

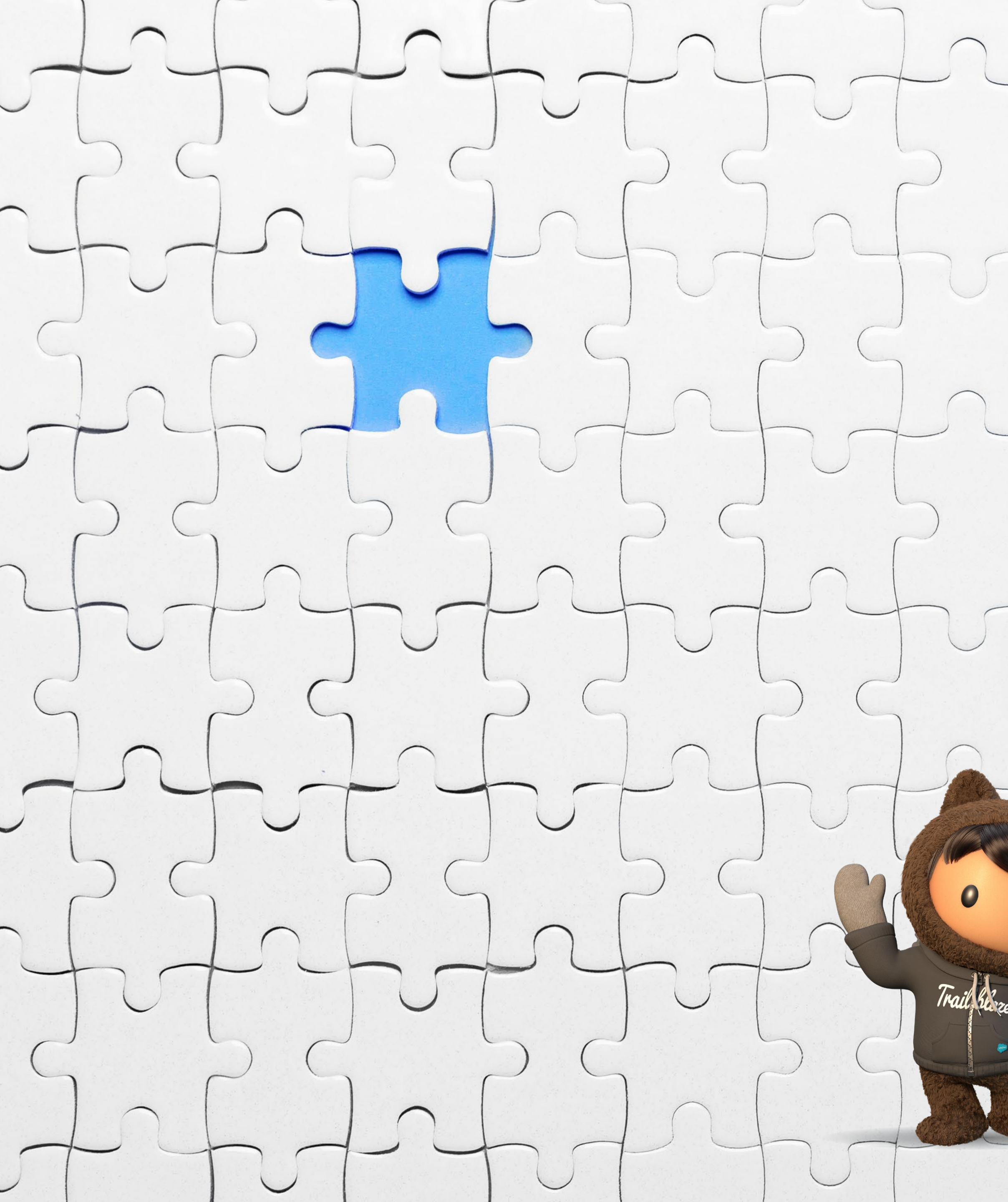


FIRST EDITION

Connected Student Report

A higher education trends report with
insights into the student experience across
North America and Europe





About This Report

Welcome to the first edition of the *Connected Student Report*. This global report outlines significant trends, insights, and opportunities for higher education institutions to enhance the student experience across the entire lifecycle. It includes key findings from institutions across North America and Europe, and is intended to support institutions in their decision making and strategic student experience objectives. The findings reveal the implications of shifting student demographics, including the rise of the new traditional student in higher education.

The report looks closely at student and staff expectations to better understand how technology can drive more connected engagements across recruitment and admissions, student experience, and advancement operations. From this data, insights were developed in key areas within higher education, including:

- What prospective and current students expect from their experience
- The impact of an institution’s online presence in attracting prospective students
- The role of technology in driving student success and creating a supportive community
- Gaps that exist between students and staff perspectives regarding the student experience
- How institutions plan to innovate to support the needs of today’s students

Who, Where, and How Many Students & Staff Responded

This report examines the lifecycle of the student experience from the perspective of both students and staff.

STUDENTS: We asked students about their experience at institutions including 4-year private/public universities, community colleges, graduate schools, and more.

STAFF: We surveyed faculty and staff across various areas, including recruitment and admissions, marketing and communications, student experience, advising, alumni engagement, and fundraising.

Over 1,000 students and staff were surveyed from institutions across North America and Europe (U.K., Netherlands, Germany, and France) in July and August of 2019. The survey, which was conducted online by radius|illumination on behalf of Salesforce.org, comprises responses from 659 college/university students and 541 faculty/staff members. Results were analyzed across a wide range of measures including key differences by role (student vs. staff), and country/region. A detailed breakdown of respondent demographics, country profiles, and department-specific findings are compiled at the end of this report.

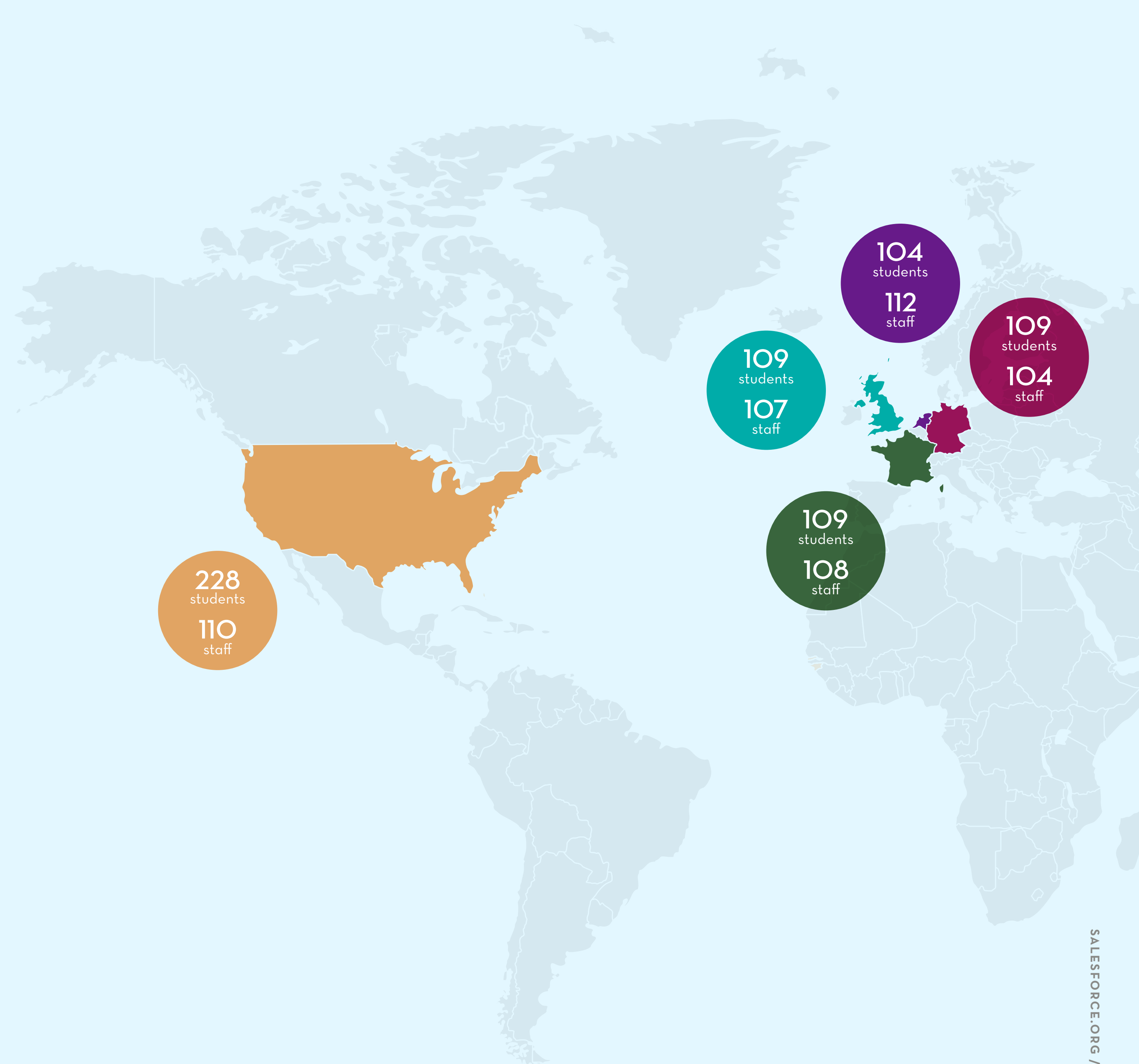


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Executive Summary

Today's higher education landscape is changing rapidly. While we still see plenty of secondary or high school graduates seeking university and college degrees, more and more are falling outside of this mold. We see growing numbers of adult learners balancing childcare responsibilities, a commute, and often a full or part-time job with their coursework. What's more, they are faced with rising tuition costs, putting a typical four-year degree out of reach for many. These students have different needs and expectations than the traditional students of the past. From an institution's point of view, increased competition, reduced government funding, and new student demographics are causing declining enrollment numbers, challenges with student retention, and an increased focus on student wellbeing.

THE CURRENT HIGHER EDUCATION LANDSCAPE IS CREATING A NEW OPPORTUNITY FOR INSTITUTIONS TO REIMAGINE THE STUDENT EXPERIENCE.

Just like a consumer, today's students expect a connected education experience. They want to be fully seen as individuals that the university truly knows and cares about. An institution's online presence is a part of that connected experience and is becoming increasingly important in both attracting and engaging students at the very beginning of the student lifecycle. Those initial interactions set the stage for creating a sense of belonging for students, from their first exposure to an institution to their continued interactions with support staff and the broader university community.

Institutions that can successfully use technology to not only personalize the student experience but also drive academic success, have a unique chance to deepen engagement among today's students and alumni for years to come.

Introduction

The Rise of the New Traditional Student

With student demographics changing rapidly, institutions have a unique opportunity to create more tailored engagements at every touchpoint.



Creating a Stronger Student Experience Starts with Knowing Who's on Campus

The demographics of higher education students are changing rapidly. Staff say the new majority of students (61%) are not full-time students ages 18-22 and some are already in the workforce. Their needs and expectations are shifting to align with the seamless, digital interactions they experience in their daily lives. Financial aid and affordability play a major role in their decision to enroll in a university, as do convenience, flexibility, and career outcomes.

Institutions that are not prepared to serve the needs of new traditional students face significant challenges meeting their enrollment and retention goals.

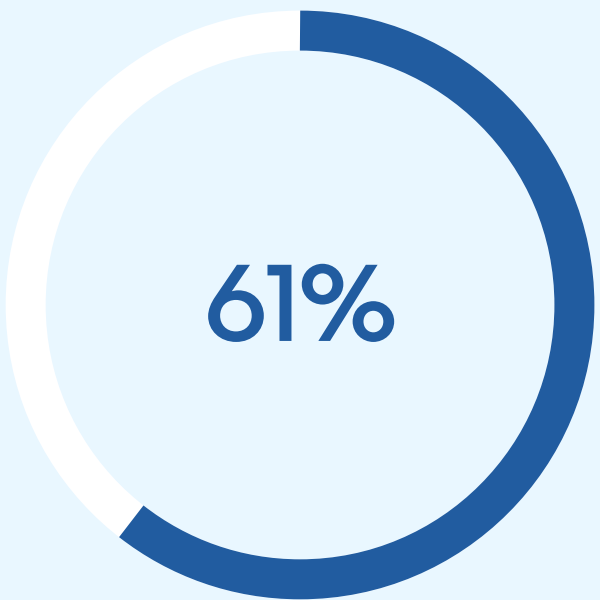
How Can Institutions Support New Traditional Students at Scale?

- Build meaningful relationships using tailored communications throughout the student journey.
- Have the right technology in place to adequately support students wherever they may be.
- Highlight affordability through targeted marketing to stand out from the crowd and boost enrollment.
- Consider new ways to connect with students through personalized, proactive, and digital-first experiences that foster a sense of belonging.

8% of staff said onsite childcare played a role in past year enrollment increases.

The new traditional student

Staff
Response

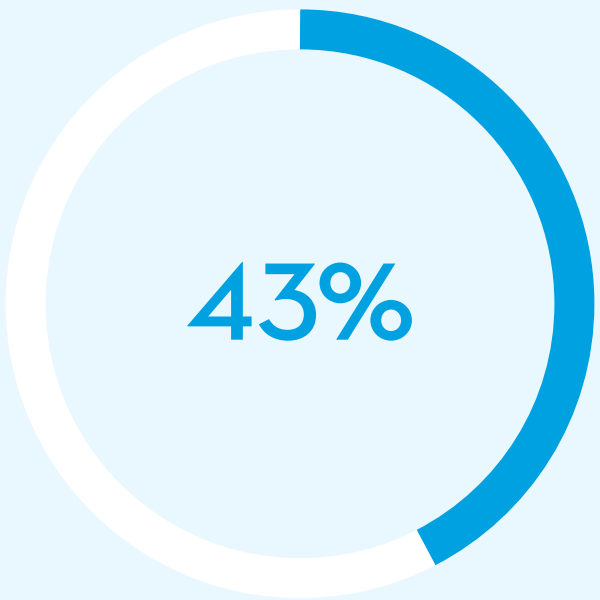


of students on campus are **not** full-time students ages 18-22

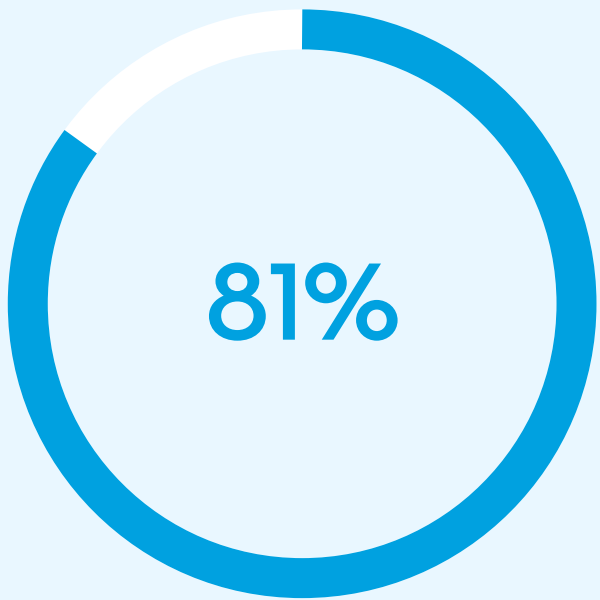


of students are adult learners already in the workforce

Student
Response



live independently and commute to campus



say financial aid/affordability influenced their decision to enroll

Section One

Students Expect a Connected Experience

Students expect their institution to know who they are. They are often frustrated with having to supply the same information to different university departments multiple times.



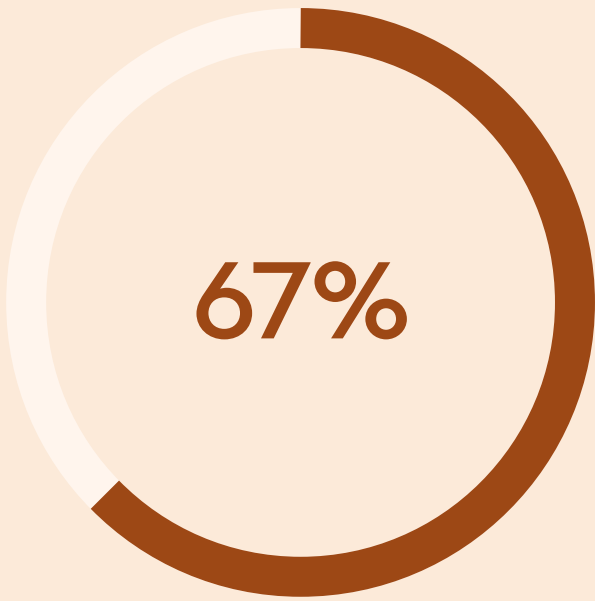
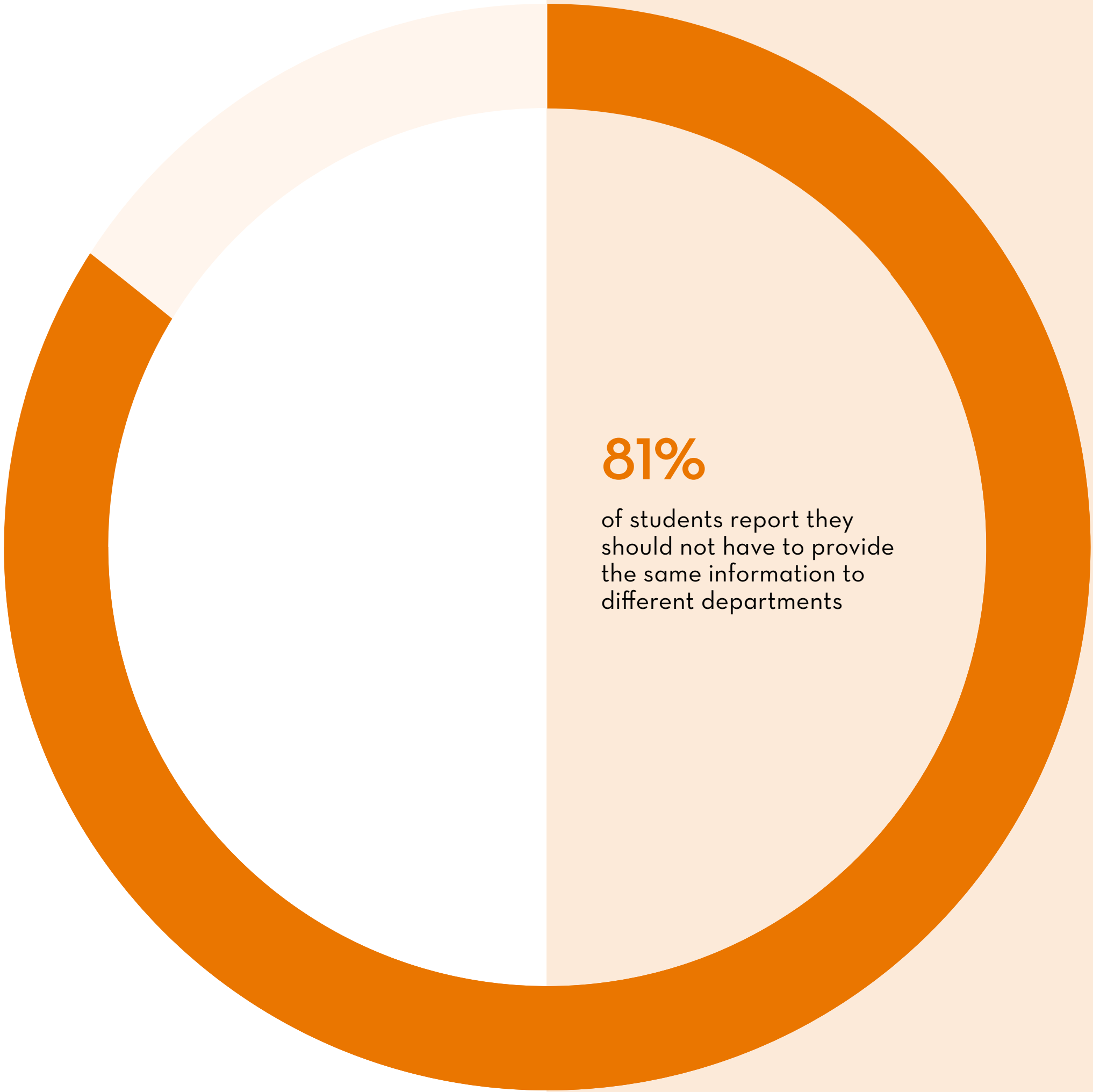
Siloed Systems Prevent End-to-End Student Engagement

One of the greatest areas of opportunity for institutions to improve their students’ satisfaction lies in the digital experience.

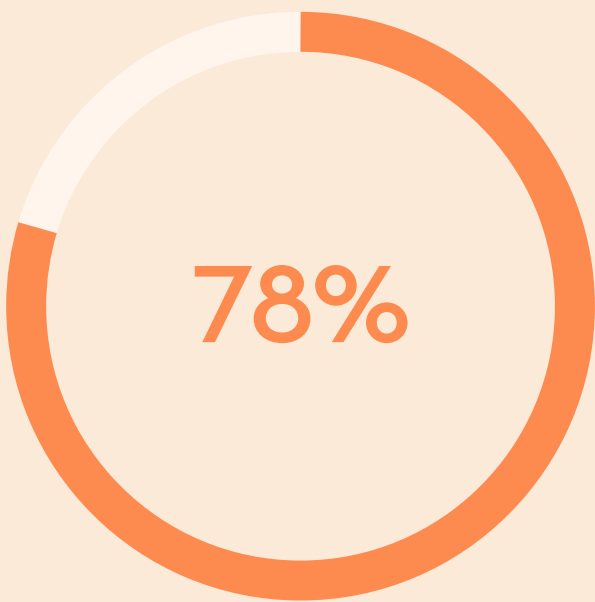
Imagine you’re a student today. If you’re among the majority **(63%)**, **you must sign in to two or more different platforms** to find answers and access what you need to be successful every day. You must enter your personal information multiple times, for each department or organization you interact with. And each time it feels like you are just a number, a student who is one of thousands.

In fact, **only 44% of students report that they are having an “outstanding” or “very good” student experience.** Considering the high cost of a university education and the expected value of that investment, today’s busy learners need a tailored, connected experience not only because it’s what they expect, but because it’s what they require to be successful.

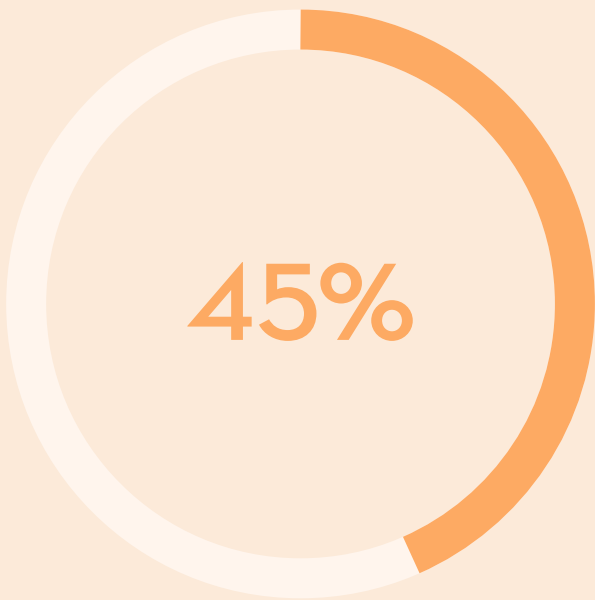
Innovative higher education institutions are turning to centralized digital platforms to deliver on these expectations.



of students agree with the statement that “it’s frustrating to have to sign into more than one app to get the info I need”

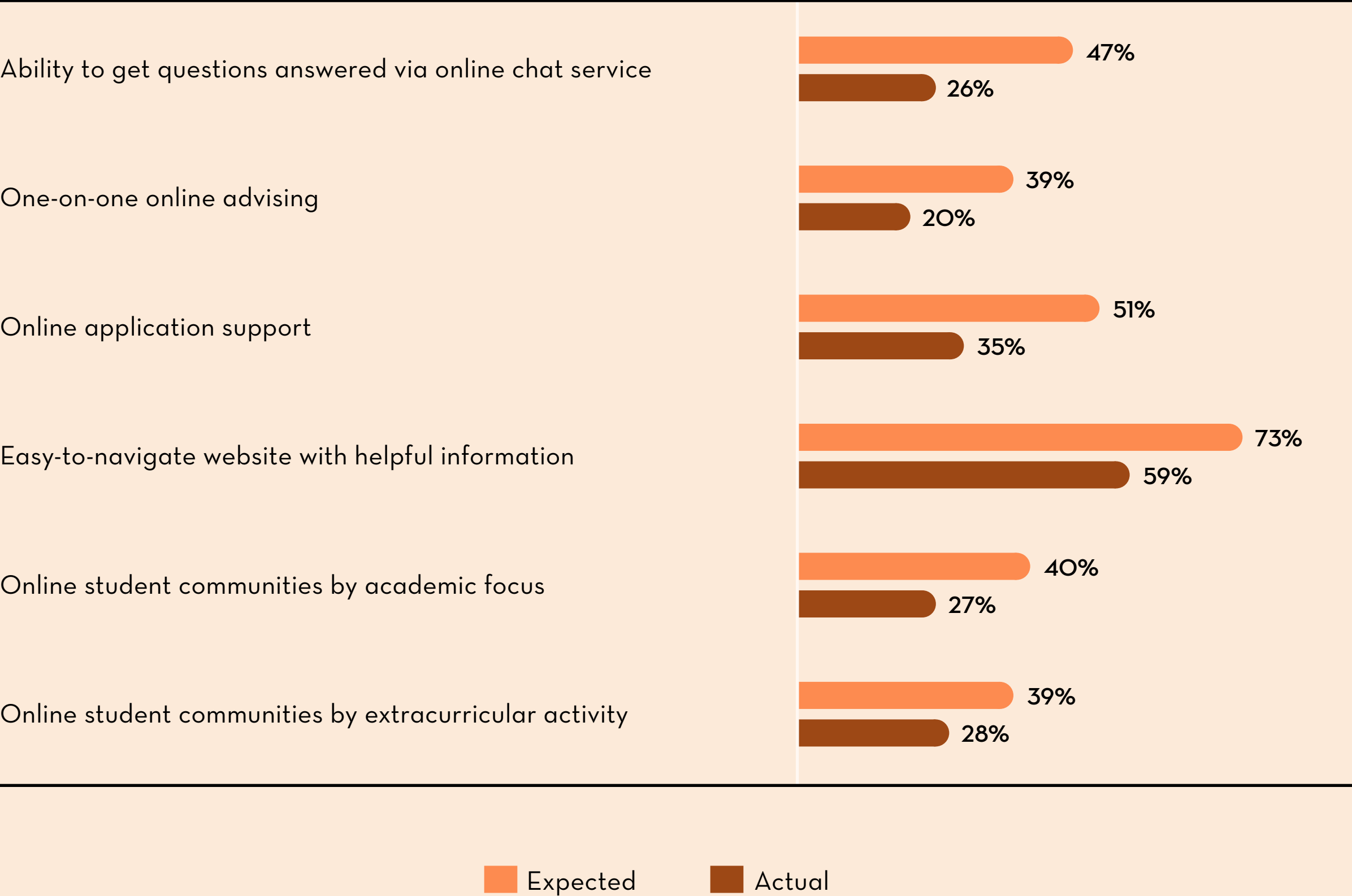


of **students** expect their experience to be personalized, yet **65%** of staff report that it is hard to get the data they need to help students due to organizational silos/bureaucracy



of **students** want a centralized app for accessing student information, but only **30%** have one

Student expectations for online support are not being met



Online Support Should be Readily Available for Students

When it comes to getting help – whether it’s with registration, financial aid, or academics – today’s students don’t have time to sit in an office for hours to wait for an appointment or trek across campus to seek out an answer. In many cases, students are not active on campus for long periods of time as they are either working or attending to other responsibilities.

They expect and require quick connections to staff and on-demand information. Yet students report a gap between expectations and reality.

Institutions looking to close this gap should begin by adopting technology that enables students to receive support both on and off campus. Online channels like chat services, online advising, or student communities can create more connected, satisfied, and successful students. This kind of support should start with the online application experience and continue throughout the entire education journey.

Online Student Support: Top Three Gaps Between Student Expectations and Reality

- Ability to get questions answered via online chat service (a **21-point gap**).
- One-on-one online advising (a **19-point gap**).
- Online application support (a **16-point gap**).

Section Two

A Meaningful Online Presence Matters

Prospective students are researching institutions across multiple digital channels: through social media, online rankings, and news.



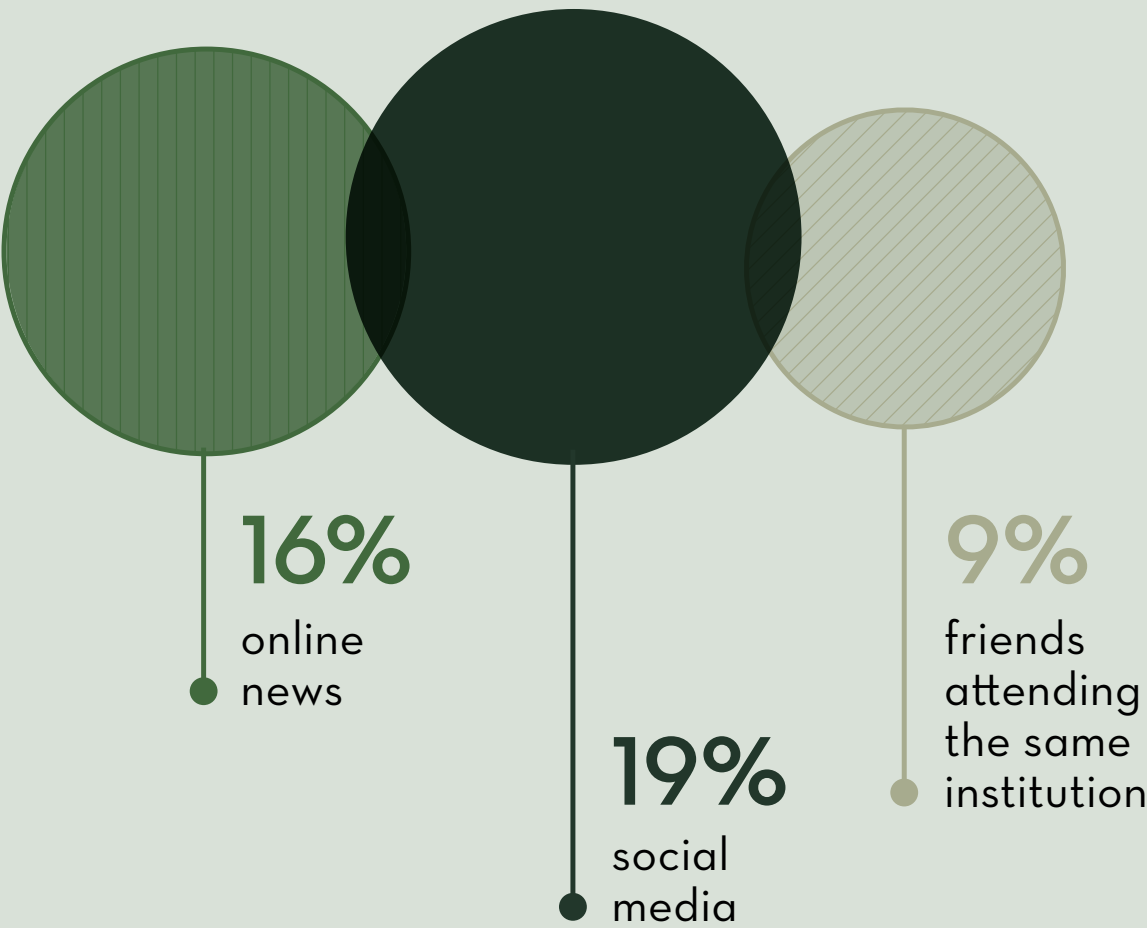
Digital and Social Media Marketing are Here to Stay

For students, one of the primary considerations in choosing an institution is the ability to see themselves fitting in at that college or university. Today’s students are on the go, and they are primarily researching institutions through digital channels like **websites, social media, and online news**. These digital platforms are becoming more influential on **student perceptions and decision-making**, especially because digital media provides prospective students with a view inside an institution’s culture without setting foot on campus.

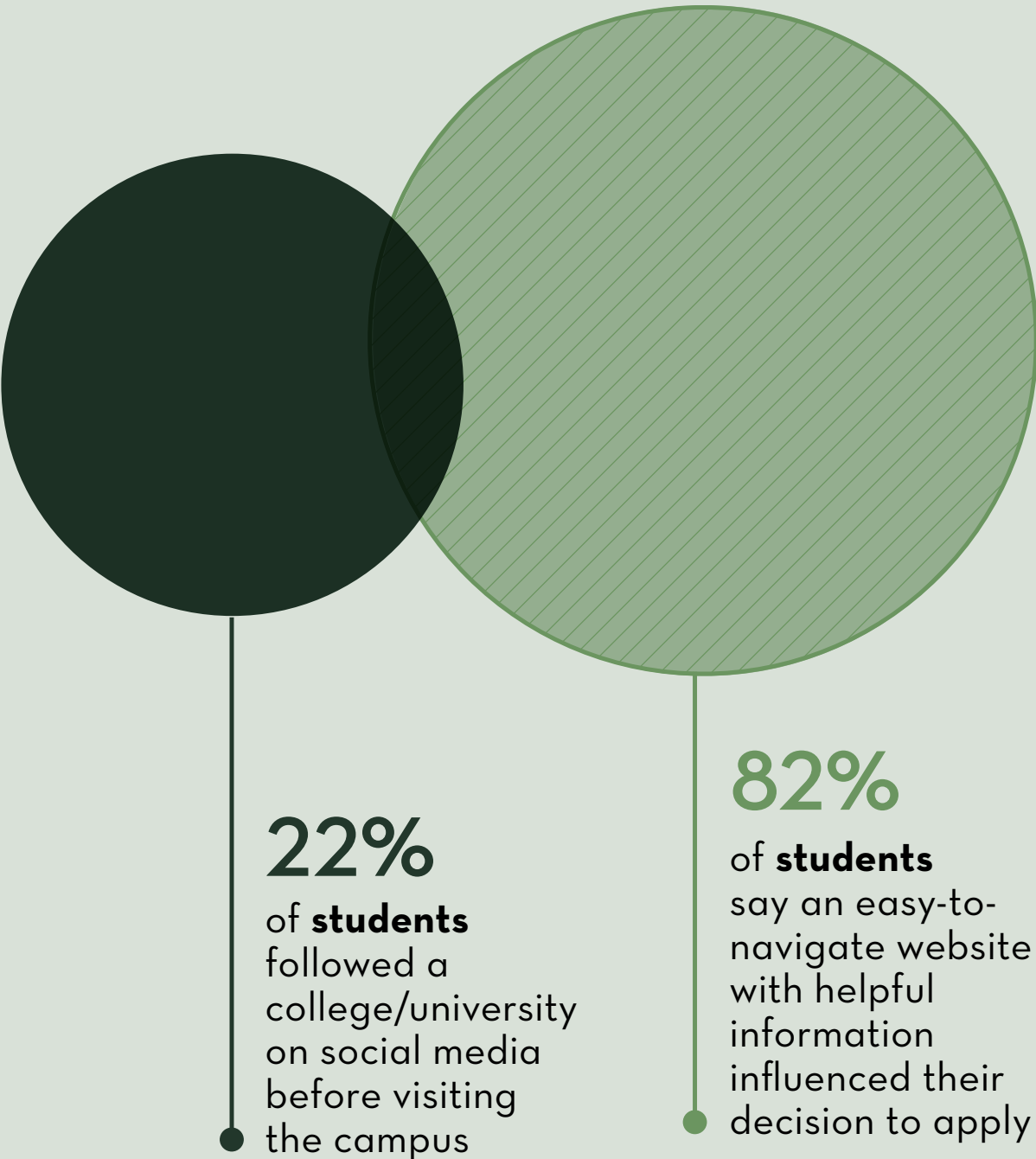
Sharing your university’s core message and values via digital channels can play a role in helping prospective students conclude: “Yes, this is where I belong.” In fact, institutions with stagnant enrollment reported their school lacks funds for digitally targeted communications to prospective students. Yet, staff report that a strong social media presence is one of the top reasons for past-year enrollment increases. Higher ed institutions have an opportunity to create thoughtful social media strategies that can help engage prospective students and drive conversation around what makes their campus unique.

Among marketing staff, 45% list “better use of social media to engage students” as a top priority.

Staff believe a strong social media presence is one of the top reasons for past-year enrollment increases



Students are primarily going online to look for information about a college or university



Section Three

Belonging is Key to Student Success

Creating a sense of belonging starts with tailored communications at the beginning of the student journey and continues throughout their experience.



Personalized Messages Help Establish a Sense of Community

Reinforcing your institution’s mission and values should be at the center of how you communicate to your prospects, current students, and alumni. Your university’s core message can create a **feeling of belonging** that can attract and engage students starting at the very beginning of the student lifecycle. In fact, both students and staff noted the importance of belonging in influencing a student’s decision to enroll at an institution.

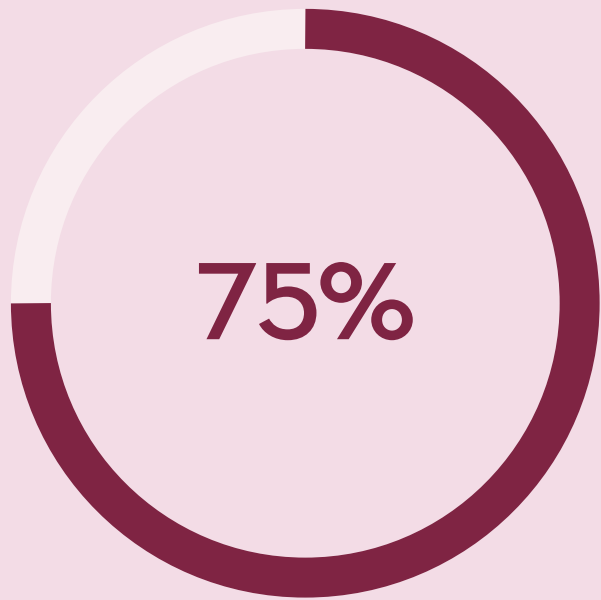
That sense of connection and community truly starts with a student’s very first interaction with an institution – when they visit your website and request information. This first touchpoint is an opportunity to collect data that can help inform more personalized communications, such as academic and/or extracurricular interests, as well as a student’s preferred channel of engagement. With these insights in hand, institutions can create more tailored messages that will resonate with a diverse set of students and establish a sense of community.

Personalized messages play a significant role in forming initial bonds and creating a sense of belonging for students throughout their university experience.

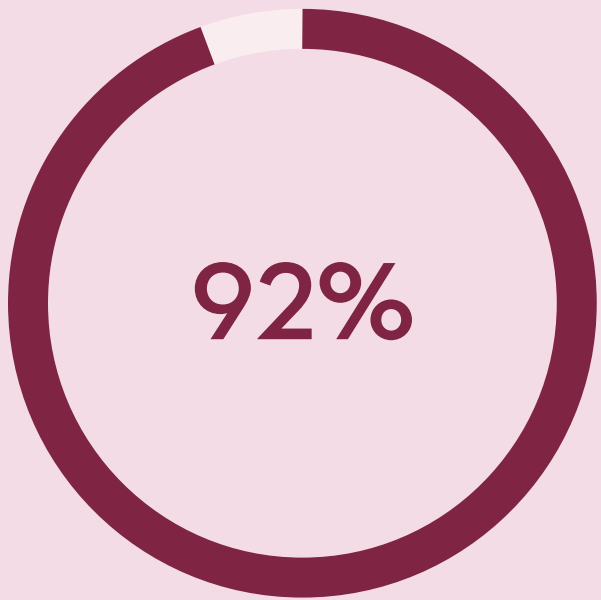
In fact, 78% of students say personalized messages help convey that their college/university cares about their success. Knowing that their institution is there to support them throughout their journey is key. Tailored support can make all the difference in a student’s experience and satisfaction.

While only 38% of staff consider personalized messages a marketing priority, this type of student engagement is another area of opportunity for significant ROI across higher ed. **Technology platforms can make personalized communications scalable.** As tailored messages contribute to students feeling like they are a part of your institution, it’s more likely they will stay involved as engaged students, alumni and donors. Those alumni may come back to campus to re-skill or up-skill throughout their life, solidifying your institution as a center for lifelong learning.

How important is the feeling of belonging in influencing the decision to enroll?

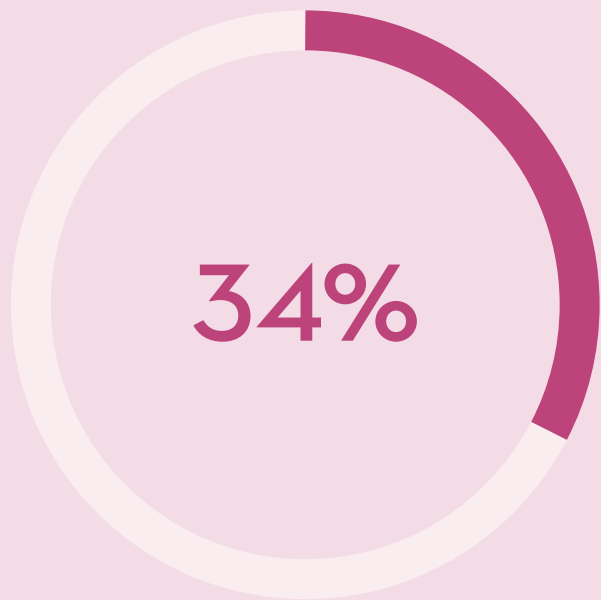


of **students** say the feeling of belonging strongly influenced their decision to enroll

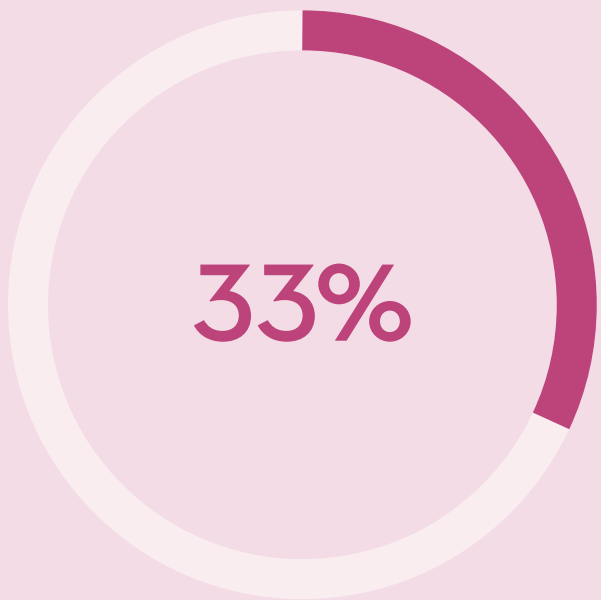


of **staff** believe the feeling of belonging strongly influenced the student decision to enroll

Students who feel they’ve had a fair/poor university experience say the top reasons are



feeling disconnected from other students



a lack of feeling of belonging

Section Four

Technology Enables a Supportive Community

Access to self-service help is one area where technology can have the biggest impact on creating a supportive community.





84%
of **staff** agree that technology helps them better serve students.

81%
of **staff** agree that technology helps close the achievement gap with students.

67%
of **students** say that one-on-one online advising aids their success.

50%
of **students** who have scheduled an advising appointment on a mobile device say it is a factor that helps them succeed at their college/university.

Creating a Student-Centric Support System On and Off Campus

Today's students are on the move between work, school, and home. Robust technology platforms can deliver the information, connection, and self-service support they need to feel a part of an institution's community wherever they are. In fact, a majority (80%) of students agree that technology plays a vital role in their success.

However, their needs are not being met:

- 47% of students want a self-service chat tool for support, but only 26% say it is available (**a 21-point gap**).
- 40% of students expect online communities by academic focus, but only 27% have these at their institution (**a 13-point gap**).
- 39% of students expect to be able to schedule an advising appointment on a mobile device, yet only 27% are able to (**a 12-point gap**).

Institutions have an opportunity to create a student-centric support system both on and off campus through online communities, chat tools, and text reminders. This type of support not only helps students succeed, but it also fuels their sense of belonging and connection to community.

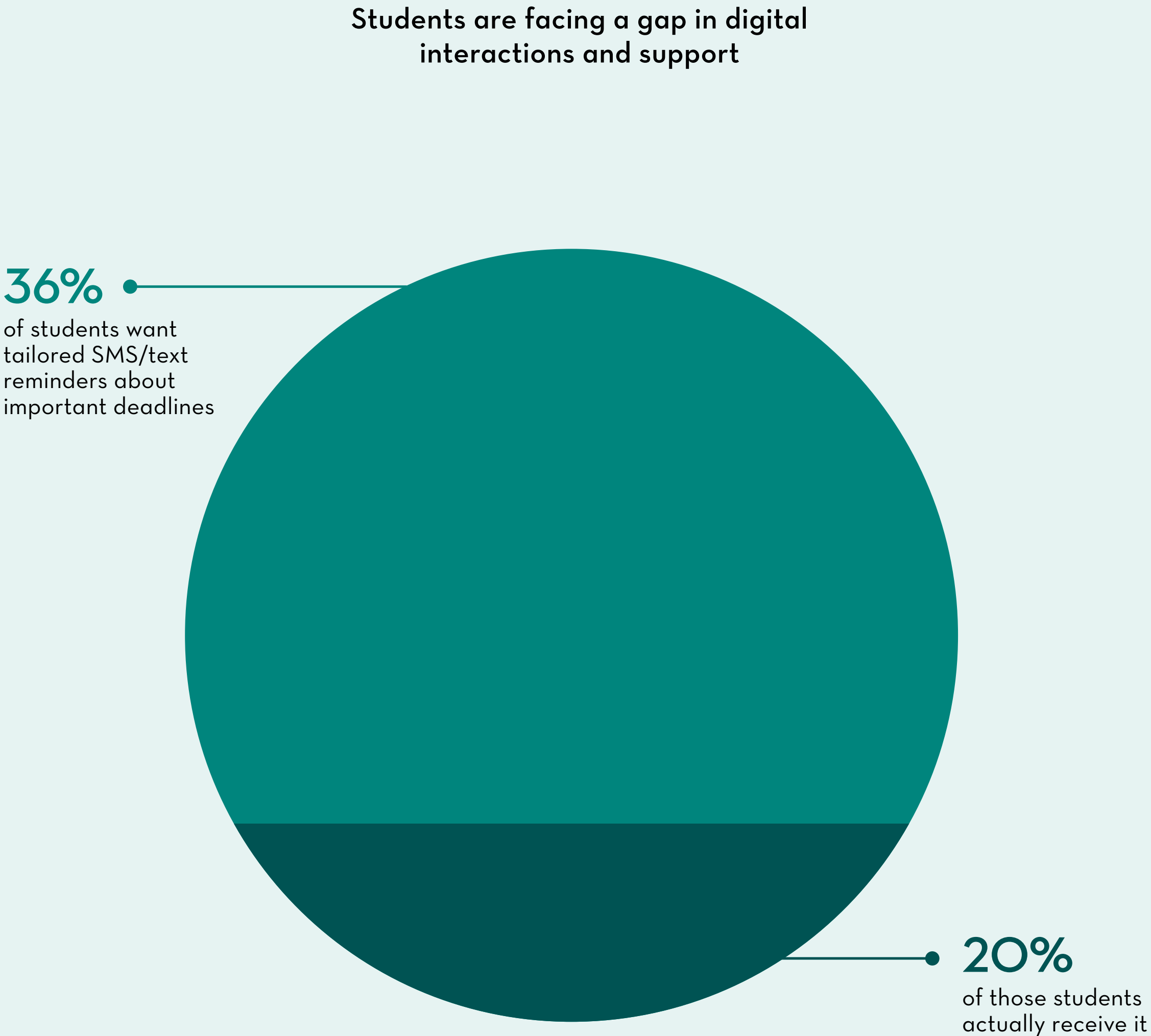
Students Prefer Digital Communication Channels

The findings reveal that on average, staff say 61% of their students are something other than full-time students ages 18-22. Thus, it's no surprise that a large majority of students (69%) prefer to request help via technology or self-help channels, instead of in person. Many don't live on campus and often commute, balancing work and childcare schedules. Technology makes it easier to connect – and easier to succeed.

Students have come to expect access to digital platforms to enable their experience both on and off campus. In fact, 79% of students say they are more likely to reach out to advisors when technology makes them more accessible. This also extends beyond academic support to mental health, stress management and overall wellbeing. Over half of students (51%) look to find this kind of support on an institution's website or via email communications (42%).

Institutions, therefore, have an opportunity to increase retention rates and provide a better value by creating digital-first experiences that make it easy for students to stay on track and get help when they need it.

Close to half (42%) of students say digital communications around wellbeing and ways to best manage stress show that an institution is invested in their success.



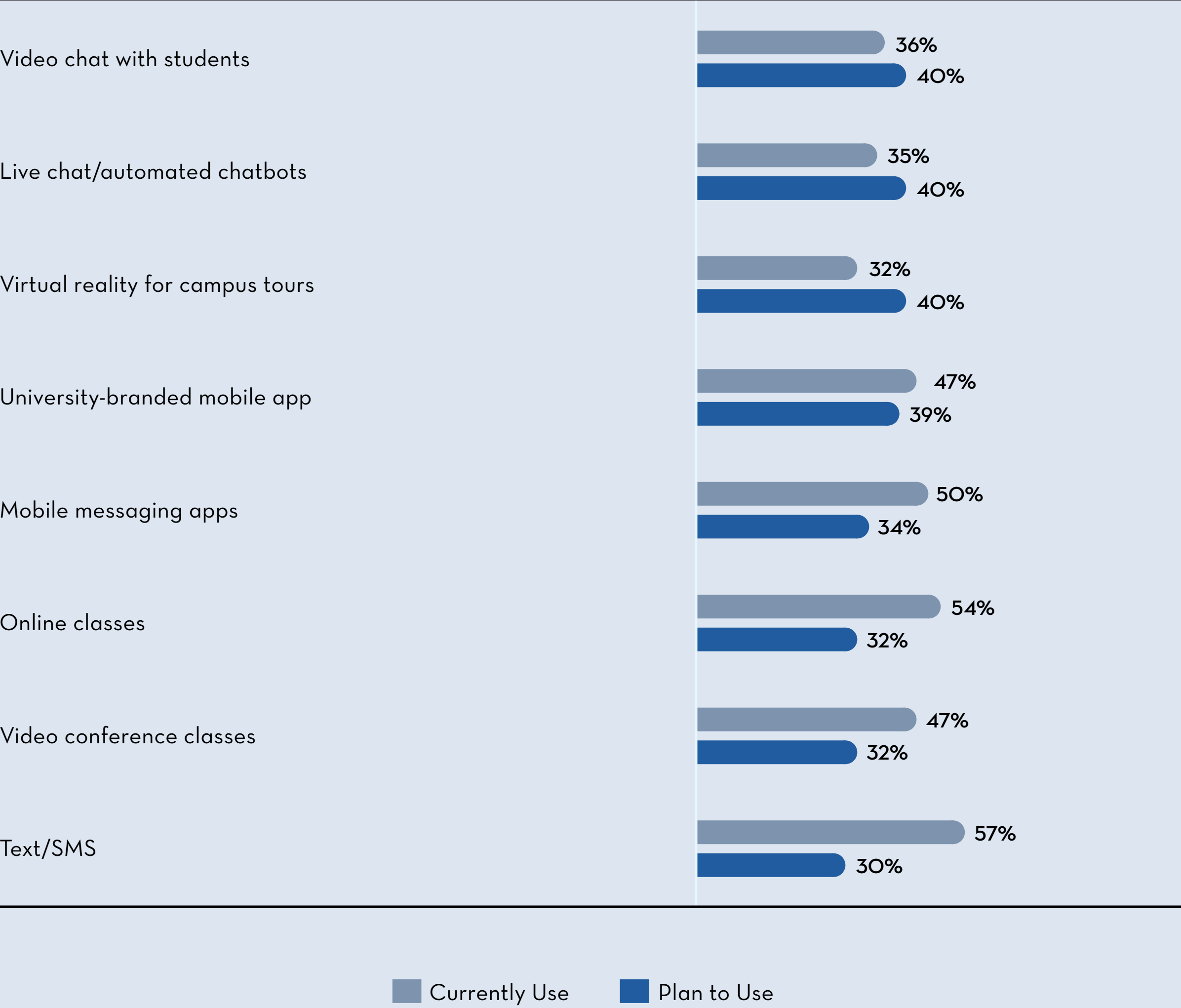
Section Five

Innovating to Support Today's Student

Institutions are looking to digitally transform in order to best serve the needs of today's students at scale.



Staff are adopting advanced technology to support students virtually



Embracing Video Chat, Chatbots and Virtual Reality

One outcome of today’s changing student demographics is the change in their needs and expectations. In order to better support students, institutions are more motivated than ever to embrace digital transformation, reaching students on the channels they prefer.

Higher education institutions are realizing that the only way to keep up with students is through a digital-first strategy. Advanced technologies such as video chat, chatbots, and virtual reality will soon be the norm for staff and students to discuss academics and career advice.

Institutions are looking to technology to foster deeper connections between staff and students, especially for those interactions when a student cannot be on campus to meet in person.

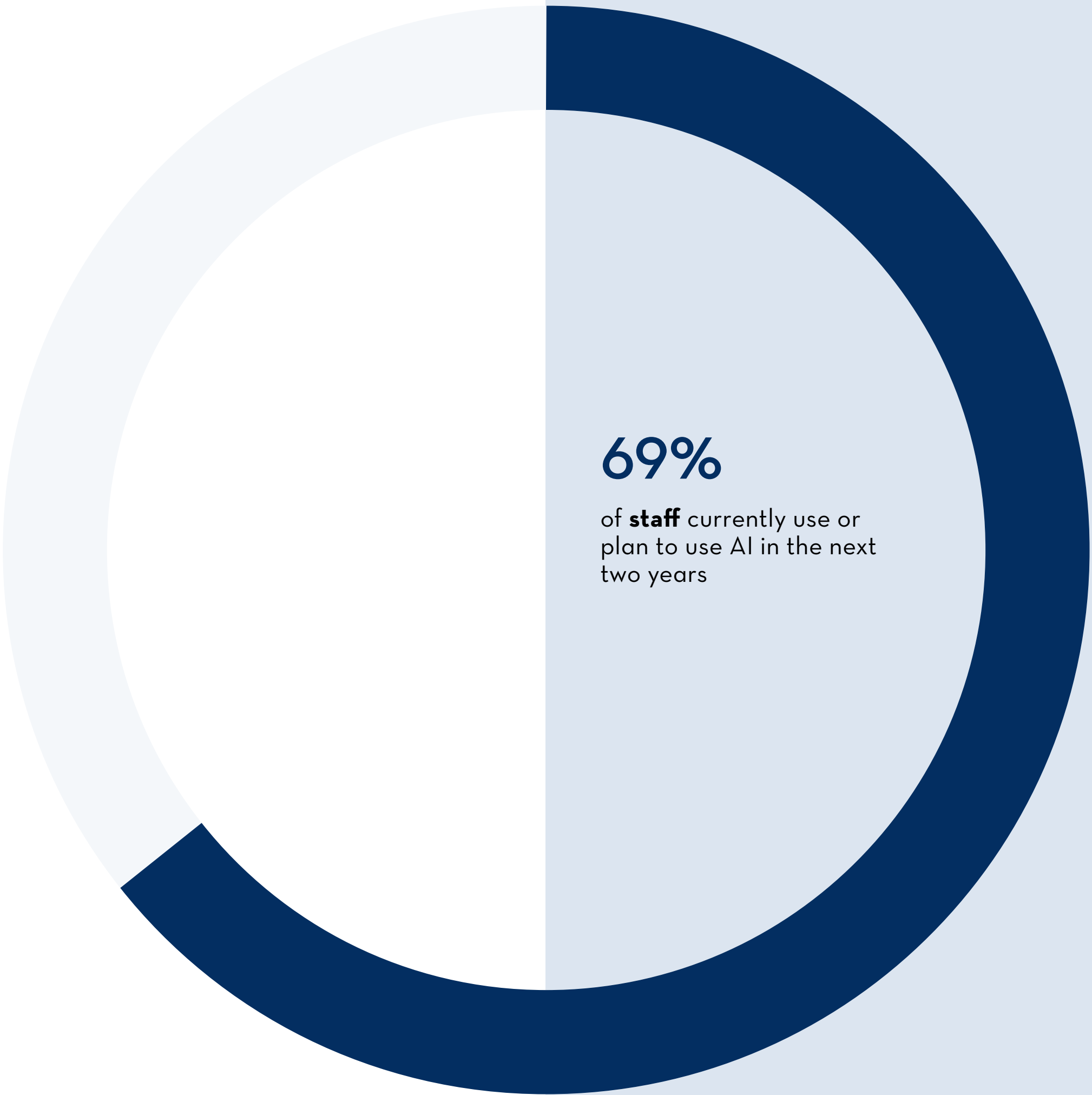
Approximately three-quarters of staff currently use or plan to use video chat (76%), chatbots (75%), and/or virtual reality (72%).

AI Can Improve Interactions Between Staff and Students

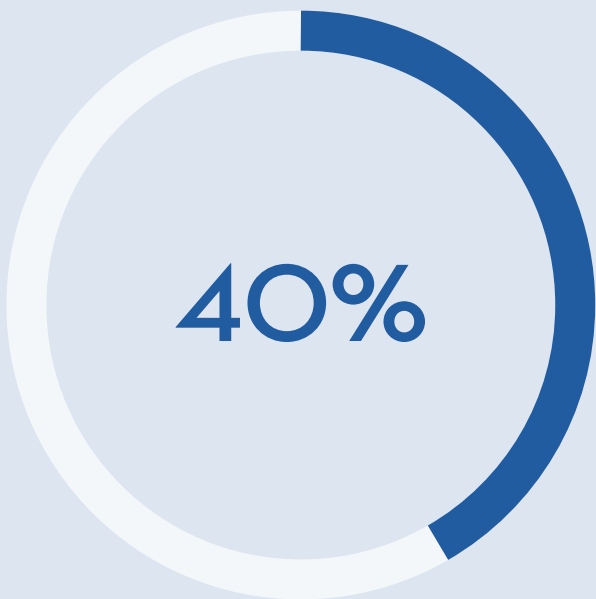
As students expect real-time, self-service support on the digital channels they prefer, the most advanced solution to carry higher education into the future is artificial intelligence (AI). And institutions are stepping up.

Institutions are deploying AI technology across departments, allowing faculty and staff to provide students with real-time answers on admissions, academics, financial aid, and on-campus activities. AI makes it possible to intervene with students and provide tailored support at scale.

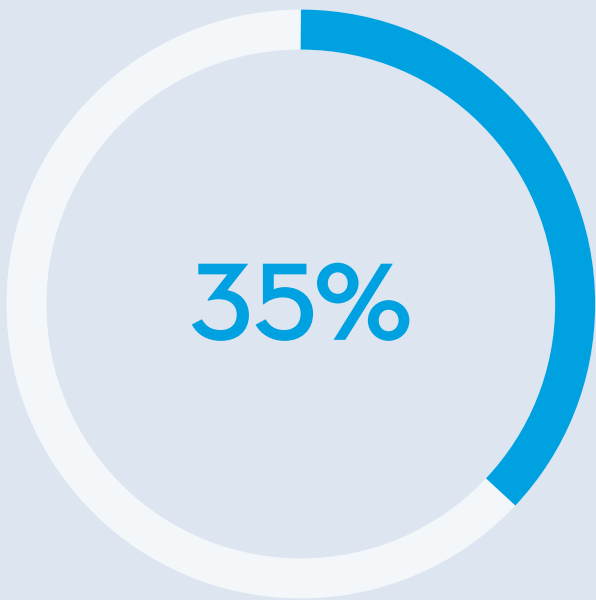
Furthermore, AI helps institutions identify data patterns and uncover deep insights into the student experience. From these learnings, an institution can automate processes and become more proactive in giving students the right information at the right time. AI can be a catalyst for next generation student support, providing timely and accurate responses for students when they need it most.



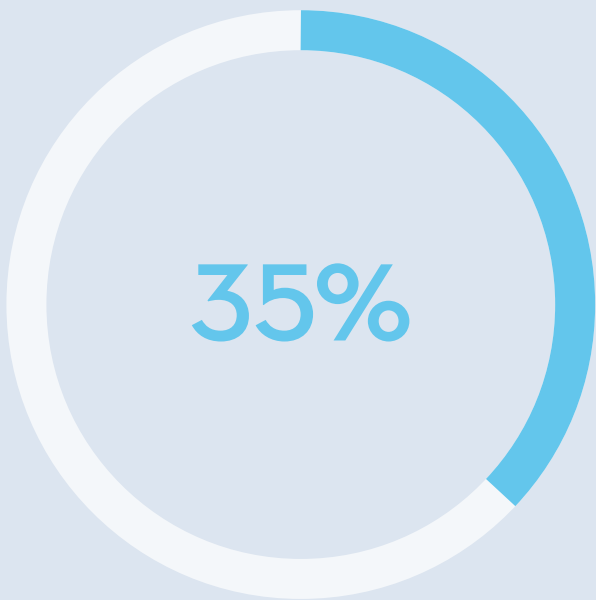
Most staff currently use or plan to use AI within the next two years for



student engagement



academic planning - advising, degree plans, major changes



registration, records, financial aid, billing payment

Conclusion

Transforming Student Engagements into Lifelong Relationships

Creating connected experiences starts with a 360-degree view of every student.





Deliver Personalized Experiences Throughout the Student Lifecycle

Creating a connected experience begins with putting the student at the center of everything your institution does. It requires meeting students where they are during the day (or night), cultivating a sense of belonging, and providing personalized messages on the channels they prefer. Successful institutions look at the student experience as a lifelong journey. It begins during the recruitment and admissions phase, extends throughout their learning journey, and continues with them into their career or graduate studies.

Staying connected during this lifelong journey means that technology and data must work together across all departments – recruitment and admissions, marketing, student services, advancement and alumni relations. Disjointed technology between departments poses too great a risk for institutions as they seek to increase enrollment, engage students, and create lifelong bonds with alumni.

That's why institutions of all sizes are turning to a CRM platform to create connected experiences that drive both student and institution success. With a 360-degree view of every student, institutions can capture proactive insights and personalize the student experience at scale. A CRM platform helps break down institutional silos so faculty and staff can spend less time gathering student data and more time driving student success from recruitment and admissions all the way to advancement and alumni engagement. **This empowers institutions to transform student engagements into lifelong relationships.**

Detailed Findings by Department



Recruitment & Admissions

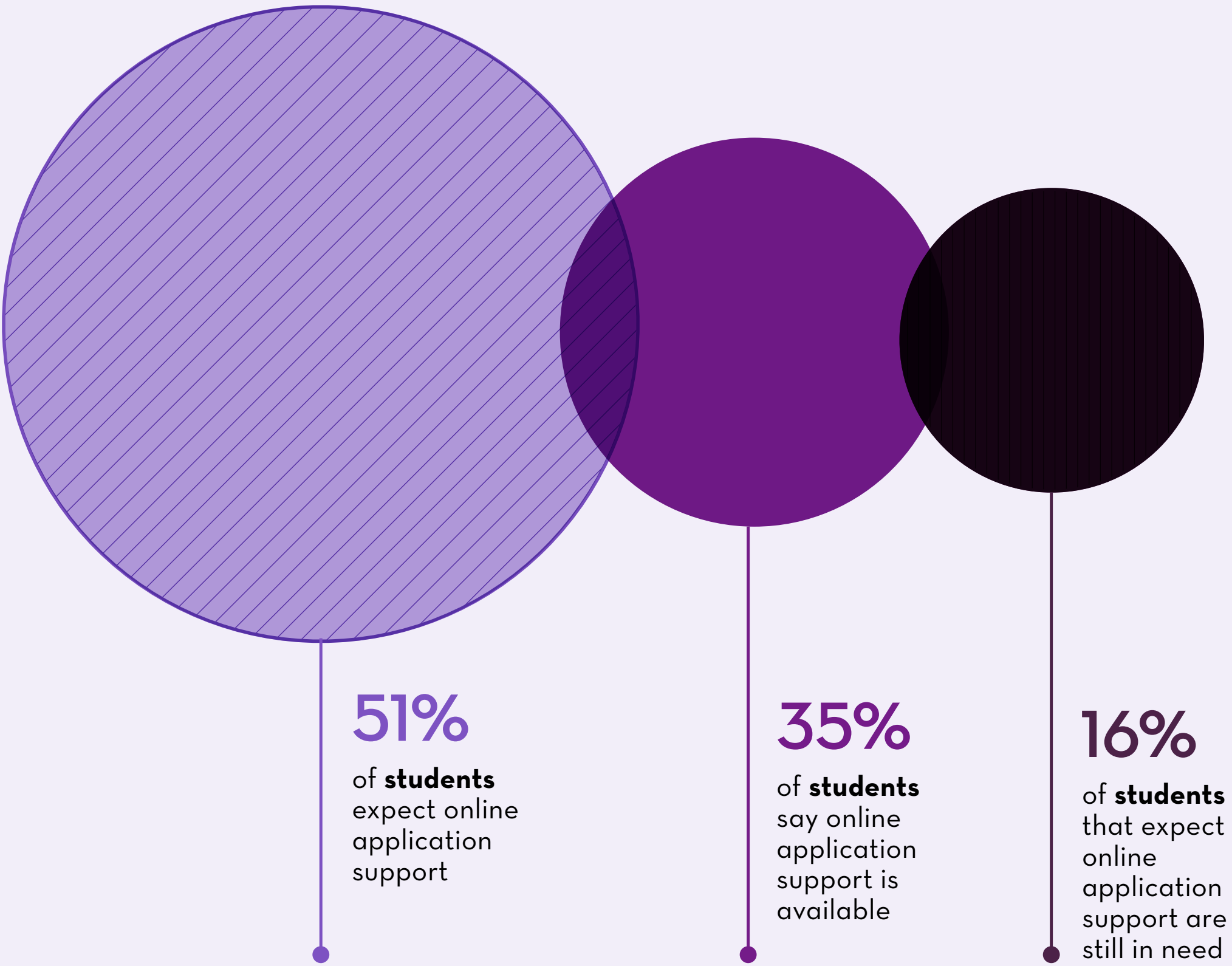
Creating a strong first impression with students

Chances are, a student’s first impression of your institution will be formed online. A majority (56%) of students researched online before they visited their current college or university. And 22% followed the institution on social media before visiting the campus. What’s more, both staff (92%) and students (82%) say that having an easy-to-navigate website with helpful information is a top influencer in the decision to apply.

This is good news for institutions. While you only get one chance to make a first impression, a digital-first platform can enable your institution to control that first impression at scale – to shape the values, culture, and core messages it shares with prospects across any channel or device.

Despite the statistics, 29% of the institutions that reported flat growth last year owed it to a lack of funds for targeted marketing and communications. Resource allocation is always a challenging discussion in any department, and recruitment is no exception. But with **83% of staff saying that investment in technology helps with recruiting efforts**, this indicates that priority investments should be in an institution’s digital platforms. Students prefer personalized emails (72%) as the top way they want to hear from schools. Does your institution have the right technology in place to create custom outbound messages?

Institutions have an opportunity to close student support gaps throughout the recruitment and admissions experience



Marketing & Communications

Tailored content can keep students on track and involved in the community

Personalization is key when it comes to marketing and communications throughout the student journey. However, the survey results show an imbalance between the modes of communication students prefer and those they are receiving. For example, 36% of students prefer tailored SMS/text reminders, but only 20% receive those communications.

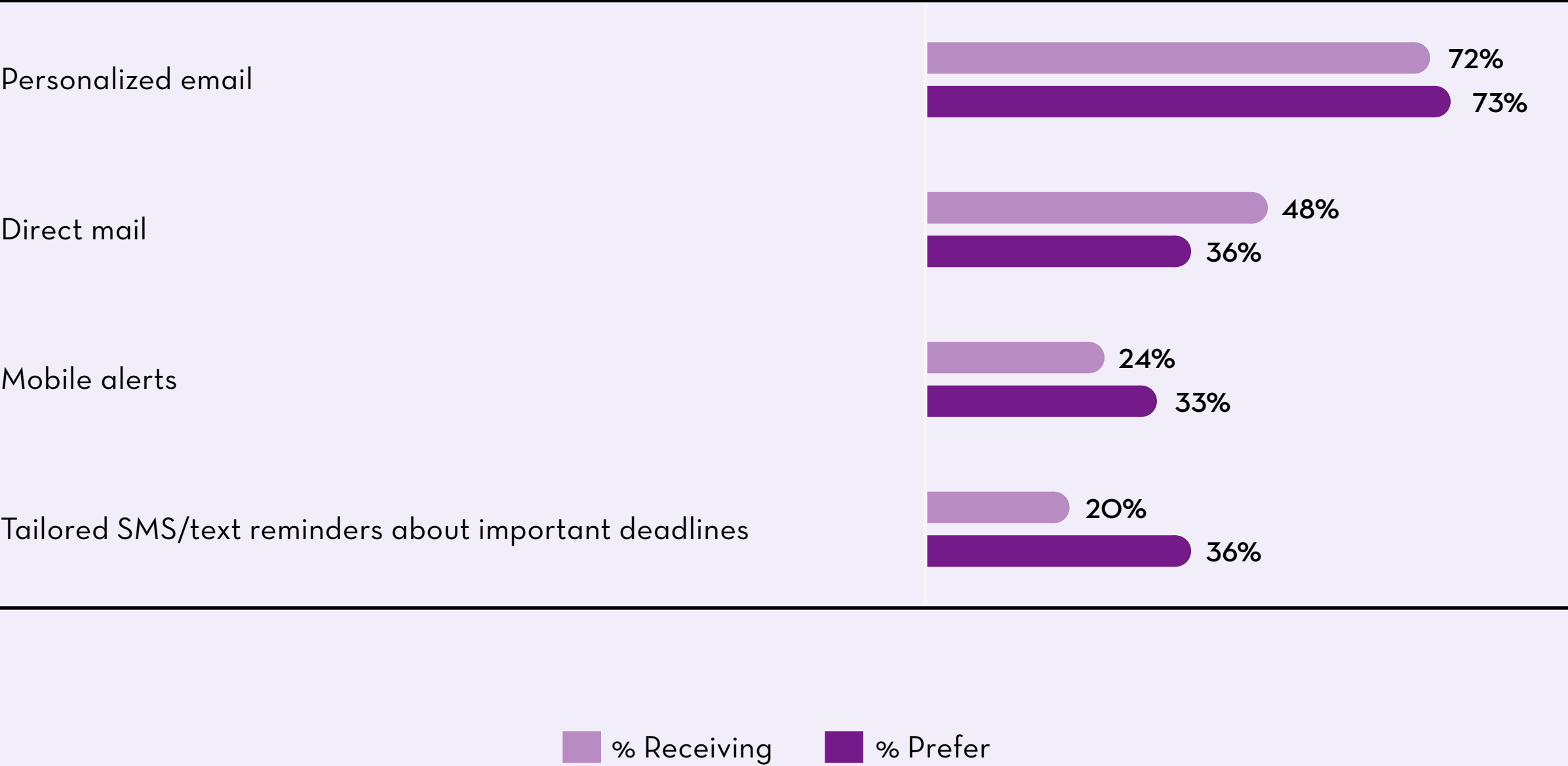
On the flip side, though only one-third of students prefer direct mail, nearly half receive it. Marketing teams should carefully weigh the advantages of each form of communication and strike a balance between which modes they provide and which ones students prefer.

Staff say their top priorities for reaching students include:

- Event promotion (41%)
- Personalized messages (38%)
- Email marketing (36%)

Currently, only 30% of staff use integrated cross-channel journeys, but 40% plan to adopt this approach in the next two years.

Students’ Preferred Communication Channels



Student Experience

Students expect mobile-first support from advisors

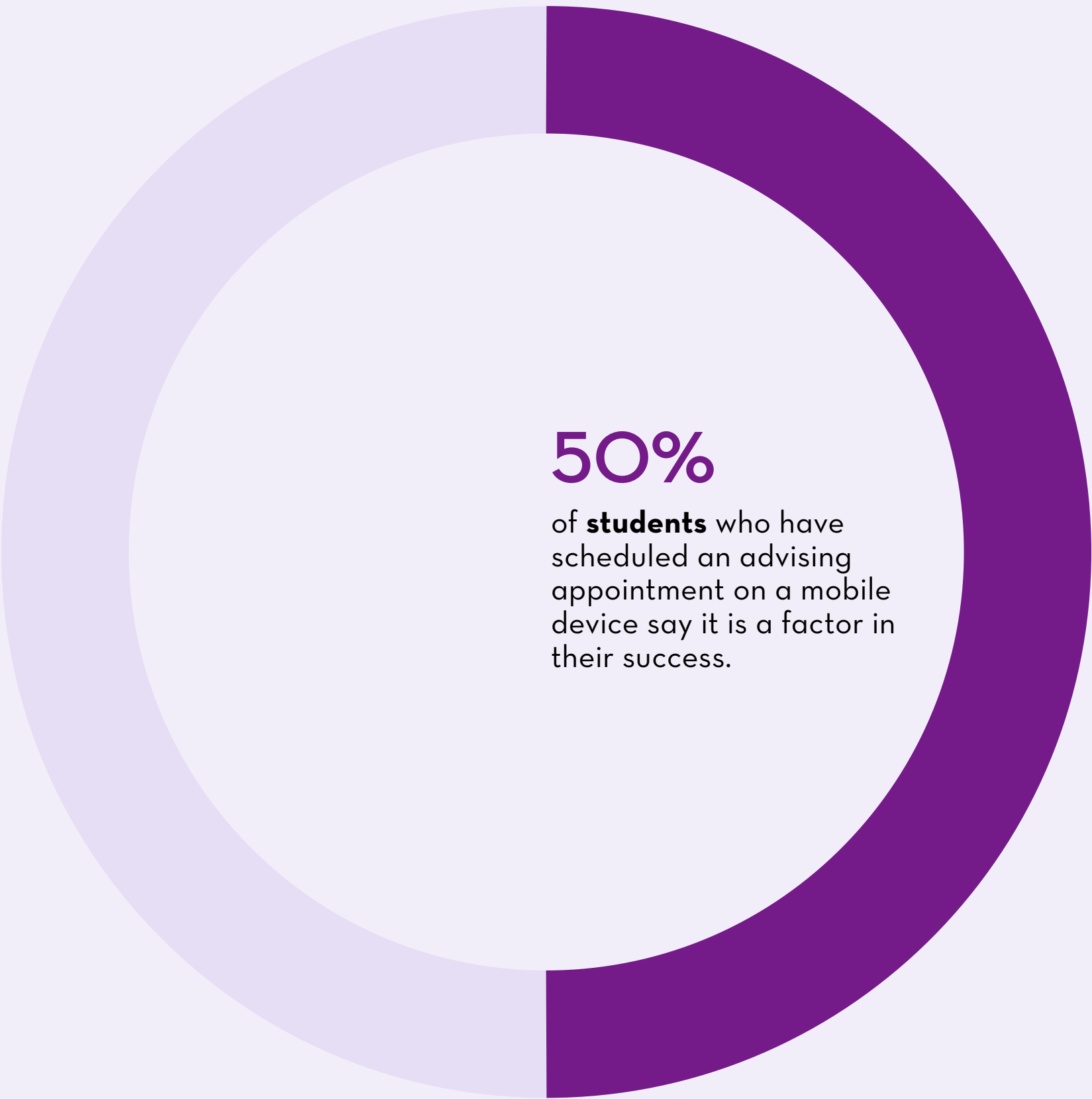
Students depend on one-on-one sessions with their advisors and tutors to help them make the right choices in classes, internships, and careers.

67% of students who have one-on-one advising at their college/university say it is a factor in helping them succeed. And the easiest way to schedule a one-on-one appointment appears to be on a mobile device, as almost half of students say that this is a factor in their success.

However, student expectations in mobile appointment scheduling are not being met. More than a third (39%) of students expect the ability to schedule advising appointments on a mobile device, but only 27% actually are being offered this option.

Institutions that want to show they are invested in their students can adopt other advising tools such as a one-stop student services portal, which 39% of students say factors into their success. Personalized texts about events and deadlines rank second-highest as a factor contributing to student success (27%).

What helps students succeed?



50%
of **students** who have scheduled an advising appointment on a mobile device say it is a factor in their success.

Advancement & Alumni Engagement

Connecting students with alumni cultivates a strong, lifelong community

Some students choose an institution as much for the alumni connections as the academics. Yet there’s a discrepancy between what students desire in alumni connections and what institutions provide:

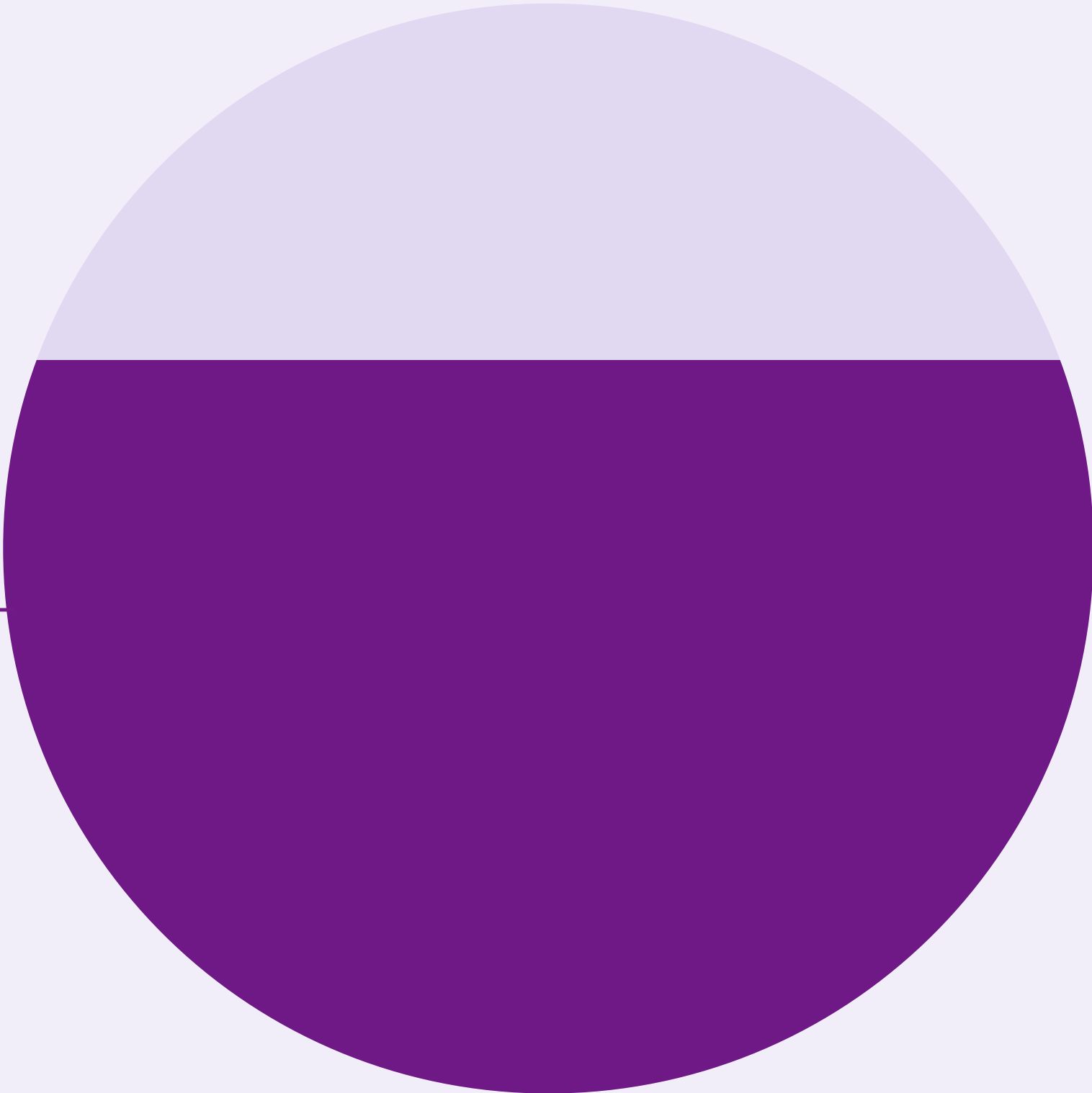
34% of students expect their university to help them connect to alumni, yet only 30% of students report having access to alumni connections through their university.

In regions such as the U.K., France, Spain and the U.S., students seek to develop alumni relationships for networking and career opportunities as they pursue their degree. Once students graduate and become alumni, they want to feel part of a professional community with other alumni as they progress along a career path.

Creating more robust connections between current students and alumni, as well as among graduates themselves, is an area of tremendous opportunity for institutions. Online communities can create the connections that students and alumni are looking for throughout their lives.

Alumni-student connections are in demand

70% of **students** say their institutions do not provide a student community to connect with alumni.



Country Profiles



United States

228 Students & 110 Staff

Students Expect a Connected Experience

- Just over half of students (58%) say their overall experience is outstanding/very good, yet siloed technology is a cause of frustration.
- 68% of students say it’s frustrating to sign in to more than one app to get information.
- 57% have to sign into 2+ platforms to get answers or find information about their school or classes.
- The biggest gaps between how students expect to connect and what they receive are with online chat (a 21% gap), one-on-one online advising (a 19% gap), and online application support (a 17% gap).

Top Influencers on Increasing Student Enrollment



Staff say...

- 43%** academic programs
- 38%** scholarships
- 21%** strong social media presence

Cultivating a Sense of Community Across the Entire Student Lifecycle



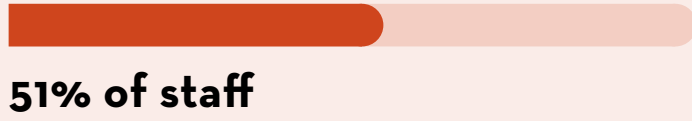
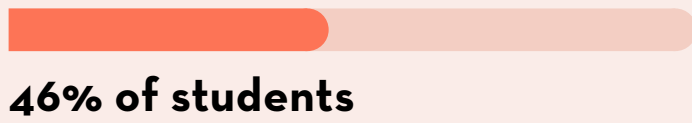
- 80% of students** say a sense of belonging was a factor in their decision to enroll
- 97% of staff** say a sense of belonging influenced students’ decision to enroll



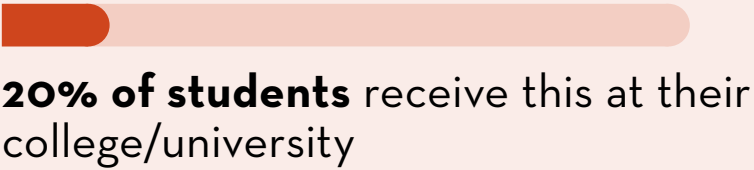
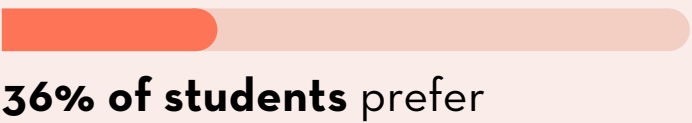
- 36% of students** expect their college/ university to offer a student community to connect with alumni
- 51% of staff** say that students expect a student community to connect with alumni

How Technology Can Improve the Student & Staff Experience

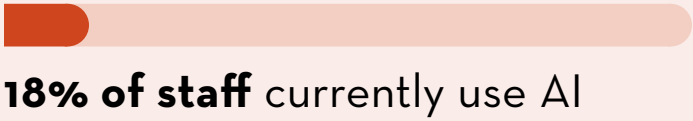
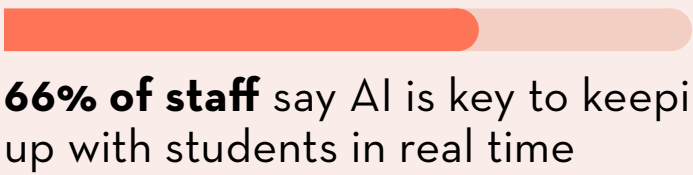
Expect their college/university to have a centralized app for accessing student/staff information



SMS/text reminders about important deadlines



Artificial Intelligence (AI)



United Kingdom

109 Students & 107 Staff

Students Expect a Connected Experience

- Just over half of students (58%) say their overall experience is outstanding/very good, yet siloed technology is a cause of frustration.
- 72% of students say it’s frustrating to sign in to more than one app to get information.
- 59% of students say they have to sign in to 2+ platforms to get answers or find information about their school or classes.
- The biggest gaps between how students expect to be connected and what they receive are with online chat (a 19% gap), one-on-one online advising (an 18% gap), and online application support (a 15% gap).

Top Influencers on Increasing Student Enrollment



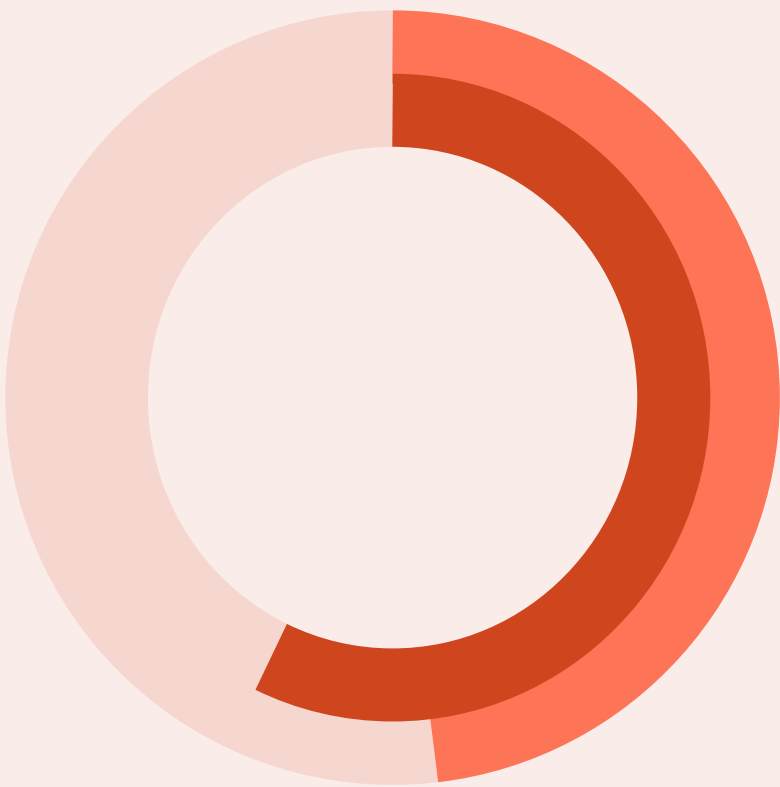
Staff say...

- 31%** academic programs
- 31%** recruiting events
- 31%** strong social media presence

Cultivating a Sense of Community Across the Entire Student Lifecycle



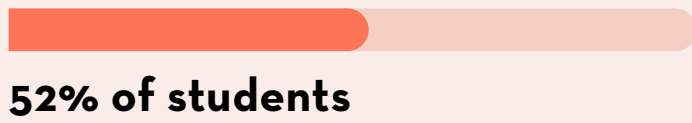
- 81% of students** say a sense of belonging was a factor in their decision to enroll
- 94% of staff** say a sense of belonging influenced students’ decision to enroll



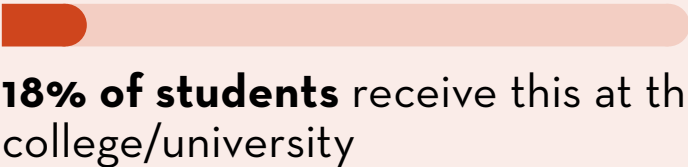
- 48% of students** expect their college/ university to offer a student community to connect with alumni
- 62% of staff** say that students expect a student community to connect with alumni

How Technology Can Improve the Student & Staff Experience

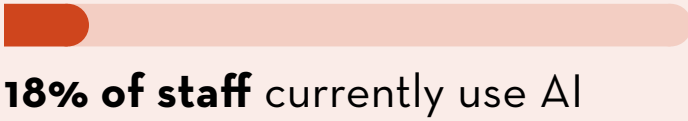
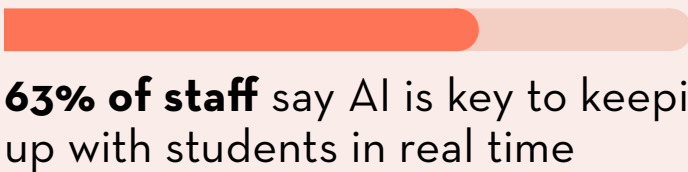
Expect their college/university to have a centralized app for accessing student/staff information



SMS/text reminders about important deadlines



Artificial Intelligence (AI)



Netherlands

104 Students & 112 Staff

Students Expect a Connected Experience

- Only one third of students (33%) say their overall experience is outstanding/very good, yet siloed technology is a cause of frustration.
- 64% of students say it’s frustrating to sign in to more than one app to get information they need.
- 75% of students say they have to sign in to 2+ platforms to get answers or find information about their school or classes, and **11% of students need to engage with over 6 platforms.**
- The biggest gaps between how students expect to be connected and what they receive are with one-on-one online advising (a 17% gap), online chat (a 15% gap), and online student communities by academic focus (a 14% gap).

Top Influencers on Increasing Student Enrollment



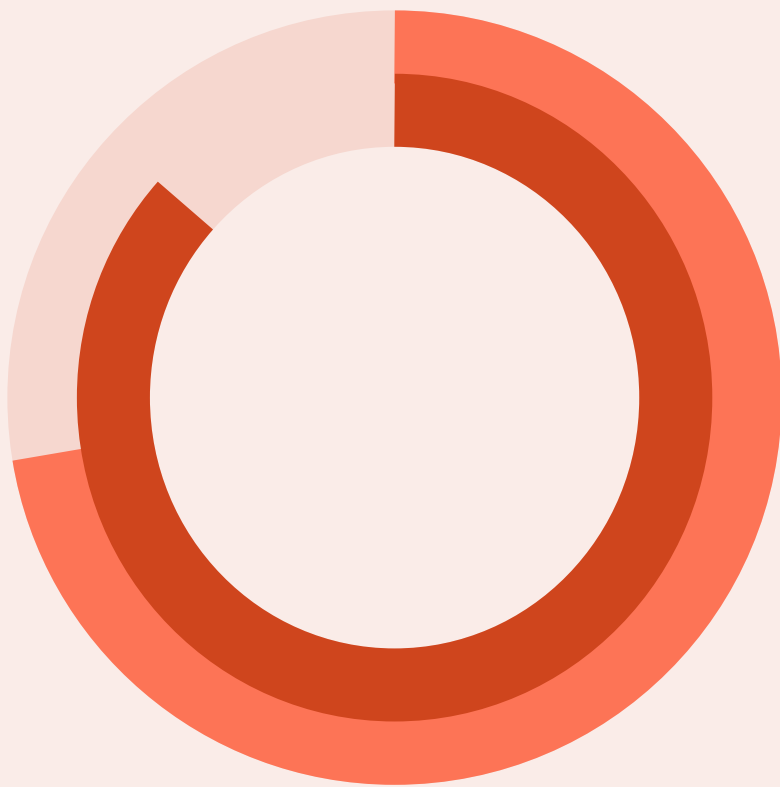
Staff say...

22% strong social media presence

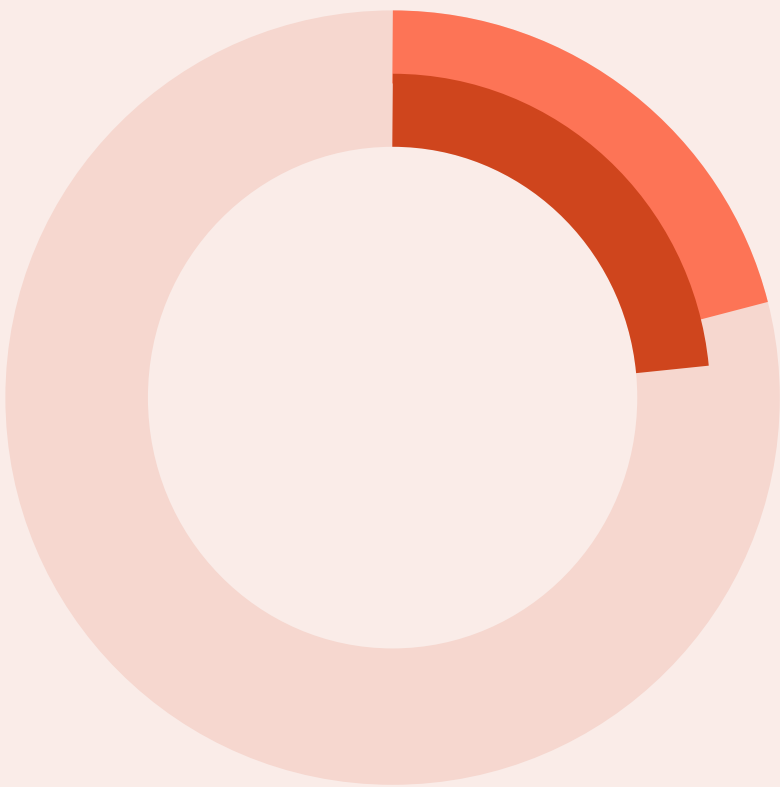
21% online news

18% scholarships

Cultivating a Sense of Community Across the Entire Student Lifecycle



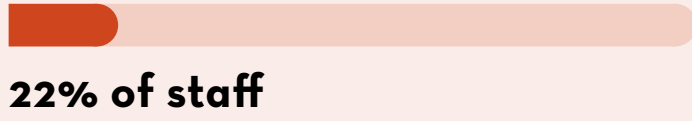
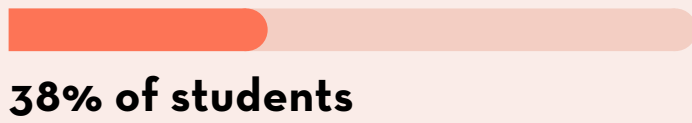
- **75% of students** say a sense of belonging was a factor in their decision to enroll
- **87% of staff** say a sense of belonging influenced students’ decision to enroll



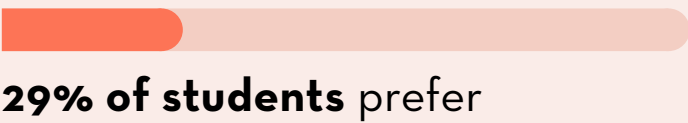
- **20% of students** expect their college/ university to offer a student community to connect with alumni
- **24% of staff** say that students expect a student community to connect with alumni

How Technology Can Improve the Student & Staff Experience

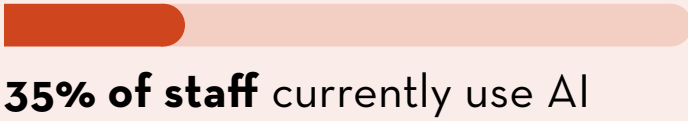
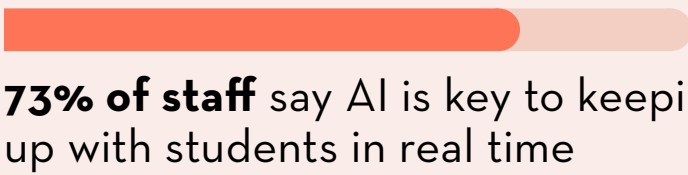
Expect their college/university to have a centralized app for accessing student/staff information



SMS/text reminders about important deadlines



Artificial Intelligence (AI)



Germany

109 Students & 104 Staff

Students Expect a Connected Experience

- Less than one third of students (30%) say their overall experience is outstanding/very good, yet siloed technology is a cause of frustration.
- 61% of students say it’s frustrating to sign in to more than one app to get information they need.
- 74% of students say they have to sign in to 2+ platforms to get answers or find information about their school or classes.
- The biggest gaps between how students expect to be connected and what they receive are with a centralized app for students and staff (a 30% gap), easy-to-navigate website (a 26% gap), and online application support (a 24% gap).

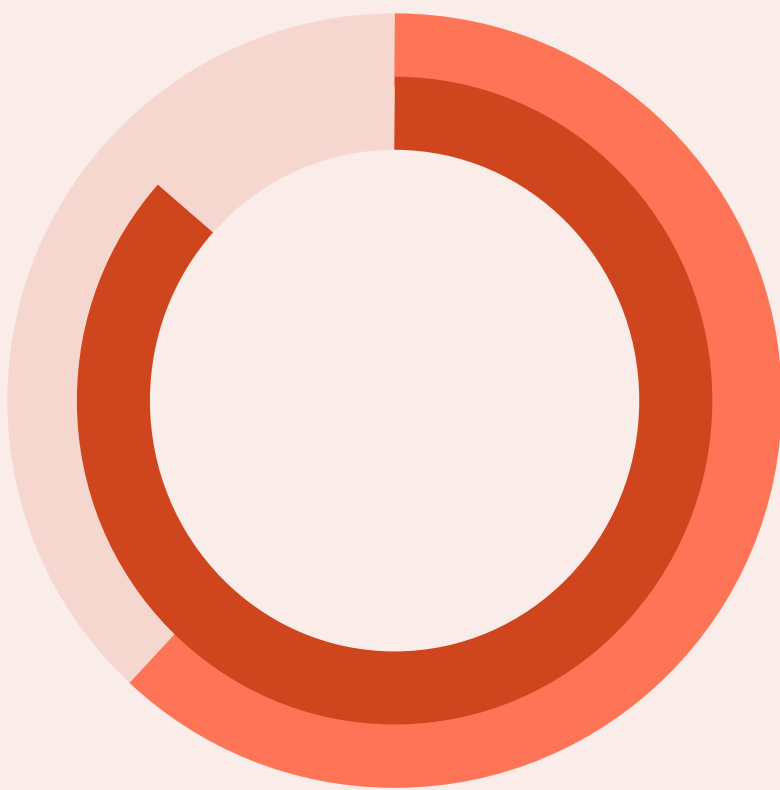
Top Influencers on Increasing Student Enrollment



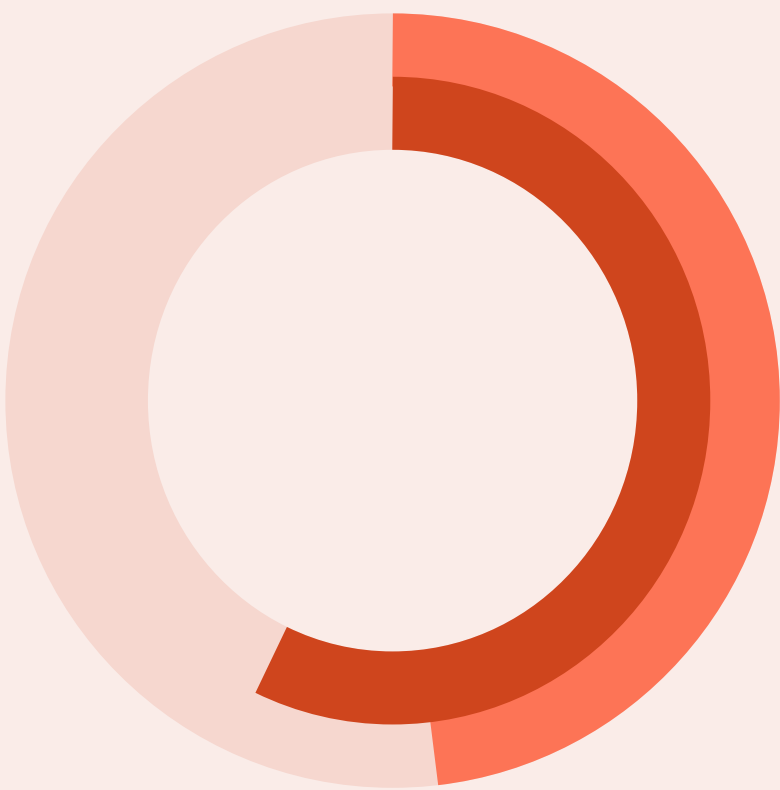
Staff say...

- 21%** online communities for admitted students to ask questions
- 21%** academic programs
- 19%** scholarships

Cultivating a Sense of Community Across the Entire Student Lifecycle



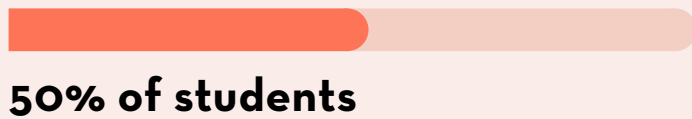
- 66% of students** say a sense of belonging was a factor in their decision to enroll
- 87% of staff** say a sense of belonging influenced students’ decision to enroll



- 48% of students** expect their college/ university to offer a student community to connect with alumni
- 62% of staff** say that students expect a student community to connect with alumni

How Technology Can Improve the Student & Staff Experience

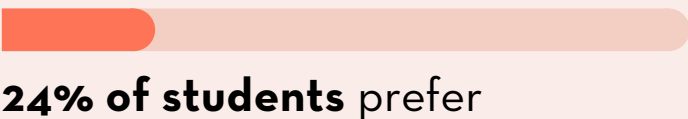
Expect their college/university to have a centralized app for accessing student/staff information



50% of students

38% of staff

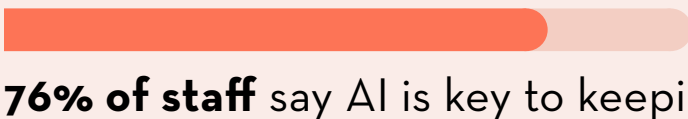
SMS/text reminders about important deadlines



24% of students prefer

5% of students receive this at their college/university

Artificial Intelligence (AI)



76% of staff say AI is key to keeping up with students in real time

31% of staff currently use AI

France

109 Students & 108 Staff

Students Expect a Connected Experience

- Just over one third of students (35%) say their overall experience is outstanding/very good, yet siloed technology is a cause of frustration.
- 67% of students say it’s frustrating to sign in to more than one app to get information.
- 54% of students say they have to sign in to 2+ platforms to get answers or find information about their school or classes.
- The biggest gaps between how students expect to be connected and what they receive are with one-on-one online advising (a 31% gap), online chat (a 31% gap), and online student communities by academic focus (a 24% gap).

Top Influencers on Increasing Student Enrollment



Staff say...

24% scholarships

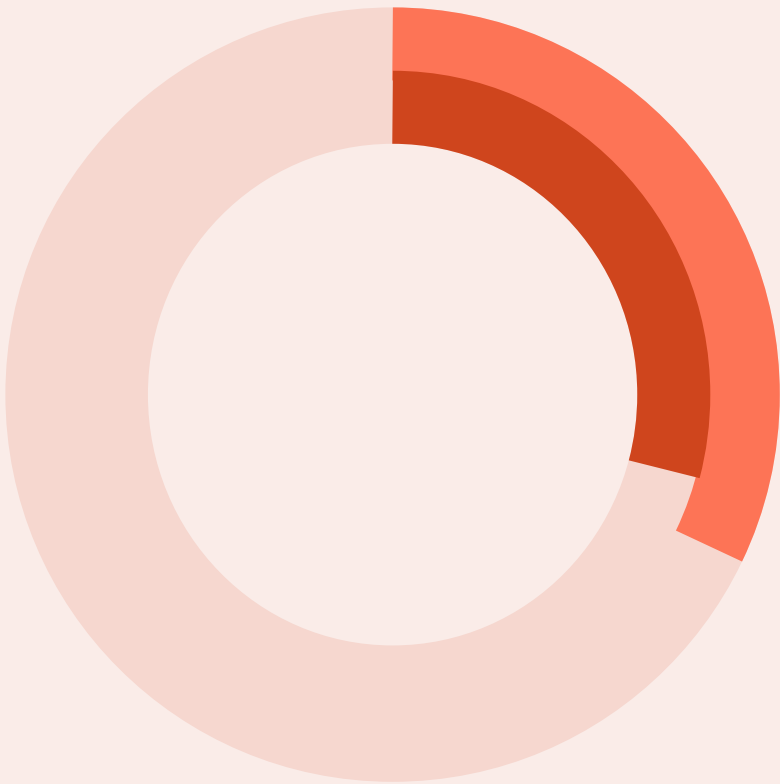
17% academic programs

16% online news

Cultivating a Sense of Community Across the Entire Student Lifecycle



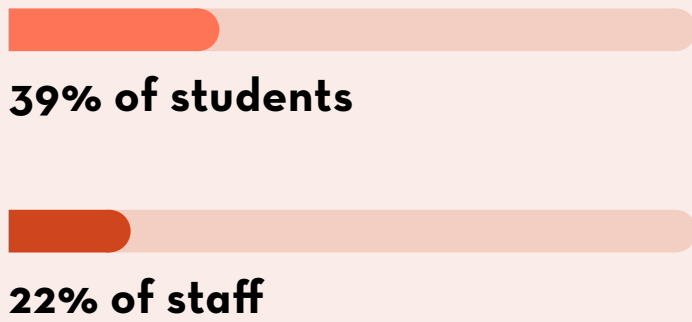
- **65% of students** say a sense of belonging was a factor in their decision to enroll
- **22% of staff** say a sense of belonging influenced students’ decision to enroll



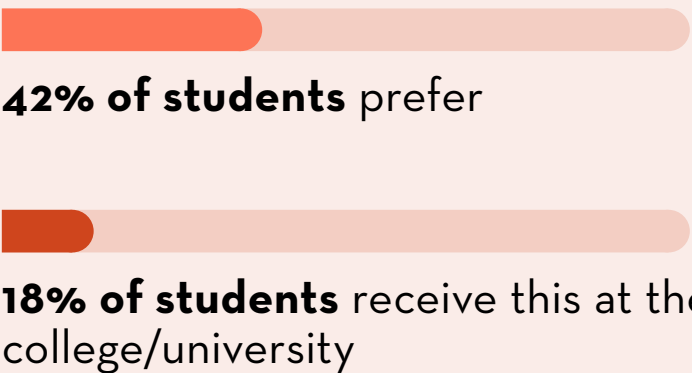
- **33% of students** expect their college/ university to offer a student community to connect with alumni
- **31% of staff** say that students expect a student community to connect with alumni

How Technology Can Improve the Student & Staff Experience

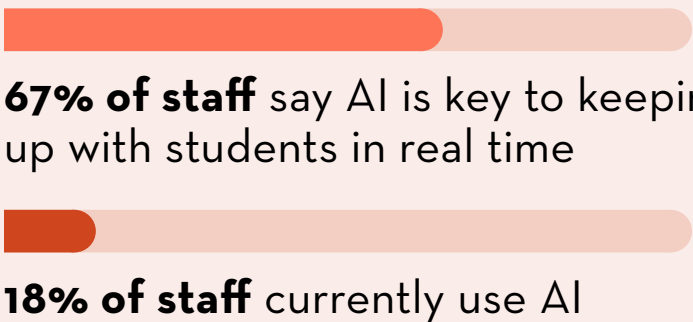
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SMS/text reminders about important deadlines



Artificial Intelligence (AI)



Respondent Profiles



Measure	United States	United Kingdom	Netherlands	Germany	France
Male	22%	28%	57%	45%	37%
Female	77%	69%	40%	54%	62%
Gender diverse	0%	3%	2%	0%	1%
Prefer not to say	0%	0%	1%	1%	0%
18 to 24	72%	81%	75%	62%	94%
25 to 34	19%	14%	22%	29%	6%
35+	8%	6%	3%	8%	0%
Have children ages 21 or younger	14%	15%	21%	7%	15%
Working	32%	18%	59%	26%	30%
Full-time student	91%	95%	82%	94%	89%
All courses on campus	61%	92%	51%	91%	75%
All courses online	14%	6%	21%	2%	8%
Some courses on campus, some online	25%	2%	28%	7%	17%
Receiving financial aid	75%	57%	65%	30%	59%

Measure	United States	United Kingdom	Netherlands	Germany	France
Community College (U.S.) & Further Education Institution (UK, NL, Germany and France)	15%	23%	5%	1%	52%
4-Year Private College (U.S.)/ Private College & University (NL, DE, France)	18%	0%	12%	12%	9%
4-Year Public College (U.S.) / Undergraduate University (UK)/ Public College & University (NL, DE, FR)	41%	59%	45%	73%	17%
Online School (U.S.,UK)/Grand Ecole & State Schools (NL, DE, FR)	6%	3%	5%	7%	4%
Graduate School (U.S., UK) /Business & Engineering School (NL, DE, FR)	20%	16%	8%	1%	8%
Trade School (U.S., NL, DE, FR)	0%	0%	57%	45%	37%
Vocational College (NL, DE, FR)	0%	0%	57%	45%	37%

Measure	United States	United Kingdom	Netherlands	Germany	France
Male	28%	42%	59%	66%	37%
Female	71%	58%	41%	34%	63%
Gender diverse	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	0%	0%
18 to 24	5%	6%	21%	10%	18%
25 to 34	36%	36%	51%	38%	39%
35 to 44	29%	29%	21%	34%	25%
45 to 54	19%	26%	6%	13%	12%
55 to 64	10%	3%	1%	5%	6%
Response to average number of students at their institution (excluding online-only schools)	9,058	4,595	2,744	3,891	2,510

Measure	United States	United Kingdom	Netherlands	Germany	France
Community College (U.S.) & Further Education Institution (UK, NL, Germany and France)	14%	34%	20%	11%	23%
4-Year Private College (U.S.)/ Private College & University (NL, DE, France)	16%	49%	20%	17%	11%
4-Year Public College (U.S.) / Undergraduate University (UK)/ Public College & University (NL, DE, FR)	41%	49%	16%	38%	27%
Online School (U.S.,UK)/Grand Ecole & State Schools (NL, DE, FR)	3%	2%	4%	7%	8%
Graduate School (U.S., UK) /Business & Engineering School (NL, DE, FR)	24%	16%	22%	12%	7%
Trade School (U.S., NL, DE, FR)	3%	0%	4%	7%	5%
Vocational College (NL, DE, FR)	0%	0%	13%	9%	19%

