

AACRAO 60 Second Survey Results – Format of Key Admissions Communications

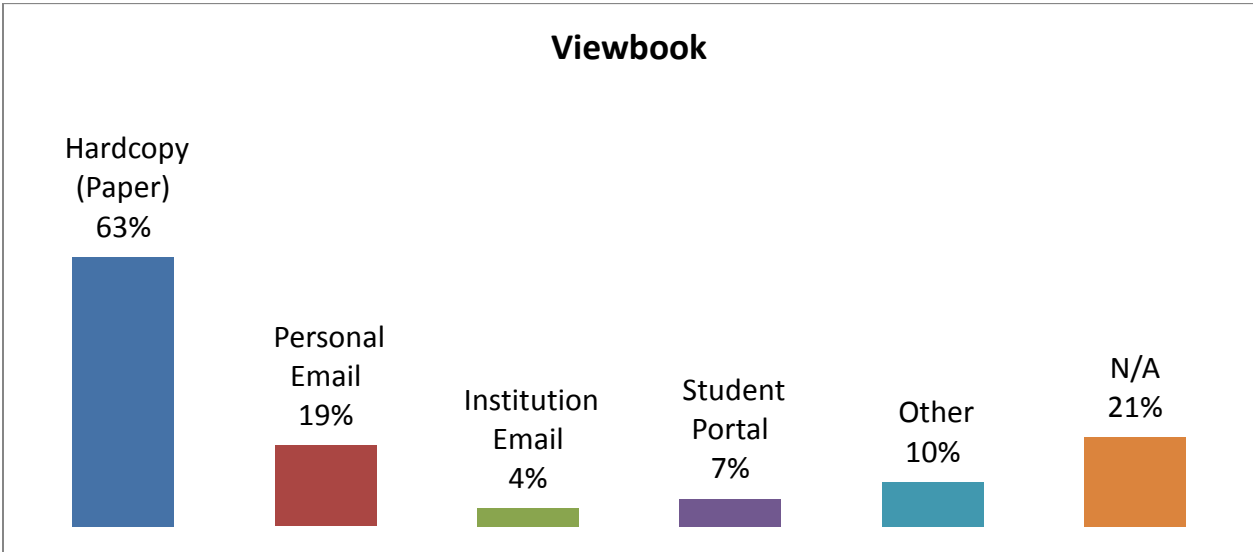
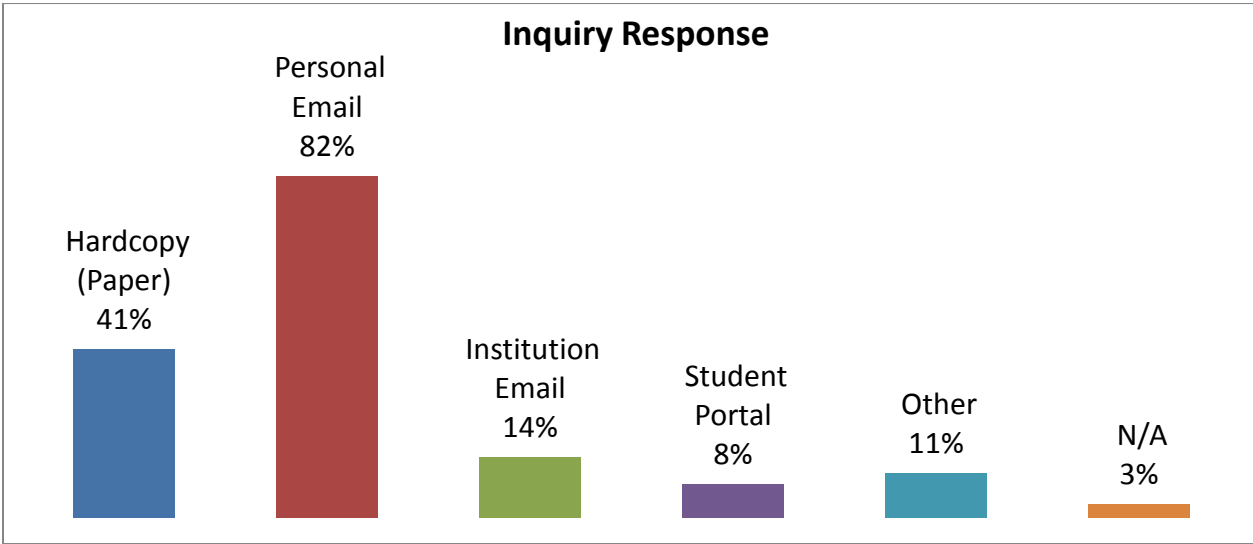
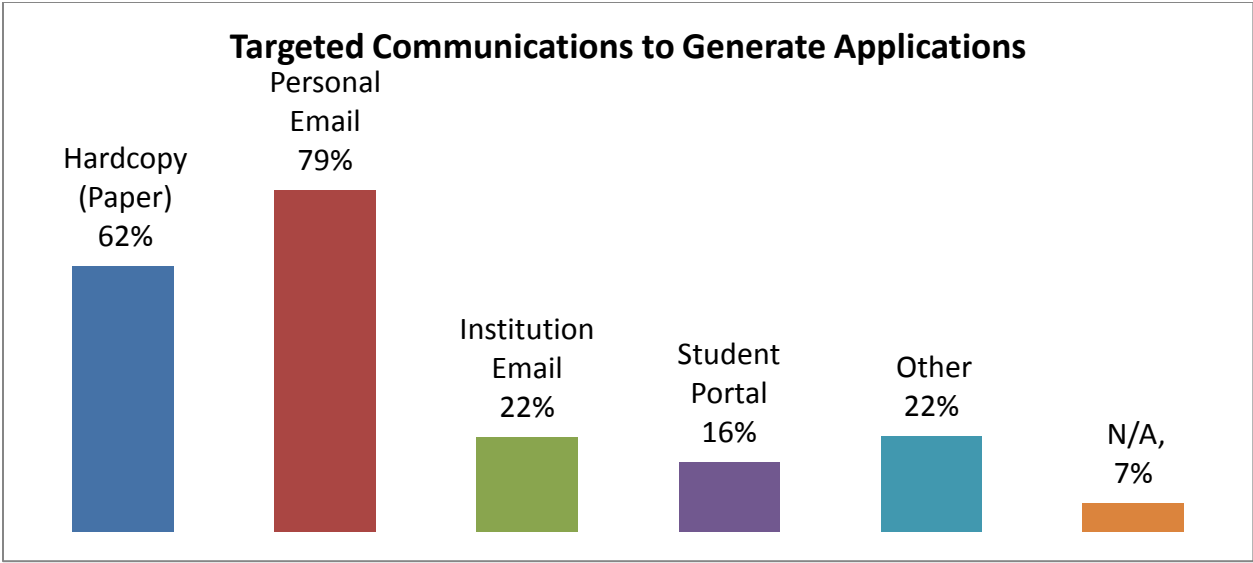
November 2014

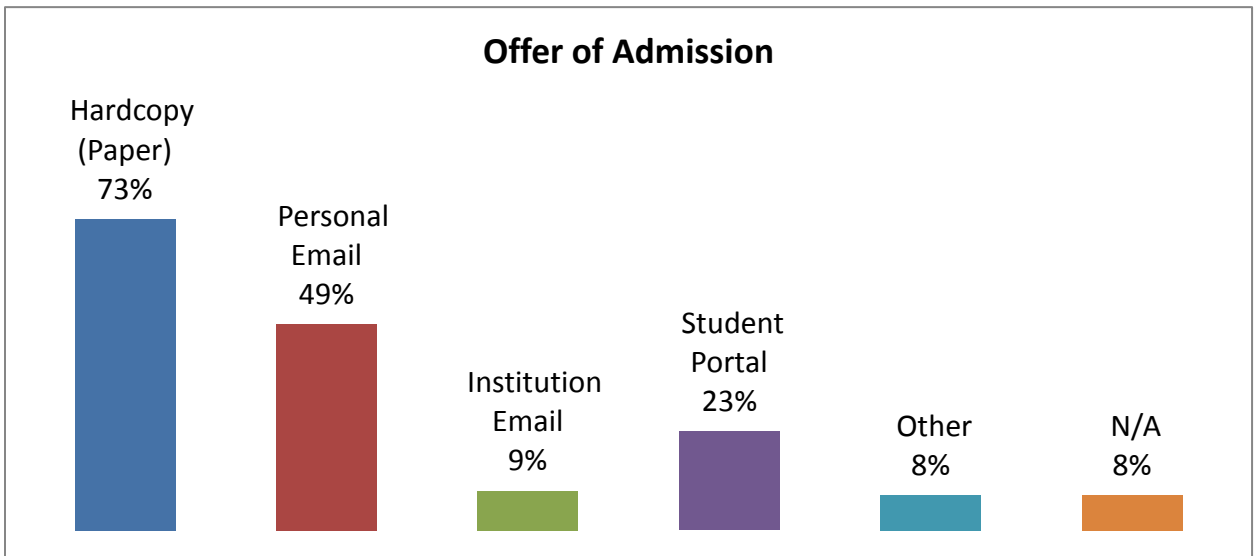
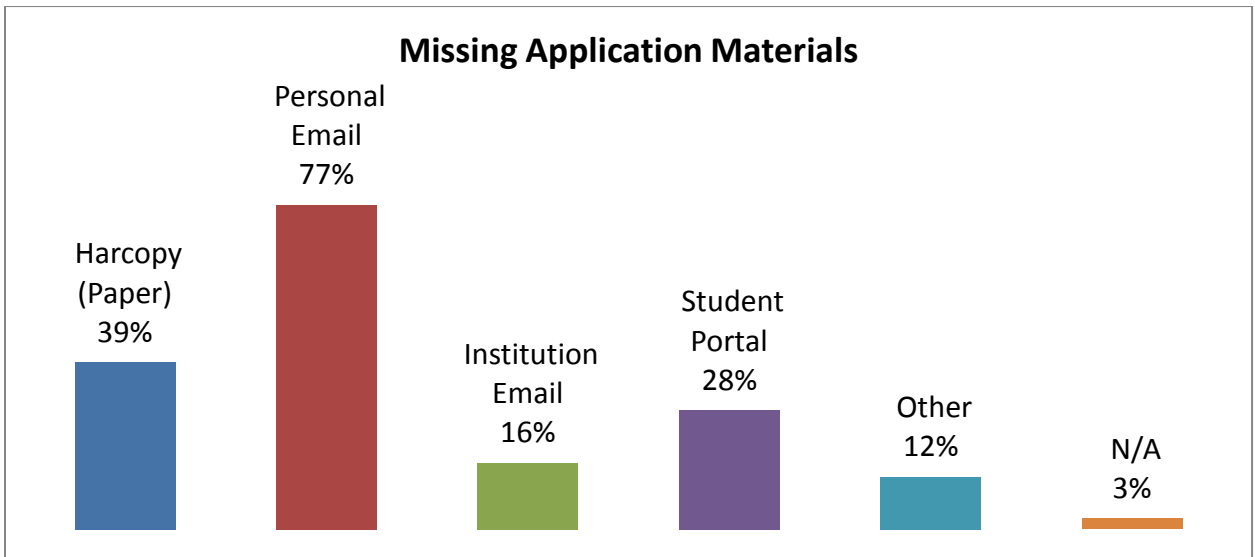
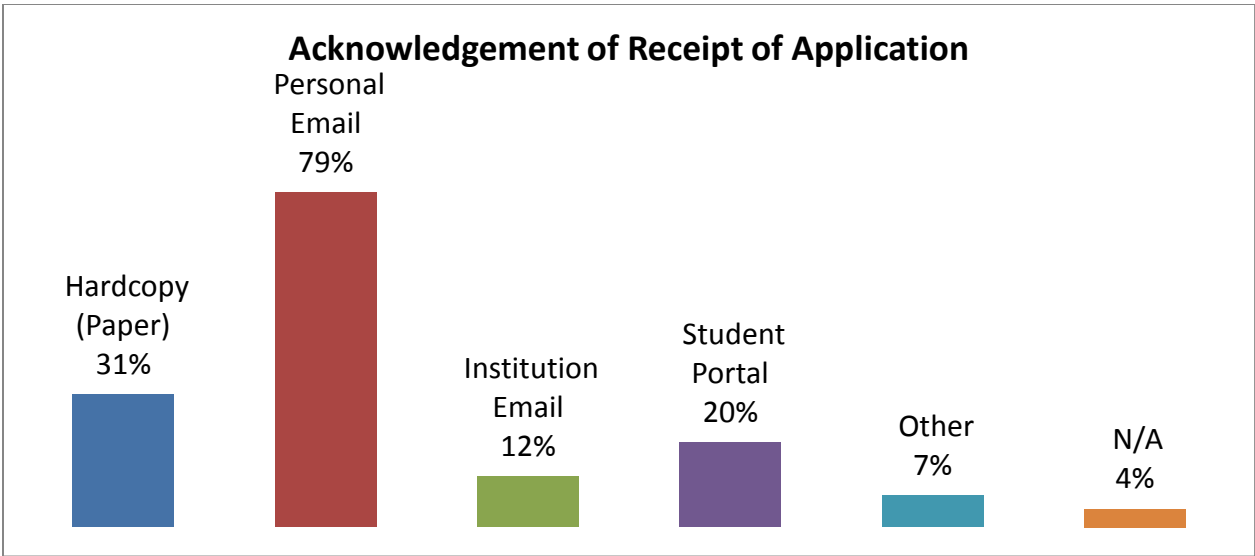
The November AACRAO 60 Second Survey asked respondents to indicate the format of key documents used to support the admissions processes (Appendix A). It was sent via email to all AACRAO members. If more than one person responded per institution, the results were combined into a single institutional response. This technique resulted in 698 unique institutional responses. Respondents represented 21 countries and commonwealths, all 50 states plus the District of Columbia, 8 Canadian provinces and varied institutional types and institutional control (Appendix C and D).

Responses are summarized on the following pages. The percentages in each chart represent the number of responses for each document by document format divided by the total number of respondents (n=698). Respondents were able to check all the document formats that applied to each document (e.g., hardcopy, email, student portal, etc.). As such, the percentages will not add up to 100%. The questions were not required so not all respondents answered all questions. Given the percentage of respondents who selected “Email to Institution Email” for communication representing the early stages of the inquiry and application process, there may have been some misunderstanding about what this item was intended to mean. It was intended to mean that the communication from the institution is sent to an email address provided by the institution.

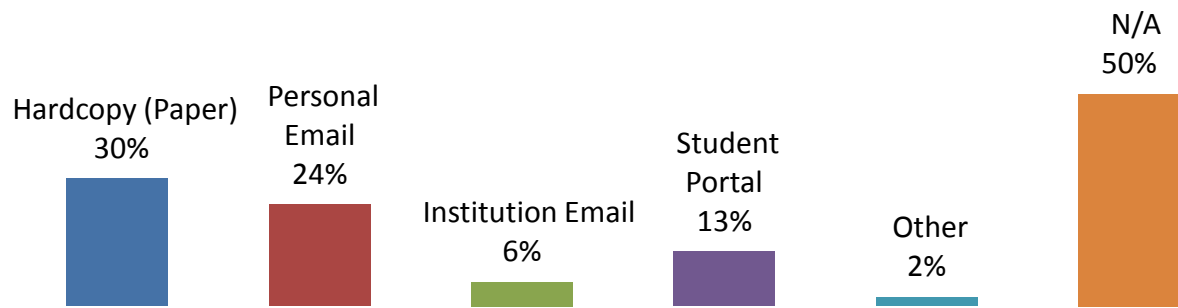
If a respondent selected “other” as the format for the communication, the respondent was able to provide additional information in the form of an open ended text answer. The text responses are included in Appendix B.



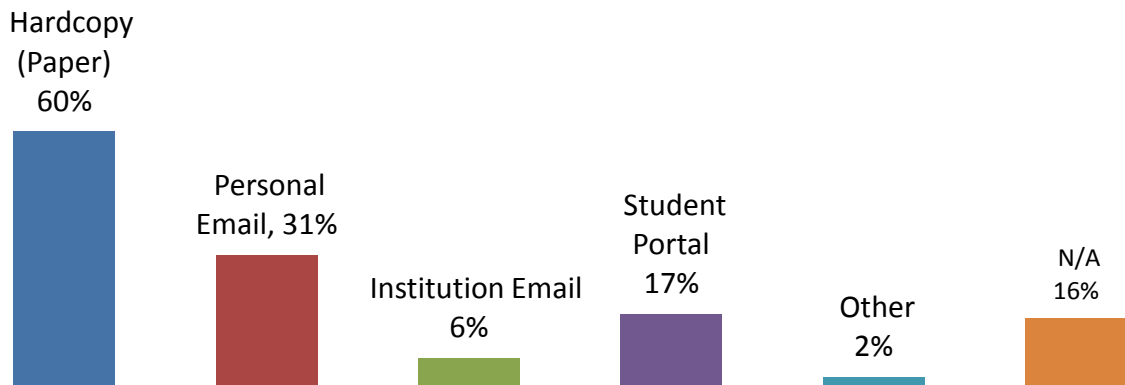




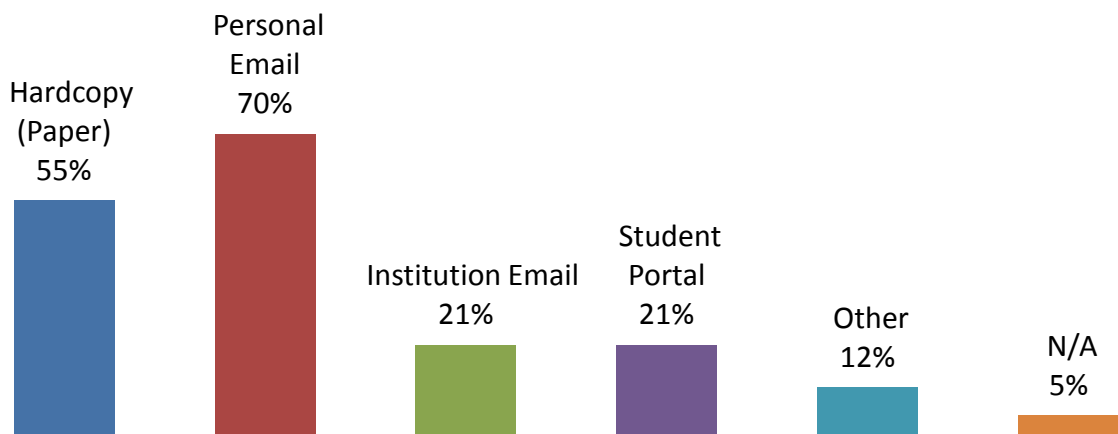
Admission Decision - Waitlist

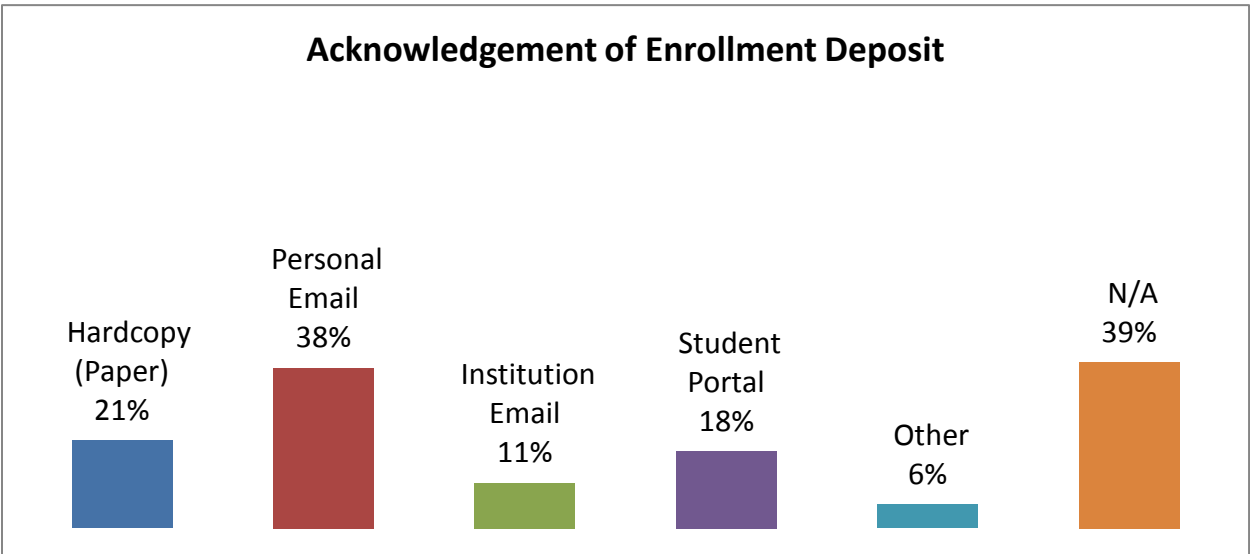
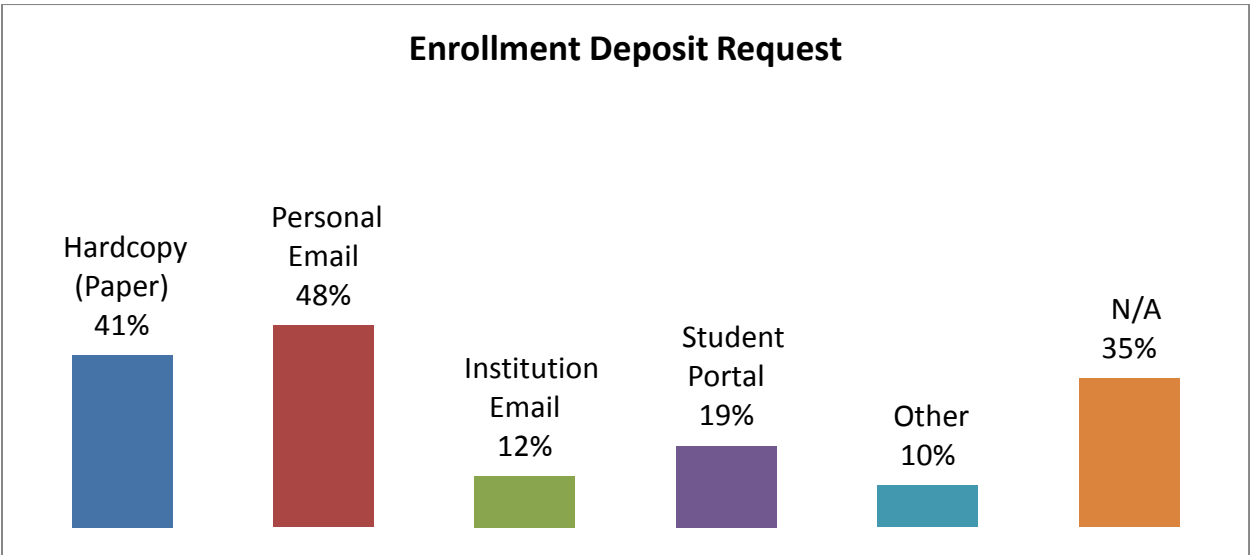
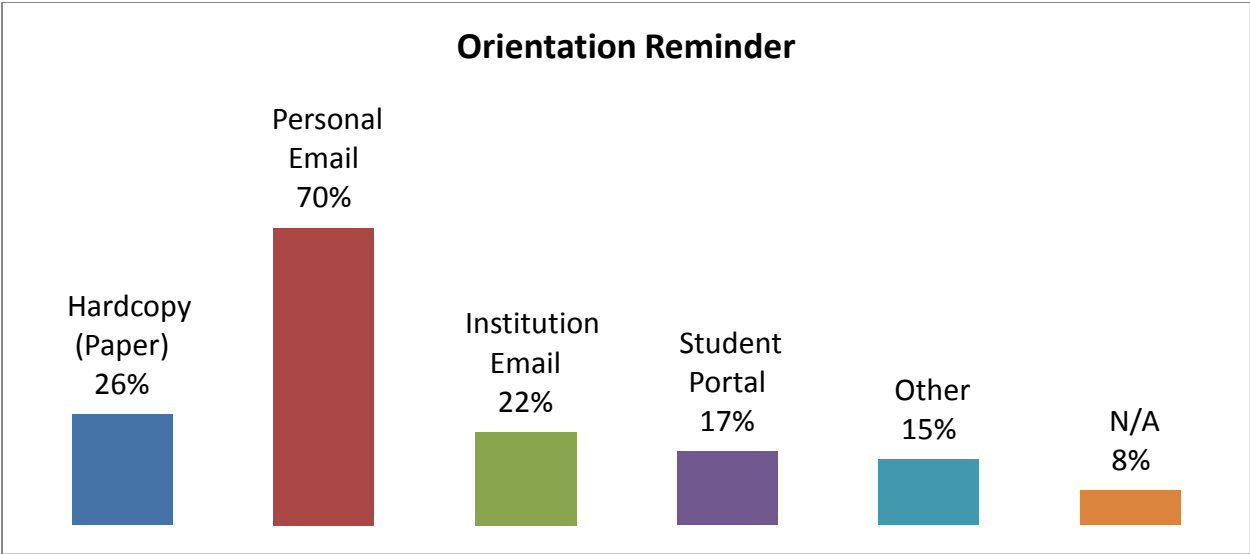


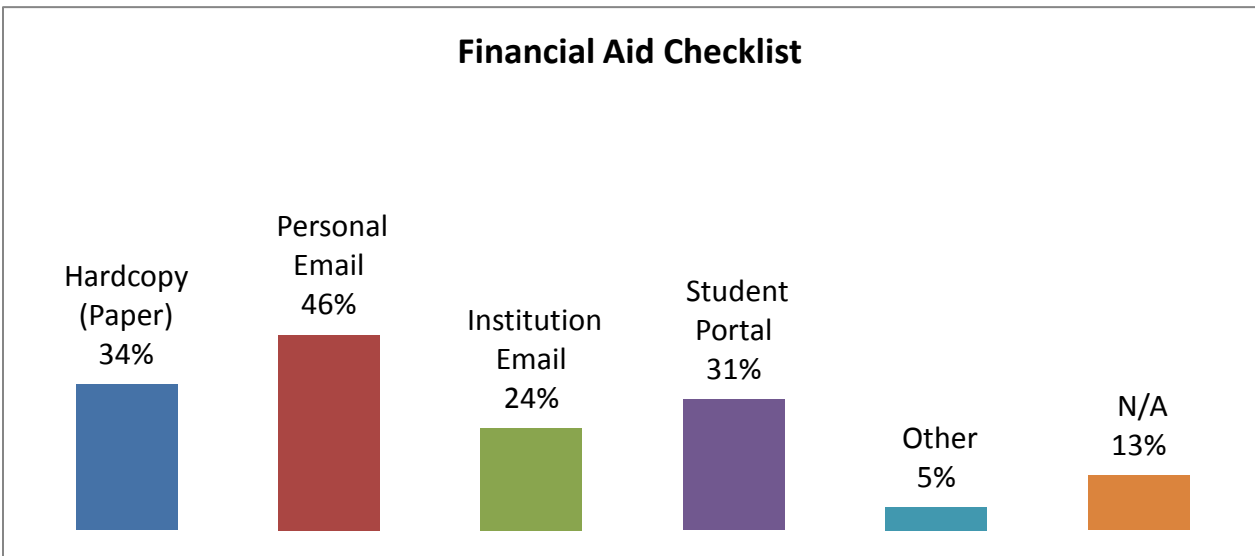
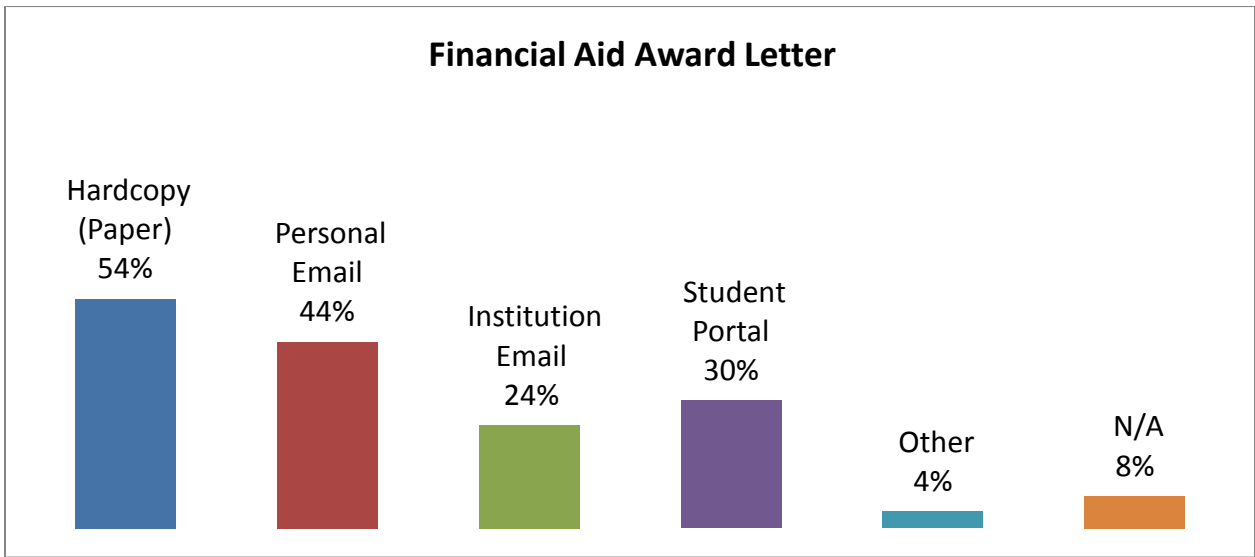
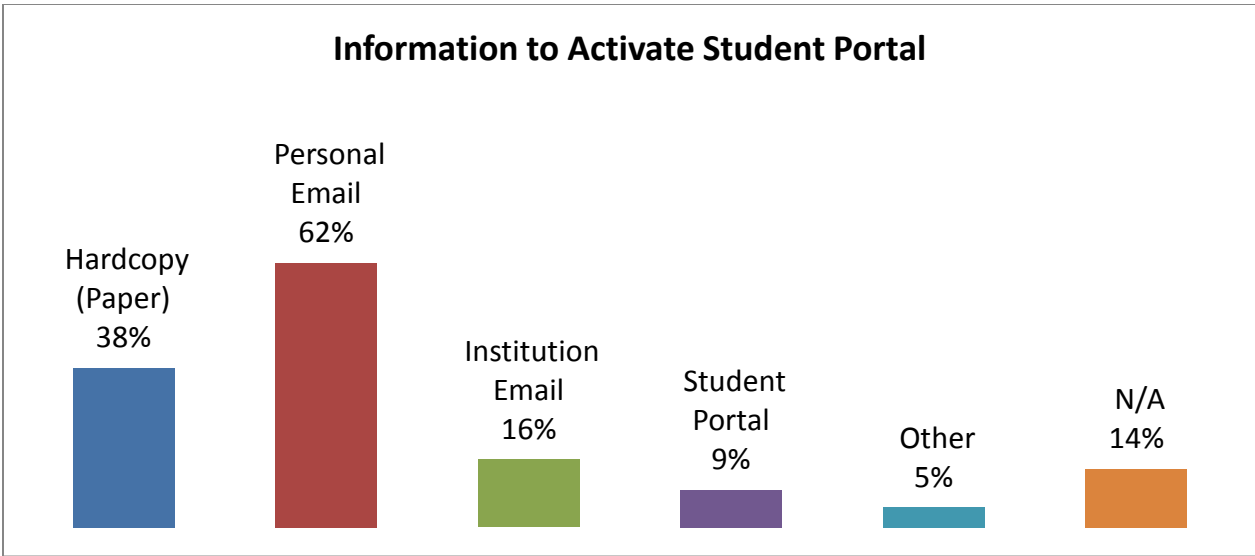
Admission Decision - Denial



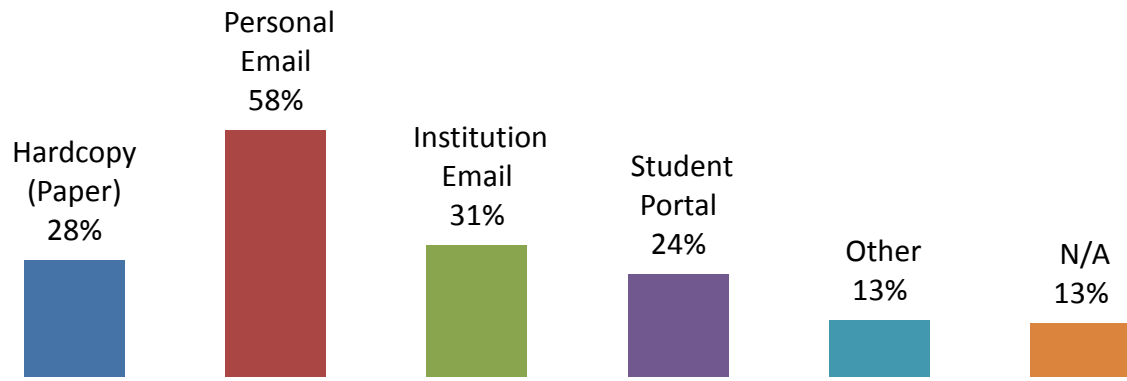
Invitation to Orientation







First Time Registration Reminder



Appendix A: Survey Instrument

AACRAO 60 Second Survey - Admissions Communications

We learned in our CRM practice survey that paper and email are still commonly used to communicate with prospects and applicants. This survey is designed to capture a snapshot of the format of specific key documents used to support the admissions processes.

For the actions below, please indicate how your institution relays the information. Check all that apply.

	Hardcopy (paper)	Email to personal email	Email to institution email	Posting to student portal	Other	N/A
Targeted communications to generate applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inquiry response/acknowledgement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewbook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of receipt of application	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Required/missing application materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admissions offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admissions denial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admissions waitlist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orientation invitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orientation reminder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Request for enrollment deposit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enrollment deposit acknowledgement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information to activate student portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial aid award letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial aid processing checklist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First time registration for classes reminder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you selected, "Other" please add any details you wish to describe the other format(s).



Appendix B: Raw Data responses to "If you selected, "Other" please add any details you wish to describe the other format(s)."

- Information to activate student portal: happens by 'default' through creation of application. No student portal prior to applicant status
- Viewbook is on website only
- A CRM is used only in recruitment here. Once a student has applied or been admitted, the letters are generated from our SIS
- Academic Advisors register first time students
- Actual physical appointment in the Admissions Office
- All are telephone calls
- Also targeted media campaigns (generate applications) and on website
- Also use in person option
- Appointed rep phone call; When an electronic submission of some kind was done, pop up page indicates received
- Available on public website
- Banner online access
- Blog
- By telephone
- Call
- Call
- Call Center, we use students to call prospective students, applicants and admitted students.
- Calling campaigns
- Calls
- Campus events, recruitment etc.
- Catalog is given out at orientation, not during the recruitment process.
- Chats and webinars
- Class of 2019 Facebook page
- College website; institution does not collect enrollment deposits
- Communications through school counselors
- Contact by telephone
- Deliver viewbooks in person during school/college visits
- Details/general information is posted/updated on our website.
- Direct mail, retargeting
- Email to request "inquiry packet", social media
- Face to face connections via high school recruitment
- Facebook page for Enrolling Class
- Facebook, Twitter
- First time students are registered manually by staff.
- In addition to sending reminders, we also push general reminders out by social media and post them on our website.
- Info sessions, communication with high school counsellors
- Institution website
- Secure online tool to view brochures
- Marketing



- Most of the other is personal contact from an institutional representative
- Much of this information is in our on line catalog
- No viewbook , waitlist or admissions charges
- On our website we have a viewbook. Links to the viewbook are also sent as links in all emails.
- Online chat with students and phone
- Online status tracking page which is different from our student portal.
- Online through website
- Opt-in text; electronic viewbook available on Web
- Other formats: websites which widely share timelines and announcements but not in a student specific portal format.
- Other is a phone call to applicant/student.
- Other is social media (Facebook, Twitter)
- Other typically indicates phone call to student
- Our Admission counselors contact all of their students at least once a month. Night calling team contacts those lacking pieces
- Our Director of Undergraduate Admissions said we often contact prospects and new, incoming students by phone
- Our students don't access the student portal until the semester begins. They activate it through us at orientation
- Personal calls
- Personal Phone Call
- Personal phone call from counselor
- Personal phone calls
- Personal phone calls and texting
- Personal phone calls to student/parents
- Personal telephone calls from admissions staff and phone calls from student calling team
- Phone
- Phone
- Phone
- Phone
- phone
- Phone
- Phone
- Phone
- Phone
- Phone
- phone
- Phone
- Phone
- Phone and/or text
- Phone blasts or personal phone calls
- Phone Call
- Phone call
- Phone call
- Phone call
- Phone call



- Phone, instant messenger
- Phone, text
- Phone, We make the formal transition to the institution email once the student has been accepted.
- phone, website, social media, poster/banner
- Phoning Guidance Office
- Post cards
- Post Cards
- Post cards Electronic viewbook on admissions home page
- Post to website
- Postcards, Social Media
- Posted to website
- Posting on website
- Program oriented information posted on website along with catalog
- Radio, web page and social media
- Recruitment Fairs/ Face to Face contact
- Recruitment information is done primarily by departments, on the website or at fairs. Registration reminders for grad students is handled by the department
- Robo Phone Call
- Robo-calls, Staff calls
- SMS
- SMS/TEXT MESSAGING
- Social media
- Social media
- Social media
- Social media
- Social media
- Social media
- Social media
- Social Media
- Social media
- Social Media
- Social media (Facebook, Twitter) posts and posts on our institutional page to direct prospects to events, information nights, etc.
- Social media efforts
- Social Media outlet posts
- Social media outlets
- Social media sources, targeted internet advertising
- Social Media, In-person meeting, phone calls, postcard
- Social media, transit advertising, etc.
- Some info if found in our registration guide-hard copy
- Student activation is done on campus during registration, registration is done face to face on campus....
- Students are reached via phone call.
- Students register online at initial orientation. subsequent term registration reminder sent via text message
- Targeted communications are posted on specific sites on web and social media



- Telemarketing
- Telephone
- Telephone
- Telephone calls
- Telephone calls
- Telephone communication with students
- Telephone, face-to-face
- Telephones and banners are sometimes used
- Text
- Text message
- Text message
- Text messages
- Text messages
- Text messaging
- Text messaging
- Text messaging
- Text Messaging
- Text Messaging
- Text, social media
- Texts
- Tuition deposit is not required for our school
- Tweet, blog, Facebook
- Twitter, Facebook
- University Facebook
- University Website
- Verbal
- Viewbooks are only provided to visitors
- Viewbook in .pdf format on website
- Viewbook is available online for anyone who wish to take a look at it.
- We also send reminders by making a phone call.
- We also text and call
- We also use text messaging and robocalls
- We answer telephone inquiries by telephone
- We are an open door institution and rarely deny students from attending.
- We do a lot of communication through telephone calls.
- We find applicants at events and we also call to admit.
- We have open admission.
- We notify folks by phone quite a bit.
- We provide Viewbooks during recruitment visits.
- We relay a lot of information in person and on the phone
- We send notices to both the personal and institutional email that directs students to look at the student portal for their letter. We do not have a CRM at this time.
- We still communicate with new students primarily over the phone to be sure they get the help they need to start their program.



- We still use the telephone :) as well as social media.
- We typically will call students when they are missing information. We also provide access to the student portal via phone.
- We use online application. After an application is processed, students can log back into the online application account to check their application status.
- We utilize regularly utilize text, chat, and social media to communicate with students. We rely heavily on internet advertising to generate admissions interest.
- We will call students to better serve them as incoming students.
- Web
- Web landing page
- Web page
- Web site
- Web, Social Media, Pre-recorded messages
- _____ does not have student portals. _____ students have a prescribed curriculum. They do not have to register for classes.
- Website
- Website
- Website and general info. is posted on video monitor.
- Website and personal delivery.
- Website or content management system
- Website postings



Appendix C: Count of Respondent by Country, Commonwealth and State or Province, if applicable

Country, Commonwealth – State or Province	Count
Antigua and Barbuda	1
Armenia	1
Canada	39
Alberta	6
British Columbia	10
Manitoba	2
Newfoundland and Labrador	1
Nova Scotia	1
Ontario	14
Quebec	4
Saskatchewan	1
Dominican Republic	1
France	1
Italy	1
Jamaica	1
Kazakhstan	1
Korea	1
Kuwait	1
Northern Mariana Islands	1
Peru	1
Philippines	1
Poland	1
Puerto Rico	3
Singapore	1
Spain	2



Switzerland	1
Trinidad and Tobago	1
United Arab Emirates	2
United States	636
Alabama	12
Alaska	3
Arizona	11
Arkansas	7
California	50
Colorado	5
Connecticut	6
District of Columbia	3
Florida	19
Georgia	13
Hawaii	4
Idaho	7
Illinois	34
Indiana	9
Iowa	8
Kansas	7
Kentucky	9
Louisiana	7
Maine	2
Maryland	14
Massachusetts	22
Michigan	21
Minnesota	16
Mississippi	3
Missouri	23
Montana	5
Nebraska	11
Nevada	4
New Hampshire	3
New Jersey	18
New Mexico	3
New York	43
North Carolina	10
North Dakota	2
Ohio	20
Oklahoma	7
Oregon	11



Other	3
Pennsylvania	30
Rhode Island	4
South Carolina	12
South Dakota	4
Tennessee	14
Texas	52
Utah	5
Vermont	4
Virginia	20
Washington	12
West Virginia	4
Wisconsin	19
Wyoming	1
Grand Total	698



Appendix D: Count of Respondent by Institution Type and Control

Institution Type and Control	Count
4 (Undergraduate)	84
P	31
PN	50
PP	3
1+ (Graduate and/or professional)	36
P	3
PN	32
PP	1
2Lower (Two-year lower division only)	144
P	135
PN	7
PP	2
2UpperGrad (Two year upper division with graduate)	1
P	1
4+ (Undergraduate, graduate and/or professional)	414
P	203
PN	194
PP	17
Other	19
P	5
PN	3
PP	1
UNK	10
Grand Total	698

PN = private, not for profit

P = public

PP = private proprietary

UNK = unknown

