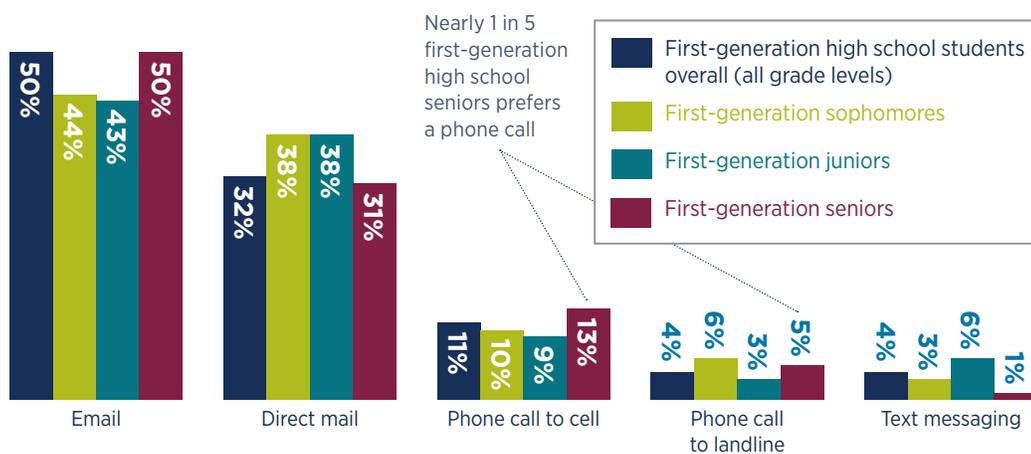


# How First-Generation Students Want to Hear From You

**Highlights from a forthcoming, fall 2017 RNL study of high school students' communication preferences by subpopulation.**

## 1 Use multiple channels—email, direct mail, and phone—to initially reach out to first-generation high school students

FIRST-GENERATION STUDENTS' PREFERRED COMMUNICATION CHANNELS FOR A FIRST CONTACT FROM A COLLEGE—OVERALL AND BY HIGH SCHOOL GRADE LEVEL

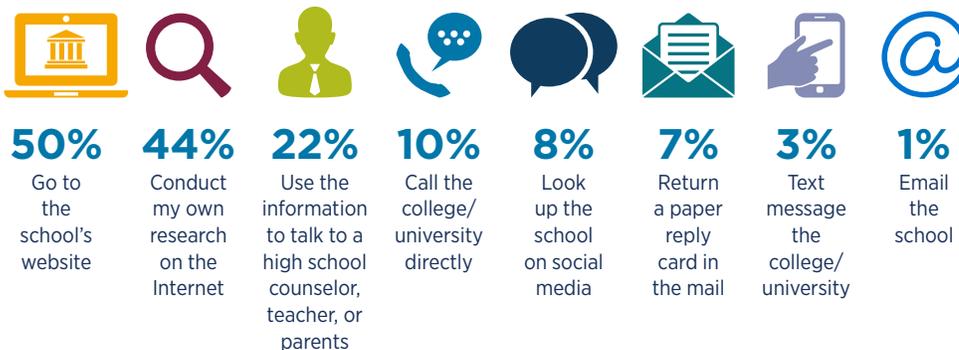


**HOW-TO SUMMARY**  
Enrollment managers should use multiple marketing channels in their outreach and search campaigns targeted at first-generation high school students. In addition to email and direct mail, don't overlook a direct phone call—especially calls to cell phones—for those who prefer them. And notice that seniors prefer these the most.

## 2 Use multiple calls-to-action on your direct mail for first-generation students—don't just list your website

FIRST-GENERATION STUDENTS' MOST LIKELY RESPONSES TO DIRECT MAIL FROM A COLLEGE OR UNIVERSITY (ACROSS GRADE LEVELS)

Survey question: If you were interested in a school based on a piece of direct mail, what would you do next?



**HOW-TO SUMMARY**  
After receiving a piece of college direct mail that interests them, half of first-generation students are unlikely to go to the college's website, so be sure to promote more options. Also, be prepared for the many ways students may respond, e.g., make sure your institution and website are easy to find on search engines, own your place on influential college planning sites, and reach out regularly to influential adults in students' lives.

Source: Forthcoming RNL Buzz Sheet: 2017 Perceptions and Communication Preferences of High School Students