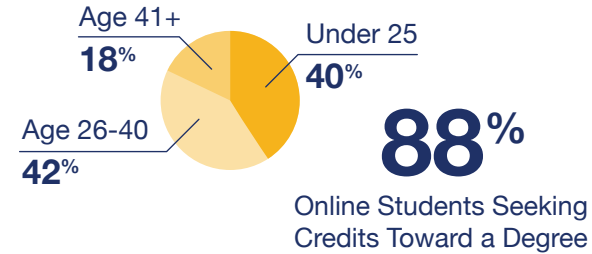
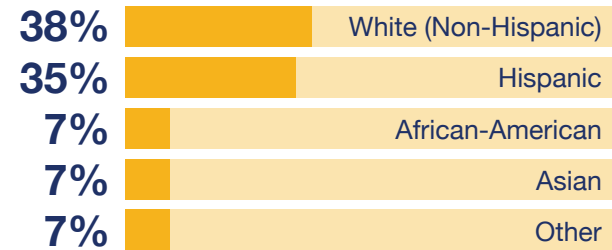


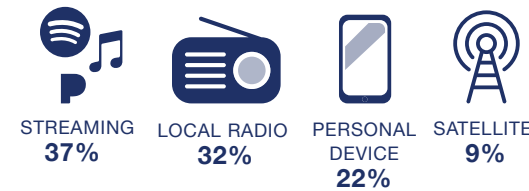


### AT A GLANCE



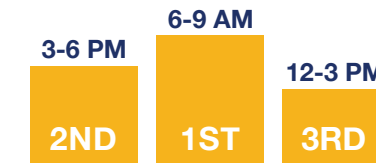
### LISTEN UP

#### Preferred Audio Platform



#### The Morning Drive

Preferred radio listening times:

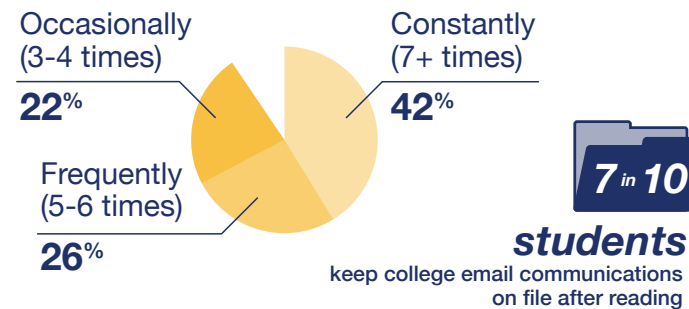


Alternative/Indie  
**Hip-Hop/R&B**  
Country Pop Rock



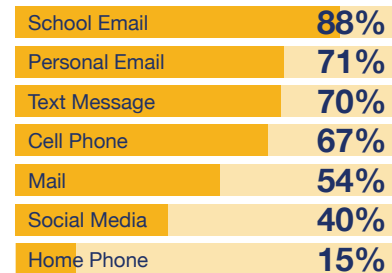
### FREQUENT FILERS

#### 90% check email 3+ times a day



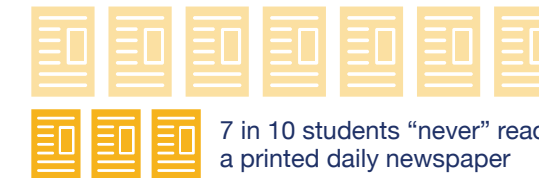
#### The Write Stuff

Preferred methods of contact:



### ONLINE IS IN

#### Ink is Out



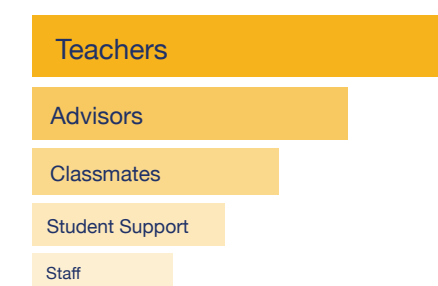
#### Favorite Online-Only News Sources



### PROUD TO PERSIST

#### Retention Superstars!

Most common sources of encouragement:



**65%** of Students Said They Were Encouraged to Stay Enrolled from Somebody at Their College



### 1ST IMPRESSIONS



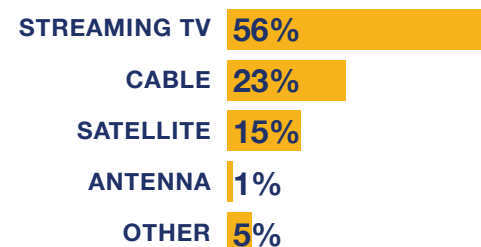
#### Clean and Clear

Most important attributes for a college website:

1. Informative
2. User-Friendly
3. Complete
4. Interesting
5. Attractive
6. Interactive
7. Focused
8. Customizable
9. Fun

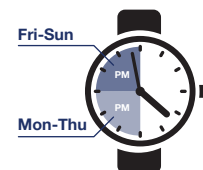


### STREAM ALL DAY



#### ...AND ALL NIGHT!

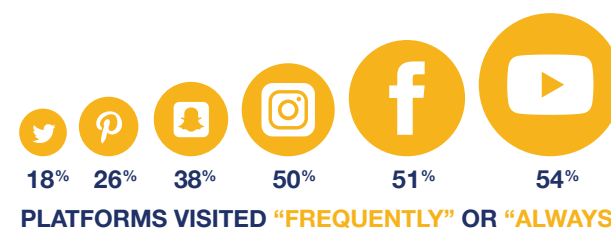
Most popular TV watching hours:



9/10 students say they "skip" or "leave the room" during TV commercials



### SOCIAL VISITS



#### Preferred social media platforms for

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <b>Friends, Family &amp; Fun:</b> | <b>College Info &amp; Services:</b> |
| 1. Facebook                       | 1. Student Portal                   |
| 2. Instagram                      | 2. Facebook                         |
| 3. YouTube                        | 3. YouTube                          |
| 4. Snapchat                       | 4. Twitter                          |



### FACT.

ONLINE STUDENTS ARE LESS LIKELY TO RECEIVE ENCOURAGEMENT TOWARD PERSISTENCE THAN TRADITIONAL STUDENTS