

## Higher Ed Benchmarks

### Noel-Levitz Report on Undergraduate Enrollment Trends

# 2010 E-Recruiting Practices and Trends at Four-Year and Two-Year Institutions

#### Is your Web site ready for today's "secret shoppers"?

This report documents the upward trend in "secret shopping" among today's prospective student Web users, along with the latest changes in electronic communications technologies used by college and university admissions offices. The report is based on a survey of college and university enrollment and admissions officers across the U.S. in March 2010. For context, trend data from similar polls conducted in 2008 and 2006 are also included in this study, along with findings from a 2010 report on prospective students' perceptions and behaviors.

Among the highlights:

- "Secret shoppers" are becoming more prevalent in higher education, as now fully one-third of students applying to public institutions are waiting until they apply to make themselves known to the institution. In addition, one-quarter of applicants to private institutions are doing so.
- Many colleges and universities are offering links to social media resources like Facebook, Twitter, and LinkedIn, but prospective students believe even more institutions should be getting on board with social media.
- Colleges and universities are now using the Web, cell phones, and e-mail more regularly to communicate with students and parents.
- Text messaging has become more popular at private institutions but less popular at public institutions.
- Budgets for maintaining admissions-specific Web content are increasing at private institutions, while budgets at public institutions are generally being kept in check.

For suggestions on how to respond to the changes, see an accompanying article at [www.noellevitz.com/e-recruitinganalysis](http://www.noellevitz.com/e-recruitinganalysis).



Noel-Levitz®



**How are student behaviors changing?**  
For additional insights into student perspectives and behaviors, this report includes a few selected findings from Noel-Levitz's 2010 E-Expectations Report, available at [www.noellevitz.com/E-ExpectationsSeries](http://www.noellevitz.com/E-ExpectationsSeries).

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### The source of data

This benchmark report for higher education is based on a national poll conducted by Noel-Levitz via e-mail between March 2, 2010, and March 17, 2010. The poll asked undergraduate enrollment and admissions officers from accredited four-year public institutions, four-year private institutions, and two-year public institutions to respond to questions about their use of cell/mobile phones, Web pages, and other e-recruiting tools, as well as questions about admissions data collection and the cost of maintaining admissions-specific content on the Web.

To minimize the time spent completing the poll, respondents were urged to provide their best estimates rather than track down perfectly correct answers.

For a list of participating institutions, please see page 12.



### View more reports online

To access the entire series of benchmark poll reports from Noel-Levitz, including E-Recruiting Reports from previous years, visit [www.noellevitz.com/Benchmarks](http://www.noellevitz.com/Benchmarks).

## “Secret shopping” on the rise as more students wait until they apply to make themselves known

Respondents reported that a growing percentage of their applicants for fall 2010 had made no previous contact with the institution prior to applying.

As shown below, two-year and four-year public institutions were the most likely to receive an application as the first known point of contact. The upward trend in this area is occurring at four-year private institutions as well.

As most college administrators are aware, this is a change from recent years as, traditionally, students inquired before they applied. The “secret shopper” trend has significant implications for recruiting strategy, as it has the effect of “flattening” the traditional admissions funnel.

*Approximately what percent of your applicants are currently submitting an application (electronic or otherwise) as their first known point of contact with your institution?*

	2-Year Public	4-Year Public	4-Year Private
2010 median response	36.5%	34.5%	25.0%
2008 median response	25.0%	30.0%	20.0%

“Secret shoppers” are becoming more prevalent in higher education, as now fully one-third of students applying to public institutions are waiting until they apply to make themselves known to the institution. In addition, one-quarter of applicants to four-year private institutions are doing so.

Although other factors may be at play, the emergence of the Web and electronic media are widely considered to be responsible for this emerging trend (see right).

## Most campuses using source codes to track first contact with students

As shown below, most respondents indicated they use source codes to track how their first contact is made with an applicant, consistent with the findings from two years earlier. Four-year private institutions led the way in this area, with 92 percent of respondents from that sector reporting they follow this practice.

*Does your campus track its first known point of contact with all applicants, electronic and otherwise? Yes or No.*

	2-Year Public	4-Year Public	4-Year Private
Yes—2010	53.6%	73.6%	92.2%
Yes—2008	55.2%	80.9%	90.5%

Between 74 and 92 percent of respondents from four-year institutions reported using source codes to track their first contact with students, and half of respondents from two-year public institutions reported doing so.

**Why inquire when you can browse? In a separate 2010 study (see sidebar on page 2), 74 percent of current, college-bound high school seniors said they have found the address for and gone directly to a college or university Web site. With more information available online, as documented on pages 4 and 5, it appears that fewer students are finding it necessary to inquire before applying.**

**It's important to have a great Web site. In a separate 2010 study, 24 percent of current, college-bound high school seniors reported they had removed a specific college from their list of potential schools because of their experience on the college's Web site. In addition, 65 percent of the students said their opinion of a college improved because of their experience on the college's site.**

## Making Web forms available to students increasingly popular

As shown in the table below, admissions and enrollment teams are increasingly using the Web to provide necessary forms and information to students.

This was especially true at four-year public institutions, with a higher proportion of respondents from that sector reporting they used forms for applications, financial aid, campus visit requests, and housing.

Among the biggest changes from two years ago was a dramatic rise in the use of course registration forms and in the use of the Web to confirm acceptance across sectors. Among other items worth noting: The use of inquiry forms dipped, especially for public institutions.

*Can your prospective students or families submit or view any of the following over the Web? Please check all that apply.*

	2-Year Public			4-Year Public			4-Year Private		
	2010	2008	2006	2010	2008	2006	2010	2008	2006
Inquiry forms	70.0%	75.9%	64.4%	87.5%	94.1%	90.9%	91.3%	92.9%	90.0%
Application forms	96.7%	91.4%	88.9%	98.6%	86.8%	100.0%	96.6%	78.8%	95.4%
Electronic catalog	90.0%	93.1%	91.1%	94.4%	79.4%	100.0%	94.7%	71.2%	91.5%
Financial aid forms	80.0%	84.5%	57.8%	86.1%	72.1%	85.5%	81.2%	56.5%	73.1%
Campus visit request form	53.3%	43.1%	53.3%	88.9%	75.0%	83.6%	87.0%	55.3%	77.7%
Housing application	33.3%	27.6%	22.2%	77.8%	64.7%	61.8%	72.9%	42.9%	50.8%
Course registration forms	63.3%	39.7%	53.3%	76.4%	50.0%	60.0%	40.6%	24.1%	34.6%
Confirmation of acceptance	23.3%	5.2%	NA	63.9%	33.8%	NA	28.5%	9.4%	NA
Deposit forms	13.3%	3.4%	NA	50.0%	16.2%	NA	52.7%	14.1%	NA
Parent contact forms	13.3%	3.4%	NA	9.7%	10.3%	NA	18.8%	7.1%	NA

Many more institutions are confirming acceptance via the Web and posting forms such as applications, housing forms, and campus visit request forms. Among the most noteworthy changes from 2008 are the increasing availability of course registration forms (across sectors), and the declining use of inquiry forms by public institutions.

## Facebook is rising in popularity

In a separate 2010 study, 76 percent of current, college-bound high school seniors said they use Facebook, a significant increase from a year earlier. In contrast, My Space has fallen off in popularity. YouTube and Twitter are also on the rise.

In addition, 76 percent of current, college-bound high school seniors said they think colleges should create their own private social networks. See next page for additional social media findings.

For more details on students' expectations, visit [www.noellewitz.com/E-ExpectationsSeries](http://www.noellewitz.com/E-ExpectationsSeries).

## IM and blogging fall off in popularity, social media running full steam ahead but still lags behind student expectations

The 16 e-recruiting tools and practices listed below drew a mix of responses. Although many tools have become more popular for certain sectors, others have fallen off in their popularity compared with two years earlier.

Among the tools that have fallen off in their popularity compared to two years ago are instant messaging, blogging, and podcasting. One area showing widespread, increased usage—but only for four-year institutions—is the use of personal portals for applicants.

Social media resources like Facebook and Twitter are being used by more than one-third of four-year private institutions, by one-fourth of four-year public institutions, and by seven percent of two-year public institutions, though students would like even greater rates of participation (see right).

*Does your campus use any of the following e-recruiting tools? Please check all that apply.*

	2-Year Public			4-Year Public			4-Year Private		
	2010	2008	2006	2010	2008	2006	2010	2008	2006
Virtual tours	3.3%	19.0%	28.9%	26.4%	38.2%	47.7%	16.9%	40.6%	50.9%
Blogging space	0.0%	8.6%	4.4%	22.2%	32.4%	22.3%	21.3%	41.8%	20.0%
Instant messaging	3.3%	6.9%	4.4%	20.8%	33.8%	27.7%	15.0%	39.4%	25.5%
Personal portal for applicants	10.0%	10.3%	17.8%	52.8%	33.8%	17.7%	34.8%	30.6%	38.2%
Social media resources like Facebook, Twitter, and LinkedIn	6.7%	10.3%	NA	38.9%	27.9%	NA	26.1%	32.4%	NA
Chat rooms	6.7%	1.7%	17.8%	40.3%	27.9%	29.2%	27.1%	28.8%	36.4%
Flash/media player pages	3.3%	8.6%	6.7%	33.3%	36.8%	21.5%	18.8%	21.8%	27.3%
Virtual financial aid estimator	0.0%	13.8%	4.4%	9.7%	14.7%	11.5%	7.7%	21.2%	29.1%
Tuition calculator	3.3%	12.1%	NA	23.6%	22.1%	NA	7.7%	14.7%	NA
Podcasting	0.0%	5.2%	4.4%	11.1%	14.7%	4.6%	6.3%	12.9%	7.3%
Message boards	3.3%	3.4%	NA	13.9%	14.7%	NA	10.1%	7.6%	NA
RSS/XML syndicated feeds for sharing information	3.3%	1.7%	0.0%	12.5%	8.8%	4.6%	7.2%	11.2%	7.3%
Content management system (CMS) to update or edit Web site content	3.3%	NA	NA	22.2%	NA	NA	15.9%	NA	NA
Web site analytics resources such as Google Analytics	3.3%	NA	NA	22.2%	NA	NA	17.4%	NA	NA
Search engine optimization process to improve organic search results	0.0%	NA	NA	13.9%	NA	NA	13.0%	NA	NA
Pay-per-click ads or promotions to improve search engine results	0.0%	NA	NA	4.2%	NA	NA	6.3%	NA	NA

Many colleges and universities are offering social media resources like Facebook, Twitter, and LinkedIn, but students believe even more institutions need to get on board (see right).

**Students expect colleges to have a greater social media presence. Links to social media resources like Facebook, Twitter, or LinkedIn are currently being offered by less than 40 percent of colleges and universities. However, in a separate 2010 study, 74 percent of current, college-bound high school seniors said they think colleges should have a presence on social media sites, and 81 percent of these students acknowledged that they are looking for both official and unofficial content about colleges when they go online.**



Many students welcome texting. In a separate 2010 study, 78 percent of current, college-bound high school seniors indicated they currently send or receive text messages and, of these, 33 percent indicated they would encourage, or have encouraged, a college representative to send them a text message.

Students indicated they would be open to receiving text messages from a college representative after getting to know the person, or if they need a fast answer to a question or are seriously interested in learning about a school.

### Approximately three-quarters of admissions teams now collect applicants' cell/mobile numbers

The fast-rising popularity of cell phone contact in admissions is unmistakable, as 73 percent to 92 percent of respondents reported collecting cell/mobile numbers from applicants, as shown in the table below. The sector that increased its collection of applicants' cell phone numbers most dramatically was four-year private institutions, climbing to 92 percent from 34 percent four years earlier.

*Do you collect cell/mobile numbers from your applicants? Yes or No.*

	2-Year Public	4-Year Public	4-Year Private
Yes—2010	73.3%	73.6%	91.7%
Yes—2008	69.0%	67.6%	84.0%
Yes—2006	46.7%	50.9%	34.4%

A great majority of admissions offices are now collecting students' cell/mobile phone numbers.

### Relationship-building remains the most common purpose for ringing a cell

To identify purposes for using a prospective student's cell/mobile number, respondents were given the four choices listed in the table below. Of these, the most commonly identified purpose was "simply to build a relationship," led by nearly 86 percent of four-year private institutions—up from 80 percent for that sector two years earlier. For two-year and four-year public institutions, about half of respondents indicated this choice, representing little or no change from 2008.

The least common purpose for using a student's cell/mobile number varied by sector. Among respondents from two-year public institutions, only 9 percent indicated using students' cell/mobile numbers for calls from telecounseling call centers, down from 17 percent in 2008. Among respondents from four-year public institutions, only 9 percent of respondents indicated using text messaging, down from 11 percent in 2008. For four-year private institutions, the least common purpose was text messaging, though 28 percent of respondents reported texting, nearly double the 16 percent that reported texting in 2008.

*How do you use cell/mobile numbers? Please check all that apply.*

	2-Year Public	4-Year Public	4-Year Private
Calls simply to build a relationship between the caller and the student	50.0%	54.7%*	85.7%
Notifications of impending deadlines, events, acceptance, etc.	31.8%	32.1%	47.1%
Calls from telecounseling call centers	9.1%	43.4%	32.3%
Text messaging	22.7%	9.4%	27.5%

Text messaging has become more popular among private institutions but less popular among public institutions compared to two years ago.

\* In a separate finding, smaller four-year public institutions were more likely than larger four-year public institutions to use cell/mobile phone numbers to build relationships.

## Bulk/blast e-mails now used more frequently by four-year institutions; two-year institutions show no change in bulk e-mails to students

The frequency with which institutions send out bulk/blast e-mails to prospective students increased among four-year institutions and remained minimal among two-year institutions.

Leading the way with 15 scheduled bulk/blast e-mails per recruitment cycle (at the median) were four-year private institutions, followed by 12 at four-year public institutions. Both figures were up significantly from two years earlier.

In contrast, respondents from two-year public institutions reported sending only two bulk/blast e-mail contacts per recruitment cycle, the same rate as two years earlier.

*About how many bulk/blast e-mails does a typical prospective student receive from your institution over the course of a recruitment cycle?*

	2-Year Public			4-Year Public			4-Year Private		
	2010	2008	2006	2010	2008	2006	2010	2008	2006
First quartile of respondents	1	0	NA	7	4	NA	10	5	NA
Median	2	2	8	12	8	6	15	10	10
Third quartile	6	4	NA	20	20	NA	25	17	NA

A typical prospective student now receives 15 bulk/blast e-mails from a four-year private institution, 12 from a four-year public institution, and two from a two-year public institution based on the median response for each sector, though significant variability was evident at the 25th and 75th percentiles.

## What's the best way to deliver bulk/blast e-mails? Respondents split on response

To identify how campuses are delivering bulk e-mails, respondents were given the three options shown below. Of these, the top response from respondents at four-year public and private institutions was a third-party vendor and the top response from respondents at two-year public institutions was a campus-based system.

Among those who selected "other," the most frequently cited delivery system was a campus-based CRM.

Note that no comparative data for this item were available from previous years.

*How do you deliver bulk/blast e-mails to prospective students? Please check all that apply.*

	2-Year Public	4-Year Public	4-Year Private
We use a campus-based system such as Outlook	46.7%	31.9%	31.9%
We use a third-party vendor	30.0%	52.8%	75.4%
Other	3.3%	20.8%	6.3%

For respondents from four-year institutions, the most common way of delivering bulk e-mails is to use a third-party vendor. For respondents from two-year public institutions, the most common way is to use a campus-based system like Outlook.

**Most students find e-mails helpful. In a separate 2010 study, 79 percent of current, college-bound high school seniors indicated the information they received by e-mail was helpful in learning about a college they were considering.**

## Collecting parents' e-mail addresses now much more common at four-year institutions; practice remains minimal on two-year campuses

Half to three-quarters of four-year institutions now collect parents' e-mail addresses, up significantly from two years earlier. The practice is especially common among four-year private institutions. However, the practice remains uncommon among two-year public institutions, with only 1 in 10 respondents choosing "Yes" in response to the question below.

*Does your admissions office collect e-mail addresses for parents? Yes or No.*

	2-Year Public	4-Year Public	4-Year Private
Yes—2010	10.0%	50.0%	73.4%
Yes—2008	5.2%	36.8%	50.6%
Yes—2006	6.7%	30.9%	38.0%

Many more admissions offices are now collecting parents' e-mail addresses.

## When are parents' e-mail addresses collected? Often when students apply

Among the respondents from four-year institutions who reported collecting parents' e-mail addresses, the most commonly identified time in the admissions process for collecting the addresses was at the point of application. Note that no data for this item were available from earlier years or for two-year public institutions. The latter was due to the smaller size of the sample for the two-year public sector.

*If Yes (to the question above), when in the recruitment process do you collect the e-mail addresses for parents? Please check all that apply.*

	2-Year Public	4-Year Public	4-Year Private
When students inquire	NA	16.7%	20.4%
When students apply	NA	80.6%	85.5%
When students confirm their intent to enroll or send in a deposit	NA	8.3%	18.4%
When students enroll	NA	13.9%	21.7%
On the Web year-round, 24/7	NA	5.6%	15.8%

Many admissions teams at four-year institutions collect parents' e-mail addresses on the student application.



## How many bulk e-mails do parents receive compared to students?

Among the respondents from four-year institutions who reported collecting e-mail addresses from parents, the median number of bulk e-mails sent to parents was four, as shown in the table below. This represented approximately one-third to one-fourth of the total students receive, as shown on page 7.

In 2008, respondents from four-year public institutions reported sending four bulk e-mails to parents at the median and respondents from four-year private institutions reported sending two.

Note that no data for this item were available for two-year public institutions, due to the smaller size of the sample for that sector.

*If Yes, about how many bulk electronic messages does a typical parent of a prospective student receive prior to the beginning of classes?*

	2-Year Public	4-Year Public	4-Year Private
First quartile of respondents	NA	2	1
Median	NA	4	4
Third quartile	NA	5	7

The respondents who indicated they collect parents' e-mail addresses (see page 8 at the top) also reported sending four bulk e-mails to parents at the median.

**Many parents welcome e-mails from colleges. In a separate study from 2008, 84 percent of the parents of college-bound high school seniors indicated that e-mail is an appealing means of communication. In addition, half of the parents said colleges should communicate directly with parents after students have inquired.**

For details, see page 7 of our E-Expectations study, *Circling Over Enrollment: The E-Expectations of the Parents of College-Bound Students*, posted at [www.noellellevitz.com/E-Expectations Series](http://www.noellellevitz.com/E-Expectations-Series).

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## Accepting electronic applications increasingly common at four-year institutions; about the same at two-year public institutions

As shown below, respondents from four-year institutions reported a higher use of electronic applications in 2010. However, this practice remained at about the same level as two years earlier for two-year public institutions.

*Does your campus accept electronic applications? Yes or No.*

	2-Year Public	4-Year Public	4-Year Private
Yes—2010	80.0%	100%	97.6%
Yes—2008	81.0%	95.6%	93.5%
Yes—2006	75.6%	96.4%	90.8%

Between 80 and 100 percent of respondents reported accepting electronic applications, led by respondents from four-year public institutions.

## More students using electronic applications

Among the respondents who indicated their campuses accepted electronic applications, most reported that a greater percentage of students were submitting electronic applications this year when compared with 2008. This upward trend was further confirmed when the poll asked respondents to share their percentages from 2009: The findings from that year were 50 percent for two-year public institutions, 83 percent for four-year public institutions, and 82 percent for four-year private institutions.

*If Yes (to the question above), approximately what percent of applications have come to you in electronic format so far this year ... [compared to] your previous recruitment cycle?*

	2-Year Public	4-Year Public	4-Year Private
2010 median response	55.0%	90.0%	88.0%
2008 median response	50.0%	80.0%	72.0%
2006 median response	50.0%	75.0%	61.0%

Almost 9 of every 10 students applying to a four-year institution now use an electronic application, and over half of the applicants for two-year public institutions do so.

## Web budget for admissions continues to climb upward at four-year private institutions; respondents from public institutions give a mixed response

In the area of admissions-specific Web costs, respondents from four-year private institutions reported increased spending in 2010 compared to 2008, continuing an upward trend since 2006.

Among public institutions, the poll's question regarding admissions-related Web costs drew a mixed response. In the four-year public sector, spending declined between 2008 and 2010 for most institutions, following an increase between 2006 and 2008. In the two-year public sector, the popularity of the mid-range spending levels rose (between \$25K and \$100K), as fewer institutions reported spending at the highest budget level (\$100K+) or lowest budget levels (<\$25,000).

The four-year comparison between 2006 and 2010 across all three sectors shows spending has increased throughout higher education to maintain an admissions Web presence, despite the variability in the responses from public institutions between 2008 and 2010.

*In round figures, what is the approximate cost for your admissions office to maintain admissions-specific content and services on the institution's Web site (staffing, vendor costs, other direct costs)?*

Range	2-Year Public			4-Year Public			4-Year Private		
	2010	2008	2006	2010	2008	2006	2010	2008	2006
\$0-\$4,999	50.0%	55.1%	61.9%	24.6%	17.2%	26.5%	27.7%	38.7%	39.5%
\$5,000-\$24,999	16.7%	20.4%	21.4%	27.7%	29.7%	44.9%	28.8%	28.4%	30.7%
\$25,000-\$49,999	12.5%	6.1%	7.1%	15.4%	15.6%	14.3%	18.8%	16.1%	21.1%
\$50,000-\$74,999	8.3%	4.1%	7.1%	15.4%	18.8%	4.1%	12.6%	11.0%	4.4%
\$75,000-\$99,999	8.3%	2.0%	2.4%	7.7%	9.4%	6.1%	3.7%	2.6%	3.5%
\$100,000 and higher	4.2%	12.2%	0.0%	9.2%	9.4%	4.1%	8.4%	3.2%	0.9%

Respondents from four-year private institutions reported spending more to maintain their admissions-specific Web content. For the public sectors, however, the poll's question on Web spending drew a mixed response.

## Responding institutions

Representatives from 306 U.S. colleges and universities participated in Noel-Levitz's national electronic poll of undergraduate admissions applications and e-recruiting practices, which was distributed to 3,091 degree-granting institutions in March 2010. The respondents represented 30 two-year public institutions, 72 four-year public institutions, and 204 four-year private institutions. The names of the participating institutions appear below. To download the Application Report, visit [www.noellevitz.com/Benchmarks](http://www.noellevitz.com/Benchmarks).

**A special thank  
you to those who  
participated.**

### Four-year public institutions

Arkansas State University (AR)  
Ball State University (IN)  
Bridgewater State College (MA)  
California Polytechnic State University-  
San Luis Obispo (CA)  
Clayton State University (GA)  
Delta State University (MS)  
East Stroudsburg University of  
Pennsylvania (PA)  
Eastern Kentucky University (KY)  
Eastern New Mexico University Main  
Campus (NM)  
Florida Atlantic University (FL)  
Fort Lewis College (CO)  
Francis Marion University (SC)  
Gainesville State College (GA)  
Georgia Southern University (GA)  
Georgia State University (GA)  
Humboldt State University (CA)  
Illinois State University (IL)  
Indiana University Bloomington (IN)  
Indiana University Southeast (IN)  
Indiana University-Purdue University  
Indianapolis (IN)  
Lewis-Clark State College (ID)  
Longwood University (VA)  
Miami University (OH)  
Michigan State University (MI)  
Michigan Technological University (MI)  
Missouri University of Science &  
Technology (MO)  
Missouri Western State University (MO)  
New College of Florida (FL)  
New Mexico Institute of Mining and  
Technology (NM)  
North Carolina Agricultural and Technical  
State University (NC)  
Northern Michigan University (MI)  
Portland State University (OR)  
Ohio State University Main  
Campus, The (OH)  
Purdue University Main Campus (IN)  
South Dakota School of Mines and  
Technology (SD)  
Southern Illinois University  
Carbondale (IL)  
Southern Illinois University  
Edwardsville (IL)  
State University of New York at  
Fredonia (NY)  
State University of New York College  
at Oswego (NY)  
State University of New York College  
at Plattsburgh (NY)  
State University of New York College  
of Environmental Science and  
Forestry (NY)

Sul Ross State University (TX)  
Tarleton State University (TX)  
Texas A & M University (TX)  
Texas Tech University (TX)  
Towson University (MD)  
University of Alabama at Birmingham (AL)  
University of Central Missouri (MO)  
University of Cincinnati Main Campus (OH)  
University of Hawaii at Manoa (HI)  
University of Hawaii Maui College (HI)  
University of Houston (TX)  
University of Iowa (IA)  
University of Louisiana at Lafayette (LA)  
University of Maine at Farmington (ME)  
University of Maine at Fort Kent (ME)  
University of Michigan-Ann Arbor (MI)  
University of Michigan-Dearborn (MI)  
University of Missouri-Kansas City (MO)  
University of New Mexico Main  
Campus (NM)  
University of Northern Iowa (IA)  
University of Pittsburgh at Bradford (PA)  
University of Rhode Island (RI)  
University of South Carolina Columbia (SC)  
University of Southern Maine (ME)  
University of Texas at Dallas, The (TX)  
University of Texas-Pan American (TX)  
University of Utah, The (UT)  
University of Vermont (VT)  
University of Virginia (VA)  
Washburn University (KS)  
Westfield State College (MA)

### Four-year private institutions

Alverno College (WI)  
American International College (MA)  
American University (DC)  
Aquinas College (MI)  
Art Institute of Boston at Lesley  
University, The (MA)  
Ashland University (OH)  
Atlanta Christian College (GA)  
Augsburg College (MN)  
Azusa Pacific University (CA)  
Babson College (MA)  
Baptist Bible College and Seminary (PA)  
Baptist University of the Americas (TX)  
Baylor University (TX)  
Belhaven University (MS)  
Beloit College (WI)  
Berea College (KY)  
Bethany College (KS)  
Bethel College (IN)  
Bryan College (TN)  
Butler University (IN)

Caldwell College (NJ)  
California College of the Arts (CA)  
Canisius College (NY)  
Capital University (OH)  
Carroll College (MT)  
Carroll University (WI)  
Carson-Newman College (TN)  
Cedarville University (OH)  
Centre College (KY)  
Charleston Southern University (SC)  
Chestnut Hill College (PA)  
Cleveland Chiropractic College-  
Kansas City (KS)  
Cleveland Institute of Art (OH)  
College of New Rochelle, The (NY)  
College of Notre Dame of  
Maryland (MD)  
Colorado Christian University (CO)  
Columbia College (SC)  
Concordia University, St. Paul (MN)  
Cornish College of the Arts (WA)  
Creighton University (NE)  
Curry College (MA)  
Dean College (MA)  
Defiance College, The (OH)  
Delaware Valley College (PA)  
Design Institute of San Diego (CA)  
Dominican University of California (CA)  
Dowling College (NY)  
Drew University (NJ)  
Eckerd College (FL)  
Emmaus Bible College (IA)  
Eureka College (IL)  
Evangel University (MO)  
Faith Baptist Bible College and  
Seminary (IA)  
Florida Institute of Technology (FL)  
Florida Southern College (FL)  
Franciscan University of  
Steubenville (OH)  
Franklin W. Olin College of  
Engineering (MA)  
Freed-Hardeman University (TN)  
Fresno Pacific University (CA)  
Gardner-Webb University (NC)  
Geneva College (PA)  
Gordon College (MA)  
Grand View University (IA)  
Guilford College (NC)  
Gustavus Adolphus College (MN)  
Hamline University (MN)  
Hawaii Pacific University (HI)  
Heidelberg University (OH)  
Hiram College (OH)  
Holy Family University (PA)  
Houghton College (NY)

**Please continue  
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Houston Baptist University (TX)  
 Husson University (ME)  
 Huston-Tillotson University (TX)  
 Indiana Tech (IN)  
 Indiana Wesleyan University (IN)  
 Iowa Wesleyan College (IA)  
 Jacksonville University (FL)  
 Jamestown College (ND)  
 John Brown University (AR)  
 Johnson & Wales University (RI)  
 Kansas Wesleyan University (KS)  
 Kentucky Mountain Bible College (KY)  
 Keystone College (PA)  
 Laguna College of Art & Design (CA)  
 Lakeland College (WI)  
 Lancaster Bible College (PA)  
 Lancaster General College of Nursing  
 and Health Sciences (PA)  
 Lehigh University (PA)  
 Lenoir-Rhyne University (NC)  
 Lincoln Christian University (IL)  
 Linfield College (OR)  
 Loras College (IA)  
 Lubbock Christian University (TX)  
 Lynchburg College (VA)  
 MacMurray College (IL)  
 Malone University (OH)  
 Marietta College (OH)  
 Marist College (NY)  
 Marquette University (WI)  
 Marymount Manhattan College (NY)  
 Marymount University (VA)  
 Marywood University (PA)  
 McPherson College (KS)  
 Medaille College (NY)  
 Mercyhurst College (PA)  
 Methodist University (NC)  
 Miles College (AL)  
 Milligan College (TN)  
 Mills College (CA)  
 Milwaukee Institute of Art &  
 Design (WI)  
 Misericordia University (PA)  
 Monmouth College (IL)  
 Mount Ida College (MA)  
 Mount Mercy College (IA)  
 Mount Saint Mary College (NY)  
 Mount St. Mary's College (CA)  
 Mount St. Mary's University (MD)  
 Mount Vernon Nazarene  
 University (OH)  
 Newman University (KS)  
 Nichols College (MA)  
 North Central College (IL)  
 Northwest Nazarene University (ID)  
 Northwestern College (IA)  
 Northwestern College (MN)  
 Oklahoma Baptist University (OK)  
 Oklahoma Christian University (OK)  
 Oklahoma City University (OK)  
 Pacific Northwest College of Art (OR)  
 Pacific University (OR)  
 Park University (MO)  
 Patten University (CA)

Peace College (NC)  
 Post University (CT)  
 Presbyterian College (SC)  
 Providence College (RI)  
 Quincy University (IL)  
 Randolph-Macon College (VA)  
 Regis College (MA)  
 Rhode Island School of Design (RI)  
 Ripon College (WI)  
 Robert Morris University (IL)  
 Robert Morris University (PA)  
 Rockhurst University (MO)  
 Rocky Mountain College (MT)  
 Rose-Hulman Institute of  
 Technology (IN)  
 Saint Joseph College (CT)  
 Saint Joseph's University (PA)  
 Saint Louis University (MO)  
 Saint Mary's College of California (CA)  
 Saint Michael's College (VT)  
 Saint Norbert College (WI)  
 Saint Vincent College (PA)  
 San Diego Christian College (CA)  
 Savannah College of Art and  
 Design (GA)  
 Seattle University (WA)  
 Shimer College (IL)  
 Siena College (NY)  
 Siena Heights University (MI)  
 Sierra Nevada College (NV)  
 South Florida Bible College (FL)  
 Southern Adventist University (TN)  
 Southern Virginia University (VA)  
 Southwestern Assemblies of God  
 University (TX)  
 Spelman College (GA)  
 St. Bonaventure University (NY)  
 St. Catharine College (KY)  
 St. Catherine University (MN)  
 St. Edward's University (TX)  
 Sterling College (KS)  
 Stetson University (FL)  
 Susquehanna University (PA)  
 Tabor College (KS)  
 Tennessee Wesleyan College (TN)  
 Transylvania University (KY)  
 Trinity International University (IL)  
 Tufts University (MA)  
 University of Dallas (TX)  
 University of Dayton (OH)  
 University of Denver (CO)  
 University of Evansville (IN)  
 University of Findlay, The (OH)  
 University of La Verne (CA)  
 University of Mary Hardin-Baylor (TX)  
 University of New England (ME)  
 University of Notre Dame (IN)  
 University of Richmond (VA)  
 University of Saint Francis (IN)  
 University of Saint Mary (KS)  
 University of Scranton, The (PA)  
 University of St. Francis (IL)  
 University of Tampa (FL)

University of the Arts, The (PA)  
 University of the Ozarks (AR)  
 University of the Southwest (NM)  
 Utica College (NY)  
 Valparaiso University (IN)  
 Wartburg College (IA)  
 Western New England College (MA)  
 Westminster College (UT)  
 Whitworth University (WA)  
 William Jewell College (MO)  
 Wilson College (PA)  
 Wisconsin Lutheran College (WI)  
 Wofford College (SC)  
 Xavier University (OH)  
 Yeshiva University (NY)

#### Two-year public institutions

Aims Community College (CO)  
 Angelina College (TX)  
 Arapahoe Community College (CO)  
 Beal College (ME)  
 Butler County Community  
 College (PA)  
 Cape Cod Community College (MA)  
 Colorado Mountain College (CO)  
 Community Colleges of Spokane  
 District 17 (WA)  
 DeKalb Technical College (GA)  
 Edgecombe Community College (NC)  
 Harper College (IL)  
 Labette Community College (KS)  
 Lenoir Community College (NC)  
 Linn-Benton Community College (OR)  
 Marion Technical College (OH)  
 Mississippi Gulf Coast Community  
 College (MS)  
 New Mexico Junior College (NM)  
 Normandale Community College (MN)  
 North Country Community  
 College (NY)  
 North Iowa Area Community  
 College (IA)  
 Northeastern Junior College (CO)  
 Northwest Kansas Technical  
 College (KS)  
 Northwest State Community  
 College (OH)  
 Oakland Community College (MI)  
 Onondaga Community College (NY)  
 South Florida Community  
 College (FL)  
 South Louisiana Community  
 College (LA)  
 Southwestern Indian Polytechnic  
 Institute (NM)  
 Springfield Technical Community  
 College (MA)  
 Sullivan County Community  
 College (NY)

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consultation**

Readers are invited to contact Noel-Levitz to schedule a complimentary consultation by telephone to discuss how to fine-tune e-recruiting strategies in view of the findings in this report. We'll listen carefully to your particular situation and then share insights based on our experiences working with similar institutions. To schedule an appointment, contact us at 1-800-876-1117 or [ContactUs@noellevitz.com](mailto:ContactUs@noellevitz.com).







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## Questions about this report?

We hope you have found this report helpful and informative. If you have questions or would like more information about the findings, please contact Jim Mager, Noel-Levitz associate vice president, at 1-800-876-1117 or [jim-mager@noellevitz.com](mailto:jim-mager@noellevitz.com).

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For more than 20 years, we have conducted national surveys to assist campuses with benchmarking their performance. This includes benchmarking marketing/recruitment and student success outcomes and practices, monitoring student and campus usage of the Web and electronic communications, and comparing institutional budgets and policies for enrollment management. There is no charge or obligation for participating and responses to all survey items are strictly confidential. Participants have the advantage of receiving the findings first, as soon as they become available.

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