



## Unparalleled Experience in Higher Education & Marketing Intelligence

*As the climate of competition for students becomes increasingly competitive, there is no substitute for hard data to make strategic decisions.*

Having advanced the success of more than 300 colleges and universities, Aslanian Market Research (AMR) conducts adult student and online student market demand studies, institutional audits, program and marketing reviews, and seminars and workshops for colleges and universities. Our studies are designed to meet your specific goals. We provide valuable market intelligence on the demands and preferences of adult and online students to shape your programs, services, marketing and outreach.

Aslanian Market Research is led by Carol Aslanian, who has more than 25 years of experience in serving colleges nationwide—first at the College Board, and then at Aslanian Group—and is the only market research organization in the nation exclusively dedicated to assisting colleges and universities in the recruitment and servicing of adult students.

EducationDynamics continues Aslanian Group's history of providing adult student-centered market research. These include regional and nationwide market studies, assessments of online learning demand, and developing education-employer partnerships for colleges and universities interested in serving the adult and online student market.

### *We answer your key strategic questions:*

- ▶ What degrees, certificates, licenses and courses are in highest demand among adult and online students?
- ▶ What do potential undergraduate and graduate students know about our institution?
- ▶ How well do our current offerings match the demands of adult and online students?
- ▶ What programmatic and service changes do we need to make to expand our reach and appeal?
- ▶ What course schedules, course formats and locations are optimal for adult and online students?
- ▶ How can we best serve employers in our region?
- ▶ What do prospective students know about and want from our institution?
- ▶ What is the demand for online education and accelerated study among the adults we target?

### **Our in-depth and custom-designed studies include:**

- ▶ **Adult Student Market Analysis**  
Shape your recruitment, programs, and services for adult undergraduate, graduate and non-credit students to meet market demand.
- ▶ **Online Student Market Analysis**  
Understand the demand for and the current supply of online undergraduate and graduate learning, as well as the demographic profile of prospective online learners.
- ▶ **Enrollment Conversion Studies**  
Optimize your enrollment management dollars by understanding why some inquirers and applicants don't enroll, and why some current students leave before finishing.
- ▶ **Organization & Employer Studies**  
Partner with employers in your region by ensuring that your programs and services meet the education and training needs of the workforce.
- ▶ **Institutional Audits**  
Assess the effectiveness of your current policies and practices as they relate to recruiting and retaining adult and online students.

## Benefits of working with Aslanian Market Research:

### ▶ National experts on adult learners

Well known and highly respected for authoring landmark studies about adult learning, including *Americans in Transition: Life Changes as Reasons for Adult Learning*, *How Americans in Transition Study for College Credit* and *Adult Students Today*. Carol Aslanian is a national authority on the characteristics and learning patterns of adult students. For more than 20 years, Carol served as Director of the Office of Adult Learning Services at the College Board, as well as Director of the Office of Community College Relations. Scott Jeffe has managed market analyses for more than 100 institutions seeking to better serve the adult student market.

### ▶ Unique research paradigm

The fundamental and basic approach that underpins our market research is demand analysis. Our analysis procedures do not focus on need and interest among individuals who may be considering college study, but rather on hard data gathered from actual, recent students on what, when, where and how they study.

### ▶ One size does not fit all

Every analysis is tailored to your institution's unique needs and goals. We conduct customized work, delivering an informative final report with direct findings and clear recommendations that provide actionable steps your institution can take to shape current programs, policies and practices to better match the needs of internal and external constituencies.

*EducationDynamics is the proven leader in helping higher education institutions find, enroll and retain students. For over a decade, we've provided the most comprehensive end-to-end marketing solutions, empowering clients to meet critical objectives in recruitment, enrollment yield and retention. We have worked hard to earn and maintain our industry leadership through a deeply-rooted philosophy of serving our partners best by serving students first. This commitment has been at the heart of our success since we began and continues today as we support more than 1,200 colleges and universities nationwide.*

### AMR also offers:

Professional development seminars and conferences for higher education administrators seeking new techniques, information and best practices in reaching out to and serving adult and online students.

## Some of the institutions for which we have conducted research:

- Alvernia College
- Anne Arundel Community College
- Baldwin-Wallace College
- Berkeley College
- Biola University
- Bryn Mawr College
- California State University, Fresno
- Cedar Crest College
- Clemson University
- College of Charleston
- College of Notre Dame of Maryland
- Colorado Christian University
- Columbia College
- Daniel Webster College
- Duquesne University
- eCornell, Cornell University
- Emerson College
- Fairfield University
- Fashion Institute of Technology
- Fielding Graduate University
- Florida International University
- Fordham University
- George Mason University
- Greenville College
- Holy Family University
- LaGuardia Community College
- Liberty University
- New Jersey Institute of Technology
- New York University School of Continuing and Professional Studies
- Oakland University
- Oakton Community College
- Pace University
- Salve Regina University
- Southern New Hampshire University
- St. Joseph's College (NY)
- Union Institute and University
- University of Baltimore
- University of Cincinnati
- University of Colorado - Denver
- University of Illinois - Chicago
- University of Maryland, University College
- University of Mississippi
- University of Northern Colorado
- University of Pittsburgh
- University of Tennessee at Knoxville
- University of Toledo
- University of Vermont
- Utica College of Syracuse University
- Western Illinois University
- Western New England College
- Widener University
- Worcester Polytechnic Institute
- Xavier University
- Youngstown State University

**EducationDynamics**<sup>SM</sup>

Find. Enroll. Retain.

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