

The Hidden Motivations of Prospective Students

250,000 Career Education Prospects Reveal The Underlying Influences That Guide Their Buying Decisions

Presented by:



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Enrollment Resources | **Virtual Adviser**

VirtualAdviser

Virtual Adviser is an inbound lead capture platform specifically to help schools increase website leads, and boost enrollment.

- 30% increase in website leads
- 80% reduction in cost per start

Career Training Readiness Pathway: The *Career Training Readiness Pathway* is one of the lead capture tool powered by Virtual Adviser.

Demo College

MENU 

Is Career Training Right for You? Take the "Career Training Readiness" Quiz

This fun, online quiz takes 3-minutes to complete and you'll get a personalized report. Identify your strengths and social style plus the training and positions you're best suited for. [Get Your Career Training Readiness score now.](#)

Take the Quiz!



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MOTIVATIONAL RESEARCH

Enrollment Resources has compiled **research data** from over **250,000 prospective career education students** across North America

The data sample came from approximately **120 schools** with a wide variety of program offerings across disciplines including both male and female-dominated programs.



COST PER LEAD OR COST PER START?

What is more important?



COST PER LEAD OR COST PER START?

What is more important?

HOW TO IMPROVE CPS?

Conversion Rate Optimization > Persuasion

Persuasion > Prospect Insight



HOW TO USE MOTIVATIONAL INSIGHT TO INCREASE LEADS AND ENROLLMENT

Findings Cover The Following 4 Core Motivational Influences

Career Motivation



What aspects of a career are appealing to prospects current life situation

Career Goals



Where goals are similar or different based on career outlook and interests

Social Styles



How personality traits influence prospects buying decision process

Hesitations



What prospects say they are most concerned about in their own words

CAREER MOTIVATION

Prospects were asked what they would change about their current employment situation.



CAREER MOTIVATION

Prospects were asked what they would change about their current employment situation. Across all responses, the top 3 things they would change are:

64.37% Opportunity for advancement

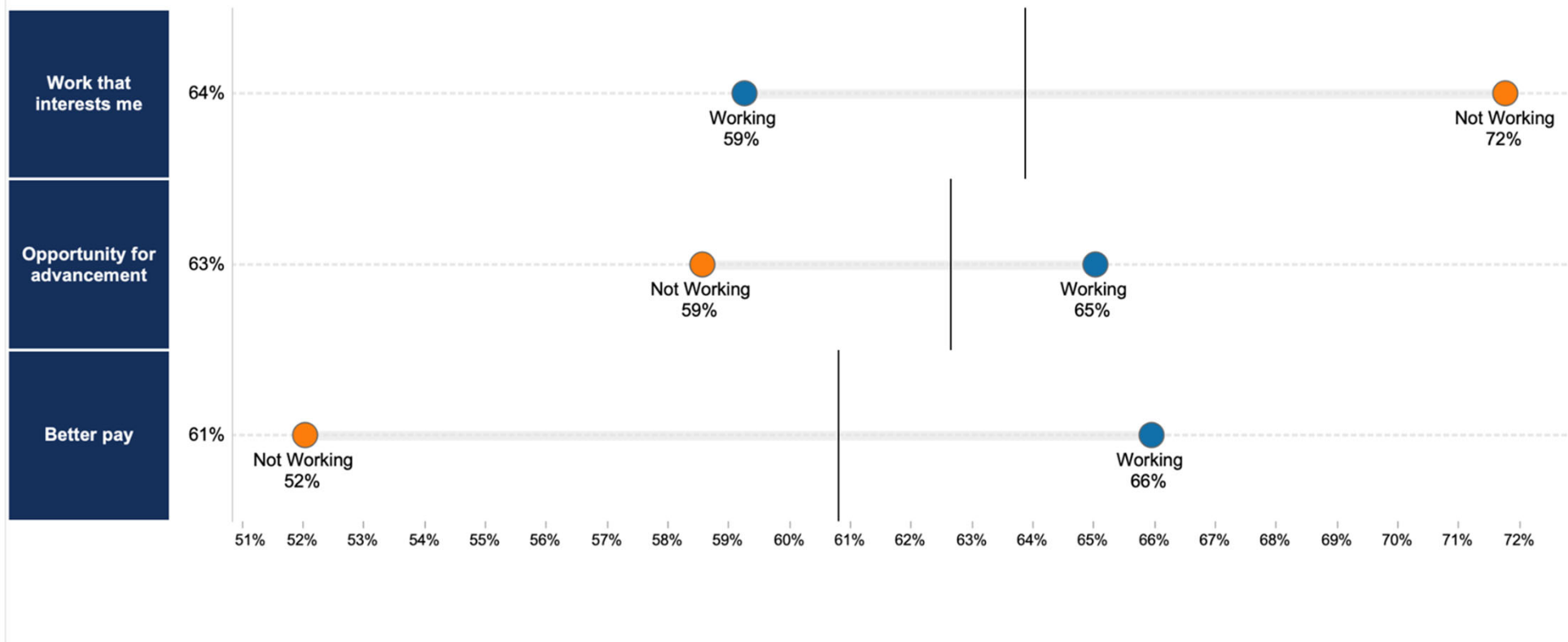
62.22% Work that interests me

60.5% Better pay

CAREER MOTIVATION & WORKING STATUS

Not Working Working

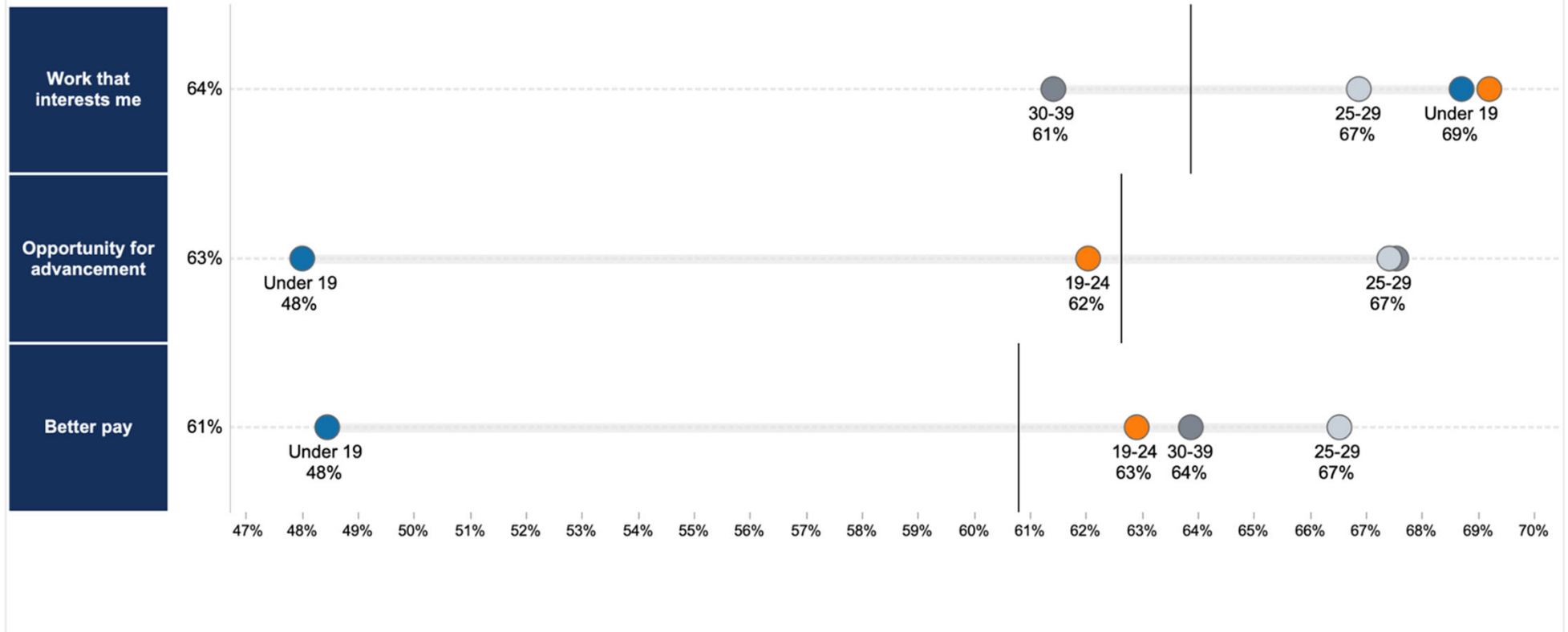
What would you Change about your current Situation?
(I = Overall)



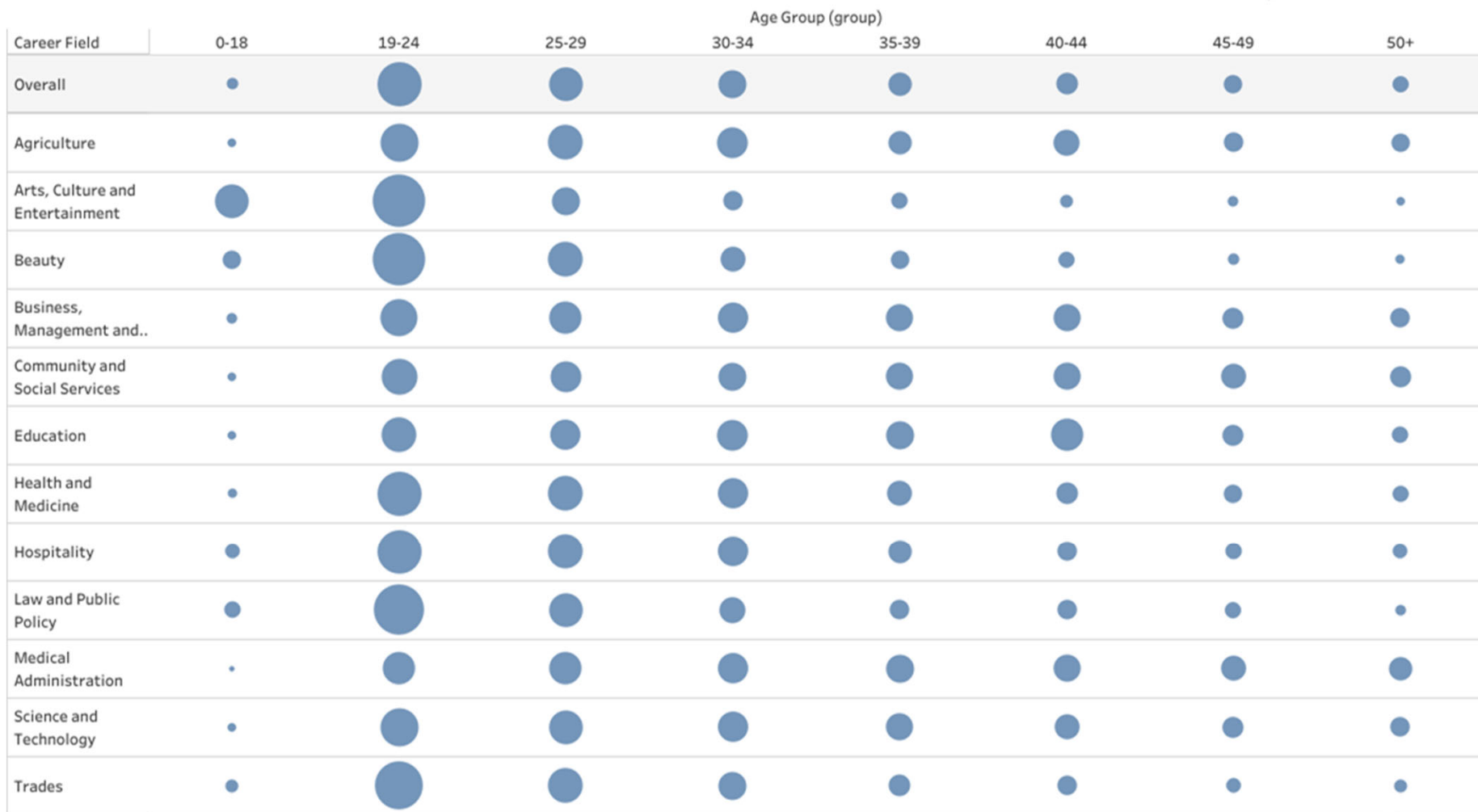
CAREER MOTIVATION: AGE

■ Under 19 ■ 19-24 ■ 25-29 ■ 30-39

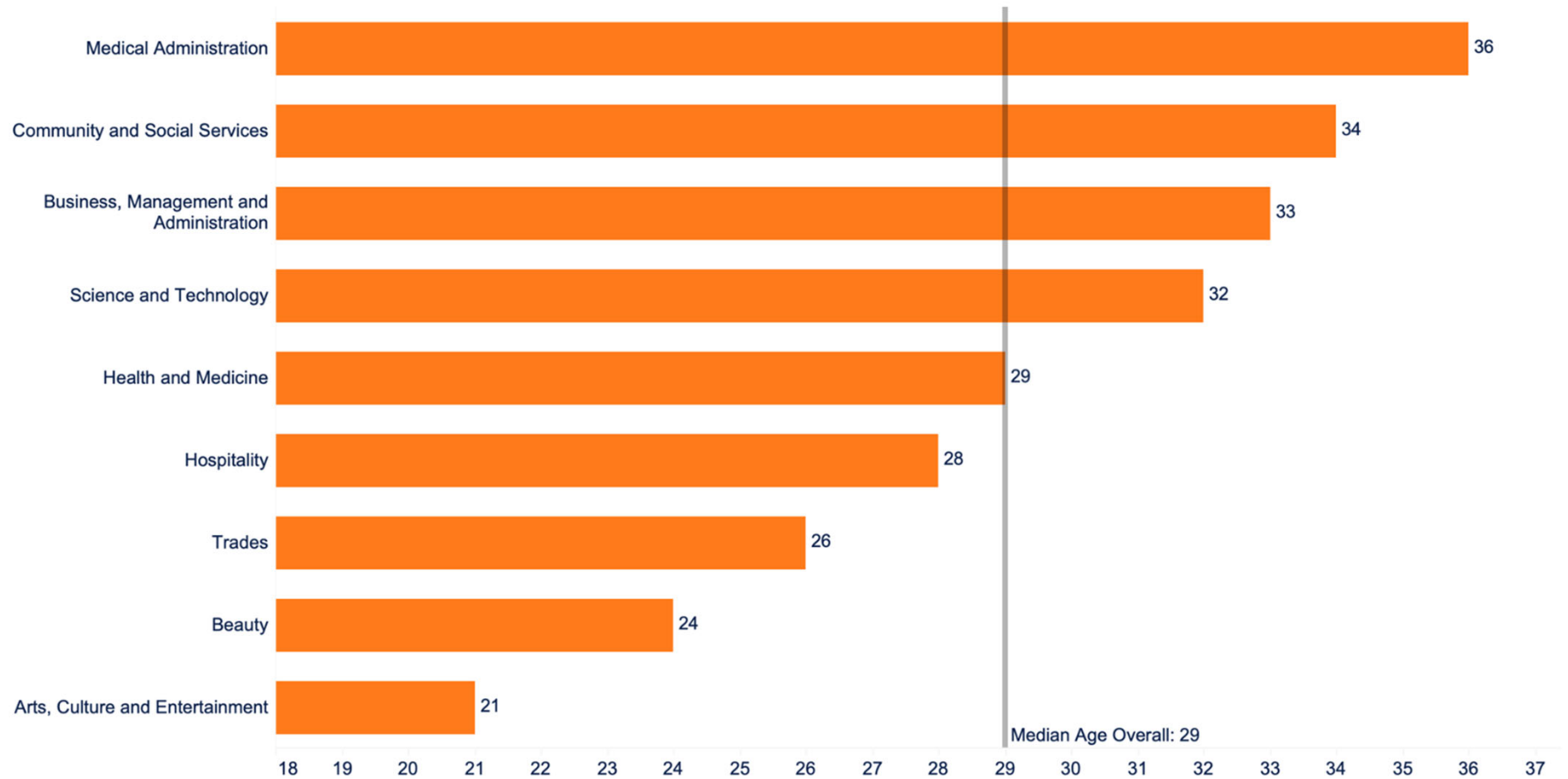
What would you Change about your current Situation?
(I = Overall)



CAREER FIELD BY AGE GROUP



MEDIAN AGE GROUP BY CAREER FIELD



CAREER OUTCOME MOTIVATION FINDINGS

- Younger prospects 18 -29 AND those not working are more **internally motivated**
- Prospects 25-34 are more **externally motivated**
- Better pay less of a motivator with age
- Career advancement peaks at 35 - 39



What this means for your school

Mid-career aged prospects show a higher interest in concrete things like earning potential. Include local wage data, job postings & work schedules to help them in their buying decisions.

Younger prospects AND those not working are more interested in work that inspires them. Help these prospects visualize their future self in the career.

CAREER GOALS

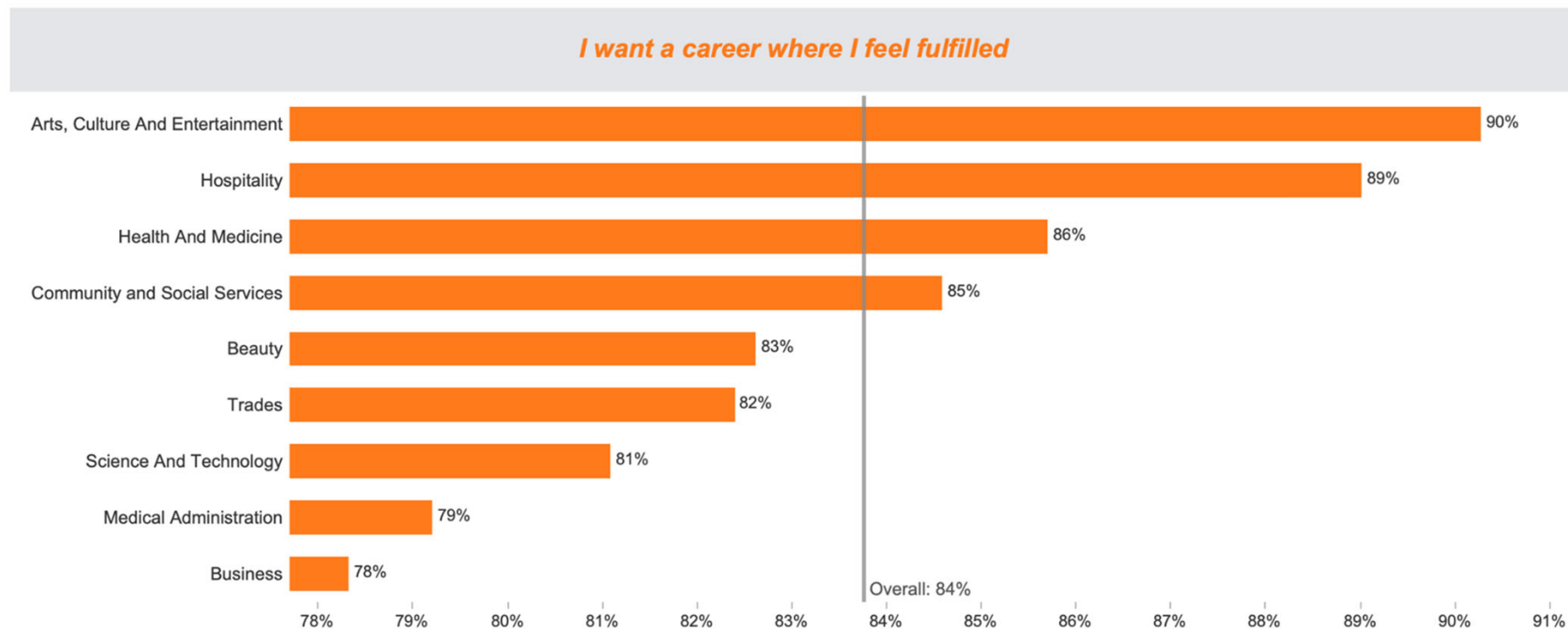
???

CAREER GOALS

	Which goals are important to you?	Overall
#1	I want a career where I feel fulfilled	83.72%
#2	I want a career where I feel I am making a difference	71.75%
#3	I want to make more money	71.58%
#4	I want to be more independent	62.98%
#5	I want to have more financial security	62.96%
#6	I want to own a home	61.56%
#7	I want a career where my loved ones will be proud of me	57.98%
#8	I want to give my kids a better life	47.80%
#9	I want to travel	47.06%
#10	I want a better life for sure, I just have trouble imagining the details	35.62%

GOALS BY CAREER FIELD

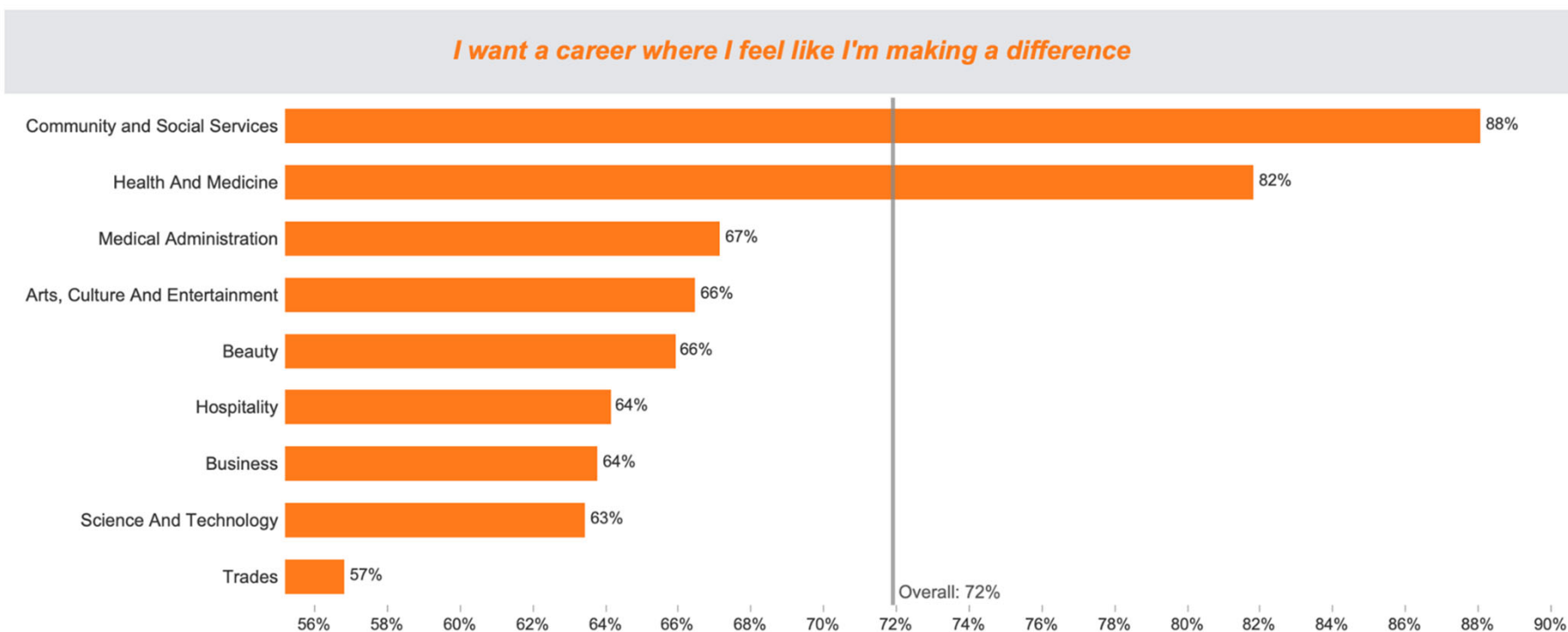
#1: Fulfillment



'I want a career where I feel fulfilled' is most common among Career Fields: Arts and Entertainment, Hospitality, Health and Medicine, and Community and Social Services.

GOALS BY CAREER FIELD

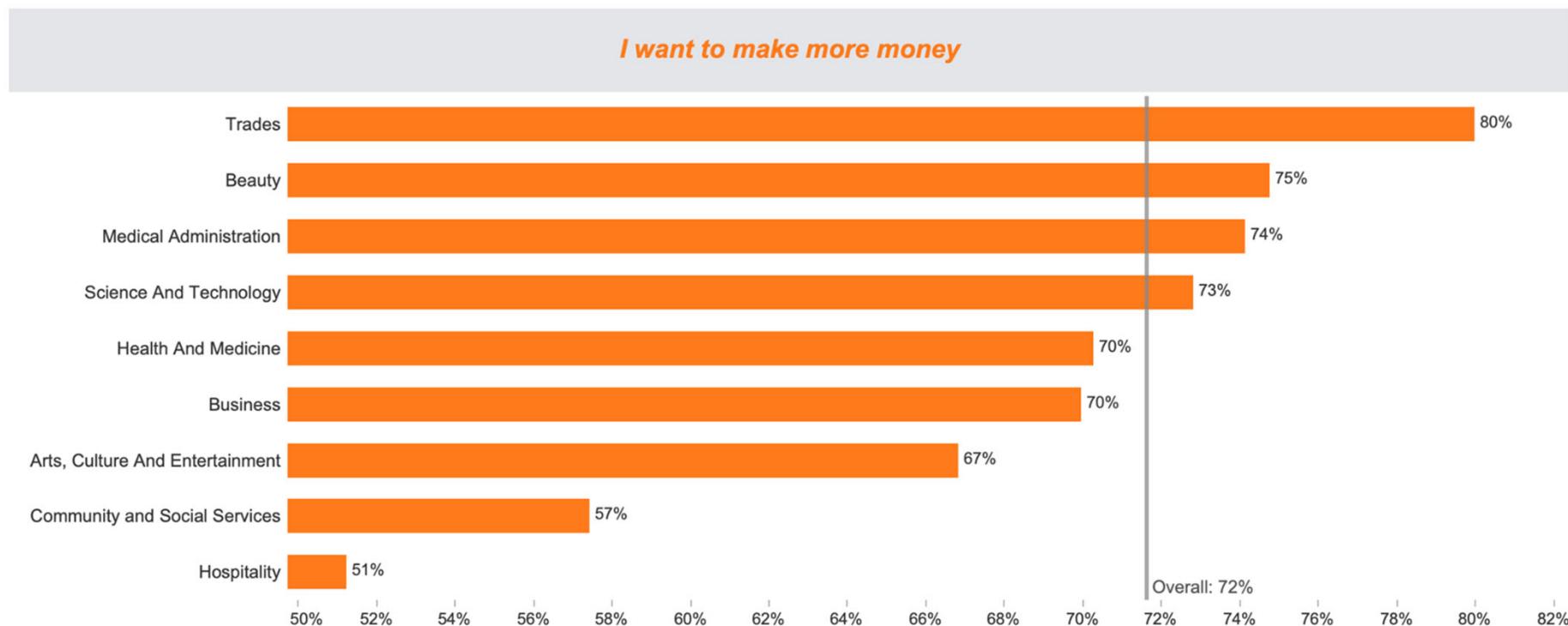
#2: Make a difference



'I want a career where I feel I am making a difference' is significantly more common among Career Fields: community and social services and health and medicine.

GOALS BY CAREER FIELD

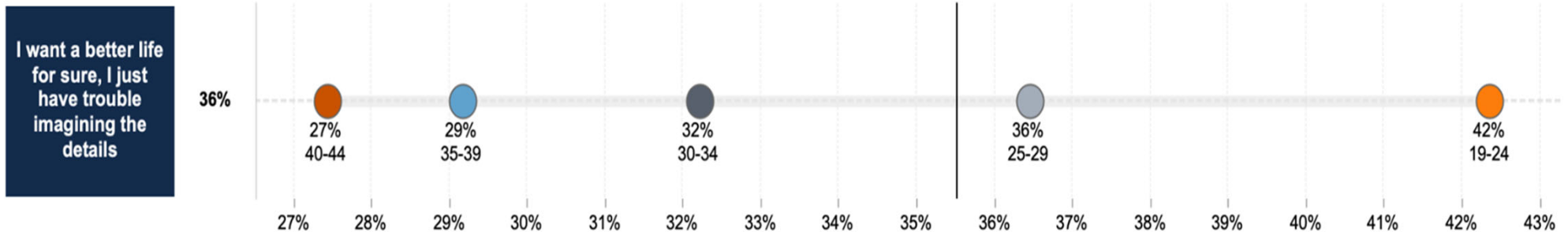
#3: Earn more money



'I want to make more money' is most common among Career Fields: trades, beauty, medical administration, and science and technology.

GOALS BY CAREER FIELD

Wants A Better Life But Unclear



- Prospective students 18 - 29 will need more guidance on defining the best career for them.
- Provide these prospects with clear steps from application to graduation. It will help ease their anxiety and boosting their confidence in their decision to enroll.

CAREER GOALS MOTIVATION FINDINGS

- The highest shared goal amongst prospects is a **desire for personal fulfillment**.
- Over 30% of prospects across demographics indicate they struggle to imagine the details of a better life.



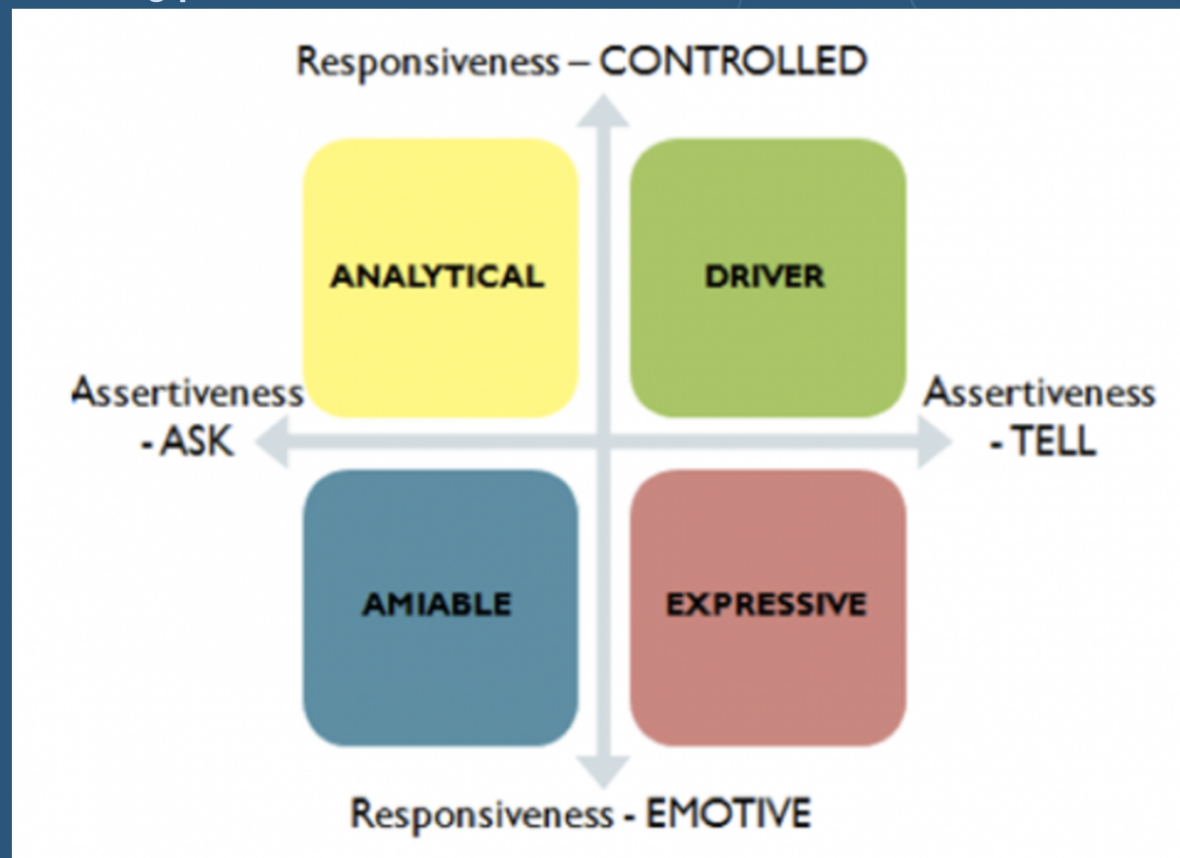
What this means for your school

Fulfillment: Share real life stories and case studies to show the before and after journey of students.

The Struggle of Imagination: Admissions professionals play a critical role in breaking down goals in practical steps.

SOCIAL STYLES

During the *Career Training Readiness Pathway*, prospects are asked a series of self-assessment questions which determines which “Social Style” they most closely identify with based on the following profiles:



SOCIAL STYLES OVERALL

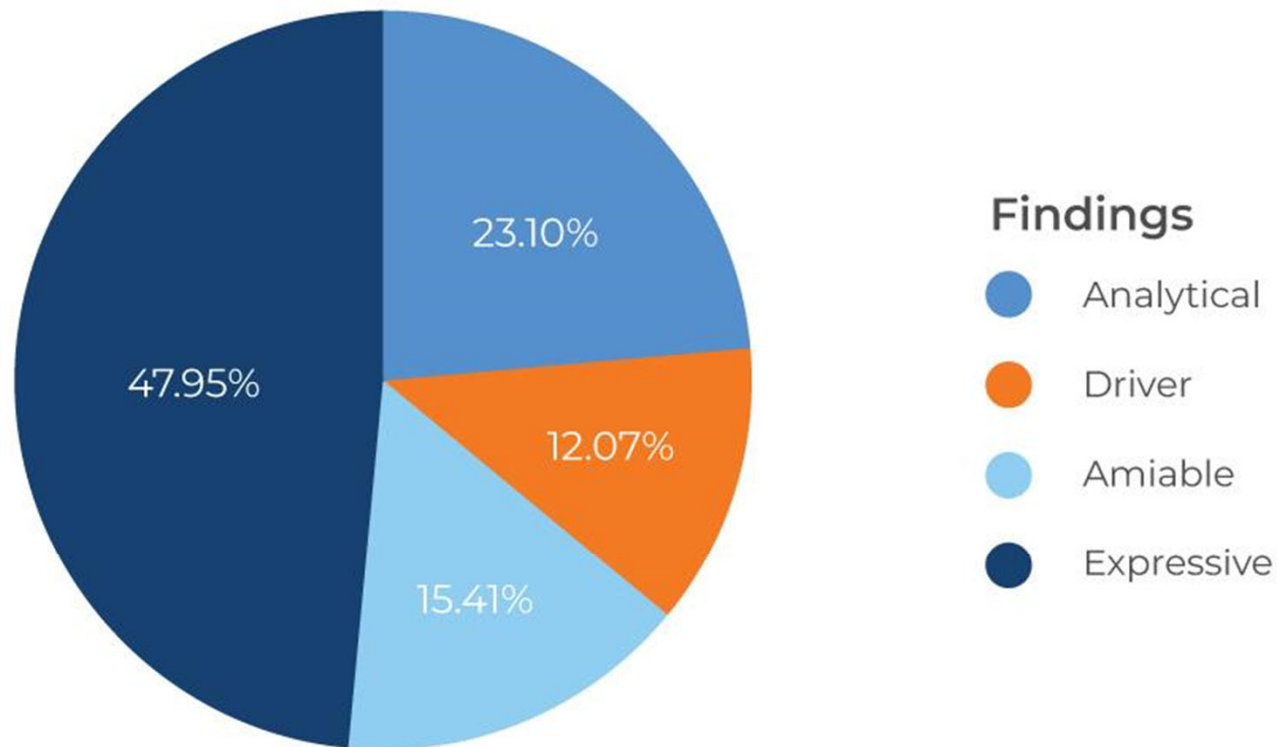


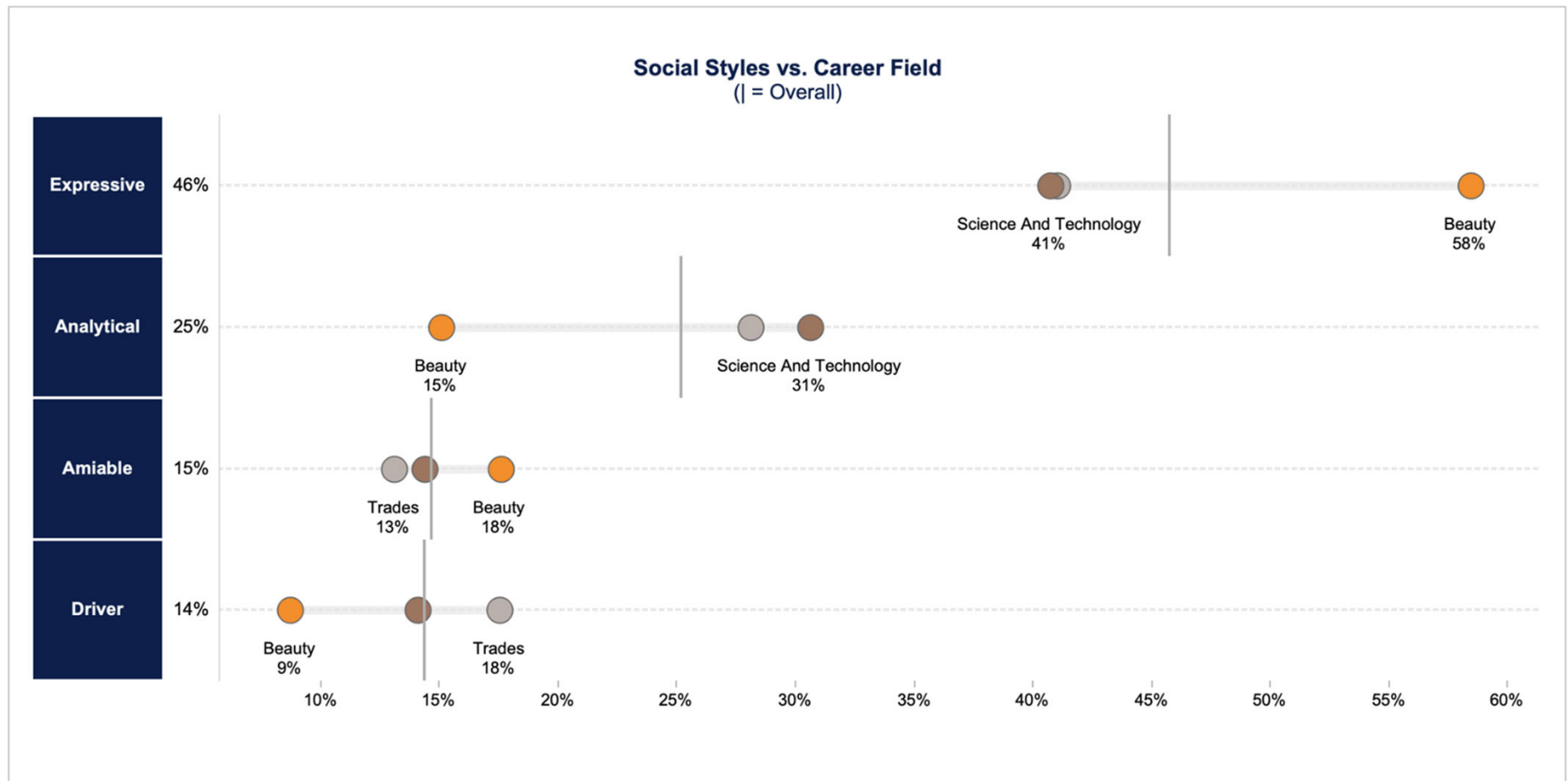
Fig 4. The chart shows the overall percentage of each social style/ personality type across all prospects in the data set.

SOCIAL STYLES BY CAREER PATH

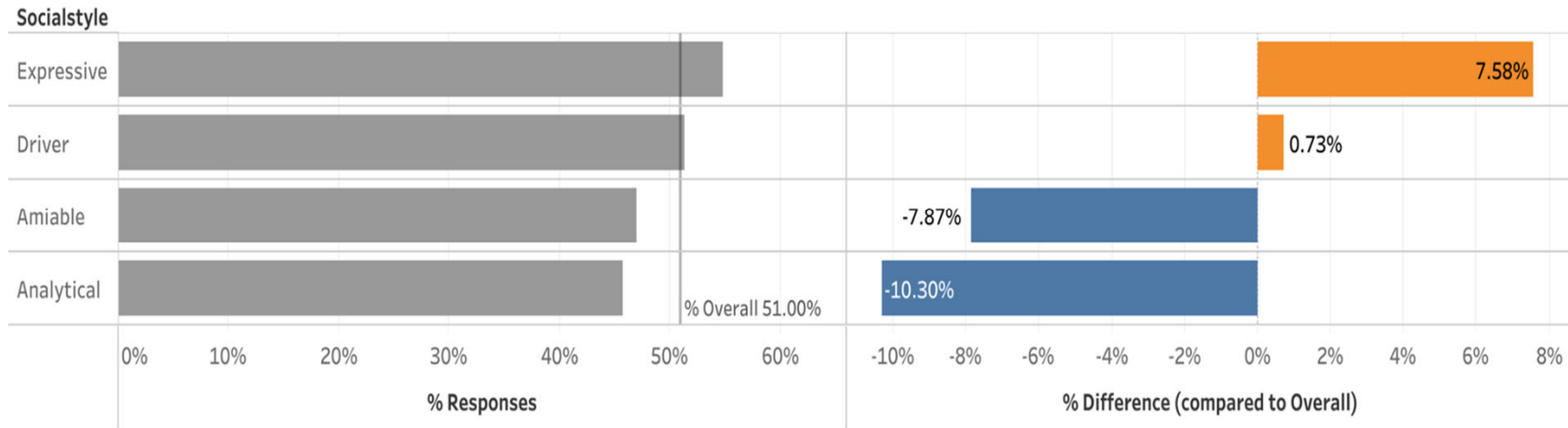
Beauty

Science And Technology

Trades



SOCIAL STYLE & BOOKED TOUR RATE



- “Expressives” are 7.58% MORE likely to book a tour over individuals of other Social Styles.
- “Analyticals” are 10.3% LESS likely to book a tour over individuals of other Social Styles.

SOCIAL STYLES MOTIVATION FINDINGS

- Beauty prospects tend to be expressive
- Science and trade prospects lean toward analytical
- Overall, 51% of prospects who completed the social styles section of the career readiness quiz, expressed interest in a tour

What this means for your school

Understanding personality traits can help marketers and admissions reps craft their words so prospects both hear what is being said and connect to it emotionally.



HESITATIONS & BARRIERS

Is there anything preventing you from moving forward?	Overall
No	75.33%
Yes	24.67%

1. ???
2. ???
3. ???
4. ???

HESITATIONS & BARRIERS

Is there anything preventing you from moving forward?	Overall
No	75.33%
Yes	24.67%

1. **Money**
2. **Time**
3. **Life circumstances**
4. **Fear**

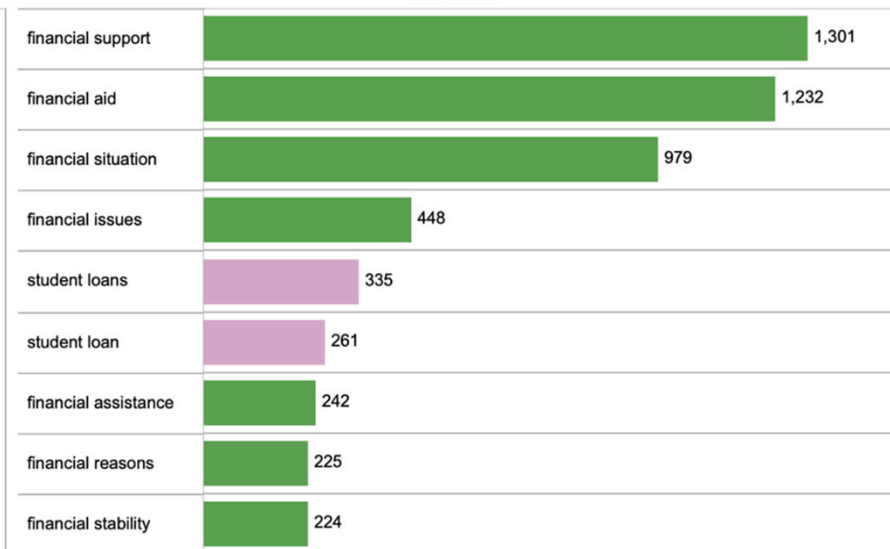
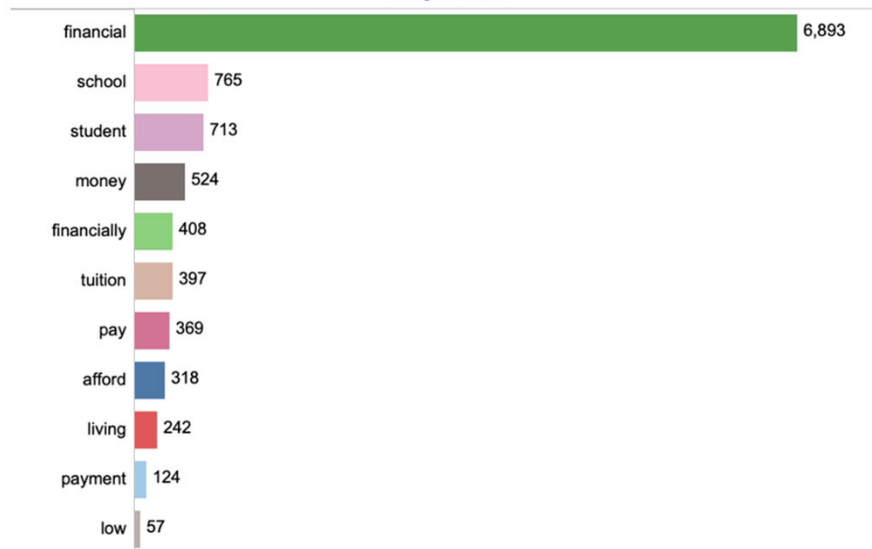
27,452

10,312

#1 - MONEY



Phrases



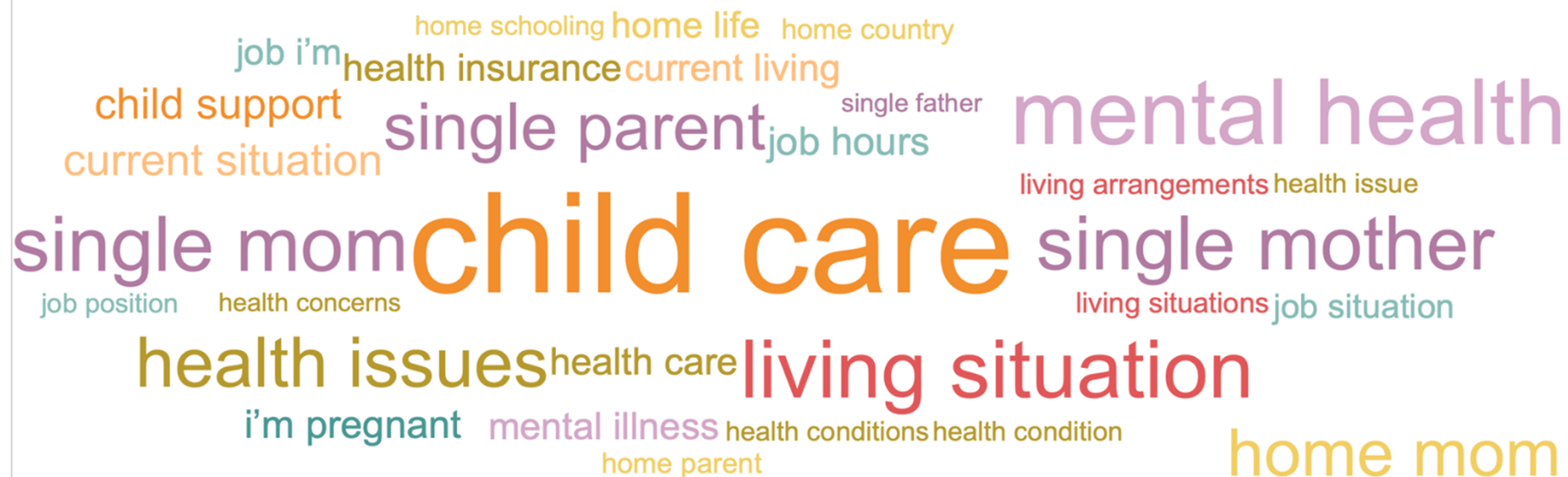
Total Number of Responses

27,452

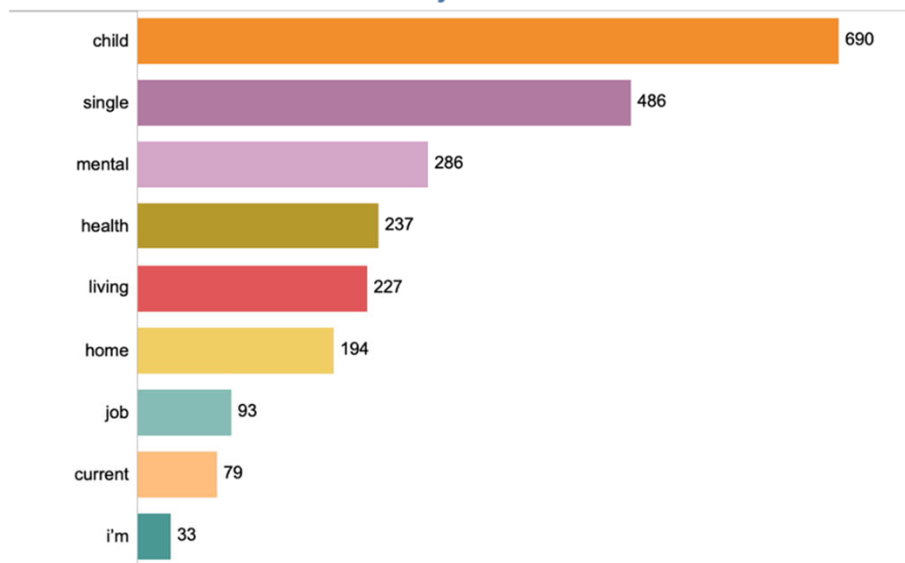
Number of Responses in View

2,214

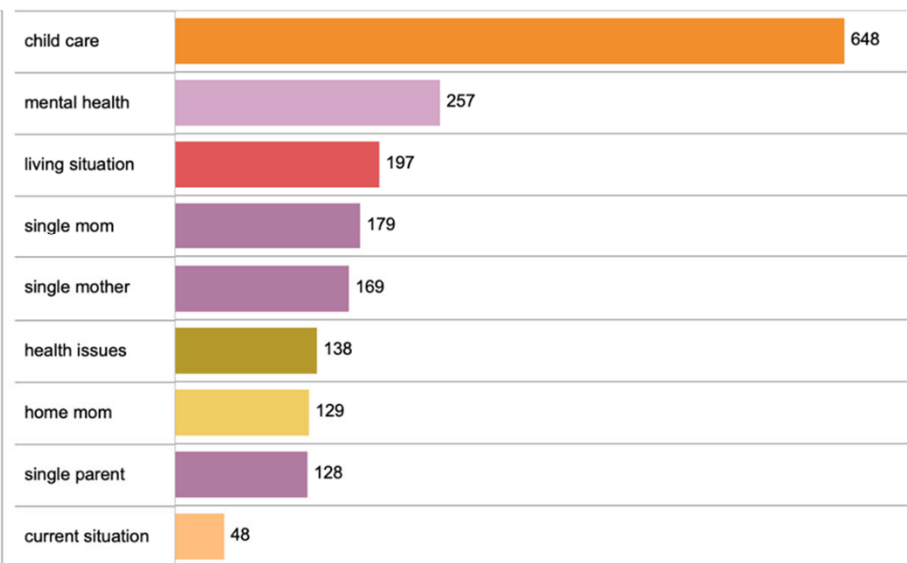
#3 - LIFE



Keywords



Phrases



Total Number of Responses

27,452

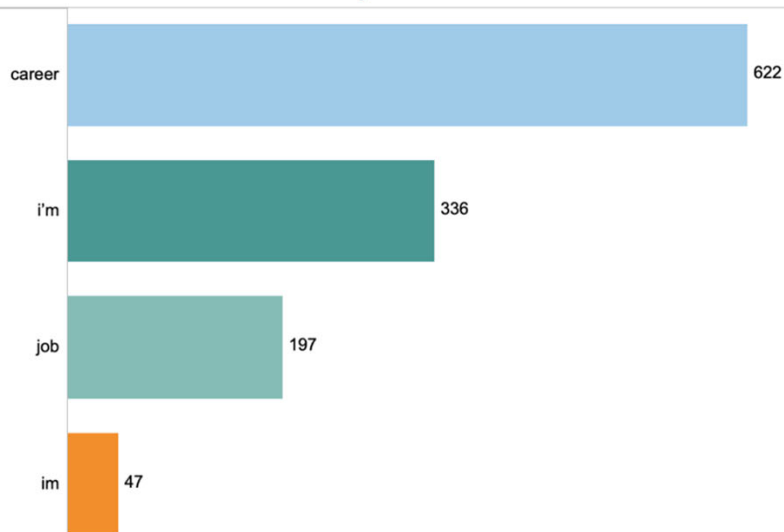
Number of Responses in View

1,178

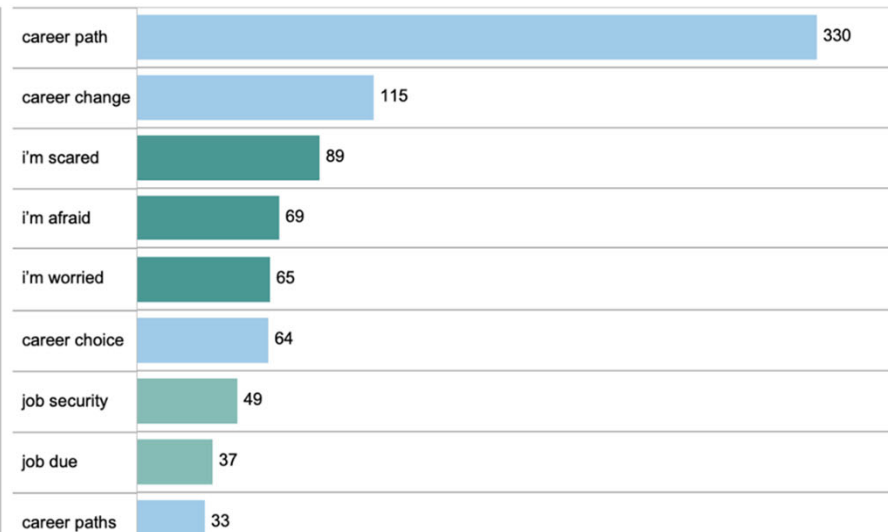
#4 - FEAR

im worried job due i'm holding i'm taking career wise
 career options career goals i'm scared i'm struggling
 job placement job opportunities job i'm i'm scared job security
 im afraid i'm worried career path career choice
 i'm afraid career paths i'm nervous career change
 job situation i'm ready i'm unsure
 career field im scared

Keywords



Phrases



Virtual Adviser

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Reduce Cost-Per-Enrollment by up to 80%**

The screenshot displays the Virtual Adviser web application interface. On the left is a dark blue sidebar with navigation icons for Home, Users, Messages, and Help. The main content area is titled 'Results' and includes a search bar, a date range filter (Apr 6th 2020 - May 6th 2020), and a filter icon. Below the search bar is a list of users with their names, roles, and scores. The user 'Jarvis Jacobi' is highlighted with a score of 93%. To the right of the user list is a detailed view of the 'Career Training Readiness Quiz' results for Jarvis Jacobi. The quiz is marked as 'Completed' and shows a progress bar at 100%. The results are organized into sections: Personal Information (First Name, Last Name, Phone, Email Address), Self-Description (I would best describe myself as...), Campus Interest (Which campus is closest to you?), Program Interest (Which program are you interested in?), Appeal (What appeals to you about it?), Education (Do you have a high school diploma?, Do you have your GED?), Work Situation (What is your current work situation?), and Happiness (Are you happy with your current work situation?). The user's profile information is also visible on the right, including email and phone number, and a list of actions (View profile, Flag as invalid, Delete). The footer contains the version number (v5.0-205-g6167070x) and copyright information (© 2014 - 2020 Enrollment Resources Inc.).

Search for people or pathways

Results

Apr 6th 2020 - May 6th 2020

Filter

Completed

100%

Started 12 hours ago

Completed 12 hours ago

93%

Actions

- View profile
- Flag as invalid
- Delete

Device

Desktop - Other (HeadlessChrome 78)

IP Address

13.57.33.79

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THANK YOU!

GET THE RESEARCH REPORT HERE

enrollmentresources.com/motivations

