



ABHE/Barna Group Market Research Analysis

Presenters —David Kinnaman & Team • President, The Barna Group

8:30 – 9:30

Research goals and outcomes

- ▶ The desired outcomes of the market research
- ▶ Market research methodology and process
- ▶ Overview of major findings
- ▶ Educational ecosystem for Christian education
- ▶ Surprises and opportunities

9:30 – 10:00

Q & A Discussion

10:00 – 10:20

Refreshment Break

10:20 – 11:20

Prospective Students Expectations

- ▶ What are students looking for?
- ▶ The value proposition—what is of greatest value to students?
- ▶ Comparative assessment of educational opportunities
- ▶ Feedback from non-traditional students
- ▶ Addressing a holistic educational experience
- ▶ Millennial values and priorities

11:20 – 11:40

Q & A Discussion

11:40 – 1:00

Lunch – On your own

1:00 – 2:00

Decision Influences

- ▶ How students make decisions about education
- ▶ Attitudes and values of influential voices
- ▶ Data from pastors and prospective parents
- ▶ Communicating price vs. value
- ▶ Overcoming negative influences

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

Analysis & Implementation

- ▶ Insights for marketing and branding
- ▶ Insights for curriculum
- ▶ Insights for enrollment and admissions
- ▶ Learning the language of this market

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner & Fellowship – On your own

