



HIGHER
EDUCATION

Samuel Merritt
University
Partnership Overview

AGENDA

1. Who We Are

- Overview of Hanover
- SMU's Account Team

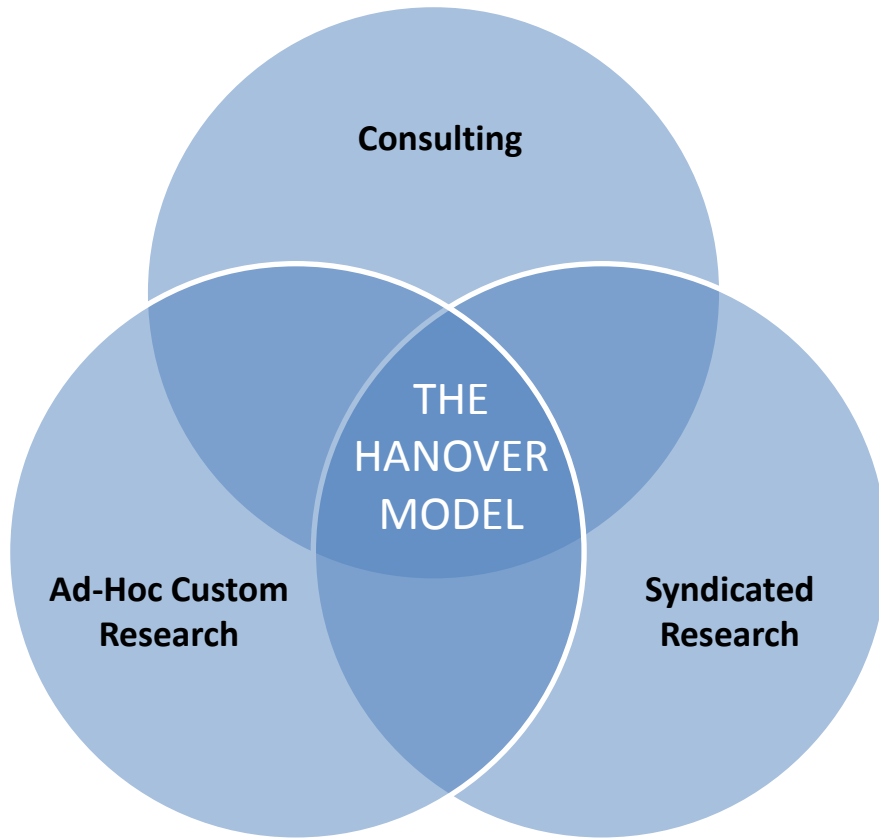
2. What We Do

- Hanover's Capabilities
- Common SMU Projects

3. Q&A

THE HANOVER MODEL

Market Leaders in Higher Education



REPRESENTATIVE PARTNER INSTITUTIONS



PARTNERSHIP STRUCTURE

SMU's Hanover Team



CONTENT DIRECTOR

Optimizes your research initiatives

Jeff Bailey

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RELATIONSHIP DIRECTOR

Ensures service and partnership excellence

Graham Rieser

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PARTNERSHIP BENEFITS

- Service that is **personalized** and **customized**
- Project planning that is **flexible** and **collaborative**
- Experts with diverse **backgrounds**, **expertise**, and **skillsets**
- Redacted library of **1500+** reports

CAPABILITIES OVERVIEW

What SMU Can Access through Hanover's Research & Grants Capabilities



HANOVER'S RESEARCH CAPABILITIES

Secondary research

- New program viability
- Market analysis
- Peer and aspirant institution benchmarking
- Literature review
- Trend analysis

Quantitative analysis

- Enrollment forecasting
- Predictive analysis / demand forecasting
- Tuition elasticity
- Retention analysis

Survey design, administration, & analysis

- Brand awareness/perception
- Stakeholder insights
- Alumni outcomes
- Current and prospective student satisfaction
- Price sensitivity
- Lost student analysis

Primary Research

- In-depth interviews of industry experts
- Online focus groups

HANOVER'S GRANTS CAPABILITIES

Pre-Proposal Support

- Funding prospect research
- RFP and funder analysis
- Literature review and best practices research
- Concept paper development
- Partnership research and recommendations

Capacity Building

- Grantseeking strategy development
- Peer analysis and regional scan
- Grantsmanship training and workshops
- PI mentoring and training
- Relationship building strategies

Proposal Development

- LOI production
- Foundation proposal production
- Federal proposal production
- Program and research design consulting
- Comprehensive proposal review and critique
- Declined proposal consulting and redevelopment
- Grant application renewal
- Proposal production management



PRIOR WORK

Common projects completed by Hanover



➤ Data Analysis

- The Pedagogy of clinical reasoning and self-perception in Occupational Therapy students
- Measuring Outcomes for Attendees at Camp for Children with Congenital Hand Differences
- The interrelation of functional skills after moderate to severe traumatic brain injury
- Registered Nurses' use of personal communication devices in hospitals



➤ Funding Opportunity Prospecting/Background Research

- Youth Services: YOTP, GIM, & CSEY
- Household Smoke Exposure in Nepal



➤ Best Practices

- Faculty Development - Technology in the Classroom
- Online Course Design
- Implementation of New Pedagogies in Traditional Course Design

➤ Tuition Benchmarking

- Done for SMU annually

HANOVER RESEARCH REDACTED LIBRARY

Value Beyond Custom Research

As a part of SMU's membership with Hanover Research, all University employees have access to Hanover's searchable online database of 1,500+ research reports related to Higher Education.

These reports contain valuable insights into a multitude of curricular, teaching, student, operational, and administrative-related topics. They are the go-to starting point for answers and information about a wide range of topics, and also can serve as idea-generators for new projects

SAMPLE CONTENT:

Academic Affairs

- Review of Faculty Compensation and Workload
- Effective Structuring of a University Calendar

Institutional Research

- Post-Secondary Student Success Data Sources
- Effective Assessment Methodologies
- Best Practices in Student Retention

Finance

- Budget Models and Practices at College and Universities
- Cost Containment, Cost Savings, and Increased Efficiencies: Best Practices for Higher Education

Marketing

- Higher Education and Social Media Marketing
- Benchmarking Marketing Expenditures
- KPIs for Marketing and Media Relations

Administration

- Pay Scale and Cost of Living Analysis
- Best Practices in Improving Efficiencies and Effectiveness in Administration

Enrollment

- Predictive Enrollment Modelling
- Dual Enrollment Policies
- High Growth Institutions of Higher Education





FOR MORE INFORMATION, PLEASE CONTACT:

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