Actionable Data
- Timely Results
- Real-time Analysis
- Competitive Intelligence
- Industry-leading Response Rates

University/College Applicant Study™

Academica Group's flagship UCAS™ Applicant Study is the ultimate benchmark for trend, attitude, reputation and influence data among higher education consumers prior to enrolment. From its inception in 1997, this comprehensive annual study has provided more than 100 subscribing institutions with insight into applicant demographics, motivations, decision-making processes, post-graduate intentions, perceptions of college & university brand positioning and reputation, key competitor strengths and weaknesses, and the influence and appeal of recruitment marketing efforts. The study provides precise measurement on all key variables to help guide and fine-tune recruitment and enrolment management strategies.



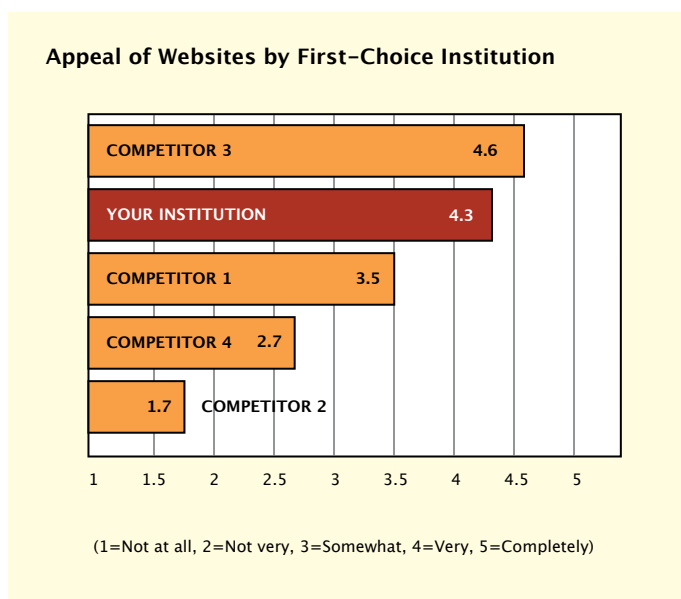
The UCAS™ provides you with detailed, real-time, actionable data in four areas:

1. Prospective Student Profile

This section of the UCAS™ describes the demographic, financial and academic characteristics of your prospective student pool and compares it to your key competitor institutions. More importantly, the profile data provides the crucial ability to cross-tabulate results throughout the report, to isolate students from particular geographic regions, age groups, income segments, grade averages, ethnic backgrounds, and more.

2. Marketing Efforts

Today's post-secondary applicants make use of a wide range of information sources in establishing their shortlist and preferences. Some sources, like institutional websites, viewbooks, and campus tours, are largely controlled by your recruitment or marketing departments, while others exist quite beyond your influence but require monitoring, such as magazine rankings, social media, family recommendations or more traditional forms of word of mouth. The UCAS™ includes questions to measure the use, influence, and appeal of more than 20 key information sources and marketing efforts on your applicants, and to benchmark your institution's recruitment marketing impact against key competitor institutions.



DECISION FACTORS		Competitor	Your Institution
Academic Factors	Academic reputation of institution		██████████
	Academic reputation of program/major		██████████
	High admission average		██████████
	High-profile research		██████████
	Institution rankings/guidebook ratings		██████████
	Investments in latest technology		██████████
	Library collections/facilities		██████████
	Quality of faculty		██████████
	Special programs for academically gifted students		██████████
Campus Factors	Attending the school your parents attended		██████████
	Attractive campus	██████████	██████████
	Availability of off-campus housing	██████████	██████████
	Campus cafeteria/food service options	██████████	██████████
	Campus housing/residences	██████████	██████████
	Clubs and social activities	██████████	██████████
	Diversity of student population	██████████	██████████
	History/tradition of school	██████████	██████████
	Large student population	██████████	██████████
	Off-campus urban life	██████████	██████████
	Recreational sports/fitness facilities	██████████	██████████
	Reputation for student experience	██████████	██████████
	Successful teams/varsity athletics	██████████	██████████
Financial Factors	Availability of childcare		██████████
	Availability of merit-based scholarships		██████████
	Availability of needs-based financial aid/bursaries	██████████	██████████
	Costs of attending university/college (excluding tuition)		██████████
	Flexible course delivery (evenings, weekends, online, etc.)		██████████
	Institution is close to home		██████████
	Part-time job opportunities or work-study options	██████████	██████████
Tuition costs		██████████	
Outcome Factors	Ability to transfer credits earned to another school		██████████
	Acceptance of my previous credits		██████████
	Co-op programs/internships	██████████	██████████
	Easy to get accepted		██████████
	Graduates get high-quality jobs		██████████
	Graduates get into top professional and grad schools		██████████
	International exchange options		██████████
	National/professional accreditation		██████████
	Opportunities for student leadership	██████████	██████████
	Relevant industry in the area		██████████
Undergraduate research opportunities		██████████	
Nurturing Factors	Campus safety/security		██████████
	Faculty-student interaction		██████████
	Friends attending		██████████
	Personal attention during application/admission process		██████████
	Religious considerations		██████████
	Small class sizes		██████████
	Small student population		██████████
	Small surrounding community		██████████
Student evaluations of professors		██████████	

3. Decision Factors

The UCAS™ investigates the impact of 50 key decision factors on prospective student choice, and compares your institution against a benchmark or specific competitor institutions for applicant perceptions of strengths and weaknesses in five general categories:

- I. Academic Factors** – for example: program offerings, admission criteria, and academic reputation of programs
- II. Financial Factors** – for example: merit- and need-based financial aid, employment opportunities, costs of living and tuition
- III. Outcome Factors** – for example: graduate employment outcomes, graduate school placement, credit transferability and co-op programs
- IV. Campus Factors** – for example: residences, varsity athletics, extracurriculars, student life experience and recreational facilities
- V. Nurturing Factors** – for example: safety, class size, religious affiliation and proximity to home

Prospective students rate each factor on a seven-point scale from strongly negative to strongly positive. This approach captures both perceived strengths and weaknesses of an applicant's first-choice college, reflecting the complex trade-offs applicants sometimes experience as they make their final decision.



Acceptance Declined Survey™

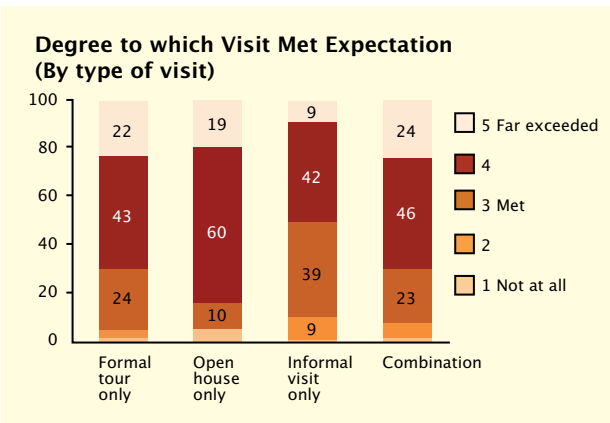
Our Acceptance Declined Survey™ (ADS™) was developed as a complement to the UCAS™, to examine the flip-side of admissions – why students applied to your institution, maybe even visited your campus, yet declined your offer of admission and pursued their education elsewhere. These “decliners” are a crucial target audience, and represent a huge lost opportunity for recruiters: they know your institution, perceive strengths and weaknesses, and can tell you a great deal about key perceptions and misperceptions that are costing you conversion and enrolment.

The ADS™ provides you with an objective, reliable, in-depth study of admitted students’ decisions to decline your offer of admission, allowing you to:

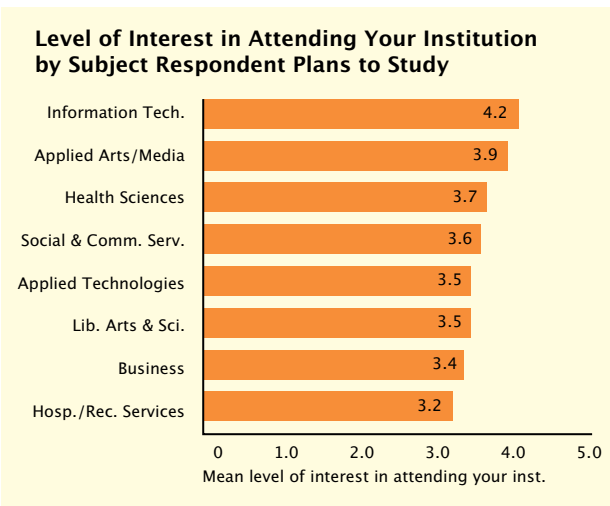
- Acquire a fuller understanding of the your institution’s main competitors
- Assess the effectiveness of your campus visits and other yield activities
- Identify the specific factors that influence your admitted students to decline an offer of admission, and prioritize them for corrective action

The ADS™ provides you with detailed, real-time, actionable data across three areas:

1. Non-Enroling Student Profile



2. Marketing Efforts



3. Decision Factors



Four things to remember about UCAS™ & ADS™

1. More detailed, actionable data on your recruitment and marketing efforts than other Prospective or Admitted Student surveys.
2. In-depth competitive intelligence straight from the marketplace: your applicants, applicants who prefer competing institutions, and applicants who have rejected your offer of admission.
3. Real-time access to results just hours after fieldwork is completed, and an online dashboard of preconfigured reports, with the ability to run your own custom analyses.
4. Cost-effective: for a small investment, you get the most comprehensive metrics on your prospective and admitted students, constructive feedback on your current strategic enrollment efforts, and achieve the best ROI on your recruitment and marketing efforts.

If you would like to learn more about the UCAS™ and ADS™ and how Academica Group's strategic enrollment research can help focus your strategic enrollment management resources, please contact us by phone or email. Our research team can arrange a webinar or campus presentation to outline benefits and insights you can expect from participation in our strategic enrollment research.

About Us:

Academica Group Inc. is a research-based marketing consultancy focused exclusively on the higher education sector, and a worldwide leader bringing marketing innovation to higher education. Our distinctive team of experienced researchers, recognized marketers, designers, and web developers, monitors emerging trends, identifies potential markets, advises on effective social media strategies, and provides innovative solutions for website development.

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For the past 11 years, the University of Waterloo has enjoyed a productive working relationship with Academica Group. Our annual surveys provide guidance for strategy development, resource allocation, and messaging. Past surveys have also been used to build a case for the expansion of on-campus residences, the creation of a financial aid guarantee, and the enhancement of entrance scholarships. Academica has been very responsive with respect to providing quality service and meeting our individual research needs.”

– **TINA ROBERTS**
Director, Undergraduate Recruitment
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