



M E S S A G E

R E C E I V E D

JUNE 2013



STUDENTS ONLINE, OFF CAMPUS AND IN PHILLY

1515 Market Street, Suite 830, Philadelphia, PA 19102 • 215.988.1707 • campusphilly.org
Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region.

M E S S A G E

R E C E I V E D

In spring 2013, @campusphilly knew its student communications strategy needed a reboot, so we took the following steps to make sure we are staying in tune and in touch with our regional students:

- 1 | We partnered with P'UNK Ave, a web design firm that focuses on cutting-edge communication strategies and projects for the social good, to take a look at what we were doing, conduct some research and advise us.
- 2 | We conducted a survey with 878 regional students to learn what their communication practices were like.
- 3 | We gathered current college students for a focus group to dig deeper into their social media habits and practices.

We've integrated the findings into how we communicate with students and the results have been impressive:



A 30% jump in the open rates for the *Campus Philly Insider*, our weekly e-newsletter to students.



An increase in Campus Philly Twitter followers, mentions, retweets, and conversations. @Campus_philly is included on more than 200 unique Twitter lists.

Here are the findings from our student survey. We thought this would be useful for our partners to see, as we all try to be more effective in communicating with and reaching the college student audience.

Special thanks to **P'UNK AVE**, punkave.com, for their collaboration on the survey, conducting the focus group and interpreting the results.

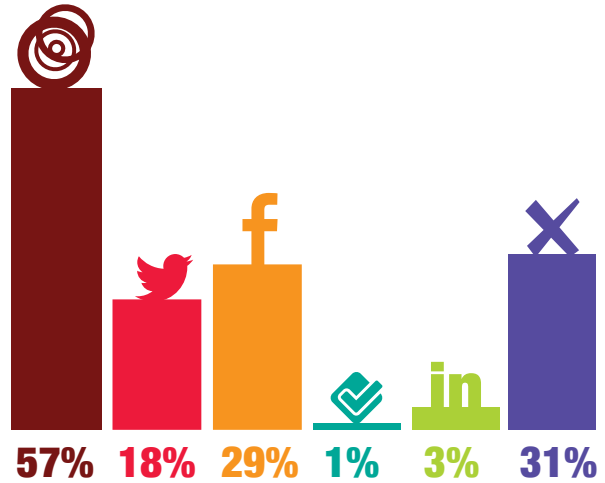
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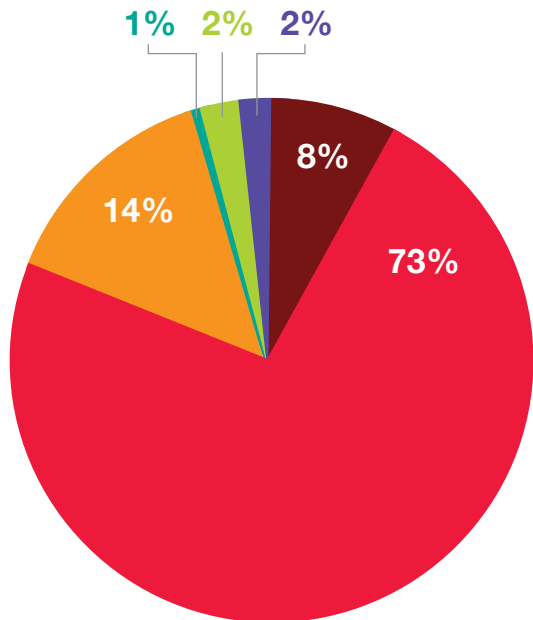
Campus Philly encouraged our partners and students to share our survey with others who might not be directly in touch with Campus Philly already.

The result was that close to a third (31%) of the survey sample of 878 respondents were not connected to Campus Philly through e-mail or social media, providing us with a picture of our existing and potential student audience.



Checked all that apply.

- I receive the *Campus Philly Insider* e-newsletter
- I follow Campus Philly on Twitter
- I follow Campus Philly on Facebook
- I follow Campus Philly on Foursquare
- I follow Campus Philly on LinkedIn
- None of the above



The majority (73%) of respondents were undergraduates at colleges and universities in the Greater Philadelphia region. Recent grads and graduate students made up another 22% of the respondents.

- I am a recent college graduate
- I am an undergraduate student
- I am a graduate student
- I am a high school student
- I am an adult learner
- I am not a student

E - M A I L

STUDENTS ARE E-MAIL CENTRIC BUT E-MAILS HAVE TO BE RELEVANT

The Most Preferred Way To Receive News & Information:

Listed in order from preferred (#1) to least preferred (#7).



Top Reasons to Read E-mails From Organizations:

Checked all that apply.

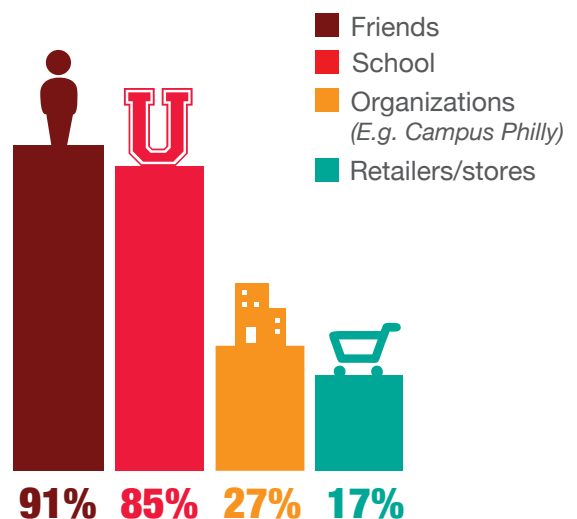
- 81%** If I'm interested in updates or info from that organization
- 75%** The subject line or preview text interests me
- 18%** Lots of images and limited text

Top 3 Reasons to Unsubscribe From an Organization's E-mails:

- 41%** E-mails sent too frequently
- 38%** Content is not useful or engaging
- 14%** Signed up accidentally

I Often Open E-mails From:

Checked all that apply.



S O C I A L

REACHING STUDENTS EFFECTIVELY MEANS USING MULTIPLE PLATFORMS

Social Network Sites

Which Do You Use?

Checked all that apply.

- 92%** Facebook
- 50%** Twitter
- 48%** LinkedIn
- 41%** Instagram
- 33%** Pinterest
- 27%** Google +
- 25%** Tumblr
- 9%** Reddit
- 4%** Meetup
- 3%** MySpace
- 2%** None of the above

What is the single social media tool you are most likely to use to share information and news with friends?

72% Turn to Facebook

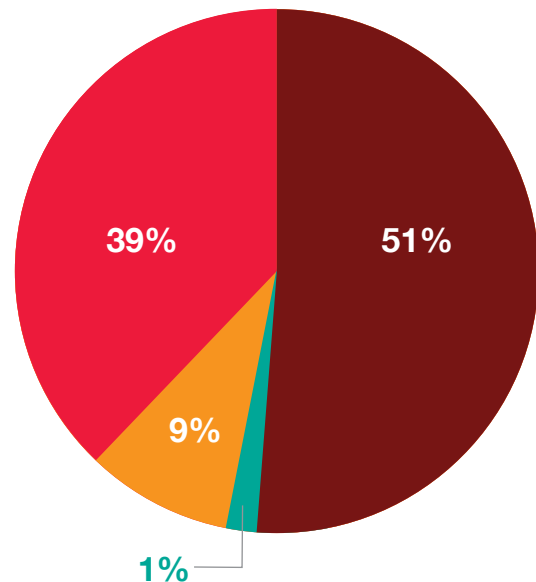
Psst...Twitter was #2 at 13%



Social networking sites are eclipsing Internet search and browsing as a way to discover information:

How often do you visit non-social networking websites to browse or look for new information?

- 51%** Sometimes
- 39%** Often
- 9%** Rarely
- 1%** Never



READY

TO

WORK

STUDENTS ARE CAREER FOCUSED

Activities Off Campus By Most Frequent:

From a pre-determined list. From most to least frequent.

1



Work

2



Go out to eat or drink

3



Study

4



Hang out with friends

5



Go for a walk, hike or run

6



Shopping

7



Attend concerts and shows

8



Site-seeing

9



See a movie

10



Visit museums and galleries

11



Attend sports games

12



Play recreational sports

Activities They'd Like Campus Philly to Do:

From most to least preferred.

1. Events to meet employers
2. Festival on the Parkway (College Day)
3. Events to find internships
4. Career workshops & networking how-to events
5. Volunteer and civic engagement opportunities
6. Events to meet & connect with students from other campuses

75%

Work is the most frequent off-campus activity they engage in

48%

Use LinkedIn

18%

Events to meet employers is the top activity students seek from Campus Philly

CITY

OF

SCHOLARLY LOVE

From Their Perspective:

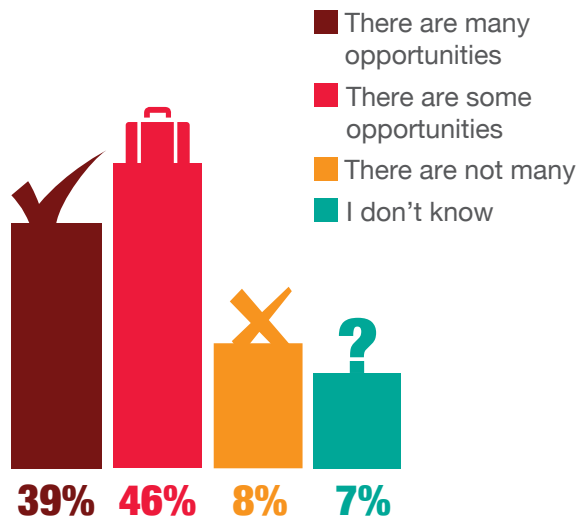
- 85%** Think there are “some” or “many” job opportunities for them in Philadelphia
- 81%** Say Philadelphia is either the best thing or an added benefit of their college-going experience
- 64%** Feel that they have the resources to build connections to regional employers & business professionals

How Do You Feel About Going to School In Philadelphia?



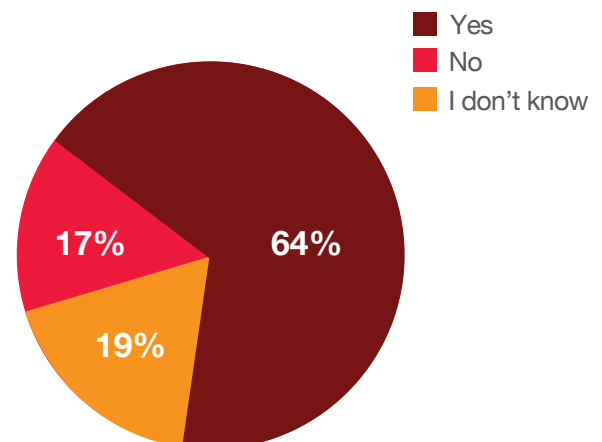
- It's the favorite part of going to my school
- It's an added benefit of going to my school
- It is neither a positive nor a negative for me
- It is a negative for me

What Do You Think About Job and Career Opportunities For You In Philadelphia?



- There are many opportunities
- There are some opportunities
- There are not many opportunities
- I don't know

Do You Have The Resources to Build Connections to Regional Employers?



- Yes
- No
- I don't know