

# The University Marketing Disconnect in Decision Day Conversations

## Are Universities Missing the Mark with Students?

Our survey reveals key differences, presenting a concise roadmap for improved engagement. Uncover the secrets to truly resonating with the next wave of university students.



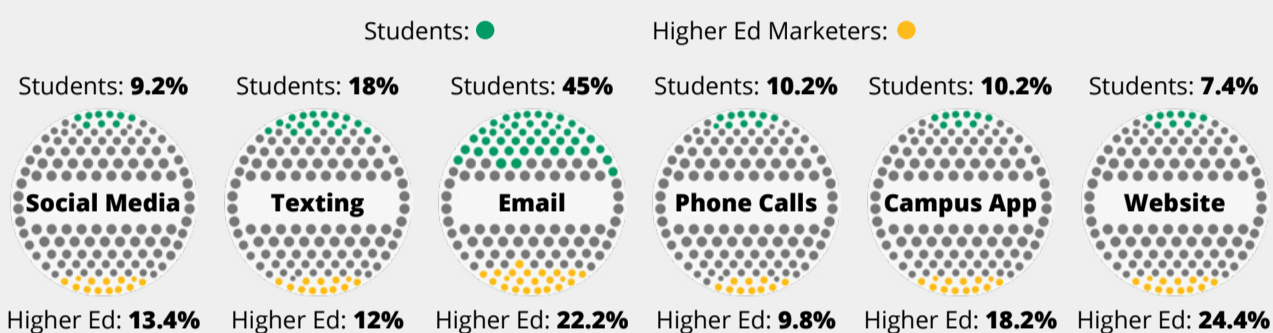
500 students denoted by Green



500 university marketers denoted by Yellow

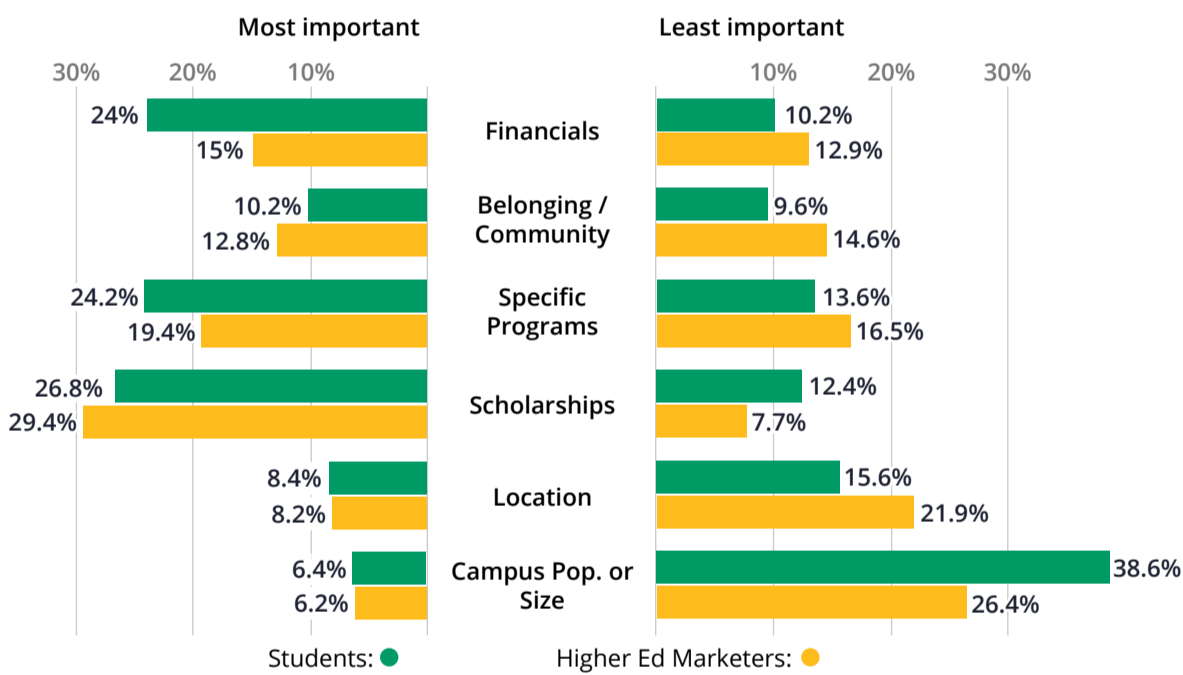
## Preferred Method of Communication

Students favor digital, instant communication, signaling a shift universities need to embrace. Aligning with these preferences could revolutionize engagement.



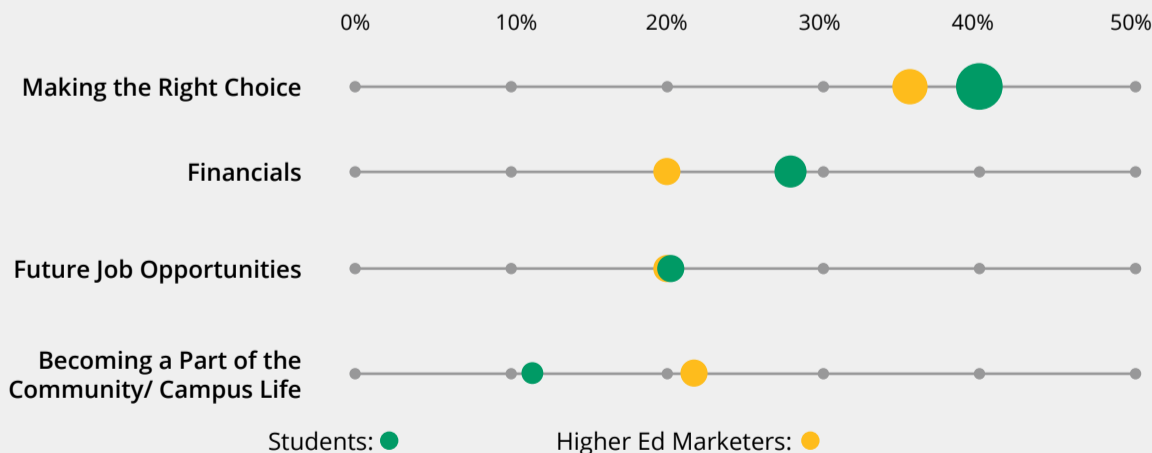
## Most and Least Important Factor in Committing

Fears about academic and social integration loom large for students on Commitment Day. Universities that directly address these concerns can transform apprehension into trust.



## Biggest Fear Before Committing to a School

Fears about academic and social integration loom large for students on Commitment Day. Universities that directly address these concerns can transform apprehension into trust.



## Importance of Online Resources

Digital resources like virtual tours and event calendars are pivotal in the decision-making process, underscoring an essential area for university marketing innovation.

