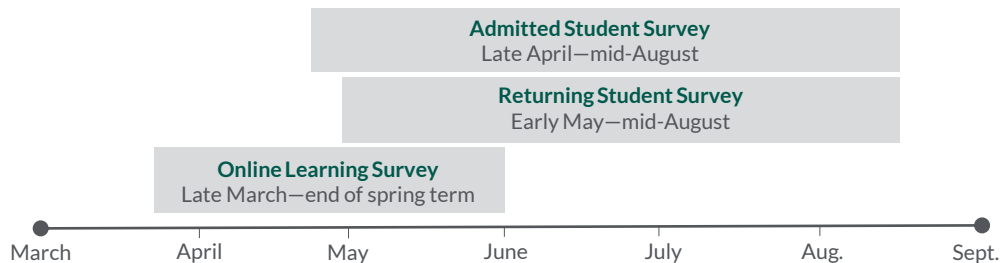# BENCHMARK SURVEY SERIES

HANOVER RESEARCH ®

This series of surveys combines contextual benchmarks with institution specific data from key stakeholder groups (including current students, admitted students, and faculty/staff). Members can use these surveys to identify how COVID-19 may be impacting future enrollment plans and how key stakeholder perceptions are changing based on personal preferences, individual factors, or institutional experience. Institutions that use our services to administer one or more of the below will be operating with accurate and up-to-date insights in a world where long-standing trends drawn from historical data may no longer apply.

|	RESEARCH QUESTIONS	IMPACT
Online Learning Survey	• How are students and faculty/staff being affected by the COVID-19 transition to online learning? • What are the pain points that can be addressed to ensure a smoother experience in the current academic term and beyond?	• Deliver a better online learning experience for all key stakeholder groups • Strategically deploy your institution's finite resources for maximum positive impact, and maintain targeted engagement with key stakeholders
Admitted Student Survey	• What impact has COVID-19 had on admitted students' education plans for fall 2020? Are admitted students still planning to attend? • How have admitted students' needs and/or preferences changed? What other options are admitted students considering if their fall 2020 plans have changed or if they are undecided?	• More accurately model Fall 2020 enrollments of incoming freshman students • Maximize incoming freshman yield by identifying and proactively addressing their barriers to entry
Returning Student Survey	• What are returning students' plans for the next academic year? Are they planning to re-enroll as expected? • What did the institution handle well vs. poorly in responding to COVID-19? Are these students' future enrollment plans changing based on personal factors and/or their experience with the institution?	• Better inform attrition rate projections of non-freshman students • Tailor student services and offerings to the most current needs/preferences of returning students

OPTIMAL TIMING FOR BENCHMARK SURVEYS

Admitted Student Survey
Late April—mid-August

Returning Student Survey
Early May—mid-August

Online Learning Survey
Late March—end of spring term

March — April — May — June — July — Aug. — Sept.

If you are interested in administering any or all of these surveys for your institution, please contact us for details.

BENCHMARK SURVEY SERIES

FEATURES

✓ Quickly deployed (within 24-48 hours)

✓ Survey link(s) can be distributed through a range of communication channels (e.g., email, social media, institutional website, SMS)

✓ Collect data from multiple key stakeholder groups (students, faculty and staff, and parents of students)

✓ Fully interactive dashboard that allows for real-time data filtering and segmentations

✓ Compares institution specific data to contextual benchmarks

✓ Repeatable to maintain up-to-date data in a rapidly changing environment
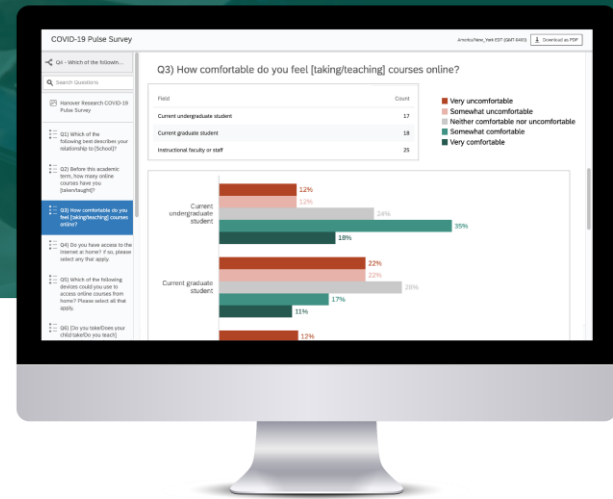
HOW TO GET STARTED

1. Inform your account team that you want to administer one or more of the surveys.

2. Distribute the survey link(s) to your key stakeholder groups (students, faculty and staff, and parents of students).

3. Uncover insights via fully interactive dashboard(s).

Not seeing the survey you need?

Consider adding a custom survey to your queue:

• Prospective Student Survey
• International Student Mobility Survey
• Alumni Impact & Engagement Survey
• Tuition & Aid Sensitivity Survey
• Marketing Channel Survey