



POLL SHOWS THAT STUDENTS AND PARENTS DO NOT FOCUS ON FACTORS USED BY MAGAZINES TO RANK COLLEGES

Millennials Go to College: Surveys and Analysis shows that outcomes should be given more weight when designing college rankings.

GREAT FALLS, VA AND ROCHESTER, NY – April 10, 2007 – Polling results released today by LifeCourse Associates and Crux Research show that the most common college ranking systems fail to focus on criteria that students and parents actually use when selecting a college to attend. The most popular ranking systems place a priority on the “inputs” to the college system (items like average SAT/ACT scores, selectivity of applicants, and class ranks) while students and parents base their decisions on “outputs” (items such as cost of attendance, college debt, and earnings capabilities of graduates).

“The rankings employ criteria that are not high priorities to today’s students and parents,” says Neil Howe, co-founder of LifeCourse and co-author with William Strauss of the just published “Millennials Go to College 2.” “This will become more apparent as Generation X parents replace Boomers as the dominant parent base of Millennial students over the next ten years. Gen-X parents will be less likely to pay attention to college rankings that do not reflect their own priorities and may disregard rankings that have been pre-digested and overtly gamed by colleges.”

Of the top ten decision criteria used by students, just three are currently covered in the *U.S. News & World Report*’s annual college ranking system:

| TOP FACTORS FOR STUDENTS | | |
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| “How important are the following factors when choosing a college?” | | |
| | % Extremely/ Very Important | Covered in existing rankings? |
| Final cost of attendance | 79% | No |
| How much college debt you are likely to have | 69% | No |
| Earnings capabilities of graduates | 67% | No |
| Graduation rate | 64% | Yes |
| Educational expenditures per student | 61% | Yes |
| Amount of time full-time faculty spend with students | 59% | No |
| % of graduates who pursue careers in their fields of study | 58% | No |
| Average score on a national college learning evaluation for seniors | 53% | No |
| Selectivity of the college | 51% | Yes |
| Name recognition of the college | 49% | No |
| <i>SOURCE: Millennials Go to College Poll of Students, (n=500 college bound high school students surveyed online in November 2006)</i> | | |

Increasingly, colleges can expect Millennials and their parents to insist on transparency – and to expect colleges to unbundle data so they can personally examine the numbers in their areas of interest.

“This issue is not with the concept of having a college ranking system,” commented John Geraci, President of Crux Research. “Colleges have long criticized these ranking systems while at the same time they position themselves to succeed in them and draw attention to them. Rather than refuse to participate, colleges should be insisting that ranking systems reflect the realities of what today’s students and parents care about – the outcomes measures that are highlighted in this poll.”

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About Millennials Go to College: Surveys and Analysis

In this research report, generational experts Neil Howe and William Strauss reveal how today’s Millennial generation of college students differs from earlier generations at the same age. It also shows that Generation X parents are very different from Boomer parents, promising new challenges for colleges as Gen Xers become the dominant parent base of Millennial students. The report describes in detail the generational attitudes of Millennials and their parents, and gives concrete recommendations for how colleges can prepare for, and even benefit from, these new trends.

This report is intended as a companion volume to Howe Strauss’s recently released book, *Millennials Go to College 2*, which presents explains in-depth the generational trends among Millennial college students and their parents. The first edition of this widely acclaimed book was featured on CBS’s *60 Minutes* and listed in the Chronicle of Higher Education as a reading favorite among university executives.

Through their company, LifeCourse Associates, Howe and Strauss partnered with Crux Research to compile the original data presented here.

About LifeCourse Associates

LifeCourse Associates is a publishing, speaking, and consulting company built on the generational discoveries of Neil Howe and William Strauss. Howe and Strauss are best-selling authors of such books as *Generations*, *The Fourth Turning*, and *Millennials Rising*.

Using a visionary blend of social science and history, LifeCourse interprets the qualitative nature of a generation’s collective persona to help managers and marketers leverage quantitative data in new and remarkable ways—and to lend order, meaning, and predictability to national trends. LifeCourse products and services help companies, government agencies, educational institutions, and non-profits solve marketing and workplace problems and exploit strategic opportunities.

LifeCourse has served over two hundred clients in a wide range of sectors—from Nike to Merrill Lynch, from Disney to the U.S. Marine Corps, from MTV and Paramount Pictures to the American Petroleum Institute and Ford Motor Company. A dozen federal agencies have turned to LifeCourse, as have dozens of colleges and K-12 school systems. To learn more about LifeCourse, visit www.lifecourse.com.

About Crux Research Inc.

Crux Research partners with clients to develop winning products and services, build powerful brands, create engaging marketing strategies, enhance customer satisfaction and loyalty, improve products and services, and get the most out of their advertising.

Using quantitative and qualitative methods, Crux connects organizations with their customers in a wide range of industries, including health care, education, consumer goods, financial services, media and advertising, automotive, technology, retail, business-to-business, and non-profit.

Crux uses data to inspire new thinking, and assures clients they are being served by experienced, senior level researchers who set the standard for customer service from a survey research and polling consultant.

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