Secret Shoppers: The Stealth Applicant Search for Higher Education

Abstract

Stealth applicant who do not flow through the traditional admission funnel now represent nearly one-third of the national applicant pool. This study employs a consumer behavior framework to examine the behaviors of stealth applicants at a private university. The findings provide a rich illustration of how stealth applicants search for college.

Keywords: stealth applicants; enrollment management; consumer behavior; college choice

An increasing number of applicants to colleges and universities forgo the exploratory period as visible prospects and research anonymously (Noel-Levitiz 2007, 2009). Initially called "secret shoppers," these applicants now comprise more than 33 percent of the applicant pool at public and private universities, and their numbers continue to increase. Noel-Levitiz (2010) reported stealth applicants increased from 26 percent to 35 percent at public four-year colleges and from 28 percent to 32 percent at private four-year universities from Fall 2009 to Fall 2010. These anonymous searchers do not flow through the visible admission funnel from prospect to applicant to matriculant. Stealth applicants conduct their college searches outside of universities' awareness. Instead of gathering information through traditional channels—requests for information, attending on- or off-campus recruiting events, or meeting with admission representatives at their high schools—the application for admission represents their first recorded contact with the institution.

While underrepresented in the research literature, stealth applicants receive increasing coverage in popular press (Hoover 2008). Admission professionals and consultants consider the impact of stealth applicants as a contributing factor impacting institutions' ability to manage enrollments (Mager 2009; Noel-Levitiz 2007, 2009; Next Student 2008). Two research questions guided this study's understanding of stealth applicants: 1) How do stealth applicants search for college? 2) Why do stealth applicants not participate in the traditional college search process?

Much of the empirical work in enrollment modeling relies on pre-applicant contacts to predict enrollment. These enrollment models consider actions, such as sending test scores, interactions with the institution (campus visits, attending programs), and methods of requesting information (calls, emails) as predictors of student choice behavior. At the most basic level, the choice process consists of three stages: the aspiration to attend college, application to colleges, and the enrollment decision.

Admission officers use historical data to predict how students progress through the search and enrollment process. The traditional admission funnel model tracks the movement of prospective students through specific stages: prospect, applicant, admit, and matriculant (Figure 1).

Traditional applicants enter the admission funnel through visible patterns of behavior, active prospects. By tracking contact with these prospective students, admission officers predict, based on the behavioral patterns of previous pools, how many prospects who enter the funnel through a specific method or combination of methods will ultimately apply for admission and matriculate (Goeinier and Parents 2006).

Figure 1: The Admission Funnel (adapted from Litten, Sullivan and Bredigan 1983)

Suspects
Invisible Prospect Activities
Visible Prospect Activities
Applicants
Admits

Despite serving as the foundation of enrollment planning for the past three decades, the admission funnel proves inadequate today. "we can no longer act out the archeic funnel metaphor that..."
centers on the idea that if you begin with enough prospects at the broad end of the funnel, enough matriculants will dribble out the narrow end’’ (Zovko 2000). Studying the unseen search actions of admitted applicants is the core challenge in understanding and predicting stealth behavior. The inability of historical tools used to predict enrollment outcomes illustrates how the admission funnel is broken (Mager 2009, Nadel-Leavit 2009).

Consumer Behavior Literature
At the core, enrollment management remains a study of choice. While most studies analyze the final choice of where a student will attend college, the decision to attend a specific college represents a series of choices involving both the student and the college in alternating decisions. College choice proves exceedingly “difficult to study because it is complex, longitudinal, interactional, and cumulative” (Desjardins, Duntr and Hendel 1999). Consumer behavior helps commercial entities identify and understand the patterns consumers follow as they search for product information and make purchase decisions. Consumers follow a relatively sequential series of steps as “information processors” (Jacoby 1976) in making buying decisions.

Information Search
To the extent that prospective college students operate as consumers in the higher education marketplace, research suggests that, as consumers, students follow traditional behaviors during information search. The pool of possible brands constructed by the consumer during internal search becomes the consideration set, evolved set or relevant set in commercial marketing terms (Haeuser and Wernertelt 1990) or the college choice set in admission search literature (Jackson 1982). Even when the consideration set includes several good options, consumers perform additional search to narrow down those alternatives (Hoye and MacInnis 2007). Attributes recalled during internal search might include details about rankings, majors or facilities, but consumers’ limitations of recall constrain information to mostly generalized or simplified features (Hoye and MacInnis 2007). Positive and negative preferences combine to create an evaluation of the product or school. Students more easily recall likes and dislikes than specific details, but subject to memory lapse and product confusion especially among those with similar attributes (Kretchmar and Memory 2010). Internal search also involves recalling specific personal experiences. In college search, this may include remembering a middle school field trip or homecoming events attended at a parent’s alma mater.

External Search
Most consumers perform external as well as internal searches, especially when making high-cost, high-risk choices or decisions for which the final outcome proves difficult to predict (Kiecker 2004). Pre-purchase external search utilizes traceable and less visible resources, such as friends, family, teachers, counselors, print and electronic publications, advertising, and retailer or campus visits to gather information before making product decisions, or in this case, before making decisions about applying to a specific college. Admission officers track participation in more visible external search activities including campus visits, requests for information, and correspondence with an admission officer as a way to gauge prospective students’ interest in attending (Lay 2004). Clear parallels exist between the five types of external search in consumer behavior and information gathering and the college search process (Table 1).

Table 1. External Search Categories in Commercial and College Search

<table>
<thead>
<tr>
<th>Category</th>
<th>Commercial Search</th>
<th>College Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailer Search</td>
<td>Visits or calls to stores</td>
<td>Campus visits, calls to admission</td>
</tr>
<tr>
<td>Media Search</td>
<td>Advertising, Web and other marketing materials</td>
<td>Review of view books, Web pages and other publications</td>
</tr>
<tr>
<td>Interpersonal Search</td>
<td>Advice from friends, relatives, neighbors, counselors, and/or other consumers</td>
<td>Advice from friends, relatives, teachers, counselors, and current students</td>
</tr>
<tr>
<td>Independent Search</td>
<td>Contact with independent sources of information</td>
<td>Quickbooks, ranking publications, Web site, social networking, etc.</td>
</tr>
<tr>
<td>Experiential Search</td>
<td>Product samples, service trials</td>
<td>Class visits, overnight visits in residence halls</td>
</tr>
</tbody>
</table>

The risks and challenges of college selection motivate prospective students to perform an extensive search for the appropriate college. The uncertainty surrounding the final decision creates a high risk of making a poor college choice. External search plays a role in reducing the risk of consumer choices, but prospective students as consumers find limited success in evaluating the quality of higher education today (Umanky, Wogner and Massy 2005).

Research Methods
This study employed a single case design to better understand the college search and decision process from the standpoint of the stealth applicant. Qualitative research centered on individual experiences creates richer data to examine the stealth applicant experience. We selected a single institution, “Private Doctoral University,” for this study. Located in a large metropolitan area, Private Doctoral University (PDU) holds an endowment of more than one billion dollars and receives nearly two-thirds of its operating revenue from tuition. The university’s admission rate is approximately 50 percent with a geographically diverse student body. We utilize pseudonyms for both the institution and students to protect their identities.

Data collection focused on the college search process viewed retrospectively by a group of 23 current students whose first recorded contact with the university was the submission of the application for admission. The pool of students selected for interviews enrolled as first-year students in Fall 2009 and had no prior contact record pre-dating their application for admission. Researchers cross-checked admission records with the institution’s primary recruiting events and through interview questions to ensure applicants did not have contact with the admission office prior to submitting their application. Students who have special circumstances, such as international students and recruited student-athletes, were excluded from the interview cohort, resulting in a pool of 121 first-year stealth applicants.

A purposive selection of interview subjects considered factors including in-state/out-of-state residency, public or private high school, gender, ethnicity, and socioeconomic background. As a group, PDU’s stealth applicants and those interviewed were more often out-of-state, minority applicants who applied during the regular admission cycle. Conducted during the 2009–2010 academic year, the interviews lasted approximately 30–60 minutes, were audio taped and transcribed verbatim.

The researchers coded each transcript subject, and combined, reordered and broke the data into thematic groupings to identify key phrases and codes for analysis. Internal and external search methods structured in consumer behavior research informed the development of themes. The constant comparative method (Glaser 1978) allowed researchers to examine expected and emergent themes from the data. Researchers obtained trustworthiness through the triangulation of multiple interviews, consideration of participant bias and peer evaluation where consulted with colleagues with admission experience to verify the themes discovered. In particular, multiple interviews checked for distortion or exaggerated responses (Merriam 1998) and through “observing life from separate yet overlapping angles makes the researcher more hesitant to leap to conclusions and encourages more nuanced analysis” (Rubin and Rubin 2005).

Findings
Internal Search
In college search, top-of-mind brands may represent high prestige schools or schools with highly visible programs. Aram, a high-achieving, African-American, physics major from Texas, knew “from a very young age... Stanford is always one of my dreams,” but he also said that at his high school: “It’s really crazy how many people base their college, the university they want to go to, simply because of like basketball or football teams, which is ridiculous to think about. But I have so many friends who are going to the University of Oklahoma just because they love the OU football team.”

Most students could not remember all the schools they initially considered, and a surprising number could not name the specific
universities where they applied or visited less than a year after they applied. As Kof, an African-American from New York, explained how students identify an initial set of schools to research, he mentioned that most students like him are "naturally biased" toward "the schools that I heard enough about... So you look at Harvard, it's in every movie with smart people in it." When considering these institutions during internal search, students often swiftly discard (as mismatches) the high-profile or name-brand colleges recalled during internal search.

For students, attribute preferences limited the number of universities considered during internal search. Some attributes were non-negotiable while others were simply preferences. Identified during the internal search, the consideration of which schools would fulfill these attributes primarily occurred during external search. Academia, an economics major from Utah, began his search with a lengthy list of attributes as a way to narrow down the available choices, "I think when I started to move away was when I had a list of about 10 things that I wanted. We had 10 things—smaller, liberal arts, in a good city, with connections, and those were the major factors."

Many students cited the availability of certain academic majors as one of the first considerations in their search. Arcilla, a pre-med, Hispanic student from Florida, explained that "First of all, what am I going to go study, and since I want to do something in medicine and in science so that was my first step. What do I want to do, what school offers this? That's a little type of thing, I guess, filter system that I made for myself so that I wouldn't be applying to 32 schools."

Institution size represented another non-negotiable attribute for certain students. Emma, a white engineering major, said, "I wanted a school that wasn't super small, but I didn't want to go to a giant school where I'd just be a number on a list somewhere."

Beyond attributes such as size and geography, personal preferences based on past experiences impact the search process. For example, Cristina, a white female from Nevada, laughed while explaining a key factor in her college search: "This sounds really lame, but my number one thing I would look at before anything else—I mean, it had to be a university, I had to get a good education, and scholarships were extremely important—but something that was really important to me was the ratio of males to females. In my high school, um, there were no guys... I mean that sounds stupid but it was totally important to me."

The internal search for these stealth applicants began with prominent brands, later balanced by personal analysis of attributes, likes and dislikes. Information gathered through the narrow lenses of known brands and personal preferences does not provide sufficient data to resolve the problem of college choice. Students then expanded search to include external sources of information.

External Search

In gathering information, students manage and respond to information from many external sources, some more reliable or trustworthy than others. The tools used in external search include technology, interpersonal relationships and experiences. External search tools may include university-generated sources, such as university publications, Web pages, and interaction at college fairs. These stealth applicants focused their external search on information they could gather without direct interaction with the colleges, postponing direct contact until after application.

Technology

In the college search process, the use of search engines followed by visits to institutional Web sites frequently framed students' searches. According to Cristina and many other students, using the Web to gather information is "obvious." While most students used independent Web pages such as Google for general search, they quickly navigated to the university's Web page for more specific search. The use of technology to research the interpersonal, geographically and aids in the college search process by providing multiple resources to resolve questions about college attributes. Prospective students gather information on colleges without ever directly contacting the institution. Like many stealth applicants, Connie, an African-American theatre major, describes her college search as "mostly internet. Internet for everything." Online research is "easy," but also limits the development of personal relationships that students purport to value in the search process.

Experiences

Some stealth applicants have prior personal experiences with colleges. The interviewees chose not to officially visit PDU prior to applying, yet had some exposure to campus for non-admission programs or visited other universities. Campus visits have long been a central element in college search. Many high schools now offer college trips for students to expose them to college campuses, both as a motivation and as a way to begin identifying preferred attributes. Many students interviewed visited colleges before applying and were visible prospects at some institutions while operating as stealth applicants at PDU. Heidi took college trips, "Junior and senior year we take a fall trip up to colleges... and that really gives us a lot to think about." Visiting campuses helps students visualize their future at that college. The power of the visit has attained near mythical status. Students believe they will "just know" when they arrive on the right campus, as Tyler, a former high school athlete from Indiana, recounted with some skepticism.

"Everybody who's gone to college that I know said you will know when you step on that campus, and you just feel it, and I was always like 'how do you feel it? That doesn't make any sense.' I'm probably like one of those analytical people... And then I come here and there it is, this is where I'm supposed to be."

Experiential search includes activities that mimic product use, such as class visits or staying overnight in a residence hall. This differs from a campus tour, as experiential search focuses on resolving questions of fit. Students quickly differentiated between official and unofficial visits. Alastair clarified this distinction, at the same time highlighting the oft-mentioned undertone of mistrust toward the official visit: "If you're coming here and you're going to be involved in a student-run or a school-run event, or if you're coming to stay with friends and really get the true taste of it. I kind of had both, because I have a friend who goes here, he's a junior. And so I stayed with him for a couple days."

Melissa, an advertising major from Louisiana, said that "staying overnight with a student" presented the best opportunity to experience what a college would be like for students who you already know to "get their perspectives. Meeting with real people and going to the campus as much as possible was in my opinion the most valuable information."

Interpersonal Search

Just as students invested widely varying amounts of time in search, they also structured their search processes differently based in part on their access to external and interpersonal resources.

Friends impact the college search by recommending schools for consideration and giving emotional support and encouragement during the application and decision process. Paola, a Hispanic engineering major, said "My friends and I would just talk about what they were majoring in and what they were interested in, and pretty much I got the information from them on what they found." Older, college-enrolled friends provide an insider's perspective on the application process and on their school. Steven, who wanted to be sure he attended a school that would be academically rigorous but also a place where he would have a good time, contacted a former student from his high school: "I had a friend who was here, and I played on the hockey team with him when we were in high school, and I had talked to him about it and said it was really challenging. It was really worthwhile, he was a better student because of that. That was one thing that helped me get an idea of what kind of school PDU is like."

Stealth applicants extensively use this interpersonal tool in gathering information. The majority of students reported using family members or friends to conduct their college search. Several set up their own overnight visits and stayed in an on-campus residence hall with an older graduate of their high school to have the "student experience."
Students demonstrated mixed feelings about ranking publications. While several mentioned their search for well-known schools with good reputations and name recognition, skepticism existed about the validity of rankings. Lewis described the types of publications he used in his college search:

"Lists, sources of rankings, college rankings are good in my opinion for a general idea of how colleges are but there is only so much these can do. I mean when you start picking between some that are, five or 10 spaces apart, that doesn't necessarily mean anything at all. Colleges can buy those rankings or can do all sorts of things to get those rankings but they will give you an idea of where those are at academically."

Many students characterized the university’s outreach to them in purely marketing terms. Kobi described university publications as "where they try to sell it with all the fancy pictures with models that aren’t actually students." An agenda drives admission counselors, he suggested, "they’re trying to sell it to me. I mean there are strings attached when you ask a college, they’re trying their hardest to make their school look good." Steven further explained: "Every college is going to say that they’re the best, and they have the best teachers, and stuff like that ... you know that all they’re going to do is talk up their school and they’re going to downplay anything that’s negative."

While students showed comfort in using non-university Web sites, not all of them trusted the information on these Web pages. Personal experiences often provided authentic and uncolored trustworthy information. "The most trustworthy source is found in firsthand experience going to visit colleges and talking to people who had been at the college," Lewis contended. Students question the authenticity of official university events; their trusted search tools include books, non-university Web sites, and interpersonal relationships.

**Implications**

Stealth applicants use familiar tools and techniques in their search for colleges. Each student articulated a search process that included internal analysis of preferred attributes and external search for schools perceived to match those attributes. In this way, stealth applicants search for colleges in a consumer behavior based framework, much the same way that visible prospects or more traditional applicants search. Stealth applicants visit colleges, but often through unofficial or untracked visits, expressing a preference for more authentic experiences when visiting schools, seeking out friends as sources of the "real" experience of college and delaying more official admission visits until the spring, after admission to the university.

In addition to entering the application stage without previously documented interaction with the institution, stealth applicants fail to move sequentially from internal to external search as they progress through the consumer behavior search models. These students do not follow identical patterns of information gathering, many re-sequenced the traditional consumer behavior model in similar ways during external search, and some commonalities emerged when examining the traditional search versus the experience of stealth applicants:

- Traditional applicants use interpersonal, media, external, and retailer search to gather information prior to applying, while stealth applicants postpone retailer and visible media search until after they have applied and, in many instances, received an offer of admission. Stealth applicants may interview after applying and will likely visit after admission. Instead of progressing in a sequential manner, they swirl the categories of prospective student/information seeker and applicant.
- Traditional models of consumer behavior demonstrate that consumers utilize media and marketing early in the search process, and reserve interpersonal search for the end of the process (Hoyer and MacInnis 2007). Stealth applicants invert this sequence by deferring university controlled media search, and using interpersonal search throughout the external search process.
- Consistent with prior research (Abrahamson and Farrell 2009), interpersonal influences such as advice from parents have the greatest impact early and late in the process, at the point of building the list of schools to consider and at the final decision.
- Unique to stealth applicants, retailer contact and experiential search occur late in the search process, often after application and admission.

Stealth applicants apply the tools of consumer search, but with increased emphasis on search tools not tracked by admission offices, relying on research methods that do not require responses or direct interaction. Despite research indicating that millennia students seek personal connections in college search (Lindbeck and Fidsey 2009), the stealth search focuses on anonymous information gathering and seeking answers to specific questions, not on gathering more general information or building relationships through a bi-directional conversation between prospective students and institutions.

The external search of the stealth applicants primarily flowed in one direction—student seeking information—using tools not tracked in most admission processes (Table 2). Admission offices track campus tours and experiential visits, for example, but this system only works when students register for visits with the admissions office. The majority of the search tools and methods used by stealth applicants remain invisible to admission offices. Several factors influenced these students when they entered the invisible stage of the college search. While technology facilitates anonymous search, financial and psychological factors impact students’ search behaviors. The choice to search anonymously illustrates the growing distrust of college marketing. Students perceived official sources as biased, overly positive, unrealistic, and sales-oriented. This generation of savvy consumers understands and questions marketing messages and seeks third party external validation for the marketing messages relentlessly pumped out by colleges and universities. Students cross-check Web pages and search mailings quoting students who “know it here” by contacting current students to discuss their experiences.

**Table 2. Traceability of the external search categories used by stealth applicants in commercial and college search.**

<table>
<thead>
<tr>
<th>External Search Category</th>
<th>Commercial Search Behavior</th>
<th>College Search Behavior</th>
<th>Tracked by PSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailer Search</td>
<td>Visit or calls to stores</td>
<td>Campus visits</td>
<td>Only if arranged through the admission office</td>
</tr>
<tr>
<td>Media Search</td>
<td>Advertising, Web and other marketing materials</td>
<td>University Web page</td>
<td>Only if student completes online registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>University view book</td>
<td>Only if student returns reply card</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other university publications (such as PSAT search results)</td>
<td>Only if student returns reply card</td>
</tr>
<tr>
<td>Interpersonal Search</td>
<td>Advice from friends, relatives, neighbors, classmates, and other consumers</td>
<td>Advice from friends, relatives, teachers, counselors, and current students</td>
<td>No</td>
</tr>
<tr>
<td>Independent Search</td>
<td>Contact with independent sources of information</td>
<td>Guidebooks, ranking publications, Web sites, social networking, etc.</td>
<td>No</td>
</tr>
<tr>
<td>Experimental Search</td>
<td>Product samples, service trials</td>
<td>Class visits, overnight visits in residence halls</td>
<td>Only if arranged through the admission office</td>
</tr>
</tbody>
</table>

*Note: Adapted from Hoyer and MacInnis (2007)*

Existing enrollment models track pre-applicant interaction, including how test scores are sent, participation in on-campus events, and methods of requesting information (Goerner and Pauls 2006) to determine an applicant’s interest in the institution. These models prove wholly inadequate for applicants who do not follow these traditional methods of search. The admission funnel, as a sequence of activities, differs for stealth applicants. Considered in stages, traditional college applicants move from suspects to prospects, to applicants as shown in Figure 2. Stealth applicants move directly from suspects to applicants, bypassing a period of recorded interaction with the institution.

Activities in the prospect stage normally combine interactions which are visible and invisible, such as attending college fairs, receiving and replying to mailings, visiting campus, and interacting with various college representatives. In considering the activities associated with these stages, the findings suggest an oversimplification of the traditional admission funnel. A revised roadmap divides the prospect stage into visible and invisible actions (Figure 2).

**Figure 2. Traditional and stealth movement from invisible prospect through admission.**
While labeled stealth applicants, these students might more accurately be labeled stealth prospects.

Each progressive step in the traditional admission process reflects increasing contact between the student and institution, often offering benefits to students who are more visibly engaged. Stealth applicants pick and choose among these activities, and in the ways they search they exclude those actions that would make them visible to the institution.

Conclusion

While enrollment management models used for 30 years illustrate a sequence of interactions that anticipate student responses to increasingly detailed mailings, stealth applicants do not respond to mailings, fill out information cards, or register online. When stealth applicants receive a mailing or email that generates interest, they do not use the reply card to request more information. Instead, they utilize Google, the college's Web page, or other college-related sites to learn more about the institution. While consumers move sequentially from internal search to external search through the traditional consumer behavior model, stealth applicants swirl through the search process, alternating and overlapping internal and external search and the roles of college search novice and guide. While labeled stealth applicants, these students might more accurately be labeled stealth prospects. Researchers and admission professionals should continue to assess the roles and behaviors of this population to improve the efficacy of enrollment modeling.

LEARNING COMMUNITY

Northwest University's goal is to develop all areas of life, including the intellectual, spiritual, physical, and social.

---

**REFERENCES**

Adams, Jan, and Elizabeth Farnell. 2003. The role has changed: How the parent of a student perceives the role of the professional college. Any length 9-8.


Morley, Steve. 1989. College has having to know the admission processes due to "stealth applicants."


---

**AXA Achievement** is funded by the AXA Foundation, the philanthropic arm of AXA Equitable.

**AXA Equitable** is a service mark of the AXA Foundation. The "AXA Achievement" program is in association with the National Merit Scholarship Corporation's "Scholarships in America" program. **G017**

---

**LEARNING COMMUNITY**

Northwest University's goal is to develop all areas of life, including the intellectual, spiritual, physical, and social.

**Encourage your student to check out the possibilities at Northwest University:**

- 60+ Academic Programs
- Distinctly Christian community
- 17:1 student to faculty ratio
- Small class sizes
- Financial aid available
- Beautiful campus located 10 miles east of Seattle, overlooking Lake Washington and the Cascade Mountains

Find us on Facebook facebook.com/northwestu