

HOW Prospective Students **RESEARCH** Degree Options

Technology has changed the way prospective students **conduct their research**, with the majority using the Internet to research degree options. The impact? Institutions must make their programs and information easy to find.

See below for information on how prospective students **search, research, and select** programs.

TOP SOURCES for INFORMATION

Most prospective students now opt for self-guided research, completing most of it online before ever speaking with a university admissions representative.

Search Engines



79%

of prospective students first turn to search engines to research options.

2 out of 3

searches are non-brand (i.e. a program name), meaning only 1 of 3 searches names a specific university in the initial query.

Other Online Sources



13%

visit universities' social media profiles to learn more about the culture.

24%

of prospective students read blogs or discussion forums for insights from current students, alumni, and media.

University Websites



89%

of prospective students visit an institution's website as part of their research.

MORE TIME SPENT RESEARCHING OPTIONS

In addition to looking at multiple sources of information, prospective students spend more time gathering information before initiating contact.



3000+

digital touchpoints made by prospective students before submitting lead form.



<7%

of prospective students researched and enrolled within **4 months**.

DOES YOUR WEBSITE ANSWER STUDENTS' TOP QUESTIONS?

If your institution's website doesn't quickly answer a prospective student's key questions they will move on. Below are the **top considerations** potential students have when researching their higher education options.



Career Interests

Does it fit well with their career aspirations? 13% of prospective students also look at salaries associated with the career outcomes of the program.



Tuition Costs

How much will the program cost? Prospective students want to avoid incurring significant debt.



Time Investment

How long it will take to complete the program? How flexible is the program's timeline?



Reputation

Prospective students consult with current students and alumni of the program and read online reviews to find out if a program is considered reputable.



Requirements

What are the admission requirements? What is expected of the student in order to successfully complete the program?

CLEAR THE PATH for PROSPECTIVE STUDENTS

These statistics suggest that prospective students are most likely to request information from institutions with a strong and easily searchable digital presence. **Create a clear path to your degree programs with Ranku**, a platform that boosts your programs' visibility during the search process and makes it easy for prospective students to find the one that best suits their needs.

SOURCES: Wiley Education Services Survey, 2018

Google Education Insights Quarterly, Q1 2018

Think with Google / Ipsos / Google Research, 2017

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