



RNL 2022 Report: Engaging Students and Families to Ensure Access to College Planning Information

WEBINAR | ARDEO.ORG

Drew Melendres

Chief Client Service Officer

Ardeo Education Solutions

drew@ardeo.org

Raquel Bermejo, Ed.D.

Associate Vice President for Market Research

Ruffalo Noel Levitz

raquel.bermejo@ruffalonl.com

Agenda

1. What do families want?
2. What do families want to know?
3. What are families' perceptions of and plans for college financing?
4. How can you translate this research into action?

Study Demographics

6,455 responses (up from 5,291 in 2021)

9th grade (class of 2025)	1%	Northeast (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont)	33%	
10th grade (class of 2024)	2%			
11th grade (class of 2023)	8%		Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, North Dakota, Nebraska, South Dakota, and Wisconsin)	17%
12th grade (class of 2022)	89%			
Asian/Pacific Islander	5%	Southeast (Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia)	25%	
Black or African American	6%			
Hispanic or Latino	9%			
Middle Eastern	1%	Southwest (Arizona, New Mexico, Oklahoma, and Texas)	5%	
Native American or American Indian	1%	West (Alaska, California, Colorado, Hawaii, Idaho, Nevada, Montana, Oregon, Utah, Washington, and Wyoming)	19%	
White	75%			
Multi-racial	2%	Less than \$30,000	4%	
		\$30,000 to \$59,999	8%	
		\$60,000 to \$99,999	16%	
First-generation	30%	\$100,000 to \$149,999	24%	
Non-first-generation	70%	\$150,000 or more	49%	

30 Participating Institutions

Alvernia University

Arapahoe Community College

Ashland University

Azusa Pacific University

Chadron State College

Columbia Basin College

Columbus College of Art & Design

Concordia University , St. Paul

Dixie State University

Embry-Riddle University

Kettering University

Kings College

Morgan State University

New Mexico State University

North Central College

Pacific Lutheran University

South Puget Sound College

The New School

Transylvania University

Union University

University of Georgia

University of Montana

University of New Orleans

University of Tampa

University of the Pacific

University of Minnesota, Morrish

Utah State University

Webster University

Wilkes University

William Peace University

Want to participate in the 2023 study?

- ✓ It's free!!
- ✓ You don't have to be our client; you don't even have to like us!
- ✓ Feb 1 to March 15, 2023.

Email me at

Raquel.Bermejo@RuffaloNL.com



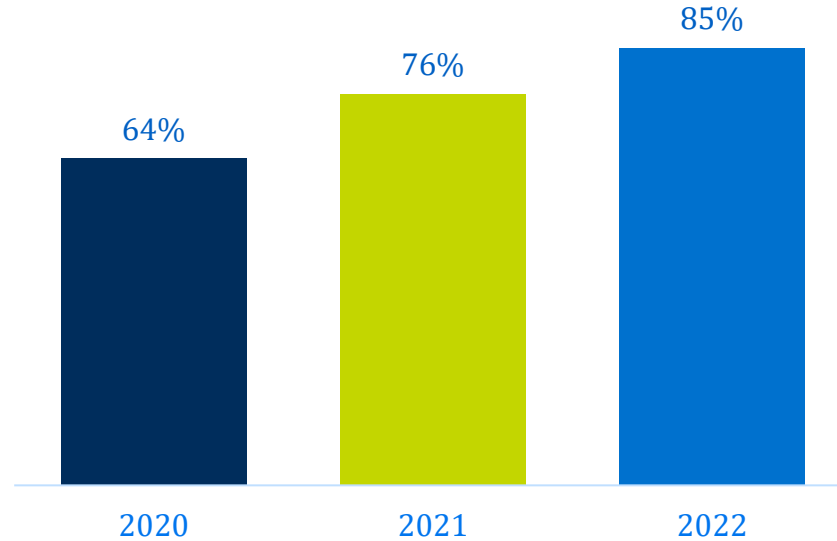
A person is shown from the chest down, wearing a blue button-down shirt. They are holding a smartphone in their right hand, looking at the screen. In the foreground, the keyboard of a laptop is visible. The entire image has a blue tint. The text "What do families want?" is overlaid in the center in white.

What do families want?

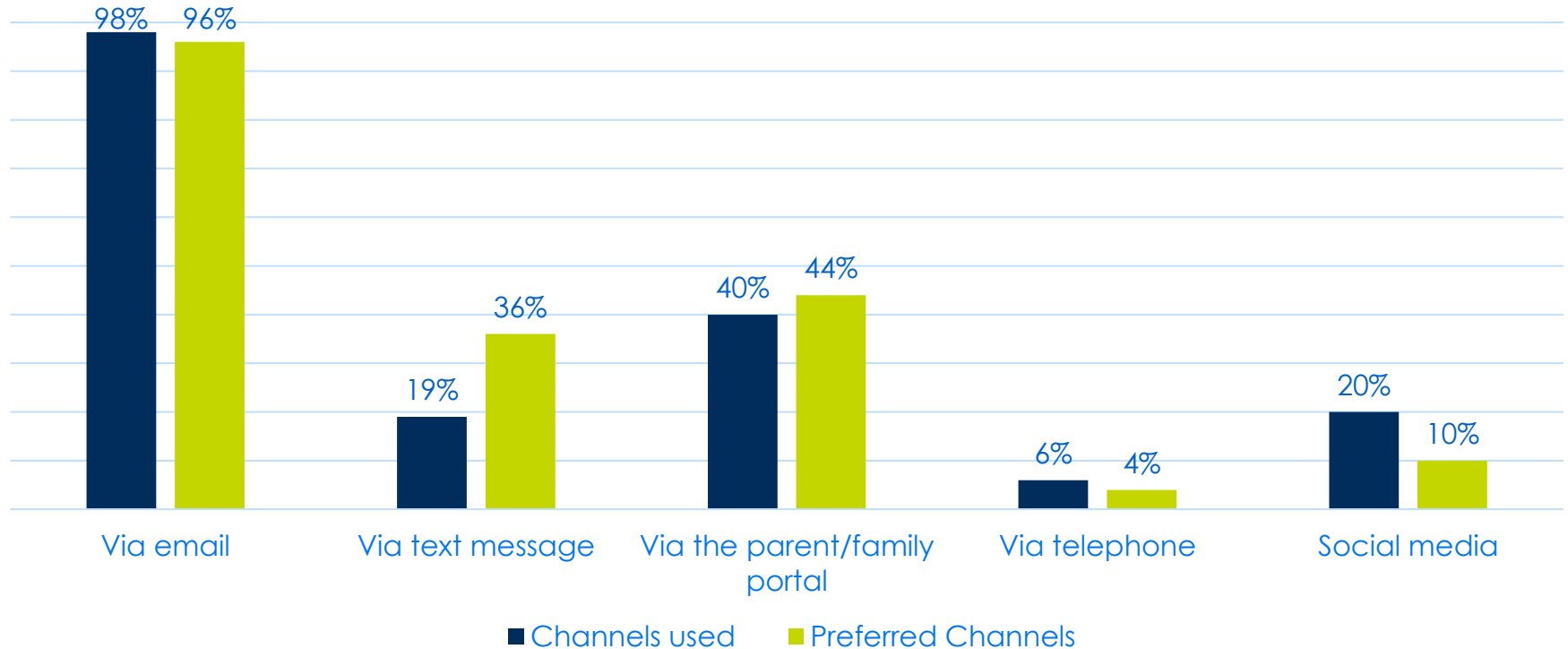
Families want to hear from you!



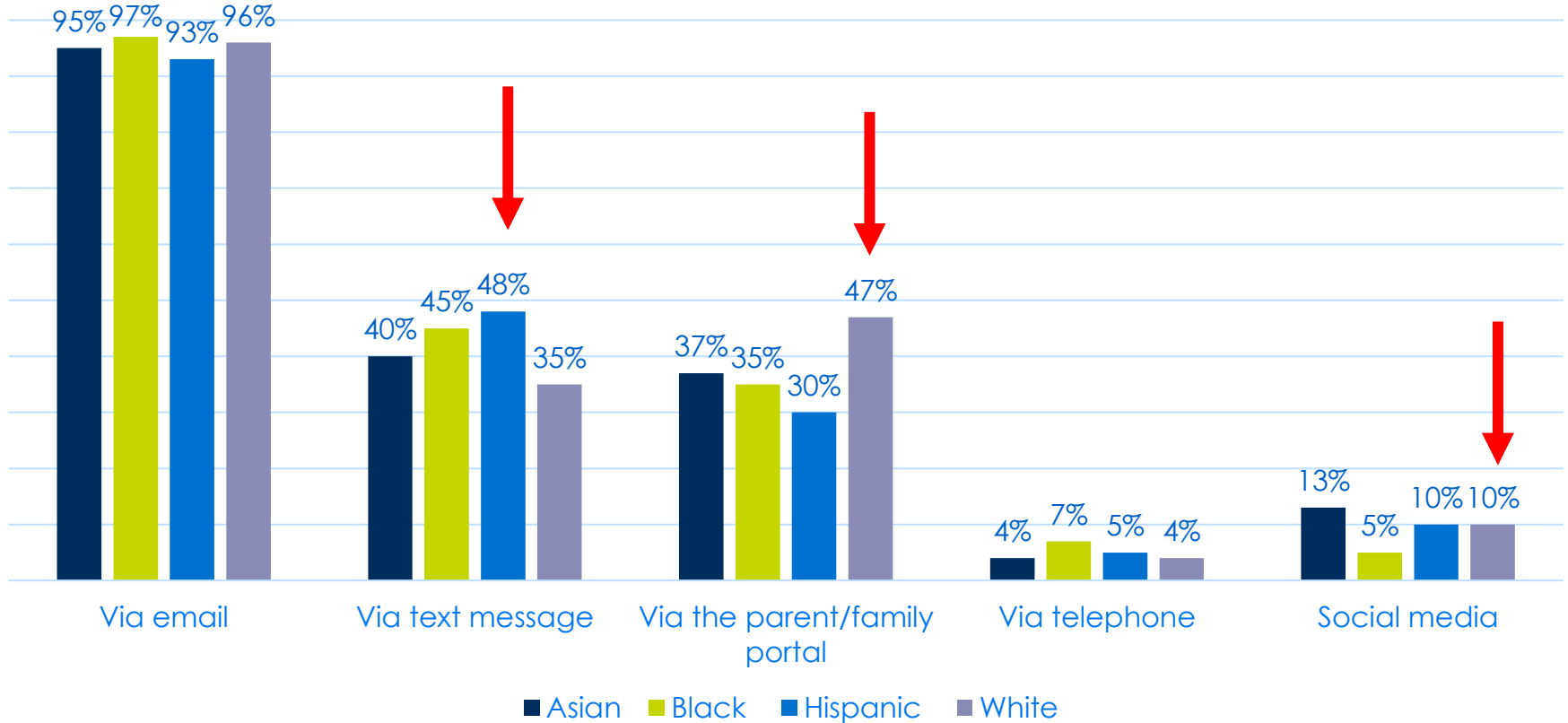
At least once a week!



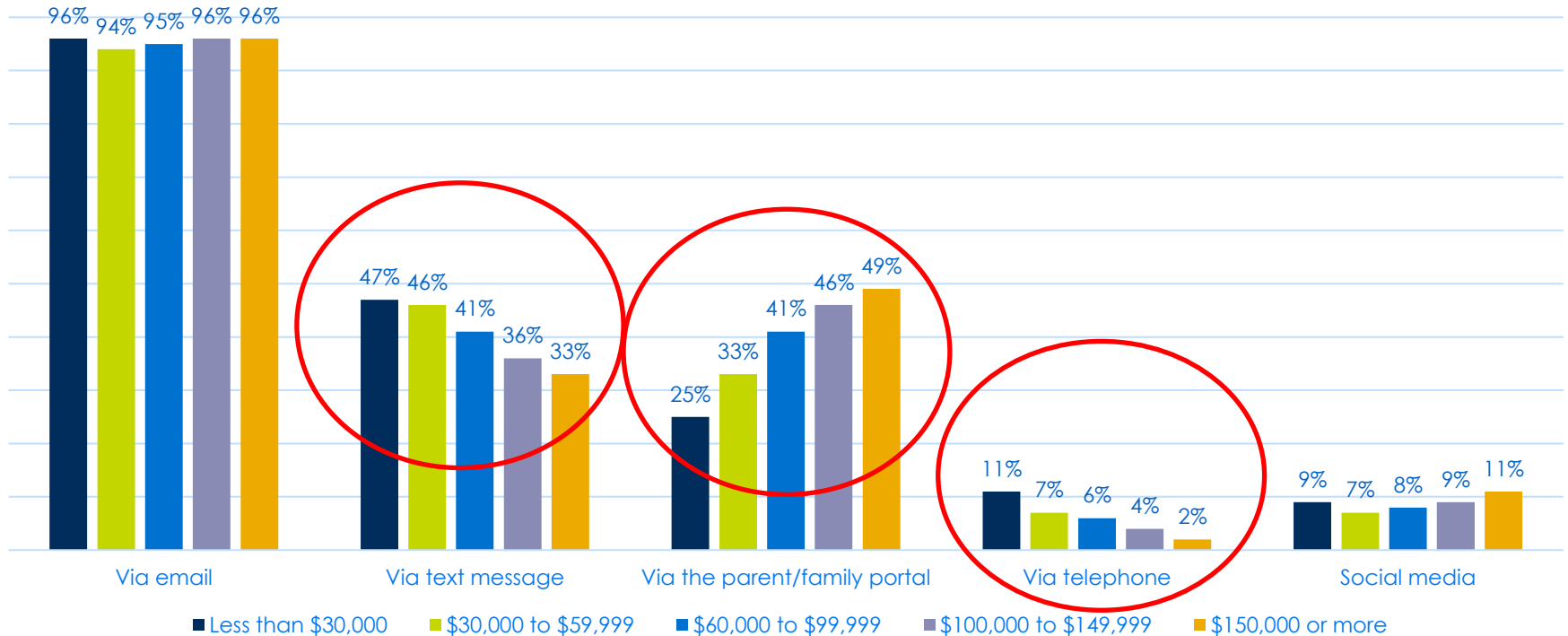
Communication channels: preference vs. reality



Preferred channels & ethnicity

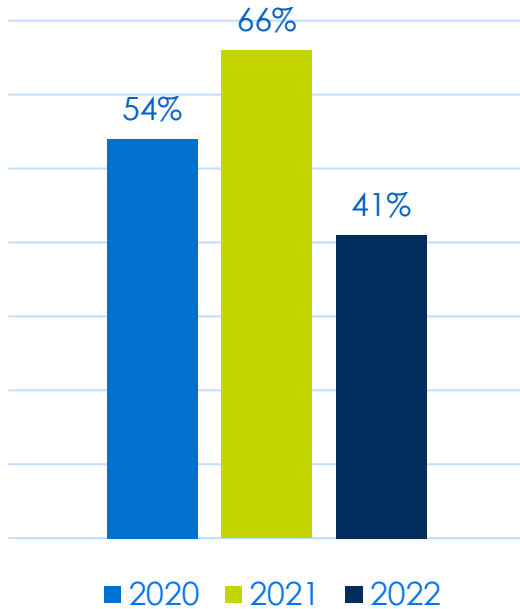


Preferred channels & family income

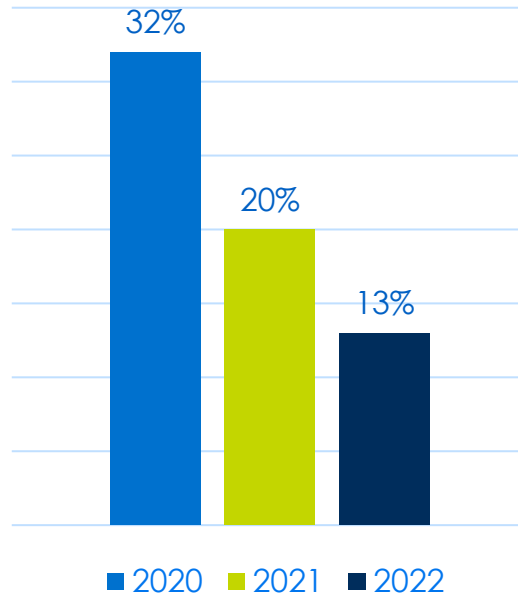




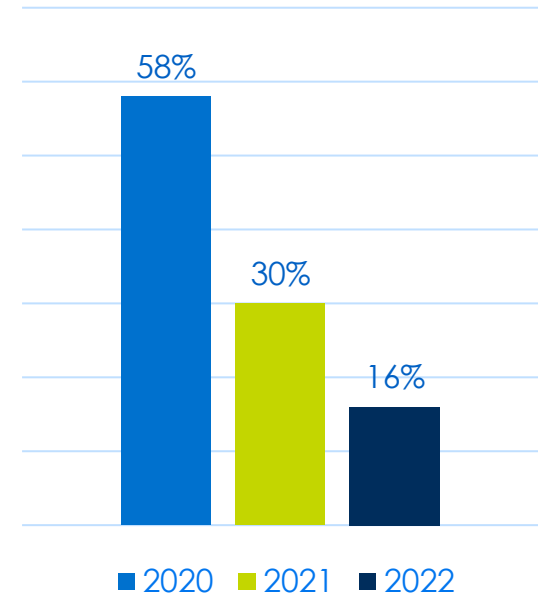
Likely to want their student to enroll at a college that's close to home



Likely to want their student to live at home and commute to college



Likely to want their student to take virtual campus tours instead of traveling to the campuses to visit in person.



A blue-tinted photograph of a university courtyard. In the foreground, there are several stone arches supported by columns. In the background, a large building with a prominent dome is visible, surrounded by trees and a lawn. The overall scene is framed by the arches, creating a sense of depth and perspective.

What do families
want to know?

What do families want to know?

Academics (programs, majors, minors, etc.)

Admission requirements

The strength of the academic programs (ratings, rankings, etc.)

The cost (tuition, fees, room, board, etc.)

Housing

Application process and timeline

Financial aid and scholarships

What makes the institution different

Account services and paying the tuition bill

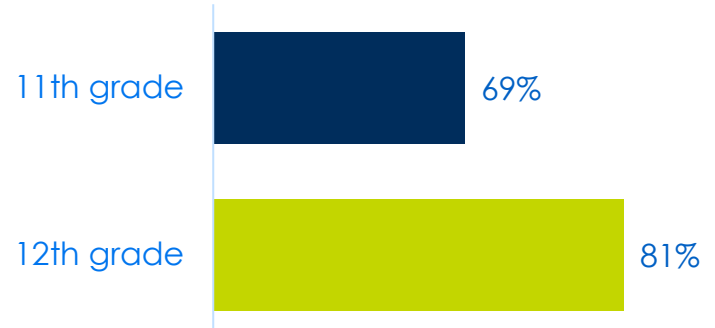
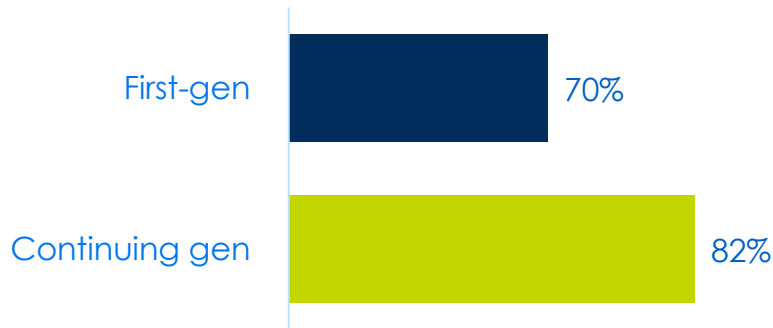
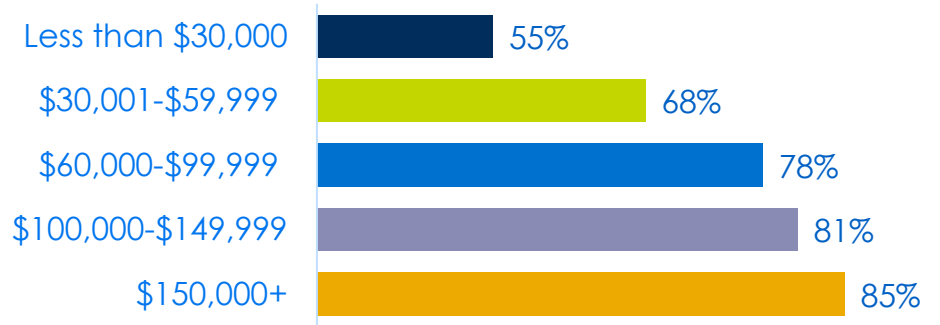
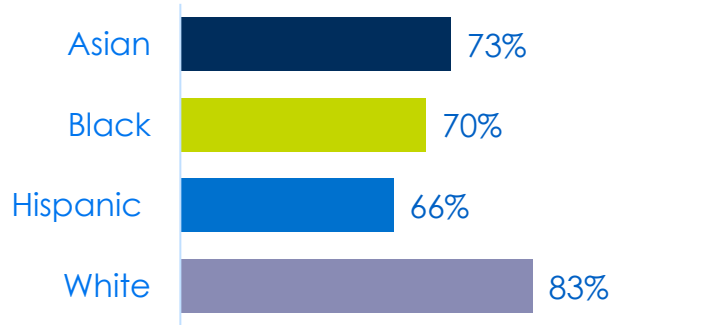
Options to finance college education (financial aid, loans, etc.)



Cost



Access to information about ...

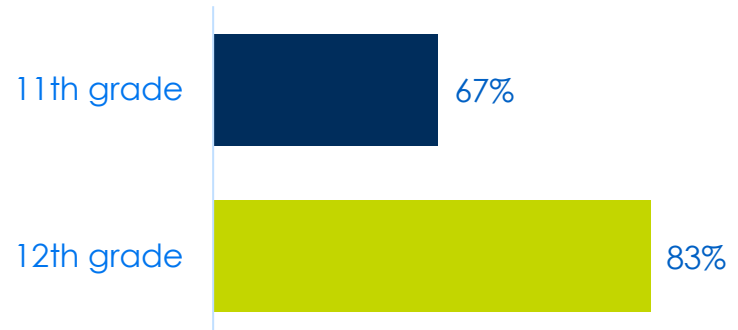
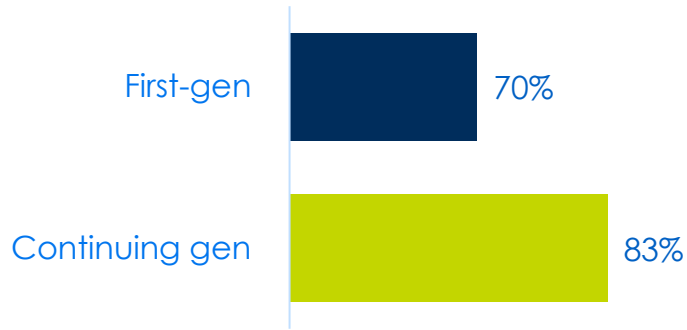
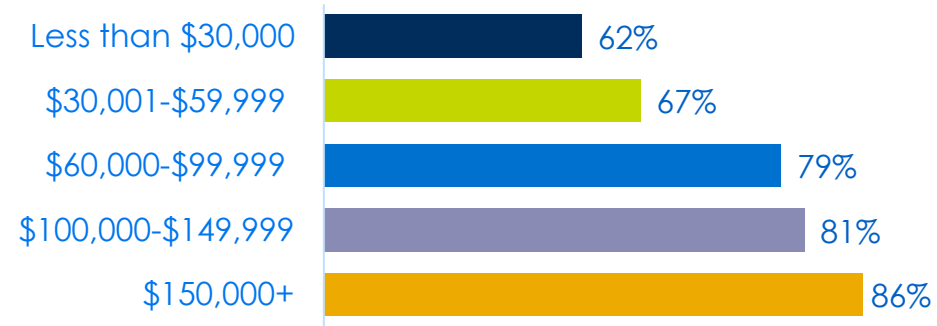




Financial and scholarships



Access to information about ...

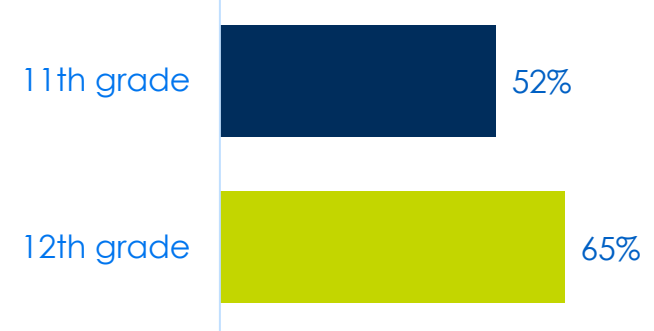
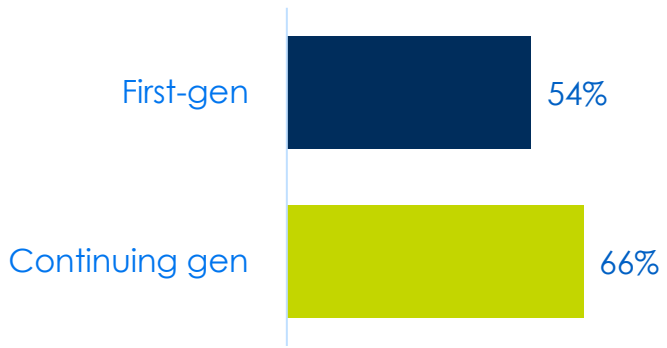
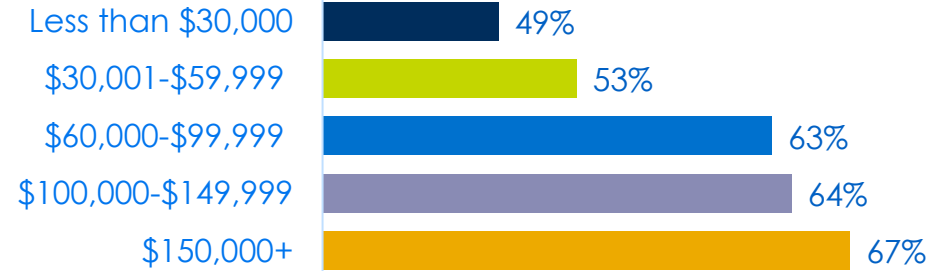
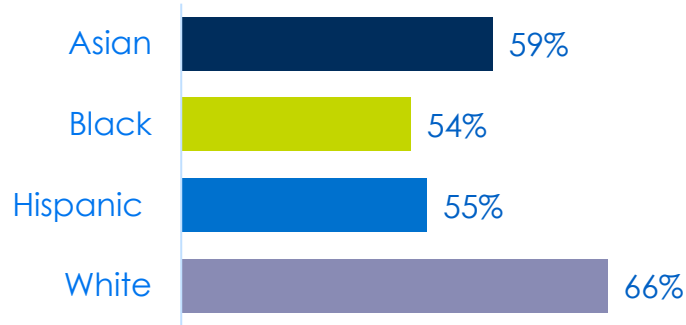




Financing options



Access to information about ...

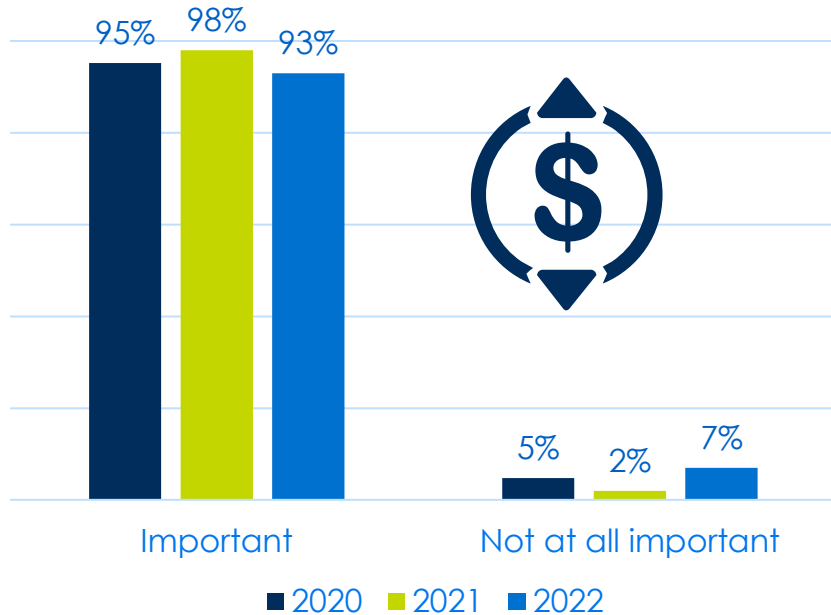


The background is a blue-tinted photograph of a university courtyard. It features a series of stone arches supported by columns in the foreground. In the distance, a large, multi-story building with a central tower and a dome is visible. There are trees and a lawn in the courtyard. The overall scene is a typical university campus setting.

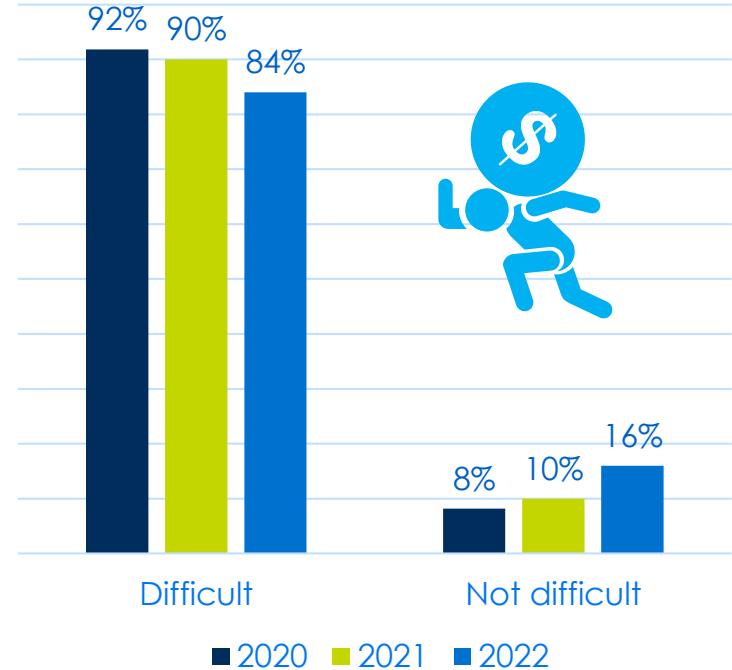
What are families'
perceptions of and plans
for college financing?

Perspective Over Time

Importance of financial aid and scholarships



Difficulty financing college education





58%

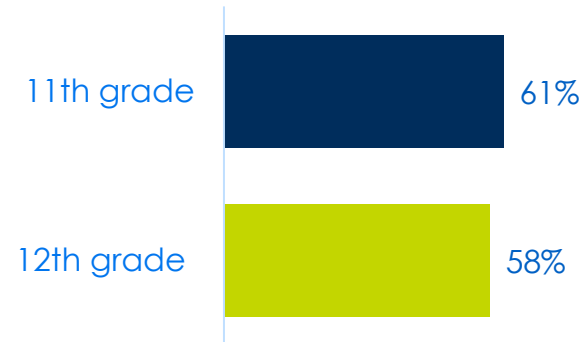
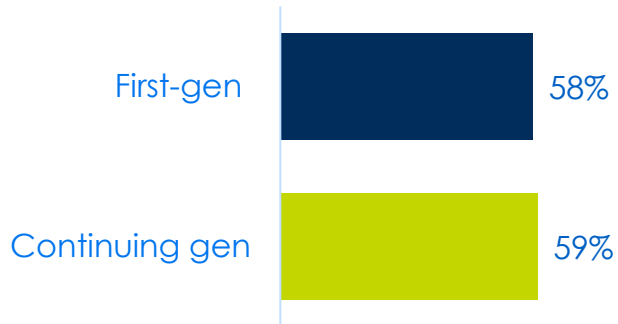
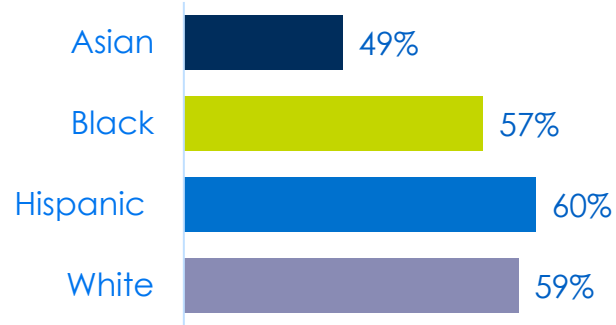


Of families will rule out
institutions based on the sticker
price

Sticker price was defined to families as the full price including all components of college costs (tuition, fees, room and board, books, supplies, and personal expenses).



Ruling institutions out based on the sticker price





Borrowing Plans



Plans for student loans

Plans for parent loans

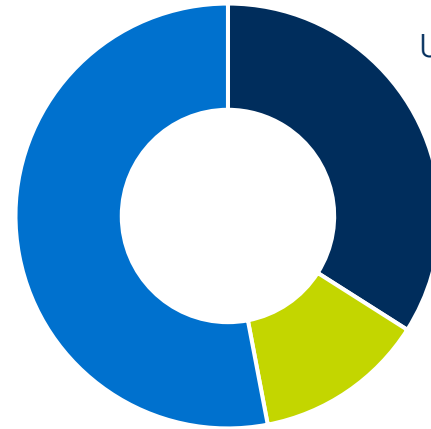
No plans for this type of loans, 31%



Unsure, 37%

Planning on taking them, 33%

No plans for this type of loans, 53%



Unsure, 34%

Planning on taking them, 13%



What is an LRAP and how does it work?



What is an LRAP?

LRAPs are an **enrollment tool** that positively impact enrollment and persistence decisions.

The LRAP Promise

If a student's income after graduation is modest, their LRAP will help them repay their loans, including:

- Federal student
- Parent PLUS
- Private alternative



66%



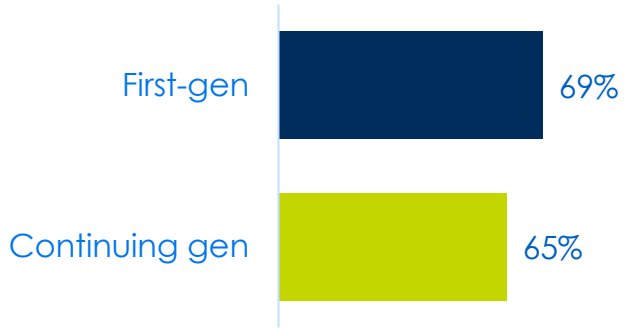
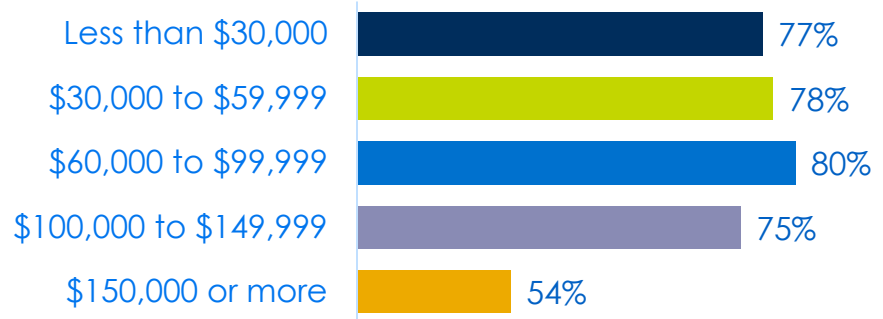
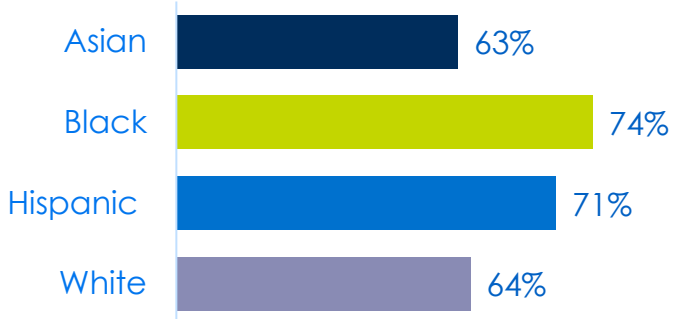
68%

Of all families have concerns about borrowing money to pay for college

Believe borrowing concerns are affecting their students' college planning negatively



Borrowing concerns





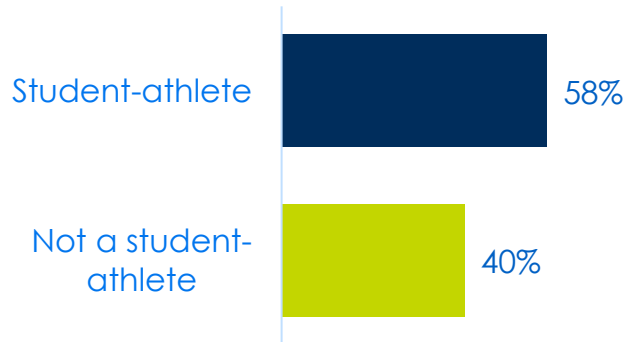
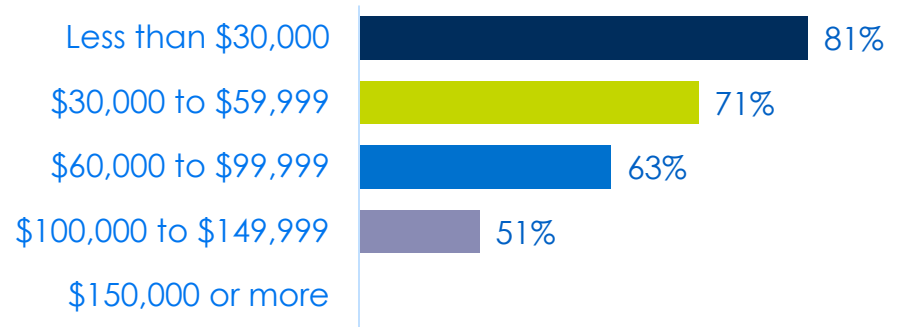
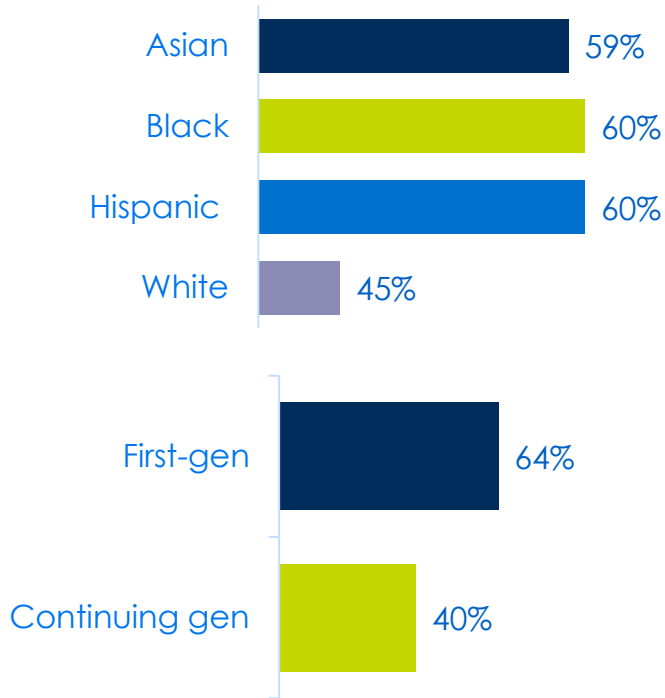
48%



Being offered a Loan Repayment Assistance Program (LRAP) would impact their student's enrollment.



LRAP Impact





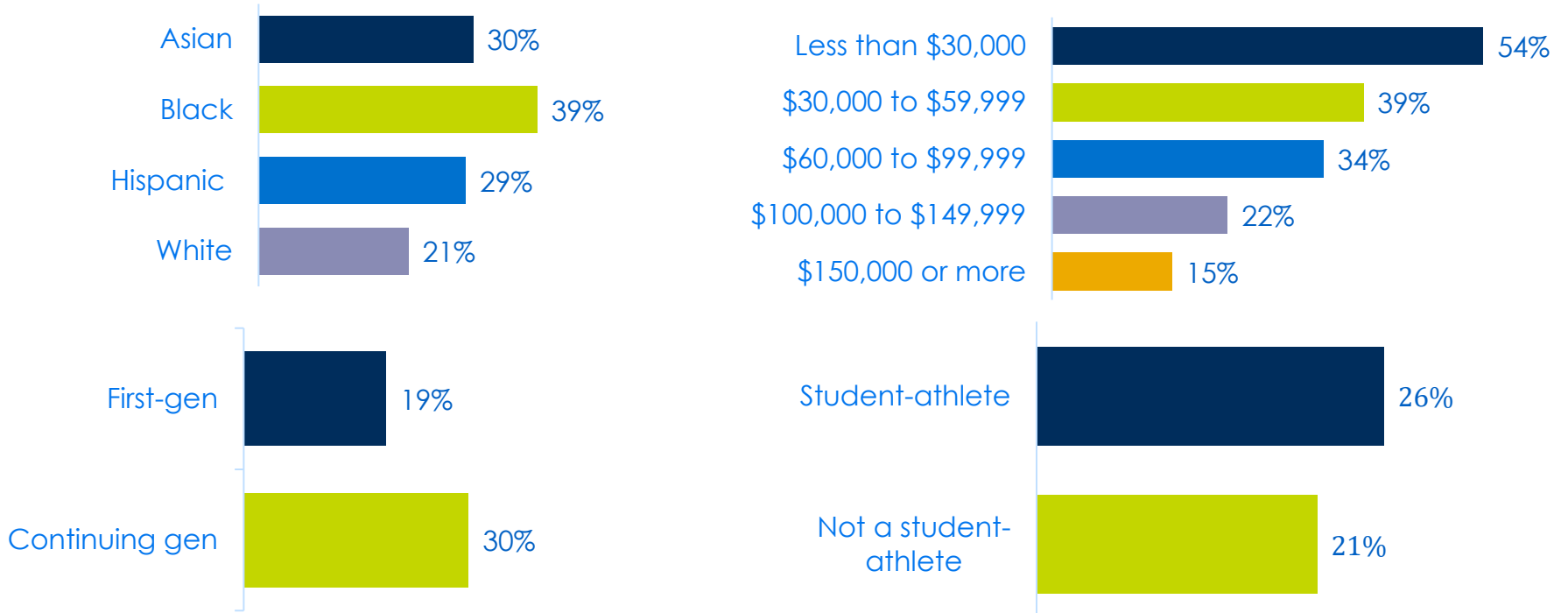
23%



Our family would likely favor an institution offering an LRAP



LRAP Influence



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "How can you translate our research into action?" is centered in white, sans-serif font.

How can you translate our
research into action?

1. The last 18-24 months have had a profound impact on higher education. Literacy and transparency are more critical now than ever. We must emphasize the "How", "What", and "Why" as much as the "Who" (your institution).
2. Collect prospective families' contact information early and **use it!**
3. Understand the families you are trying to reach will not a one size fits all for family engagement.
 - Families with no college experience
 - Families with lower incomes
4. Prioritize the most important topics. Don't hide the important information behind several pages and clicks.
5. Make sure important topics are easily accessible, simple to understand, and are repeated enough that even the audience segments less likely to know where to look for it will have a better chance of seeing it.

6. As costs continue to increase and campuses remain hungry for net revenue, gaps continue to grow. As a result, campuses will need to provide students and families with new and unique solutions to address affordability.
7. Prospective families do not know your admissions and financial aid lingo. Use “inclusive” language.
8. Remember that the more difficult your application process is, the less equitable it is. Make sure your financial aid application does not put unnecessary burden on the families and students who need it the most.
9. Do you know the right price for your market?
 - Price sensitivity study
10. Educate families on financing options early and often.

Raquel.Bermejo@RuffaloNL.com



ARDEO
EDUCATION SOLUTIONS

All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.



Questions?



Send me a quick email to [schedule a discussion](#) with me or an Ardeo team member.

Request more information to explore:

- How LRAPs help institutions meet their goals.
- LRAP strategy ideas.
- How to bring LRAPs to your campus.

Thank You & Next Steps!

Drew Melendres
Chief Client Service Officer
Ardeo Education Solutions
drew@ardeo.org