Sample Library Content – Higher Education

How Are Your Peers Leveraging Market Research to Make Informed Decisions?

Hanover Research makes it easy for you to find out. Our clients have exclusive access to Hanover’s online database, which includes over 1,800 education research studies containing valuable insights into a multitude of curricular, teaching, student, operational, technological, and administrative-related topics. Not only can you apply lessons learned from relevant research, these reports also provide you with ideas on how else you can leverage Hanover through research projects and grant proposals.

We have provided a snapshot of the type of reports you can expect in our database. E-mail info@hanoverresearch.com if you have questions about a particular study or would like to know further information about our research library benefits.

ACADEMIC AFFAIRS

- The Academic Library of the Future
- Online Course Offerings – Trends in Education, Models, and Case Studies
- International Trends in Postgraduate Education
- The Effects of Part-Time Faculty on Student Success at Community Colleges
- Internal Structure and Organization of Online Learning Programs
- Benchmarking Faculty Workload at Peer Institutions
- An Overview of Professional Science Master’s Degrees and Related Market Trends
- Business Student Mix-Five Year Trends
- Post-Tenure Review Practices
- Trends and Practices in Nursing Education
- A Review of Trends in Graduate Business Education
- Overview of Integrated Faculty Development Centers
- Promoting Faculty Scholarship

INSTITUTIONAL RESEARCH

- Key Techniques for Assessment and Remediation
- Course Redesign and Student Learning Outcomes in Higher Education
- Institutional Research and Assessment Offices
- Inter-Institutional Course Sharing
- Accountability Management and Outcomes Assessment Systems for Universities
- Assessments for Academic Quality
- Course-Level Student Learning Outcomes in Community Colleges
- Assessing Critical Thinking Skills
- Strategic Planning and Performance Assessment for Institutional Effectiveness
- Flexible Teaching and Learning Spaces Trends and Best Practices
- Questionnaire Design Guidelines
- Design and Implementation of Diversity Scorecards
- Models to Address the Needs of Disadvantaged Students in STEM Fields
- Innovative Practices for Improving Student Performance in College Level Mathematics

ENROLLMENT MANAGEMENT

- The Impact of Tuition Price and Institutional Aid on Non-Traditional Student Enrollment
- Enrollment Management Models on Metropolitan Commuter Campuses
- Impact of Tuition Price and Institutional Grant Aid on Undergraduate Student Enrollment
- Price Sensitivity in Higher Education Tuition and Financial Aid Offerings
- Impact of the Economic Downturn on College Enrollment
- Innovative Practices in Recruiting Students of Low Socio-Economic Status
- Targeted Enrollment and Tuition Discounting at Private Institutions
- Community College Enrollment Management Trends
- Recruiting International Students at Small Colleges and Universities
- Fee Utilization Among Public Universities
- In-State Tuition Charged to Out-of-State Students
- Benchmarking International Undergraduate Enrollment and Student Services
- High Growth Institutions of Higher Education
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**ADMINISTRATION**
- Improving Efficiencies and Effectiveness in Administration
- Improving Employee Engagement and Satisfaction
- Facilities Administration Cost Recovery Distribution at Masters Colleges and Universities
- University Employee Health Benefits and Cost Sharing Benchmarks
- Academic Administrative Management Systems
- Organization and Presentation of Student and Employee Data in Higher Education
- Key Performance Indicators for Administrative Support Units
- Encouraging Faculty and Staff to Pursue Administrative Roles
- Multi-Campus Governance Best Practices and University Profiles
- State and Higher Education ERP Integration
- Payroll Outsourcing in Higher Education
- Practices in Benefits Package Development within Higher Education Institutions
- Mergers and Administrative Alignments of Two and Four-Year Institutions

**MARKETING/COMMUNICATIONS**
- Organization of Marketing and Communications at Small Colleges
- Uses of Social Media in Higher Education
- Trends in Institutional Communication with University Students
- Best Practices in Marketing Small Faith-Based Universities
- Veteran Marketing Research
- Administrator Use of Social Media
- Marketing Trends for Continuing Education Programs
- Marketing and Recruitment Strategies for Comparative Law LL.M. Program
- Higher Education and Social Media Marketing
- Benchmarking Marketing Expenditures
- Trends in Marketing and Advertising Higher Education
- Social and Mobile Media in the College Classroom
- Marketing Expenditures and Staffing Practices at High Growth Institutions
- Using E-Marketing to Reach Prospective Students – A Review of Best Practices and Trends
- Review of Organizational Communications Strategies

**STUDENT AFFAIRS**
- Building a Positive Campus Community and Climate
- Academic Advising in Higher Education, Guiding Freshman Year and Beyond
- Community Foundations and Higher Education
- Community Outreach and Service Efforts at Urban Universities
- University Public Service Programs Organization Management and Funding
- Benchmarking Community Service Learning at Select Canadian and US Universities
- Towards a Definition of Student Affairs and Services Administrators
- Student Services for Online Learning
- Strategies for the Integration of Student Life and the College Curriculum
- Integrating Student Affairs and Academic Affairs
- Key Issues in Student Affairs Organization and Operations
- Student Services for Online Learning
- Peer Practices in Student Medical Insurance
- Assessing the Impact of Enrollment Growth on Student Services

**FINANCE & OPERATIONS**
- Public Financing Structures in International Higher Education
- Responsibility-Based Budget Models in Higher Education
- Federal Financial Responsibility Standards for Institutions of Higher Education
- Budget Models and Practices at North American Colleges and Universities
- Finance Office Staffing
- Managing Budget Cutbacks in Higher Education
- Financing Faculty Salaries in Health-Related Institutions of Higher Education
- Alternative Methods of Generating Capital for Higher Education Institutions
- State Budgetary Constraints and University Extension Services
- Instructional Costs and Program Prioritization
- Graduate Program Cost Model Benchmarking
- Business Impact Analyses in Higher Education
- Financial Relationships with Regional or Branch Campuses

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