



Higher Education Research

Meeting the New Challenges of the Education Marketplace



While today's market presents many challenges for higher education institutions, it also has just as many opportunities. Increased competition for people and dollars is forcing colleges and universities to adopt more strategic approaches to marketing, recruitment, and public relations. Brand reputation, customer service, and creating a good story now rival academic research, faculty, and programs as key factors in promoting an institution.

To reach, attract, and sustain relationships with students, faculty, alumni, and donors, higher education institutions require a solid understanding of their market, their customers, and their competition. Ipsos' *Higher Education Practice* provides the information and intelligence you need to meet the challenges you face in today's new marketplace.

Research That Helps You Meet Your Challenges

Ipsos conducts a wide range of studies designed specifically for the higher education sector.

- **Recruitment:** Identify how and why prospective employees and students choose one higher education institution over another. Enhance your recruitment efforts by identifying the key drivers and influencers of choice, factors used to evaluate institutions, where information is obtained about your institution, and the types of information being sought. Segmenting your market on attitudinal and behavioral measures will enhance and inform your recruitment efforts.

- **Reputation and Brand Positioning:** Identify, strengthen, and expand your positioning in the market and develop more effective communications to promote your brand. Brand health measures include: awareness and visibility of your institution, determining your brand strengths and defining characteristics, and assessing your brand position within the competitive market.

- **Retention, Loyalty & Engagement:** Determine how to increase retention of students, alumni, faculty, staff, and donors. This includes segmenting populations based on both their engagement with and value to an institution, in order to identify strategies and tactics that can be used to reach these segments.

- **New Program Viability:** Improve efficiency of curricula development and minimize financial risk by examining the interest level in new or proposed programs before they are launched. Research will help define the potential market for programs and determine the best communication strategies to attract students.

- **Higher Education Trends:** Strengthen your institutional planning efforts by examining current trends in the higher education market that affect institutional decision-making. Trends are monitored to measure the impact on meeting success measures for academic and marketing initiatives.

Research Based on Experience and Specialization

Ipsos' Higher Education Practice is committed to providing you knowledge that is informative, insightful, and actionable. We identify and help you prioritize strategies to ensure that your institution succeeds.

- **Custom Research:** We provide research solutions tailored to meet your institution's specific needs; we don't believe in a "one-size-fits-all" template approach to research.

- **Higher Education Specialists:** We have a team of senior researchers dedicated to working exclusively on higher education research. We know the higher education sector.

- **Research with Multiple Audiences:** We have developed data collection and analytical approaches to meet the strategic needs of surveying the many different constituencies that higher education institutions interact with, including students, alumni, faculty, staff, donors, executive/board members, high school students, parents, guidance counselors, general public, and opinion leaders.

- **Client Experience:** For more than a decade, Ipsos has conducted a wide range of studies in the higher education sector around the world. We have global experience working with higher education institutions, large and small, across Canada, the United States, Europe, and South America.





Ipsos Reid

About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, please visit www.ipsos.ca

Contact Us

For more information on how Ipsos can serve your institution, please contact:

Daniel Savas, PhD
Senior Vice President
Higher Education Research
Phone: 778.373.5004
daniel.savas@ipsos.com
[www.ipsos.ca/reid/
highereducation/](http://www.ipsos.ca/reid/highereducation/)