

LIVE EDUCATION INSIGHTS



Better Learning Through Better Feedback

UNCOVER THE "WHY?" BEHIND STUDENT DECISION-MAKING WITH FAST, EFFECTIVE, AND AFFORDABLE MARKET RESEARCH

Don't spend another marketing nickel without testing your message, your program, and your brand with a Live Education Insight (LEI) session.

The centerpiece of LEI is a live, flexibly-scaled online research event that combines qualitative perspectives with quantitative sample sizes. You and your colleagues can watch the research unfold in real-time, and you'll have the opportunity to conduct additional probes by inserting on-the-fly questions and hosting 1:1 chats.

Why LEI?:

- > **IT'S SMART.** Leverage the experience of AMS's team of expert market researchers focused on your toughest institutional challenges.
- > **IT'S FAST.** Session results – raw data and analysis – is available within an hour.
- > **IT WORKS.** Successful businesses know to test before committing marketing dollars.



Academic Management Systems
presents

LIVE EDUCATION INSIGHTS

Do you know why
students choose to
apply and enroll?



Participate in the LIVE
research event as it
unfolds in real-time
with up to several
hundred respondents

Insert on-the-fly
questions & conduct 1:1
chats with participants



Confidential &
anonymous for
honest conversation

Get insightED!

Contact us at 716.204.0464
sales@academicmanagement.com
academicmanagement.com

DATA IN REAL-TIME: RESULTS YOU CAN EXPECT

There's no law that says a "research study" has to be a lengthy, laborious process, or that the end result must be tedious to read and hard to digest. Our team of research and operations professionals will help your institution find the clearest, quickest means to ask the right questions of the right sample. This is typically

a matter of weeks – sometimes days – not months. And the analysis and reporting of your results is typically a matter of *hours*. In addition to the unique experience of direct participation in the live research session, LEI customers will leave the session with a clear, complete report of the findings and implications.

REPORTING AND DELIVERABLES

+1 SECOND

ANALYTICS

Interactive Reporting Dashboard

+1 HOUR

AUTOMATED REPORTS

in PowerPoint™, Excel™ & PDFs

+1 DAY

KEY TAKEAWAYS

Highlights from the session

+1 WEEK

INSIGHTS REPORT

PowerPoint™ report that includes highlights, summary, and recommendations (in addition to supporting data)



Real-time Observer Dashboard

About AMS

Academic Management Systems is the company behind CourseEval, an online Enterprise Feedback Solution in use since 1997 at 300+ schools, colleges, and universities.



1400 Sweet Home Road Suite 1
Amherst, NY 14228
academicmanagement.com
716.204.0464

courseval™