

Consider Approval of Proposal from Hanover Research for Enrollment Management Research and Consulting

Staff request Board approval to purchase services from Hanover Research to perform research projects related to enrollment management and marketing position analysis. This project will include student surveys, in-depth interviews, data analysis, and recommendations for improvement in the College's recruitment, enrollment, and retention processes. The results of this work will be used to develop future grant applications.

The cost of these services is \$109,500 and the funding source for this project is the Houston Endowment Planning Grant. Hanover Research is part of the 1GPA purchasing consortia (Contract #20-04P), which Galveston College is a member of therefore additional bids are not required.