



Higher Education Research

Meeting the Challenges of the New Education Marketplace



Research Rooted in Reality

Higher education institutions in today's education market are presented with as many challenges as opportunities. The prospect of increasing enrolments, reduced government funding, and aging faculty offers a chance for renewal and change. But, the increasing competition for people and dollars also forces colleges and universities to adopt more strategic approaches to marketing, recruitment, and public relations. As a result, brand reputation, customer service, and creating a good story now rival solid research, top faculty, and quality programs as key factors in promoting an institution.

In this context, reaching, attracting, and sustaining relationships with students, faculty, alumni, and funders means higher education institutions require a solid understanding of their market, their customers, and their competition. Ipsos' *Higher Education Practice* can provide the information and intelligence you need to meet the challenges you face in today's new marketplace.

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 your institution succeeds. We do this by offering you the following:

- **Custom Research:** We provide research 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 and understand the higher education sector.
- **Research with Multiple Audiences:** We've developed data collection and analytical approaches to meet the strategic needs of surveying the many different audiences higher education institutions interact with: students, alumni, faculty, staff, donors, executive/board members, high school students, parents, guidance counsellors, general public, opinion leaders.
- **Client Experience:** For more than a decade, our firm has conducted a wide range of studies in the higher education sector, with many different institutions and organizations.

Research That Helps You Meet Your Challenges

Ipsos undertakes a wide range of studies, answering questions designed specifically for the higher education sector.

- **Choice Analysis (Recruitment):** Studies that identify how and why people choose a higher education institution over another. What are the key drivers of choice? What are the key factors people use to evaluate institutions? Who are the key influencers of choice? Where

do people obtain information about your institution? What types of information are they looking for?

- **Brand Reputation and Positioning Analysis:** Studies that measure the "health" of your brand, and how to take advantage of your positioning. We do this on four levels:

1. **Visibility:** Is your institution on the radar screen? How well do people know you? What has been heard about your institution recently? What's needed to raise its awareness and visibility?
2. **Defining Characteristics:** What makes your institution unique? What are you best known for? How clear is your brand? What are your institution's key brand strengths and weaknesses? How can you take best advantage of your strengths, and address weaknesses to have the greatest impact on your brand positioning?
3. **Competitive Positioning:** How different are you from your competitors? What competitive set does your institution fit into? How do you compare to your competitors on key performance measures related to quality and reputation? What are the competitive threats to your brand? What steps are needed to improve your positioning vis-à-vis other institutions?
4. **Value:** Is your institution delivering value? Can you leverage your brand?





- **Retention & Loyalty:** Studies that measure how attached students, alumni, faculty, and staff are to your institution. What drives or undermines their loyalty? What can be done to create or reinforce loyalty? Are your customers satisfied with what your institution offers? What do they care about most/least? Are you meeting expectations?
- **New Program Viability:** Studies that examine the interest level in new or proposed programs before they are launched. How big is the market for the program? What can be done to attract students?
- **Market Segmentation:** Studies that combine attitudinal and behavioural measures to segment an institution's market. This helps inform recruitment and marketing efforts.
- **Higher Education Trends Analysis:** Studies that examine current key trends in the higher education market that affect institutional decision-making. What does the future hold? What are governments doing that will affect institutional planning?

Research Tools to Meet Strategic Objectives

Ipsos has developed a series of proven research techniques that address challenges that higher education institutions face:

- **Action-Grid Analysis:** Identifies brand strengths and weaknesses based on your institution's ratings on key attributes related to quality.
- **Brand Mapping Competitive Analysis:** Provides a statistically-based visual representation of the attributes your audiences most closely associate with your institution, and with your competitors.

- **Penalty-Reward Analysis:** Predicts key drivers of and barriers to perceptions of your institution's overall quality. Identifies critical attributes that need to be fixed, as well as those that enhance perceptions.
- **Brand Builder:** Measures the overall health of your brand by looking at its equity and loyalty in the context of involvement, substitution, and value.
- **Alumni Engagement:** A unique analytic and predictive model that segments alumni based on their engagement with and value to an institution. It also identifies strategies and tactics that can be used to reach the segments.

Proven and Relevant Experience

Ipsos has worked with numerous higher education institutions, large and small, across several jurisdictions: University of British Columbia, University of Ottawa, University of Manitoba, University of Calgary, Queen's University, University of Waterloo, University of Toronto, Carleton University, Vancouver Community College, College of New Caledonia, BC Institute of Technology, Kwantlen University College, Mount Royal College, Royal Roads University, Northwest Community College, Christian Higher Education Canada, Maritime Provinces Higher Education Commission.

About Ipsos in North America

Ipsos is the market leader in Canada, one of the fastest growing market research companies in the U.S., and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services – guided by industry experts and

bolstered by advanced analytics and methodologies – in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

Our Strategy is Simple

We explore, probe and challenge conventional wisdom. We combine the most advanced analytical and data collection capabilities in the marketplace with research teams that have extensive background in the higher education market.

The Result

The richest possible data, the deepest analysis and insight, and better decision-making tools and information for you.

Contact Us

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

Dr. Daniel Savas
Senior Vice President
Account Director,
Higher Education Research
Ipsos Reid (Vancouver)
Phone: 778.373.5004
daniel.savas@ipsos-reid.com

Mr. Chris Setchell
Associate Vice President
Ipsos Loyalty (Toronto)
Phone: 416.324.2106
chris.setchell@ipsos-reid.com