OUR HIGHER EDUCATION PRACTICE

Hanover Research provides high quality, custom research and analytics to university and college clients through a cost-effective model that helps institutions make informed decisions, identify and seize opportunities, and heighten their effectiveness.

320 Higher Education Institutions

Higher Education Roles Served
- Deans
- CFOs
- Provosts

Institutions in Our Network
- Private
- Public
- Community Colleges
- Research Universities
- Small, Medium and Large Institutions

OUR PRIORITY AREAS

Branding and Market Positioning
- Assess Reputation
- Improve Rankings

Recruitment and Enrollment
- Benchmark Institutional Competitiveness
- Analyze Student Demographics

Student Success and Retention
- Increase Student Satisfaction
- Maximize Effectiveness of Developmental Coursework

Revenue and Operations
- Calibrate Tuition and Aid
- Determine Recruitment ROI

OUR MODEL

EXPERT
- Nearly 200 analysts with advanced research knowledge.

CUSTOM
- Every report tailored to meet a client’s unique needs.

CUSTOM RESEARCH SOLUTIONS

HIGH-VALUE
- Annual, fixed-fee business model.

OUR SERVICES

PRIMARY RESEARCH
- Benchmarking
- Competitive intelligence
- In-depth interviews
- Comparative analysis
- Qualitative data coding

SECONDARY RESEARCH
- Literature review
- Best practices
- Environmental scan
- Market evaluation
- Trend analysis

DATA ANALYSIS
- Data segmentation
- Conjoint analysis
- Data mining
- Linear regression
- Trend forecasting

GRANT DEVELOPMENT
- Grant strategy development
- Proposal production and consultation
- Grant capacity building

OUR SUCCESS

10+ YEARS

2,000+ PROJECTS

TOP 50 FIRM

2015 American Marketing Association Gold Top 50 Firm

2015 American Marketing Association Gold Global Top 50 Firm

2nd Fastest Growing Firm in the Market Research Industry Worldwide

2015 Washington Business Journal 50 Fastest Growing Companies

OUR IMPACT

Hanover recommended Grace College’s 9% tuition reduction, leading to its 5.4% increase in enrollment.

Hanover informed the development of 13 new academic offerings, supporting a 3% total enrollment increase.

Hanover quantified $139MM state economic impact, safeguarding continued federal funding.

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