



EAB

# Student Success for “Gen P”

How the Pandemic Has Changed Students’ College-Going  
Behaviors and Mindset

Navigate | August 1, 2023

# Today's Presenters



## Pamela Kiecker Royall, PhD

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*Managing Director  
Student Success*

### Questions?

Throughout the presentation, feel free to submit questions via the Q&A

### Technical Difficulties?

Email [Mprice@eab.com](mailto:Mprice@eab.com) if you're having trouble viewing slides



# Education's Trusted Partner to Help Schools and Students Thrive



## Your Imperatives Determine Ours

### INSTITUTIONAL STRATEGY

#### Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

### MARKETING AND ENROLLMENT

#### Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

### STUDENT SUCCESS

#### Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

### DIVERSITY, EQUITY, AND INCLUSION

#### Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

### DATA AND ANALYTICS

#### Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

**95%+** of our partners return to us year after year because of results we achieve, together.

**How have students' college-going behaviors and mindset changed as a result of the pandemic?**



# About Our Communication Preferences Survey



## Overview

- Survey of high school students' communication preferences and college priorities
- Data collected in Spring 2023; responses from **20,324 participants**

## Participant Profile

High School Graduation Year	Percentage
2023 (Senior)	58%
2024 (Junior)	26%
2025 (Sophomore)	17%

Race/Ethnicity	Percentage <sup>1</sup>
White/Caucasian	52%
Hispanic or Latinx/o/a	22%
African/African American/Black	15%
Asian (Central/South/East/Southeast)	13%
Others <sup>1</sup>	5%

Gender	Percentage
Female	58%
Male	38%
Non-binary	3%
Other	1%

First-Generation Status	Percentage
First-Generation	24%
Non-First-Generation	76%

Region	Percentage
Northeast	18%
Southeast	23%
Midwest	22%
Southwest	14%
West	23%

Household Income	Percentage
\$90,000 or less	56%
\$90,001-\$200,000	33%
More than \$200,000	10%

1) Participants could select multiple options

2) Including Middle Eastern or West Asian, Native American or Alaskan Native, Hawaiian Native/Pacific Islander, and other

## Roadmap: 5 Key Insights From Our Research

1. **Mental health** concerns are shaping Gen P's college search.
2. Students missed out on crucial **academic preparation**.
3. Students are eager for **in-person** events and experiences.
4. Students have high standards for **digital experiences**.
5. Students are **questioning the value** of a college education.



# Mental health concerns are shaping Gen P's college search.

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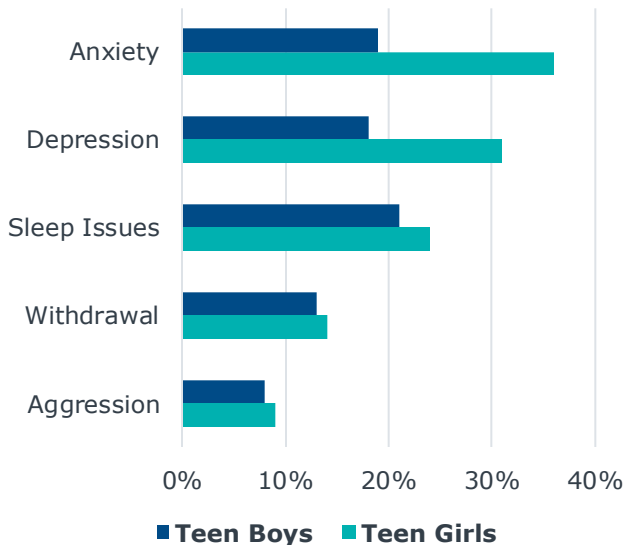
INSIGHT

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# Growing Mental Health Challenges from the Pandemic

## Percentage of parents reporting their child showing new or worsening symptoms of mental health concerns, 2020-21

U Michigan National Survey (2021)



## A Troubling Picture of Mental Health

17%

Increase in **diagnosis of anxiety disorders** in young people<sup>1</sup> in the last 10 years

32%

Of adolescents will meet criteria for an **anxiety disorder by the age of 18**

3000+

**Suicide attempts are made on average each day** by students in grades 9-12

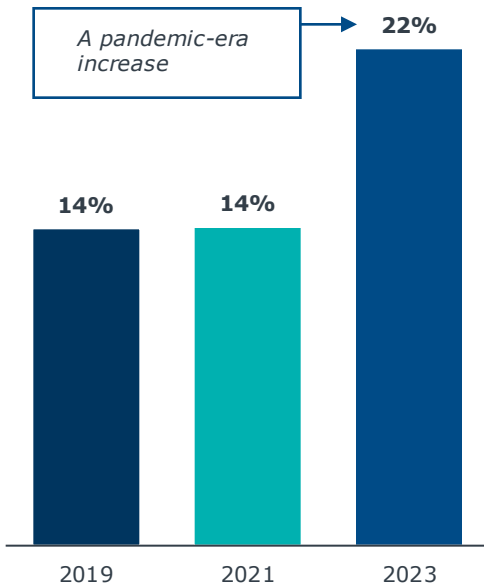
Sources: C.S. Mott Children's Hospital (2021), [National Poll on Children's Mental Health](#); CDC (2020), [Mental Health-Related Emergency Department Visits Among Children Aged <18 Years During COVID-19 Pandemic](#);



# Mental Health Increasingly Guiding College Choices

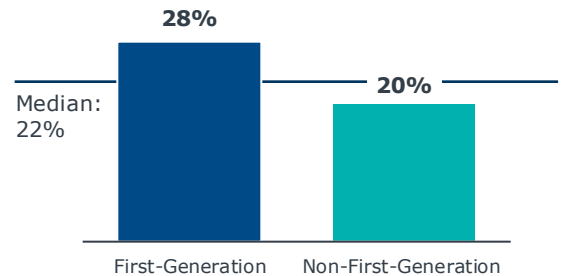
## A Growing Reason Students Are Forgoing College

Share of Students Naming "Not Mentally Ready" as Their Reason for Opting Out of College



## Concerns Are Highest Among First-Generation Students...

"I'm Not Mentally Ready" for College, by First-Generation Status



## ...And Lower-Income Students



Among students **planning to attend college**, mental health was more likely to be listed as a top college concern for lower-income than higher-income students

Source: EAB 2023 Communication Preferences Survey

## *For Enrollment*

**1** Prioritize mental health messaging to families

**2** Early outreach remains important

**3** Build strong relationships with community-based organizations

## *For Success*



Mental health is a risk to retention



Technology can help connect students with the support resources you already offer. Features like these are useful in augmenting mental health support:

- Hand Raise
- Coordinated Care
- Surveys and polls
- Automated messaging

## Want to Learn More?

The Navigate team has new research on how your success technology infrastructure can **augment campus mental health support.**

Use the poll to tell us if you'd like to learn more.



I'd like to have a **call with an EAB expert** about this



Please sign me up for the **webinar** on this topic next month



I'd like to read the **blog post**





# Students missed crucial academic preparation for college.

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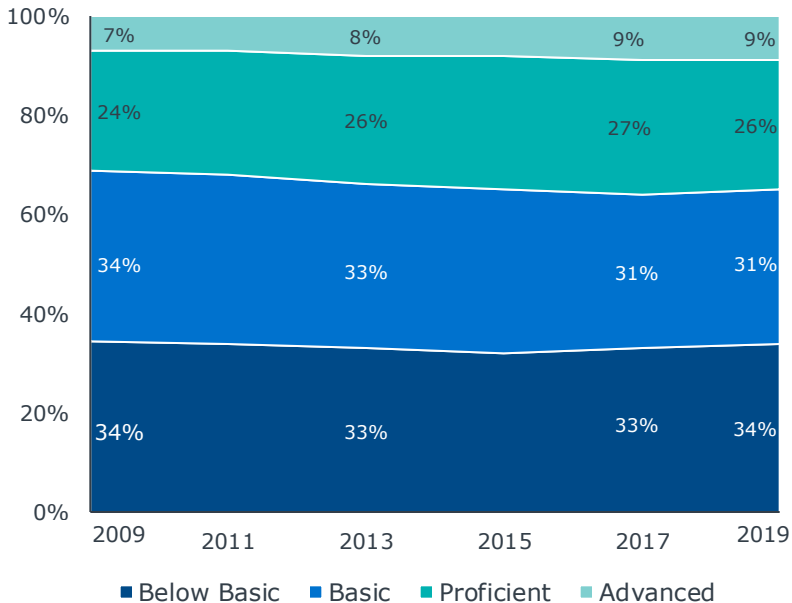
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# Declines in Academic Achievement

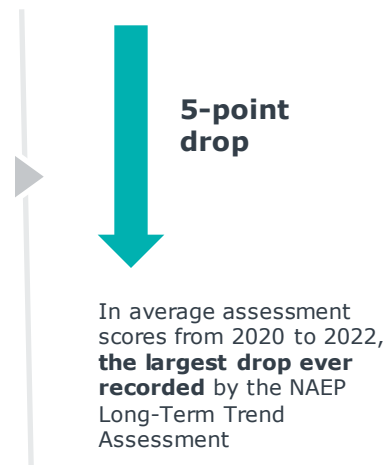


## Proficiency Levels Have Been Consistently Low for a Decade

Percent of Students Scoring at Each Achievement Level on NAEP Assessments



## Pandemic Disruptions Put Even More Students Behind

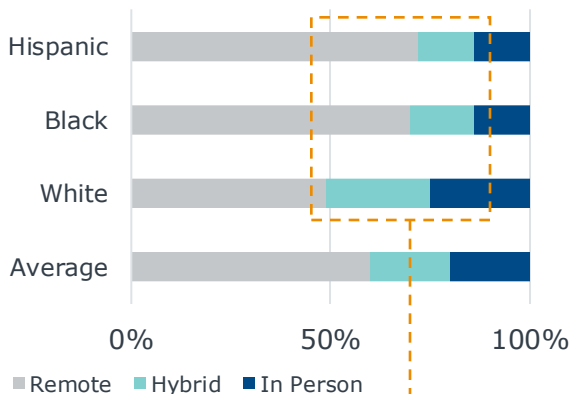


# Equity Gaps Exacerbated During COVID

## A Disparity in Access to and Trust in In-Person Learning During COVID

### Students Receiving Each Type of Instruction

September 2020



20-point gap between white and Black or Hispanic students receiving remote instruction

### K-Shaped Educational Recovery

“Students who performed well previously primarily performed slightly better than expected during Q1 of this year. In contrast, **students who were previously not performing well, performed considerably less well.**”

- Study on Teaching and Learning During the COVID-19 Pandemic, Fairfax County Public Schools

# Potential Impacts on College Preparedness



## Students Are Concerned About Success as They Make College Choices

26%

of students surveyed by EAB selected “whether I’ll be successful in college” as a top concern about college, behind only affordability and cost considerations.

## And School Counselors Report Under-Preparation

73%

of high school counselors report the pandemic has at least moderately weakened their students’ academic preparation

## Pandemic Learning Loss Likely to Have Long-Term Effects

Students not reading proficiently by third grade are significantly less likely to...

Catch up

75%

Never reach reading proficiency in future grades

Graduate on time

4x

More likely not to graduate from high school on time

Go to college

54%

Less likely to enroll at a college or university after high school

## *For Enrollment*

**1** Address families' academic preparedness concerns in marketing

**2** Prioritize building a sense of belonging

**3** Leverage relationships with community-based organizations

## *For Success*



Your next college classes may arrive needing more academic support and foundational courses



Early alert systems will be critical to make sure students don't fall behind





Students are eager for  
in-person events and  
experiences.

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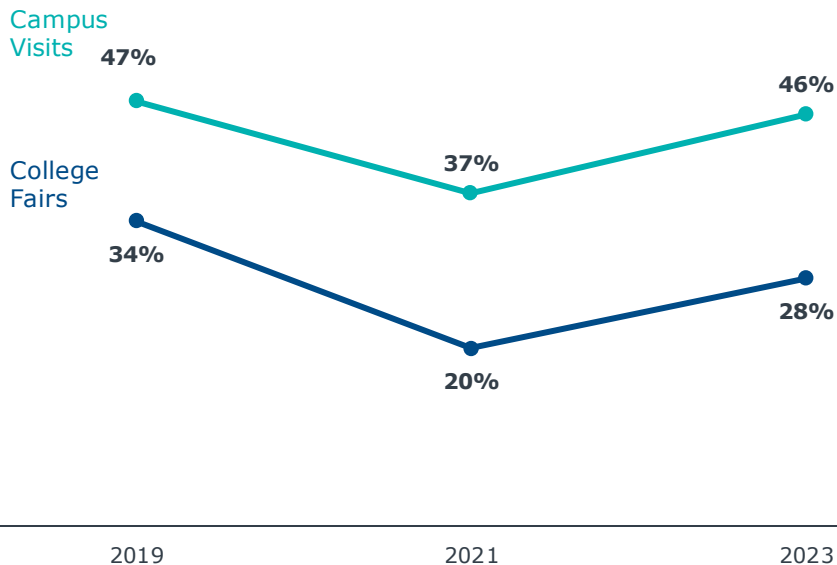
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# Campus Visits and College Fairs Have Rebounded

## Percentage of Students Participating in Campus Visits and College Fairs

2019-2023

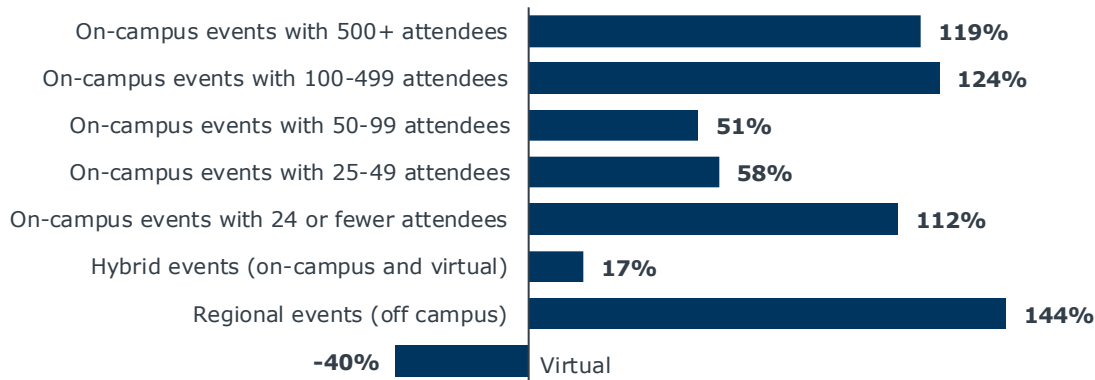


Sources: EAB 2023 Communication Preferences Survey.

# In-Person Events Are Back

## Change in Number of Recruitment Events Colleges Hosted

EAB 2022 Enrollment Events Poll



## No-Show Rates Also Reflecting Popularity of In-Person Events

58%

of institutions report **virtual** event show rates were **down** in 2022, with another 37% reporting they were flat

38%

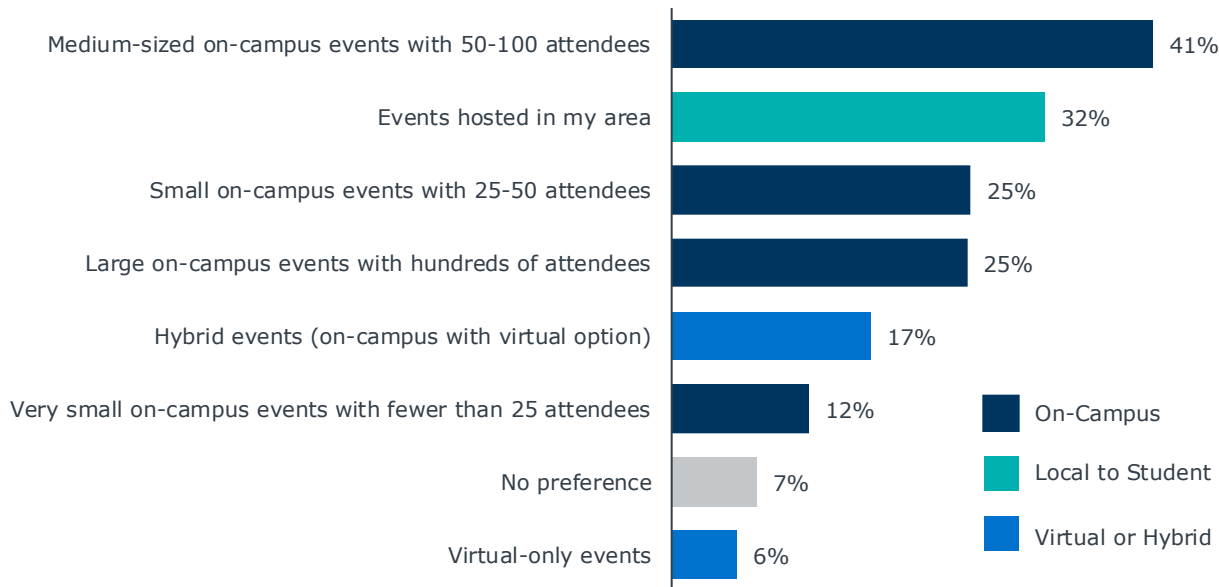
of institutions report **in-person** event show rates were **up**, with another 51% reporting they were flat

# What Types of Events Do Students Most Prefer?



## Students Are Eager for On-Campus Events, But They Appreciate a Variety of Options

*Recruitment Event Types That Most Appeal to Students, Participants Could Select Up to 2 Responses*



Source: EAB 2023 Communication Preferences Survey

## *For Enrollment*

1 A varied event strategy appeals to students

2 Encourage families to attend events and visit earlier in their search

3 In-person is back, but don't write off virtual events

## *For Success*



Students are seeking ways to form meaningful connections with the campus community



Use quick-polls to assess how students are feeling



Students have high standards for digital experiences.

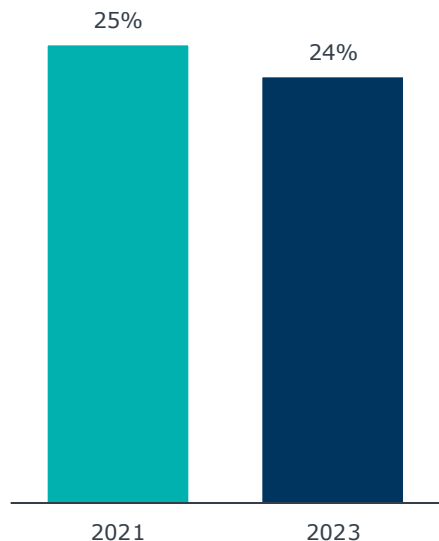
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## Students About as Likely to Use Virtual Tours in 2023 as in 2021

Percentage of Students Naming Virtual Tours as a Top Source



## Key Functions of Virtual Events and Experiences



### Facilitate Self-Service Research

Virtual tours and other experiences offer students a highly engaging way to research schools independently, especially early in their search.



### Improve Access and Equity

Virtual and hybrid options provide families with a less costly, more flexible way to attend events.



### Provide Predictive Data

Interactions such as virtual tour use and event attendance can serve as key indicators of student interest.

# Social and Email Remain Important

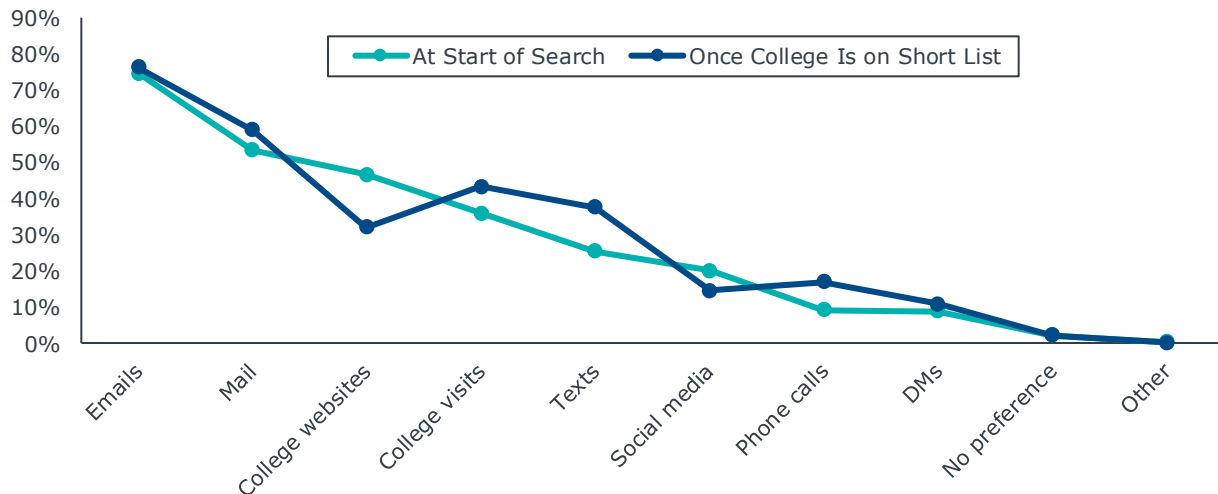
**More Students Have Interacted with Colleges on Social Media**

**74%**

Of students have interacted with a college on social media as of 2023, **up from 63% in 2021**

## Email Is Still Students' Preferred Channel for College Communications

*"How would you prefer for a school to share information with you?"*



Source: EAB 2023 Communication Preferences Survey



## *For Enrollment*

1

Virtual tours support research throughout the funnel

2

Virtual and multi-channel engagement are key indicators of student interest

3

Website design is important

4

Email remains a primary channel for communications

## *For Success*



Students want to be able to complete administrative processes digitally



Data should be used to personalize interactions with students (like digital nudges to use certain resources)



Advisors need to be able to run efficient, compelling email campaigns and employ equity-based communication

## Want to Learn More?

For the past 2 years, the Navigate team has been researching **how to design a modern student experience**.

Please use the poll to tell us if you'd like to learn more.



I'd like to have a **call with an EAB expert** about this



I'd like to read the **insight paper**



I'd like a high-level **infographic** to help me come up with ideas



Students are questioning  
the value of a college  
education.

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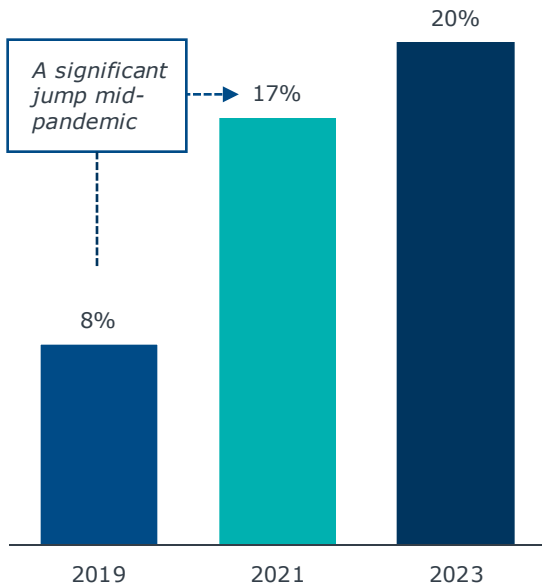
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# Students Increasingly Doubting the Value of College

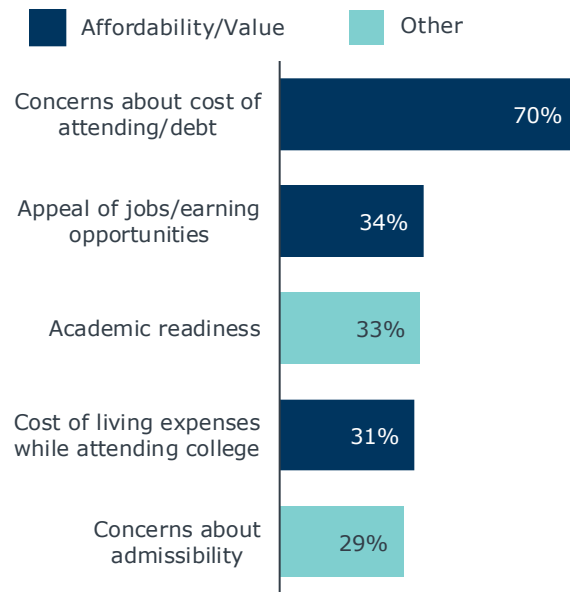
## More Students Saying "It's Not Worth It"

*Of Students Not Pursuing College Immediately After High School, 2019-2023*



## Most Common Factors That Deter Students from Attending College

*EAB High School Counselor Survey, Top 5 Responses*

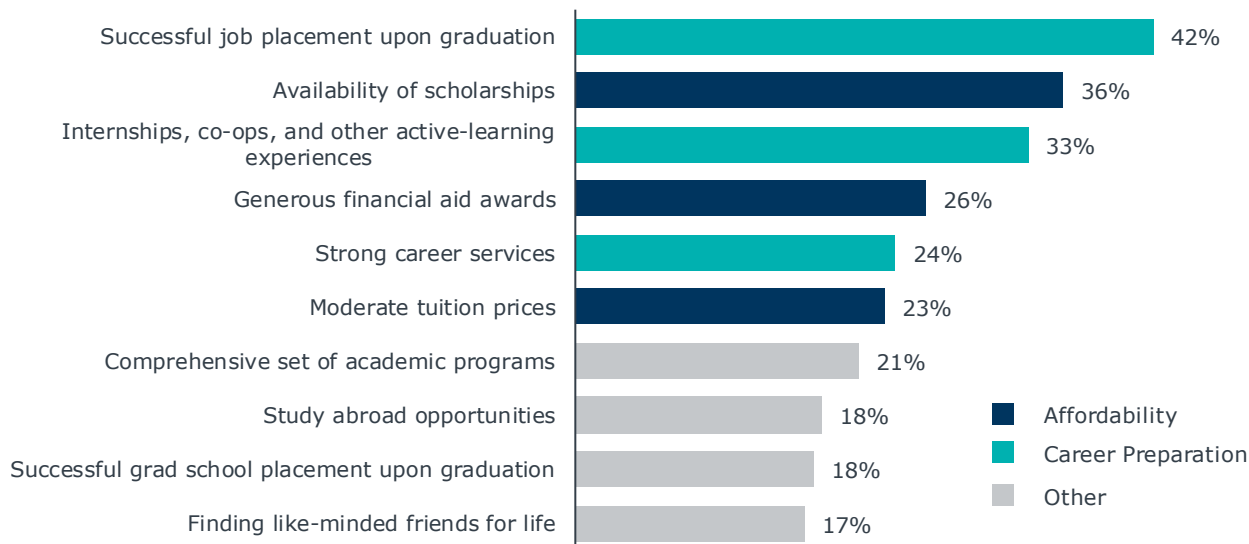


Source: EAB 2023 Communication Preferences Survey

# Comparing Colleges Based on Career Outcomes

## Students View Career Preparation as the Primary Driver of Value

*"What Best Represents Value?" Participants Could Select Up to 5*



## *For Enrollment*

1

Discuss career preparation early and persistently in marketing

2

Activate your young alumni as proof points

## *For Success*



Use students' career goals to guide program exploration early in the college journey

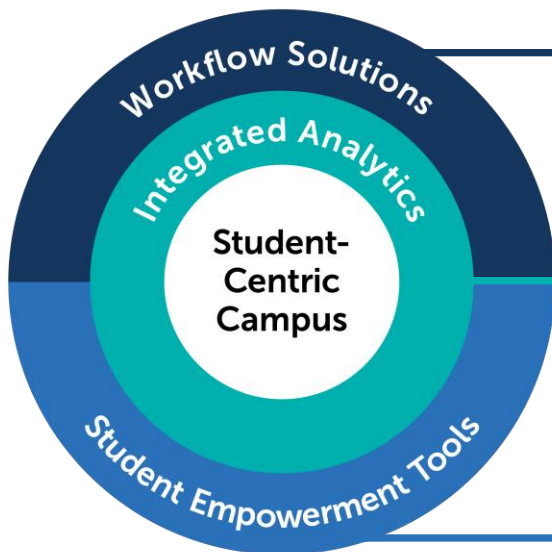


Make sure students know how to access resources available through your career center

# Recap

1. **Mental health** concerns are shaping Gen P's college search.
2. Students missed out on crucial **academic preparation**.
3. Students are eager for **in-person** events and experiences.
4. Students have high standards for **digital experiences**.
5. Students are **questioning the value** of a college education.

**Navigate** is the higher education CRM trusted by 850+ schools to recruit and retain students. Navigate unites administrators, faculty, staff, and students in a collaborative network to measurably improve outcomes across the entire student journey. Navigate partners see graduation rate increases of 3% to 15% and a typical ROI of 5:1.



## Workflow Solutions

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Focus and scale interventions, support advisors and other staff in their day-to-day work, and create a truly **coordinated network** for prospective and current students

## Integrated Analytics

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Understand which interventions are working and how to best **adjust your strategy** to support your school's needs

## Student Empowerment Tools

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Build **belonging** and a deeper sense of purpose at school with Navigate's mobile app and other digital tools



# Questions?

Please submit them through the Q&A.



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# How Can We Help?



## Have a call with an expert

Speak to an EAB expert about designing a student success strategy for “Gen P”



## Receive a copy of our new insight paper

We’re publishing our research on mental health and success technology later this month.



## Subscribe to our blog

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