

RECRUITMENT INTELLIGENCE

Enrollment Surveys

Capture's Recruitment Intelligence product line includes a state of the art Pre-Recruitment Survey and Yield Engagement Survey. Both surveys provide detailed and actionable intelligence on how your brand is perceived in your highest priority markets and identify key strengths and weaknesses necessary to effectively market your institution. Using this insight, our team of higher ed data experts provides strategic recommendations to enhance your brand positioning.

Product Features

- Survey up to 10,000 prospective students and/or 10,000 admitted students via email
- Incentives to complete the surveys are included
- Two 4-part surveys
 - » Demographics
 - » Hypothetical: your institution vs. your peers (pre-recruitment only) or Decision Status (admitted students only)
 - » Capture Brand Position Scale (CBPS): measures your brand across six key dimensions
 - » Search Engine Marketing Root Words
- Post-survey written analysis and presentation by Capture LABS
- Additional analysis comparing Pre and Admitted surveys when both are purchased

Benefits

- Provides additional demographic and academic information about your prospects
- Provides insight on what prospects care about when choosing a school
- Provides tactical recommendations to increase brand position
- Informs follow-up actions to increase yield when a student is still deciding
- Drives keyword and SEO strategy

Our Team



Thom Golden, Ph.D.
Vice President of
Data Science

- 14 years in higher education, with expertise in enrollment management, strategic marketing, psychometrics and developmental psychology.
- Former Senior Associate Director, Vanderbilt University



Brad Weiner, Ph.D.
Director of
Data Science

- 13 years in higher education including admissions, research, and analytic advisory roles.
- Former Analyst, Office of the Vice Provost for Undergraduate Education, University of Minnesota



Pete Barwis, Ph.D.
Senior Data
Scientist

- Over 11 years experience as a statistician and research analyst for a variety of sectors, including higher ed.
- Former Statistics and Technology Analyst for the University of Notre Dame