

Overcoming the Student Communications Challenge



Email is no longer an efficient way to reach students

Most schools depend on email to communicate important academic, financial and campus life information to students.

Unfortunately, the most connected students ever are harder to reach than ever before.



54% campus emails are unread.



39% of advisor emails are unread.

In an era when many students view email as too cumbersome or old-school, plenty of important messages slip through the cracks. “Students might check [e-mail] once or twice a week, and by that time there might be 200 messages.”

[Chronicle of Higher Education](#)

The decline of email is a generational shift – today’s students prefer messaging apps to communicate

Gen Y / Past Students

(b. 1977-1995) preferred email over other options by 91%

Gen Z / Current Students

(b. 1995-2010) prefer messaging apps over email by 77%

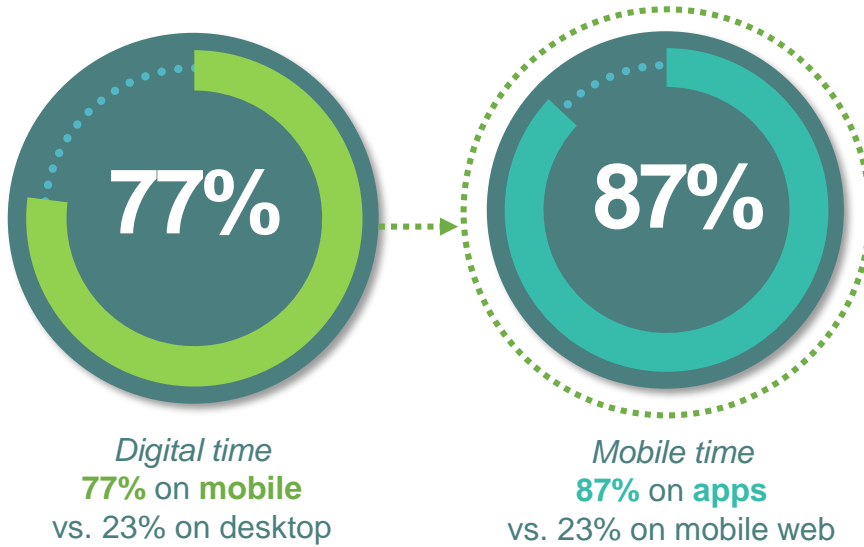


[Dogtiev, Artyom \(2016\) “App Download and Usage Statistics.” Business of Apps.](#)

“They [Generation Z] find email an outdated communications method, and are 3x likelier to open a chat message received through a push notification.” [Forbes](#)



[Read more](#) about the decline of campus email

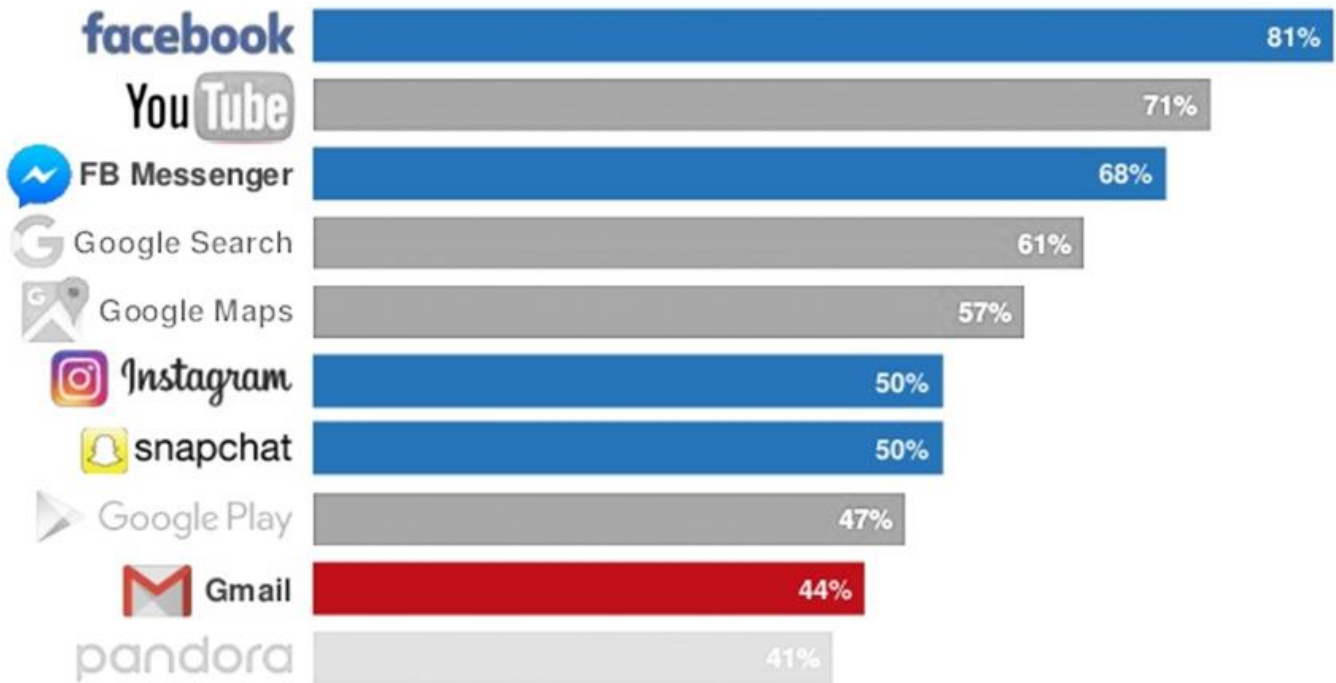


The growing preference for mobile messaging is no surprise – mobile apps are where students spend their digital time.

Students ages 18-24 spend 77% of their digital time on a mobile device, and 87% of their mobile device time in apps.

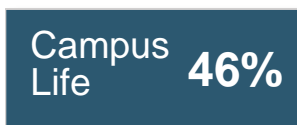
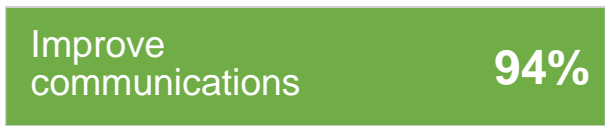
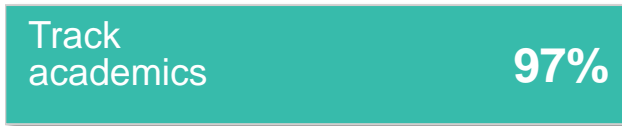
[comScore 2017 Mobile App Report](#)

Of the top 10 used mobile apps, 4 are chat/messaging focused & all rank higher than Gmail



[comScore 2017 Mobile App Report](#) Percentage reflects how much of the US market is using each app.

Students rated communications as their #2 need in campus mobile apps.



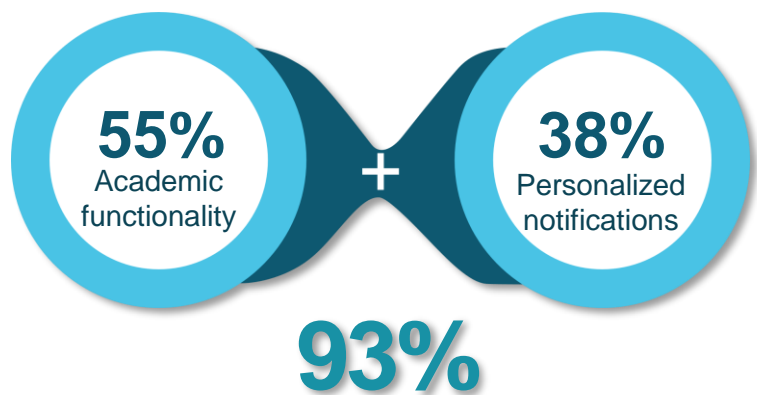
Students from over 300 U.S.-based higher ed schools reported that the top two capabilities they want are to track academics and improve communication with their school, based on responding very or somewhat important.

The least important was campus life features, where less than 50% reported as being important.

[Student Life and Technology Survey](#)

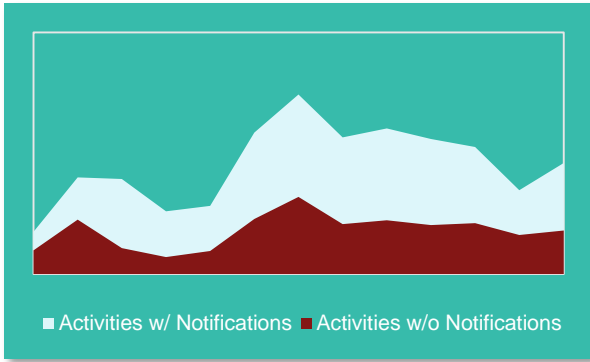
Academics & Push Notifications are the features students use most frequently in campus apps.

93% of campus app usage across 150 schools were focused on Academic/Course content and Personalized Push Notifications. Both of these features rely on SIS, LMS & other system integrations to deliver timely, relevant updates to students.



Only 7% of students' app activities include campus life, sports, news feeds, dining, transportation, events, and other information – features that dominate many campus apps today.

Source: Analysis of 12 months of campus mobile app data from 150+ Ready Education schools.



When schools provide personalized push notifications, students rely on their campus app far more. And are more likely to access it to track academics.

Comparison of total monthly activities performed by students in campus apps with and without personalized push notifications. Source: Analysis of 12 months of campus mobile app data from 150+ Ready Education schools.

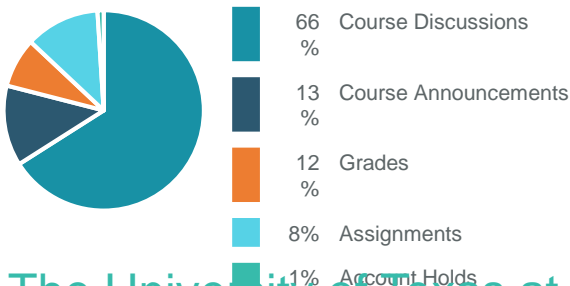
Success Stories

The following results show how integrated Push Notifications increase student engagement.

Bridgewater State University

147k personalized push delivered monthly.

Notifications by type:



95% of the school's 11,500 students use BSU Mobile an average of 20 times a month.

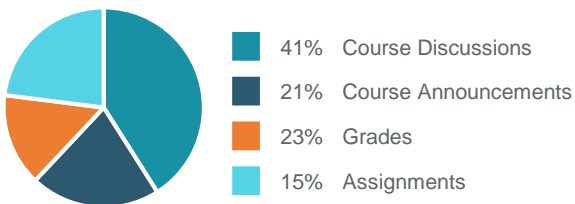
App activities by type:

- 55% Academic
- 30% Personalized communications (academics and important administrative matters)
- 15% Other (campus life and transportation)

The University of Texas at San Antonio

186k personalized push delivered monthly.

Notifications by type:



Students performed an average of 500k app activities per month.

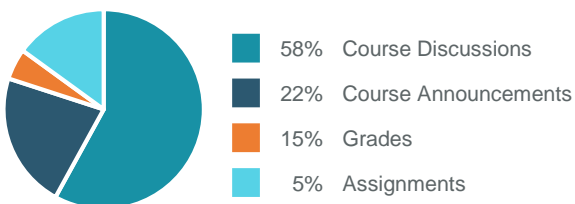
App activities by type:

- 72% Academic
- 21% Personalized communications (academics and important administrative matters)
- 7% other (campus life and financial)

Kentucky Community and Technical College System

77k personalized push delivered monthly.

Notifications by type:



Students performed an average of 704k app activities per month.

App activities by type:

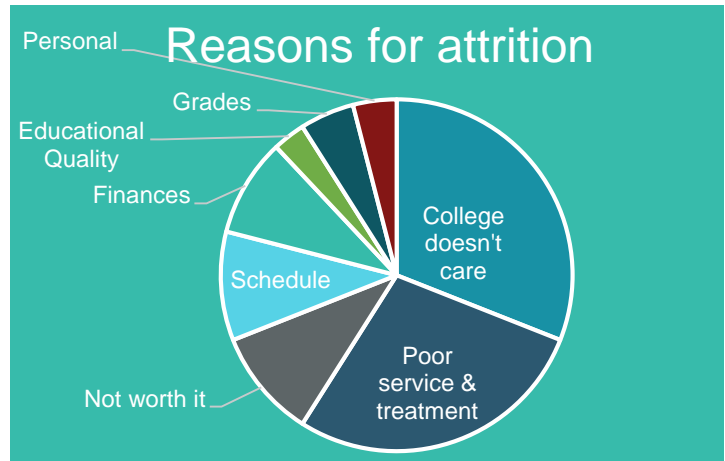
- 79% Academic
- 16% Personalized communications (academics and important administrative matters)
- 5% other (campus life and financial)

Why does this matter?

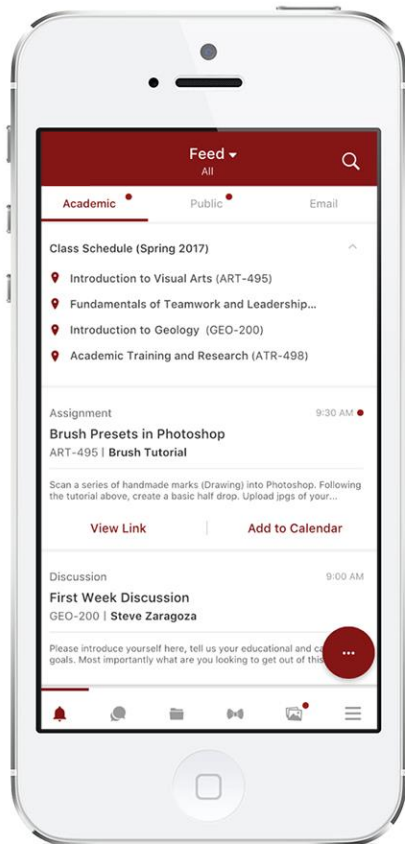
Poor communication affects student engagement and retention

Most students (77%) leave higher education because they feel their college doesn't care or they receive poor service and treatment – **issues that can be addressed by improved communication.**





Raisman, Neal A. (2013). "The Cost of College Attrition at Four-Year Colleges & Universities." Policy Perspectives. Virginia Beach, VA: Educational Policy Institute



Ready Education: Mobilizing Student Communication



Keeping students connected to important campus information & updates

-  **Feed View**
Courses, account & campus life in one place
-  **Customizable**
Students decide what's important to them
-  **Personalized Notifications**
That keep students up to date
-  **Two-Way Communications**
An AI chat-bot makes it easy to get answers

Learn more at www.readyeducation.com