

A Year in Review

Prepared for Clarion University of Pennsylvania

September 2015



Hanover Research is the global leader in providing institutional and market research to universities and colleges. Currently, more than 350 higher education institutions rely on us for authoritative, action-orientated research to make critical decisions. Our flexible, single-cost research solution helps partners meet immediate challenges and achieve a wide array of strategic objectives. In addition to our full scope of research services, our partners benefit from a library of 1,700+ redacted, non-proprietary reports on a myriad of higher education topics, in-depth weekly studies, educational webinars, and quarterly consultations. No other higher education research firm provides the breadth of research projects or the level of customization offered by Hanover Research.

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HANOVER RESEARCH & CLARION UNIVERSITY

Hanover Research has worked with Clarion University since November 2012, providing customized research solutions for a variety of key initiatives.

This document outlines Hanover's services/partnership model as well as the projects we have completed for Clarion thus far and the research reports we plan on completing for the next term of partnership.

Partnership Model

Hanover provides unlimited, sequential research for a fixed annual cost. We conduct one research study at a time per workflow (queue). Partners may contract Hanover to conduct simultaneous research projects by purchasing multiple queues. Partners may submit research requests at any time, and may modify the sequence of remaining projects in a queue based on the findings of previous research or if more immediate needs arise. Our partnership model encourages and supports long-term, data-driven planning and solutions – additional questions or projects arising from any initial questions may be pursued on demand, at no additional cost.

Continued partnership with Hanover Research would give Clarion University access to all of the firm's core research solutions, which include:

- **Market Analysis**
- **Quantitative and Qualitative Analysis**
- **Survey Design, Administration, and Analysis**
- **Benchmarking**

Two Key Contacts

Each Hanover partner is served by one Relationship Director and one Content Director to ensure the quality of the partnership across the course of the contract term.

- 1) The **Content Director** is responsible for allocating each project request to the appropriate Hanover research analysts and managing its progress from start to finish.
- 2) The **Relationship Director** is responsible for contract management and for ensuring client satisfaction, including usage of added resources, such as Hanover's Education Library.

COMPLETED RESEARCH PROJECTS

- In-Demand Health Sciences Programs
- Undergraduate Academic Fields of Interest by Population
- Market Analysis – Bachelor’s and Master’s in Communications
- Market Analysis – Specializations in Psychology
- Market Analysis – Bachelor’s in Engineering
- Financial Aid Leveraging Analysis
- Market Analysis – Bachelor’s in Education
- Enrollment Projections Analysis Outline
- Market Analysis – Needs of the Casino Gaming Industry
- Market Analysis – Professional Master’s Programs
- Transfer Student Home County Mapping
- Student Home County Mapping
- Alumni Survey Instrument Design
- Retention and Graduation Rate Analysis
- Market Analysis – Bachelor’s in Music Entrepreneurship

PROPOSED RESEARCH PROJECTS

- Entertainment Management Degree Opportunities – *in progress*
- Higher Education Administration Master’s Degree Trends
- National Scan of Doctoral Completer Programs
- Benefits of Freshmen Seminars
- Effective General Education Models
- University Criminal Background Check Practices
- Experiential Learning Recent Research Findings
- Service Learning Recent Research Findings