Institutions are embracing digital transformation to best serve the needs of today’s students at scale. Staff are embracing video chat, chatbots, and virtual reality; 86% of staff use or plan to use these technologies. 75% of staff use or plan to use Artificial Intelligence (AI) technology across departments; 69% of staff use or plan to use AI in the next two years. A building is no longer a prerequisite for learning; 81% of staff agree that technology helps close the achievement gap with students.

Built on the world’s #1 CRM, Education Cloud drives student and institution success with 360-degree views across the entire educational journey. This empowers recruitment and admissions, student services, advancement, and operations teams to collaborate using one integrated CRM platform for education:

- Transform siloed data into actionable student insights
- Create personalized experiences at scale
- Transform student engagements into lifelong relationships

A Platform for Change

As reported by 1,000 students & staff across Europe & North America, the Connected Student Report outlines trends and opportunities for higher education institutions to enhance the student experience.

Top Gaps Between Student Expectations and Reality

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% of students expect online student communities by academic focus</td>
<td>27% of students have access to these online communities at their institution</td>
</tr>
<tr>
<td>47% of students want a self-service chat tool support at their institution</td>
<td>26% of students attend institutions with these self-service tools</td>
</tr>
<tr>
<td>36% of students want tailored SMS/text reminders about important deadlines</td>
<td>20% of students actually receive deadline reminders via SMS/text</td>
</tr>
</tbody>
</table>

Closing the Gap to Drive Student and Institution Success

- 1/3 of staff agree that technology helps close the achievement gap with students.

A sense of belonging
- In the Netherlands, 75% of students say a sense of belonging was a factor in their decision to enrol.

Personalised communications
- In the US, 89% of students say personalised messages help convey their institution is invested in their success.

Digital support
- In the UK, 78% of students prefer to request help via technology or self-help channels, rather than in person.

Factors Shaping the Student Experience

Today’s students are looking for:

- A sense of belonging
- Personalised communications
- Digital support
- Seamless support online

What a student expects vs. what a student experiences

- Student-Centric Communities
  - 40% of students expect online student communities by academic focus
  - 27% of students have access to these online communities at their institution

- Seamless Support Online
  - 47% of students want a self-service chat tool support at their institution
  - 26% of students attend institutions with these self-service tools

- Text Reminders
  - 36% of students want tailored SMS/text reminders about important deadlines
  - 20% of students actually receive deadline reminders via SMS/text

3 Factors Shaping the Student Experience

- One-on-one online advising aids their success: 67%
- A sense of belonging: 75% (Netherlands)
- Personalised messages help convey their institution is invested in their success: 89% (US)
- Request help via technology or self-help channels: 78% (UK)

5 Factors Shaping the Student Experience

- Digital support
- A sense of belonging
- Personalised communications
- Seamless support online
- Text reminders

Bridging the Gap

A global look at today’s students and what they need to succeed.

Today’s students are:

- Juggling work and study: 32% (US) working a full or part-time job
- Likely to have children: 21% (Netherlands) have children aged 21 or younger
- Learning online: 61% (France) are taking some or all classes online
- Diverse in age: 37% (Germany) are older than 24 years old

The Rise of the New Traditional Student

- Only 44% of students say they are having an outstanding or very good experience at their institution.
- 8% of staff agree that technology helps close the achievement gap with students.

How students feel about their higher ed experience?

- Learning online: 61% (France) are taking some or all classes online
- Diverse in age: 37% (Germany) are older than 24 years old