



MAPPING INSTITUTIONAL NEEDS

Prepared for SUNY College at Old Westbury
September 2021

BACKGROUND & OVERVIEW

Recap

HANOVER: OUR SOLUTION

- Hanover provides unlimited access to customized research – including data analytics, survey design, administration, and analysis, peer benchmarking, and best-practice research – in order to serve higher education as an adjunct planning group or extension of the executive team.
- Hanover offers this access to institutional leaders for a fixed, annual fee. This provides budget visibility and creates a lower-stress environment where Hanover can serve as a one-stop shop for all research-related issues.

WHY HANOVER?

- ✓ **Custom and proprietary** research based on your unique on-going needs and special initiatives
- ✓ **Flexible capacity** model that can execute on a pre-planned agenda, or execute specific projects as and when needs arise
- ✓ **Specialized expertise** that can serve a wide variety of use cases
- ✓ **Networking opportunity** to interact with other higher education partners in your role across the country
- ✓ **Fixed-fee** for 12 months of ongoing support is simple and affordable



CHALLENGES & PRIORITIES

Mapping Strategic Priorities

| STRATEGIC PRIORITY | INITIAL STUDY | DESCRIPTION |
|--|--|---|
| ACADEMIC DEVELOPMENT & SIGNATURE PROGRAMS | ✓ <i>Academic Portfolio Optimization</i> | Reviews high-level student and labor demand trends at one academic level to assess existing programs' health and alignment with regional needs, as well as identify opportunities for signature programs |
| ENROLLMENT MANAGEMENT | ✓ <i>Institutional Preference Survey</i> | Surveys prospective students to understand perceptions of SUNY Old Westbury, identify top competitors for student recruitment, and assess drivers of matriculation |
| BRAND & MARKETING | ✓ <i>Marketing Position Analysis</i> | Compares online marketing for SUNY Old Westbury and competitor institutions across a variety of channels to help develop a differentiated marketing presence and improve targeting of audiences of interest |
| ADVANCEMENT | ✓ <i>Alumni Outcomes Survey</i> | Surveys alumni to determine perceptions of their educational experience, level of connection to SUNY Old Westbury, career outcomes, drivers of institutional giving, and preferred engagement methods |

CHALLENGES & PRIORITIES

Mapping Strategic Priorities

| STRATEGIC PRIORITY | INITIAL STUDY | DESCRIPTION |
|---|---|---|
| STUDENT EXPERIENCE | ✓ <i>Campus Climate Survey</i> | Surveys current students to understand residential experience and challenges, perceptions of SUNY Old Westbury and the small college experience, and engagement |
| DIVERSITY, EQUITY, & INCLUSION | ✓ <i>Best Practices in Supporting Underrepresented Students</i> | Reviews literature and secondary sources to identify best practices in promoting retention, continued persistence, and other success outcomes among underrepresented students |
| INFRASTRUCTURE | ✓ <i>Trends and Best Practices in Green Campus Initiatives</i> | Reviews literature and secondary sources to identify trends in green campus initiatives, and profiles successful initiatives at other institutions |

RESEARCH AGENDA OVERVIEW

Sample Project Proposal

ACADEMIC PORTFOLIO OPTIMIZATION

(approximately 6 weeks)

Hanover Research proposes beginning program development-focused research with a high-level review of student and labor demand to assess the health of SUNY Old Westbury's current portfolio and identify opportunities for signature programs.

QUESTIONS

- For both academic programs SUNY Old Westbury has, as well as those it might consider adding in the future, where do we see: growth, decline, stagnation, and stability?
- How does the performance of SUNY Old Westbury's programs compare with regional competitors?
- Based on programmatic gaps within the region and existing resources, what fields present promising opportunities for signature programs?

HANOVER'S APPROACH

Hanover Research will identify potential opportunities regarding programmatic offerings through a high-level assessment of student demand trends as measured by degree conferral rates, and labor market trends as measured by economic forecasts.

OUTCOMES

- ✓ Calibrate academic portfolio to align with market demand
- ✓ Identify high-growth and high-potential fields for consideration in signature program development
- ✓ Identify possible areas of consolidation or reduction to strategically allocate resources toward high-growth opportunities

RESEARCH AGENDA OVERVIEW

Sample Project Proposal

MARKETING POSITION ANALYSIS

(approximately 6 weeks)

Hanover Research proposes beginning brand-focused research with a comparative review of competitors' marketing presence to understand how SUNY Old Westbury compares to the market.

QUESTIONS

- What messaging do SUNY Old Westbury's competitors use to distinguish themselves and their brands?
- What channels do competitors use to market their brand?
- Who are competitors' target audiences? Do their messages focus on a particular market segment?
- How does SUNY Old Westbury communicate its unique characteristics to distinguish from competitors?

HANOVER'S APPROACH

Hanover will perform a comparative review of online marketing for both SUNY Old Westbury and selected competitors. Specifically, Hanover will assess target audiences, messaging, and marketing channels by analyzing institutional websites, social media trends, and online advertisements. This will allow SUNY Old Westbury to understand how it can develop a differentiated marketing presence and more effectively reach audiences of interest by conveying high-impact messaging to target stakeholders.

OUTCOMES

- ✓ Improve messaging to better highlight SUNY Old Westbury's unique strengths within the market
- ✓ Develop a marketing strategy that stands out from competitors and enhances digital presence
- ✓ Track attributes of competitor messaging



YOUR MEMBERSHIP

Hanover's Higher Education Solutions

ACADEMIC



ENROLLMENT MANAGEMENT

- Pre-Enrollment Funnel Dashboard
- Geomarket Opportunity Dashboard
- Enrollment Choice Survey

ACADEMIC DEVELOPMENT



- Market Opportunity Scan
- Academic Program Benchmarking
- Market Analysis Report
- Prospective Student Survey
- Employer Needs In-Depth Interviews

STUDENT EXPERIENCE



- Institutional Climate Survey
- Early Warning Dashboard
- Dropped Student Survey
- Alumni Career Tracking

ADMINISTRATIVE



FINANCE

- Tuition & Aid Sensitivity Survey
- Student Yield Dashboard
- Financial Aid Optimization Analysis



ADVANCEMENT

- Economic Impact Study
- Donor Segmentation Analysis
- Alumni Impact & Engagement Survey



MARKETING

- Brand Assessment Survey
- USNWR Ranking Analysis
- Marketing Channel Survey
- Marketing Position Analysis

GRANTS

- Grant-seeking Capacity
- Funding Research
- Pre-Proposal Support
- Proposal Review & Support
- Proposal Development



YOUR MEMBERSHIP

A Dedicated Team, Selected for You

RESEARCH APPLICATIONS

ANALYZE DATA: Predictive modeling, dashboard development, data visualization

GATHER FEEDBACK: Survey design, administration and analysis, in-depth interviews, virtual focus groups

BENCHMARK PEERS: Comparative analysis on institutional practices, virtual networking

IDENTIFY BEST PRACTICES: Literature synthesis on key topics and detailed case studies

YOUR RESEARCH TEAM

DATA ANALYSIS

Data Scientist
Psychometrician
PhD, Mathematics & Statistics
GIS Analyst

GENERALIST

PhD, Educational Leadership
PhD, Public Policy
PhD, Economics
MA, Organizational Management

SURVEY DESIGN

Social Science Analyst
PhD, Developmental Psychology
PhD, Ethnography
Virtual Focus Group Moderator

TOOLS

Data – R, SPSS, Stata
Survey – Qualtrics, SAWTOOTH
Trends – JobsEQ, Meltwater
Visualization – Tableau, D3

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