



HANOVER RESEARCH PROPOSAL



Prepared for Galveston College

Updated February 4, 2026

ABOUT HANOVER RESEARCH

Our insights help institutions strengthen their academic portfolio, maximize enrollment and retention, manage costs, improve brand perception, and engage alumni.

Higher education leaders can **ask any question** and have a variety of approaches to gather feedback, analyze data, and identify best practices.

KEY STATS

300+

ANALYSTS, SPECIALISTS,
& ADVISORS

650+

HIGHER EDUCATION
MEMBERS

3,500+

P-20 INSTITUTIONS
SERVED SINCE 2010

15%

INCREASE IN NET
TUITION REVENUE

\$500M

IN NEW PROGRAM
REVENUE

>6,000

RESEARCH PROJ.
COMPLETED IN 2024

OUR SOLUTIONS



ENROLLMENT MANAGEMENT

Optimize enrollment funnel from enhancing prospective student recruitment to maximizing applicants and matriculants.



ACADEMIC PROGRAMMING

Build a standout academic program portfolio based on student preference and employer demand.



STUDENT SUCCESS

Increase retention and maximize student engagement from start date to graduation.



OPERATIONS & FINANCE

Comprehensive insights to run an efficient, financially sustainable institution.



ADVANCEMENT

Identify right-fit donors and maximize giving from your key stakeholders.



MARKETING

Understand your institution's value proposition—and communicate it through messaging that resonates.

REPRESENTATIVE TEXAS MEMBERS



UHCL University of Houston
Clear Lake

EXECUTIVE SUMMARY

WHAT WE HEARD

Based on the goals Galveston College (GC) has established in response to the Houston Endowment Planning Grant, Hanover has identified a holistic approach to dig deeper into evaluating the current enrollment and marketing effectiveness at Galveston College through a mixed methodologic approach. These potential research projects are outlined in more depth on pages 7-10. Depending on the option selected, Galveston College could complete additional research outside of the Houston Endowment grant to support a variety of functions at the institution (see page 15 for additional projects). Galveston College will also receive user licenses to Hanover's self-serve online portal called Hanover Digital as an additional value-add (see page 14).

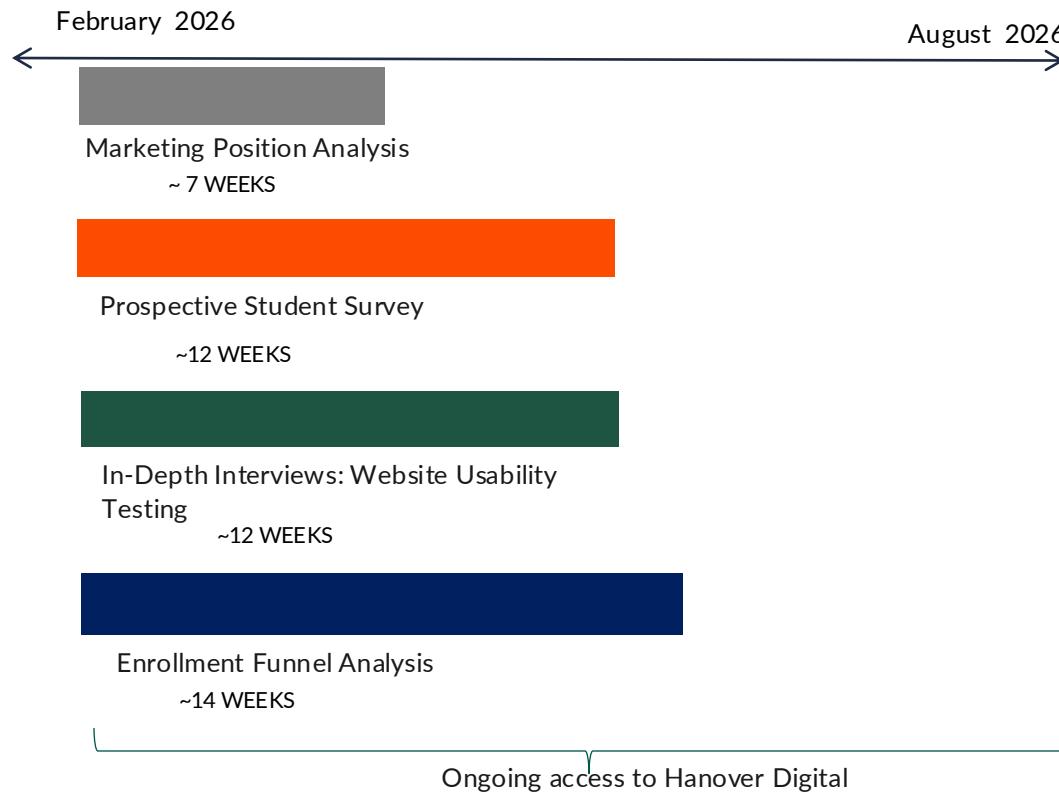
OUR SOLUTION

Hanover provides unlimited access to customized research for a fixed fee-including data analytics, survey design, administration, and analysis, in-depth interviews, market scans, peer benchmarking, and best-practice research, among other methodologies – to serve higher education as an adjunct planning group or extension of the executive team.

Your dedicated team at Hanover will work with you to scope each project and debrief after delivery.

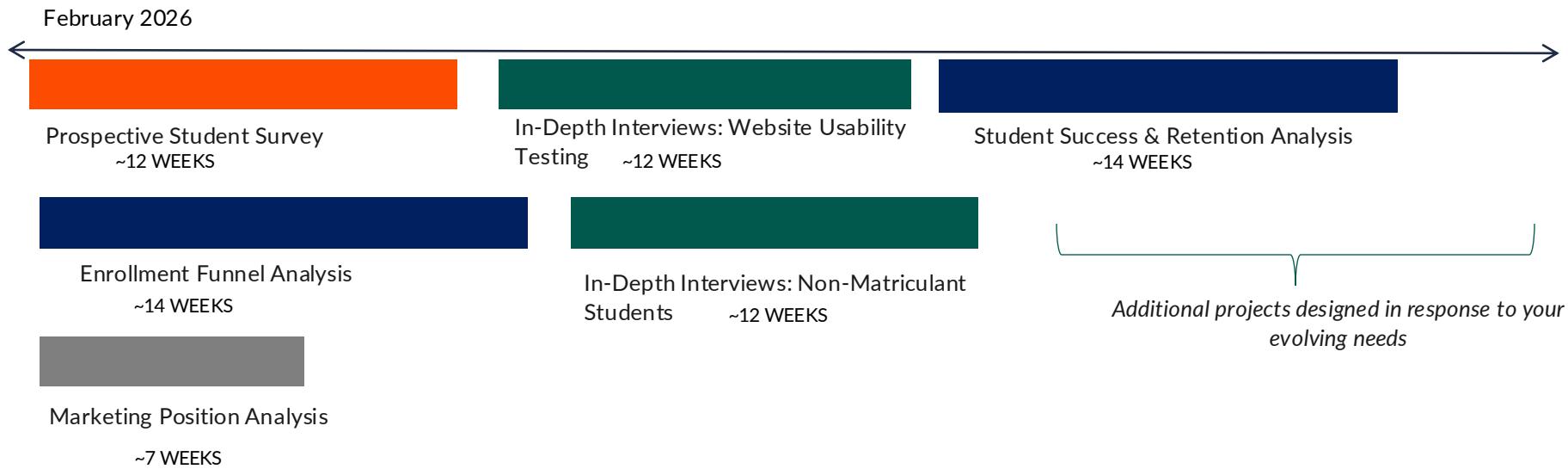
OPTION 1: FOUR(4) PROJECT BUNDLE

Galveston College can expedite the four critical projects relevant to the Houston Endowment grant with continued access to Hanover Digital for up to 6 months.



OPTION 2: TWO (2) QUEUES + ONE (1) AD HOC PROJECT CONDUCTED CONCURRENTLY AT ONSET

Galveston College can leverage multiple Hanover Research “queues” or dedicated workstreams, to assign up to two (2) projects to Hanover at a time to be completed sequentially throughout the year with a third additional ad hoc project to be completed concurrently at the onset of the partnership. This added capacity ensures Hanover addresses the immediate priorities for the Houston Endowment but is also a cost effective means of commissioning additional projects throughout a 12 month engagement to support the entire institution.



MEMBERSHIP PRICING

MEMBERSHIP FEATURES



HANOVER DIGITAL

Hanover's online portal which includes a robust research library of 2,000+reports, Academic Assessment Suite of dashboards, Grants Portal and more.



CUSTOM QUEUE

12 months of unlimited projects conducted sequentially



AD HOC PROJECTS

Projects priced individually in a defined scope of work "a la carte"

Hanover is part of a group purchasing consortia called 1GPA. It is free to join and allows institutions to procure Hanover's services without going through a lengthy bid process.

MEMBERSHIP FEATURES	DETAILS	PRICING
	<p>Option 1</p> <p>Four (4) Project Bundle</p> <ul style="list-style-type: none"> • Hanover conducts up to four(4) research projects simultaneously • Access to Hanover Digital for six (6) months • Includes up to \$3,000 in incentives for primary research 	<p>\$88,000</p> <p><i>(total cost savings of \$3,000)</i></p>
	<p>Option 2</p> <p>Two (2) Hanover Research Queues+ 1 Concurrent Project</p> <ul style="list-style-type: none"> • Hanover works on up to two (2) research projects at a time for twelve (12) months; with one ad hoc project conducted concurrently at the onset • Access to Hanover Digital • Includes up to \$5,000 in incentives for primary research • Includes up to one (1) onsite 	<p>\$109,500</p> <p><i>(total cost savings of \$18,000)</i></p>

KEY DATES

- **Proposed Start Date:** February 16, 2026
- **Invoicing:** Due net 30 from start date

In order to maximize research time for the Houston Endowment grant, a contract must be executed on or before Friday, February 13, 2026 so we can begin promptly.

ENROLLMENT FUNNEL ANALYSIS



QUESTIONS

- Which students or student subpopulations are most likely to progress (or not) through the enrollment funnel, from prospect or inquiry to enrollment at Galveston College?
- What characteristics may predict failure to progress?
- What characteristics/behaviors are most predictive of progress through various stages of the enrollment funnel?
- What activities or incentives directly correlate with progress from inquiry, to application, and finally to enrollment?
- Based on historical modeling, what is the predicted likelihood of enrollment among current prospective students in Galveston College's funnel?



METHODOLOGY

Hanover Research will leverage its advanced analytics capabilities to help Galveston College understand factors predictive of application and enrollment at Galveston College. Using predictive modeling, Hanover analyzes student-level demographic, academic, and other pertinent data to identify the characteristics and behaviors most predictive of progression through the enrollment funnel.

Once modeling is completed, Hanover will then score the predicted likelihood of enrollment among individual students currently in the admissions funnel.



OUTCOMES

- ✓ Understand the drivers of enrollment, to increase the number of students progressing from prospect/inquiry to applicant and enrolled student.
- ✓ Assign "likelihood to enroll" scores to prospective students, enabling targeted recruitment strategies, and increasing yield.
- ✓ Develop long-term enrollment management strategies by understanding the longitudinal enrollment trends and thus positively impacting recruitment volume over time.

[Redacted Example: Enrollment Funnel Analysis & Financial Aid Optimization <click to view>](#)

ESTIMATED TIMELINE

~14 WEEKS

MARKETING POSITION ANALYSIS



QUESTIONS

- How effectively are Galveston College and its competitors using their websites to market to prospective students?
 - Content (Messaging themes; Trust signals/social proof (e.g., rankings, student testimonials, affiliations))
 - Engagement (e.g., videos, virtual tours, interactive content)
 - User experience (Ease of navigation/finding relevant information about key topics (e.g., academic programs, admissions))
- How effectively does GC's website capture website traffic (SEO) relative to competitors? (optional)
- What key digital marketing strategies do Galveston College, and competitors use?
 - Marketing themes/key messaging of online advertisements (as available)
 - Social media (Platforms used, Engagement & content volume)
- What changes/enhancements can GC make to more effectively market to prospective students?



METHODOLOGY

Hanover Research will perform a comparative review of online marketing for both GC and up to 8 competitor institutions to identify and assess marketing strategies focused on prospective students. In its assessment, Hanover will review institutional webpages, social media, and advertisements (as available). On institutional websites, Hanover will prioritize main landing pages and virtual tours (if available) and will then review sub-pages as needed, such as "about" pages and pages designed for prospective students. Hanover will also review branding efforts via online advertising and social media. Hanover will use the Meta Ads Library and Google Ads Transparency Center (as available).



OUTCOMES

- ✓ Better understand competitors' marketing strategies
- ✓ Refine Galveston College's marketing/positioning to prospective students
- ✓ Refine Galveston College's digital marketing presence

Redacted Example: [Marketing Position Analysis <click to view>](#)

ESTIMATED TIMELINE

~ 7 WEEKS

PROSPECTIVE STUDENT SURVEY



QUESTIONS

- What are potential students' level of interest in a particular program?
- What facets of higher education are most important to them (i.e. cost, format, reputation, etc.)
- How do prospective students view [MEMBER] in relation to competitors?
- How do prospective students evaluate higher education programs?
- What marketing and communication channels do prospective students leverage?



METHODOLOGY

Hanover Research will gauge: interest in academic programs; brand perception and awareness levels; marketing and communication effectiveness through a survey of prospective students between the ages of 18-32. Survey results will provide insight into the viability of academic programs; how Galveston College is viewed by this age group segment; and how to engage these potential students ages 18-32, giving Galveston College actionable data to inform marketing and branding campaigns and optimize its program portfolio in order to increase enrollment.



OUTCOMES

- ✓ Increase enrollment and revenue through new academic program development
- ✓ Understand influencers that impact student decision-making
- ✓ Develop a marketing strategy to highlight strengths and differentiate from the competition
- ✓ Track brand strength over time to develop targeted marketing campaigns for specific populations

[Redacted Example: Prospective Student Survey <click to view>](#)

ESTIMATED TIMELINE

~12+ WEEKS

IN-DEPTH INTERVIEWS: USABILITY TESTING



QUESTIONS

- What immediate feelings and responses does the interface/website draw from participants?
- What challenges and points of confusion do users experience while navigating the site?
- Can users find the information they are seeking quickly and easily?
- How can the user experience be improved going forward?



METHODOLOGY

Hanover Research will conduct User Experience (UX) interviews to gauge how users perceive their interaction and engagement with Galveston College's website. This testing will include screen-share technology to observe the participant navigating an interface. UX interviews typically follow the think aloud technique that sees participants narrate their interaction with an interface based on targeted prompts and inquiries by the interviewer.



OUTCOMES

- ✓ Gain real-time insights into ease of navigation and content discovery of the school/program website to inform further page development
- ✓ Gather feedback and impressions regarding language and visuals included on the school/program website to inform further page development

[Redacted Example: Higher Ed Website Usability Testing <click to view>](#)

ESTIMATED TIMELINE

~8-12 WEEKS

STUDENT SUCCESS AND RETENTION ANALYSIS



QUESTIONS

- What factors predict successful, on-time completion among students at Galveston College?
- How can Galveston College identify students at-risk of dropping out early to steer them back on-track to completion?
- At an individual level, who are GC's at-risk students? (This can be done as an add-on project with an out-of-sample forecast for current students.)



METHODOLOGY

Hanover Research will develop a predictive model based on GC's student data to identify factors that signal risk of dropping out for each type of student. The results of this analysis will be presented in presentation identifying the most predictive factors for success and offering recommendations for proactively targeting at-risk student populations. Hanover requests a minimum of five years of historical data for each of the requested data points.



OUTCOMES

- ✓ Increase student retention
- ✓ Identify strategies to re-engage withdrawn students
- ✓ Boost student outcomes

[Redacted Example: Student Success and Retention Analysis <click to view>](#)

ESTIMATED TIMELINE

~14 WEEKS

NON-MATRICULANT STUDENT INTERVIEWS



QUESTIONS

- What did the enrollment funnel look like?
 - What motivations led prospective students to consider Galveston College ?
 - What factors impacted prospective students' decision-making on where to apply and enroll?
- What are the driving factors for prospective students selecting other institutions instead of Galveston College?
 - What are their perceptions of Galveston College, and how did that affect their decision not to matriculate?
 - What was the significance of financial considerations?
- How did students compare Galveston College to specific competitors?
 - Which programs did students finally select, and why?
 - How did their chosen program compare to Galveston College's? What made it a better fit?



METHODOLOGY

To explore the decision-making process and selection criteria of students who were accepted to Galveston College or applied and withdrew and chose to attend another program instead, Hanover proposes conducting qualitative telephone in-depth interviews with non-matriculating students. This methodology is best suited to uncover the decision-making processes, program expectations, and selection criteria of prospective students. If the list of non-matriculant students is insufficient for successful recruiting, Hanover will reach out to a list of "in- process" students provided by Galveston College.



OUTCOMES

- ✓ Improve application and admission experiences
- ✓ Increase student yield
- ✓ Develop strategies to alleviate challenges or barriers to enrollment

[Redacted Example: In-Depth Interviews <click to view>](#)

ESTIMATED TIMELINE

8-12 WEEKS

DEDICATED MEMBERSHIP TEAM

With Hanover Research, you have access to a customized workflow and a dedicated management team for a fixed, annual fee.



CONTENT DIRECTOR

Your day-to-day project manager, collaborator, and strategic advisor



RELATIONSHIP DIRECTOR

Your contact for maximizing the value and reach of your membership



- Primary project contact
- Secures and guides appropriate consultants or analysts to support projects
- Ensures timely and quality delivery of support
- Develops long-term plans to efficiently leverage Hanover's services towards institutional needs and strategic priorities
- Aligns Hanover's methodological and service approach to your strategic questions and problems
- Primary commercial and service contact
- Confirms satisfaction with and effective utilization of Hanover services
- Engages new users to leverage our capabilities
- Manages institution-wide engagement with Hanover's syndicated and on-demand resources, such as Hanover Digital
- Maximizes the institutional value derived from the relationship to justify membership renewal

HANOVER DIGITAL RESOURCES ON DEMAND

Hanover Digital is an exclusive online portal available only to members and designed to provide instant access to research insights beyond your custom project pipeline. Use Hanover Digital as a 24/7 resource for actionable research and analysis tools, national benchmarks, and real-time dashboards. Throughout your Hanover membership, this portal will become your go-to resource to answer any questions you may have outside of your custom research projects and allows you to share insights across teams and departments.



REVIEW Research Library

Understand how other institutions tackle common challenges with a repository of 2,000 + reports.



ANALYZE Data Lab

Analyze large and complex datasets quickly to benchmark against peers, simulate rankings scenarios, and better understand market trends.



LEARN Toolkits + Webinars

Explore best practices and access expert-led, on-demand webinars on the topics most relevant to you.



EXPLORE My Projects

Access your commissioned projects, learn about research capabilities, and view custom dashboards.



PLAN Grants Portal

Get detailed toolkits and dashboards and stay up-to-date on funding opportunities to stay competitive in the crowded marketplace.

ADDITIONAL COMMONLY CONDUCTED RESEARCH PROJECTS

Enrollment Management

Optimize your entire enrollment funnel from enhancing prospective student recruitment to maximizing applicants and matriculants.

- Enrollment Funnel Analysis
- Geomarket Opportunity Analysis
- Admitted Student Survey
- Institutional Preference Survey

Operations & Finance

Comprehensive insights to run an efficient, financially sustainable institution.

- Tuition Optimization Survey
- Financial Aid Optimization Analysis
- Tuition & Fees Benchmarking
- Organizational Benchmarking

Academic Programming

Build a standout academic program portfolio based on student preference and employer demand.

- Academic Portfolio Optimization
- Academic Program Assessment
- Prospective Student Survey
- Employer Needs Assessment

Advancement

Identify right-fit donors and maximize giving from your key stakeholders.

- Advancement Analytics
- Donor Segmentation Analysis
- Alumni Impact & Engagement Survey
- Economic Impact Study

Student Success

Increase retention and maximize student engagement from start date to graduation.

- Campus Climate Survey
- Student Success & Retention Analysis
- Dropped Student Survey
- Alumni Outcomes Survey

Grants

Targeted guidance to bolster the quality, volume, and success rates of your grant applications.

- Grantseeking Capacity
- Funding Research
- Pre-Proposal Support
- Proposal Support
- Proposal Development

Marketing

Understand your institution's value proposition—and communicate it through messaging that resonates.

- Brand Perception Survey
- Recruitment Channel Analysis
- Marketing Position Analysis
- Usability Testing



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