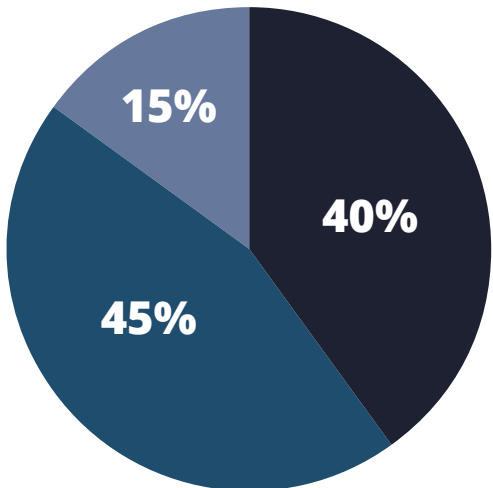


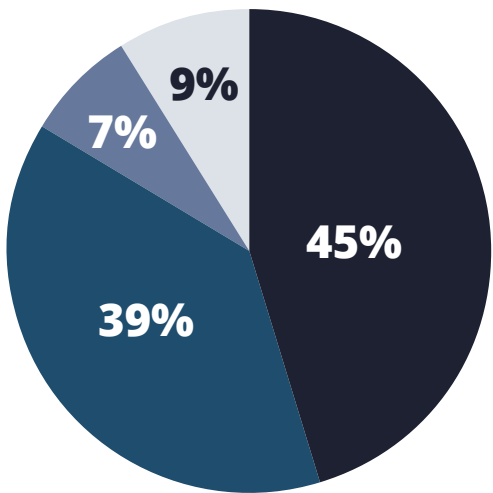
Summer Melt Student Insights

Discover Key Insights from Our Survey! We asked 500 high school seniors about their journey to college this fall. With FAFSA delays, increasing skepticism about the value of a college degree, and fierce digital competition, the risk of summer melt is at an all-time high in 2024. ***Institutions must listen and stay agile to mitigate summer melt!*** Check out our infographic for the full scoop!



How many deposits students made

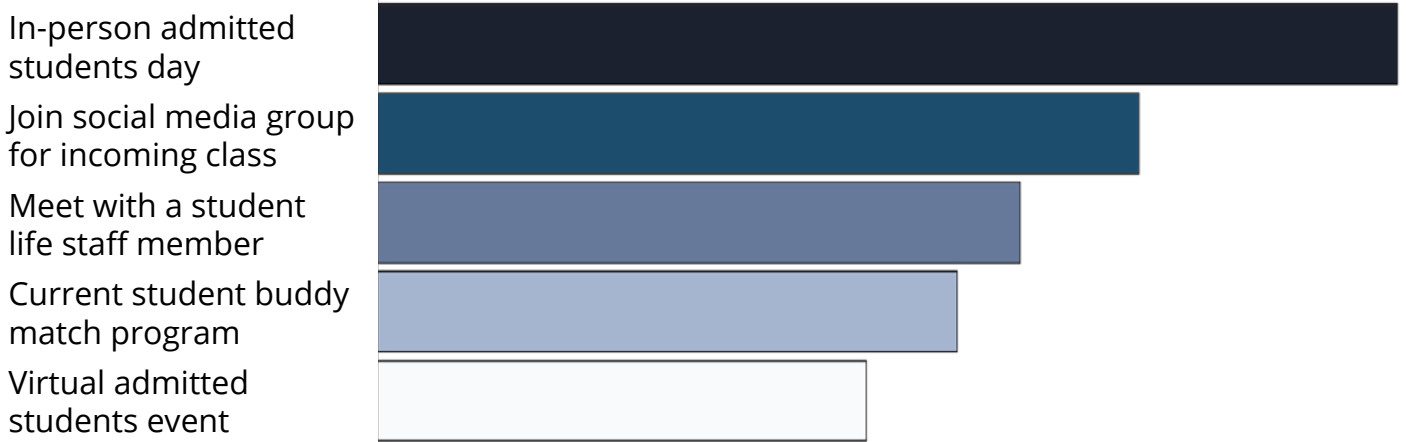
40% submitted a deposit to **1 school**
 45% submitted to **2-3 schools**
 15% submitted to **3 or more**



How FAFSA rollout affected decisions

45% delayed attending
 39% selected a more affordable option
 9% sought 3rd party financial help
 7% opted for community college

Students' preferred way to engage with campus in the summer



Reach out in the right way at the right time



60% of students prefer to receive information via **email** on a **weekly** cadence

What students say they're most looking forward to in college:



Watch our Panel Led Discussion: Freeze the Melt



Rakin Hall
 VP for Enrollment Management



Jeff Ebbing
 Director of Marketing and Communications



Kelly Nolin
 Director of Admissions

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