

# KRC RESEARCH

Our Insight Your Breakthrough

## EDUCATION

KRC Research has particularly deep expertise in education and education advocacy. We have worked with universities on reputation and positioning; with advocacy organizations seeking to raise awareness of an issue or change opinions; and with educational associations seeking to understand attitudes and design communications strategies. The following are some examples of our work.

**American Council on Education.** KRC has worked with the American Council on Education for many years on a range of projects, including its national *College Is Possible* campaign, an effort to raise awareness of the range of resources available to help students afford college, as well as research to provide ACE with insights on the public's perception of value, cost, and quality of higher education.



**American Library Association.** For several years, we have assisted the ALA with their national *@yourlibrary* campaign, positioning libraries for the 21st century. We conducted research to inform the development of the campaign and design messages, and we continue to track the impact of this campaign on public perceptions of libraries and librarians. Two divisions of the ALA have also partnered with KRC to inform the creation of their own campaigns, one focused on academic and



research libraries, the other on public school libraries.

**Baylor University.** In the face of a widely publicized athletic scandal, Baylor University commissioned KRC Research to assess its public image and determine the degree to which negative press had impacted its reputation. The research findings were integral to the development of a strategic communications campaign that helped to protect and strengthen Baylor's reputation.

**Business Higher Education Forum.** When the Business Higher Education Forum wanted to better understand its image and value proposition for members, KRC Research helped identify opportunities to refocus their positioning, as well as effective messages to communicate the organization's value to its members.

**Campus Compact.** Campus Compact, a national coalition of college and university presidents committed to the civic purposes of higher education, retained KRC to conduct research to inform a national campaign to increase college students' participation in public life. KRC facilitated discussions among staff, financial supporters and student activists to inform initial message platforms, then conducted research among college students to refine messages and develop a name for specific campus programs.

**Dell Scholars Program.** Seeking to increase the visibility of the scholarship program of the Michael & Susan Dell Foundation, the Dell Scholars Program partnered with KRC to test advertising concepts for a campaign targeted at lower-income, high-achieving teens. The research also provided Dell with insights on what motivates these students to attend college, as well as what concerns them and deters them.

**General Educational Development Testing Service.** In seeking to raise its profile, promote its brand, and encourage more people to take its tests, GEDTS engaged KRC to identify the most effective messages for increasing consumer and employer knowledge of the value and benefits that GEDTS offers. Our research also explored the drivers and barriers to increasing the number of certificate holders.

**Harvard Business School.** In seeking to strengthen its brand and positioning, the MBA program at Harvard Business School engaged KRC to work with program leaders and their PR agency to conduct a thorough audit of the program's existing brand and to develop a new brand platform aimed at effectively positioning the program in a very competitive marketplace.



**Kellogg Forum on Higher Education for the Public Good.** The Kellogg Forum commissioned KRC to explore the relationship between higher education and civic participation. The provocative findings from the research were used as the centerpiece of a discussion and planning effort.

**National Association of Independent Schools.** The National Association of Independent Schools (NAIS) enlisted KRC's help with message development for a campaign to promote the unique characteristics and value of independent schools for a coalition of more than 30 state and local associations across the U.S. In addition to surfacing strong new messages, the research also drove the development of new brochures, web pages, and advertising.



**Rice University.** Rice University, one of the nation's leading teaching and research universities, partnered with KRC to better understand its reputation and to inform strategic communication initiatives. KRC conducted research among opinion leaders across the country exploring the university's standing in the competitive landscape and its performance in selected areas.



**Partnership for Public Service.** When the Partnership determined a need to attract more university and college students to public service and federal government jobs, they developed the *Call to Serve* on-campus campaign. KRC Research designed and analyzed the research to measure the impact and efficacy of a pilot run of the campaign, providing a highly useful benchmark to guide future campaigns.

**Sallie Mae Education Institute.** Prompted by the growth of student loan programs and other credit options, Sallie Mae Education Institute (SMEI) and the American Council on Education (ACE) commissioned KRC to assess the financial knowledge and behavior of undergraduate and graduate students when handling student loans, credit cards, and debt. The research also provided insights on why students borrow and where they go for information.

**Student Loan Finance Corporation.** KRC was engaged by the Student Loan Financing Corporation (SLFC) to conduct a survey among Native American youth, ages 16 to 24, living on and off reservations. SLFC had already conducted a national survey of young people, but came to KRC for the more difficult task of reaching and collecting reliable data on this very narrow segment of young people. The survey examined young Native Americans' attitudes toward the future, their financial and academic preparedness and identified key segments of the 16-to 24-year-old Native American market that needed additional support and services.

**U.S. Chamber of Commerce.** The quality of secondary and post-secondary education is a critical issue for American business. Seeking to more visibly and



publicly advocate for education reform, the U.S. Chamber of Commerce commissioned KRC to provide them with a better understanding of public attitudes towards education reform, with a particular interest in the priority of concerns around global competitiveness. Our research also helped support their national communications campaign, the State-by-State Report Card on Educational Effectiveness.

**University of London.** When the University of London wanted to generate a news hook to help publicize its distance learning courses, KRC was engaged to conduct a survey of recruiters who hire mid-career professionals.

**University of Minnesota.** KRC regularly works with the University of Minnesota to inform their public communications and reputation management plans. Over the last few years, KRC has conducted annual perception tracking to inform the repositioning of the university as a top national and international institution and to provide insights to guide communication efforts with Minnesota residents.



**For more information on KRC's work in education, please contact Victoria Sneed, 202-585-2814 or [vsneed@krcresearch.com](mailto:vsneed@krcresearch.com).**