



University vs College

Recruitment Marketing Strategies How do they differ?

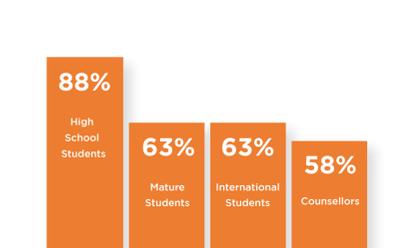
The **SchoolFinder Group** wanted to know more about the mindset, challenges and trends facing student **recruiters** and **marketers** in **2018**, so we set out to find out more via our **Student Recruitment Marketing Survey**. As **decision-makers** from universities and colleges were the two largest populations to take the survey, we wanted to take a closer look at how their strategies differed from one another. In this second part of our infographic series, we came across some interesting findings - **see for yourself!**

What populations do universities and colleges focus their recruitment marketing efforts on?

University

College

VS



Opposing views on the importance of institutional marketing activities...

Here's what stood out:

69% of University decision-makers think High School Visits have the **MOST** institutional importance

High School Visits

38% of College decision-makers think High School Visits have the **MOST** institutional importance

46% of University decision-makers think On-Campus Events have **HIGH** institutional importance

On-Campus Events

44% of College decision-makers think On-Campus Events have **LITTLE** institutional importance

27% of University decision-makers think Traditional Media has **LITTLE** institutional importance

Traditional Media

31% of College decision-makers think Traditional Media has **LITTLE** institutional importance

42% think Traditional Media has the **LEAST** institutional importance

19% think Traditional Media has the **LEAST** institutional importance

The way their budgets are spent also differs widely:

University budgets are mostly spent on:

College budgets are mostly spent on:

High School Visits **1**

On-campus Events **2**

Off-campus Events **3**

1 Traditional Advertising

2 Digital Marketing

3 High School Visits

Universities and colleges have very different views on using lead generation...

University



77% of University decision-makers use a lead gen service

23% of University decision-makers do not use a lead gen service

69% of College decision-makers do not use a lead gen service

31% of College decision-makers use a lead gen service

College



When it comes to overall student recruitment strategy, how do colleges and universities view their strategies?

University

College

10%

"Our strategy and results are excellent"

5%

76%

"Our strategy could be more effective"

67%

12%

"Our strategy is under-performing"

23%

2%

"We are struggling to put a strategy in place"

5%

As a recruiter, marketer or decision-maker at your institution, what can you take away from this information?

- Should **colleges** consider focusing more of their time and resources on **attracting high school students**?
- Should **universities** reconsider the amount of time and money spent on **high school visits**?
- Could **colleges** see **improved results** by incorporating **lead generation** in their strategy?

Let us know what you think!

Have questions about any of the data presented here or how you can improve your student recruitment marketing strategy? We're here to help! Reach out to us at info@edgeip.com or give us a call at **1-800-211-5577**.