



Students are  
looking for  
personalized  
digital  
experiences.

**Does higher ed deliver?**



# Survey Methodology

1,000 U.S.  
college  
students

**735 four-year  
college students**

**265 two-year  
college students**

0

200

400

600

800

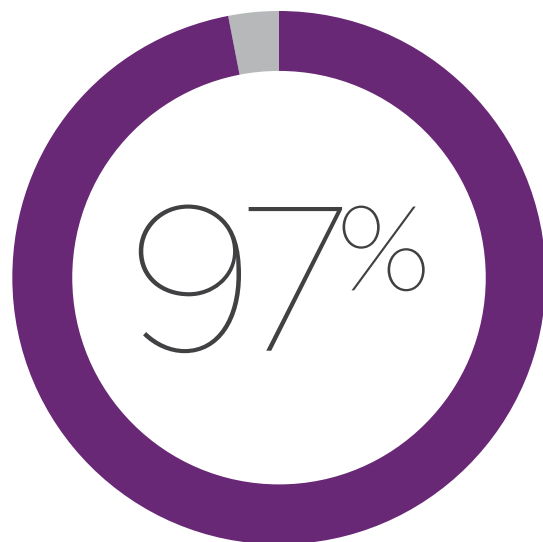
1,000

Data was collected between  
September and October 2017

Students were surveyed via  
email invitation and an online  
survey

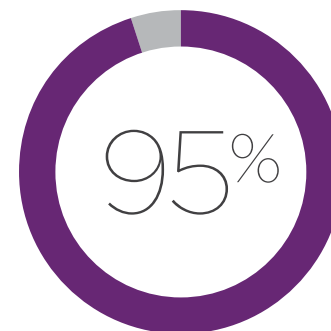
The Ellucian Survey was conducted by Wakefield Research among 1,000 U.S. college students between September 22 and October 2, 2017, using an email invitation and an online survey. Quotas have been set to ensure representative and statistically significant numbers of students who attend four-year vs. two-year institutions, students ages 24+, and students who work full time. The margin of error for results is +/- 3.1%.

Students today have ever-growing expectations of technology outside of the classroom. Though app use correlates with an emotional connection and positive experience, students often encounter a data disconnect between technologies used on campus.

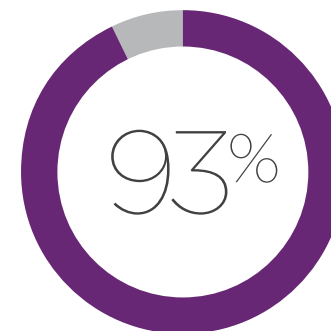


Beyond teaching and learning technologies, students say **technologies that support them outside of class** are just as important.

Advanced technology is important to students when picking an institution: **87% said the tech savvy of colleges is important when applying**



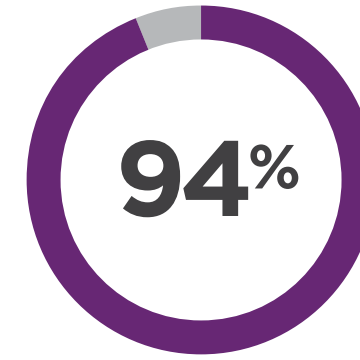
Students working full time



Students aged 24+

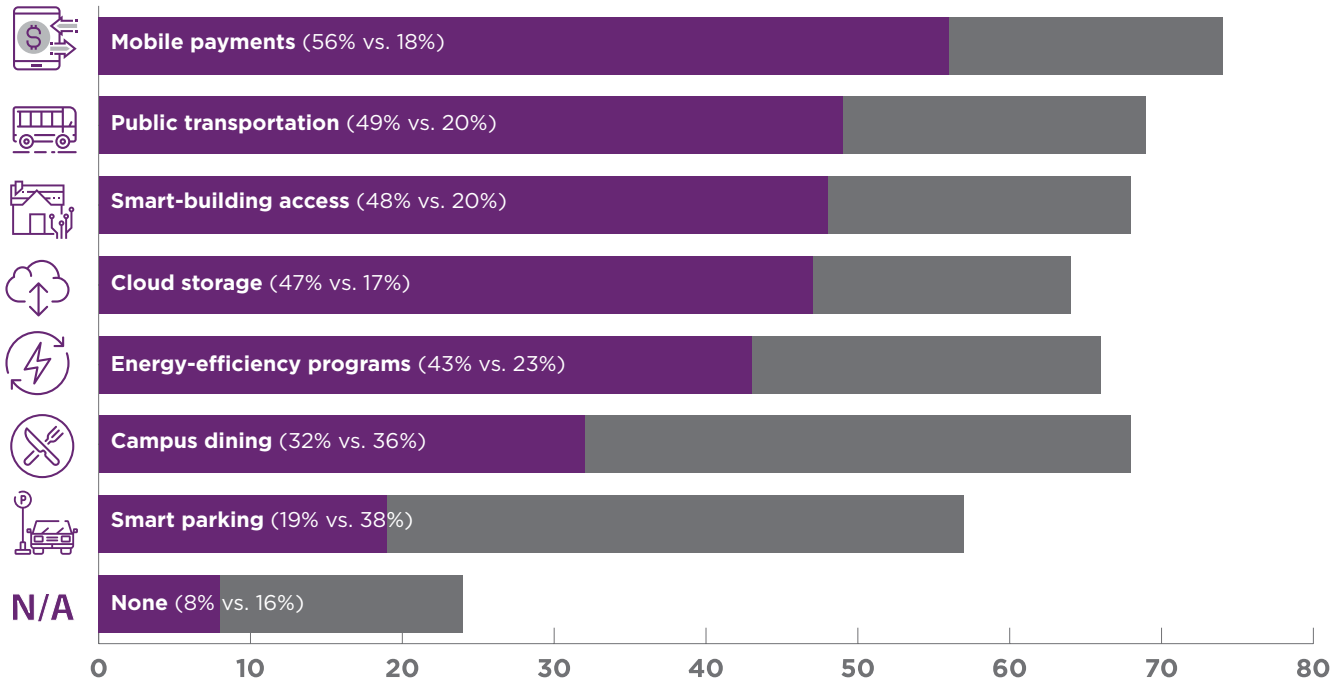
The importance of tech savviness is amplified for nontraditional students and those working full time.

Most colleges are adopting technology to improve students' experience on and off campus, but as expectations for digital connections increase, so do demands. Most students are looking for something that makes them feel more emotionally connected to their college.



The majority of students believe that connecting with faculty members, other students, event suggestions, deadline alerts, and course suggestions based on academic performance and interest would help them feel more emotionally connected to their institutions.

#### Advanced technologies currently offered versus wanted (if, not offered):



Research shows that large institutions are more likely to offer these advanced technologies



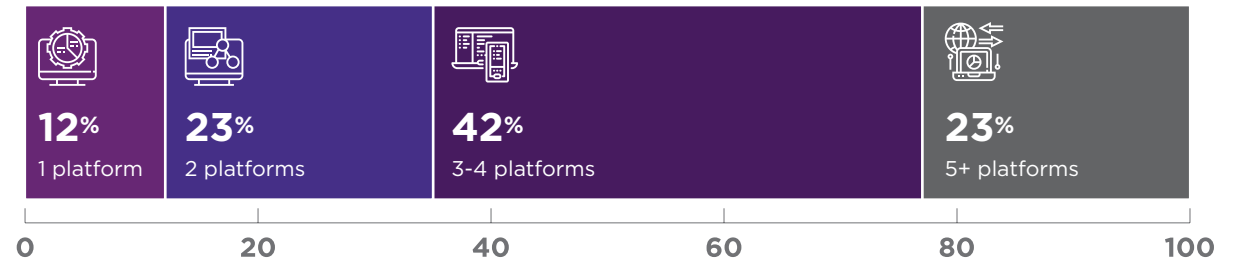


Ellucian's 2016 student survey showed that while students will provide colleges with plenty of personal data, **modern students (93%) expect that they should only have to provide it once to their institution.** Data-driven experiences are important and can only be delivered when institutions break down data silos. Equally important is making information easily accessible to students.



42% of students who have a centralized app still claim to log in to an average of 3-4 platforms

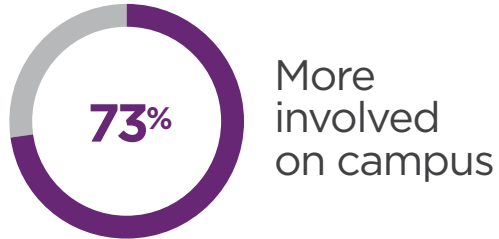
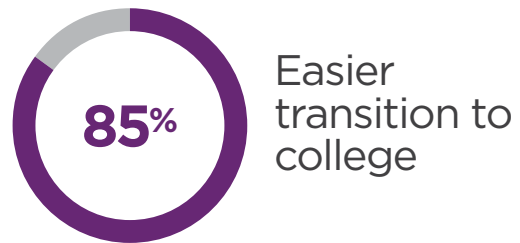
**Almost a quarter of all students must log into five or more sites/applications to access campus info:**



Two-thirds of students (68%) report that they receive proactive, personalized updates at least once a week

**1 in 5**  
STUDENTS GET  
DAILY UPDATES

Students who weren't offered a centralized app believe it would have made a positive difference in their transition to college and in their life on campus.



It's not just traditional four-year college students who are looking to participate in student organizations and campus events through a central app: **100% of students who work full time agreed that they would be more willing to participate if they could do so through a centralized app.** Prioritizing app offerings is critical for institutions that are looking to engage nontraditional students and maintain relationships after graduation.



College apps lag behind in creating a more personalized user experience. **Over half (58%) of students reported that of all the companies or entities they engage with, their college is furthest behind in personalizing their experience**—even more so at two-year institutions.

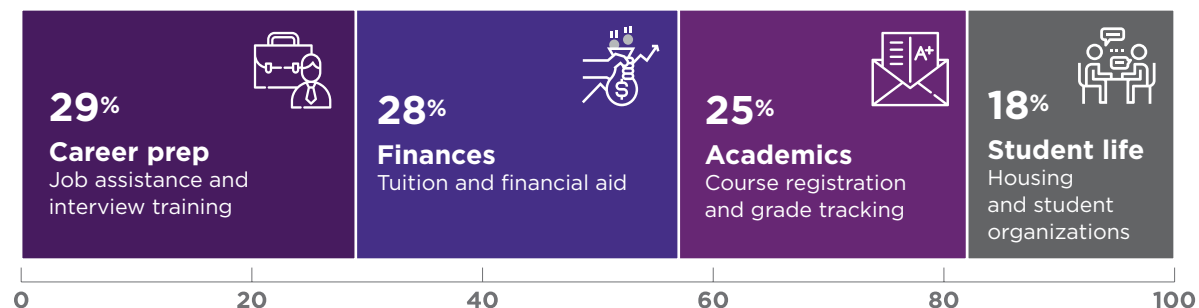


Colleges need to use the deep insights that student data can provide about their habits and preferences to customize student experiences.



**Three-quarters of students want their colleges to use their personal information to customize their experience and recommendations the same way businesses do.** This was true across the board: age, type of institution (two- or four-year) and gender did not impact findings.

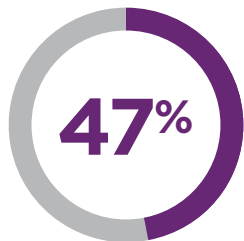
# But where do students most want to see this data-driven customization?



Given the amount of student data that colleges collect using data integration and analytics, including everything from course loads to social networks, it's not only possible but important to use technology to deliver personalized experiences that help students feel emotionally connected to their institutions. **Colleges can foster this connection through:**



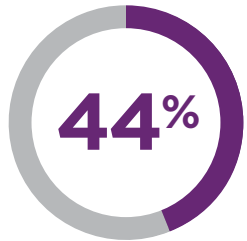
**Making friends and connecting with fellow students**



**Individualized course suggestions built on academic performance and interests**



**Customized event recommendations based on interests and past attendance**



**Alerts for deadlines**

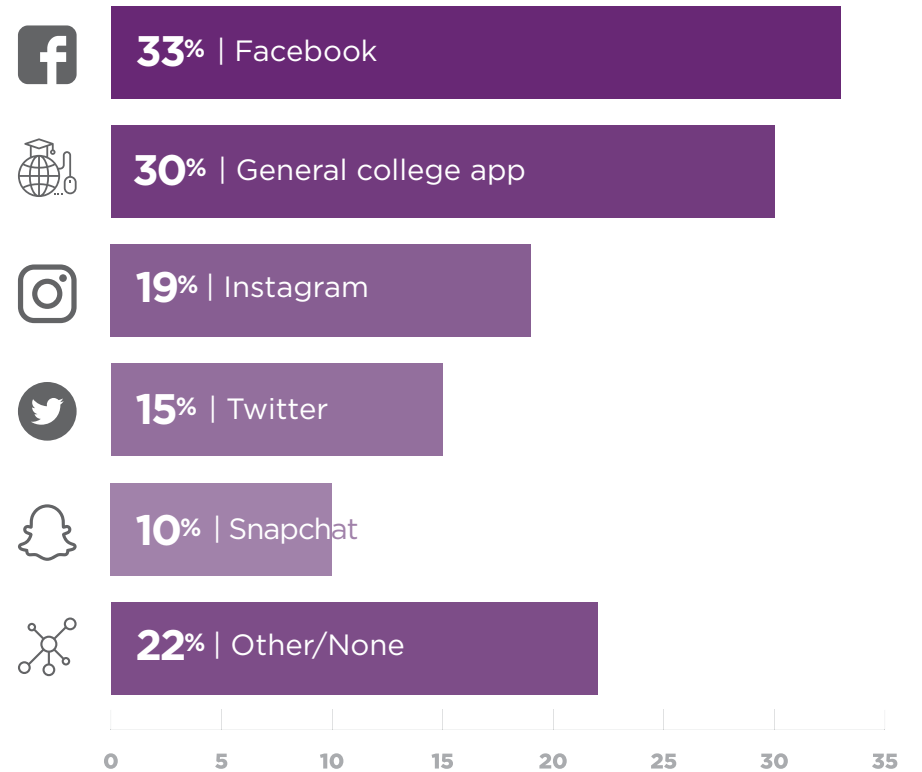


**Connecting to professors**



**Suggestions for supplemental resources or tutoring**

An emotional connection to one's college is important as it improves long-term student loyalty and future giving. Social media is essential to modern student life and fostering campus connectedness. **Students reported that these outlets made them feel most emotionally connected to their institutions:**





Students are overwhelmed by information when they start college, even when they have a school-sanctioned app to help them navigate their college experience.

While centralized apps are the first step, students are overwhelmed when they enter college—whether they're 18 years old and matriculating straight from high school or in their mid-20s and working full time.

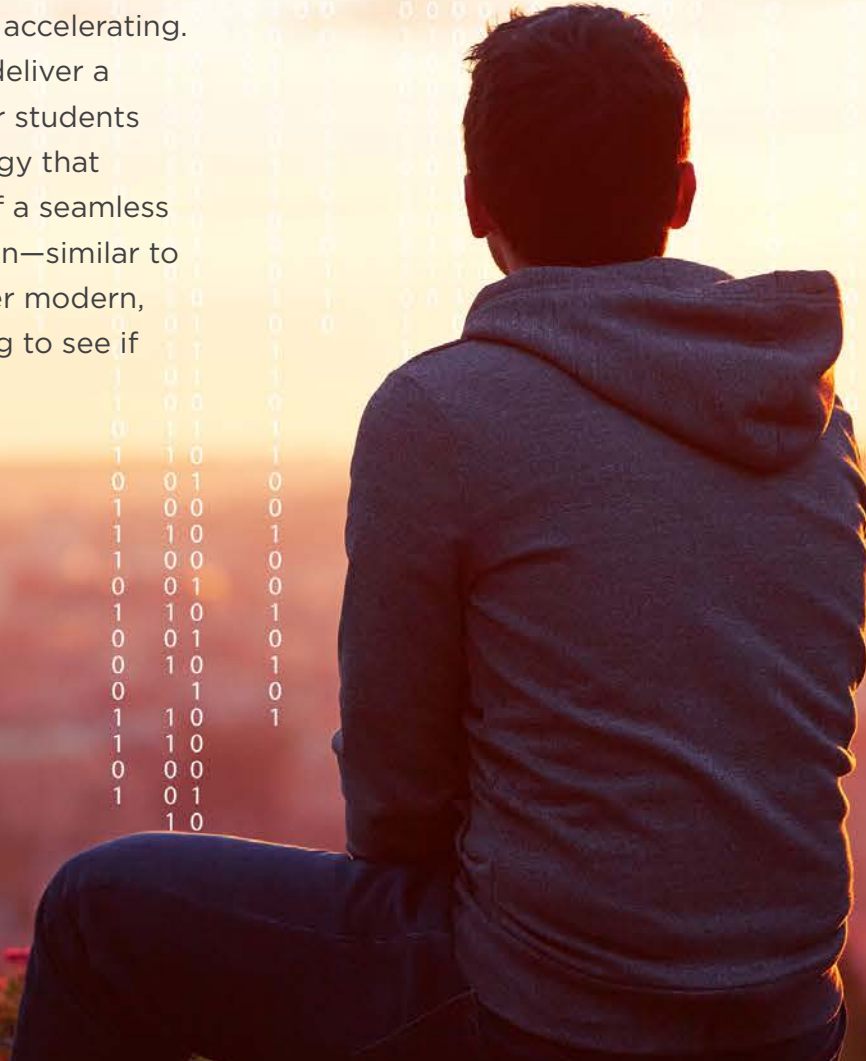
Of the students who were offered a centralized campus app, 68% claimed they were still overwhelmed by the volume of information their colleges provided when they first started. **Students benefit when colleges are able to tailor how they interact digitally with their students outside the classroom.**





# Improving Expectations

The pace of change in higher education is rapidly accelerating. It's vital for institutions to free data from silos to deliver a more personalized and data-driven experience for students via integrated, flexible, and future-ready technology that contributes to success on campus. The delivery of a seamless technology experience has become an expectation—similar to the technology that students encounter with other modern, consumer-like experiences—and they are watching to see if higher ed can deliver.





Inspired by the transformative impact of education, Ellucian develops solutions that power the essential work of colleges and universities. As the world's leading provider of software and services designed for higher education, Ellucian works with more than 2,500 institutions in nearly 50 countries—enhancing operations and enriching the experience for over 18 million students.

Ellucian provides student information systems (SIS), finance and HR, recruiting, retention, analytics and advancement software solutions. With more than 1,400 institutions subscribing to

Ellucian's cloud services and SaaS offerings, the company is one of the largest providers of cloud-based solutions in higher education. Ellucian also supports the higher education community with a range of professional services such as application software implementation, training, education, and management consulting.

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