

# Addendum of Findings

2016 E-Expectations Trend Report:  
Examining Transitions From Junior to Senior Year



To access the main report, visit [www.RuffaloNL.com/Eexpectations](http://www.RuffaloNL.com/Eexpectations)

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## PARTICIPANT DEMOGRAPHICS

This addendum contains results from three web surveys conducted in May 2015, October 2015, and May 2016.

- May 2015 survey: 1,526 class of 2016 juniors (spring juniors)
- October 2015 survey: 2,064 class of 2016 seniors (fall seniors) and 2,064 class of 2017 juniors (fall juniors)
- May 2016 survey: 1,559 class of 2016 seniors (spring seniors) and 1,558 class of 2017 juniors (spring '16 juniors)

Within this addendum, the survey groups are referenced as:

- 2016 cohort: spring '15 juniors, fall '15 seniors, spring '16 seniors
- 2017 cohort: fall '15 juniors and spring '16 juniors

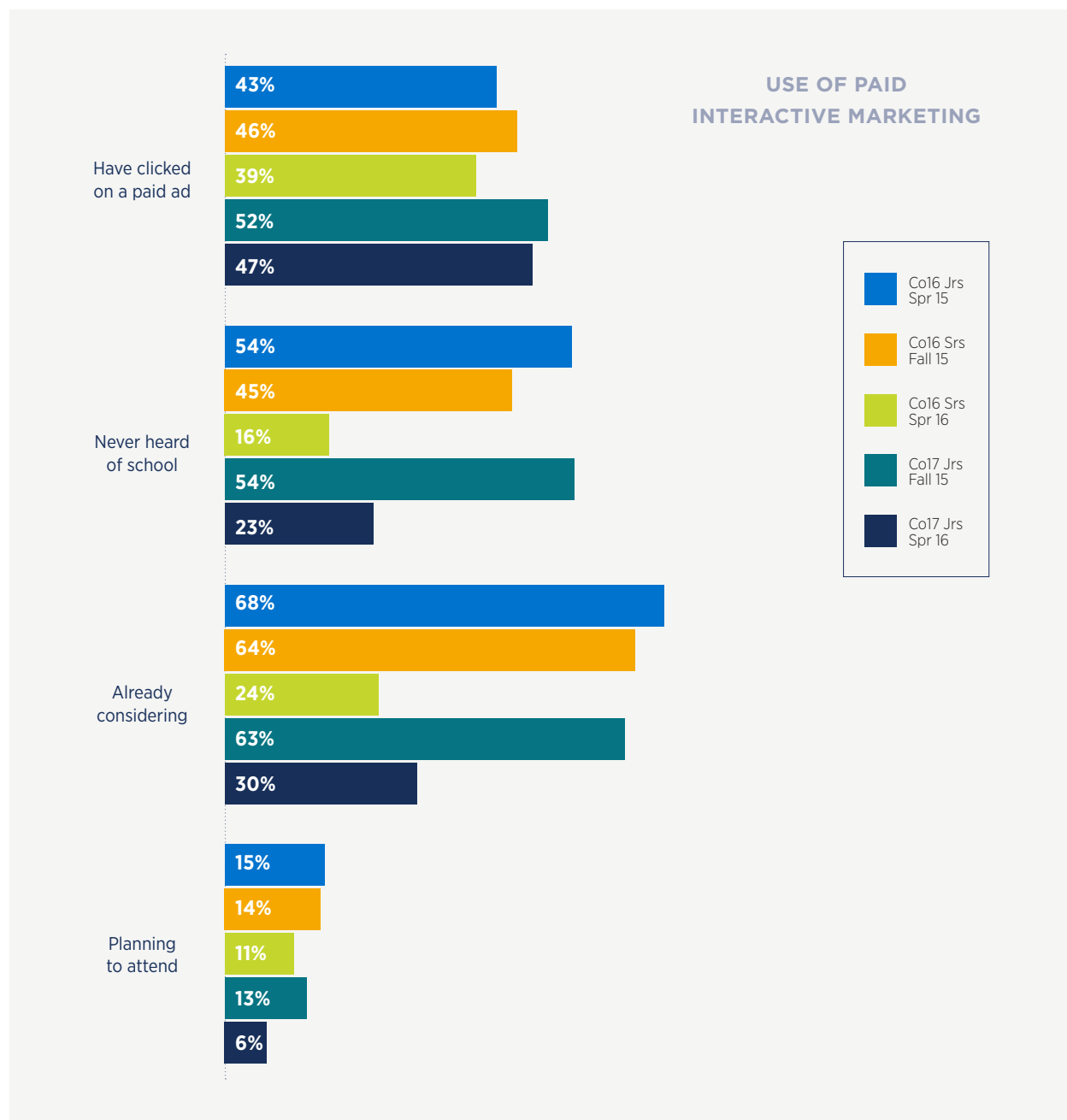
## HOW STUDENTS DISCOVER COLLEGES

	CLASS OF 2016 SPRING JUNIORS	CLASS OF 2016 FALL SENIORS	CLASS OF 2016 SPRING SENIORS
<b>Channels</b>			
College website	77%	82%	71%
Email from school	n/a	n/a	55%
Phone calls from admissions	n/a	n/a	50%
Print	38%	41%	42%
Magazine rankings	36%	38%	37%
College planning site entries	44%	50%	36%
<b>How are they finding your website?</b>			
Search engines	89%	88%	88%
I know the URL	29%	34%	41%
Link from an email	54%	40%	39%
URL in print	25%	21%	16%
Bookmarked	18%	21%	15%
College planning site	32%	27%	11%
YouTube search	n/a	n/a	8%
<b>Search methods</b>			
Name of school	86%	86%	88%
School and program	59%	49%	50%
Program name	46%	38%	33%
Desired location	44%	42%	29%
Program and location	33%	20%	20%

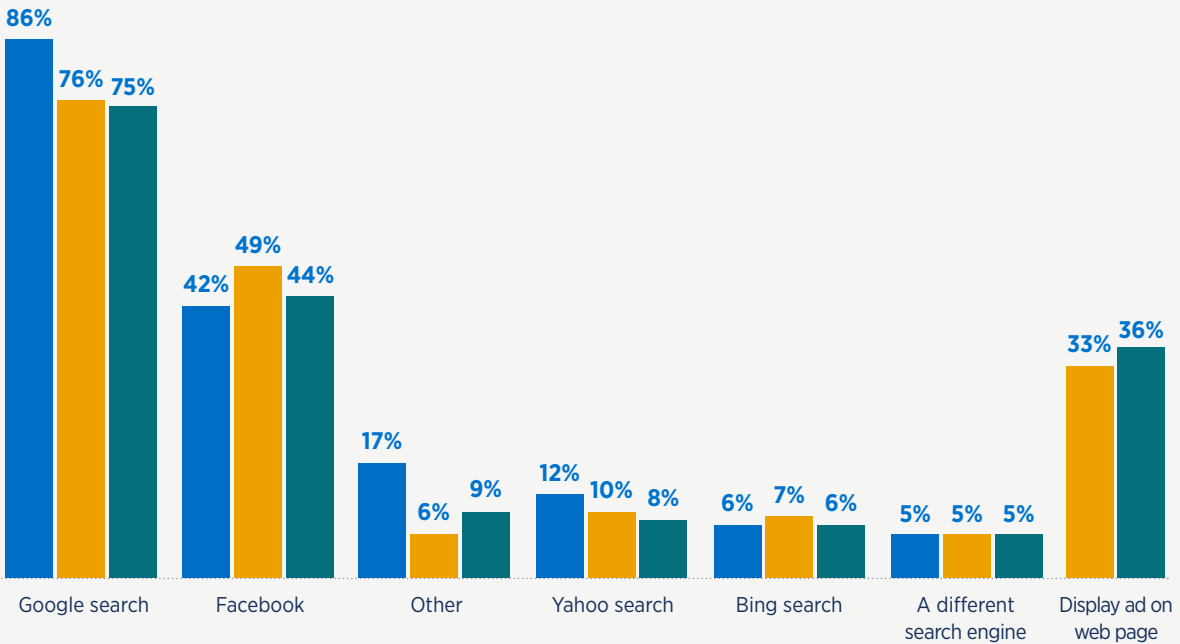
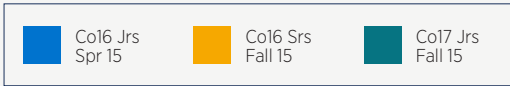
The following abbreviations are referenced throughout the addendum:

- Co16 Jrs Spr 15 = Class of 2016, juniors in spring 2015
- Co16 Srs Fall 15 = Class of 2016, seniors in fall 2015
- Co16 Srs Spr 16 = Class of 2016, seniors in spring 2016
- Co17 Jrs Fall 15 = Class of 2017, juniors in fall 2015
- Co17 Jrs Spr 16 = Class of 2017, juniors in spring 2016

### How does paid interactive marketing fit in?

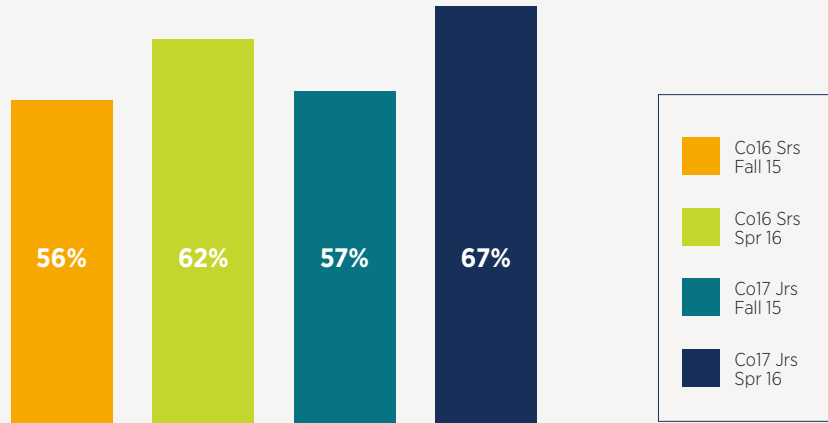


**IF YOU HAVE CLICKED ON ADS, WHERE HAVE YOU DONE SO?**



**How influential are college planning sites?**

**HAVE USED A SITE OTHER THAN A SCHOOL SITE TO LEARN ABOUT COLLEGE AND UNIVERSITY CHOICES**

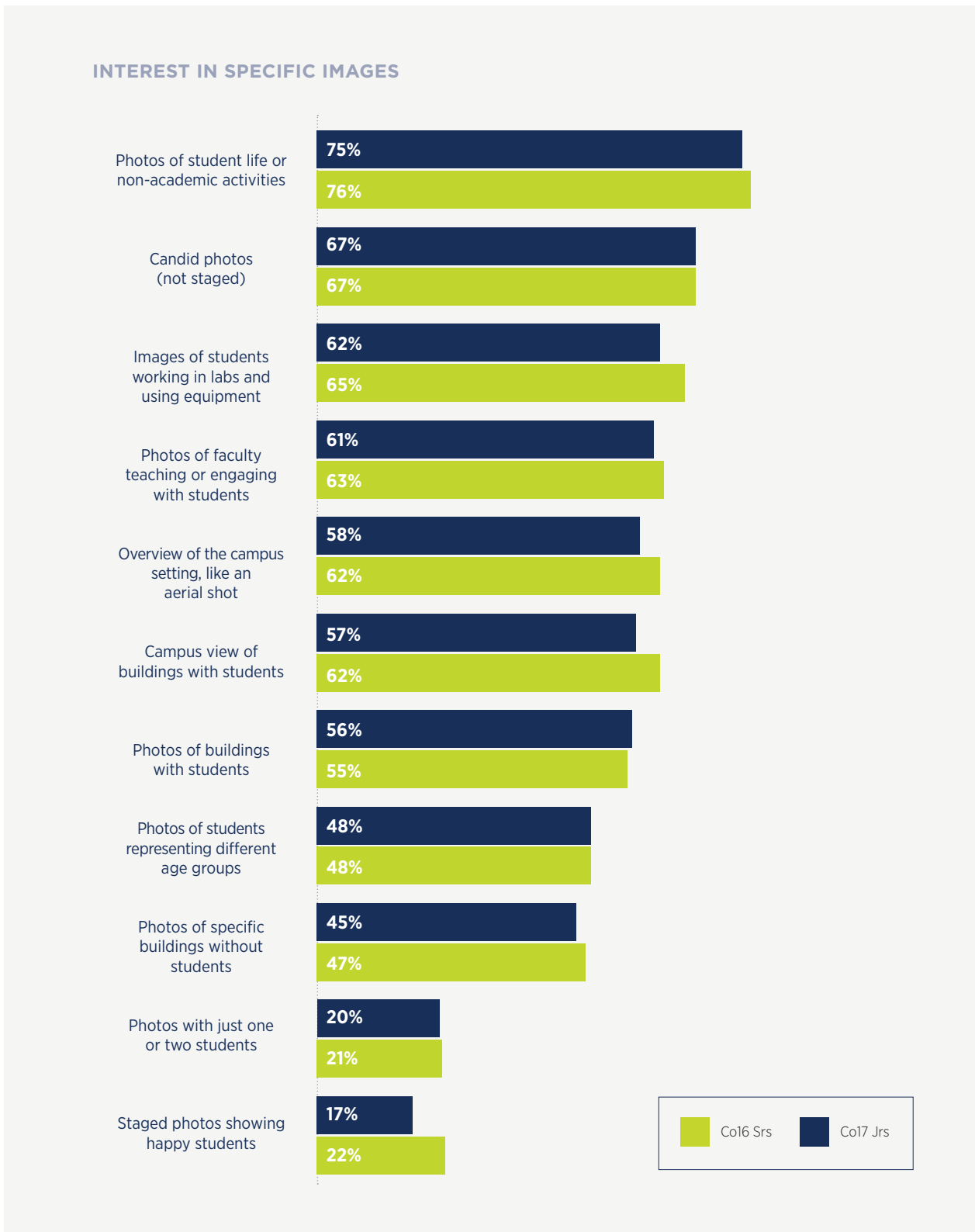


## HOW STUDENTS EXPLORE COLLEGES ONLINE

### Types of information students seek in researching potential schools

	CLASS OF 2016 SPRING JUNIORS	CLASS OF 2016 FALL SENIORS	CLASS OF 2016 SPRING SENIORS
<b>Website content targets</b>			
Cost/tuition info	14%	23%	24%
Application process details	8%	14%	13%
Scholarship/aid info	10%	11%	13%
Course catalogs	n/a	5%	11%
Program details	17%	9%	9%
Program listing	22%	13%	8%
Rankings and quality details	4%	5%	4%
Request for information form	6%	4%	2%
Admissions events info	5%	3%	2%
<b>What content is most valuable?</b>			
Job placement stats	75%	65%	73%
Testimonials/quotes	58%	52%	60%
Grad school placement stats	45%	57%	50%
Program rankings	45%	40%	46%
Program videos	39%	23%	39%
Accreditation details	23%	16%	29%
Faculty profiles	22%	11%	28%
Other	2%	1%	1%

## What do they want to see?

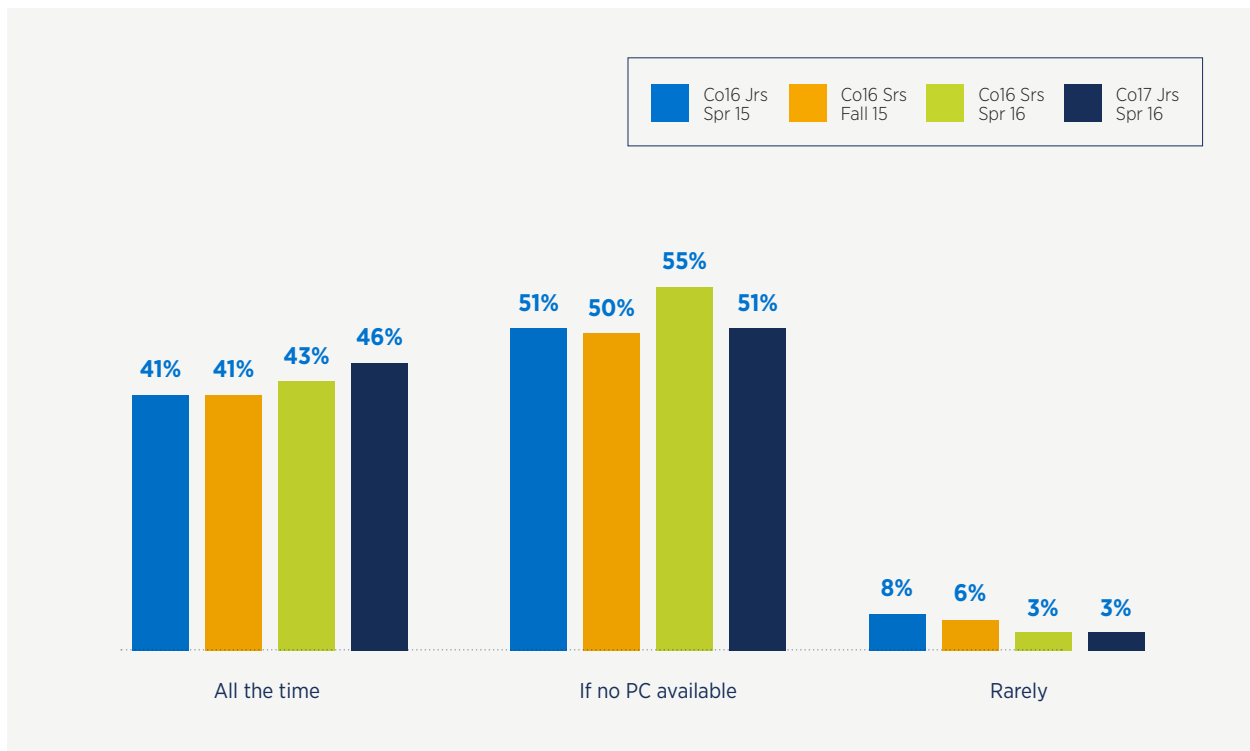


## How do they use mobile?

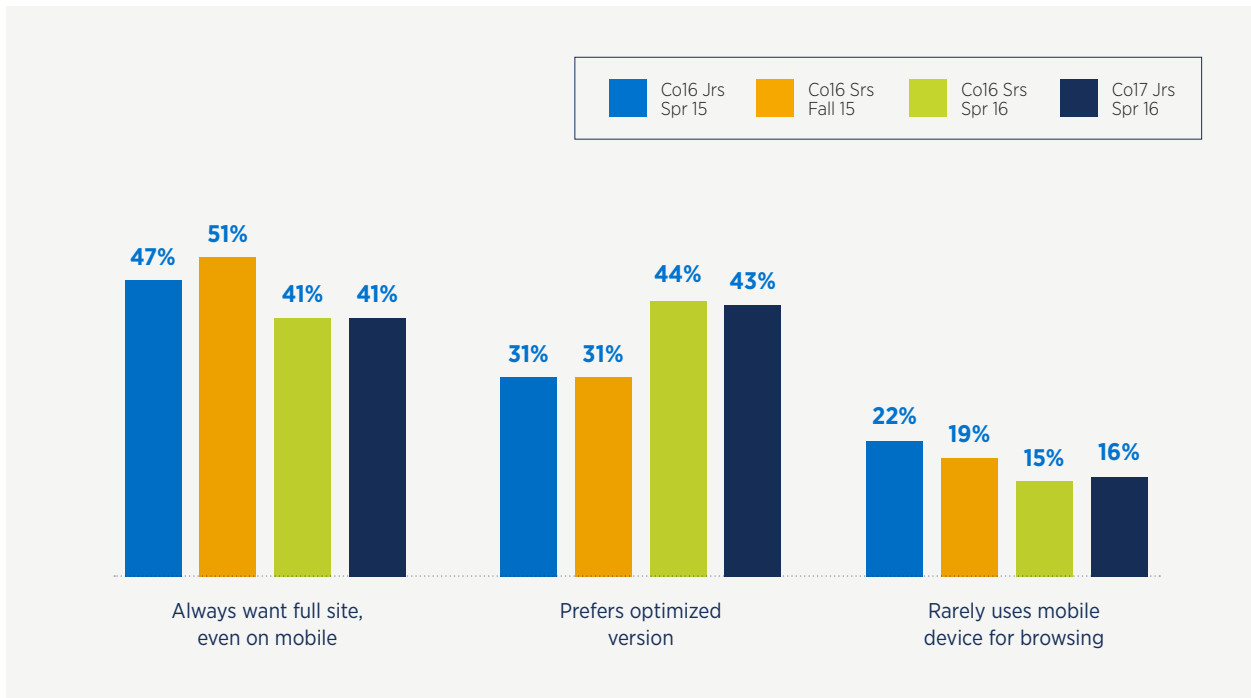
WHEN YOU RESEARCH A COLLEGE OR UNIVERSITY WEBSITE, WHICH DEVICE DO YOU USE MOST OFTEN? (SELECT ONE)

	TOTAL STUDENTS	CLASS OF 2016	CLASS OF 2017
Smartphone	32.8%	28.1%	37.7%
Tablet	5.6%	6.0%	5.3%
Laptop	46.6%	50.8%	42.3%
Desktop	14.7%	14.9%	14.4%
Other (write in)	.3%	.2%	.4%

## When do they use their mobile device for browsing the web?

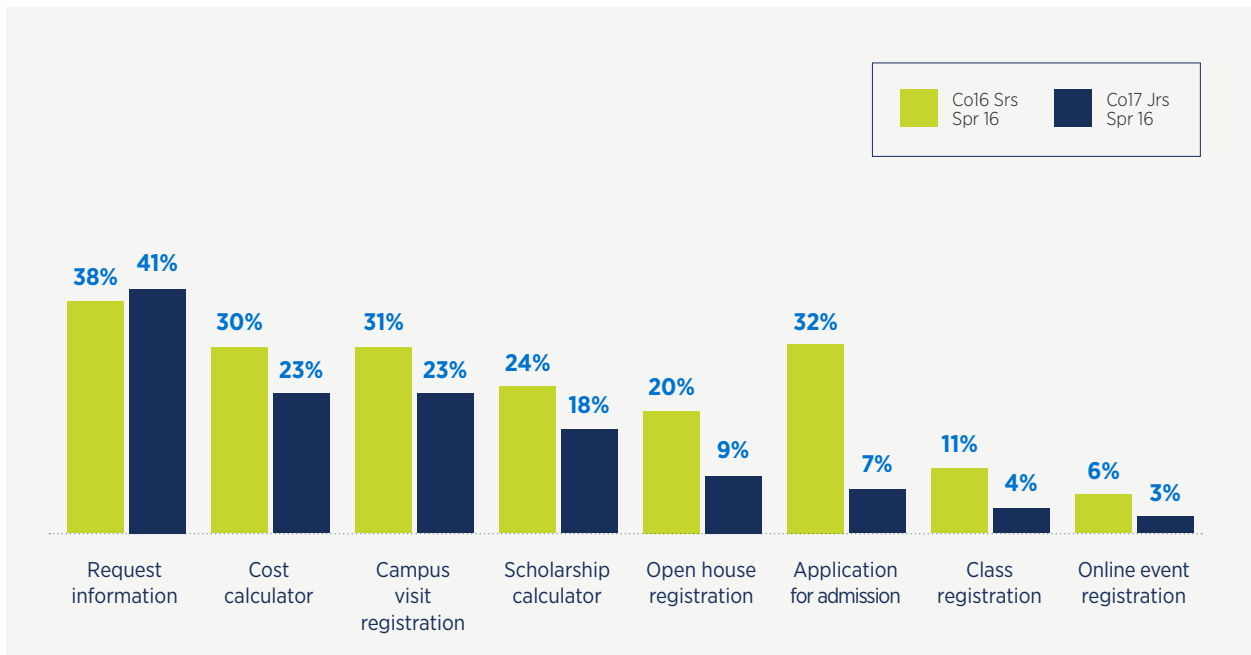


### Preference for responsive view



### HOW STUDENTS CHOOSE TO INTERACT

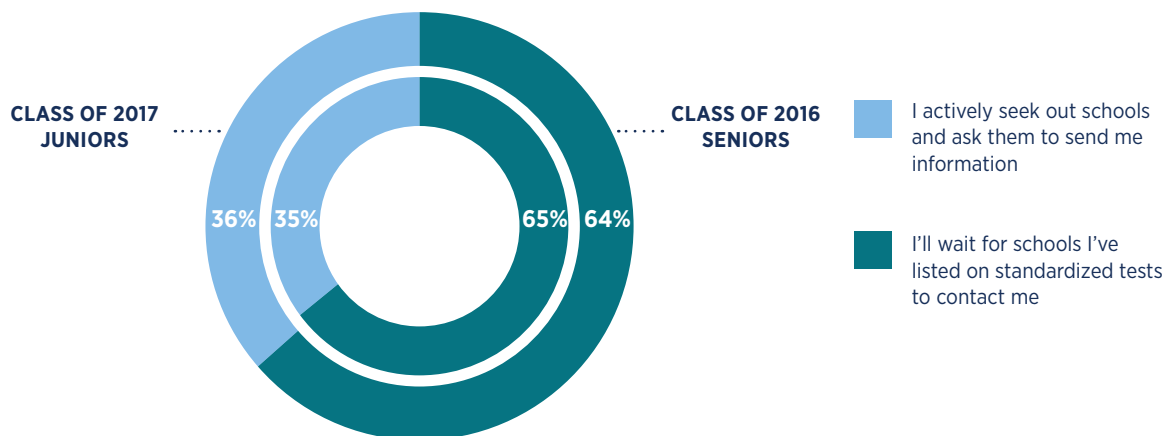
How students “raise their hands” online and request interaction with potential schools



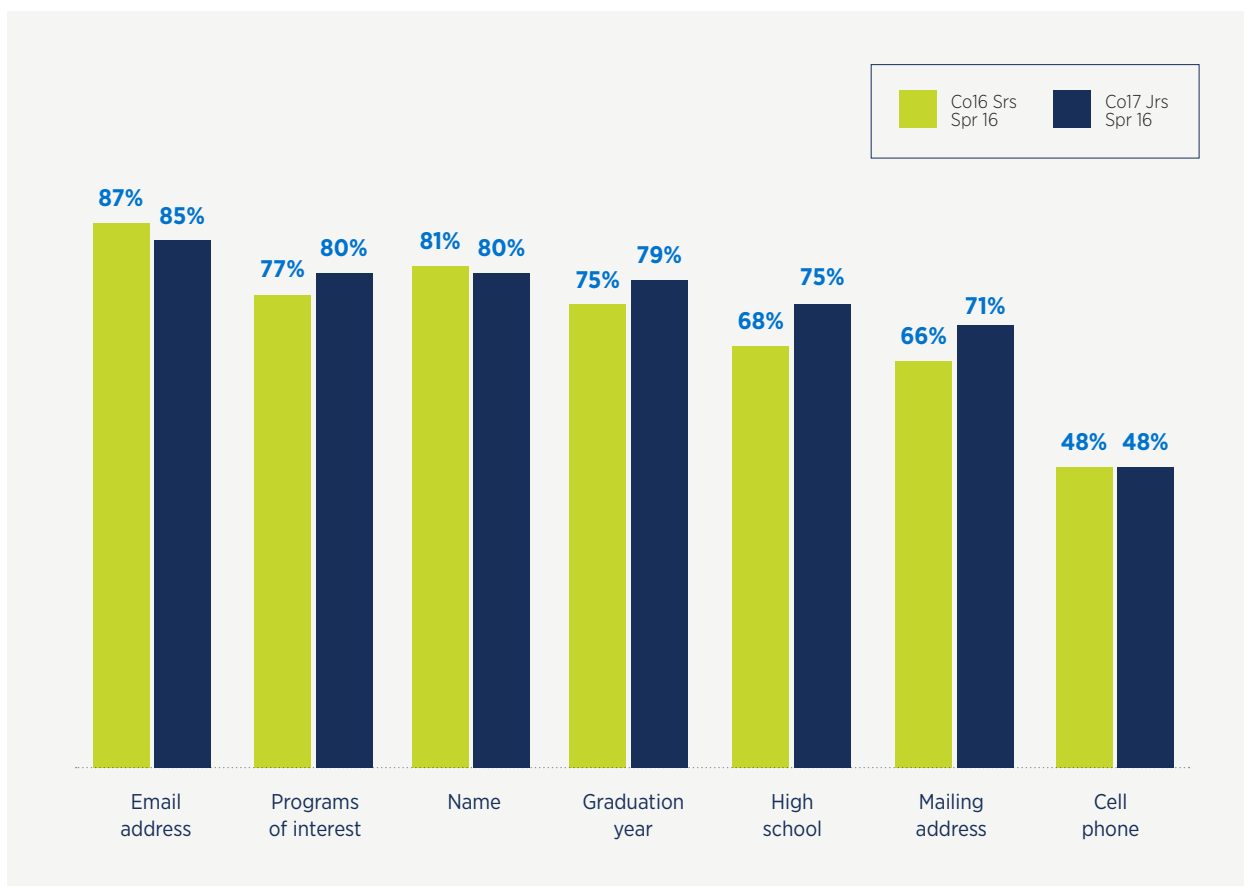


## How do they use request for information (RFI) forms?

DATA FROM SPRING 2016 STUDY

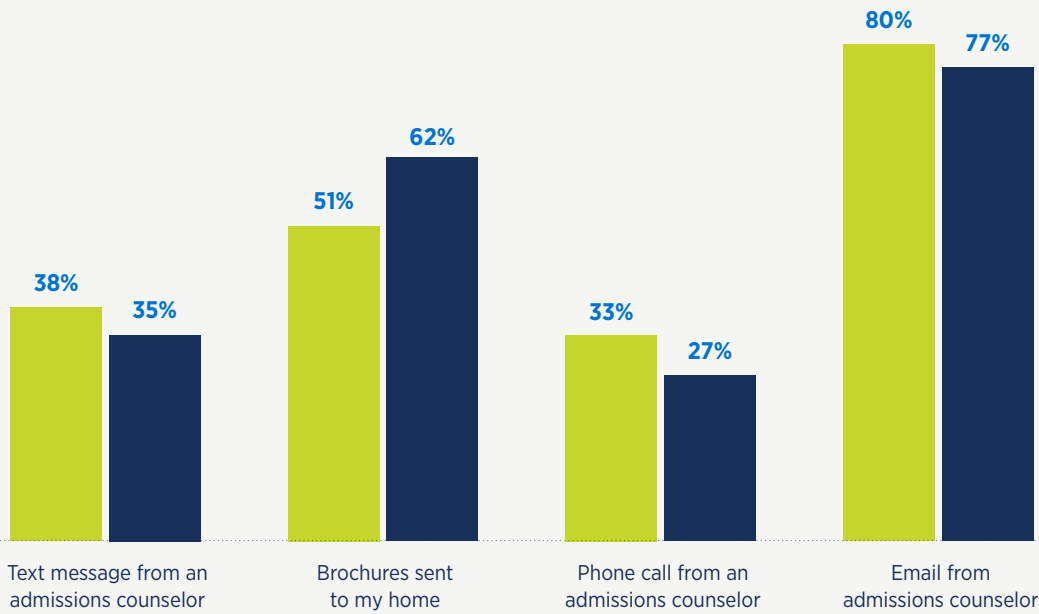
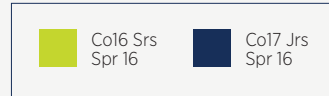


## What information are they willing to share on these forms?



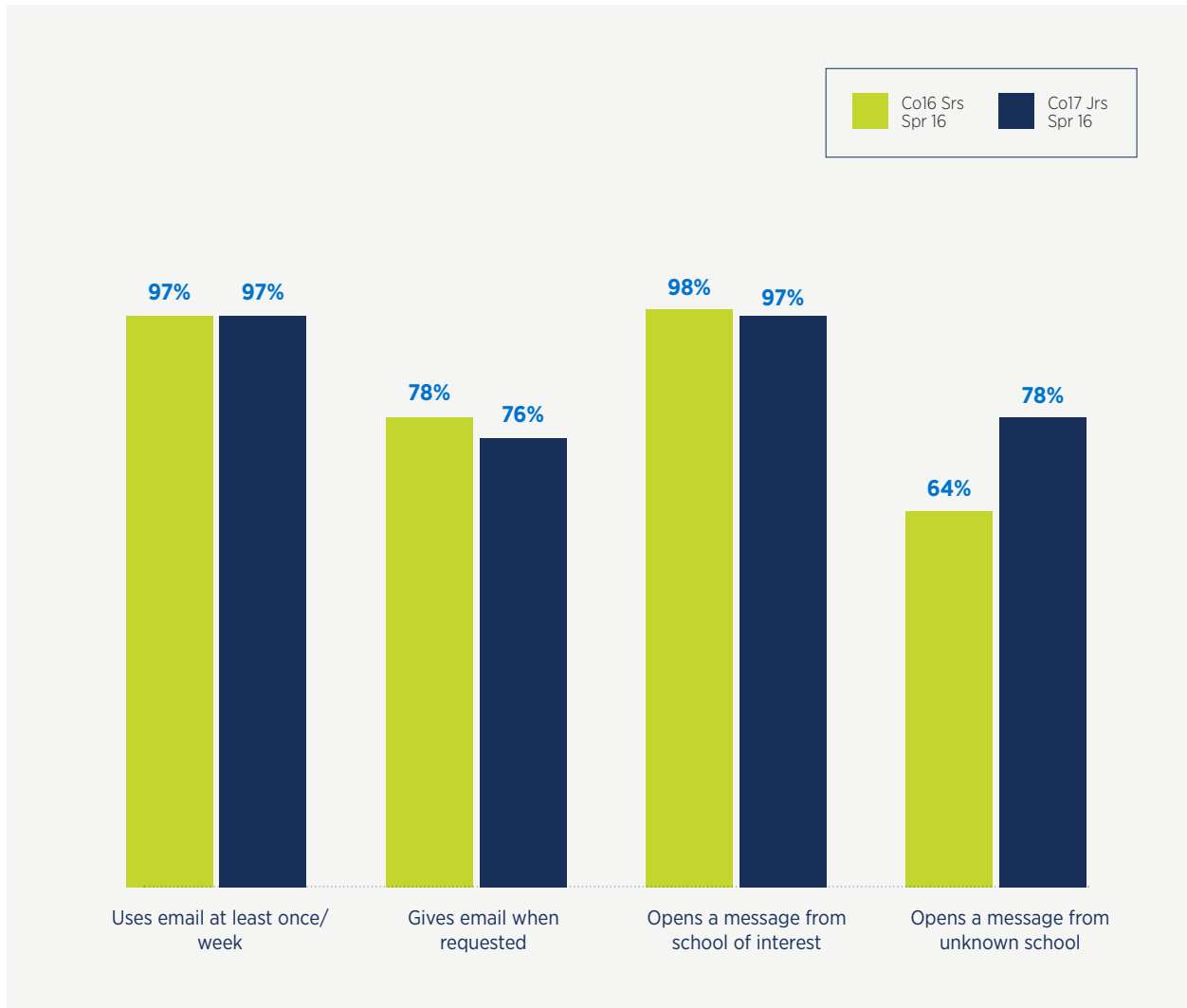
### Preferred responses to RFI submission

AFTER YOU COMPLETE A FORM TO RECEIVE MORE INFORMATION, WHICH OF THE FOLLOWING RESPONSES FROM THE SCHOOL WOULD BE VALUABLE TO YOU? (SELECT ALL THAT APPLY)

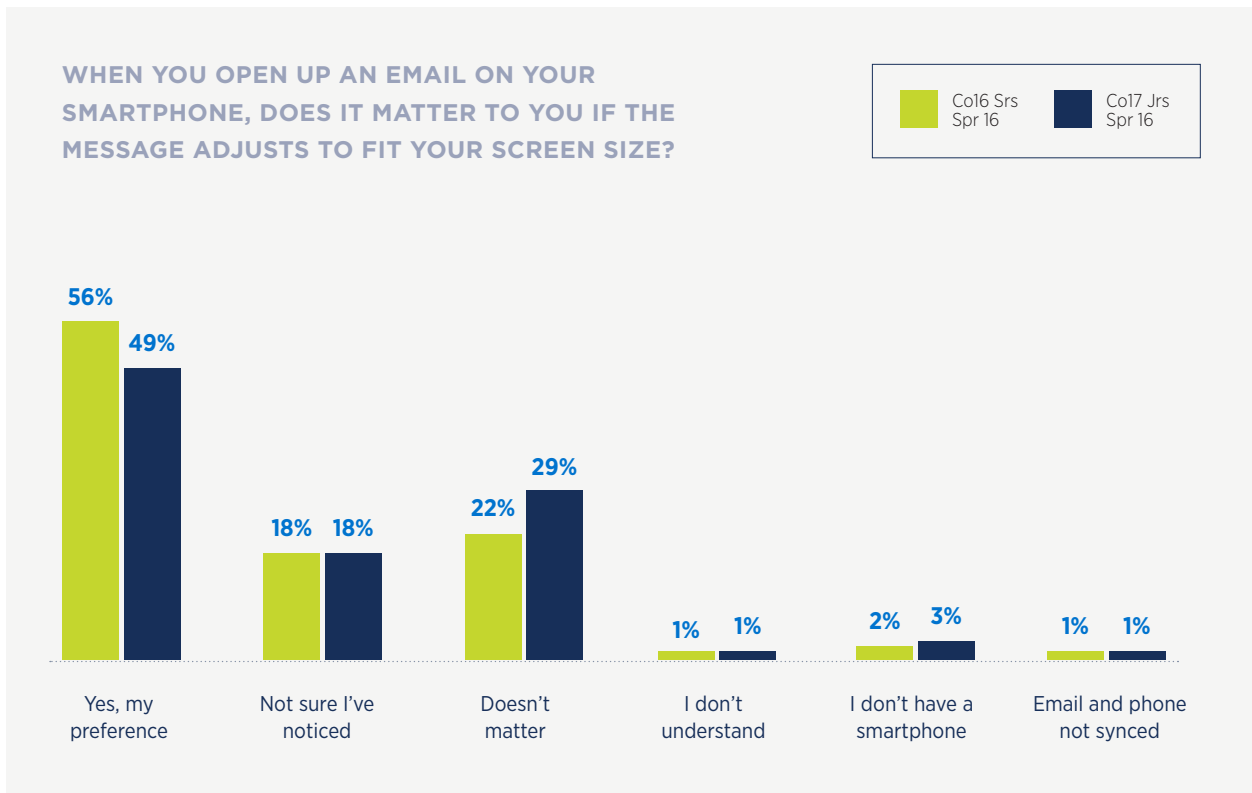
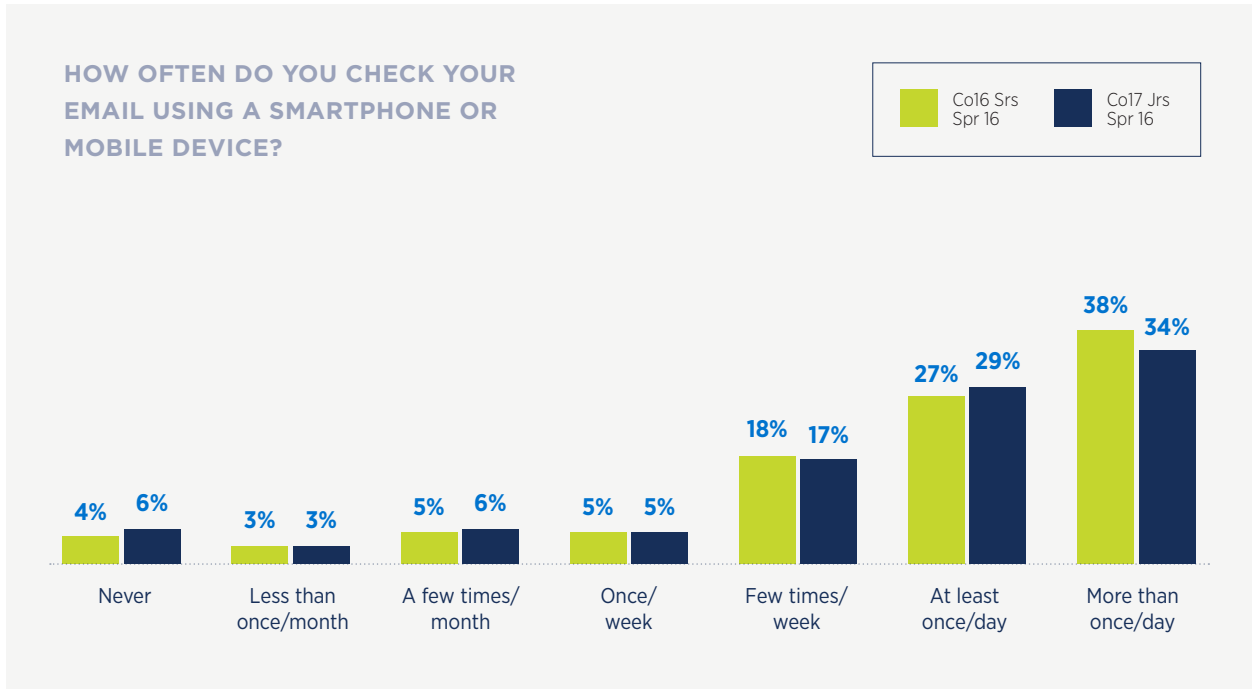


## HOW STUDENTS WANT COLLEGES AND UNIVERSITIES TO ENGAGE THEM ONLINE

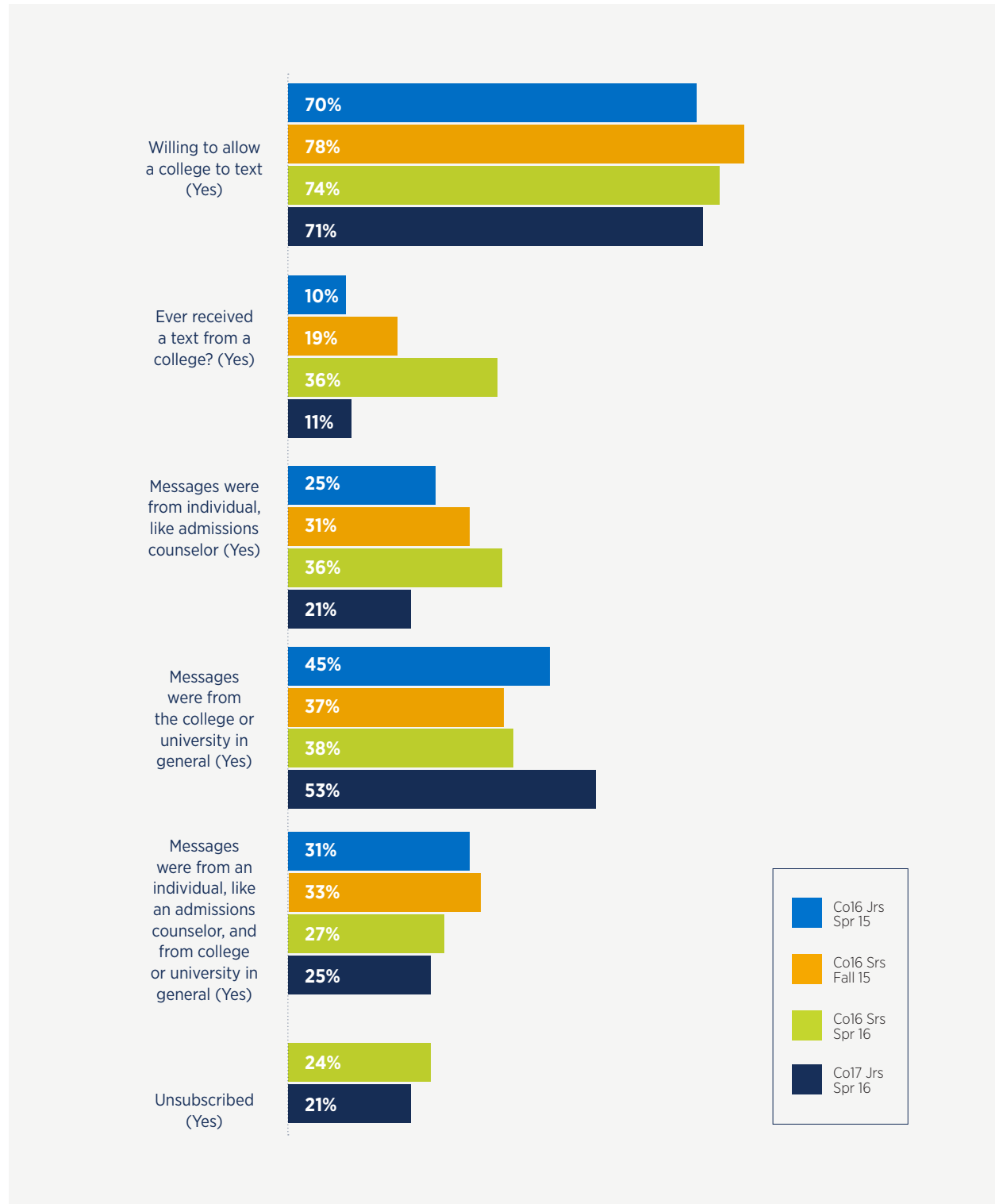
### Use of email



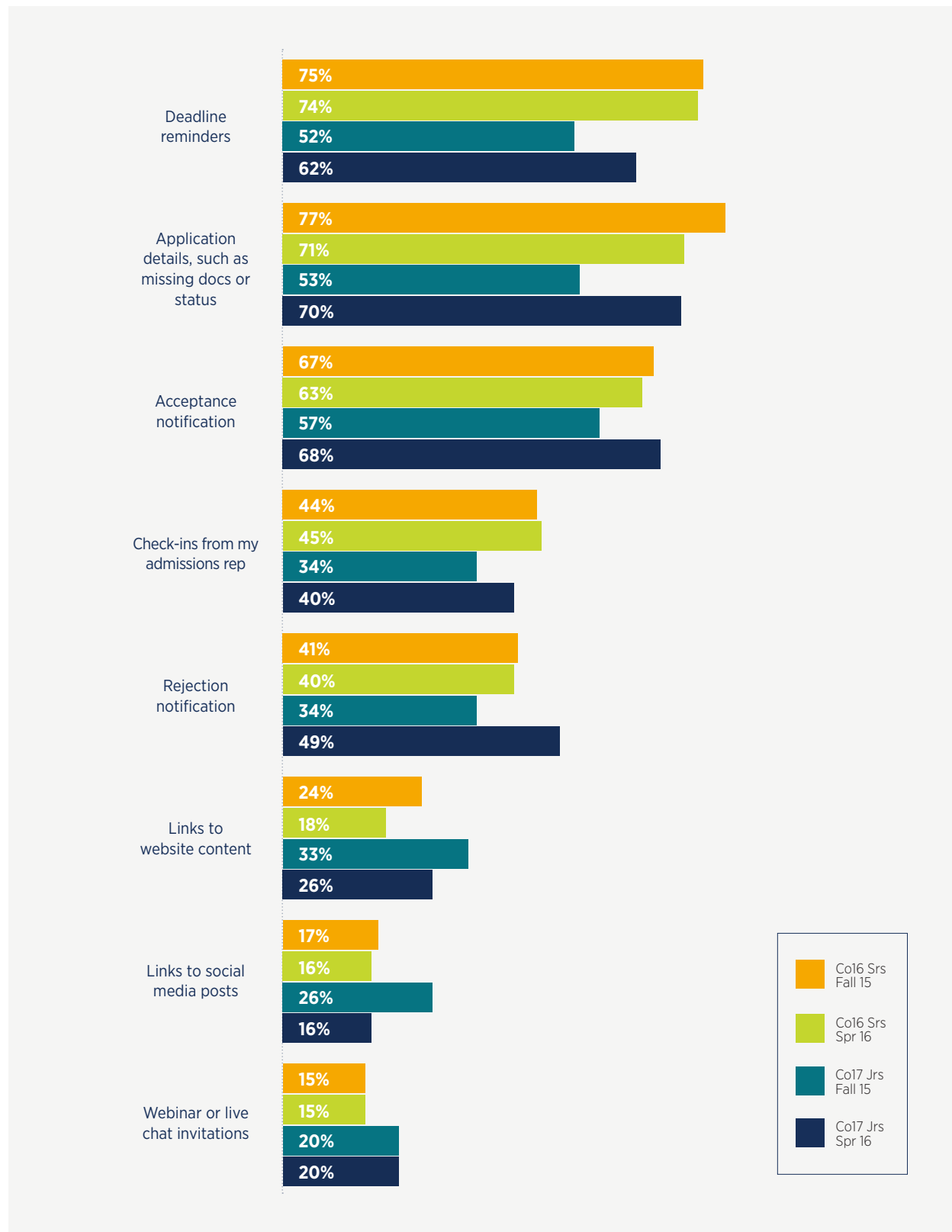
### Use of mobile devices to check email



### How do they feel about text messaging?



### What do they want to receive via text?



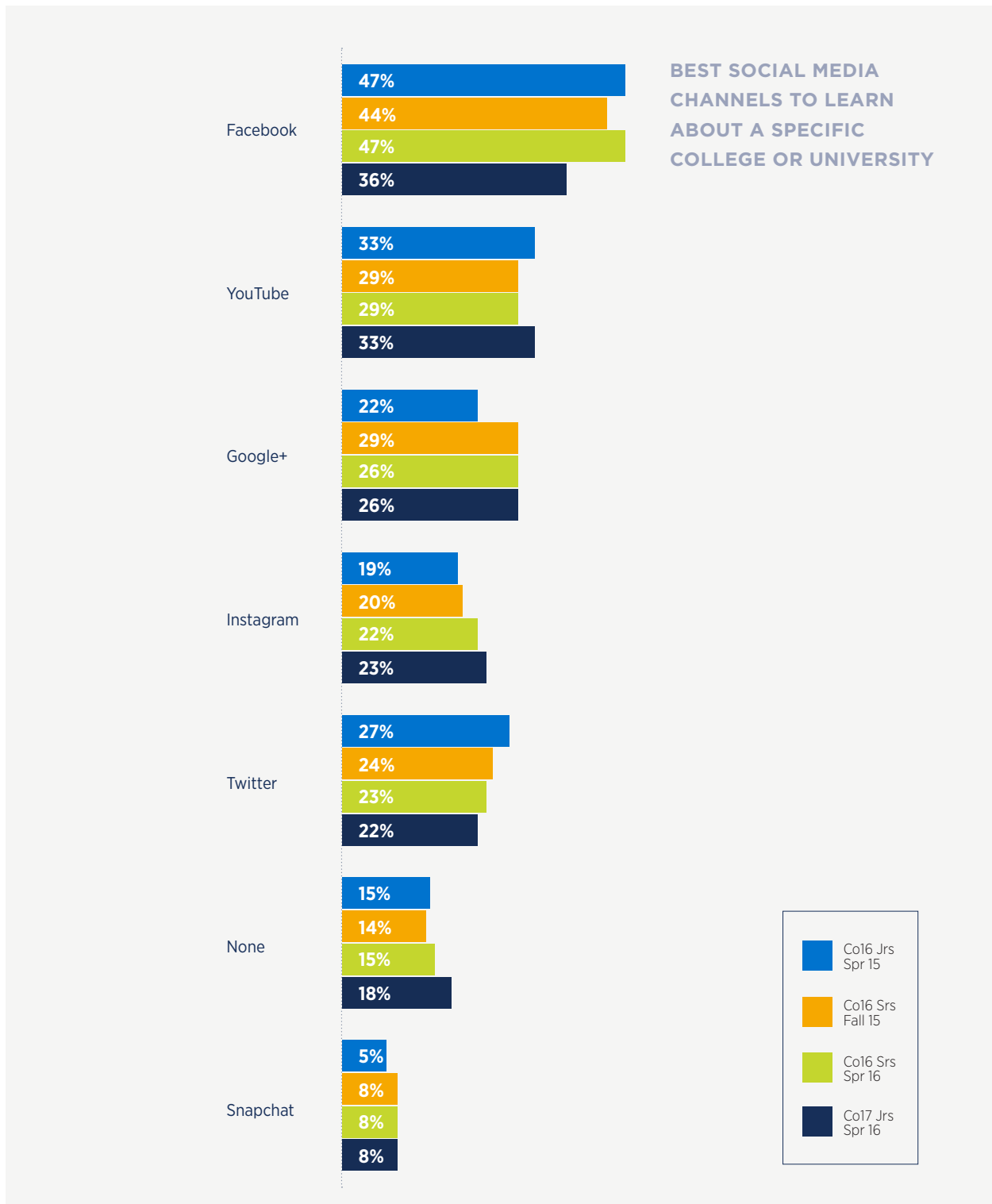
### Is chat worth it?

QUESTION/RESPONSE	CO16 SRS SPR 16	CO17 JRS SPR 16
Have you ever used a live chat tool as you were looking at a college site?	<b>11% (Yes)</b>	<b>7% (Yes)</b>
Did you initiate this, or did someone reach out to start the chat?	Initiated by student	
	<b>48%</b>	<b>45%</b>
	Initiated by chat representative	
	<b>52%</b>	<b>56%</b>
Was this experience helpful to you in learning more about this school?	<b>78% (Yes)</b>	<b>82% (Yes)</b>

### What about webinars?

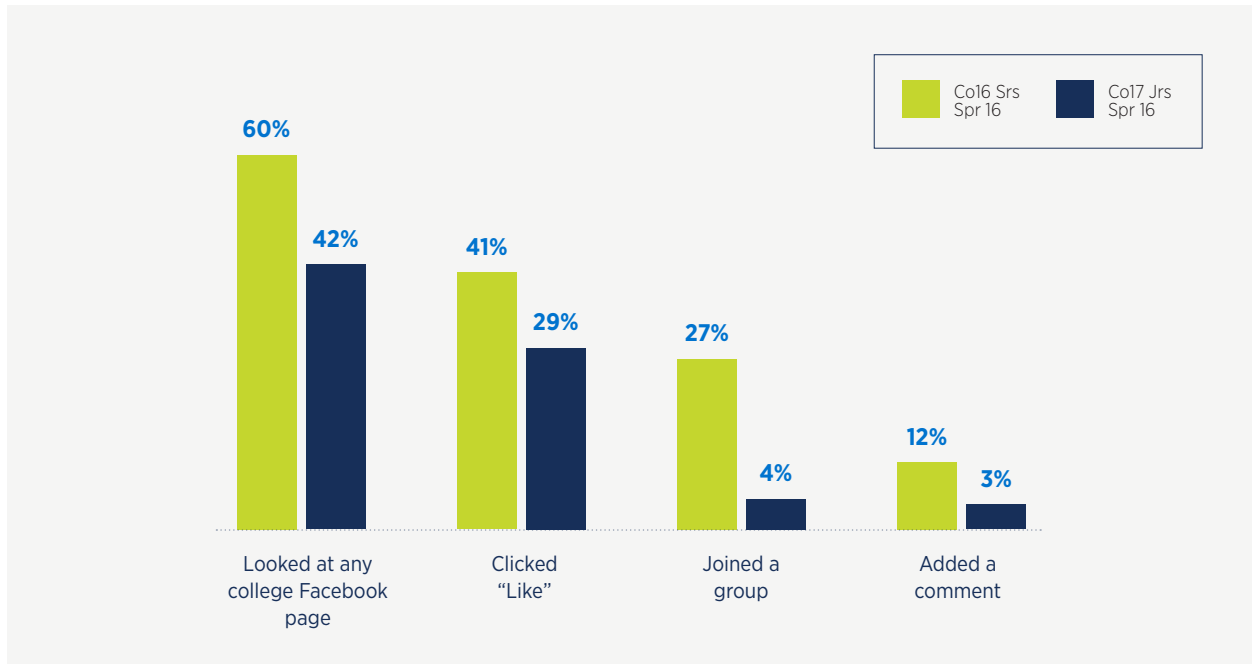
QUESTION/RESPONSE	SENIORS		JUNIORS	
	Co16 Srs Fall 15	Co16 Srs Spr 16	Co17 Jrs Fall 15	Co17 Jrs Spr 16
Have you ever viewed a webinar offered by a college?	<b>8% (Yes)</b>	<b>10% (Yes)</b>	<b>8% (Yes)</b>	<b>9% (Yes)</b>
Live webinar	<b>48% (Yes)</b>	<b>56% (Yes)</b>	<b>38% (Yes)</b>	<b>46% (Yes)</b>
Recorded webinar	<b>52% (Yes)</b>	<b>44% (Yes)</b>	<b>62% (Yes)</b>	<b>54% (Yes)</b>
Would you view a webinar in the future?	<b>66% (Yes)</b>	<b>55% (Yes)</b>	<b>79% (Yes)</b>	<b>66% (Yes)</b>

## Where should you be on social media?

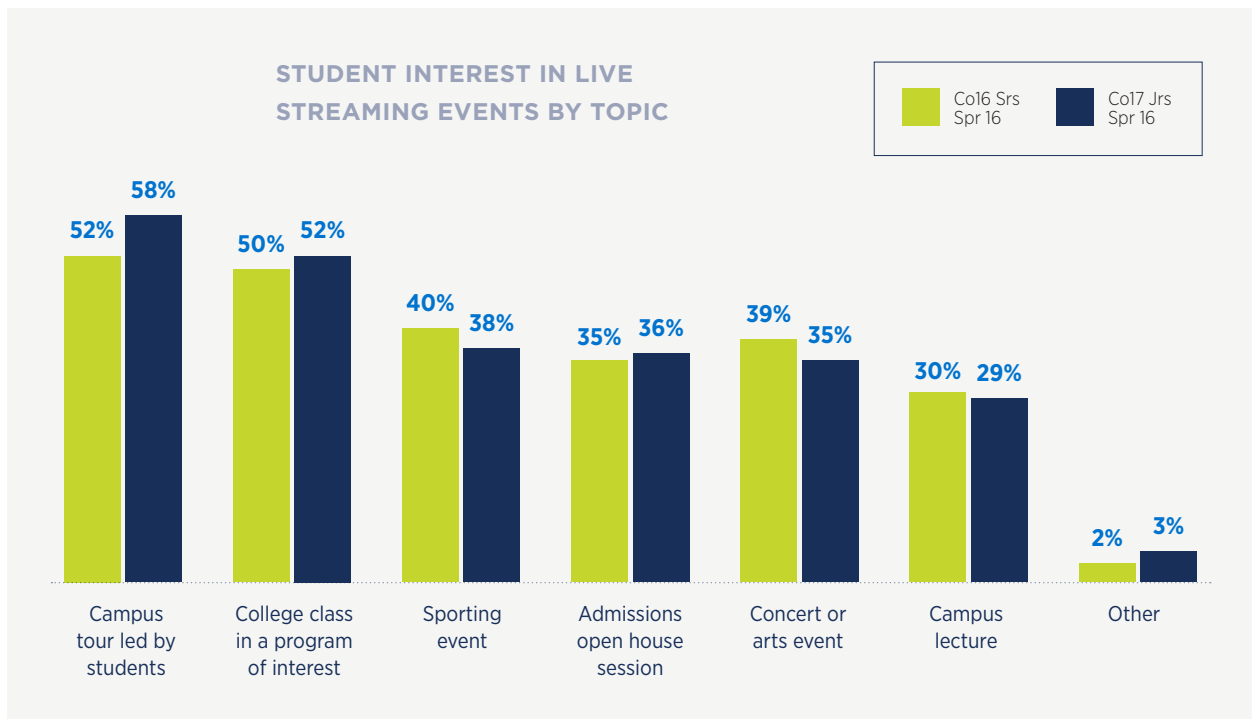




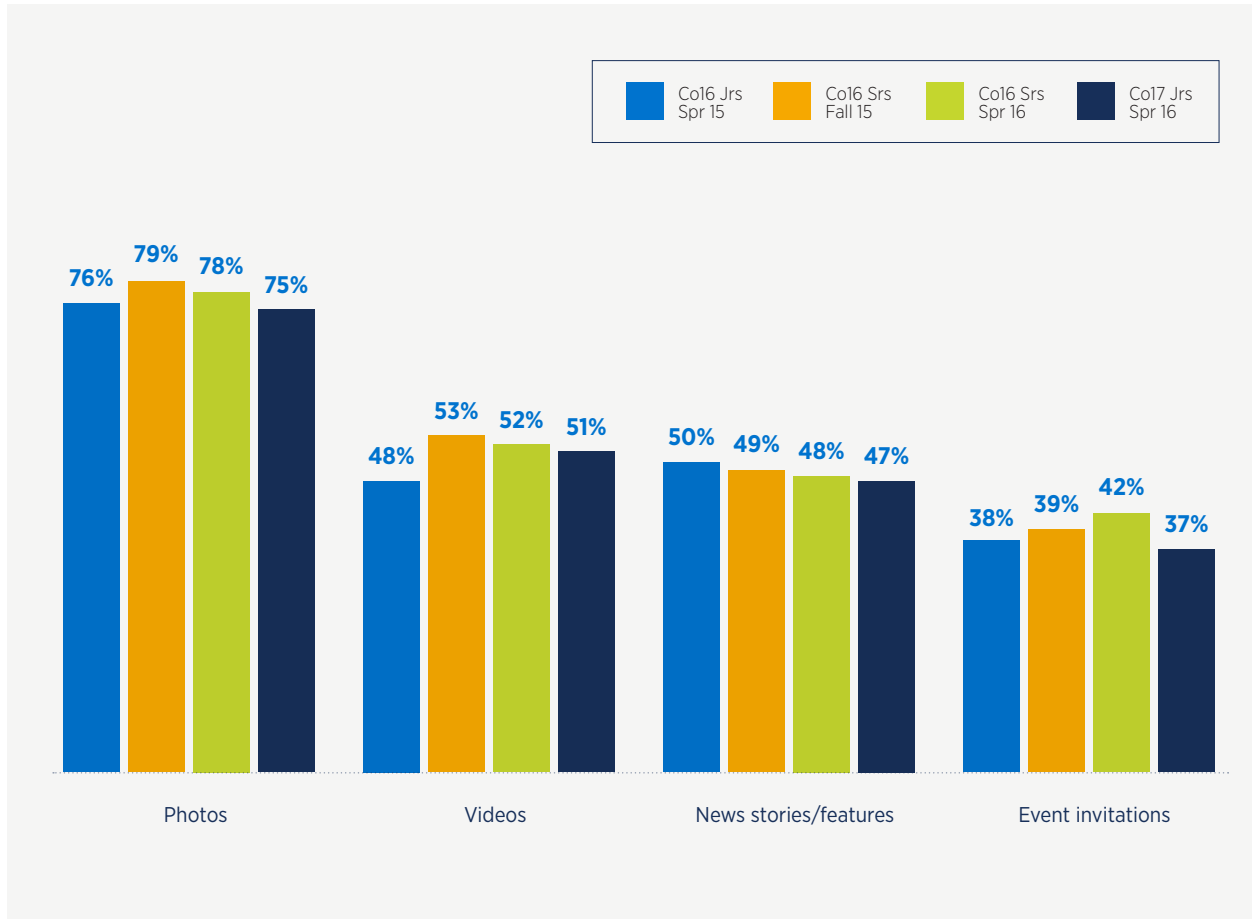
### Facebook engagement as a late-funnel engagement resource



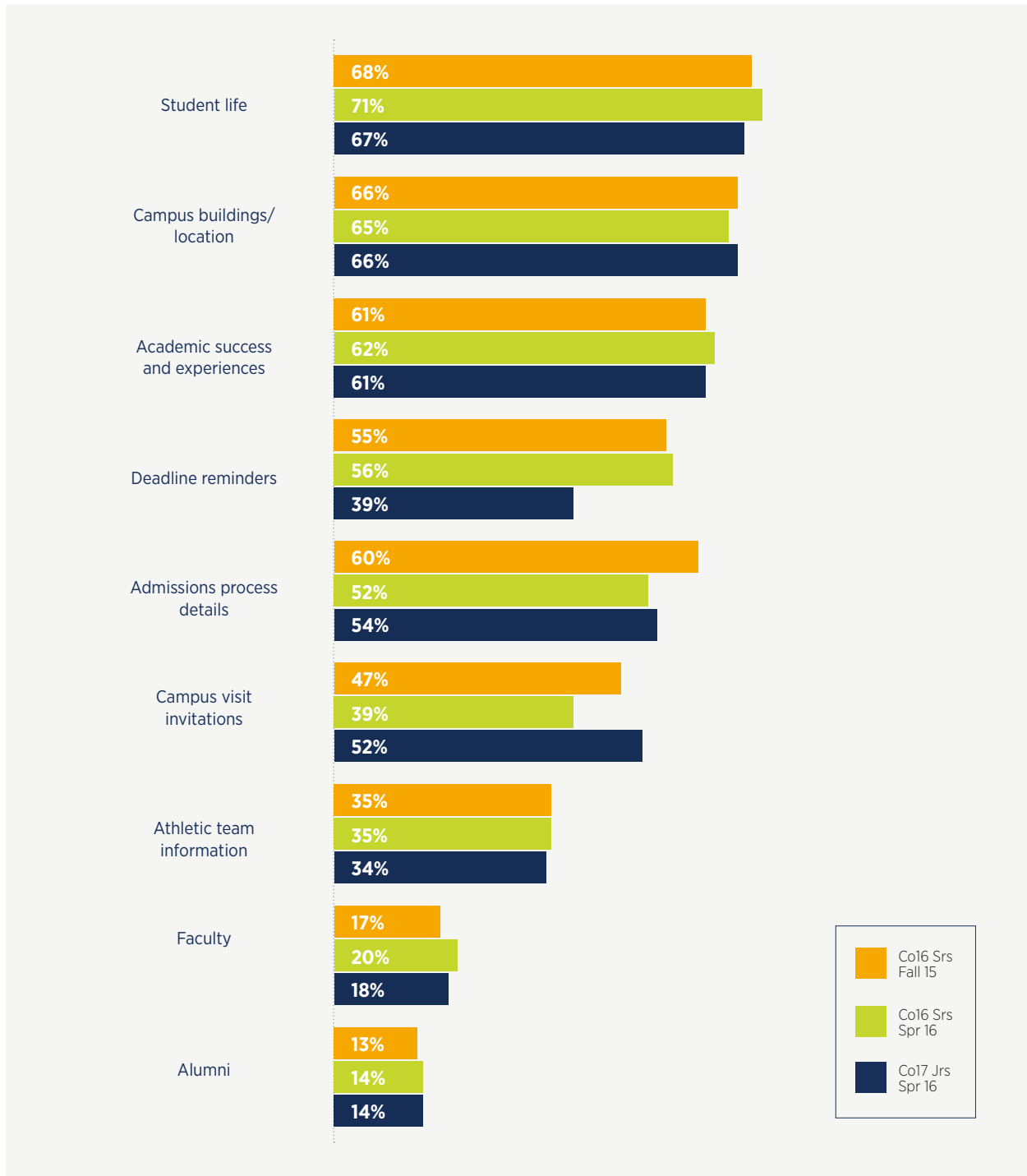
### Use of live streaming



### What type of content belongs on social media?



### What's the best content to share on social media?





## QUESTIONS ABOUT THIS ADDENDUM OR OPTIMAL STRATEGIES FOR YOUR WEB COMMUNICATIONS?

We welcome your questions and comments about the E-Expectations study. We are also available to discuss your specific goals and challenges for your website and online recruitment strategy. Send an email to [ContactUs@RuffaloNL.com](mailto:ContactUs@RuffaloNL.com) or call **800.876.1117**, and we will be happy to answer your questions.

### About the survey sponsors



**Ruffalo Noel Levitz** provides higher education and nonprofit organizations with technology-enabled services, software, and consulting for enrollment and fundraising management. Since 1973, Ruffalo Noel Levitz has partnered with more than 3,000 colleges and universities and numerous nonprofit clients worldwide.



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**NRCCUA** (National Research Center for College & University Admissions) conducts the nation's largest educational planning survey among high school students. This valuable program facilitates a key link between the individual educational goals and preferences of students and the vast offerings of colleges and universities.

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### How to cite this addendum

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