



Council for Christian
Colleges & Universities

Noel-Levitz[®]

Council for Christian Colleges & Universities 2009 Market Research

Dear CCCU Member:

We are excited by the scope of research that Noel-Levitz will provide (see chart to the right) each participating institution in the core CCCU Market Research Project (at the core participation fee of \$7,500).

The attached document outlines your institution's opportunities to take advantage of the CCCU 2009 market research project. Noel-Levitz is offering additional research elements or packages of components unique to your institution at a reduced cost so that members can benefit from the core survey process.

For the student and campus personnel assessment elements of the market research project, I encourage you to participate in the CCCU's Comprehensive Assessment Project (CAP). The Noel-Levitz Student Satisfaction Inventory™ (SSI) and Institutional Priorities Survey™ (IPS) for faculty, staff and administrators are the focus of this year's CAP. For the first time, we are offering a new survey for parents of current students, which is the companion instrument to the SSI. Your options for the various packages for these surveys and directions for ordering the instruments are on the order form.

For questions on this package or the research process, please contact Noel-Levitz directly:

Pam Blair, Market Research Analyst

Phone: 800 876-1117; E-mail: pam-blair@noellelevitz.com

For questions on the CAP project, please contact:

Nita Stemmler, Program Consultant

Phone: 519 974-1639; E-mail: nstemmler@cccu.org

Sincerely,

Nate Mouttet
Vice President for Communications
Council for Christian Colleges & Universities

CCCU Research Elements: Available to all institutions participating in core research (no individual institutional purchases required)

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| 1. Prospective undergraduate inquirers (<i>Phone survey</i>) |
| 2. Parents of prospective undergraduate inquirers (<i>Phone survey</i>) |
| 3. Non-inquirers (<i>Online survey</i>) |
| 4. Fall 2009 accepted students–matriculants (<i>Online survey</i>) |
| 5. Fall 2009 accepted students–non-matriculants (<i>Online survey</i>) |
| 6. Undergraduate prospective transfer students (<i>Online survey</i>) |
| 7. Young alumni (<i>Online survey</i>) |
| 8. Parents of young alumni (<i>Mail survey</i>) |
| 9. Guidance counselors (<i>Online survey</i>) |
| 10. Church leaders (<i>Mail survey</i>) |
| 11. Predictive model of inquiries compared with non-inquiries and model of inquiries-to-enrolled students |
| 12. CCCU competition analysis: National Student Clearinghouse analysis of non-enrolling admitted students |
| 13. CCCU academic program demand analysis: Comparison of national demand trends with CCCU academic offerings |
| 14. The CCCU Comprehensive Assessment Program (CAP): Student Satisfaction Inventory™, Institutional Priorities Survey™, and Parent Satisfaction Survey SM |





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Individual Component Pricing

Research Elements	Detailed Description
Component	For additional sample for your institution, based on CCCU core survey
A. Prospective undergraduate inquirers for Fall 2010	100 additional completed telephone surveys from your institution's inquiry list, using the CCCU telephone questionnaire plus 3 custom institutional questions. Minimum sample of 3,000 valid phone numbers required. Raw data and cross tabulations including CCCU comparison, \$4,800
B. Parents of prospective undergraduate inquirers	100 additional telephone surveys from your inquiry list, using the CCCU telephone questionnaire plus 3 custom institutional questions. Minimum sample of 3,000 valid phone numbers required (in addition to sample provided for the inquirers themselves, if applicable). Raw data and cross tabulations including CCCU comparison, \$4,800
C. Non-inquirers	100 completed surveys from your primary market, using the CCCU e-mail questionnaire plus 3 custom institutional questions, <i>if sufficient NRCCUA sample is available in your market</i> . Raw data and cross tabulations including CCCU comparison, \$3,800
D. Predictive model of enrollment probability	Noel-Levitz will build a predictive model based on statistical probability to enroll at your school. The model can be applied to pinpoint NRCCUA search name purchases. Requires new freshman enrollment of at least 400. Price: \$18,000 for two-year model (payment is \$9,000 in year one and \$9,000 in year two). This represents 10% off standard Noel-Levitz pricing.
E. Young alumni (graduated within the last 10 years)	Additional sample of an estimated 100 completed surveys from your own alumni, using the CCCU questionnaire plus 3 custom institutional questions. Sample of 2,000 valid alumni e-mail addresses required. Price: Raw data and cross tabulations including CCCU comparison, \$3,600
F. Guidance counselors	Additional sample of an estimated 75 completed surveys from your own high school guidance counselors, using the CCCU questionnaire plus 3 custom institutional questions. Sample of 500 counselors not used in core survey with valid e-mail addresses or postal mail addresses required. Price: \$4,900
G. Parents of young alumni	Additional sample of an estimated 100 completed surveys from your own parents of young alumni, using the CCCU questionnaire plus 3 custom institutional questions. Sample of 1,200 valid postal mail addresses and institutional letterhead required. Price: Raw data and cross tabulations including CCCU comparison, \$7,200
H. Competition Analysis	Formatted data for your institution based on your entire non-enrolling admitted population including: <ul style="list-style-type: none"> • Proportion of your non-enrolling admits who attended some CCCU institution; • Proportion of non-enrolling admits who attended other types of institutions, and comparison of those rates to typical rates at which students attend those schools; and • Significant geodemographic variables related to the choice of your school. Price: \$8,500, includes CCCU comparison



For data analysis by Noel-Levitz consultant, conference call with campus, and follow-up letter summarizing findings: add \$2,500 or see package pricing.



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2009 CCCU Market Research

Market Research Order Form

Name of institution

Contact person

Area code/phone

E-mail

Complete
and return
your form to:
Pam Blair,
Noel-Levitz.

Phone:
303-714-5686

Fax:
303-741-5620

Market Research Packages

Package Number	Package Audiences/Samples	Data with analysis and conference call	Data Only
1	Inquirers and Non-inquirers: 100 each, if sufficient NRCCUA sample is available	\$11,100	\$8,600
2	Inquirers and Parents of Inquirers, 100 each	\$12,100	\$9,600
3	Inquirers and Guidance Counselors: 100 inquirers; guidance counselors dependent upon response	\$12,200	\$9,700
4	Inquirers, Parents of Inquirers, and Guidance Counselors: 100 inquirers and parents; guidance counselors dependent upon response rate	\$18,200	\$14,400
5	Alumni and Parents of Young Alumni, 100+ each	\$13,300	\$10,800
6	Competition Analysis for your entire non-enrolling admitted population	\$11,000	\$8,500
	You may also choose surveys on an à la carte basis or create a custom research package: See individual component pricing on page 2 or contact Noel-Levitz		

Research Elements—Questions? Contact: Pam Blair, pam-blair@noellevitz.com, 800 876-1117

Individual component or package	Research cost (pricing outlined above or on page 2)	Consultation desired? Yes/No	Total price



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2009 CCCU Comprehensive Assessment Program (CAP)

CAP Order Form

Yes, my institution is interested in participating in CAP

Reports Included									
	SSI vs. National	SSI vs. CCCU	IPS vs. National	IPS vs. CCCU	SSI/IPS Combination	PSS vs. CCCU	SSI/PSS Combination	Other	Pricing
A. Student Satisfaction Inventory and Institutional Priorities Survey™	✓	✓	✓	✓	✓				\$800 plus cost of survey instruments
B. Student Satisfaction Inventory™, Institutional Priorities Survey™, and Parent Satisfaction Survey™	✓	✓	✓	✓	✓	✓	✓	PSS online account fee included	\$1,200 plus cost of survey instruments
C. Student Satisfaction Inventory™ and Parent Satisfaction Survey™	✓	✓				✓	✓	PSS online account fee included	\$800 plus cost of survey instruments
D. Student Satisfaction Inventory™ (SSI) Only	✓	✓						Includes 100 paper or online surveys and fall 2009 comparison report vs. latest on file if applicable	\$600
E. Parent Satisfaction Survey™ (PSS) Only						✓		Includes 100 surveys and PSS online account fee	\$600

Please note:

- The per survey fee is \$1.95 for paper surveys; contact Noel-Levitz for details on costs for an online administration. 5% administration fee also applies to the cost of the surveys.
- With CAP participation, there is a discount of \$0.20 per survey off standard Noel-Levitz pricing
- IPS target group reports for faculty, administration, and staff are additional.
- For consultant analysis with campus conference call, add \$1,500 for packages A, B, and C or \$750 for D and E.
- See www.cccu.org/capregistration for details on per-survey and administration costs and optional campus consultation.

Register for CAP online at:

www.cccu.org/capregistration

Questions:

Nita Stemmler, nstemmler@cccu.org or 519-974-1639

Julie Bryant, julie-bryant@noellevitz.com or 800-876-1117