



Perception Is Reality:
What Students Really
Think About Your Brand



Name the Mystery Institution?

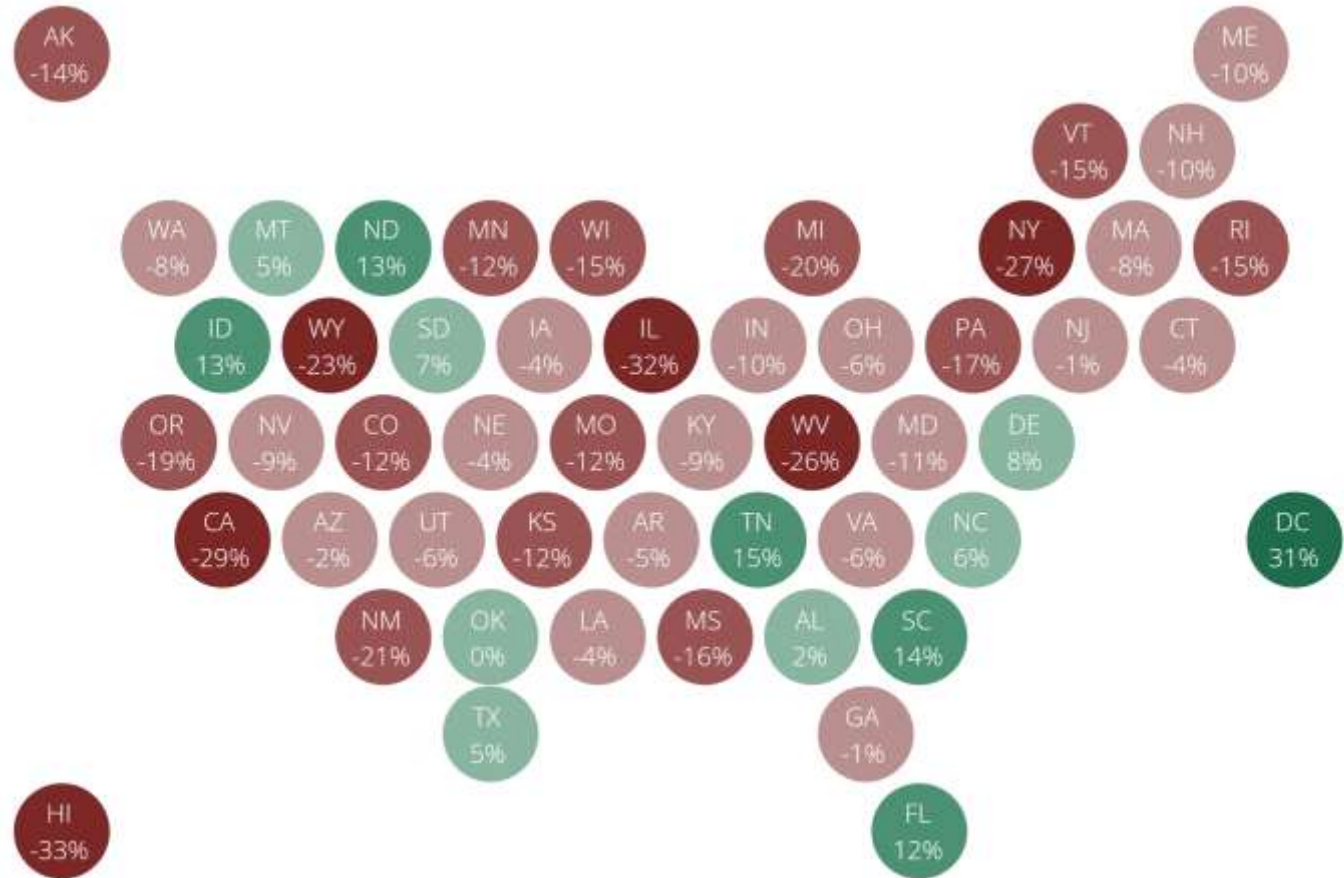
Choosing where to go to college is the first step to everything that comes next. Whether you're following a familiar path or blazing your own, it all begins here: Your career. Your purpose. Your life.

- A. Angelo State University
- B. Missouri State University
- C. CSU Chico
- D. That's my institution!

A Declining Market Means Increased Competition

How can you stand out from the crowd?

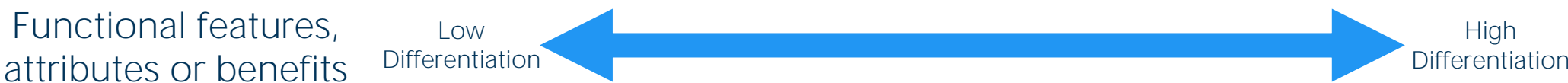
Projected Percent Change in High School Graduates
2023 to 2041



Source: Western Interstate Commission for Higher Education, Knocking at the College Door

Brand 101

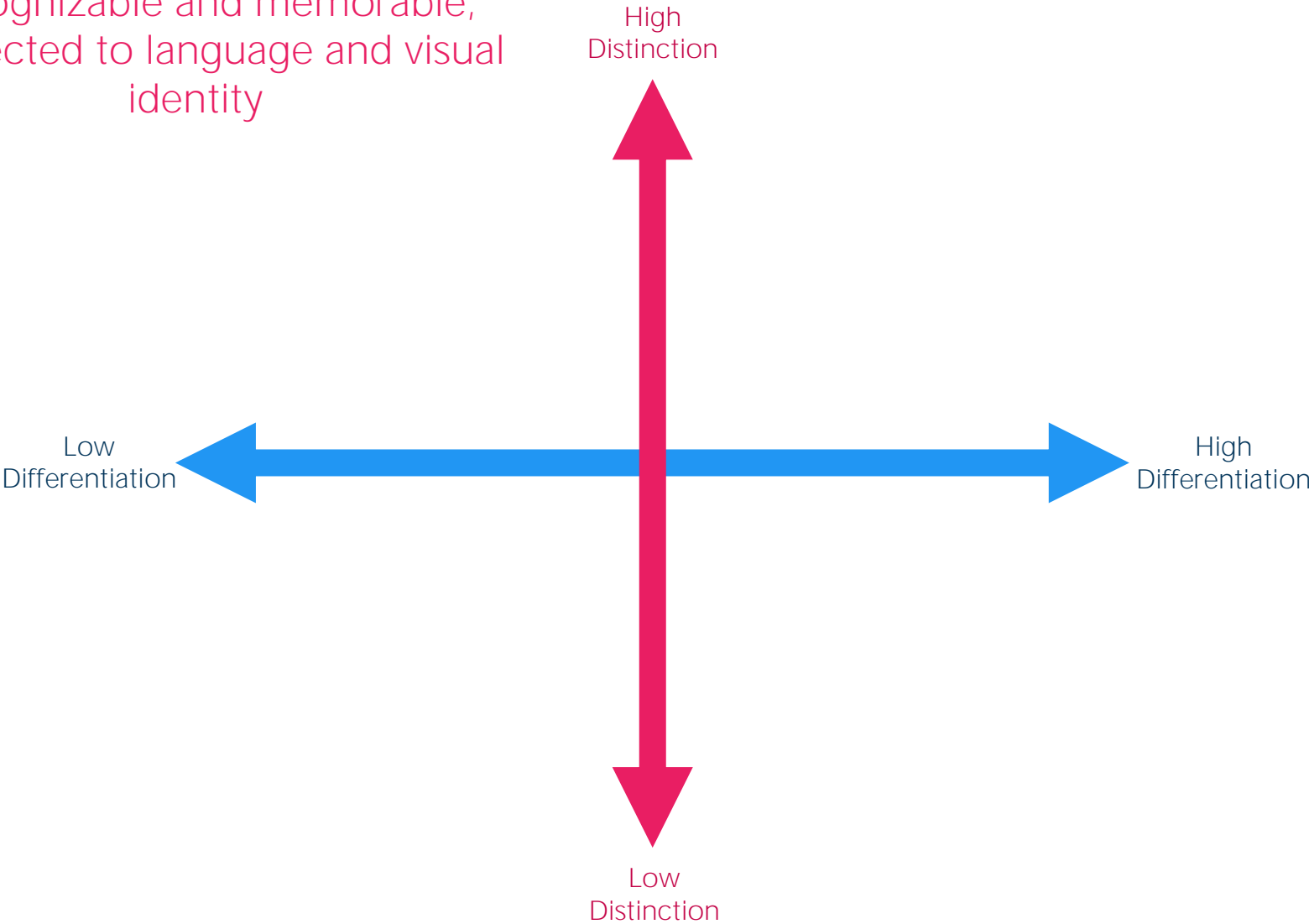
Differentiation vs. Distinction



Brand 101

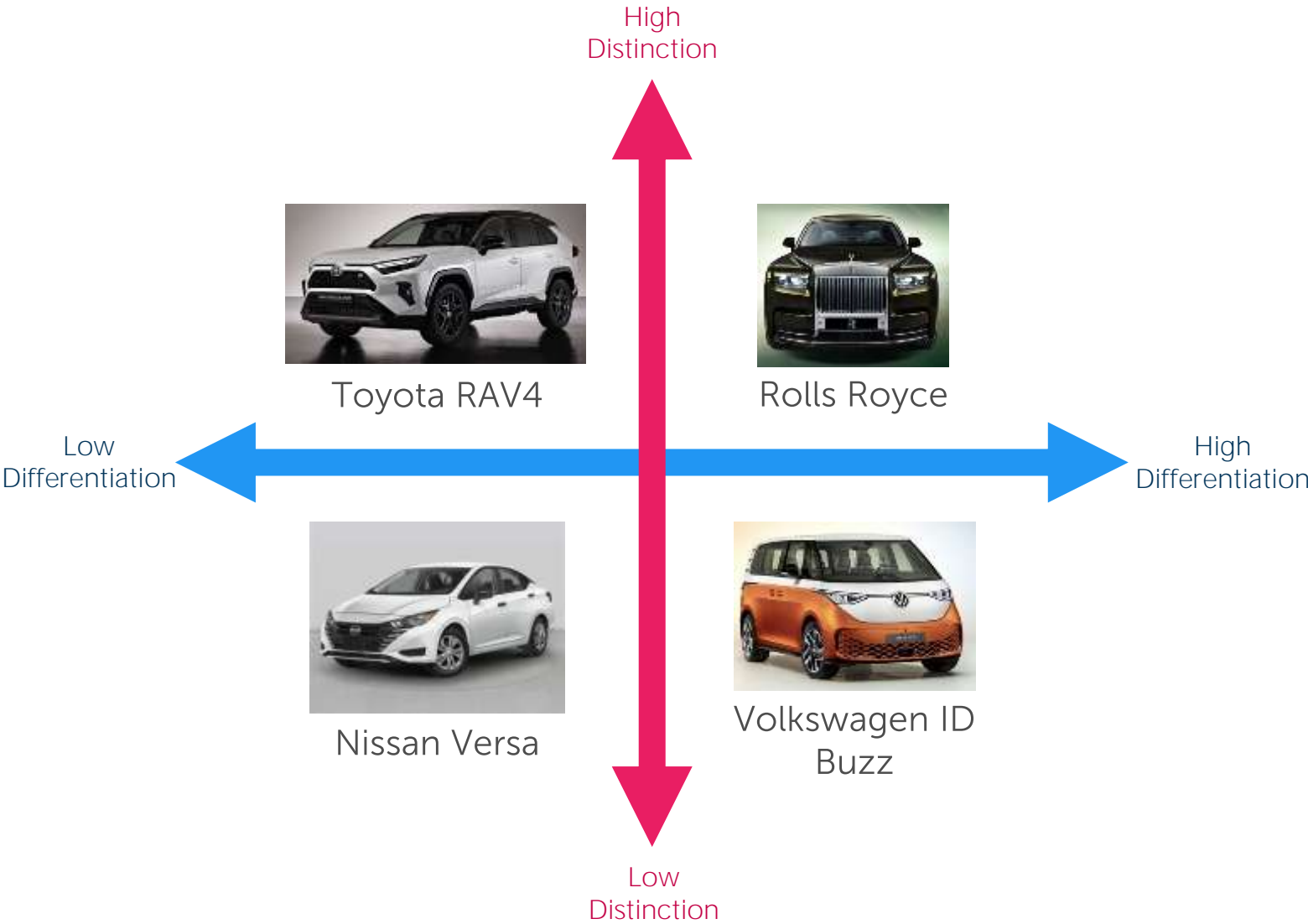
Differentiation vs. Distinction

Recognizable and memorable,
connected to language and visual
identity



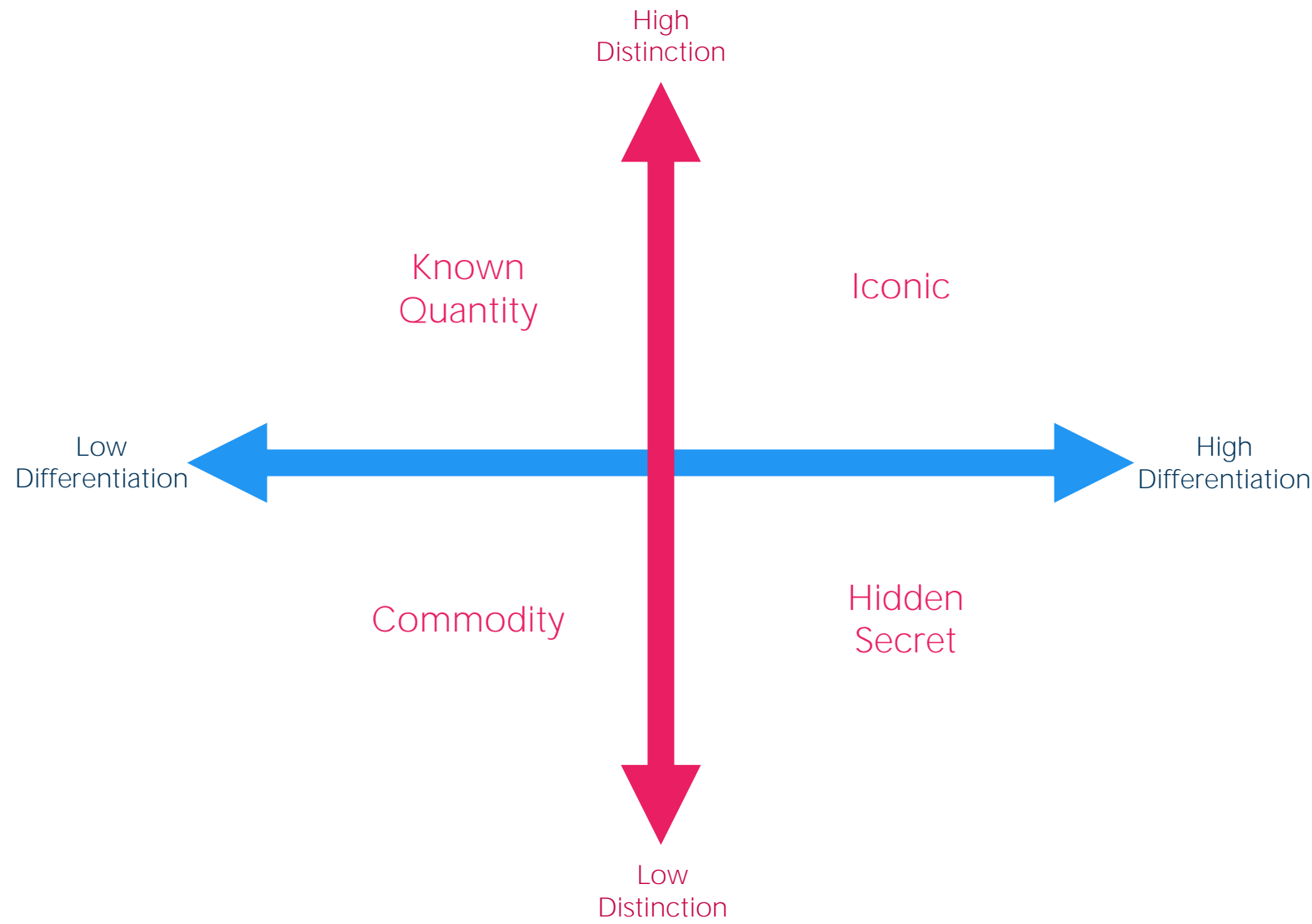
Brand 101

Differentiation vs. Distinction



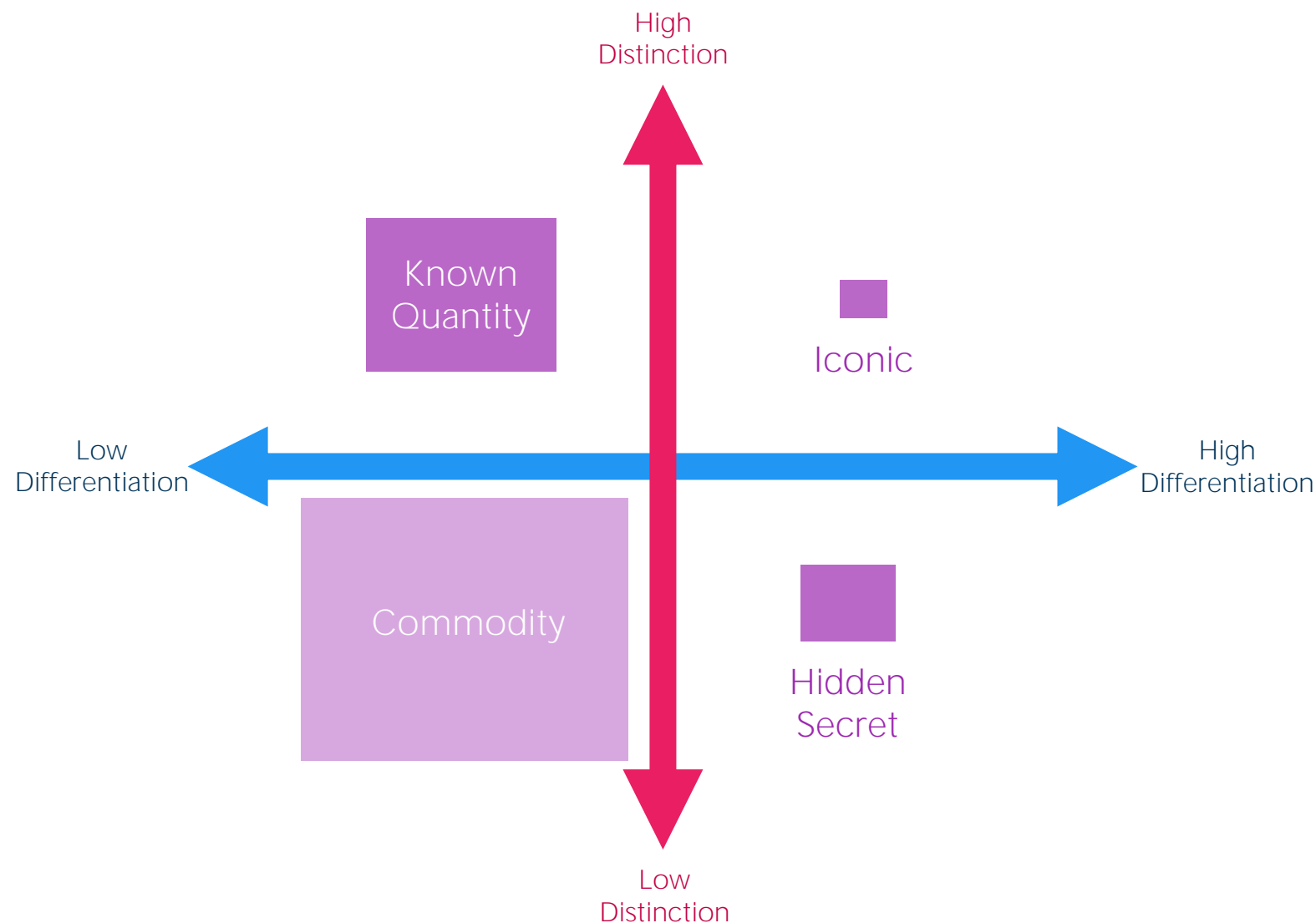
Brand 101

Differentiation vs. Distinction



A Hypothesis about Undergraduate Institutions

- On its face, higher ed is not functionally different
- In this scenario, distinction is very important
- But higher ed often fails to **deliver** on functional promises



If You Don't Understand the Market, You Will Rely On Bias

Levels of Understanding

Self-Perception

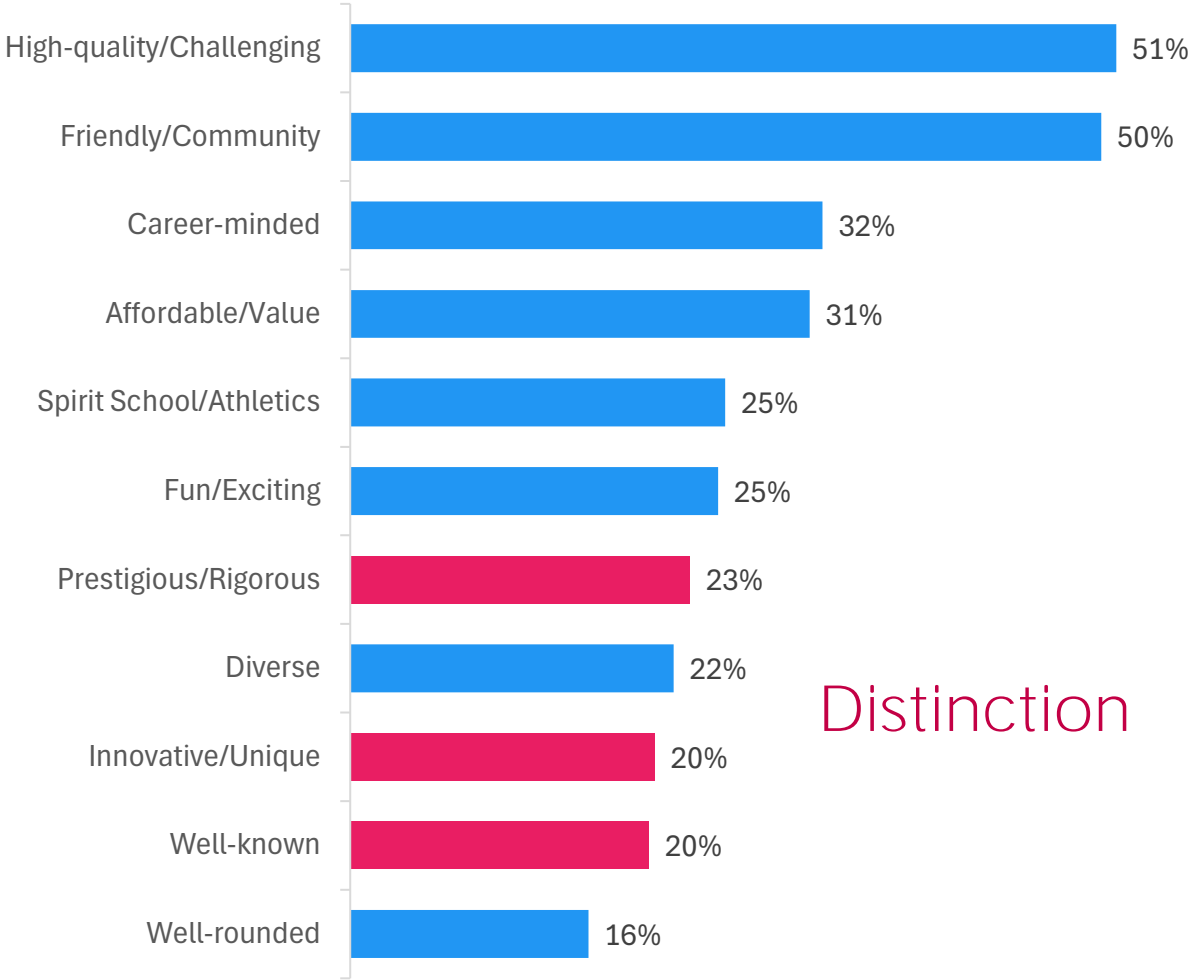
Market-Perception

Reality

Let's Start with the Basics

What brand constructs do students see in institutions?

Brand Constructs Associated with Top Consideration School

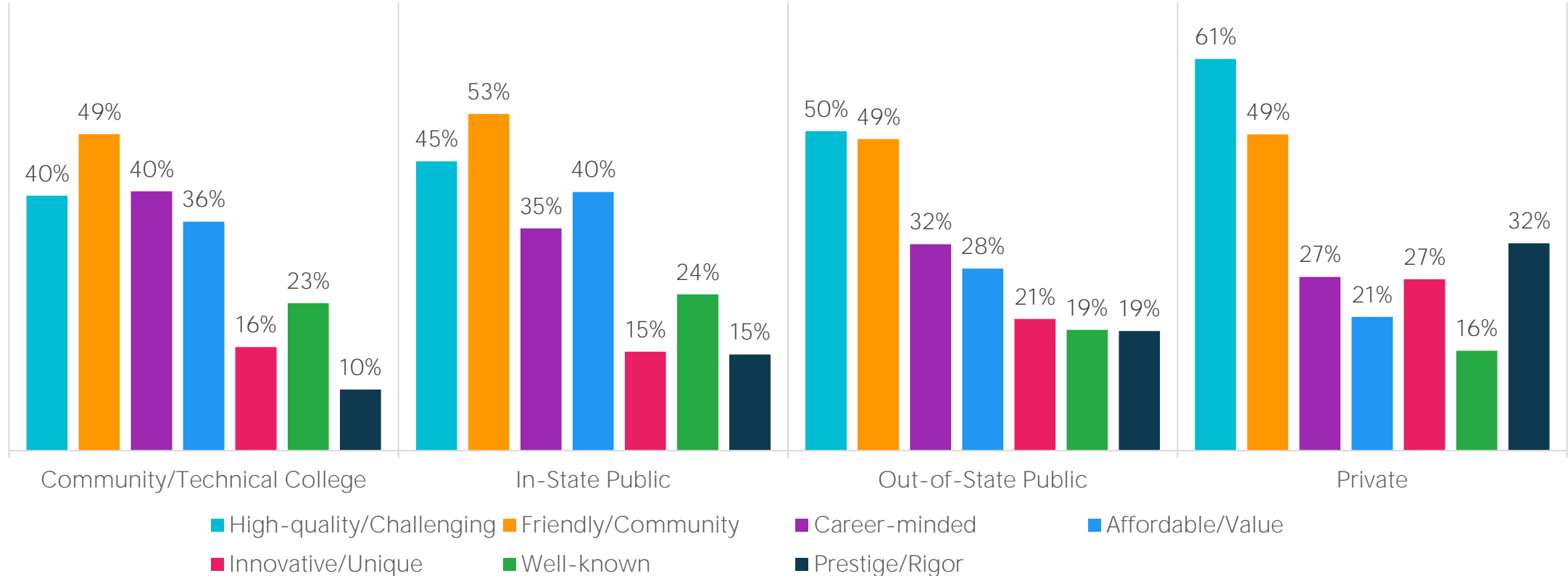


Distinction

Source: Eduventures Prospective Student Brand Research 2021 to 2024

How Much Does Distinction Matter in Application Choice?

Brand Constructs of Top Consideration School by Type Likely to Attend

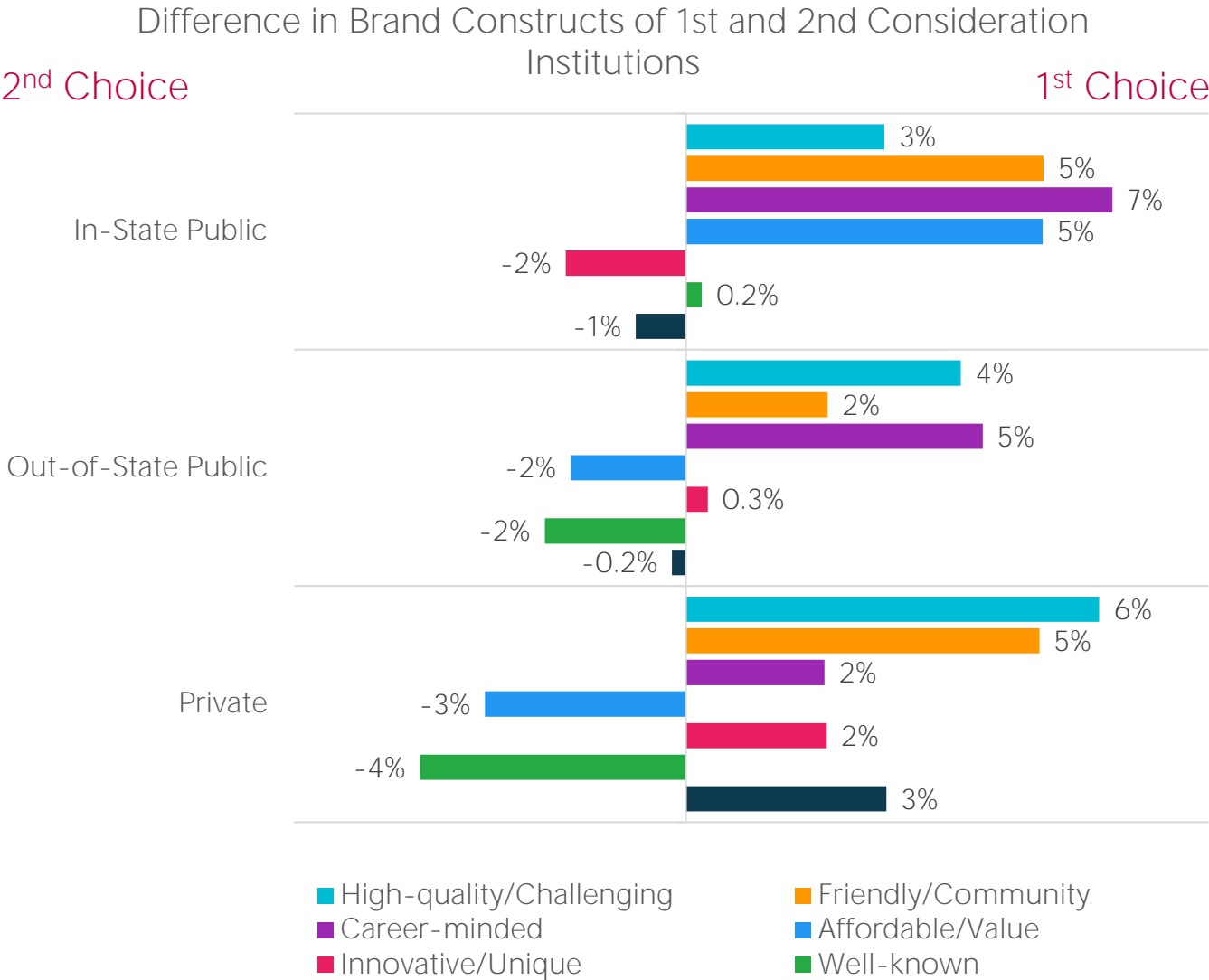


Source: Eduventures Prospective Student Brand Research 2021 to 2024

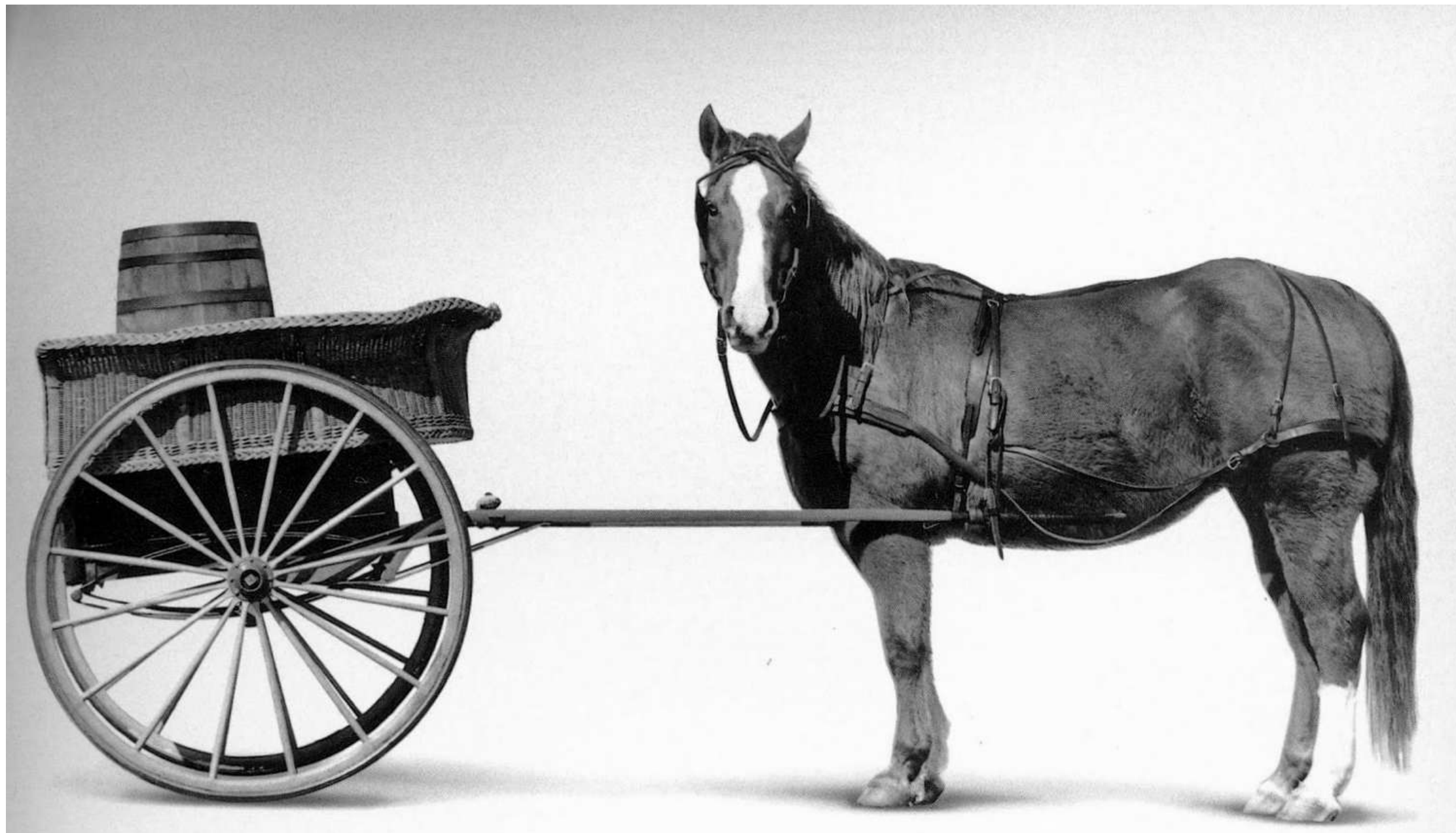


A First Choice School is More Career- Minded or Higher Quality

And often less
innovative/unique or
well-known



Source: Eduventures Prospective Student Brand Research 2021 to 2024



Brand Neighborhoods

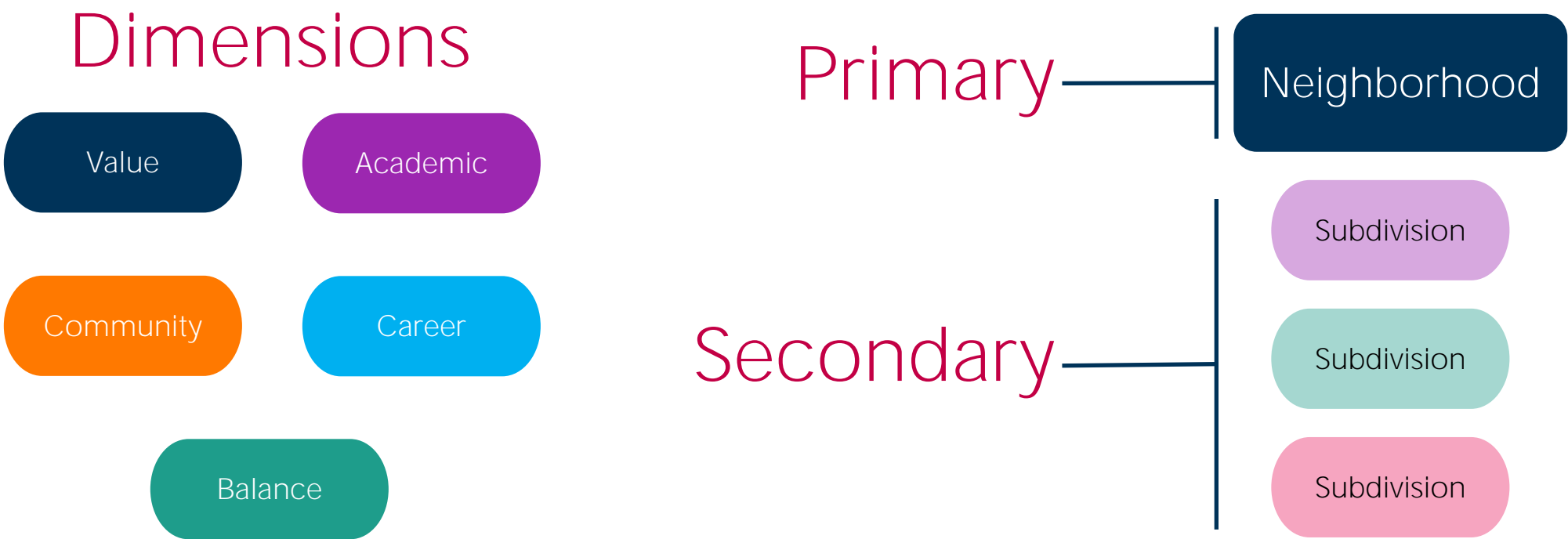


What Is Your “Brand Neighborhood”

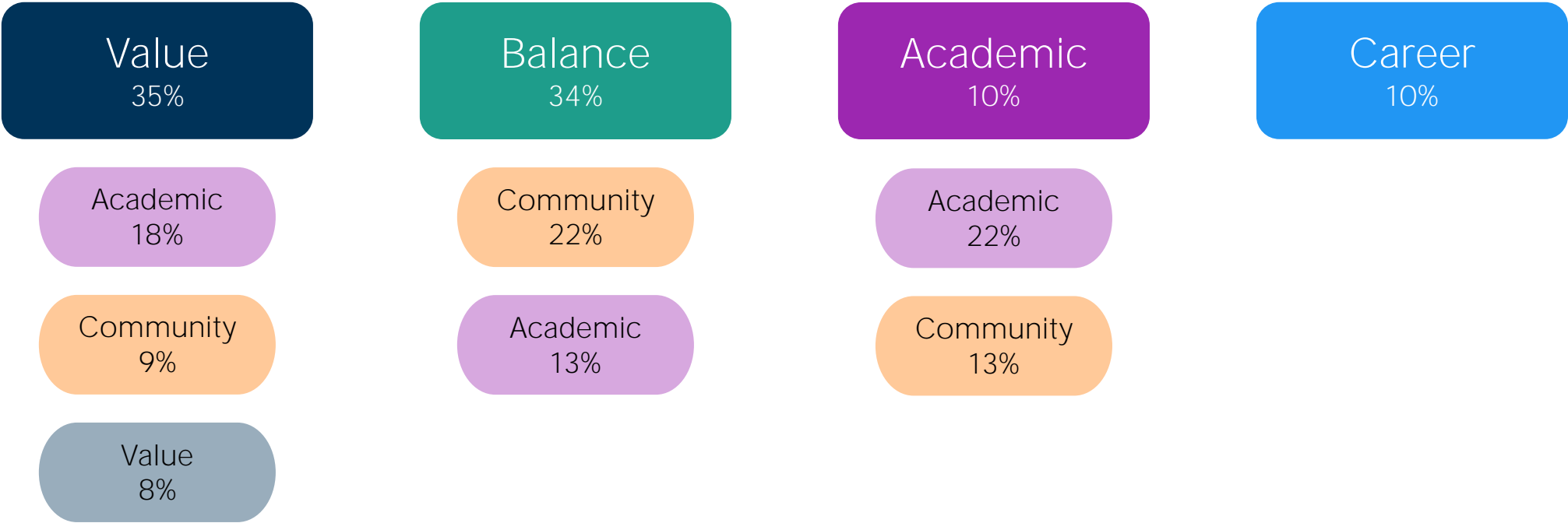
According to prospective students

- Eduventures Prospective Student Brand Research 2021 to 2024
- Top consideration institutions
- 806 traditional undergraduate serving institutions
- Brand constructs
- Quality perceptions
- Private – 4 neighborhoods, 8 subdivisions
- Public – 4 neighborhoods, 9 subdivision
- IPEDS data for deeper insight

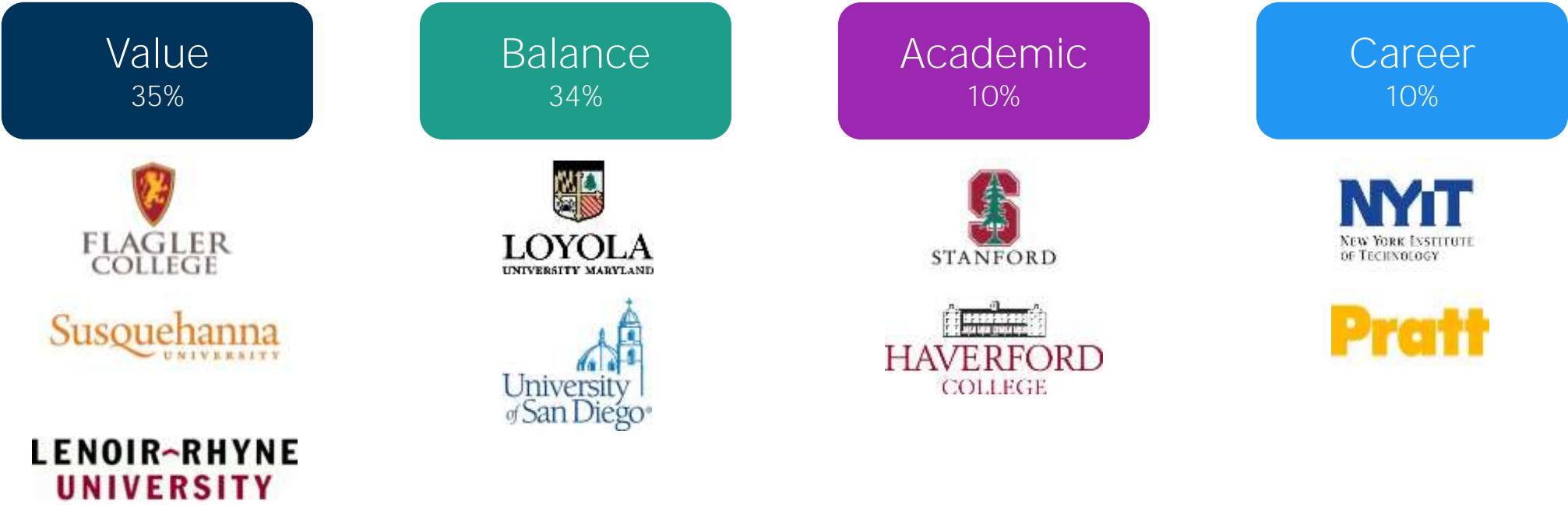
Neighborhoods Exhibit Dimensions of Brand



Private Institutions Have 4 Neighborhoods in 8 Subdivisions



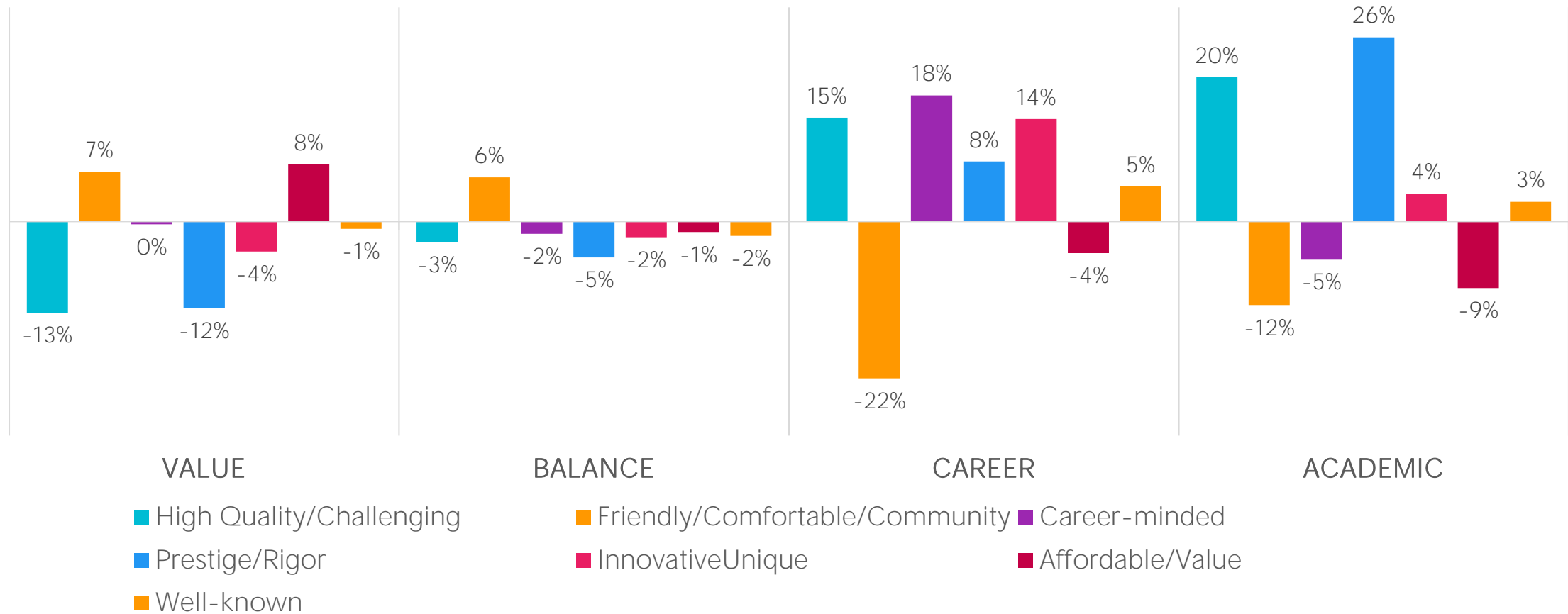
Private Institutions Have 4 Neighborhoods in 8 Subdivisions





Quality and Community Are the Key Differentiators

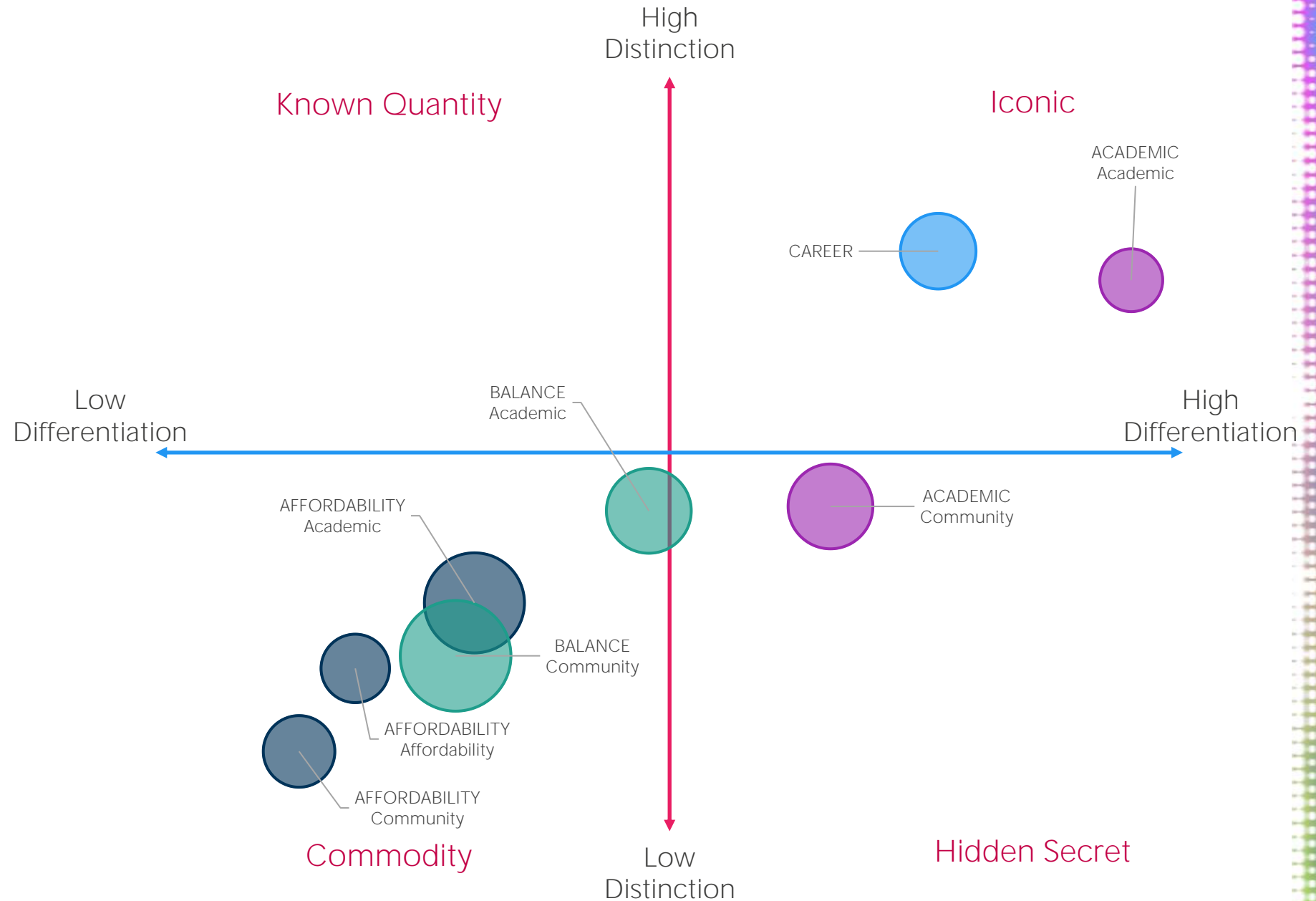
Brand Constructs Associated with Private Neighborhoods



Source: Eduventures Prospective Student Brand Research 2021 to 2024
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According to Students...

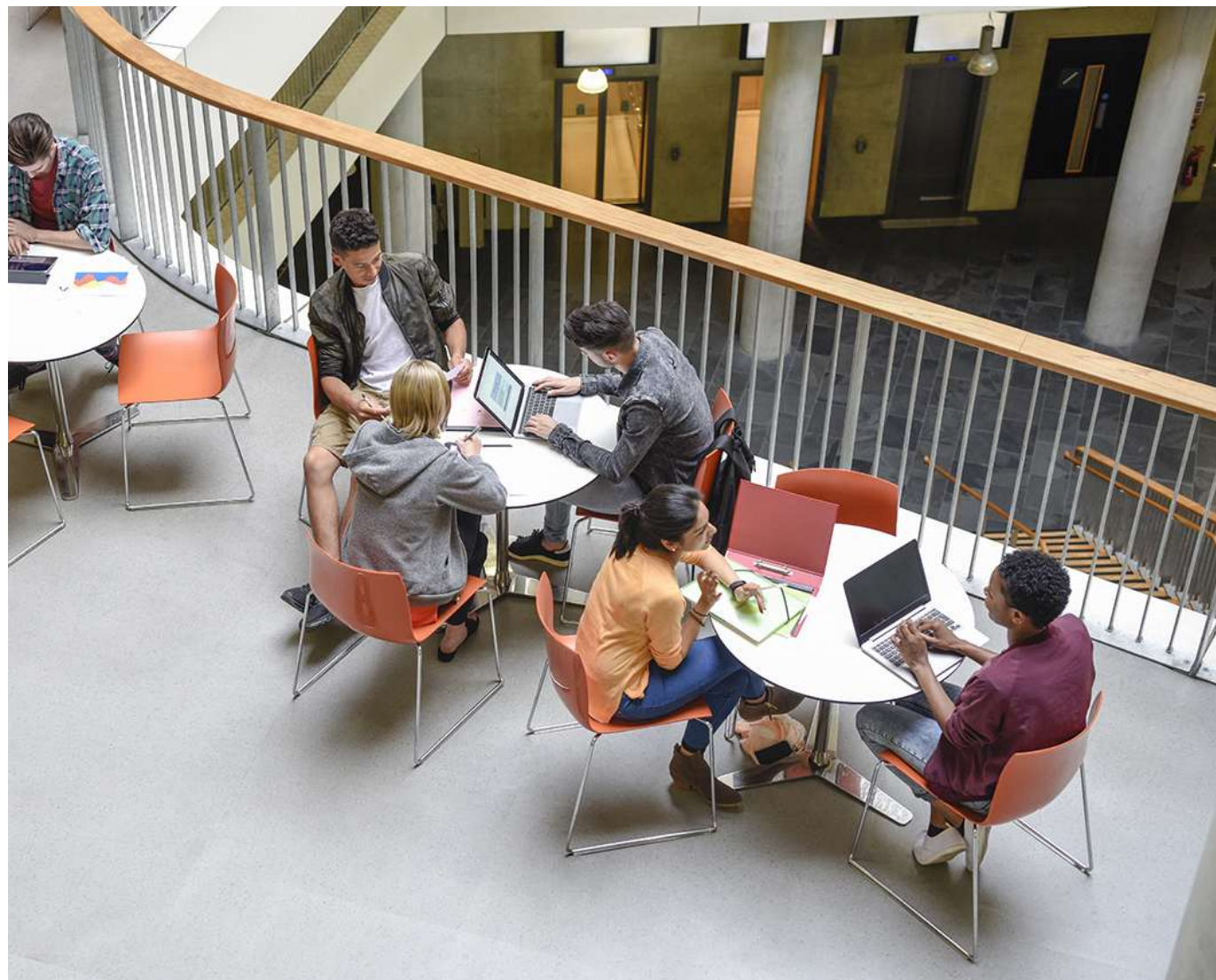
Most private institutions are operating as commodities



Who Do You Serve?

Students are the leading edge of your brand

- Demographics
- Student Mindsets
- Major and career Interests

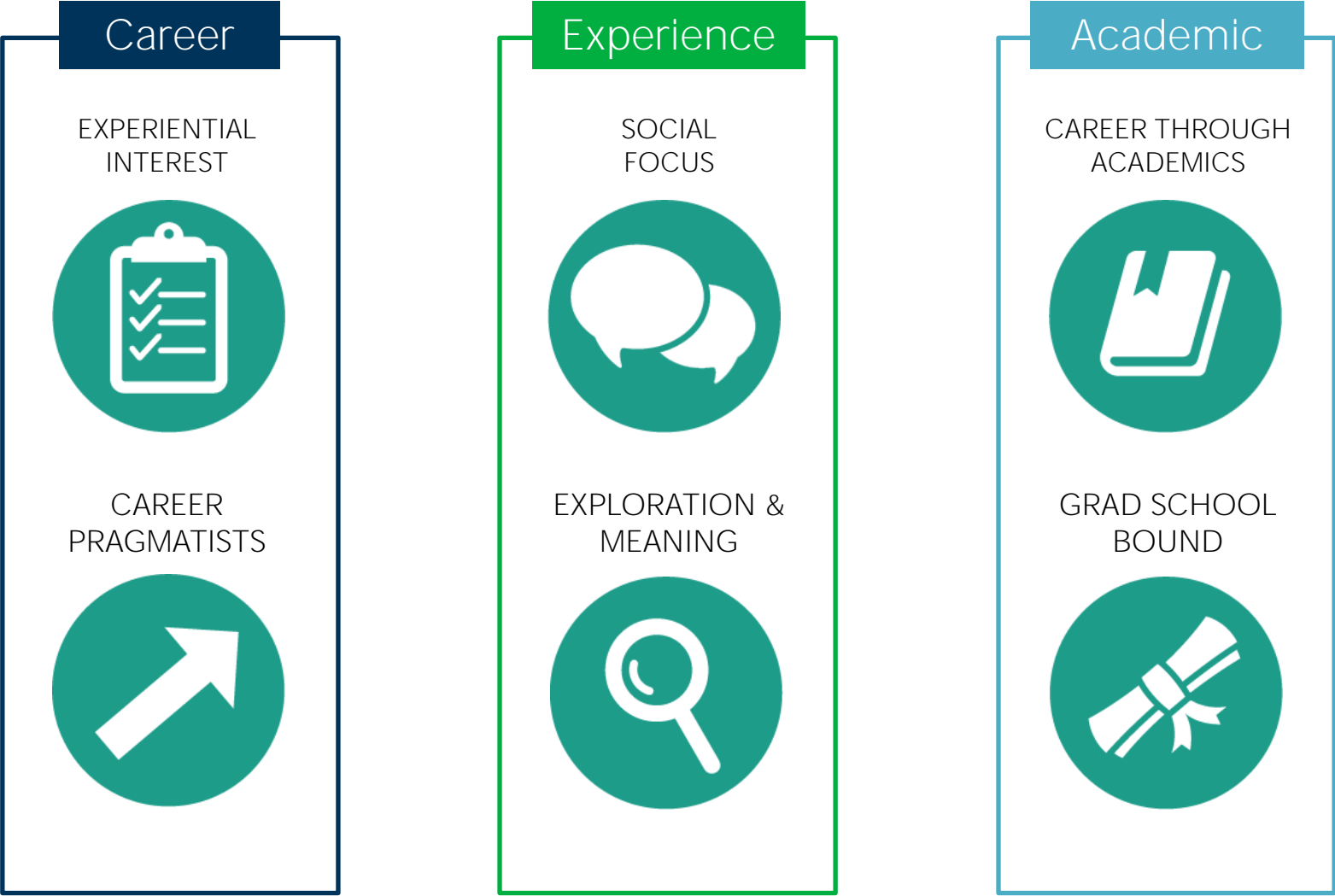


Different Students Are Drawn to Different Neighborhoods

Demographics	VALUE	BALANCE	ACADEMIC	CAREER
Percent Pell	36%	24%	16%	24%
Percent Underserved	25%	20%	17%	18%
Percent Women	60%	60%	57%	50%
Percent First-generation*	40%	30%	23%	32%
Percent In-state students	87%	81%	61%	73%
75th Percentile ACT Composite	27	30	34	31
75th Percentile SAT Reading & Math	1255	1348	1530	1390

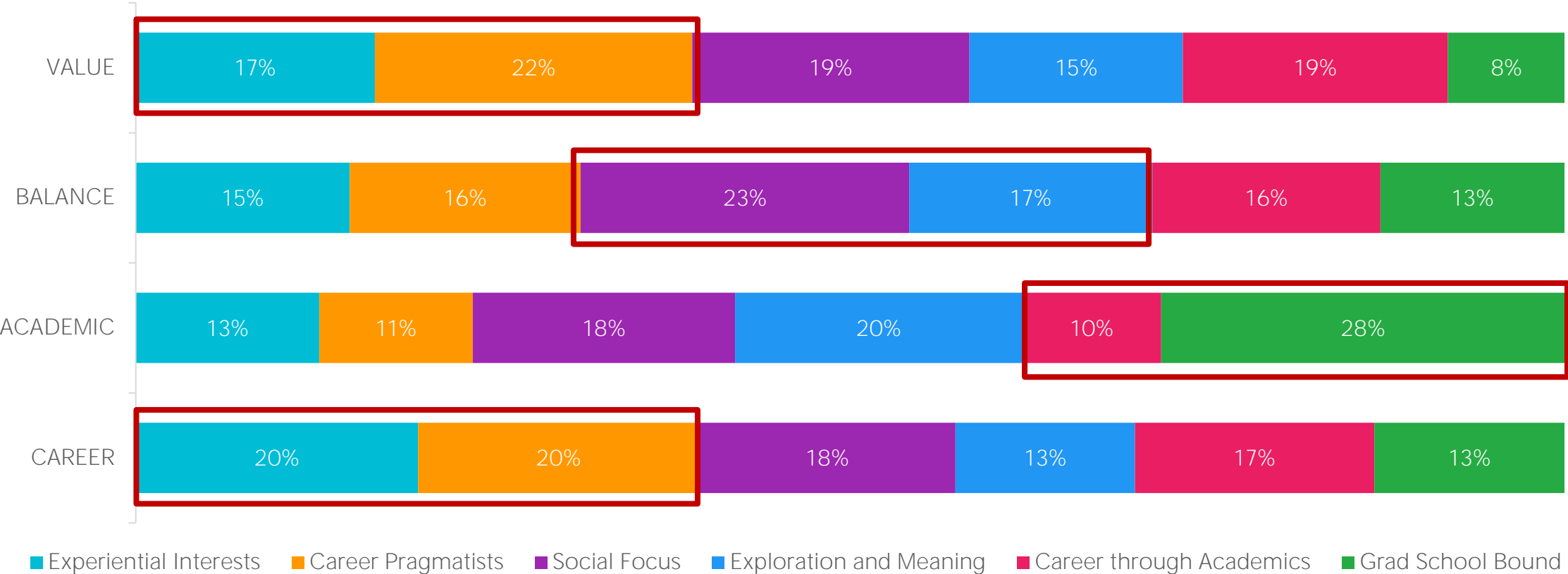
Source: National Center for Education Statistics and *Eduventures Prospective Student Brand Research 2021 to 2024

Student Mindsets – Expected Pathways Through College



Each Neighborhood Is Known for Pathways Through College

Student Mindsets Associated with Private Brand Neighborhoods

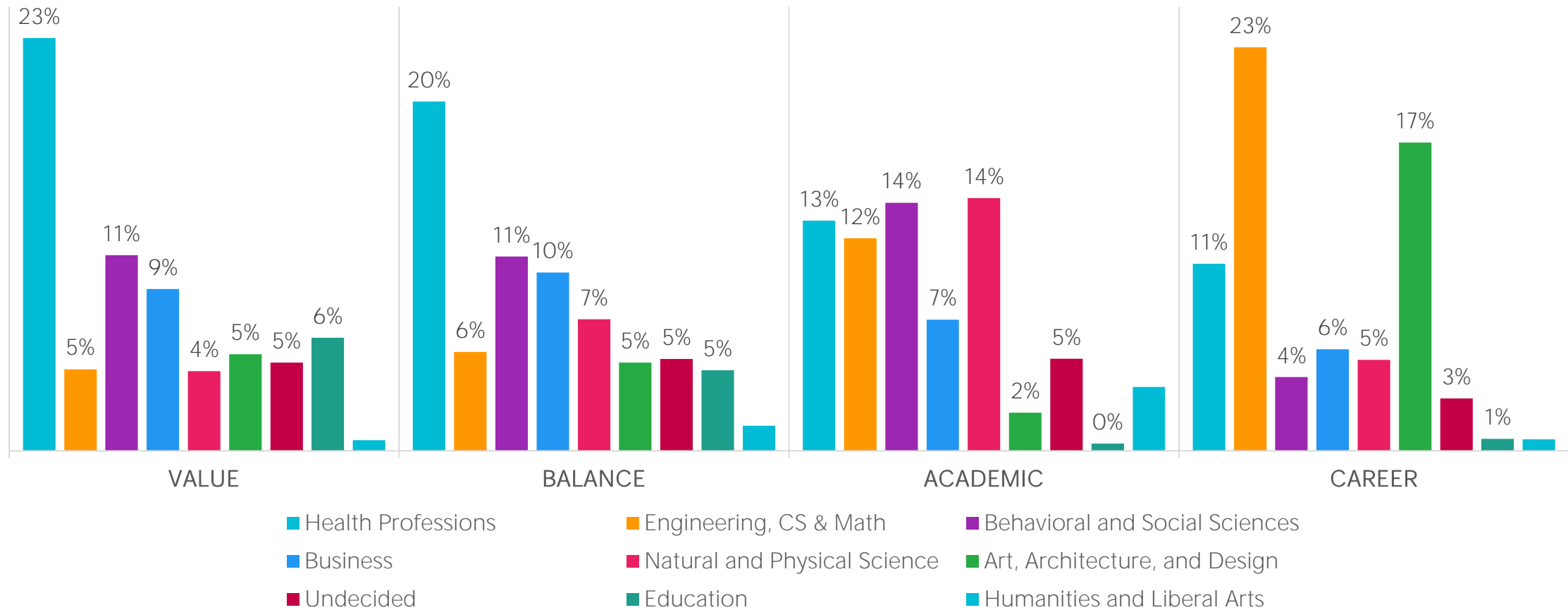


Source: Eduventures Prospective Student Brand Research 2021 to 2024



Academic Interests Are Endemic to Neighborhoods

Academic Areas of Interest Associated with Private Neighborhoods



Source: Eduventures Prospective Student Brand Research 2021 to 2024
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Outcomes are Strongly Related to Brand Neighborhoods

Driven by the community each neighborhood serves

	VALUE	BALANCE	ACADEMIC	CAREER
Fulltime Retention Rate	73%	84%	94%	83%
Graduation Rate	60%	74%	90%	73%
Net Price	\$25,268	\$32,220	\$30,575	\$39,574
Median Debt - Graduates	\$24,485	\$24,184	\$18,442	\$24,447
Median Earnings - Graduates YR1	\$44,299	\$43,867	\$56,739	\$53,349
Debt as a Percentage of YR1 Earnings	58%	58%	37%	59%
Applications per Enrollment	10.2	9.5	19.4	11.6

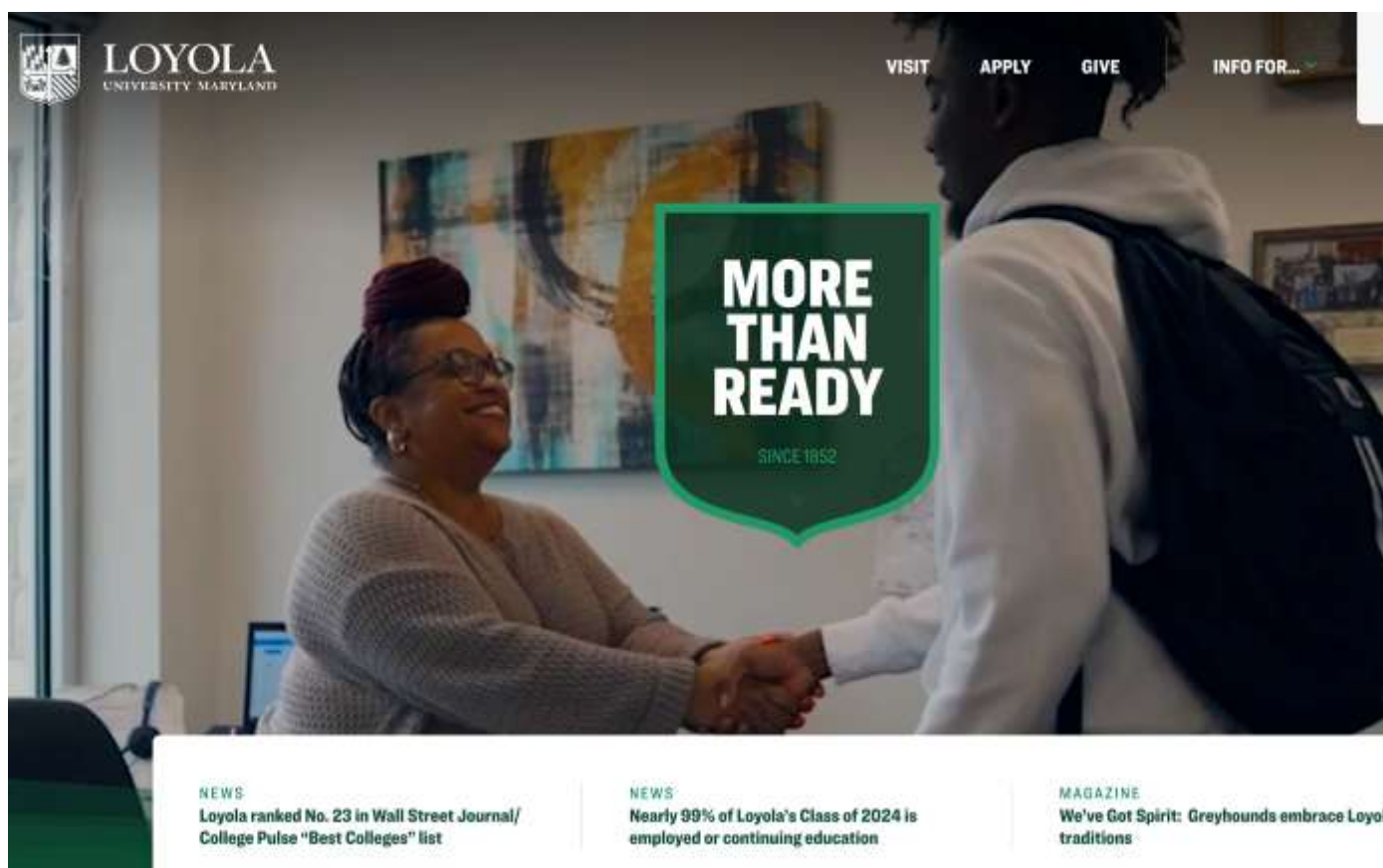
You Don't Have to Outrun the Bear



Owning Your Brand Neighborhood: A Case Study

Loyola Maryland Is in the BALANCED: Community Subdivision for Private Institutions

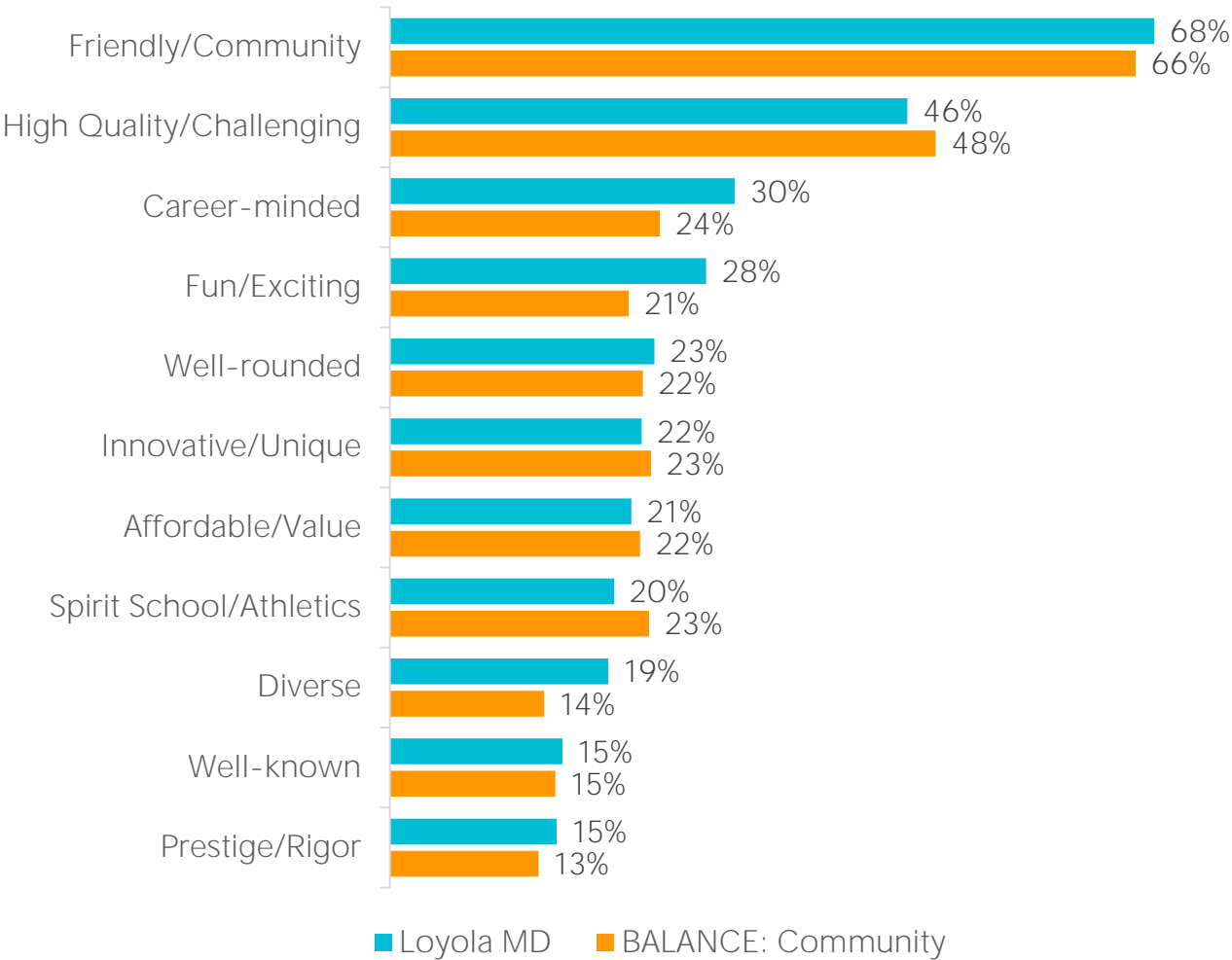
- Catholic Jesuit
- Liberal arts
- Baltimore, MD
- Enrolls ~4,000 undergraduates
- 17% increase in high school students enrolling 2018 to 2022



Loyola MD Is on Par with its Subdivision on Top Brand Constructs

But it is ahead of the subdivision on career and fun

Brand Constructs - Loyola MD vs. Subdivision

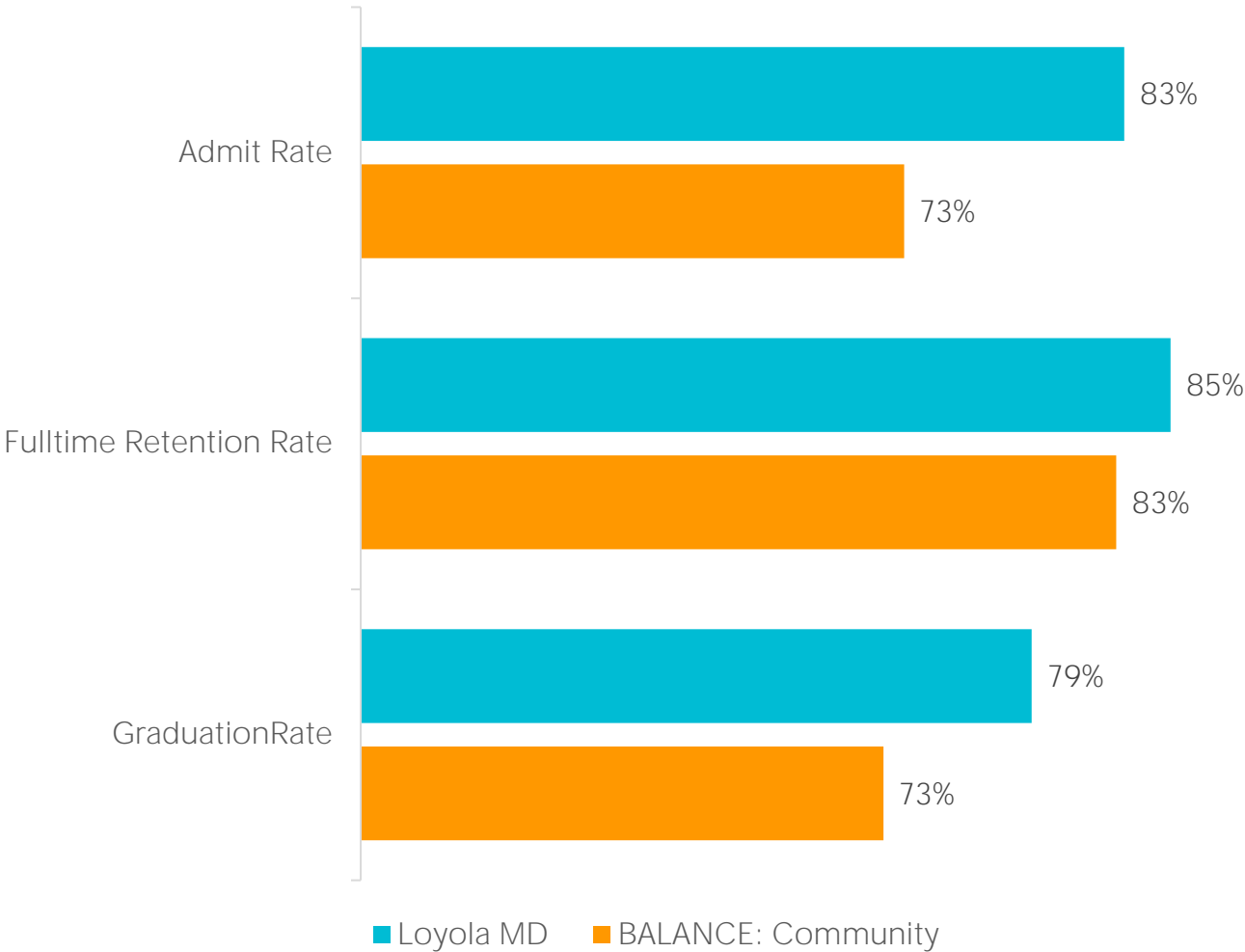


Source: Eduventures Prospective Student Brand Research 2021 to 2024

Loyola MD Is Less Selective than its Subdivision

But it retains and graduates more students

Enrollment Metrics – Loyola MD vs. Subdivision

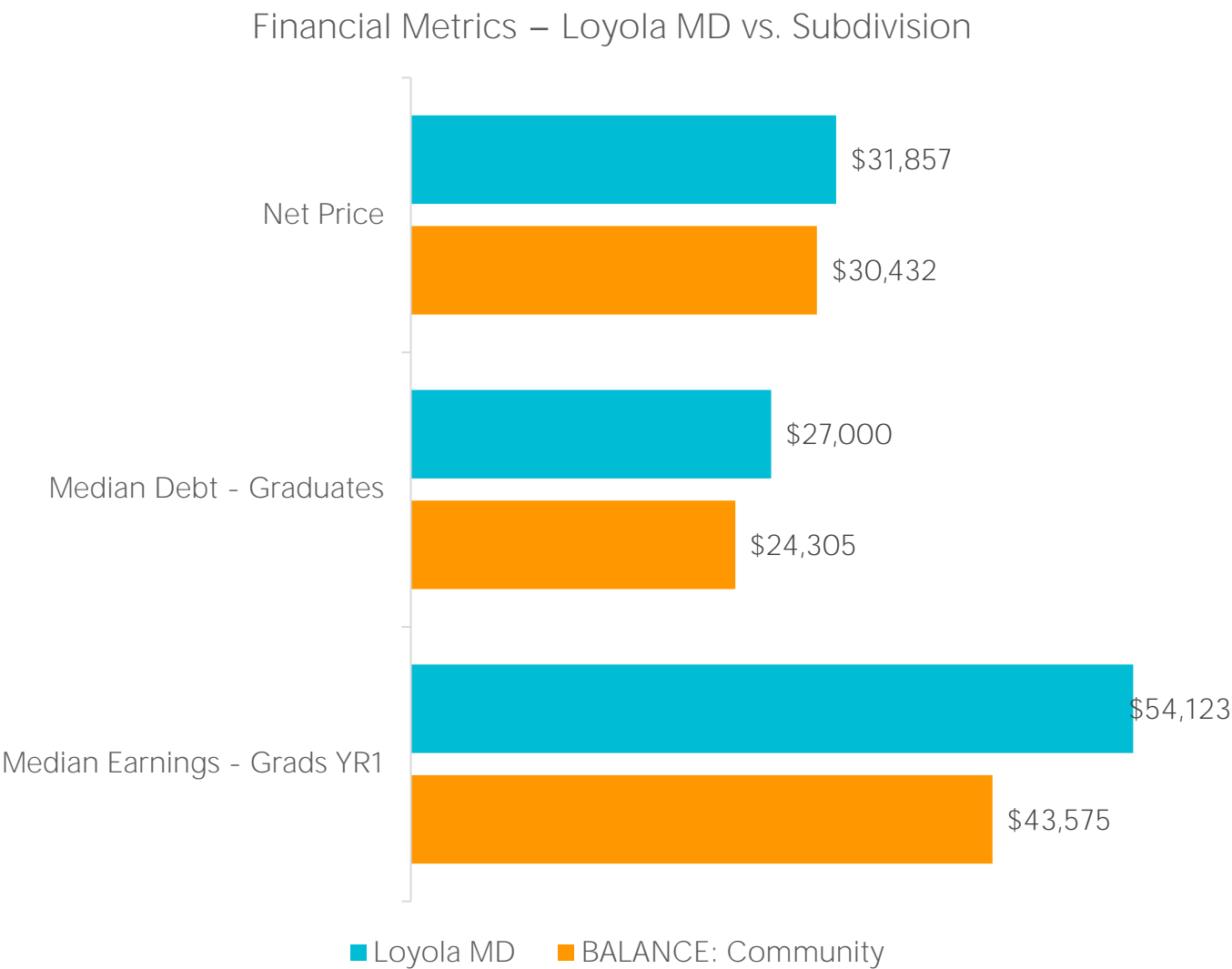


Source: National Center for Education Statistics



Loyola MD Graduates Students with More Debt

But students earn more than
others in the subdivision



Source: National Center for Education Statistics and The College Scorecard



Loyola MD Graduates Students with More Debt

But students earn more than
others in the subdivision

Debt as a % of 1st Year Earnings

- Loyola MD 50%
- BALANCE: Community 57%

Source: National Center for Education Statistics and The College Scorecard

Delivering on Brand

Connections and mentors

- Brand concept = student readiness for career and for “everything”
- Messina FYE is the mechanism to deliver
- Two academic interests and two linked first-year seminars
- Support team of 16 first-year students with two faculty members
- Live in proximity, meet weekly, transition to college

THE LOYOLA DIFFERENCE



**MORE THAN READY.
LOYOLA READY.**

We believe a Jesuit education acquired at Loyola University Maryland best prepares you for academic achievement, the new world of work, and a balanced, flourishing, and purposeful life. From our strong academic programs to the thoughtful mentorship and guidance from faculty, coaches, and mentors, Loyola will help you discover your true potential. You'll graduate ready for anything—and ready for everything.

[Explore the Greyhound Experience](#)



<https://www.loyola.edu/explore/video/loyola-ready-opportunities.html>

Own Your Brand Neighborhood

First things first

- Embrace your neighborhood
- Recognize the strengths your institution has in serving students drawn to the neighborhood
- Differentiate by delivering unparalleled outcomes relevant to your neighborhood
- Build distinction alongside excellence in delivery



Q&A