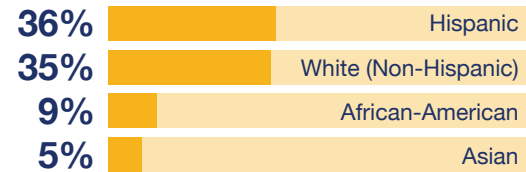




AT A GLANCE



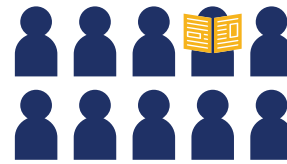
BUSY BEES



3 in 4 skills builders are over 25 years old.



THE DAILY DUD



Nearly **9 in 10** respondents do not often read a daily, printed newspaper

Newspapers **ranked last** among "effective recruiting platforms," with zero respondents choosing this as their preferred platform.

However **1 in 3** say they read an online newspaper regularly



THE SOCIAL NETWORK

Most visited social media platforms:

1. **YouTube** 78%
2. **Facebook** 71%
3. **Instagram** 54%
4. **Snapchat** 41%
5. **Pinterest** 35%

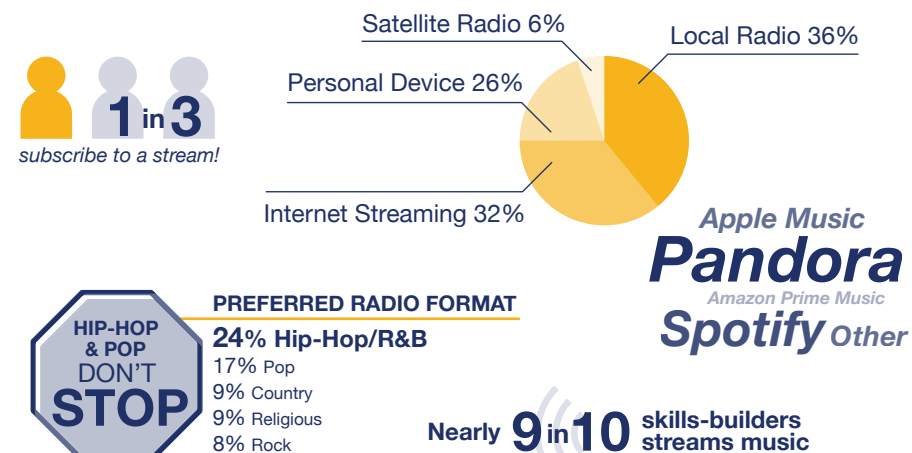
CHECK SOCIAL MEDIA PER DAY



26% never read SM ads



TUNES AND TALK



LEFT TO THEIR OWN DEVICES...



44% still have a landline

92% have a smartphone

41% use a tablet at least "sometimes"



Hit Me Up!

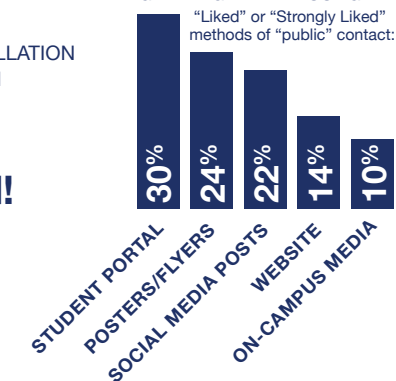
SCHOOL CLOSURE/CANCELLATION
EMERGENCY INFORMATION
IMPORTANT DATES
CLASS INFO



Don't Hit Send!

BUSINESS INFORMATION
COLLEGE SERVICES
SOCIAL OPPORTUNITIES

GETTING THE MESSAGE



COMMUNITY OF SUPPORT

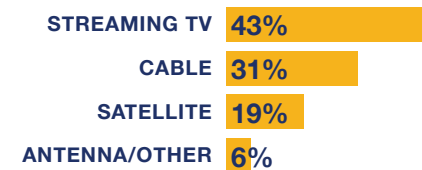
7 in 10 students feel bolstered by their college.

Most effective methods of encouragement:

1. **EMAIL**
2. **PROFESSOR/ADVISOR CONTACT**
3. **CAMPUS POSTERS**



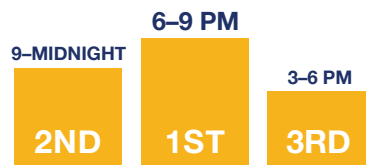
S.T.R.E.A.M. (get the money...)



1 in 2 skills-builders watches TV commercials at least "sometimes."



TV TIME!
Most common viewing hours



THE POWER OF THE PORTAL

4 in 5 skills-builders say their colleges website is effective

7 in 10 visited their college's website before deciding to attend

1 in 2 made the decision to apply based on website information



COST > CONVENIENCE

Most influential factors for attending:

