

A great web experience has never been more important for COLLEGES and UNIVERSITIES than it is today. With increased competition from MOOCs (Massive Open Online Courses) to 100% online institutions, brick and mortar schools need to clearly differentiate themselves in a crowded marketplace. Websites are frequently the first place a prospective student engages with a school, and where current students go to connect with their peers and educators. Understanding each of these groups is key to connecting, engaging, and inspiring students while delivering a web experience that helps you achieve your recruiting and retention goals.

the STUDENT EXPERIENCE

ONLINE

21.6MIL
students who plan to attend college

5,000

4,495
degree granting institutions in the US

prospective students will apply to your school via the website each year.



HIGHER EDUCATION

the PROSPECTIVE STUDENT

A high school junior/senior. They investigate, rank, and ultimately decide on which college is the right fit for them. They try to gather a full picture of what the culture and daily life looks like at a certain college or university.

2
has MAIN WEB AUDIENCES

the COLLEGE STUDENT

They look to support their overall college experience. They want the website to make their lives easier by connecting with the university socially and academically. Making sure they get the most out of their tuition is paramount.

Top 3 ways prospective students research colleges online.

- 93% Search Engines
- 82% use Emails
- 51% Call/Text

88% say using google is easier than using their edu website.

- 55% Academics & Programs of Study
- 23% Tuition Information
- 13% Admissions & Application Information
- 8% Campus Tours & Student Life

what ARE THEY LOOKING FOR?

- 73% Student Portals
- 18% Campus Schedules
- 12% News & Events
- 15% Career Research

65% prospect said a good web experience helps their opinion of a school

63% current said their opinion of the school improved when it connected to them through technology

how IMPORTANT is your edu WEB SITE

A COLLEGE WEBSITE IS THE SECOND MOST INFLUENTIAL RESOURCE TO PROSPECTIVE STUDENTS. IT IS A CAMPUS TOUR, 10% ARE FRIENDS AND FAMILY, 4% ARE GUIDANCE COUNSELORS

90% OF CURRENT STUDENTS ACCESS EDU WEBSITES ON 2 OR MORE DEVICES. 50% SAID THAT THEY COULDN'T GO MORE THAN 10 MINUTES WITHOUT CHECKING THEIR LAPTOP, SMARTPHONE, TABLET OR READER.

68% would open an email from an unknown college

27% have connected with their University's social media pages

- 73% Have visited a higher education website on a mobile device
- 75% Would chat with a university rep via webcam

how DO THEY ENGAGE WITH A SCHOOL

- 96% Use Facebook
- 10% Use LinkedIn
- 17% Use Pinterest
- 14% Use Twitter



Ektron simplifies the creation, management and delivery of digital experiences for educational institutions that want to improve how they attract and recruit students while engaging with their communities. By empowering content authors to easily create and update content, Ektron helps organizations reduce IT costs and increase efficiency. Learn more at Ektron.com

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