

EDUCATION




SELECT EXPERIENCE IN EDUCATION STUDIES

Many do not often realize that education is a business, even for non-profit universities. Attracting appropriate students and planning ahead financial are vital in a competitive industry with many different competing substitutes.

Executive Education has received attention for universities for a multitude of reasons, such as those programs' ability to attract profitable older students. In planning for the future, education institutions often consider the following in attracting students, building endowments, expanding facilities and maintaining revenues:

- Appeal
- Relevance
- Competitive Strength
- Effectiveness





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.

Selected Clients

- ▶ Duke University
- ▶ Easy Reader
- ▶ Educational Testing Service
- ▶ GEMS Education
- ▶ Global Partnership Schools
- ▶ Kaplan
- ▶ Lego
- ▶ Meritas Family of Schools
- ▶ MHS
- ▶ North Carolina State University
- ▶ Pearson
- ▶ Salanter Akiba Riverdale Academy
- ▶ Springer-Verlag
- ▶ Taylor University
- ▶ Thomson Reuters



SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

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Comprehensive solutions for the Education Studies

- Conducted a low-incidence large data collection project for educational testing among 600 young children across the United States.
- Conducted large scale educational data collection, norming and tracking across the United States.
- Conducted an in-depth CAWI study among 200 US C-Level executives.
- University data collection study.
- Conducted market study about business school admission requirements in 71 countries.
- Conducted recruitment of professors and librarians for IDIs.
- Conducted dozens of site feasibility assessments for a private educational institutional facility.
- Global market assessment on current entrance exams for secondary schools and colleges.
- Market study on college enrollment and admission policies in Europe and Latin America.
- Conducted international student focus groups at a US university regarding corporate education.
- Conducted focus groups and in-depth interviews with students and professors at a university about their image in the community.
- Conducted low-incidence recruitment on parents, students, and teachers for classroom technology study in NYC.
- Conducted focus groups with Mathematics teachers about a new teaching product.
- Conducted focus groups and in-depth interviews with English teachers and students about a new teaching product.

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- Conducted an online research study among students branding perceptions at a university.
- Conducted a Business Intelligence Study for school leaving examinations in the EU countries.
- Conducted a Business Intelligence Study for admissions policies and assessments in the EU Countries.
- Conducted a Business Intelligence Study for university admissions and teacher's training in Latin America, Central America, EU countries, and Canada.
- Conducted a Business Intelligence Study for global academic English language assessment in Europe, Asia, and Latin America.
- Conducted a qualitative study in Asia, Europe, and Latin America for the introduction of a new English language training course and product.
- Conducted a global market assessment study on the reception to a new eLearning tool
- Conducted an opinion research study among eLearning executives via focus groups on the reception to a new eLearning product
- Designed a study to evaluate the global business and the capabilities of global publishing firm.
- Conducted interviews and reports of university librarians regarding eBooks.
- Conducted a Market Intelligence Study to evaluate the global business capabilities of major publishers of school books and providers of teaching material.
- Conducted research to identify potential customers for providers of educational services.
- Conducted a market study on international competition and market environment for a major provider of English language training material.
- Conducted a Business Intelligence Study on educational institutions in several Asian and African countries.



- Conducted thorough study of the South Korean and Asian higher education market.
- Conducted a wine market intelligence study for an American university.
- Conducted a study to identify colleges and universities with selective graduate schools in the Arts & sciences that offer programs taught in English located in Europe, Australia, Canada, and New Zealand.
- Conducted a market assessment study to identify the potential market for test item writers who would freelance for publishers of test materials or for companies offering English language assessment tests.
- Research on the impact of GAC Accreditation toward benefits as well as expectations regarding accreditation.
- Conducted market intelligence study on market environment and competition with public schools in NYC.
- Collected data of school-age children and parents by online survey.
- Market feasibility study to assess the market for students who might leave their public schools and enroll in new charter schools in Ohio.
- Market feasibility study in New York City to determine demographic profile of students.
- Online survey among parents of children in grades 3 to 8 for a New York day school.
- Demographic study among school children and their parents in the United States.
- Conducted secondary research on the market for educational electronic products such as projectors and electronic dictionaries.
- Research amongst teachers in the United States with regards to their machines and mechanisms product range.
- Conducted an international due-diligence report / ground assessment of a group of college preparatory schools.



- Conducted market feasibility study for a planned school in the United States.
- Conducted interviews on the topic of white boards.
- Conducted market intelligence study for educational software in English speaking countries worldwide.
- Conducted a benchmarking study for staff education
- Conducted a math teachers focus group study
- Conducted a focus group study regarding educational teachers
- Conducted focus groups with Science teachers in NYC
- Conducted focus group with Kaleidolearning
- Conducted a research study regarding students values and opinions.
- Conducted a online focus group for students
- Conducted a study regarding GEMS program in New York City
- Conducted a research study regarding parents of children in grades 3 to 8 for an educational email