



StudyAbroad.com

STUDENT INQUIRY & ENROLLMENT SURVEY

APRIL 2015



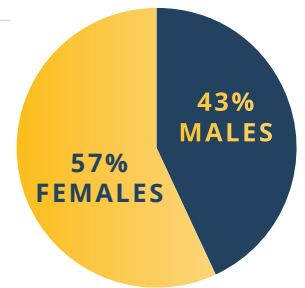
OVERVIEW

StudyAbroad.com conducted a survey of over 466 students who had requested information from a variety of programs on StudyAbroad.com within the last twelve months. We were interested in learning more about the following topics:

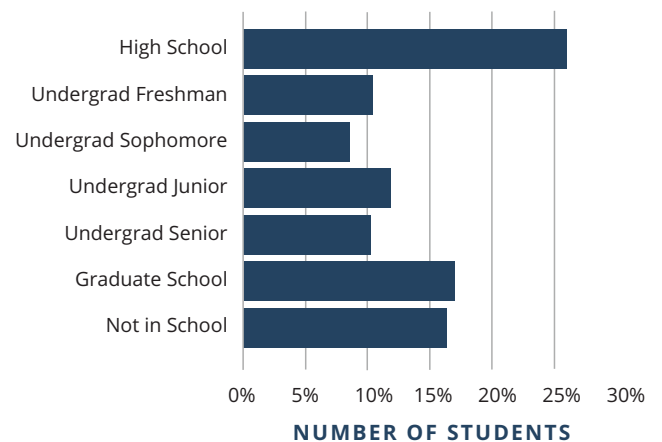
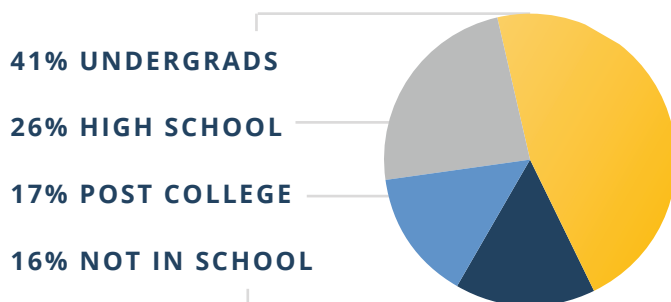
- ✓ Student demographics
- ✓ StudyAbroad.com’s role in the enrollment process
- ✓ Student concerns and motivations for studying abroad
- ✓ The correlation between lead follow-ups and enrollments
- ✓ How we can better serve our students

STUDENT DEMOGRAPHICS

Gender - Females make up 57% of respondents; males make up 43%. This shows a continued improvement in the gender disparity in study abroad; in 2012 we saw 75% female, 25% male and in 2013 we saw 62% female, 38% male.



Year in School - High school students make up 26% of respondents, while undergrads make up 41% and graduate students account for 17%. Of these students, 67% report that their current school does not directly offer study abroad opportunities.



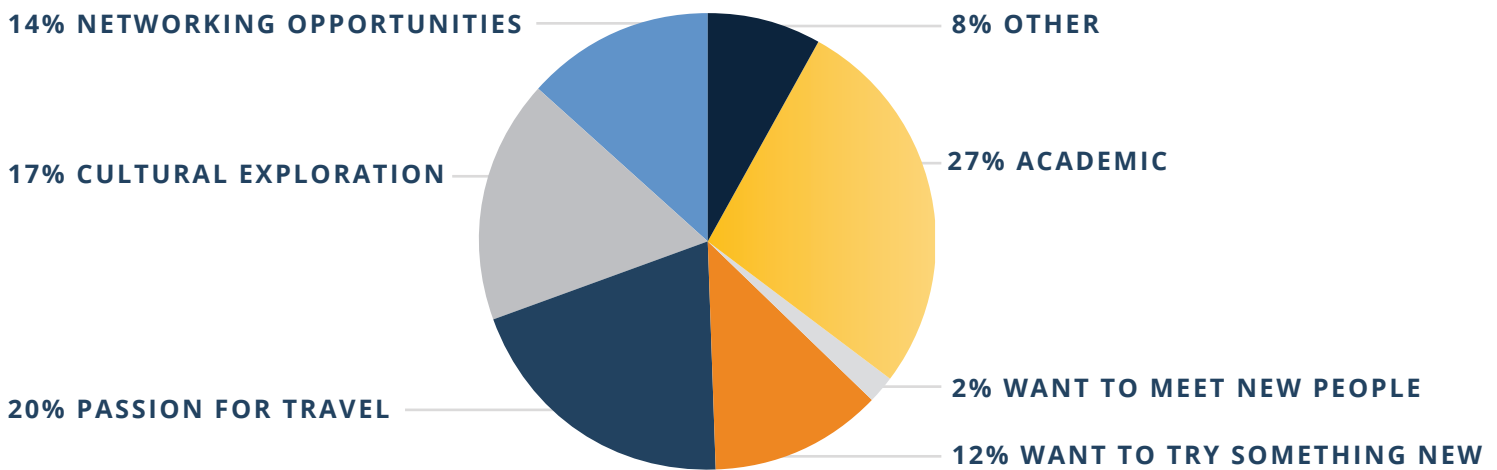


STUDYABROAD.COM'S ROLE IN THE ENROLLMENT PROCESS

Lead/Inquiry vs. Enrollment - Over 68% of the students surveyed are actively searching for study abroad programs; 15% have applied to a program and are waiting to be accepted or are currently abroad. Only 1% of the students decided not to study abroad.



Initial Motivation for Pursuing Studying Abroad - Nearly 27% of students cited academic reasons as their primary motivation for searching out a study abroad experience, followed by 20% of students who simply have a passion for travel.





STUDENT CONCERNS REGARDING STUDYING ABROAD

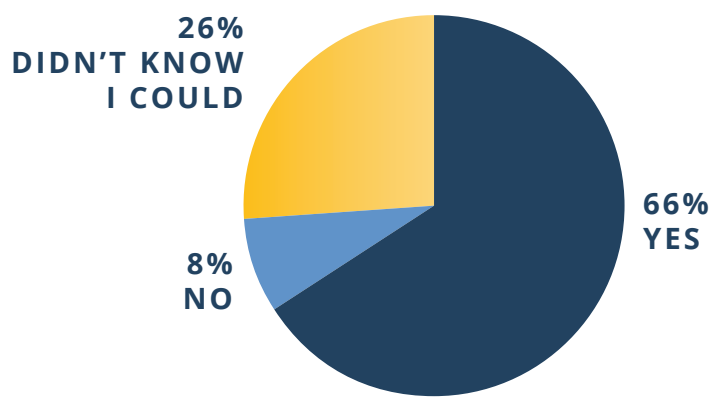
Financial anxieties remain the primary concern for students interested in studying abroad, including the availability of financial aid and scholarships. Credit transferability ranks second.

Rank:

- ① Cost of studying abroad (213)
- ② Availability of financial aid, scholarships, and/or work-study programs (168)
- ③ Availability of credits applicable to degree (123)
- ④ Language barrier (85)
- ⑤ Not seeing family/friends (84)
- ⑥ Safety concerns (82)
- ⑦ Inability to adjust to a different culture (77)

FINANCIAL AID

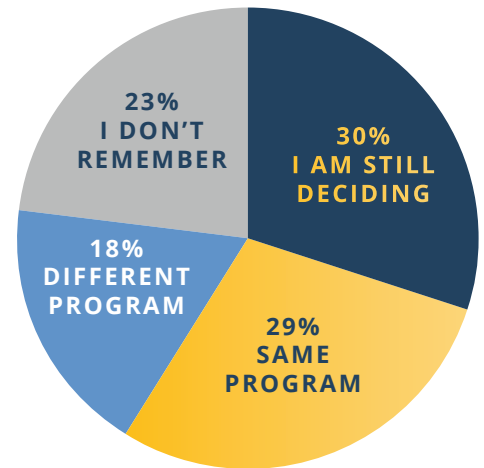
Over 66% of students plan to use financial aid to fund their study abroad experience, but nearly 26% of students didn't know that they could use this source of funding if available and they qualify.





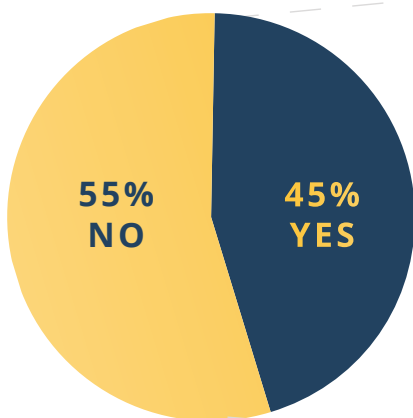
LEAD/INQUIRY FOLLOW-UP

Program Enrolled vs Inquired - When students who had studied abroad were asked about the relationship between the programs from which they requested information and the program in which they enrolled, 29% of students enrolled in one of the programs initially inquired about on StudyAbroad.com. Over 53% of students said they either didn't remember or were still deciding which program to apply to.

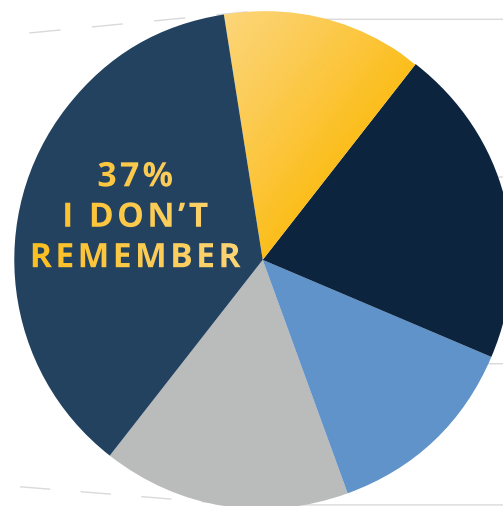


Perceived Impact of Follow-up - Of the respondents who submitted an inquiry on StudyAbroad.com, 45% report having been contacted by a program after requesting additional information. Of those students, 13% say it took a few days to hear from the program.

Students Contacted After Submitting Inquiry



Length of Time to Contact



16% IN LESS THAN ONE HOUR

13% IN 12 HOURS OR LESS

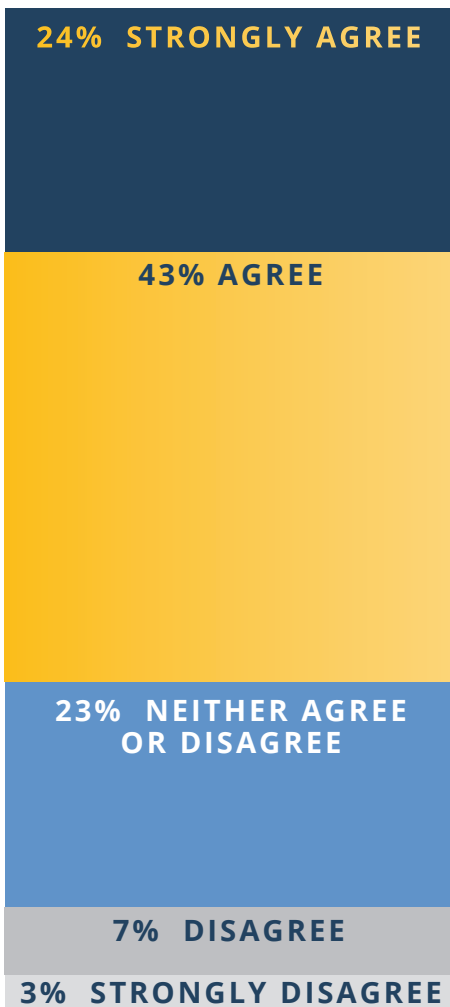
21% IN 24 HOURS OR LESS

13% IT TOOK A FEW DAYS



Perceived Impact of Follow-up (*continued*) - 67% of students agreed or strongly agreed that follow-up from the program provider influenced their decision to study abroad. 54% of students agreed or strongly agreed that the timeliness of the follow-up influenced their decision to study abroad. 68% of students agreed or strongly agreed that the personalization of the follow-up influenced their decision to study abroad. Over 91% of students prefer to be contacted via email, followed by traditional mail and phone.

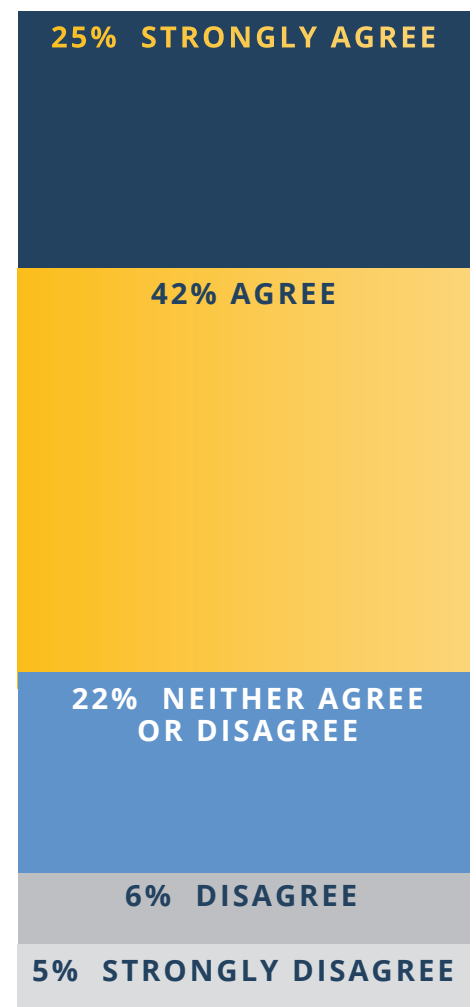
Follow up from the program provider influenced my decision to study abroad.



The timeliness of the follow up influenced my decision to study abroad.



The personalization of the follow up influenced my decision to study abroad.





OPPORTUNITIES FOR PROVIDERS & ADVISORS

✓ **Help Qualified Students Obtain Financial Aid**

Financial concerns continue to overshadow other decision making factors for students. This could represent an opportunity for advisors and counselors to help qualified students obtain the necessary paperwork and approval to enable those already receiving aid to utilize their funding for study abroad.

✓ **Serve the Increasing Demand for High School & Graduate Level Programs**

The majority of the study abroad industry is focused on undergraduate students; however they only represent about 50% of student respondents. There is significant demand for high school and graduate level programs.

✓ **Invest in Results Driven Advertising**

Advertising on a site that attracts students who are actively engaged in researching study abroad opportunities produces results, as shown by the 29% of students who enrolled in a program they initially inquired about on StudyAbroad.com.

✓ **Improve Inquiry Follow-up**

Inquiry follow-up again proved to be significant in students' decision making process. Providers should evaluate their follow-up methods including timeliness and personalization as these were both ranked important by students.





StudyAbroad.com

To learn more about how StudyAbroad.com can help your institution reach its international enrollment goals, contact

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