Marketing Report

2020-05-28

Description

INTRO TEXT HERE Intro text here Intro text here Intro text here Intro text here Intro text here Intro text here Intro text here Intro text here. In general, [Prospective Student Mindsets](#) is put together by Encoura.

Mindset	Apps	Percent of Total
Grad School Bound	20	33%
Career through Academics	13	21%
Exploration and Meaning	9	15%
Career Pragmatists	8	13%
Experiential Interests	5	8%
Social Focus	5	8%
NA	1	2%

Findings

Mindsets Defined

Grad School Bound: *10% (USM 33%)*

For these students, graduate or professional school is the goal. Scientific and technical skills and undergraduate research are key experiences, and academic quality and academic environment drive choice.

The Opening Conversation

- Show that your institution has the academics/research rigor that will land them in the graduate school of their choice
- Show evidence of successful graduate school placements
- Demonstrate opportunities to build research skills under the guidance of faculty

Potential Blind Spots

- They often don't factor affordability into the equation early on
- There is a potential impact of student loans on their future plans for graduate school
- They have less engagement with the wider opportunities of undergraduate education

Opportunities for Support

- Map out academic, research, and internship experiences that build grad opportunities
- May eschew other important experiences and risk isolation or burnout as a result
- Help them understand how a more well-rounded experience will benefit them

Career Through Academics: 14% (USM 21%)

These students are looking for a long-term career and see strong academics integrated with career preparation as the path. They are level-headed decision-makers.

The Opening Conversation

- All the major experiences of a college bear on their eventual outcome
- Show a direct connection between major and career
- Demonstrate an integrated experience of academics, career, and social interaction

Potential Blind Spots

- They are so focused on ultimate goal, that they might miss out on serendipitous learning
- Show them that these experiences are not necessarily distractions, but can enrich, and enhance

Opportunities for Support

- Connect academic program strongly to their career goals
- If plans aren't working out, they'll need help finding a new focus

Exploration and Meaning: 17% (USM 15%)

These students want to make an impact on the world and are wide open to liberal arts outcomes. They are global butterflies and could make an impassioned choice

The Opening Conversation

- Opportunities should be designed to help students make a personal impact on the world
- Study abroad and global options will have great appeal
- They are looking for traditional liberal arts outcomes

Potential Blind Spots

- They give unrealistic attention to career outcomes.
- Affordability is not top of mind

- They are at risk of making an impassioned choice without considering ROI

Opportunities for Support

- Coach them to direct their attention to making an impact on themselves
- Provide career advising that balances reality with exploration and opportunity
- Take their open, searching personality into account

Career Pragmatists: 21%(USM 13%)

These students are looking for immediate ROI. They are highly sensitive to affordability, and are looking for the job right away. They are not necessarily focused on career.

The Opening Conversation

- Demonstrate an immediate return on investment
- They want an affordable education in a supportive community setting that leads to an immediate job
- They may need a flexible program to accommodate a need to work

Potential Blind Spots

- They may overlook the importance of academics
- They don't need to hear about rigor or prestige
- Educate them on the contribution of academic experiences to their career

Opportunities for Support

- Work and affordability issues could sidetrack them
- Introduce long-term benefits to career beyond the all-important first job
- Provide strong academic advising
- Provide career advising to get the most out of their work experience

Experiential Interest: 19% (USM 8%)

These students desire a career and want to get hands on with internships and employment. They are also highly sensitive to affordability.

The Opening Conversation

- Speak to experiential learning opportunities that lead to career-focused outcomes
- They will appreciate clearly laid out programs and degree plans

- Remember that they are highly sensitive to affordability

Potential Blind Spots

- They consider academic coursework secondary
- They aren't paying much attention to the social aspects of college
- Work to heighten their understanding of the importance academic and social to success in college

Opportunities for Support

- They may run into trouble if they find themselves off their intended program path
- Help conscientious, but closed, students negotiate to another path if this arises

Social Focus: *18% (USM 8%)*

These students want to gain meaningful friendships (and a job would be nice too!). They want to engage in every connecting activity possible and the social environment is most critical to choice.

The Opening Conversation

- Showcase the defining aspects of your social environment
- Show how they can create lasting friendships
- Support connections and social facility that drive success in the workplace

Potential Blind Spots

- They think they will get a good job after graduation almost by osmosis
- They aren't very concerned about academics and career preparation
- Instill an understanding of the importance of these key factors in success

Opportunities for Support

- Recognize a lesser degree of emotional stability and conscientiousness
- They may need more help getting on track with an academic and career plan
- If social transition goes south, they are at high risk

Other Findings

Profit Profit Profit

Application Status	Apps
Admitted (Not Confirmed)	39
Withdrawn (After Admitted)	13
Confirmed	5
Incomplete	2
Denied	1
Enrolled	1

State	Apps
Maine	48
New Hampshire	12
Massachusetts	1

County	Apps
Cumberland	21
York	13
Strafford	7
Aroostook	3
Oxford	3
Rockingham	3
Franklin	2
Hillsborough	2
Penobscot	2
Androscoggin	1
Bristol	1
Kennebec	1
Waldo	1
Washington	1

Gender	Apps
F	38
M	21
P	2

High.School.Name	Apps
	27
Gray-New Gloucester High School	4
Wells High School	4

High.School.Name	Apps
Biddeford High School	3
Casco Bay High School	3
Farmington High School	2
Presque Isle High School	2
Somersworth High School	2
Bonny Eagle High School	1
Coe-Brown Northwood Academy	1
Dartmouth High School	1
Dexter Regional High School	1
Falmouth High School	1
Freeport High School	1
Fryeburg Academy	1
Manchester Memorial High School	1
Mountain Valley High School	1
Portland High School	1
Sanford High School	1
Telstar High School	1
Westbrook High School	1
Westbrook Regional Voc Center	1

Specialization	Apps
	40
Engineering	5
Business	3
Education	3
Math Science	2
Technology	2
Art	1
Law	1
Liberal Arts	1
Medical	1
Nursing	1
Psychology	1

HS Track	Apps
	29
Prep	16
AP	7
Honors	5
Dual	2

HS Track	Apps
CTE	1
Gifted	1

College Activity	Apps
	35
Academic	7
Fraternity	3
Art	2
Band	2
Environmental	2
Volunteer	2
Business	1
Choir	1
Debate	1
Hunting	1
Math Science	1
Military	1
Religous	1
Tutoring	1

College Activity2	Apps
	40
Adventure	3
Art	3
Debate	2
Hunting	2
Language	2
Religous	2
Volunteer	2
Choir	1
Fraternity	1
Leadership	1
Study Abroad	1
Winter Sports	1

College Sport	Apps
	39
Basketball	3

College Sport	Apps
Football	3
Not interested	3
Other Athletics	3
Dance Team	2
Softball	2
Track	2
Cheerleading	1
Cross Country	1
Lacrosse	1
Soccer	1

Academic Interest	Apps
Undecided	23
Engineering	5
Biology	3
Athletic Coaching	2
Business Management	2
History	2
Interior Design	2
Medical Provider Other	2
Nursing	2
Pharmacy	2
Psychiatry and Psychology	2
Agriculture	1
Animal Science	1
Architecture	1
Art	1
Child Care and Development	1
Computer and Information Sciences	1
Cybersecurity	1
English	1
Environmental Studies	1
Journalism and Communications	1
Pre-Law	1
Sports Medicine	1
Teaching and Education	1
Veterinary Science	1

Career Interest	Apps
Undecided	44
Animal Science	4
Military Science	2
Pre-Law	2
Architecture	1
Aviation and Aerospace	1
Biology	1
Entrepreneurship	1
History	1
Medical Provider Other	1
Nursing	1
Psychiatry and Psychology	1
Sports Medicine	1

Plots

Sidenotes

If you'd like to place ancillary information in the margin without the sidenote mark (the superscript number), you can use the `margin_note()` function from **tufte** in an inline R expression. This function does not process the text with Pandoc, so Markdown syntax will not work here. If you need to write anything in Markdown syntax, please use the `marginfigure` block described previously.

This is a margin note. Notice that there is no number preceding the note.

Conclusion

- Point 1

- Point 2