Translating Mission to Market: Understanding Prospective Undergraduate Mindsets

Kim Reid, Principal Analyst
Eduventures Research
Agenda

• Eduventures’ Prospective Student Mindsets
• National CCAA Institutions and Mindsets
• How to Work with Mindsets
• Questions
About the Research

Eduventures 2018 Prospective Student Survey

• National survey of college-bound high school juniors and seniors
• NRCCUA’s MyOptions database
• Institutional inquiry lists
• Total sample: 54,267
• Considering applying to CCAA school 9,286
Prospective Undergraduate Student Mindsets
A Developmental Arc
Great Institutions Serve Diverse Populations
How Student Mindsets Were Developed

Outcomes

Experiences

Criteria

Mindsets
Gen Z Has Different Paths in Mind

Career
- Experiential Interests: 21%
- Career Pragmatists: 19%

Experience
- Social Focus: 21%
- Exploration & Meaning: 13%

Academic
- Career Through Academics: 15%
- Grad School Bound: 11%
## Mindsets are Linked to Enduring Personality Traits

<table>
<thead>
<tr>
<th>Experiential Interests</th>
<th>Social Focus</th>
<th>Career Pragmatist</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
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Demography is not Destiny

<table>
<thead>
<tr>
<th>Experiential Interests</th>
<th>Career Pragmatists</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
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<td>19%</td>
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<tr>
<td>Latino/Hispanic</td>
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<td>17%</td>
<td>9%</td>
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<tr>
<td>Black/African-American</td>
<td>21%</td>
<td>25%</td>
<td>21%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Asian/Asian-American</td>
<td>21%</td>
<td>12%</td>
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<td>16%</td>
<td>12%</td>
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<tr>
<td>Female</td>
<td>21%</td>
<td>19%</td>
<td>23%</td>
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<td>13%</td>
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<tr>
<td>Top Grades</td>
<td>21%</td>
<td>10%</td>
<td>19%</td>
<td>15%</td>
<td>16%</td>
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</table>
As Demography Shifts, Career Orientation Likely to Increase

### Student Mindsets by Access Status

<table>
<thead>
<tr>
<th>Access Status</th>
<th>Experiential Interests</th>
<th>Career Pragmatists</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
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<td>23%</td>
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<td>19%</td>
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<td>20%</td>
<td>16%</td>
<td>16%</td>
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<tr>
<td>Two factors</td>
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<td>17%</td>
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<td>9%</td>
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<tr>
<td>All factors</td>
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<td>28%</td>
<td>13%</td>
<td>21%</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Access Factors = First-generation college; low-income; underrepresented minority
National Mindsets by Likely Institutional Destination

- Community College (7%)
  - Experiential Interests: 20%
  - Social Focus: 45%
  - Exploration and Meaning: 11%
  - Grad School Bound: 10%
  - Career through Academics: 11%
  - Career Pragmatists: 2%

- In-state public institution (47%)
  - Experiential Interests: 23%
  - Social Focus: 21%
  - Exploration and Meaning: 19%
  - Grad School Bound: 12%
  - Career through Academics: 16%
  - Career Pragmatists: 9%

- Out-of-state public institution (21%)
  - Experiential Interests: 20%
  - Social Focus: 15%
  - Exploration and Meaning: 26%
  - Grad School Bound: 14%
  - Career through Academics: 14%
  - Career Pragmatists: 11%

- Private institution - not religiously affiliated (16%)
  - Experiential Interests: 17%
  - Social Focus: 6%
  - Exploration and Meaning: 24%
  - Grad School Bound: 17%
  - Career through Academics: 13%
  - Career Pragmatists: 22%

- Catholic private institution (2%)
  - Experiential Interests: 21%
  - Social Focus: 10%
  - Exploration and Meaning: 30%
  - Grad School Bound: 15%
  - Career through Academics: 15%
  - Career Pragmatists: 9%

- Christian private institution (4%)
  - Experiential Interests: 14%
  - Social Focus: 16%
  - Exploration and Meaning: 29%
  - Grad School Bound: 14%
  - Career through Academics: 19%
  - Career Pragmatists: 8%
Shifting Priorities for Student Mindsets from Application to Enrollment

- **Experiential Interests**
  - Academic environment
  - Career preparation
  - Diversity of academic opportunities

- **Exploration & Meaning**
  - Affordability
  - Core academic experiences
  - Social environment

- **Social Focus**

- **Career through Academics**

- **Career Pragmatists**

- **Grad School Bound**
Top Two Priorities End Up the Same

- Experiential Interests
- Exploration & Meaning
- Social Focus
- Career through Academics
- Career Pragmatists
- Grad School Bound

- Affordability
- Core academic experiences
National CCAA Institutions and Mindsets
Catholic Institutions Serve Different Missions

A Segmentation of CCCA Institutions

• Based on NCES data
  • Admit rate
  • First-year retention
  • Six-year graduation
  • Percent Pell students
  • Percent underrepresented minorities

• 11 segments/neighborhoods identified

• Focus on six segments for demonstration purposes

• How do they these segments interact with student mindsets?
#1 Nearly Open Enrollment (17 Institutions)

Institutions that admit most applicants, struggle a bit with retention and quite a bit with graduation. But these institutions serve many Pell students and a fair amount of underrepresented minorities as well.
#2 **Solid Performers** (16 Institutions)

Well-known, but non-elite institutions, that do well on retention and graduation, but have modest numbers when it comes to serving Pell or underrepresented minorities.
#3 Feeling Pell Pressure (14 Institutions)

Modestly selective institutions with very low diversity that are feeling some Pell pressure.
#4 **Urban Diverse** (14 Institutions)

Solid performing institutions serving an average number of Pell students, but above average numbers of diverse students. All of these institutions are in urban settings.
#5 Highly Selective (10 Institutions)

These are the highly selective institutions with excellent retention and graduation rates. However, they are below par on serving underrepresented minorities and far below par on serving Pell students.
#6 Serving the Underserved (10 Institutions)

Institutions that serve very high numbers of Pell and underrepresented minorities students. Given the types of students these institutions serve, they have greater difficulty getting students to graduation.
### National Mindsets by Institutional Destination (4 YR)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Career Pragmatists</th>
<th>Experiential Interests</th>
<th>Social Focus</th>
<th>Exploration and Meaning</th>
<th>Career through Academics</th>
<th>Grad School Bound</th>
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<td>Highly Selective</td>
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<td>19%</td>
<td>28%</td>
<td>18%</td>
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<tr>
<td>Solid Performers</td>
<td>13%</td>
<td>21%</td>
<td>27%</td>
<td>12%</td>
<td>16%</td>
<td>11%</td>
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<tr>
<td>Feeling Pell Pressure</td>
<td>16%</td>
<td>22%</td>
<td>23%</td>
<td>11%</td>
<td>18%</td>
<td>10%</td>
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<tr>
<td>Urban Diverse</td>
<td>18%</td>
<td>23%</td>
<td>24%</td>
<td>16%</td>
<td>12%</td>
<td>7%</td>
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<tr>
<td>Nearly Open Enrollment</td>
<td>18%</td>
<td>25%</td>
<td>17%</td>
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<tr>
<td>Serving the Underserved</td>
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- Career Pragmatists: Deeply focused on career goals and job market readiness.
- Experiential Interests: Emphasizes practical, hands-on learning experiences.
- Social Focus: Prioritizes personal and community connections.
- Exploration and Meaning: Strives for intellectual curiosity and personal growth.
- Career through Academics: Integrates academic study with professional development.
- Grad School Bound: Aims primarily at furthering education for professional purposes.
## Urban Diverse Institutions – Application Interest Mindset Profile

<table>
<thead>
<tr>
<th>Institution A</th>
<th>Institution B</th>
<th>Institution C</th>
<th>Institution D</th>
<th>Institution E</th>
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<td>6%</td>
<td>4%</td>
<td>7%</td>
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</tbody>
</table>

- **Career Pragmatists**
- **Experiential Interests**
- **Social Focus**
- **Exploration and Meaning**
- **Career through Academics**
- **Grad School Bound**
Top Brand Perceptions of **Solid Performers**

Which of the following words do you associate with…

- High-quality: 34%
- Religious: 32%
- Friendly/Inclusive: 31%
- Well-known: 28%
- Intelligent/Intellectual: 26%
- Fun/Exciting: 23%
- Well-rounded/balanced: 23%
- Career-minded: 22%
- Athletics: 20%
- Comfortable: 20%
- Community-oriented: 20%
- “Spirit” school: 16%
- Challenging: 14%
- Unique: 14%
- Diverse: 13%
Perceptual Map by Mindset – **Solid Performers**

- **Career Pragmatists**
  - Affordable
  - Challenging

- **Value for the Money**
  - Hands-on

- **Experiential Interests**
  - Well-known
  - Community-oriented

- **Career through Academics**
  - Traditional
  - High-quality

- **Grad School Bound**
  - Dynamic/Energetic

- **Exploration and Meaning**
  - Unique
  - Traditional

- **Social Focus**
  - Fun/Exciting
  - Dynamic/Energetic

- **Career-minded**
  - Affordable
  - Challenging

- **Diverse**
  - Community-oriented

- **Athletics**
  - Dynamic/Energetic

- **Religious**
  - Friendly/Inclusive

- **Religious**
  - “Spirit” school

- **Hands-on**
  - Well-known

- **None / don’t know**
  - Community-oriented

- **Career Pragmatists**
  - Challenging

- **Value for the Money**
  - Well-known

- **Community-oriented**
  - Unique
How to Work with Mindsets
Working in Phases while Recruiting Mindsets

- Opening Conversations
- Blind Spots
- Opportunities for Support
Experiential Interest Students

The opening conversation
- Experiential learning opportunities that lead to career-focused outcomes
- Appreciate clearly laid out programs and degree plans
- Sensitive to affordability

Potential blind spots
- Academic coursework secondary
- Not much attention to the social aspects of college
- Heighten understanding the importance academic and social to success in college

Opportunities for support
- May run into trouble if they find themselves off their intended program path
- Help conscientious, but closed, students negotiate to another path if this arises
Career Pragmatists Students

The opening conversation
- Immediate return on investment
- Affordable education in a supportive community setting leading to an immediate job
- Flexibility of program to accommodate a need to work

Potential blind spots
- Overlook the importance of academics
- Don’t need to hear about rigor and prestige
- Educate them on the contribution of academic experiences to their career

Opportunities for support
- Work and affordability issues could sidetrack
- Introduce long-term benefits to career beyond the all-important first job.
- Strong academic advising
- Career advising to get the most out of work experience
Social Focus Students

The opening conversation
- Showcase the defining aspects of your social environment
- How they create lasting friendships
- Support connections and social facility that drive success in the workplace

Potential blind spots
- Good job after graduation almost by osmosis
- Not very concerned about academics and career preparation
- Instill an understanding of the importance of these key factors in success

Opportunities for support
- Recognize a lesser degree of emotional stability and conscientiousness
- May need more help getting on track with an academic and career plan
- If social transition goes south they are at high risk
Exploration & Meaning Students

The opening conversation

- Opportunities designed to help students make a personal impact on the world
- Study abroad and global
- Traditional liberal arts outcomes

Potential blind spots

- Unrealistic attention to career outcomes.
- Affordability not top of mind
- At risk of making an impassioned choice without considering ROI

Opportunities for support

- Coach them to direct attention to making an impact on themselves.
- Career advising that balances reality with exploration and opportunity
- Advising that takes into account open, searching personality
Career Through Academics Students

The opening conversation
- All the major experiences of a college bear on their eventual outcome
- Direct connection of major to career
- Integrated experience of academics, career, and social interaction
- The “every student”?

Potential blind spots
- Focused on ultimate goal; they might miss out on serendipitous learning
- These experiences are not necessarily distractions, but can enrich, and enhance

Opportunities for support
- Advising to connect academic program strongly to their career goals
- If plans aren’t working out, they’ll need help finding a new focus
Grad School Bound Students

The opening conversation

● Academic/research rigor that will land them in graduate school of choice
● Evidence of successful graduate school placements
● Opportunity to build research skills under the guidance of faculty

Potential blind spot

● Don’t factor affordability into the equation early on
● Potential impact of student loans on their future plans for graduate school
● Less engagement with the wider opportunities of undergraduate education

Opportunities for support

● Map out academic, research, and internship experiences that build grad opportunities
● May eschew other important experiences; risk isolation or burnout
● Appropriate amount of enriching experience in overall experience
8 steps to Enliven Recruiting and the Student Experience

- Prioritize the six student mindsets within the context of your institution
- Develop your institutional narrative for each relevant mindset
- Qualify students into a mindset
- Train recruiters on engagement strategies for each mindset
- Create coherent balanced messaging
- Conduct personalized recruiting
- Build out relevant student pathways
- Guide students based on their expectations
Questions?
Thank you.

ANY QUESTIONS?

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