

Top Secrets of the 5 Student “Types”



LEGACY
Admissions Solutions

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LEGACY

Admissions Solutions

25+ Years Dedicated to Education Students. Values. Results.

Award-Winning Organization Specializing In:

- Enrollment and Student Retention Solutions
- Admissions Training (*onsite & virtual*)
- Educator Development (*onsite & virtual*)
- Campus Assessments and Mystery Shops
- Keynotes and Workshops (*onsite & virtual*)
- Original Research

GROUND | ONLINE | BLENDED

TRADITIONAL | NON-TRADITIONAL

700+ SCHOOLS | 18 COUNTRIES | 3 CONTINENTS



Personality – It's Who We Are

Personality is at the very core of who we are. Each of us has a **dominant** and **secondary** personality type that heavily influences our behaviors.

Social scientists agree our personality is shaped by our genetics (*biogenic*) and conditioning from our upbringing and social norms (*sociogenic*), and therefore influences **70 to 80% of our actions**, which then evolve into habits, attitudes and beliefs.

In essence, personality impacts how we think and reveals itself in all we do.



Proprietary Research

Over 7-Year Study *(Jan. 2012 – Apr. 2019)*

To Determine:

- The impact personality has on:
 - Key roles within a school organization
 - Marketing and recruiting
 - The overall student population and retention
 - Team and interdepartmental dynamics
 - Employee engagement
 - Student engagement
 - Culture
 - Bridging the generation and communication gap
 - Unifying staff and students



Proprietary Research

Sample Included:

- **167 colleges, universities, career training schools**
- 4 Countries (US., Canada, Puerto Rico, Italy)
 - 141 Career Training Schools
 - 26 Traditional Colleges & Universities
- Urban, rural, competitive & non-competitive markets



Professionals - Sample Group

○ 2,153 School Leaders

- 461 Presidents, Operations Directors
- 753 Directors of Admissions
- 439 Directors of Financial Aid
- 289 Deans, Directors of Education
- 211 Directors of Career Services, Student Managers



○ 6,436 Admissions Professionals

- 4,283 Admissions Reps.
- 2,153 Financial Aid Reps.



○ 23,979 Educators

- 15,107 Career Training School Educators
- 8,872 Traditional College/University Educators



Students - Sample Group

- 817,462 New Student Inquiries Studied
- Direct contact with 118,532 (14.5%) prospective and active students 18-60 years old
- 29% (34,374 Students) **Generation Z**
– *born 1997-2015*
- 46.25% (54,821 Students) **Generation Y/Millennials**
– *born 1981-1996*
- 21.5% (25,484 Students) **Generation X**
– *born 1966-1980*
- 3.25% (3,852 Students) **Baby Boomers**
– *born 1946-1965*



One Study, Two Systems



Research Methodology and Development



Personality and Work Performance
2019



Educator Development
2020

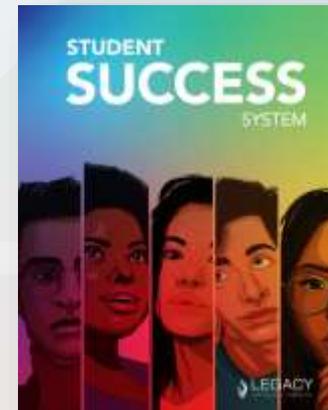


4 School Leader "Types"

4 Admissions Professional "Types"
(Admissions & F/A Reps.)

4 Educator Professional "Types"

5 Student "Types"



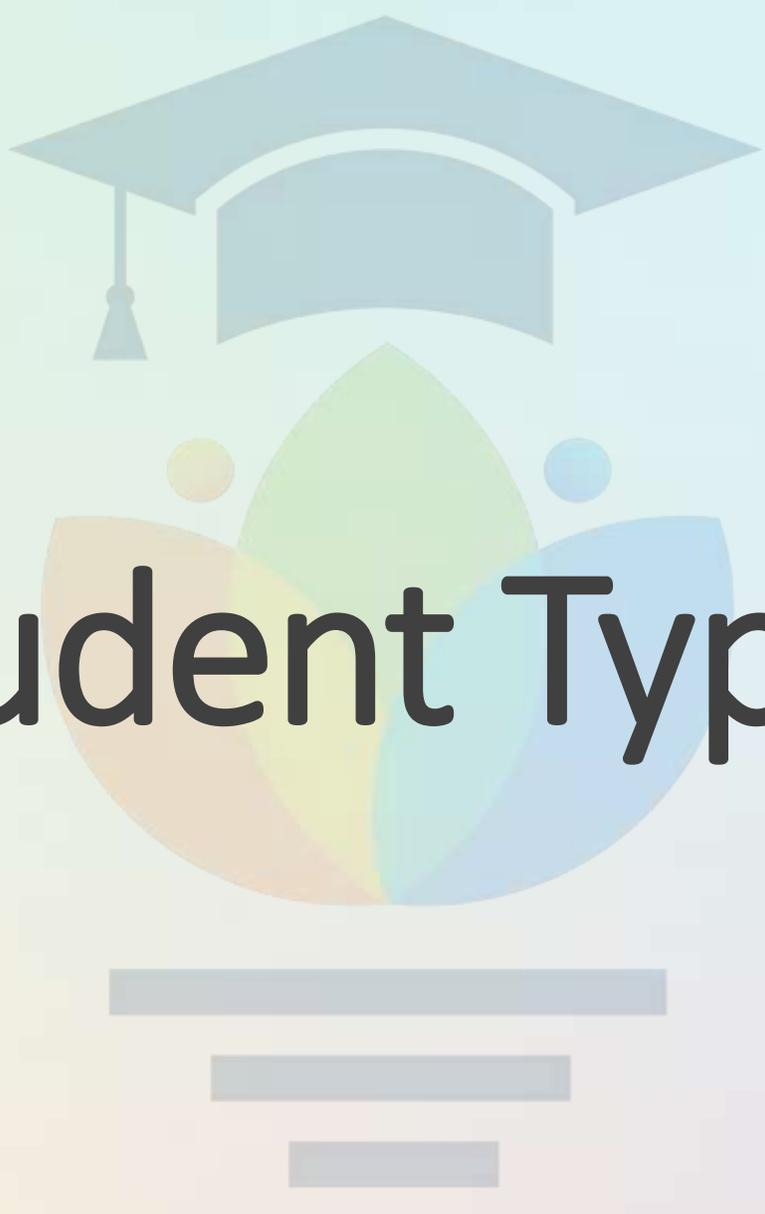
System Highlights



- Predictive indexing
- **Unlimited testing**
- Identifies “Type” of candidates
- Identifies “Type” of current team-members
- Decreases turnover, reduces expenses
- Improves coaching and performance
- Improves workplace culture



- Predictive indexing
- **Unlimited testing**
- Identifies “Type” of enrollees
- Identifies “Type” of current students
- Improves Educator-student communication
- Improves coaching, performance & retention
- Improves classroom/school culture



Student Types

Who Do We Serve?

- What words or phrases best describe the **students** in your school/classroom? Be honest!



The 5 “Student” Types

The “Driver” Student

The “Inspirer” Student

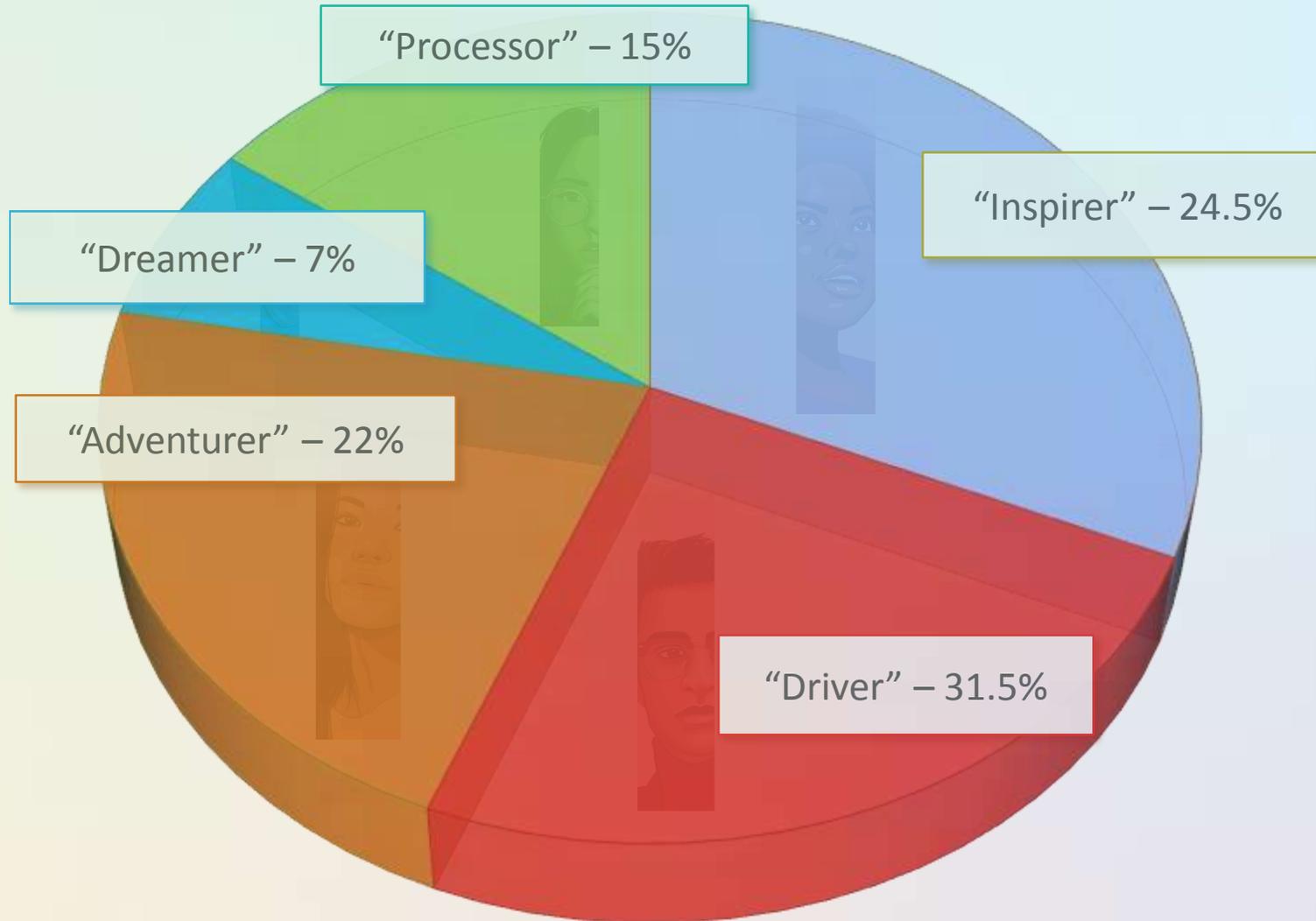
The “Adventurer” Student

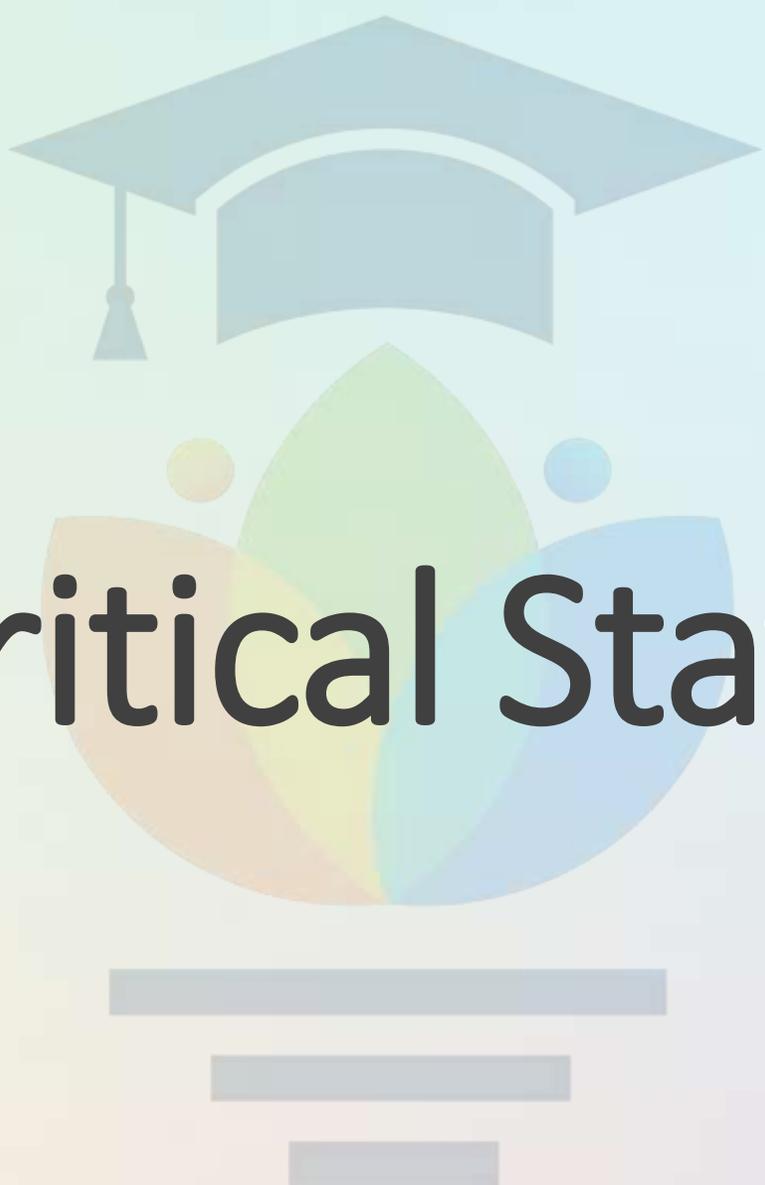
The “Dreamer” Student

The “Processor” Student



Student “Type” Population Breakdown





Critical Stats

Today's Student Market and Mindset

- 72% of prospective students held significant pessimism and skepticism towards higher-education
- 81% were interested at least 7-years prior to inquiring
- 19% beginning to explore options
- 88% of prospects expressed dissatisfaction, frustration or insecurity with current occupation
- 59% of prospects felt ready to make a career change



delay pursuing

LEARN



Alarming Statistics

By understanding the different “Student Types,” we can better meet the needs of today’s learners and ensure ALL students succeed?

- **39%** of students feel their Educators understand them
- **46%** of students feel engaged in the classroom
- **43%** of students feel hopeful for their future





Student “Type” Outcomes

The “Driver”



19% Incomplete



13% delinquent
making payments
and/or defaults

The “Inspirer”



27.5% Incomplete



31% delinquent
making payments
and/or defaults

The “Adventurer”



42.5%

Completion Rate
for Adventurers

57.5% Incomplete

54%

consistently make
payments & pay
off loans

46% delinquent
making payments
and/or defaults

The “Dreamer”



32.5%

Completion Rate
for Dreamers

67.5% Incomplete

38.5%

consistently make
payments & pay
off loans

61.5% delinquent
making payments
and/or defaults

The “Processor”



33% Incomplete



21.5% delinquent
making payments
and/or defaults

“To be the best education team we must understand those we serve and support – students.”





Key Decision Influencers

Reviews Influence Decisions

The average number of reviews a prospective student reads to make a decision to take action:

- 8 reviews when deciding to inquire
- 5 reviews when deciding to attend their first admissions appointment
- 8 reviews when deciding to enroll

***Gen. Z reads an average of 3 reviews when deciding to buy a tangible product.**

*According to the Center for Generational Kinetics



Top 10 Influencers for Selecting a School

Top 10 influencers which led to the prospective student's school selection:

1. Culture - Belonging
2. Reputation (not brand) – Including What the School Stands for
3. Scheduling Options – Including Remote Learning Options
4. Relationship with Advisor(s) – Service
5. Affordability – Financial Options
6. Engagement with School/Connectivity
7. Outcomes
8. Proximity
9. Information and Experience from Website/Social Media
10. Parents/Support System



“We must meet them where they’re at. What’s important to my students should be more important to me.”



Industry-Transforming Systems

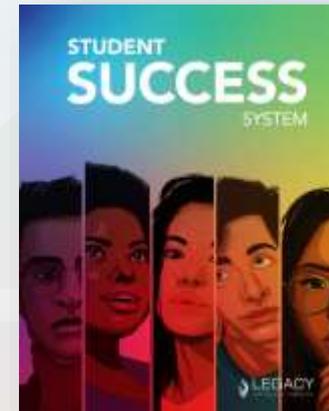


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Let's Connect

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Q&A

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