ECHO DELTA
Higher Education Marketing & Consulting

Designing for Decisions

How Prospective Students Rank Academic, Admissions, and Aid Information on University Websites

PRESENTED BY

Jarrett Smith, SVP Strategy, Echo Delta

Grant De Roo, Founder & Principal,
ADV Market Research

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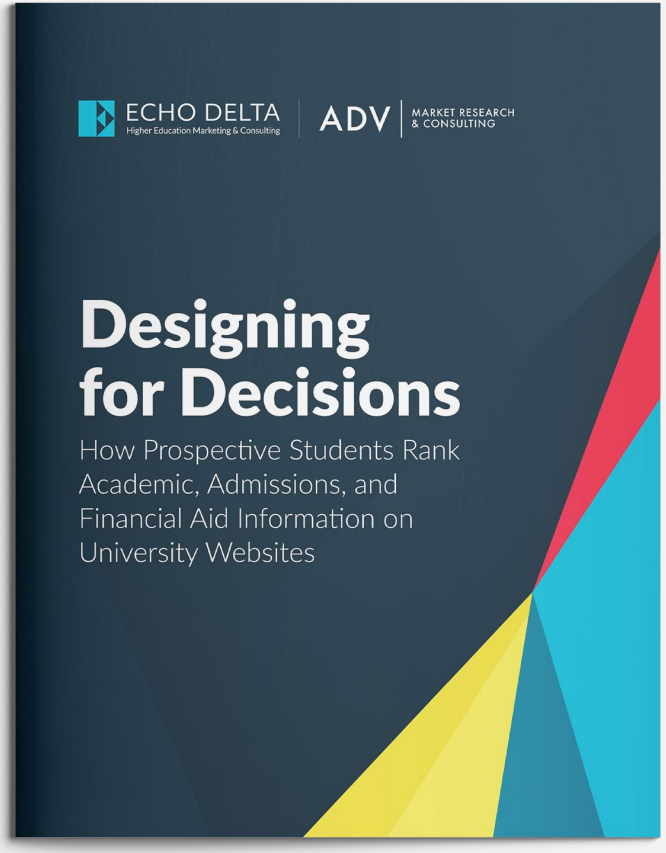

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Your Presenters

Jarrett Smith
Partner / SVP of Strategy
Echo Delta

Grant De Roo
Founder & Principal
ADV Market Research

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What are students **actually trying to do** when they visit your .edu?

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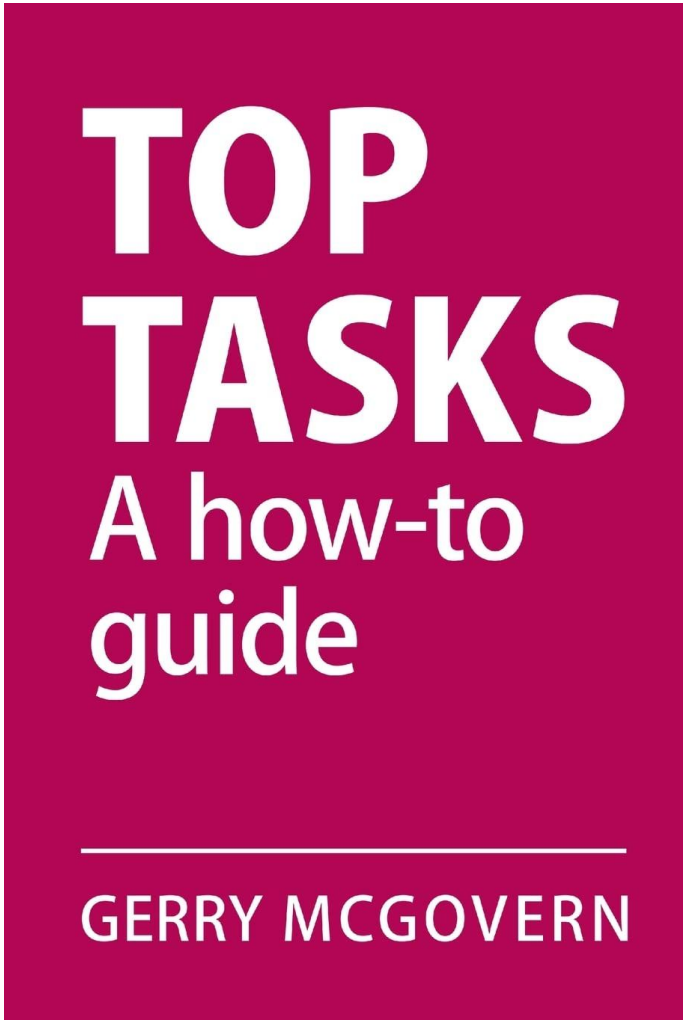

Microsoft

TOYOTA

CISCO

BBC

IBM

Government
of Canada

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How Top Tasks Works

- Long list of possible tasks (40-50)
- Participants choose **top five**
- Forces prioritization - **only top needs rise to the surface**
- Results follow a **“long tail” pattern**

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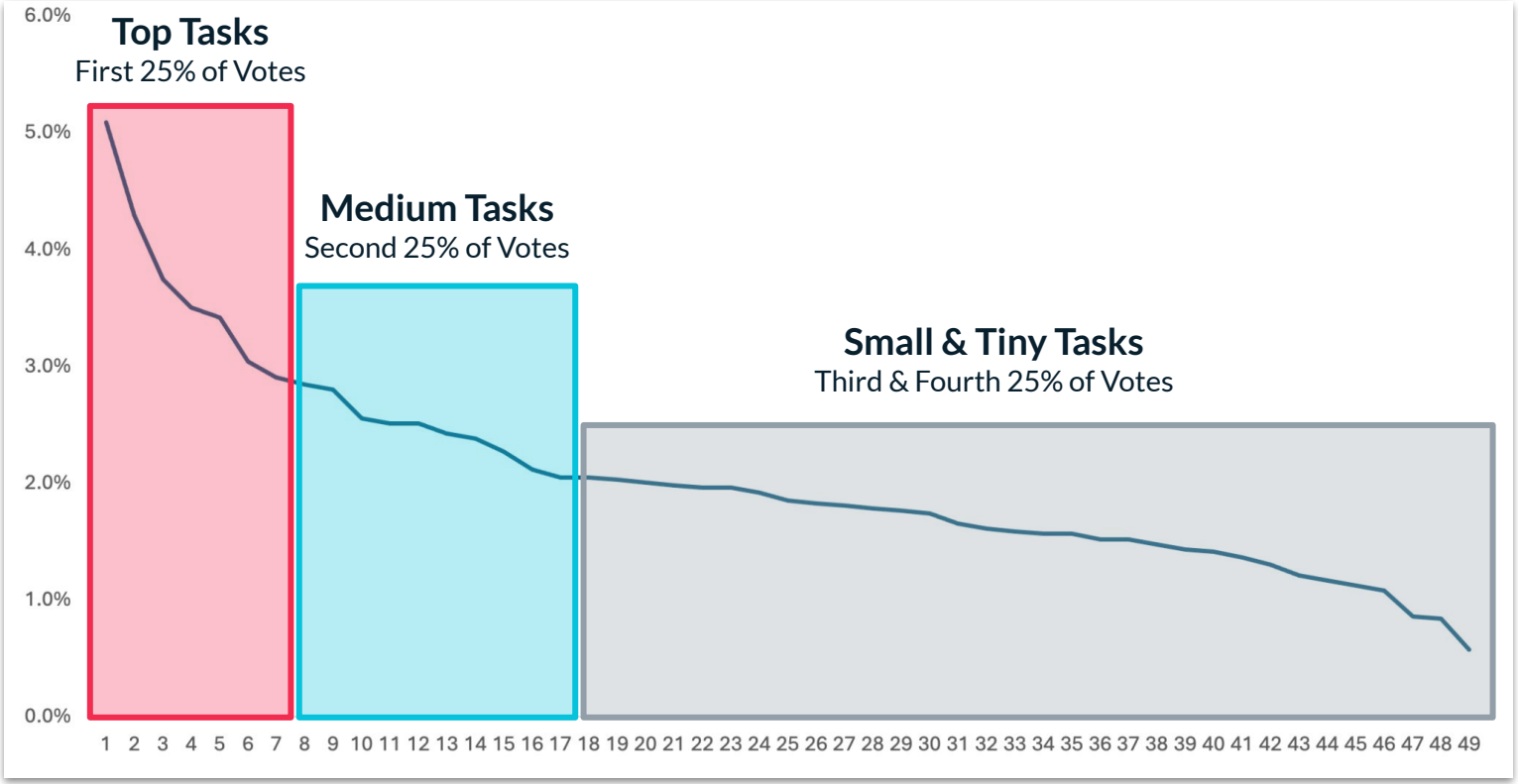
Top Tasks Distribution



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Admissions & Aid Tasks (41)

Admissions

- Acceptance rate
- Admission criteria (GPA, test scores, etc.)
- Admissions application portal (begin, continue, submit)
- Appeal process for admission decisions
- Application deadlines
- Application fee cost and waiver
- Application requirements (transcripts, recommendation letters)
- Automatic or direct admissions pathways
- Class profile (GPA, test scores, student home states)
- Contact current students or alumni
- Deferral options once admitted
- Honors program application and scholarship
- Interviews offered/required for admission
- Next steps for admitted students (deposit, orientation, registration)
- Standardized testing policy
- Status of my application
- Timeline for admissions decisions
- Transfer process
- Who is my admissions counselor? (name, contact info)

International

- Admission requirements for international students
- English proficiency requirements
- Financial documentation requirements for student visas
- International student scholarships and financial aid
- Visa and immigration requirements

Campus Visit

- Events for admitted students
- In-person campus visit options
- On-campus events for potential students
- Virtual info sessions and campus tours

Financial Aid & Scholarships

- Actual cost to attend after estimated financial aid
- Average student debt after graduation
- Deadlines for financial aid (FAFSA, scholarships, grants)
- Financial aid appeals process
- Financial aid eligibility requirements
- Financial aid forms
- Financial aid staff contact information
- In-state vs. out-of-state tuition differences
- Loan repayment options and policies
- Overview of how to apply for financial aid
- Payment plan options
- Timeline for financial aid award notifications
- Total cost of attendance (tuition, fees, room & board, and expenses)
- Tuition and fees
- Types of financial aid (scholarship, grants, loans, work-study)

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Academic Program Tasks (49)

Academic Programs
- Average weekly time commitment for the program
- Course descriptions and syllabi
- Course format for online classes (live vs. recorded)
- Courses required for the program/major
- Credit transfer policies
- Faculty accessibility for online students
- General education requirements
- List of all programs/major offered
- Online student support services
- Online vs. in-person program options
- Program concentrations and specializations
- Program rankings and national recognition
- Resources of courses for students who are undecided
- Special facilities or equipment included in the program
- Technology requirements for online courses
- What makes the program different from options at other schools

Support & Advising
- Tutoring and academic support services

Accreditation & Licensure
- Accreditation status of a program
- Exam pass rates for licensure programs
- Licensure or certification requirements after graduation

Admission & Aid
- Employer tuition reimbursement policies
- Fellowship and grant funding opportunities
- Financial aid options for specific majors/programs
- Graduate assistantship opportunities
- Information request to learn more about a program
- Prerequisites or other unique admission requirements
- Tuition and fees for the major/program
- What makes a strong applicant to the program

Experiential & Co-Curricular Learning
- Capstone projects or thesis options
- Clinical or practicum requirements
- Clubs/organizations related to the major/program
- Internship opportunities available for a program
- Research opportunities available within the program
- Study abroad options associated with the program

Outcomes & Career Prospects
- Average time to complete degree program
- Career paths and success stories from graduates of the program
- Employment projections for occupations related to the program
- Graduate employment rates for a program
- Graduate school acceptance rates for program alumni
- Median salaries in occupations related to the program
- Median salaries of program graduates
- Program's industry connections and employer partners
- Student satisfaction with program (% that would recommend it)

Faculty & Research
- Contact information for faculty and advisors
- Faculty credentials and backgrounds
- Faculty research areas and publications

Miscellaneous
- Accelerated program options
- Times when classes are typically held
- Which campus the program is offered on

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Top Tasks reveals the few critical tasks

- **User-centric:** focus on what users want to do, not what institutions want to say
- **Prioritization**, not rating
- Cuts through **internal assumptions, politics, and content bloat**
- Actionable - empowering teams to design for **what matters most to users**

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Survey Highlights

1,031 future students

March 2025

16-55 years old

Representative by gender, race, HHI, etc.

Intend to enroll in **college** within **3 years**

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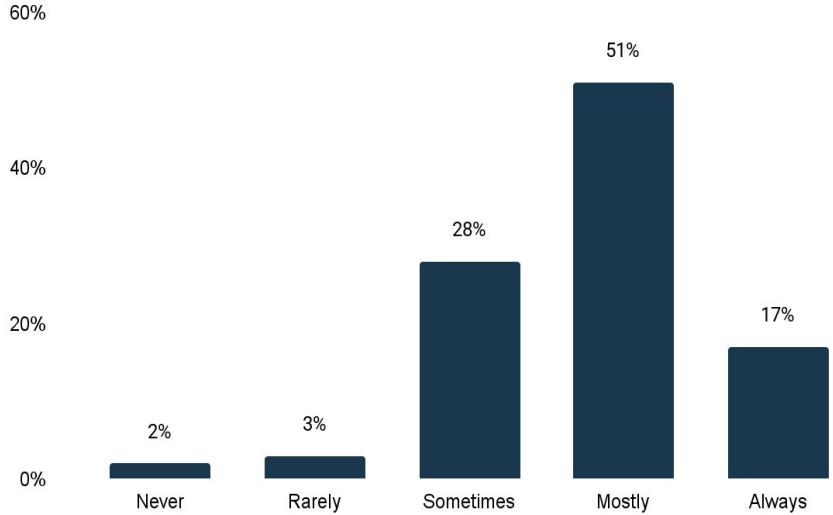
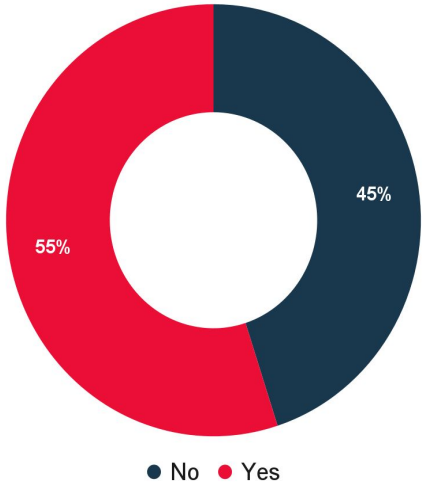
Middling ability to find what students are looking for

How often can you find what you need from college websites?



Have you ever abandoned a college website because you couldn't find what you needed?



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The Big Picture: Aggregate Results

01

Admissions & Aid

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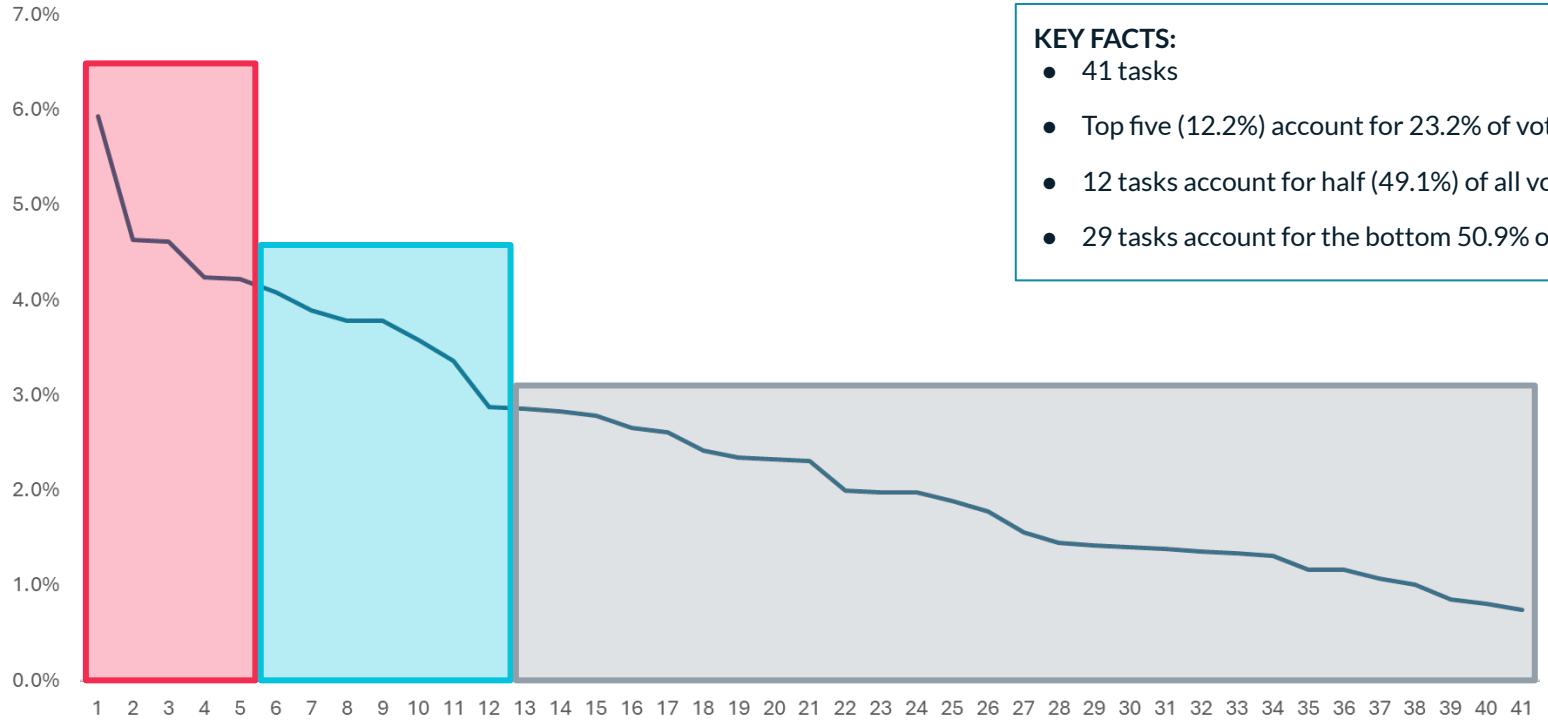
Admission & Aid Tasks: Distribution Curve



KEY FACTS:

- 41 tasks
- Top five (12.2%) account for 23.2% of votes
- 12 tasks account for half (49.1%) of all votes
- 29 tasks account for the bottom 50.9% of votes

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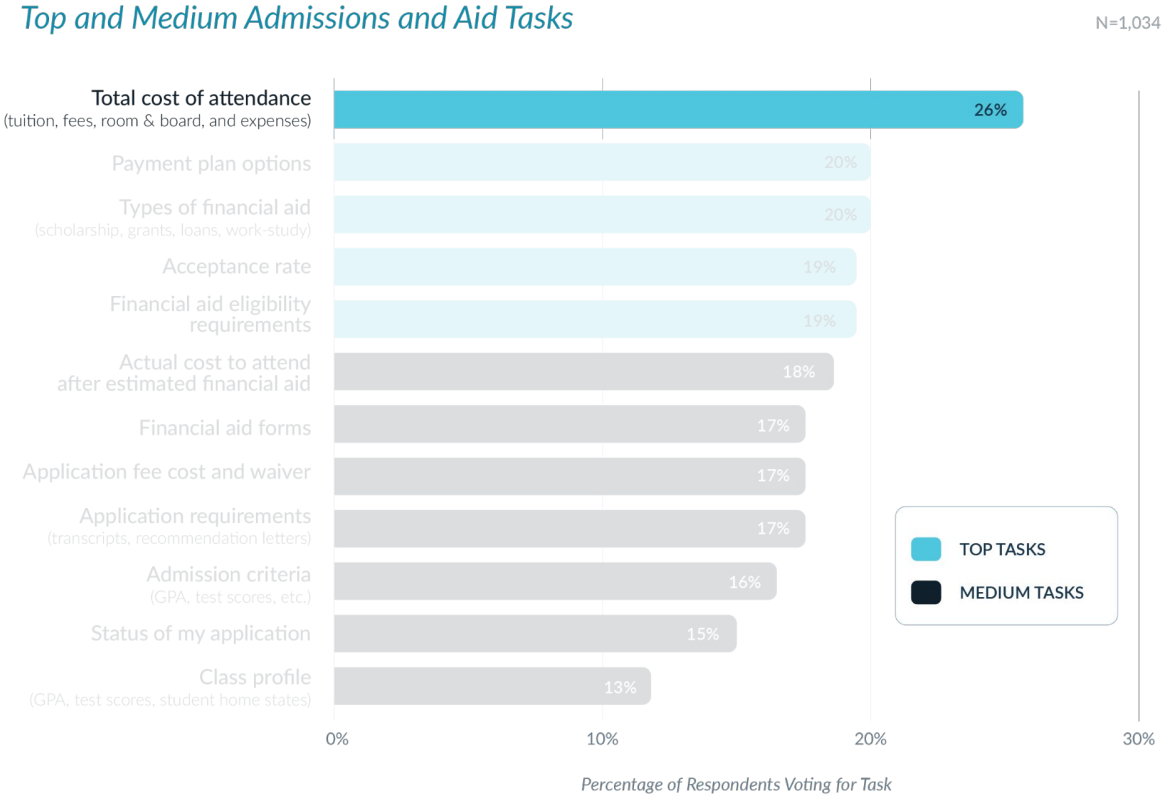
Supertask #1: Total cost of attendance

"What is this actually going to cost me?"



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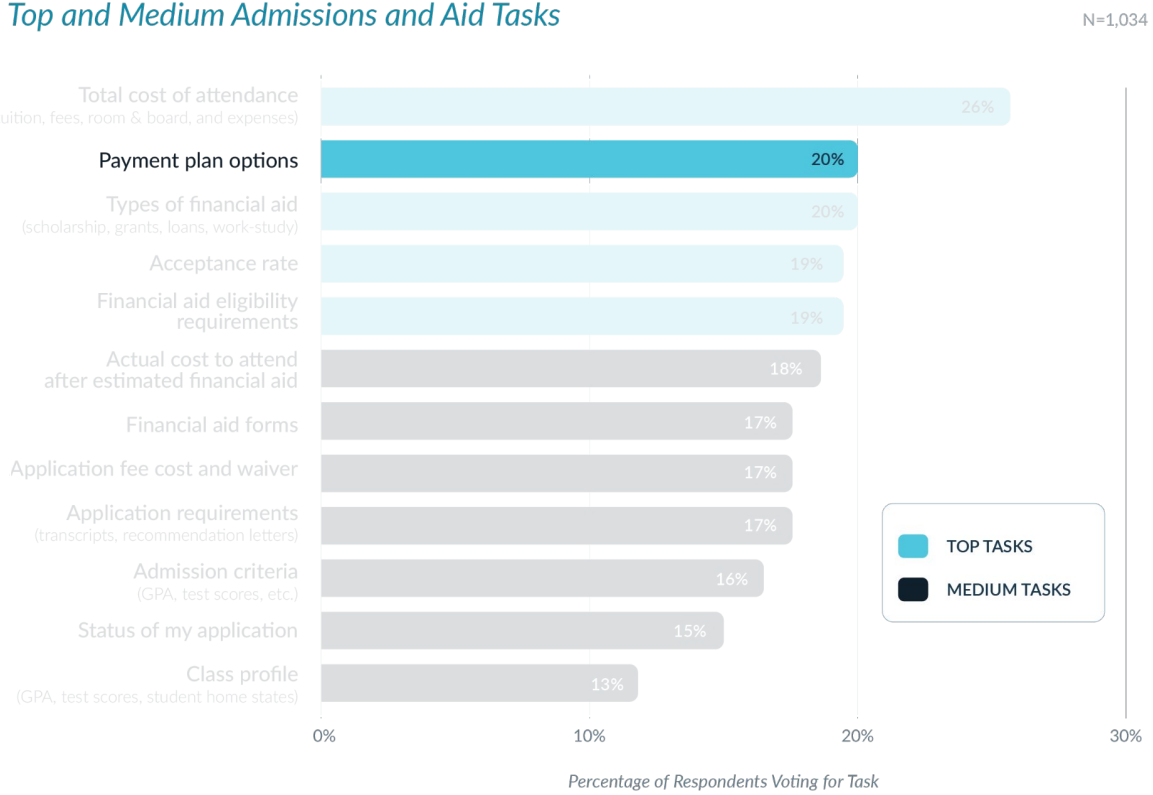
Payment plans: A missed opportunity?

- ➔ Offered by most business offices
- ➔ Not typically listed in financial aid sections
- ➔ Manage cash flow, not total cost



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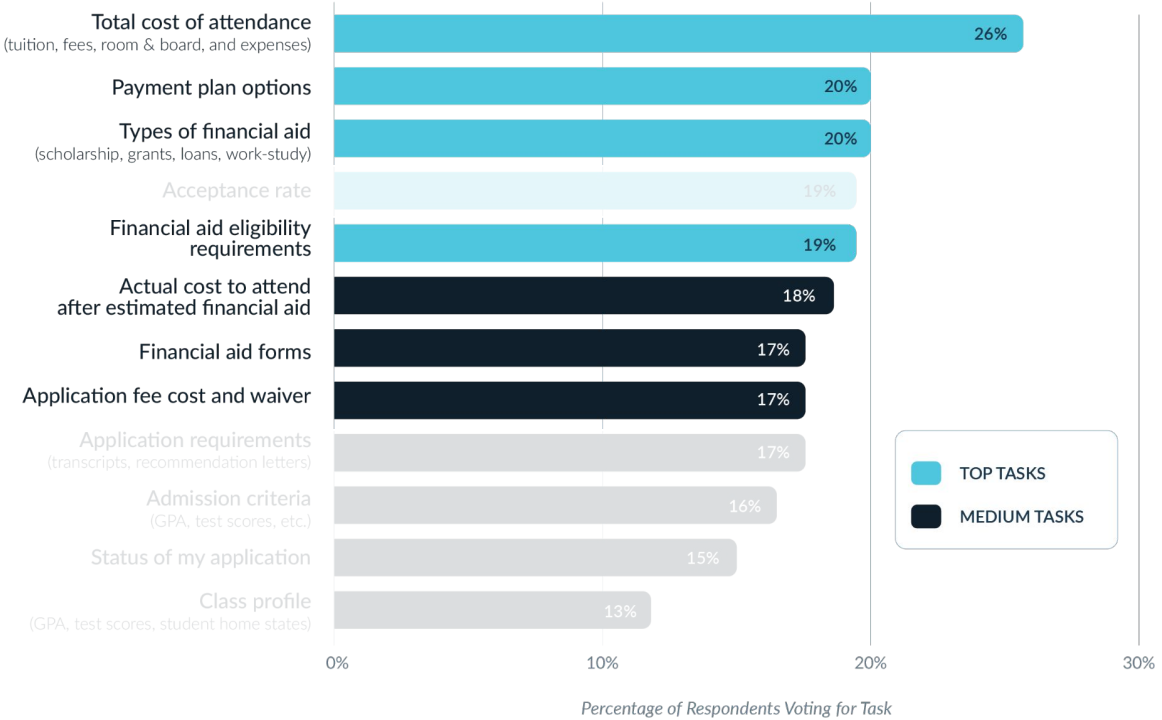
Cost dominates high priority tasks

Top and Medium Admissions and Aid Tasks

N=1,034



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Cost first.

Everything else later.

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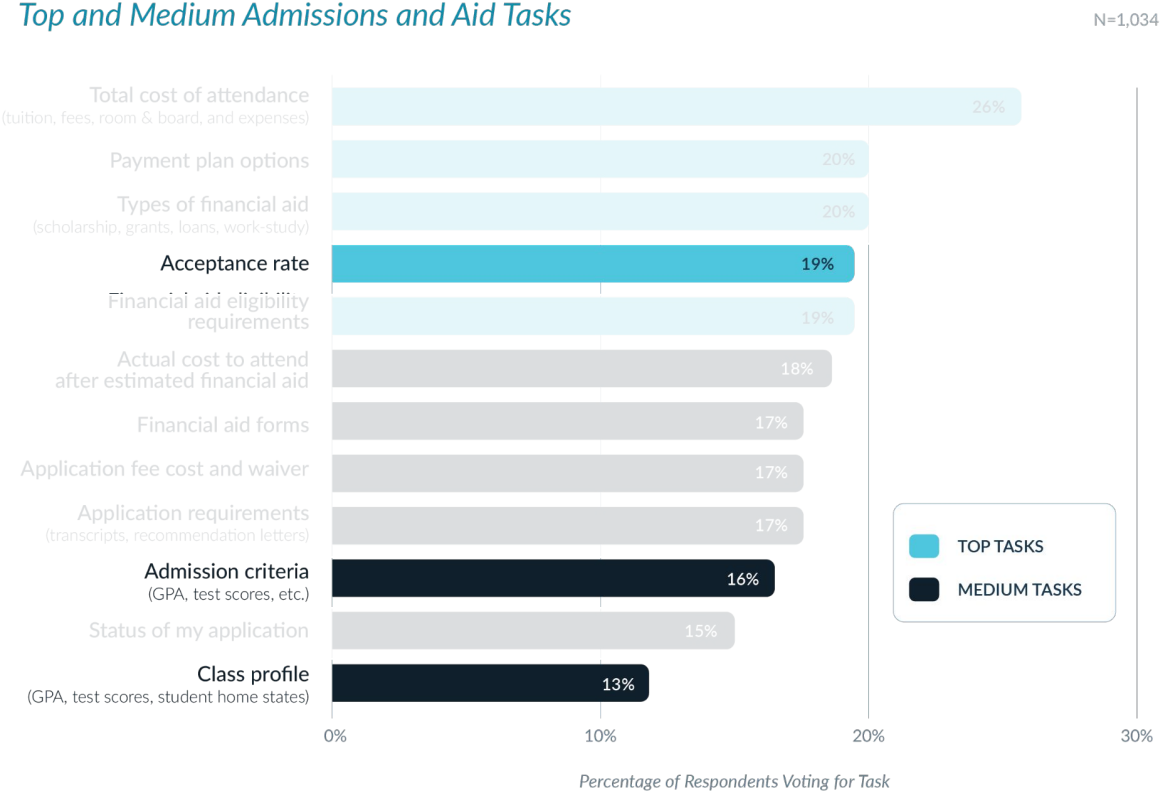
After cost, students size up the odds



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Noteworthy small and tiny tasks

SMALL TASKS

- Application deadlines
- Application portal
- Campus visit options

TINY TASKS

- Timeline for admissions decisions
- Who is my admissions counselor?
- Standardized testing policy
- Virtual info sessions / campus tours

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Academic Programs

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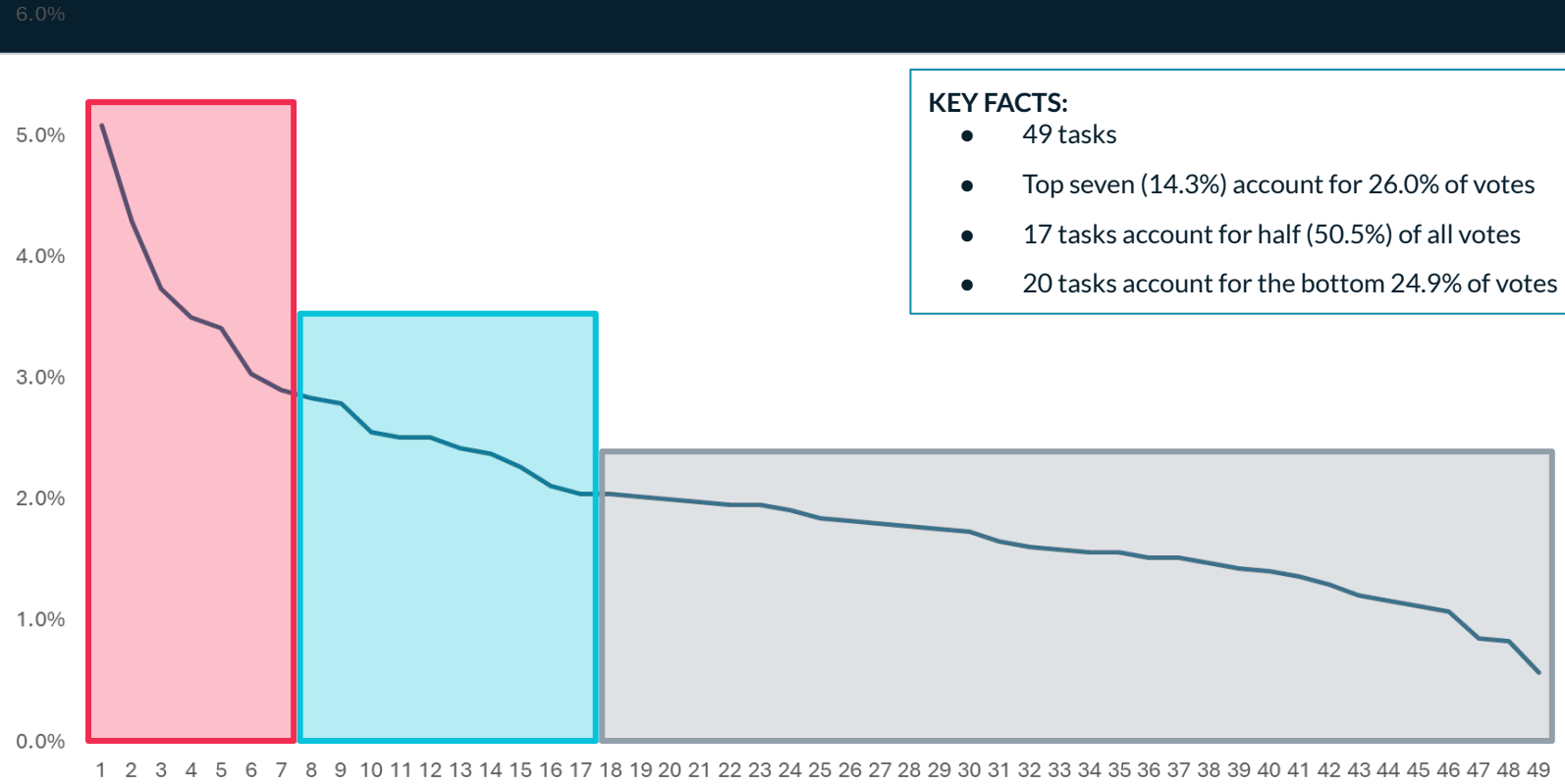
Academic Programs: Distribution Curve



KEY FACTS:

- 49 tasks
- Top seven (14.3%) account for 26.0% of votes
- 17 tasks account for half (50.5%) of all votes
- 20 tasks account for the bottom 24.9% of votes

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What will this **program** actually cost me?

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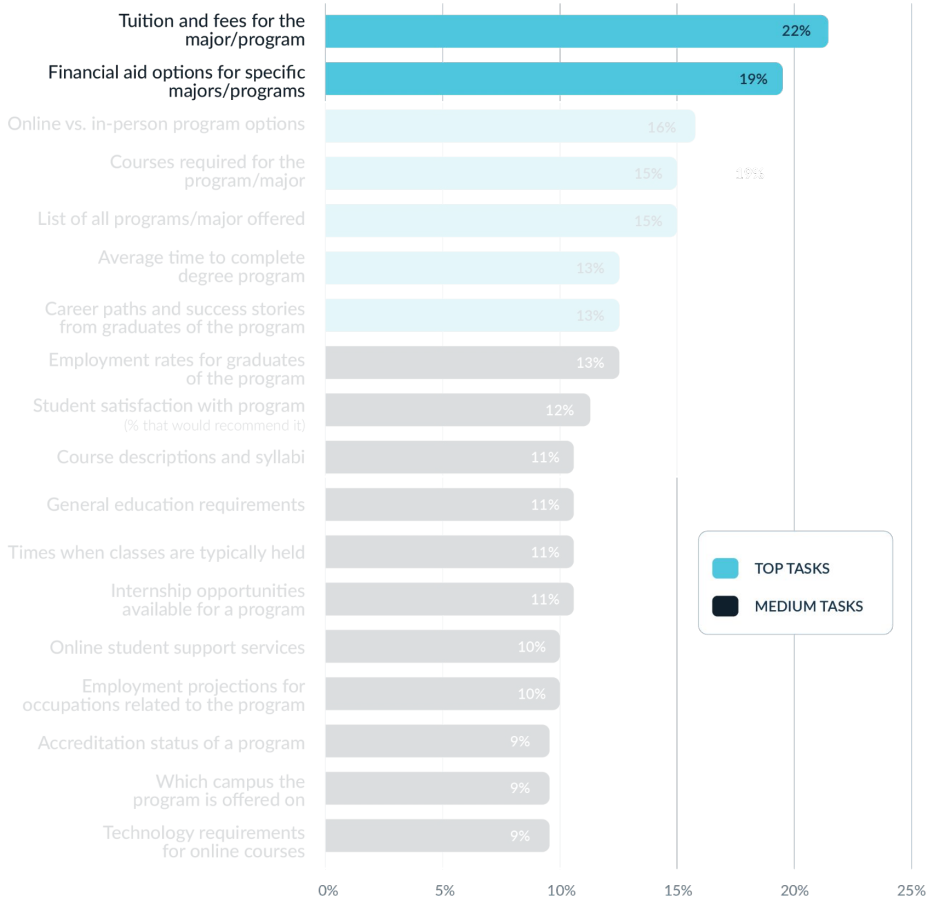
Cost is an academic concern, too

Top and Medium Academic Program Tasks

N=1,034



Percentage of Respondents Voting for Task

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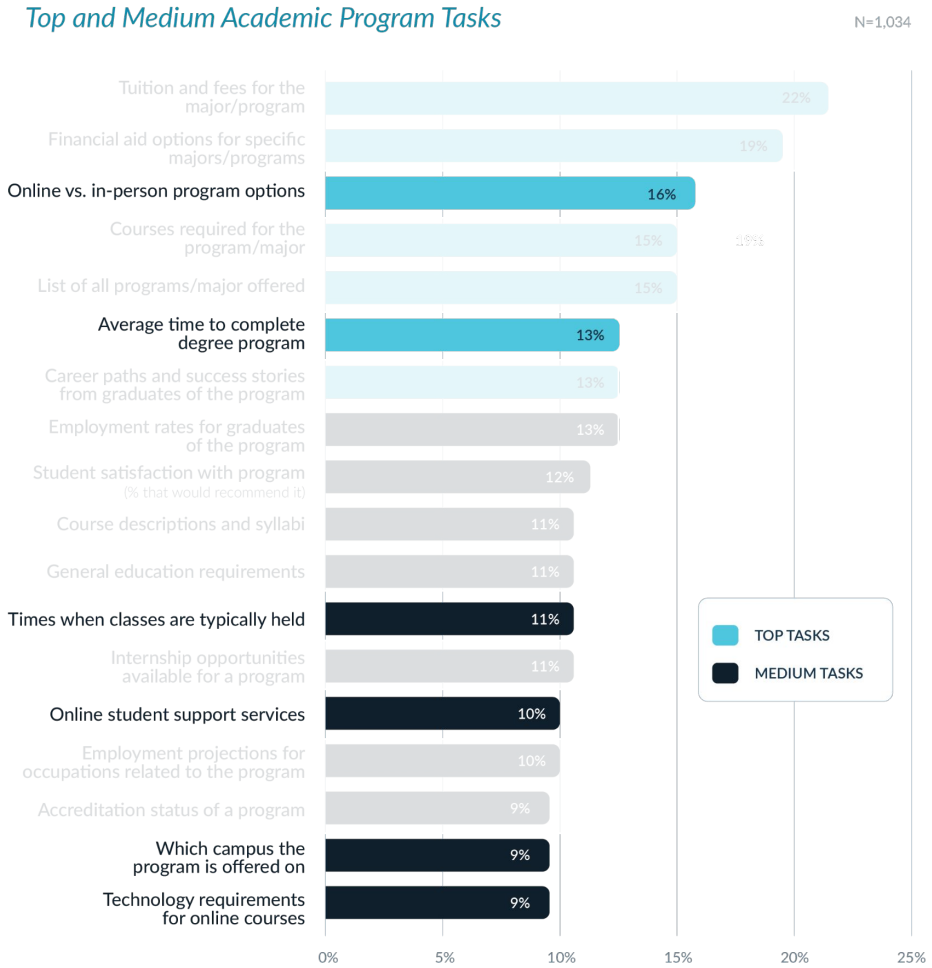
Practical and logistical concerns rank highly



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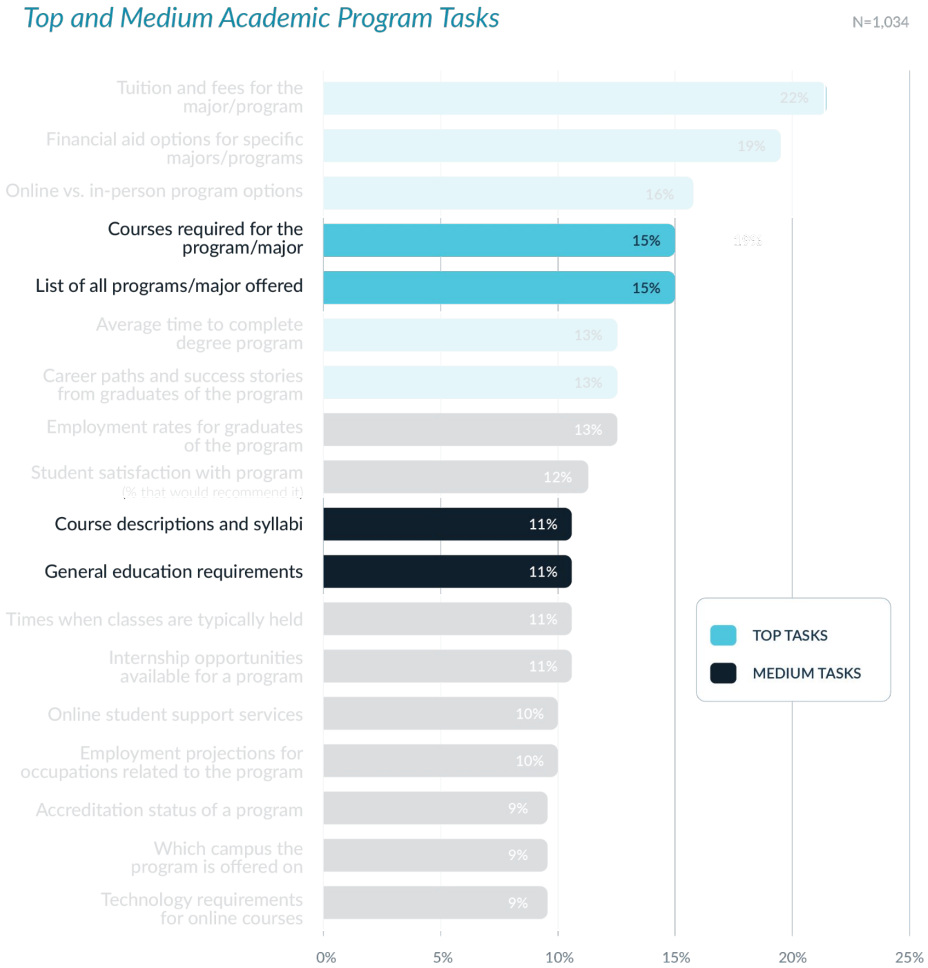
Yes, the academics matter, too.



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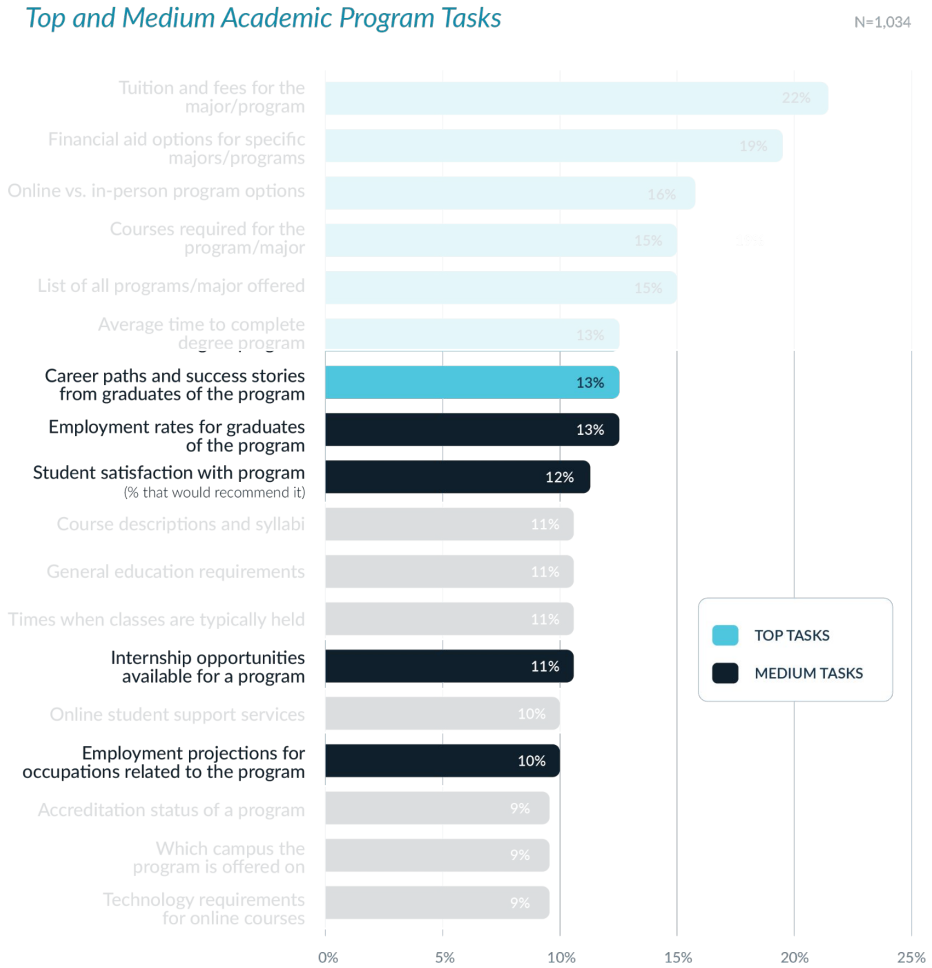
Students seek confidence in outcomes



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Students don’t buy what you do. They buy what you **do for them** .

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Noteworthy Small and Tiny Tasks

SMALL TASKS

- Graduate school acceptance rates

TINY TASKS

- What makes the program different*
- Research opportunities
- **Program rankings**
- Median salaries for program graduates
- Faculty research and publications

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Higher Ed Pros
vs.
Prospective Students

02

Admissions & Aid

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Prospective Students

Total cost of attendance (tuition, fees, room & board, and expenses)

Payment plan options

Types of financial aid (scholarship, grants, loans, work-study)

Acceptance rate

Financial aid eligibility requirements

Actual cost to attend after estimated financial aid

Financial aid forms

Application requirements (transcripts, recommendation letters)

Application fee cost and waiver

Admission criteria (GPA, test scores, etc.)

Higher Ed Professionals

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⛔ Application deadlines

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⛔ Admissions application portal (begin, continue, submit)

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⛔ In-person campus visit options

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✅ Application requirements (transcripts, recommendation letters)

⛔ In-person campus visit options

✅ Types of financial aid (scholarship, grants, loans, work-study)

⛔ Status of my application

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Prospective Students		Higher Ed Professionals
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Payment plan options	⛔	Application deadlines
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Acceptance rate	⛔	Admissions application portal (begin, continue, submit)
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Application fee cost and waiver	⛔	Status of my application
Admission criteria (GPA, test scores, etc.)	⛔	Overview of how to apply for financial aid

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Prospective Students

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❗ **Payment plan options**

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⛔ Status of my application

⛔ Overview of how to apply for financial aid

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Academic Programs

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Prospective Students

Tuition and fees for the major/program

Financial aid options for specific majors/programs

Online vs. in-person program options

Courses required for the program/major

List of all programs/majors offered

Average time to complete degree program

Career paths and success stories from graduates of the program

Employment rates for graduates of the program

Student satisfaction with program (% that would recommend it)

Course descriptions and syllabi

Higher Ed Professionals

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✅ Courses required for the program/major

⛔ Program rankings and national recognition

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✅ Tuition and fees for the major/program

⛔ Internship opportunities available for a program

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⛔ Program concentrations and specializations

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Student satisfaction with program (% that would recommend it)

Course descriptions and syllabi

Higher Ed Professionals

✅ List of all programs/major offered

✅ Career paths and success stories from graduates of the program

✅ Courses required for the program/major

⛔ Program rankings and national recognition

✅ Tuition and fees for the major/program

⛔ Internship opportunities available for a program

⛔ Program concentrations and specializations

⛔ What makes the program different from options at other schools

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Prospective Students

Tuition and fees for the major/program

Financial aid options for specific majors/programs

Online vs. in-person program options

Courses required for the program/major

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Average time to complete degree program

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Courses required for the program/major

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⛔ What makes the program different from options at other schools

⛔ Median salaries of program graduates

✅ Online vs. in-person program options

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Exploring Segments: Student Type

03

Student Types

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Top Admission & Financial Aid Tasks

Traditional Undergrad

1. Total cost of attendance
2. Acceptance rate ◆
3. Admission criteria
4. Types of financial aid
5. Actual cost to attend after estimated financial aid
6. Payment plan options
7. Status of my application ◆
8. Average student debt after graduation ◆
9. Class profile (GPA, test scores, student home states) ◆
10. In-person campus visit options ◆

Nontraditional Undergrad

1. Total cost of attendance
2. Financial aid eligibility requirements
3. Financial aid forms ◆
4. Payment plan options
5. Types of financial aid
6. Actual cost to attend after estimated financial aid
7. Application requirements ◆
8. Application fee cost and waiver ◆
9. Admissions application portal (begin, continue, submit) ◆
10. Loan repayment options and policies ◆

Graduate and Professional

1. Total cost of attendance
2. Types of financial aid
3. Application fee cost and waiver
4. Payment plan options
5. Admission criteria
6. Financial aid eligibility requirements
7. Application requirements
8. Application deadlines ◆
9. Financial aid forms
10. Actual cost to attend after estimated financial aid

◆ Indicates a top task that is unique to the segment.

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Top Admission & Financial Aid Tasks

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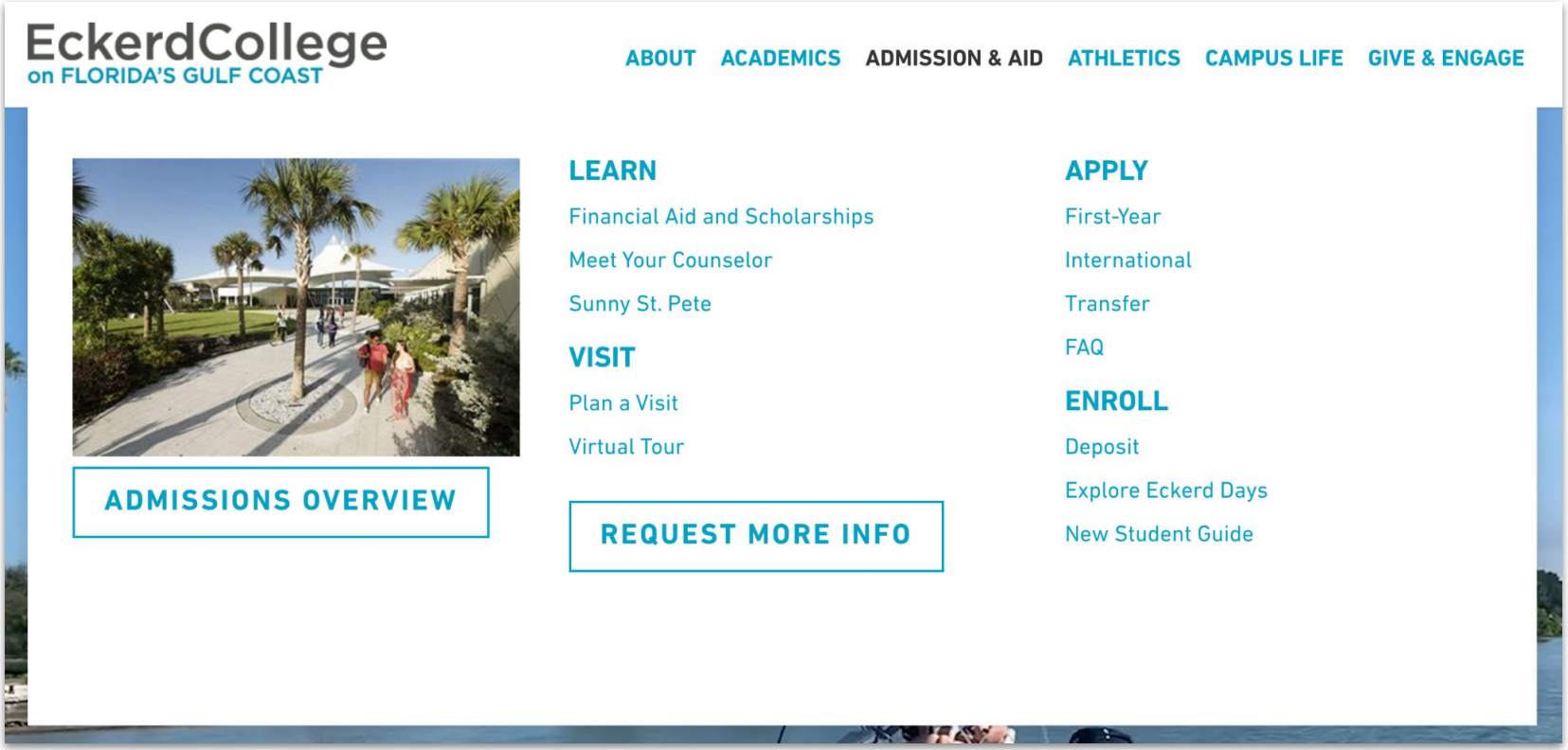

Source: eckerd.edu

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EckerdCollege
on FLORIDA'S GULF COAST

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ADMISSIONS OVERVIEW

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International

Transfer

FAQ

ENROLL SMALL

Deposit

Explore Eckerd Days

New Student Guide

Source: eckerd.edu

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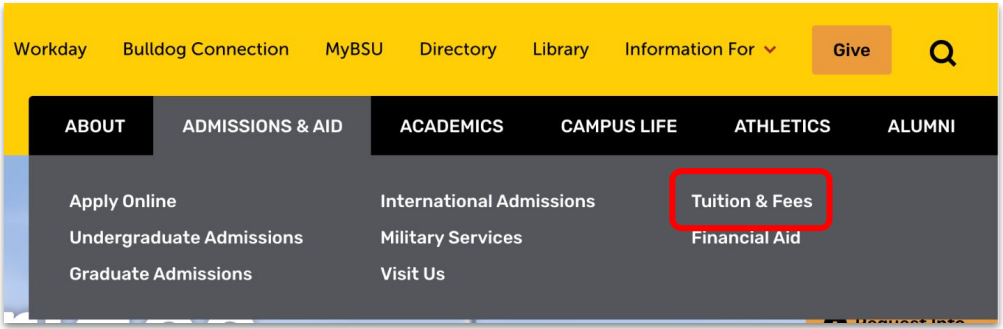
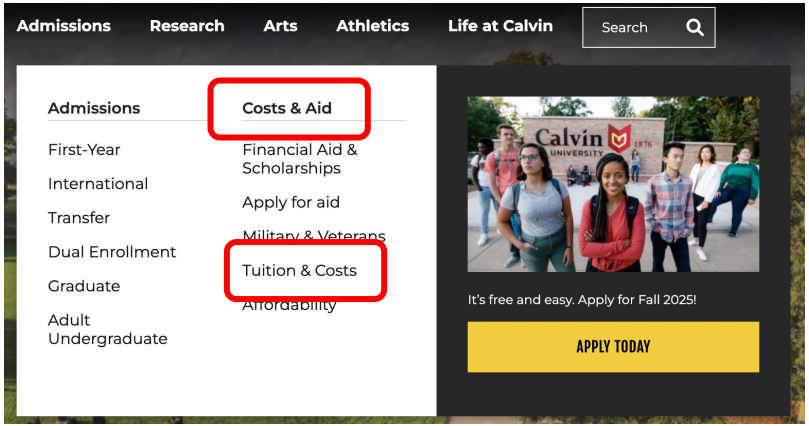
Include clear labels in primary navigation





Sources: bowiestate.edu, emory.edu. calvin.edu

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UNDERGRADUATE TUITION

Tuition:

- Per academic year: $43,872

Fees:

- New Student Fee: $459 (first year only; not charged to new PVD international students)
- Student Activity Fee (Undergraduate only): $250*
- College of Food Innovation & Technology (CFIT) Uniform & Toolkit fee: $416**
- Dietetics & Applied Nutrition Uniform & Toolkit Fee: $252**
- Student Health Insurance Plan (SHIP) Annual Fee: $2,840

Course/Program Fees:

- HOSP 3085 & TRVL 3035: $800
- Wildcat LEAP Fee:
  - Summer Start: $8,480***
  - Fall Start: $7,600***
- Wildcat ROAR: $5,000***

2025-2026

Undergraduate Tuition Rates

In-State and Out-of-State Students

PROGRAM	PER CREDIT HOUR	AVERAGE FULL-TIME TUITION (BASED ON 28 CREDIT HOURS)
Undergraduate Programs	$450	$12,600

Specialty Programs

PROGRAM	PER CREDIT HOUR	AVERAGE FULL-TIME TUITION (BASED ON 28 CREDIT HOURS)
Nursing BSN (traditional and accelerated)	$485	$13,580
Nursing (RN to BSN)*	$320	$8,960

Sources: jwu.edu, baker.edu

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Provide intuitive breakdowns with totals

In-State	
Direct Costs	
Tuition	19,178
Fees	7,278
Housing	9,871
Food	6,730
Total Direct Costs	**$43,057**
Indirect Costs	
Books & Supplies	1,050
Transportation	660
Personal Expenses	1,800
Loan Fees (if applicable)	72
Total Indirect Costs	**$3,582**
TOTAL ESTIMATED COSTS	**$46,639**

Out-of-State	
Direct Costs	
Tuition	44,876
Fees	7,849
Housing	9,871
Food	6,730
Total Direct Costs	**$69,326**
Indirect Costs	
Books & Supplies	1,050
Transportation	910
Personal Expenses	1,800
Loan Fees, if applicable	100
Total Indirect Costs	**$3,860**
TOTAL ESTIMATED COSTS	**$73,186**

Estimated Direct Costs			
	Semester	Year	
Tuition	$33,540	$67,080	Fixed charge for 12 credit hours or more for which you are billed.
Fees	$488	$976	Fixed charges for athletic, activity and health and wellness fees for which you are billed. Actual billed charge may be different based on courses.
Housing	$6,249	$12,498	Students living in residence halls are billed for a specific hall. This figure represents the average charge for a room and includes all utilities, cable TV and one campus computer connection. Actual billed charge may be different based on housing option chosen.
Food	$4,373	$8,746	The total estimated food expense covers the mandatory food charge. Actual billed charge may be different based on meal plan option chosen.
Estimated Indirect Costs			
Travel	$544	$1,088	Represents a modest travel allowance. Actual expenses will vary by student. **This is not charged to the student.**
Personal	$801	$1,602	A variable figure which includes items such as laundry, telephone, grooming and entertainment. **This is not charged to the student.**
Books	$637	$1,274	Per information from the Emory bookstore, average expenses for required books. Will vary by curriculum.
Direct Loan Fees	$44	$88	Represents a fee assessed by the Department of Education at the time of Direct Loan origination. The fee is calculated as a percentage of the loan amount and is deducted at the time of disbursement.
TOTAL (ESTIMATED)	$46,676	$93,352*	*Cost of Attendance (COA) does not include an allowance for Emory's health insurance requirement. Students not covered by a comparable plan will be automatically enrolled in the Emory University Student Health Insurance Plan. More details can be found on page 2.

Sources: wm.edu, emory.edu

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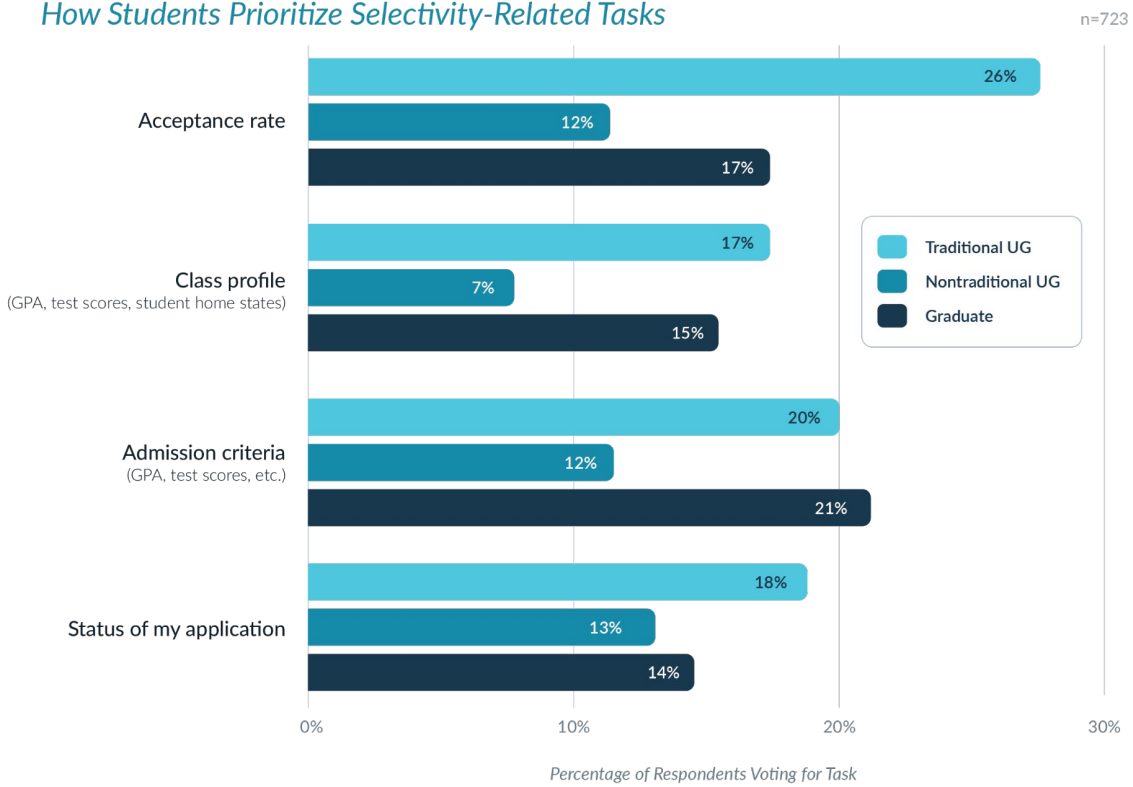
Trad UGs focus on acceptance rate

➔ Trad UGs rate *Acceptance rate* as highly as *Total cost of attendance*



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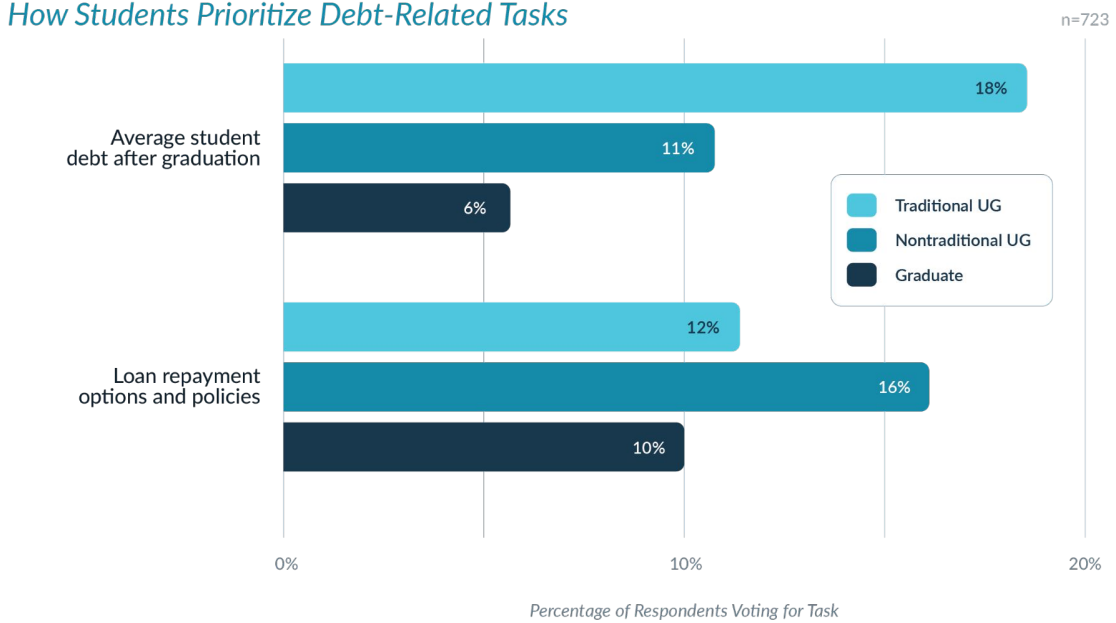
Trad UGs are uniquely fixated on debt



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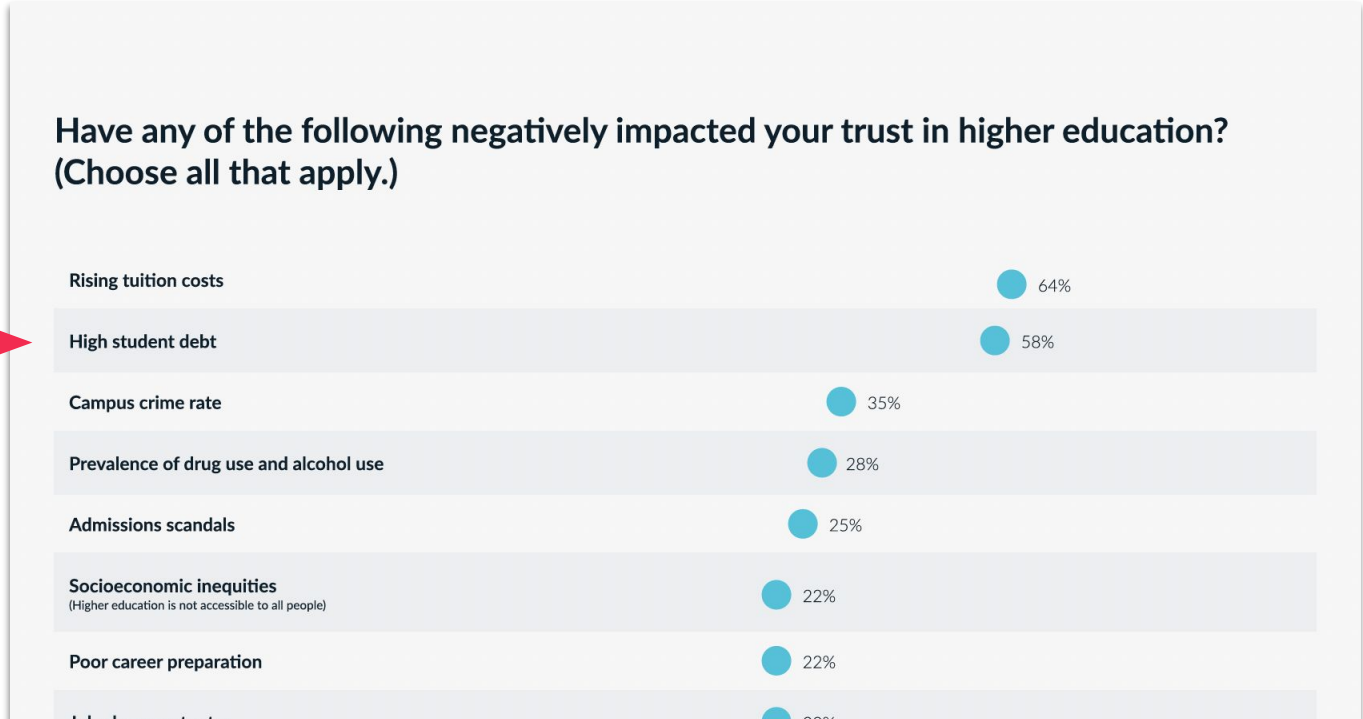
Debt is a whole-family concern

➔ Download parents research report at echodelta.co/genx



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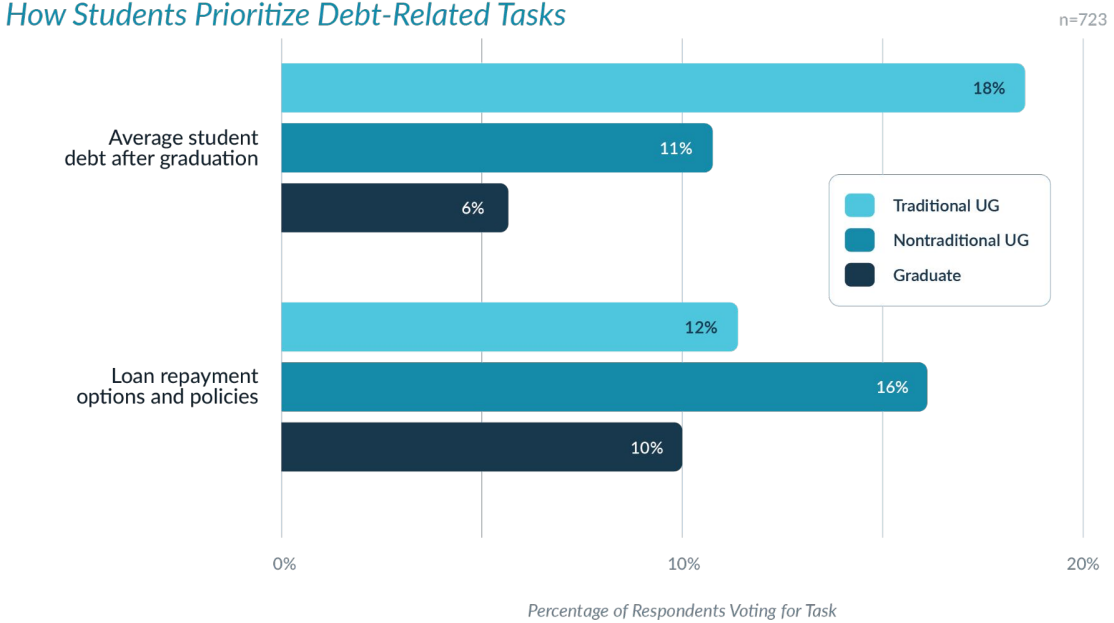
Nontrad students focus more on debt payment



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Consider providing average debt stats

3. Loans

In 2024, graduating seniors in the U.S. had an average student loan debt of $37,056. However, for UCLA seniors, the average was much lower — just $17,721. And nearly all UCLA graduates — 99% of them — successfully manage loan repayment. Students have a variety of borrowing options available so you are encouraged to research your options carefully.

Did You Know? *Seventy-one percent of Berkeley undergraduate students who graduated between July 1, 2019 and June 30, 2020 graduated without loan debt (Federal Direct Subsidized/Unsubsidized Loans, Federal Perkins Loans, private loans). The average cumulative loan debt for graduating seniors who borrowed was $18,468. See also Graduate Student Average Cumulative Loan Debt.*

Sources: ucla.edu, berkeley.edu

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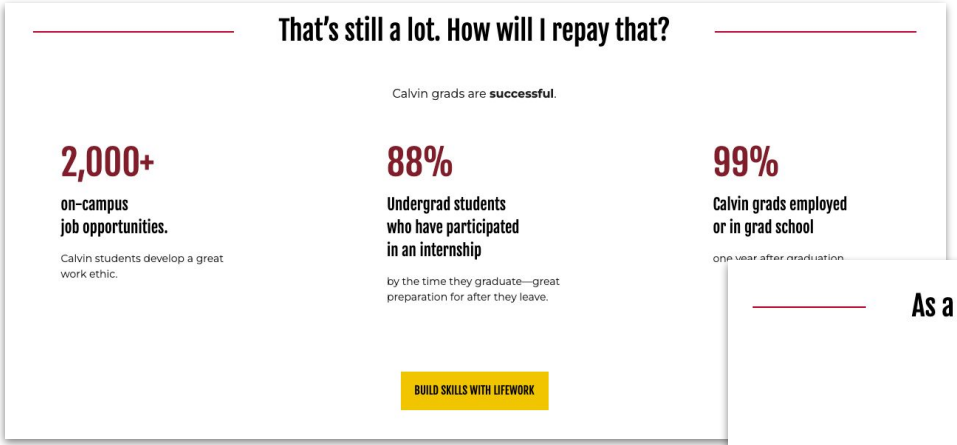
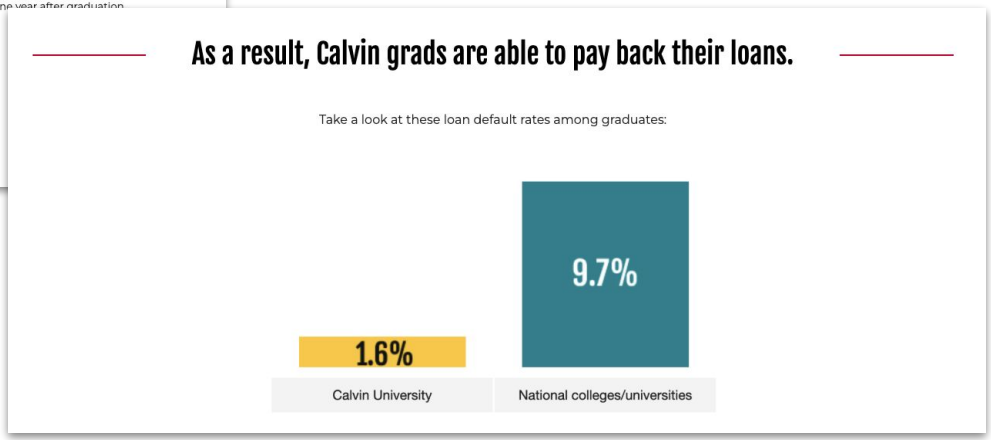
Speak to the deeper concerns around debt





Source: calvin.edu

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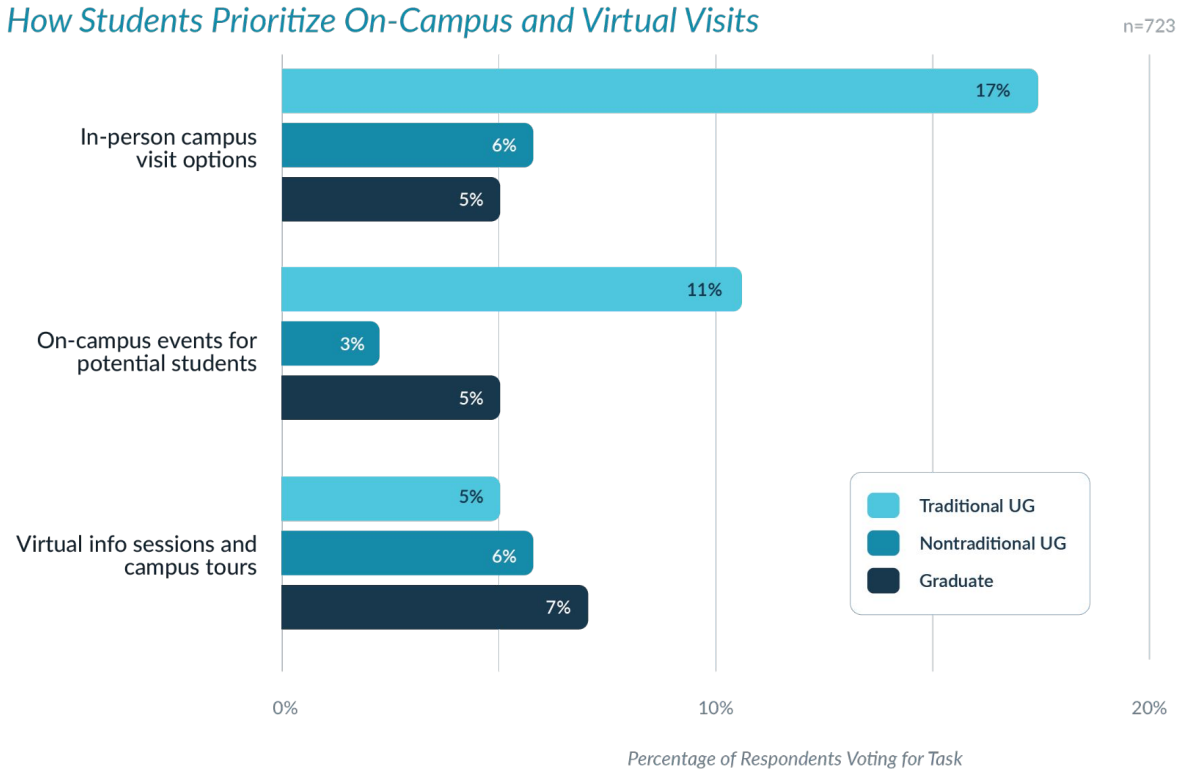
On-campus visits outrank virtual options for traditional UGs



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Top Academic Programs Tasks

Traditional Undergrad

1. Tuition and fees for the major/program
2. Student satisfaction with program ◆
3. Career paths and success stories from graduates of the program ◆
4. Financial aid options for specific majors/programs
5. Courses required for the program/major
6. Employment rates for graduates of the program ◆
7. List of all programs/majors offered
8. Internship opportunities available for a program ◆
9. General education requirements ◆
10. What makes the program different from options at other schools ◆

Nontraditional Undergrad

1. Financial aid options for specific majors/programs
2. Tuition and fees for the major/program
3. Online vs. in-person program options
4. List of all programs/majors offered
5. Average time to complete degree program
6. Courses required for the program/major
7. Online student support services ◆
8. Times when classes are typically held ◆
9. Employment projections for occupations related to the program ◆
10. Course format for online classes (live vs. recorded)

Graduate and Professional

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6. Course descriptions and syllabi ◆
7. Accreditation status of a program ◆
8. Courses required for the program/major
9. Prerequisites or other unique admission requirements ◆
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◆ Indicates a top task that is unique to the segment.

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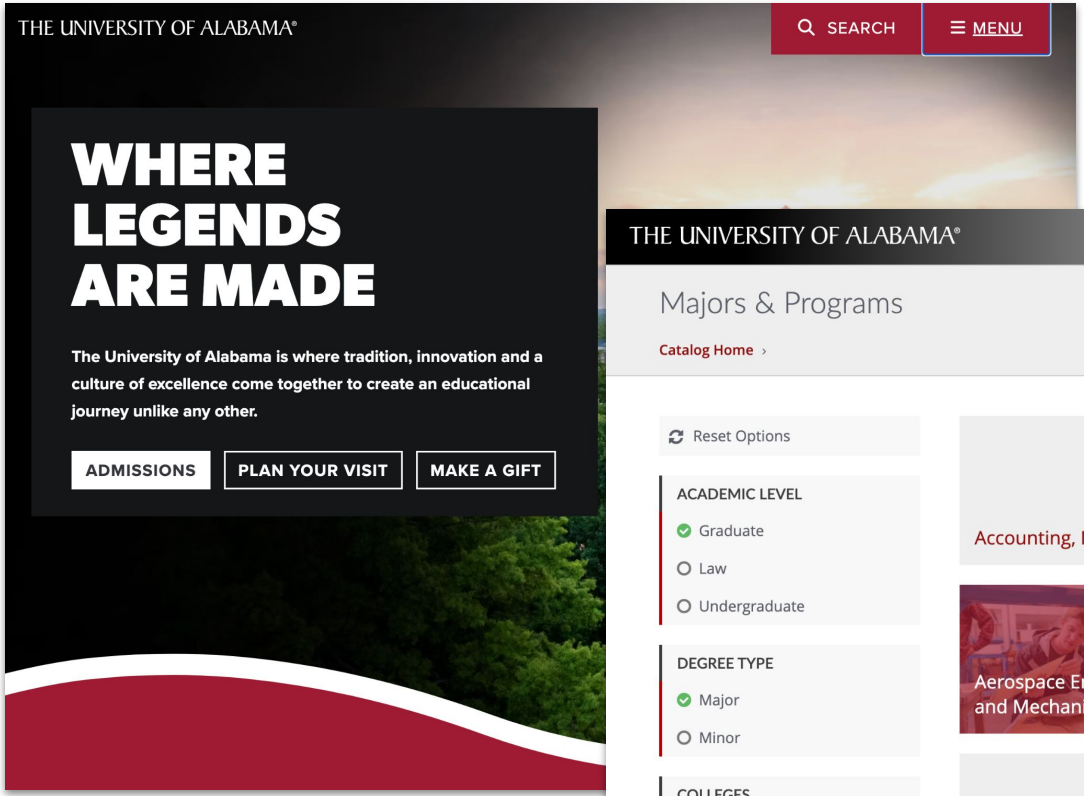

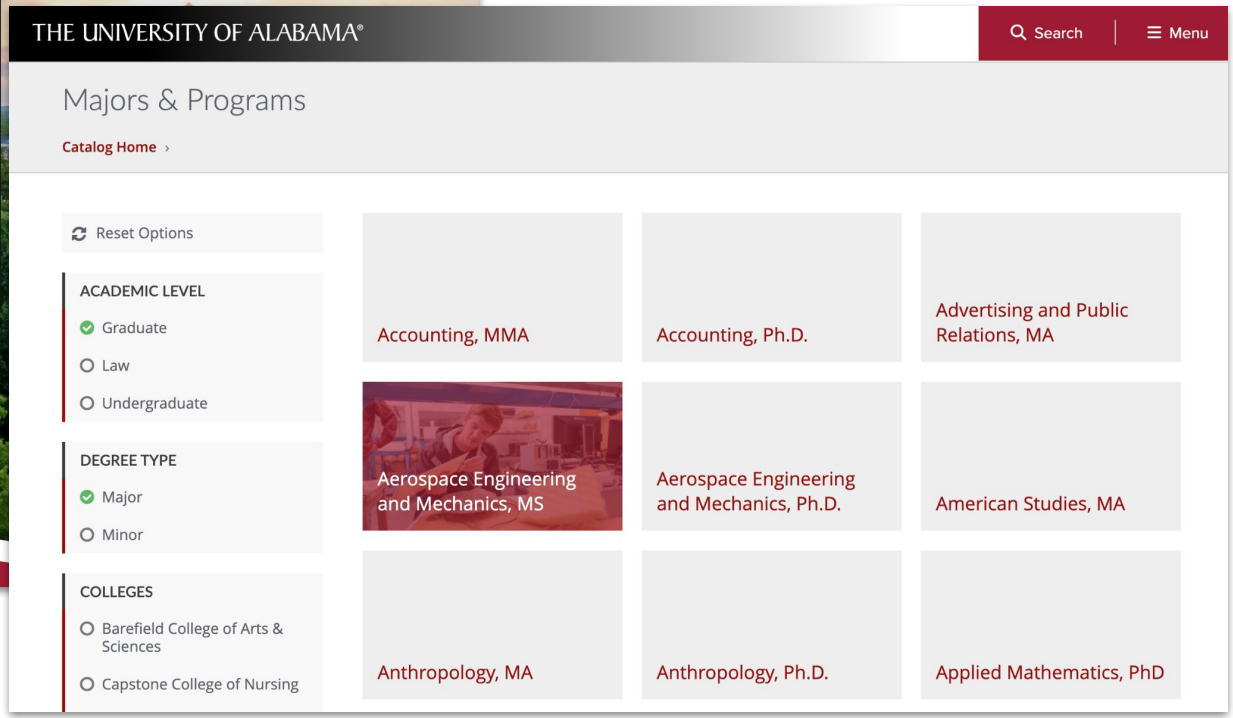

Source: ua.edu

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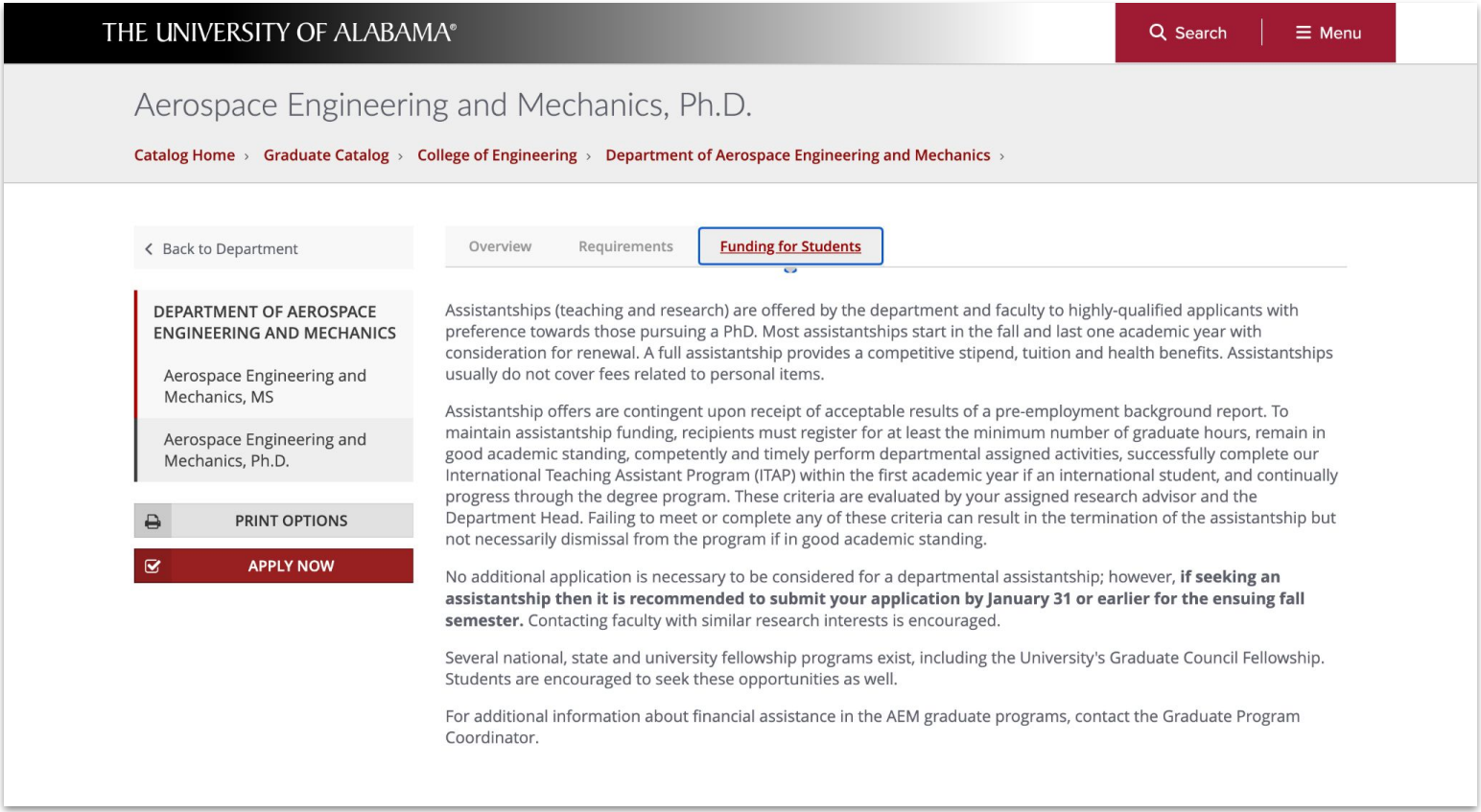

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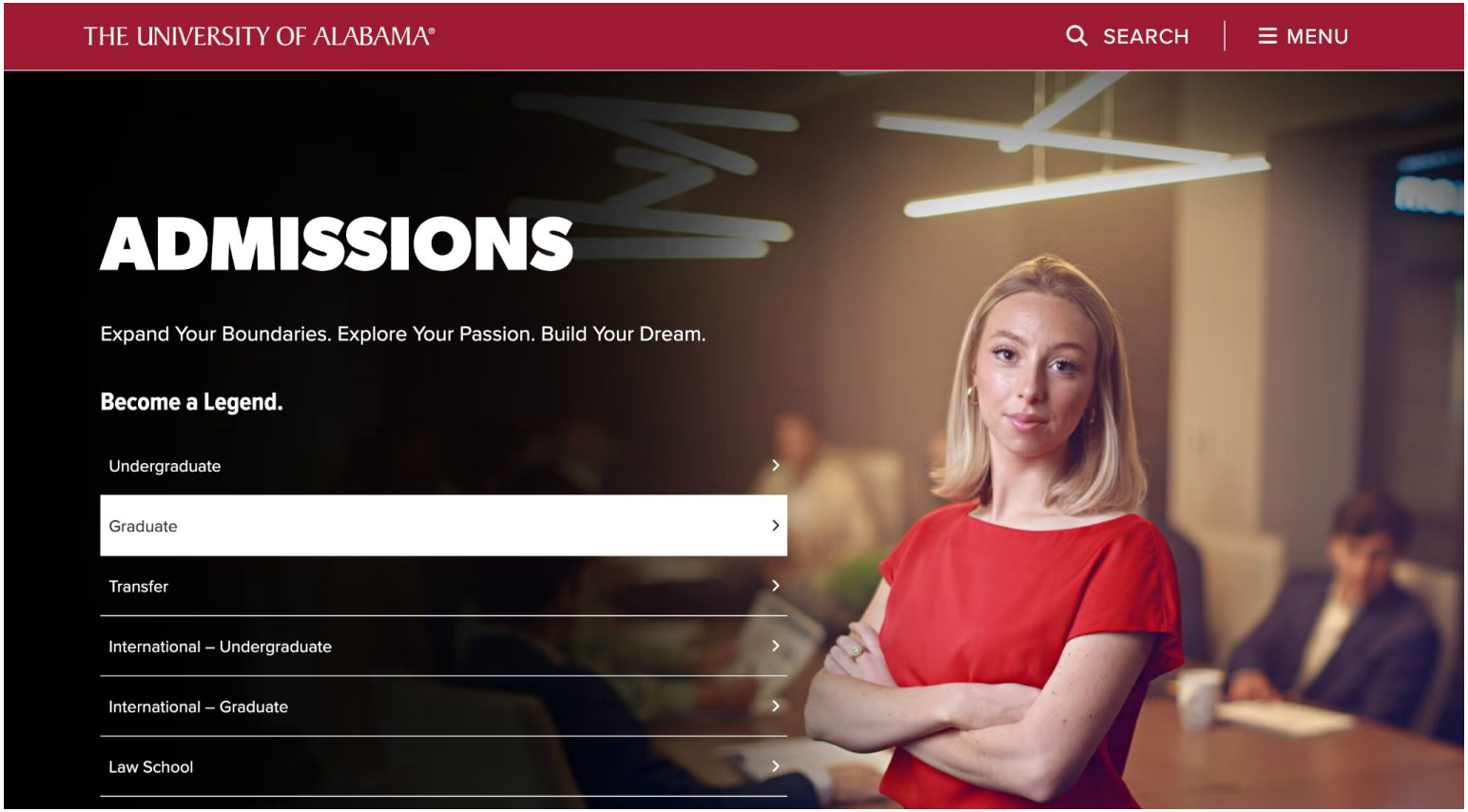

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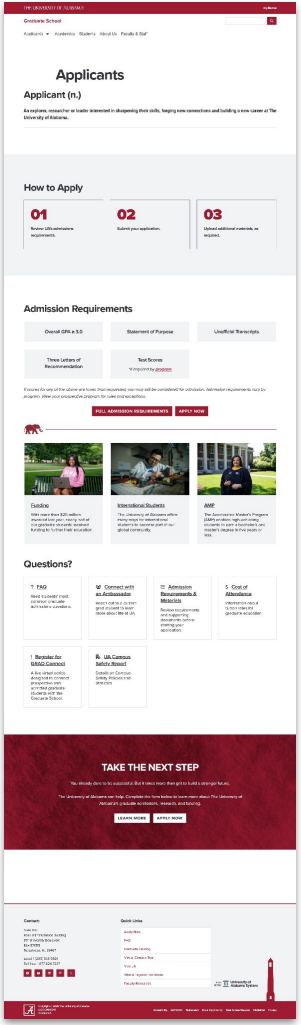

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Questions?

? FAQ

Read students' most common graduate admissions questions.

Connect with an Ambassador

Reach out to a current grad student to learn more about life at UA.

Admission Requirements & Materials

Review requirements and supporting documents before starting your application.

$ Cost of Attendance

Information about tuition rates for graduate education.

! Register for GRAD Connect

A live virtual series designed to connect prospective and admitted graduate students with the Graduate School.

UA Campus Safety Report

Details on Campus Safety Policies and Statistics

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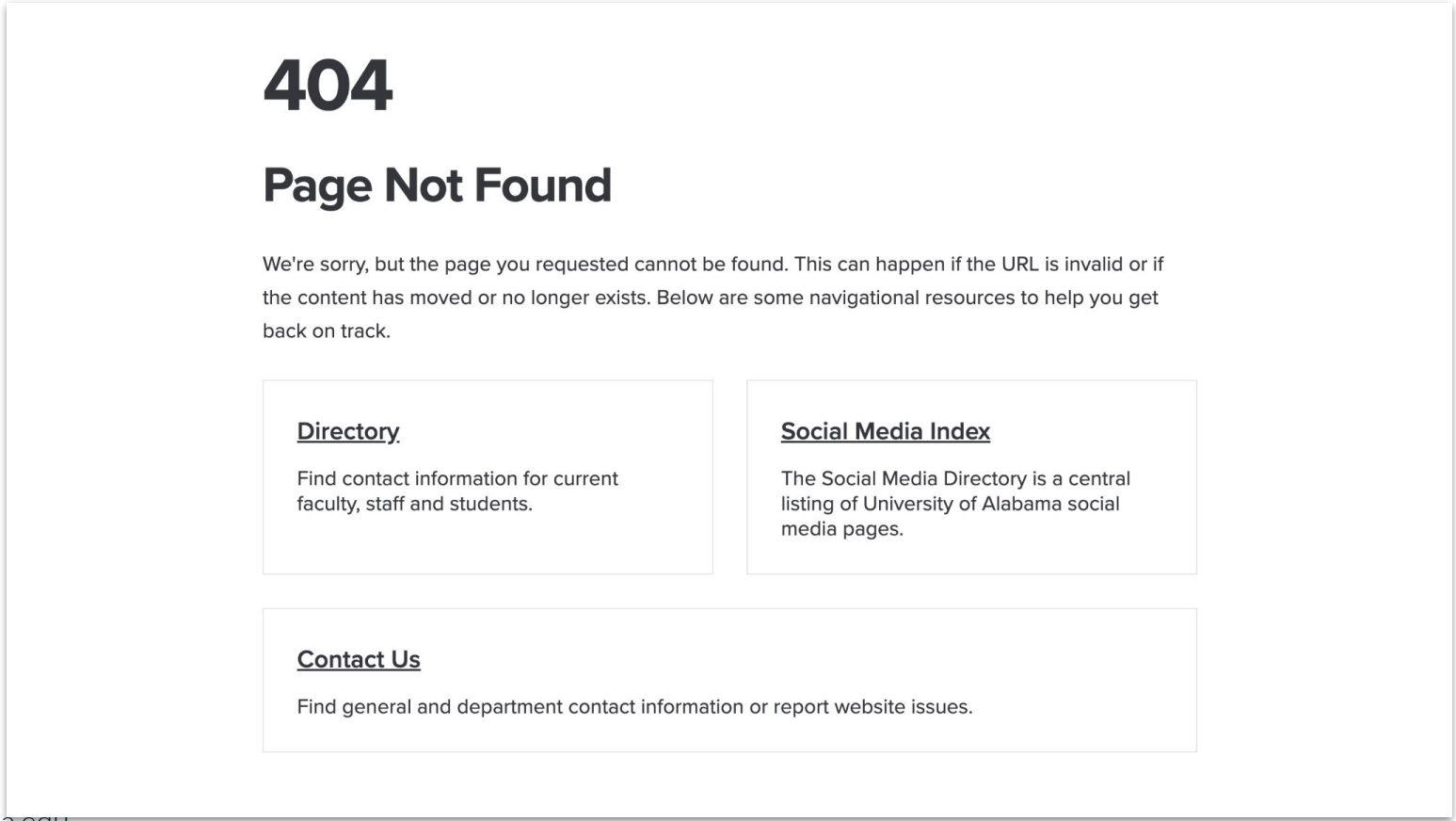

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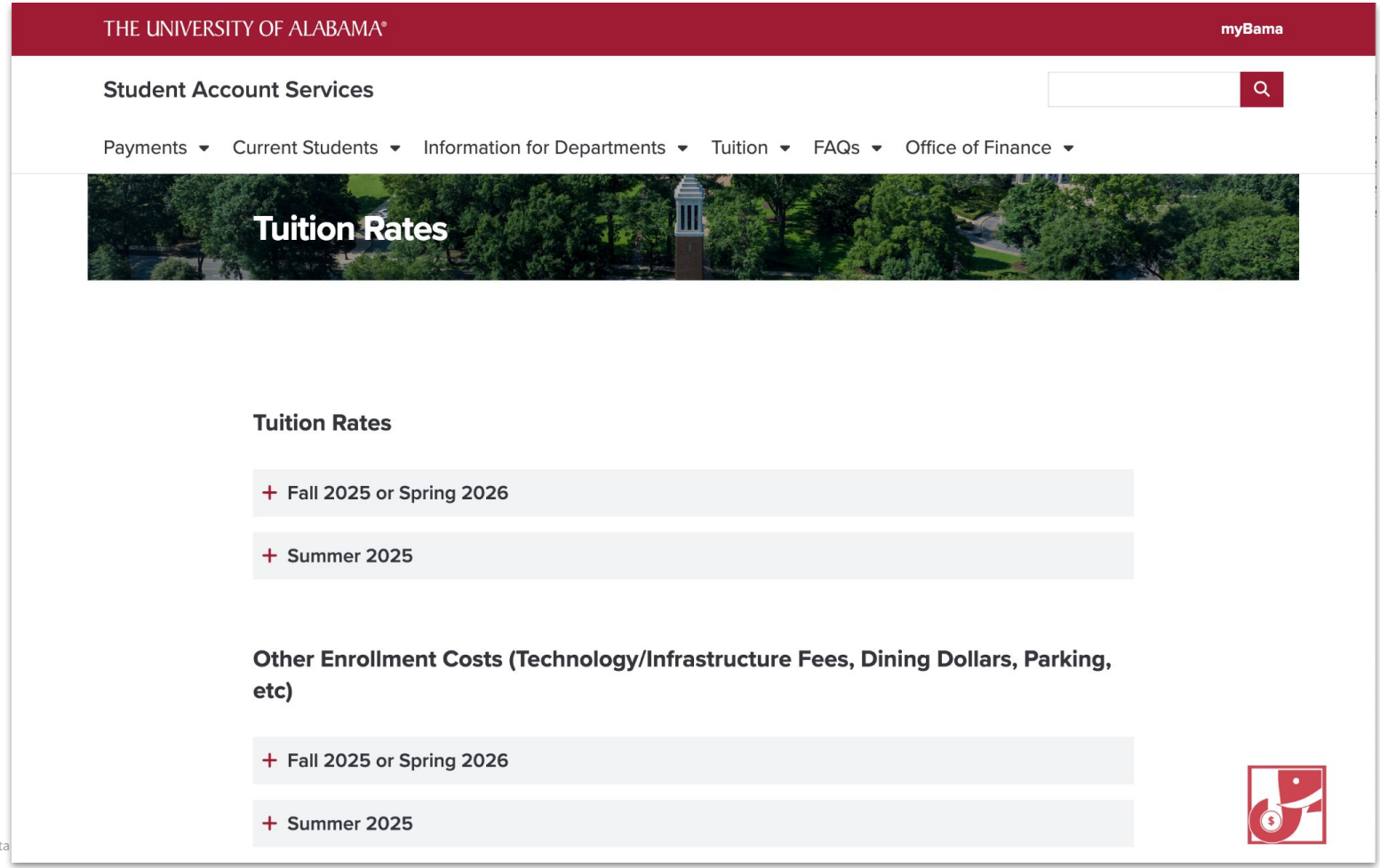

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Tuition Rates

× Fall 2025 or Spring 2026

+ Undergraduate

+ Graduate

+ Gadsden Campus (Undergraduate and Graduate)

+ Distance Learning (Early College, Undergraduate, and Graduate)

+ Winter Interim

+ Law School

+ Medical School

+ Executive MBA Program

+ Executive Ed.D. Program

+ Graduate – Joint (UA and UAH) Doctor of Philosophy Nursing Science

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Source: ua.edu

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+ Medical School

+ Executive MBA Program

+ Executive Ed.D. Program

+ Graduate – Joint (UA and UAH) Doctor of Philosophy Nursing Science

+ Summer 2025

Other Enrollment Costs (Technology/Infrastructure Fees, Dining Dollars, Parking, etc)

+ Fall 2025 or Spring 2026

+ Summer 2025

Source: ua.edu

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Other Enrollment Costs (Technology/Infrastructure Fees, Dining Dollars, Parking, etc)

× **Fall 2025 or Spring 2026**

In addition to the tuition charge, one or more of these costs may be added to your registration web bill/student account:

Fees

The technology/infrastructure fee is an additional charge associated with a student's specific class enrollment for each term. The fee is used to meet the instructional needs of full access to the technology required by our students, faculty, and staff and provide a safer campus environment. The technology/infrastructure fee is $29.00 per hour for all main campus courses with the exception of graduate Commerce and Business Administration courses.

Graduate Commerce and Business Administration courses are assessed a college, technology/infrastructure fee of $288.00 per course (excluding EMBA and overseas campuses).

Distance campus courses that fall in the College of Arts and Sciences or the College of Education are assessed a college fee. The fee for the College of Arts and Sciences is $15.00 per hour and the fee for the College of Education is $10.00 per hour.

The Honors College is implementing an enrichment fee of $300 per semester for students enrolled starting in the Fall 2025 semester. Students who were in the Honors College before this date will not be charged the fee. This fee will help support the various enrichment opportunities offered by the Honors College.

View course/program specific fees here.

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Fees Charged by Course

Subject	Course	Description	Amount
AEM	451, 461, 535	AEROSPACE ENGINEERING & MECHANICS COURSE FEE	$25.00
AEM	251	AEROSPACE ENGINEERING & MECHANICS COURSE FEE	$50.00
AEM	414, 514	AEROSPACE ENGINEERING & MECHANICS COURSE FEE	$125.00

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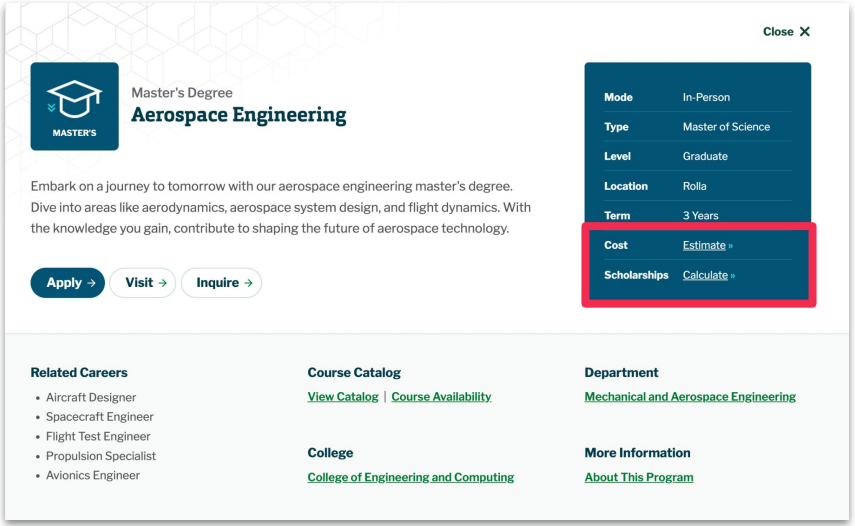
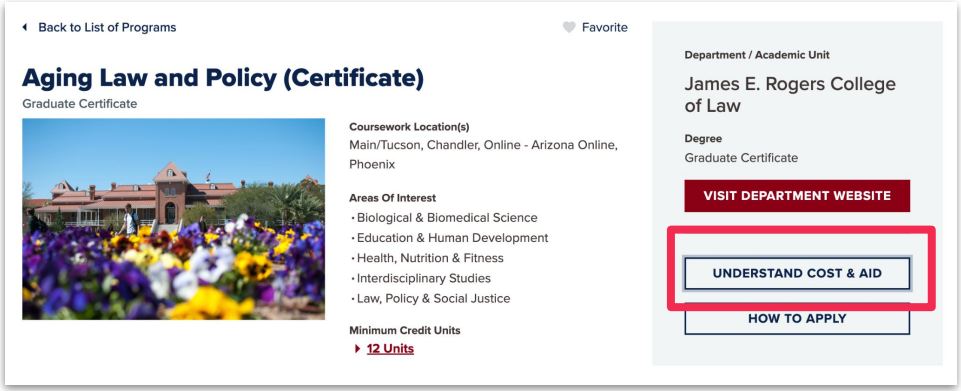
Link to program costs from academic pages





Sources: mst.edu, arizona.edu

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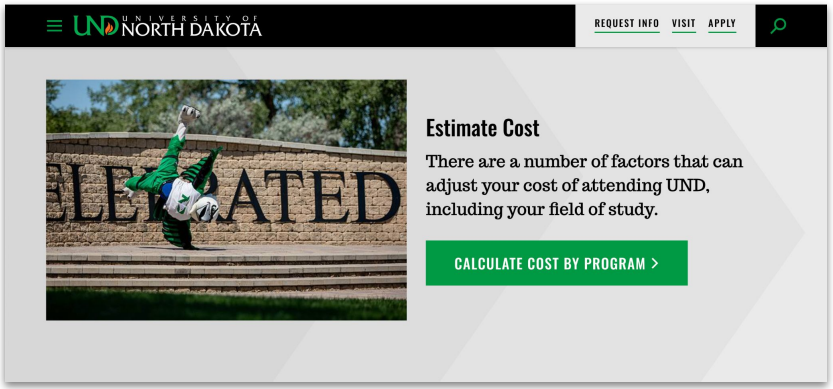
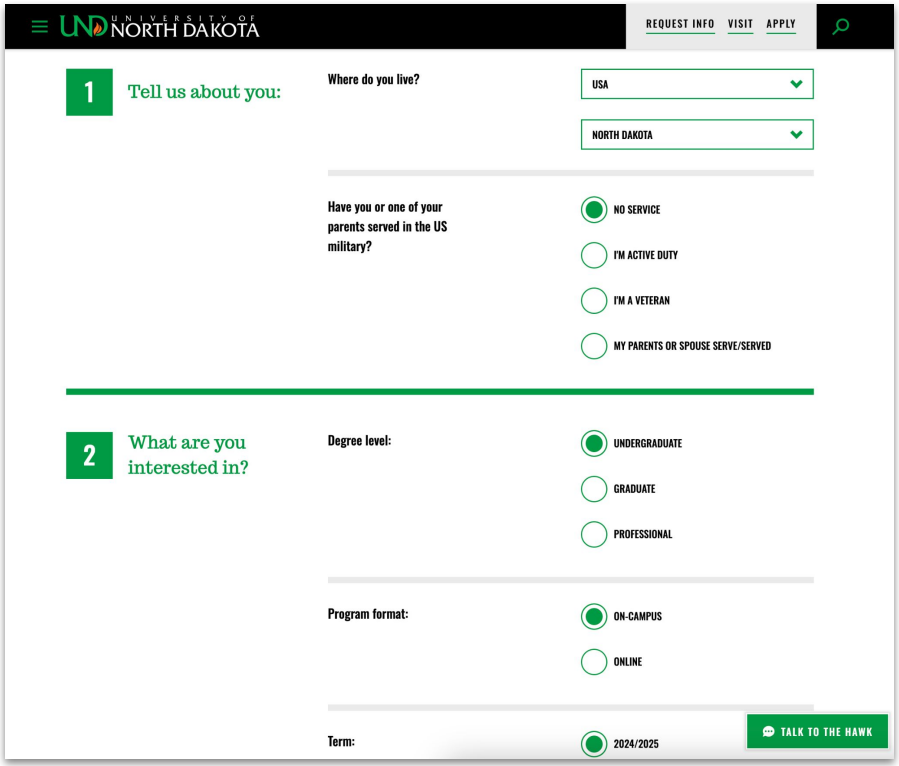
Provide streamlined tools to estimate program costs





Source: und.edu

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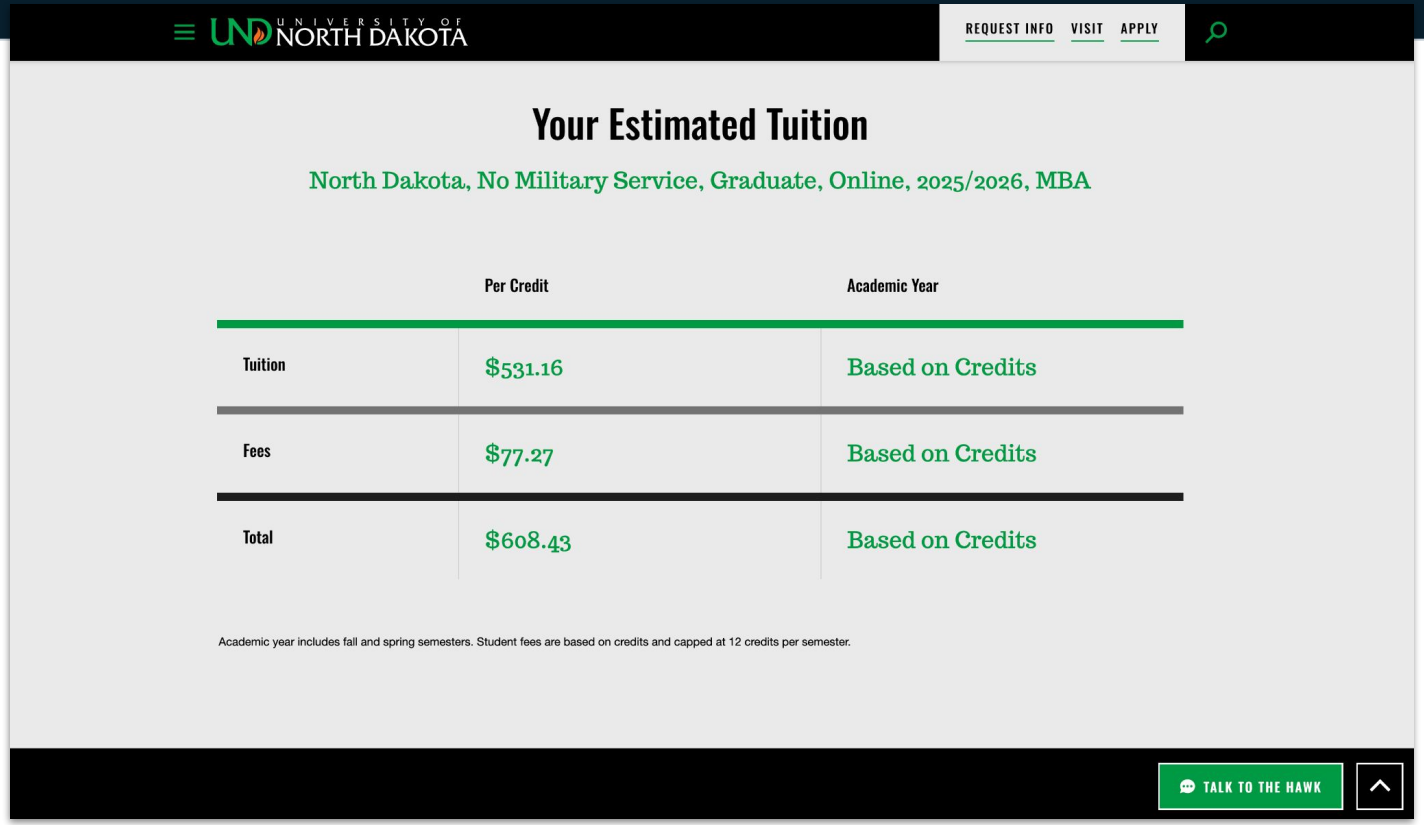
Provide streamlined tools to estimate program costs



Source: und.edu

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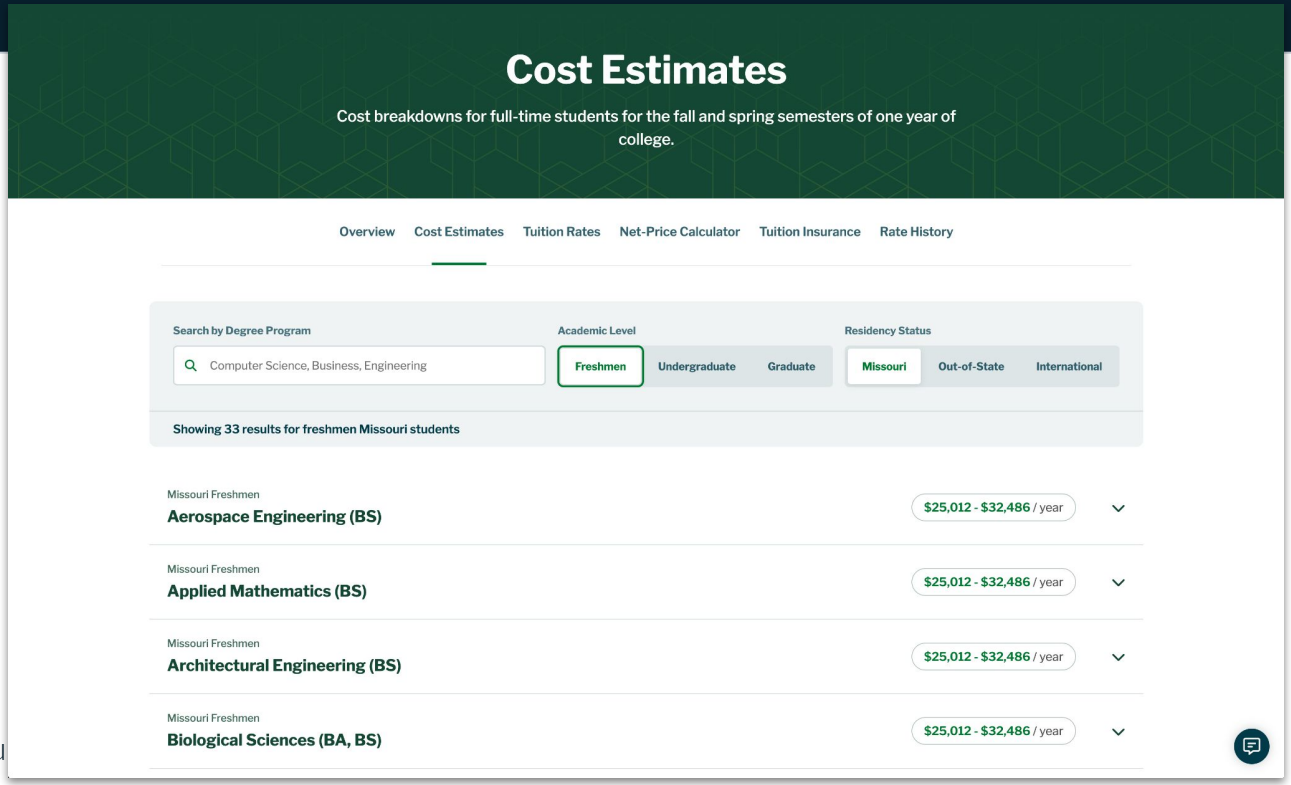
Provide streamlined tools to estimate program costs



Source: sfs.mst.edu

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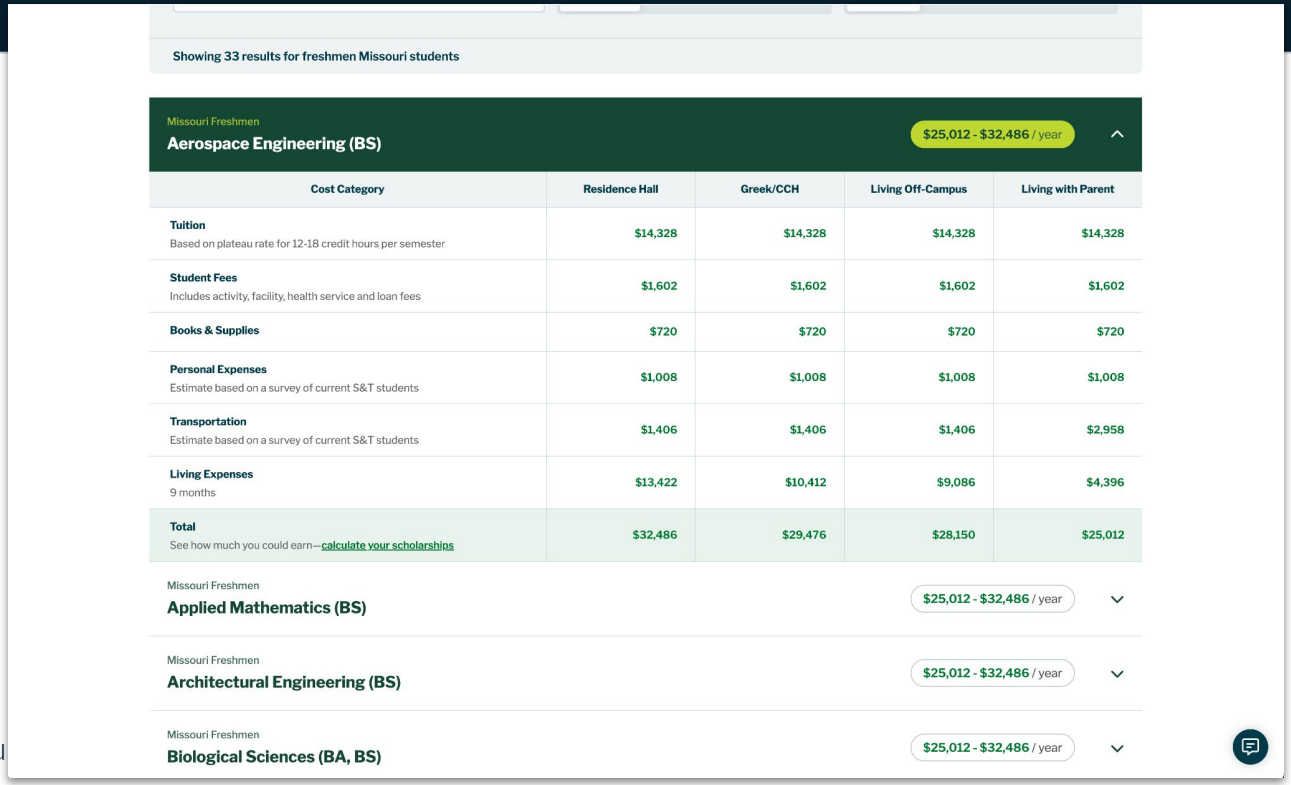
Provide streamlined tools to estimate program costs



Showing 33 results for freshmen Missouri students

Missouri Freshmen

Aerospace Engineering (BS) — $25,012 - $32,486 / year

Cost Category	Residence Hall	Greek/CCH	Living Off-Campus	Living with Parent
Tuition Based on plateau rate for 12-18 credit hours per semester	$14,328	$14,328	$14,328	$14,328
Student Fees Includes activity, facility, health service and loan fees	$1,602	$1,602	$1,602	$1,602
Books & Supplies	$720	$720	$720	$720
Personal Expenses Estimate based on a survey of current S&T students	$1,008	$1,008	$1,008	$1,008
Transportation Estimate based on a survey of current S&T students	$1,406	$1,406	$1,406	$2,958
Living Expenses 9 months	$13,422	$10,412	$9,086	$4,396
Total See how much you could earn—calculate your scholarships	$32,486	$29,476	$28,150	$25,012

Missouri Freshmen
Applied Mathematics (BS) — $25,012 - $32,486 / year

Missouri Freshmen
Architectural Engineering (BS) — $25,012 - $32,486 / year

Missouri Freshmen
Biological Sciences (BA, BS) — $25,012 - $32,486 / year

Source: sfs.mst.edu

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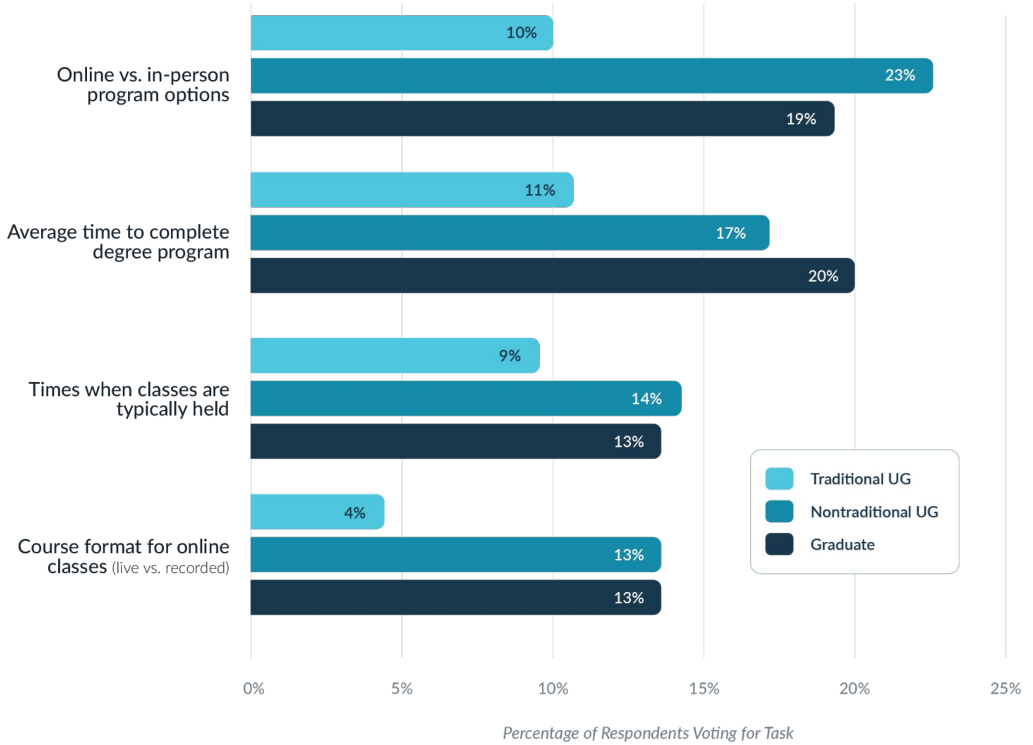
Graduate and non-trad UGs prioritize feasibility and fit

How Students Prioritize "Fit-With-Life" Considerations

n=723



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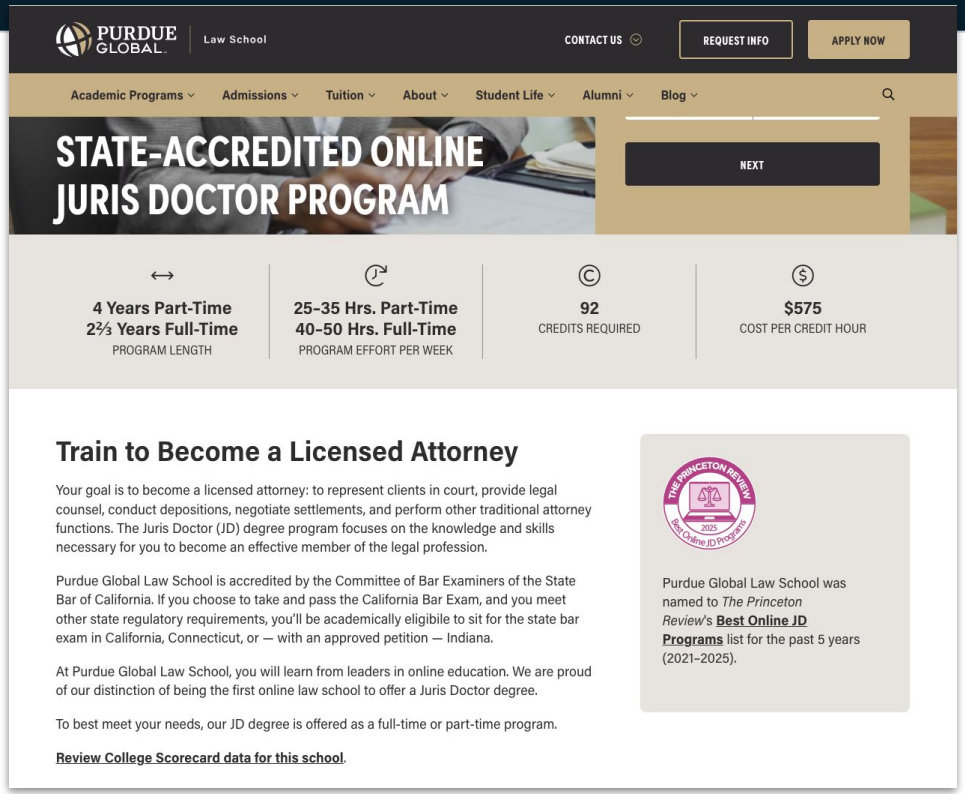
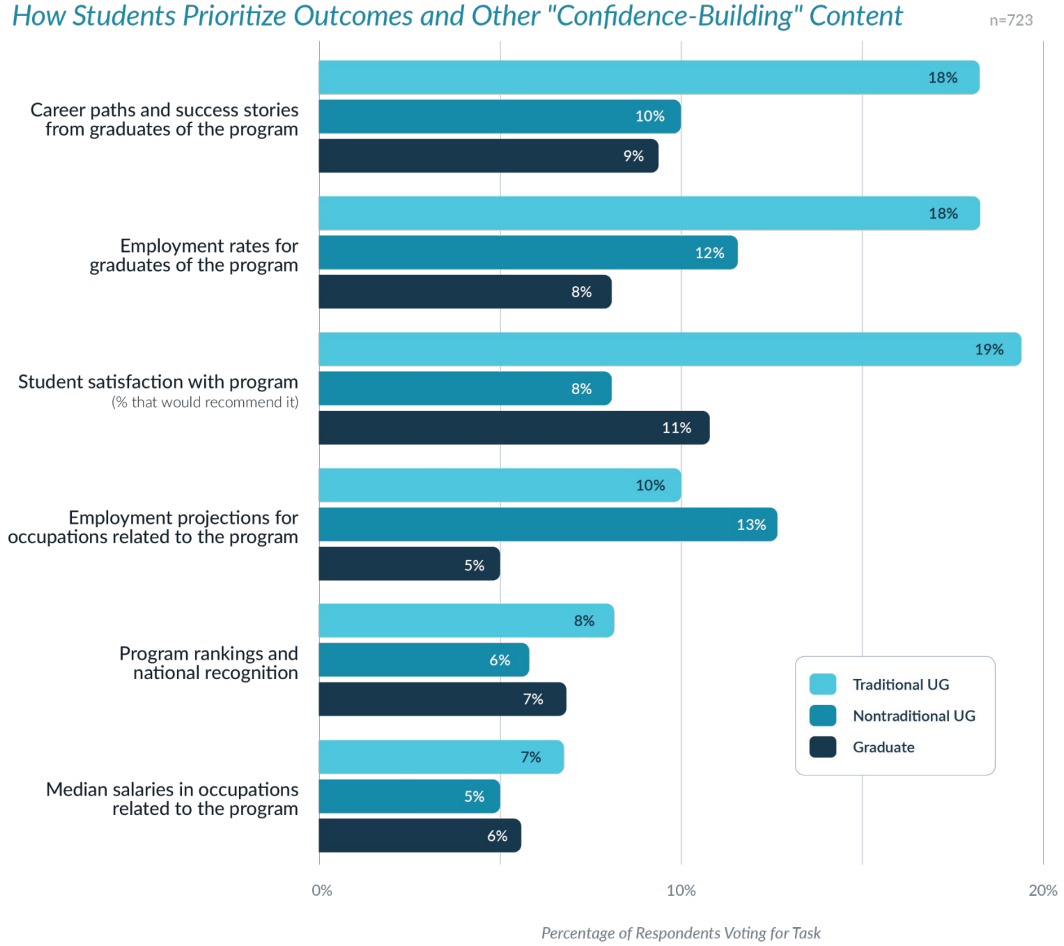
Adult/Non-Trad: Clear the feasibility hurdle early



Source: purduegloballawschool.edu

Trad UGs over-index on outcomes content



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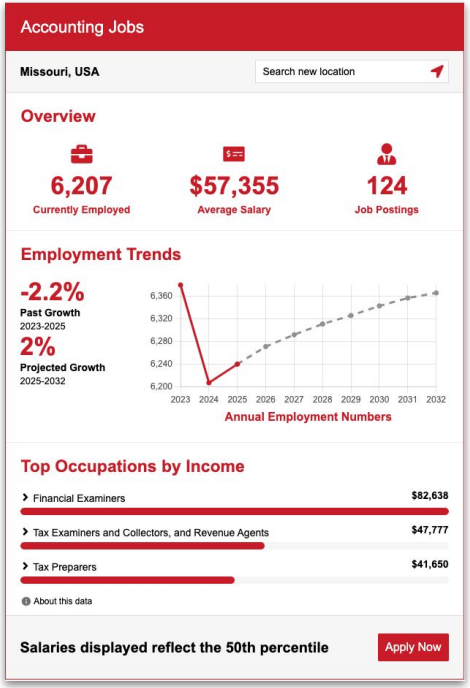
Generic salary data and rankings are lowest priority



RANKED
#4

Ranked No. 4 in the "Top 25 MBA Programs in Florida" by TopManagementDegrees.com (2024)

RANKED
#9

Ranked No. 9 in the "Best Colleges for Veterans, Regional Universities South" by U.S. News & World Report (2025)

Sources: ucmo.edu, getonline.uwf.edu

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Students seek program-specific outcomes

100%

Business Economics Job Placement Rate

Bentley University CareerEdge

90%

of Bentley students complete at least one internship

Bentley University Institutional Research

Creativity, communication and leadership help Neyheymee Mondiere ’23 build a career

The Business Economics major, senior adviser of Black United Body (BUB), modeling director of the popular BUB fashion show and captain of intramural volleyball. Even with all these on-campus activities, she’s found time to complete internships at EY and Mineral Tree — and pursue a successful modeling career. Here, she shares insights into her life at Bentley and beyond — leading teams, consulting with clients and walking the runway at New York Fashion Week.

Read Her Story

Source: bentley.edu

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Students seek specificity in outcomes

2024 CAREER PROFILE
BUSINESS ECONOMICS

BENTLEY UNIVERSITY

(Six months after graduation)

CLASS PROFILE

23	Number of 2024 graduates
52%	Women
26%	ALANA
22%	International students

PLACEMENT

87%	Knowledge rate (per NACE standards*)
80%	Employed
20%	Attending graduate school full-time

*National Association of Colleges and Employers Knowledge Rate Standards: The term "knowledge rate" defines the percent of graduates for whom the institution has reasonable and verifiable information concerning the graduates' post-graduation career activities.

COMPENSATION

Median Salary** ... $75,000	Median Bonus $6,000
Average Salary**.... $77,571	Average Bonus ... $7,000
n = 7	n = 3

**Data reflects base salary only (excludes bonuses and additional compensation).

100% EMPLOYED OR PLANNING TO ATTEND GRADUATE SCHOOL

PATH TO EMPLOYMENT

Campus Recruiting	25%
Internship to Full Time Offer	25%
Personal Networking	25%
Career Fair	13%
Family Business/Self-Employed	12%

EMPLOYER SNAPSHOT

amazon
C-4 Analytics
Citizens
CITY YEAR
Deloitte.
stryker
TJX
ThermoFisher SCIENTIFIC

FEATURED POSITIONS ACCEPTED IN 2024
BUSINESS ECONOMICS

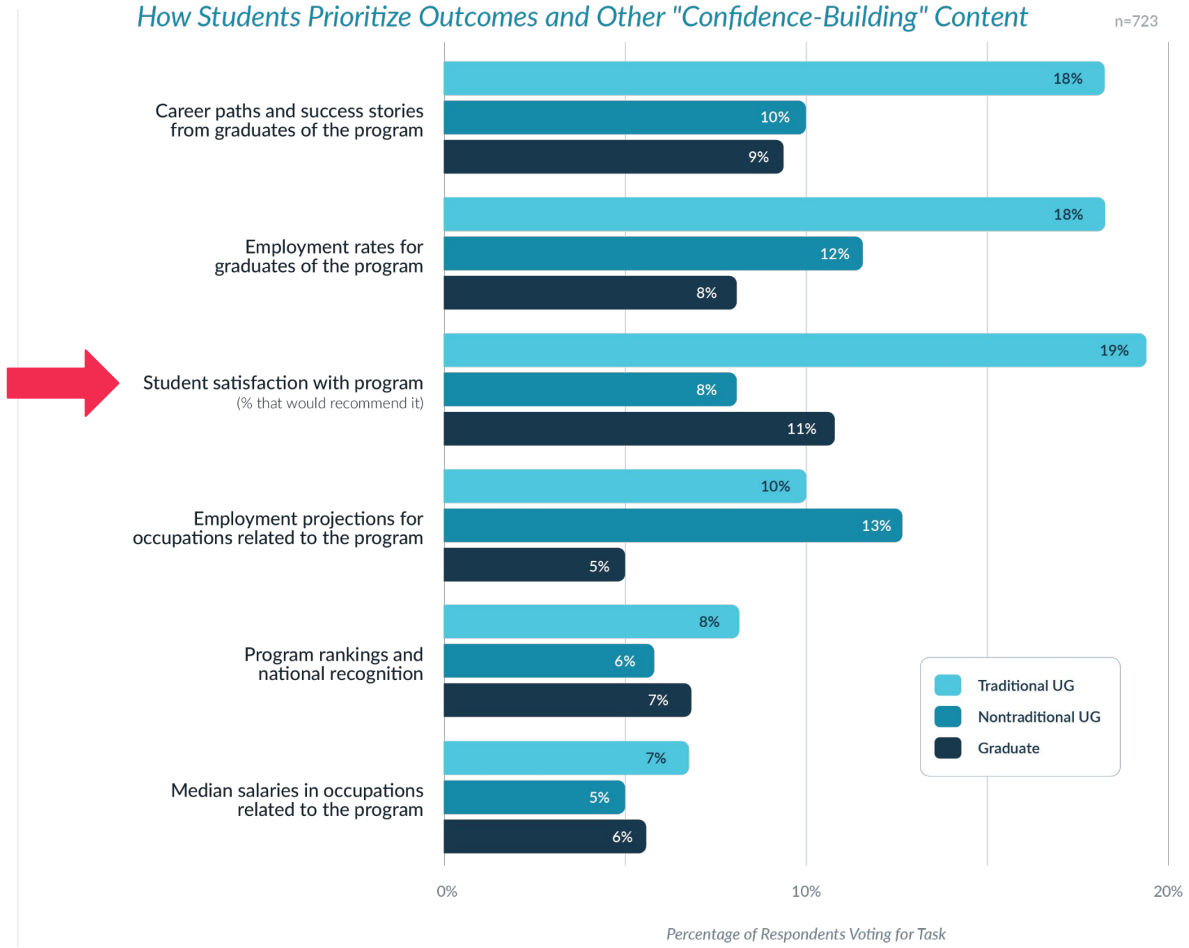
BENTLEY UNIVERSITY

Full-Time Employer*	Full-Time Position
Amazon	Area Manager
Behavior Analysis Inc	Registered Behavioral Technician
C-4 Analytics	Digital Marketing Account Coordinator
Citizens Bank	Consumer Banking & Enterprise Experience Associate
City Year	Civic Engagement Personnel
Deloitte	Business Technology Solutions Analyst
Everett Public Schools	Financial Analyst
Kayaku Advanced Materials	Digital Marketing Coordinator
Patriot Earthworks	Owner
Rise North Capital	Financial Representative
Stryker	Sales Associate
The TJX Companies	Financial Analyst
Thermo Fisher Scientific	Financial Leadership Development Program
Uniban	Professional Trainee

Intern Employer*	Intern Position
Amazon	Area Manager Intern
Andersen	Alternative Investment Funds Intern
Citara Systems	Marketing Intern
Coca-Cola Beverages Northeast	Digital Customer Engagement Intern
Consigli Construction	Human Resources Intern
FactSet	Client Solutions Associate Intern
Fidelity Investments	Legal Risk & Compliance Intern
Fidelity Investments	Customer Relations Advocate
Flame Bearers	Content Creator & Social Media Marketer
IEEE	IPR Intern
Lakeshore Recycling Systems	Customer Experience Intern
Liberty Mutual	Analyst Development Program Intern
Loomis, Sayles & Company	ESG Intern
Louis Vuitton	Client Relations Intern
MA Office of the Treasurer & Receiver General	Executive Office Intern
Macy's	Management Intern
Massachusetts Exports Center	International Market Research Intern
Ministry of Economy & Sustainable Development	Assistant Consultant in the Economic Analysis & Reforms Department
Morse Law	Marketing Intern
Newgrange Design	Manager of Sales
PIMCO	Product Strategy Analyst Intern
Protobrand	Creative Marketing & Social Media Intern
PwC	Digital Assurance & Transparency Intern
RTX	Government Finance & Controls Intern
SerVC	Finance Summer Analyst
Staples	Inclusion & Diversity Intern
Synchrony Financial	Finance Intern
Team One	Junior Assistant Media Planner
Textron	Communications Intern
The Federal TRIO Programs	Student Ambassador
The Moody Street Group	Operations Intern
The TJX Companies	Product Development Intern
Windsor Federal	Communications Intern

Source: bentley.edu

Student satisfaction: another opportunity?



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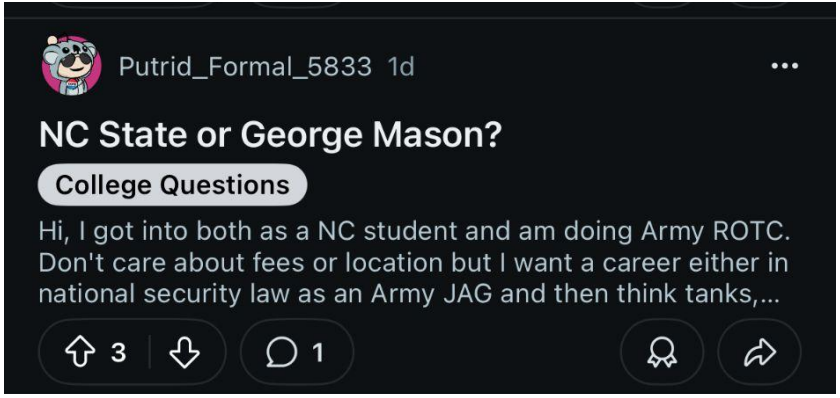

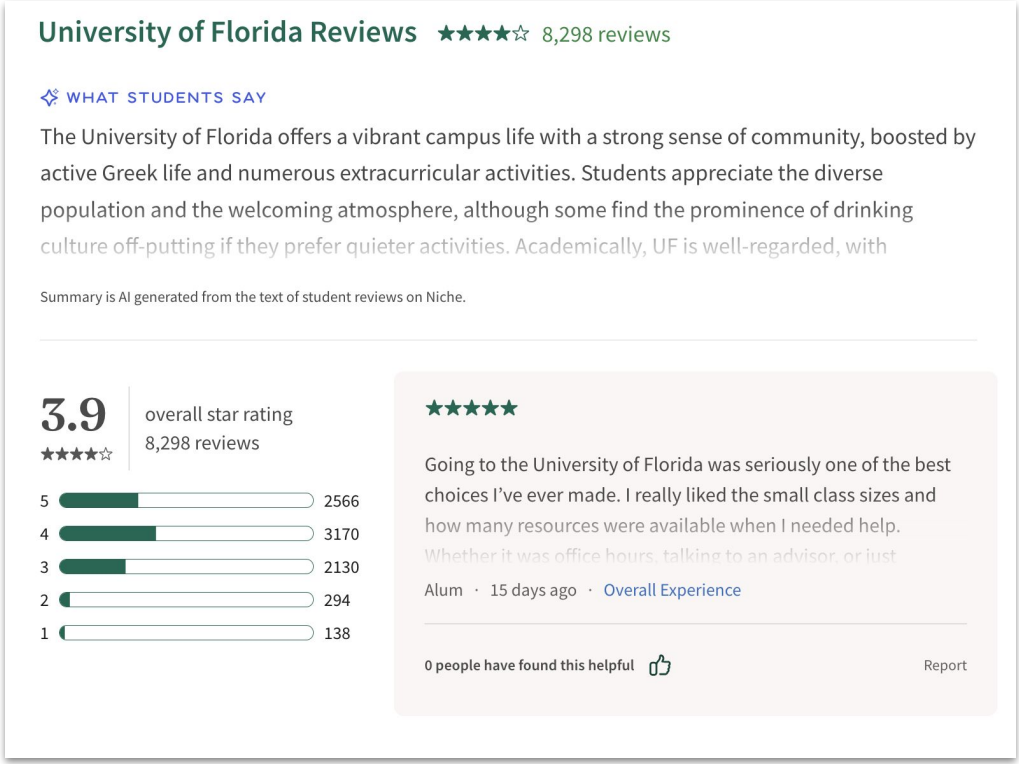

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Student satisfaction: another opportunity?

Assessment Matters: Spring 2024 Student Satisfaction Survey

By Dilnavaz Mirza Sharma, Assistant Director of Assessment | Published Mon, April 22, 2024

Results from the 2024 Student Satisfaction Survey show that overall Meredith's student satisfaction levels have stayed positive. In the first week of February, 1208 undergraduate students were invited to participate in the survey, and 505 students completed the questionnaire.

Satisfaction

Our alumni rated their educational experience as good (3.40 vs. 3.02). When compared to responses from students at other law schools, Purdue Global Law School's ratings were **higher than average** for overall satisfaction in the following:

- Academic advising and planning (3.19 vs. 2.58)
- Career counseling (3.08 vs. 2.61)
- Personal counseling (3.15 vs. 2.54)
- Financial aid advising (3.16 vs. 2.59)

Legal Skill Development

Our students rated key components of legal skills development more favorably than the average of students from law schools overall.

Coursework emphasized:

- Analyzing the basic elements of an idea, experience, or theory, such as examining a particular case or situation in-depth and considering its components (3.68 vs. 3.35)
- Synthesizing and organizing ideas, information, or experiences into new, more complex interpretations and relationships (3.54 vs. 3.21)
- Making judgments about the value of information, arguments, or methods, such as examining how others gathered and interpreted data and assessing the soundness of their conclusions (3.37 vs. 3.02)
- Applying theories or concepts to practical problems or in new situations (3.51 vs. 3.26)

The program contributed to:

- Developing legal research skills (3.57 vs. 3.17)
- Writing clearly and effectively (3.45 vs. 3.17)
- Thinking critically and analytically (3.57 vs. 3.34)
- Developing a personal code of values and ethics (3.49 vs. 3.19)
- Contributing to speaking clearly and effectively (3.11 vs. 2.85)

Sources: meredith.edu, purduegloballawshool.edu

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Exploring Segments: Admissions Stage

04

Admission Stages

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Top Admission & Financial Aid Tasks

Gathering Info

1. Total cost of attendance
2. Payment plan options
3. Types of financial aid
4. Financial aid eligibility requirements
5. Actual cost to attend after estimated financial aid
6. Application fee cost and waiver ◆
7. Acceptance rate
8. Financial aid forms
9. Application requirements
10. Loan repayment options and policies ◆

Applying

1. Total cost of attendance
2. Acceptance rate
3. Types of financial aid
4. Admission criteria
5. Payment plan options
6. Status of my application
7. Financial aid eligibility requirements
8. Class profile (GPA, test scores, student home states) ◆
9. Application requirements
10. Financial aid forms

Enrolling

1. Total cost of attendance
2. Types of financial aid
3. Acceptance rate
4. Status of my application
5. Financial aid forms
6. Admission criteria (GPA, test scores, etc.)
7. Payment plan options
8. In-person campus visit options ◆
9. Actual cost to attend after estimated financial aid
10. Application fee cost and waiver

◆ Indicates a top task that is unique to the segment.

*Unique to this segment

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Cost permeates the entire admissions process

Top Admission & Financial Aid Tasks

Gathering Info	Applying	Enrolling
1. Total cost of attendance	1. Total cost of attendance	1. Total cost of attendance
2. Payment plan options	2. Acceptance rate	2. Types of financial aid
3. Types of financial aid	3. Types of financial aid	3. Acceptance rate
4. Financial aid eligibility requirements	4. Admission criteria	4. Status of my application
5. Actual cost to attend after estimated financial aid	5. Payment plan options	5. Financial aid forms
6. Application fee cost and waiver ◆	6. Status of my application	6. Admission criteria (GPA, test scores, etc.)
7. Acceptance rate	7. Financial aid eligibility requirements	7. Payment plan options
8. Financial aid forms	8. Class profile (GPA, test scores, student home states) ◆	8. In-person campus visit options ◆
9. Application requirements	9. Application requirements	9. Actual cost to attend after estimated financial aid
10. Loan repayment options and policies ◆	10. Financial aid forms	10. Application fee cost and waiver

◆ Indicates a top task that is unique to the segment.

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Selectivity concerns increase mid-funnel

Top Admission & Financial Aid Tasks

Gathering Info	Applying	Enrolling
1. Total cost of attendance	1. Total cost of attendance	1. Total cost of attendance
2. Payment plan options	2. Acceptance rate	2. Types of financial aid
3. Types of financial aid	3. Types of financial aid	3. Acceptance rate
4. Financial aid eligibility requirements	4. Admission criteria	4. Status of my application
5. Actual cost to attend after estimated financial aid	5. Payment plan options	5. Financial aid forms
6. Application fee cost and waiver ◆	6. Status of my application	6. Admission criteria (GPA, test scores, etc.)
7. Acceptance rate	7. Financial aid eligibility requirements	7. Payment plan options
8. Financial aid forms	8. Class profile (GPA, test scores, student home states) ◆	8. In-person campus visit options ◆
9. Application requirements	9. Application requirements	9. Actual cost to attend after estimated financial aid
10. Loan repayment options and policies ◆	10. Financial aid forms	10. Application fee cost and waiver

◆ Indicates a top task that is unique to the segment.

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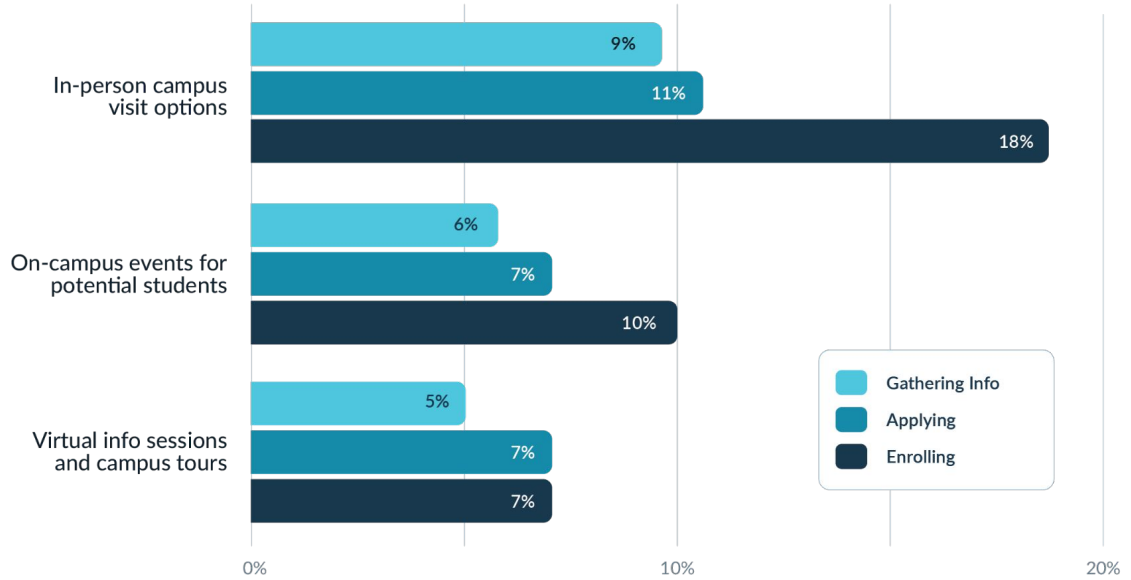
Campus visits are increasingly moving down-funnel

How Students Prioritize On-Campus and Virtual Visit Options By Admissions Stage

N=1,034



Percentage of Respondents Voting for Task

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Top Academic Program Tasks

Gathering Info

1. Tuition and fees for the major/program
2. Online vs. in-person program options
3. FA options for specific majors/programs
4. Courses required for the program/major
5. List of all programs/majors offered
6. Average time to complete degree program
7. Student satisfaction with program
8. Times when classes are typically held ◆
9. Employment projections for occupations related to the program
10. Online student support services ◆

Applying

1. Tuition and fees for the major/program
2. FA options for specific majors/programs
3. Courses required for the program/major
4. List of all programs/majors offered
5. Employment rates for graduates of the program
6. Online vs. in-person program options
7. Average time to complete degree program
8. Career paths and success stories from graduates of the program ◆
9. Course descriptions and syllabi ◆
10. Online student support services ◆

Enrolling

1. FA options for specific majors/programs
2. Career paths and success stories from graduates of the program
3. List of all programs/majors offered
4. Courses required for the program/major
5. Tuition and fees for the major/program
6. Internship opportunities available for a program ◆
7. Employment rates for graduates of the program
8. Student satisfaction with program
9. General education requirements ◆
10. Online vs. in-person program options

◆ Indicates a top task that is unique to the segment.

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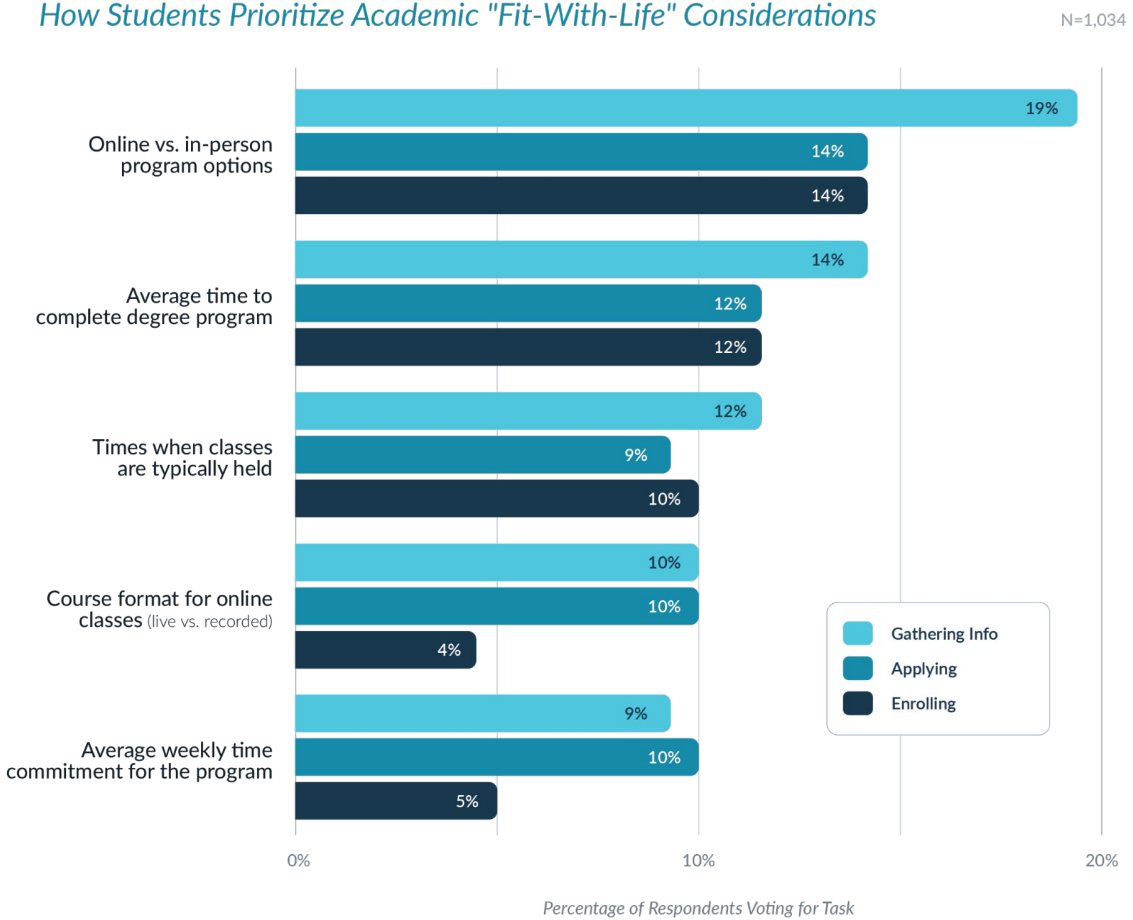
Practical considerations are an early gate



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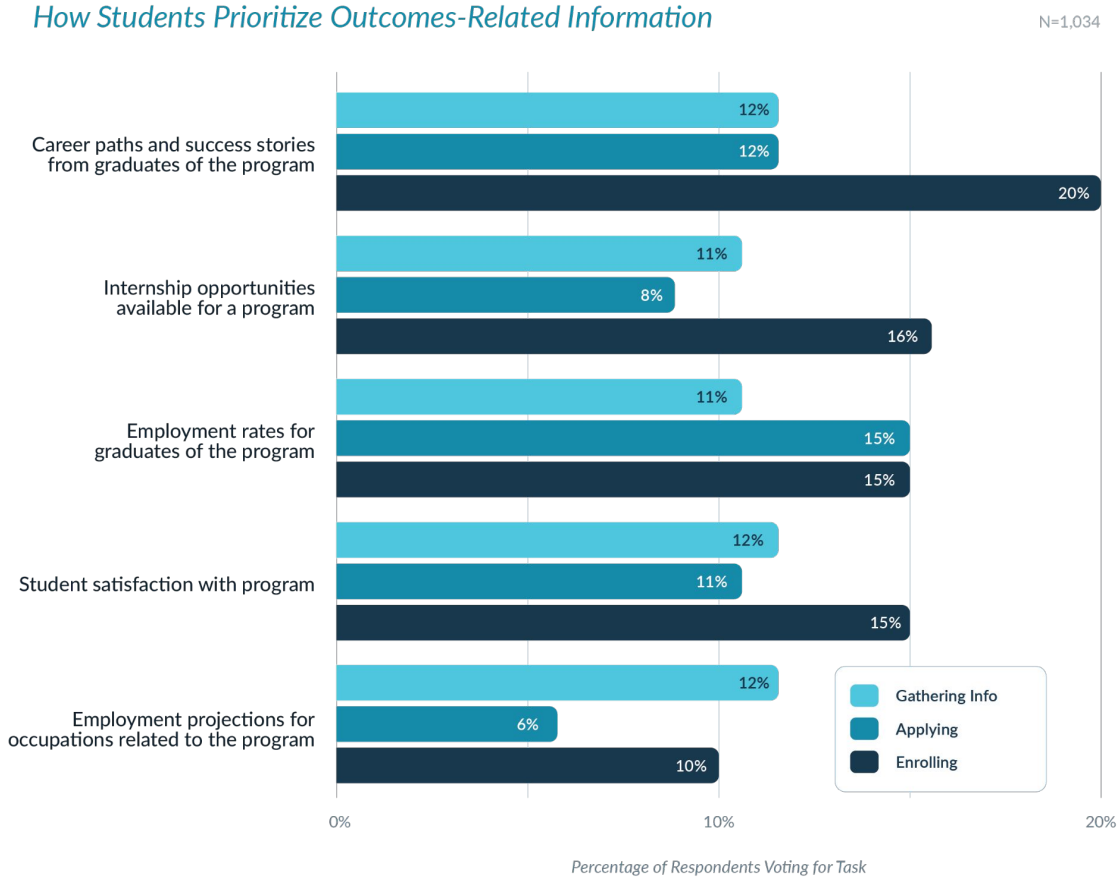
Enrolling students ask “will this be worth it?”



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Exploring Segments: 2-Year vs. 4-Year Institutions

05

2-year and 4-year students share substantial common ground

Top Admission and Financial Aid Tasks

Two-Year	Four-Year
1. Total cost of attendance	1. Total cost of attendance
2. Payment plan options	2. Acceptance rate
3. Financial aid forms ◆	3. Types of financial aid
4. Types of financial aid	4. Payment plan options
5. Financial aid eligibility requirements	5. Application fee cost and waiver
6. Application requirements	6. Actual cost to attend after estimated financial aid
7. Actual cost to attend after estimated financial aid	7. Admission criteria ◆
8. Acceptance rate	8. Financial aid eligibility requirements
9. Loan repayment options and policies ◆	9. Application requirements (transcripts, recommendation letters)
10. Application fee cost and waiver	10. Status of my application ◆

◆ Indicates a top task that is unique to the segment.

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2-year and 4-year students share substantial common ground

Top Academic Program Tasks

Two-Year	Four-Year
1. Tuition and fees for the major/program	1. Tuition and fees for the major/program
2. Online vs. in-person program options	2. Financial aid options for specific majors/programs
3. Financial aid options for specific majors/programs	3. Courses required for the program/major
4. Average time to complete degree program ◆	4. Career paths and success stories from graduates of the program ◆
5. List of all programs/majors offered	5. Student satisfaction with program (% that would recommend it) ◆
6. Times when classes are typically held ◆	6. List of all programs/majors offered
7. Online student support services ◆	7. Employment rates for graduates of the program
8. Courses required for the program/major	8. Online vs. in-person program options
9. Average weekly time commitment for the program ◆	9. Internship opportunities available for a program
10. Course descriptions and syllabi	10. Course descriptions and syllabi

◆ Indicates a top task that is unique to the segment.

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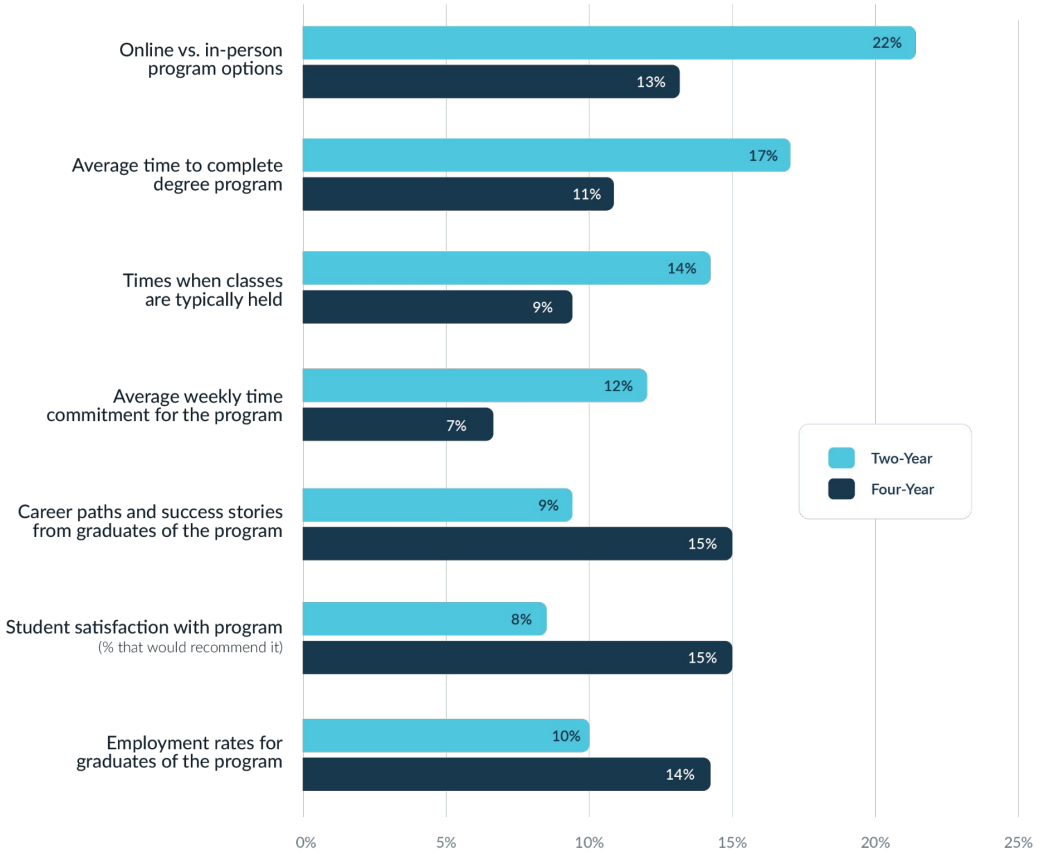
Immediate vs. long-term concerns

- ➔ 2-year students emphasize practical considerations
- ➔ 4-year students emphasize long-term pay-off

How Two-Year and Four-Year Students Rank Program-Related Tasks

N=1,034



Percentage of Respondents Voting for Task

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Applying This Research

06

Applying this research

01

Socialize the research

- ➔ Align on priorities
- ➔ Settle internal debates with data

02

Design for shared priorities first

- ➔ Segments differ in specific but limited ways
- ➔ Ultra-granular personalization is overkill

03

Measure and improve your top tasks

- ➔ Tasks success rate, time on task, qualitative feedback
- ➔ Iterate and retest

04

Think beyond the website

- ➔ Not just tasks but information priorities

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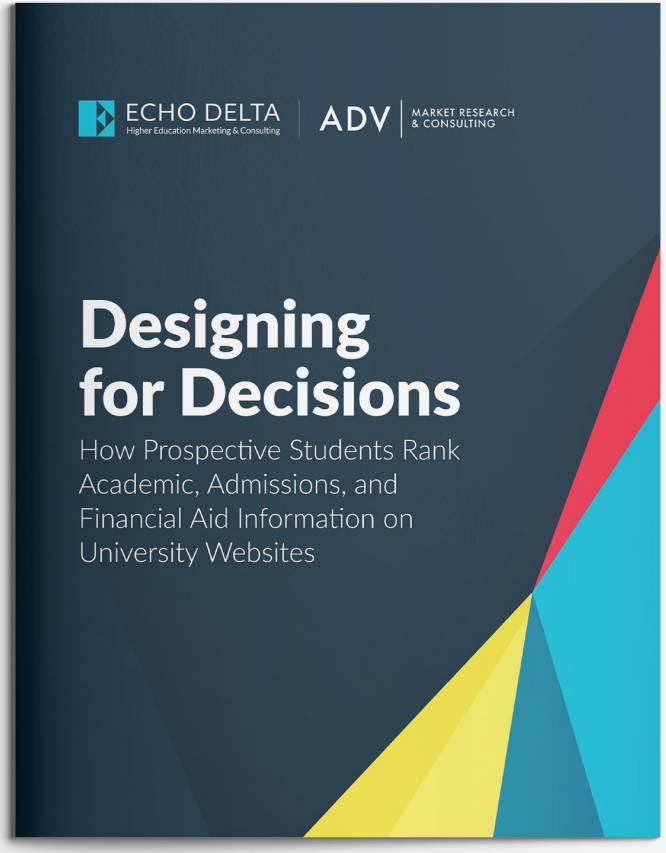
Download the Report

Scan to download

echodelta.co/designing-for-decisions



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Questions & Reflections

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