

It's Their Decision.
But I'm Paying the Bill!



How does Zinch help you?





Save time and money by connecting directly with best-fit students around the world



Personalize the recruiting process through social media by putting students first in your outreach



Stay informed about current trends in the industry through best in-class research and professional development

Zinch: By the Numbers





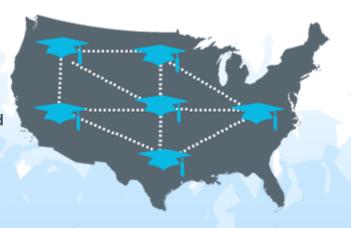
Reaches over 40% of college-bound seniors



Over 9 million connections between students and their right-fit colleges and universities over the past 3 years



Connect with secret shoppers and stealth applicants



Zinch registration population in-line with US population



Chegg®

Chegg reaches 35% of current college students

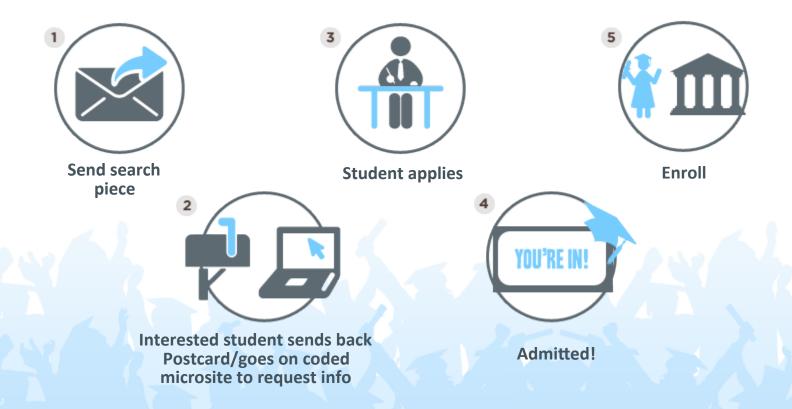




Getting Stealth Applicants on Your Radar



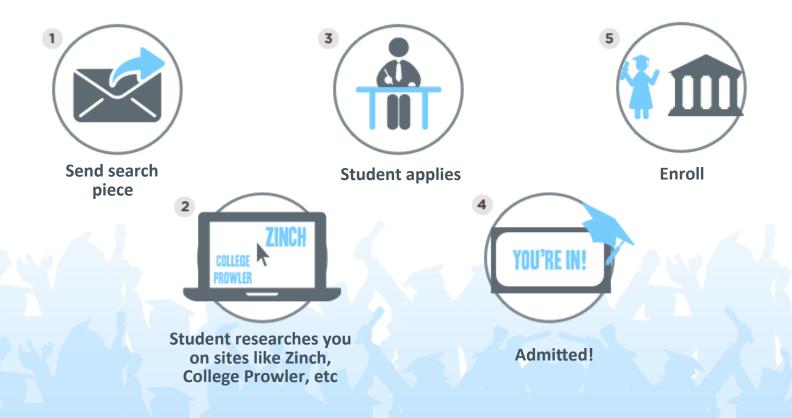
Traditional Search Process



Getting Stealth Applicants on Your Radar



Today's College Search







Why this Study





Background: Gain greater insights into the perspectives of parents of college-bound students, specifically with regard to their position on cost, quality, and value



Methodology: Phone survey performed by Gallop



Survey Dates: September and October 2012
Interviews were conducted in Spanish for those for whom Spanish is their primary language

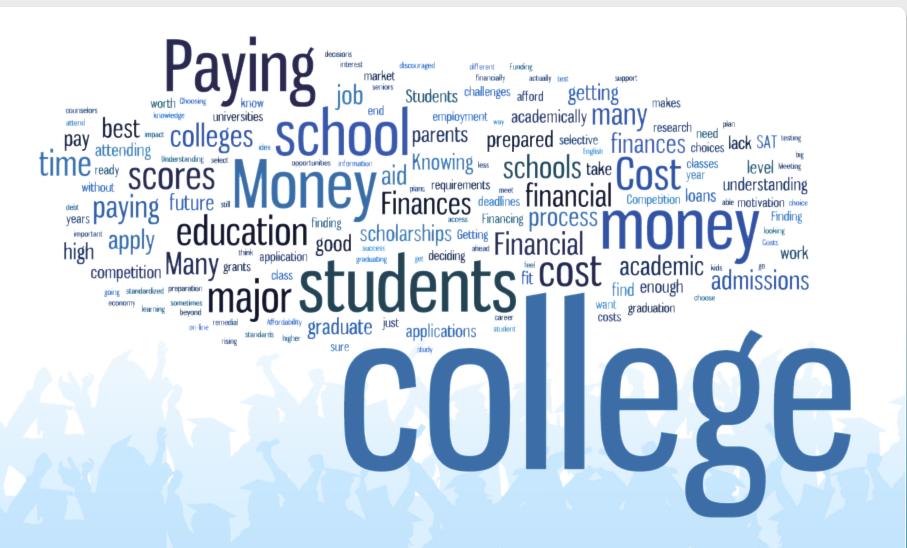


Parents: 3,269 respondents

-Adults with at least one child in 5th through 12th grade

Top Challenges for College-Bound Students





Sticker Price Still Matters



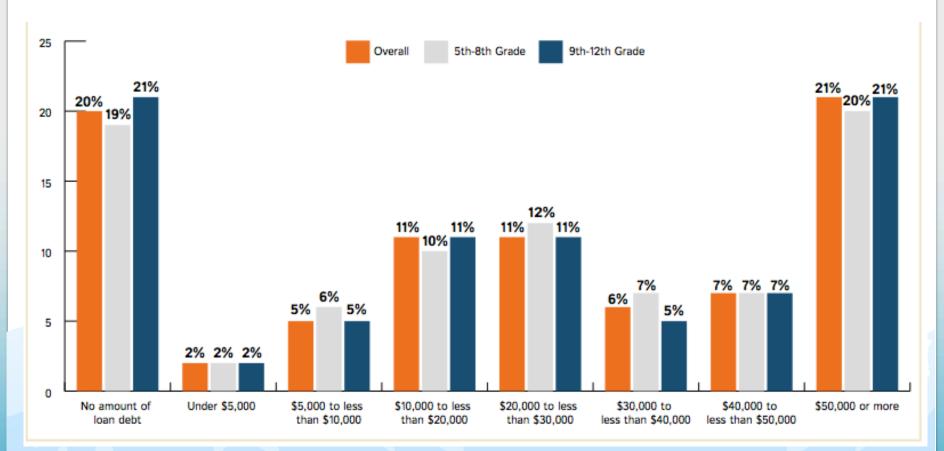
Will parents restrict choices, based on tuition rates?

Response	Child 5th-8th	Child 9th-12th	All	
Not at all likely	17%	16%	16%	
Not very likely	17%	13%	14%	
Somewhat likely	31%	36%	34%	
Very likely	33%	34%	34%	68%

Debt



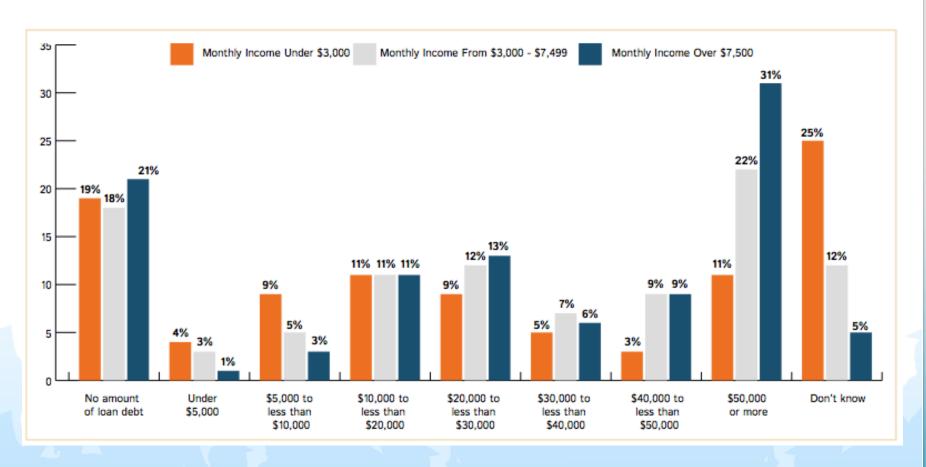
How much debt are parents willing to accumulate?



Debt by Income Level



How much debt are parents willing to accumulate?



Sticker Price Still Matters



54%

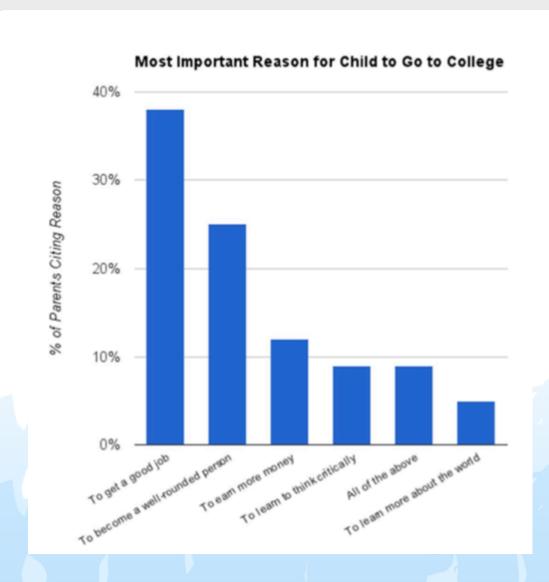
Percent of students who judge a college's expense by sticker price alone (without considering aid)*

Over Half

Students with low income + high ability not applying to a single competitive college**

Why Send My Kid to College?



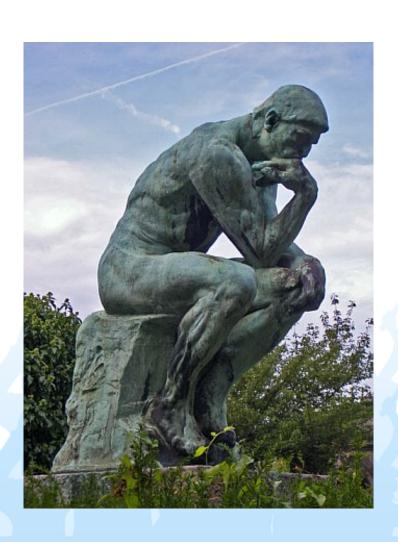


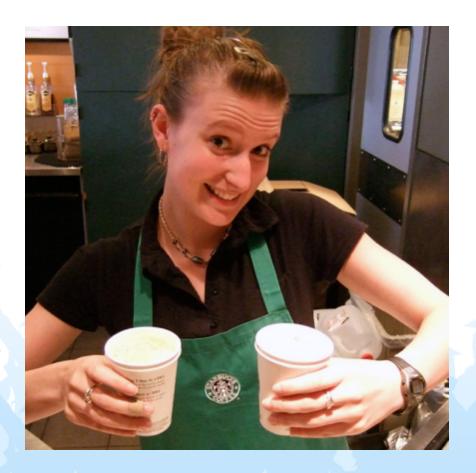
Majority of parents say "getting a good job" is most important reason for their child to go to college ...

6X higher than gaining a global perspective

3X higher than critical thinking

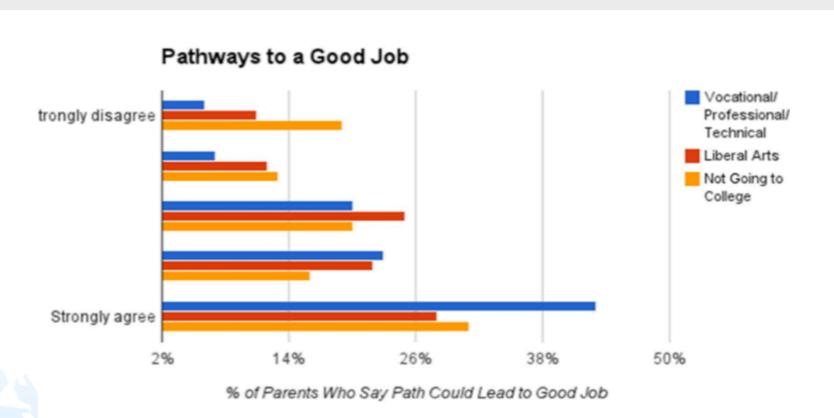






How will my kid get a job?





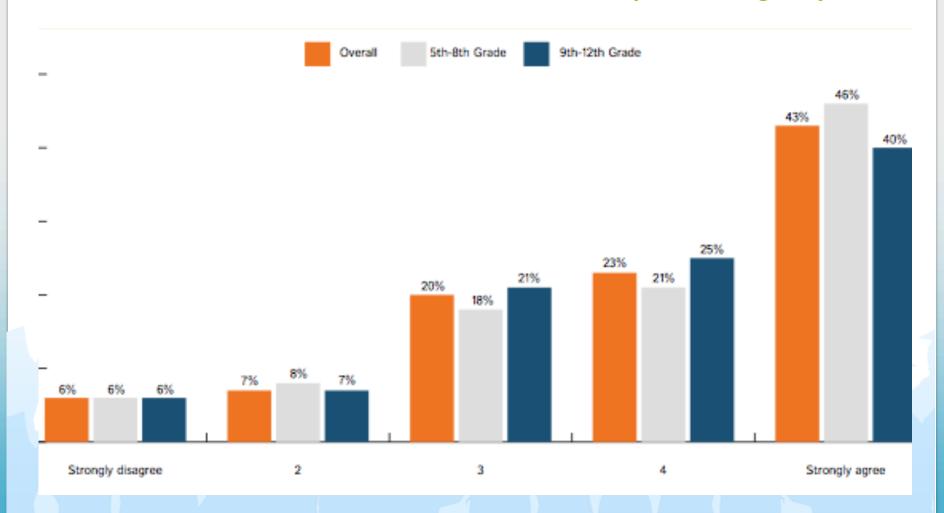
Vocational schools and not going to college at all are well represented amongst respondents

Liberal Arts Education is lowest amongst "strongly agree" responses

How will my kid get a job?



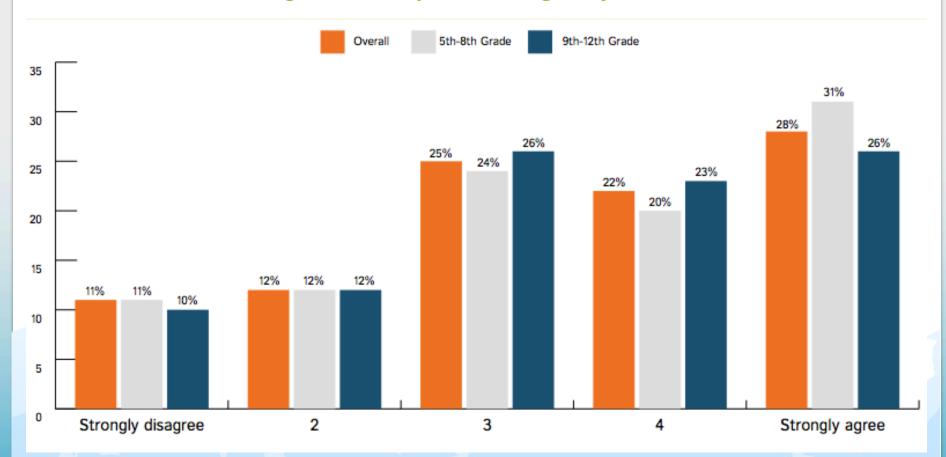
Will vocational schools/technical certificates lead my child to a good job?



How will my kid get a job?



Will a liberal arts degree lead my child to a good job?



What are employers saying?



95%

Agree that "Our company puts a priority on hiring people with the intellectual and interpersonal skills that will help them contribute to innovation in the workplace."

93%

Agree that: "A candidate's demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than undergraduate major."

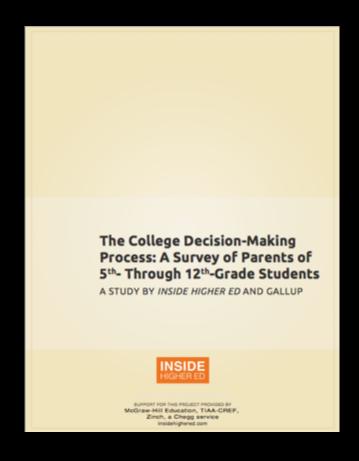
Key Takeaways



Parents are struggling with seeing the value of a traditional undergraduate education. 68% say they will limit their child's choices based on cost.

Is "education" the same as "training"?. Over 40% of parents strongly agree that vocational training is a better pathway to a job.

Recruitment and marketing communications must focus on outcomes. The majority of parents agree that getting a good job is more important than being well rounded or a "global thinker".



Thank you!

Download the whitepaper at www.insidehighered.com



