

Market Research Proposed Scope of Work
BOT Executive Committee Meeting
October 17, 2018

Research Objective:

To determine the size and characteristics of the pool of fee paying students from which IMSA will recruit to attend the Academy.

Research Populations:

1. International students
2. Domestic, non-Illinois students
3. Outreach programs
 - a. International
 - b. Domestic, non-Illinois

Key Focus Areas:

1. Regions/countries with demand for IMSA
2. Regions/countries to focus recruitment for diversity
3. Lead time to recruit and enroll students
4. Student acquisition cost
5. Tuition price point(s)
6. Competitors
7. Drivers for students/parents to attend IMSA
8. Implications of a 10th grade entry point
9. Academic preparedness of students, including English proficiency