

# BETTER RECRUITMENT THIS YEAR, BETTER DATA NEXT YEAR.

Inigral + Academica Group

Academica and Inigral are providing Higher Education institutions with a full package of social media community tools and research data to help institutions meet enrolment and retention goals. Components include:

- A social media-based, data-driven approach to impacting yield, mix, melt, and retention
- Access to market research and surveys from prospective students, parents, and educators
- Data analysis, strategy, and best practices

## INIGRAL'S Schools App

Schools App is built to boost recruitment and improve retention. Leveraging the social features of the world's most popular social network - Facebook - Schools turns your student data into an online community specific to your institution.

Your community will enable prospective students to meet and interact during the recruitment process and allow your current students to stay in touch, network, and collaborate after they arrive.

## ACADEMICA'S Higher Ed Research

With fourteen years of Higher Ed research experience, Academica has in-depth insight and knowledge about North American university and college applicants.

Our experience in surveying and interviewing prospective students, current students, graduates, parents and educators, and conducting in-depth studies on higher education has given us valuable insight into how to effectively understand your key stakeholders and, as important, how to market to them.

## ACADEMICA'S Evidence-Based Solutions

Working with Academica, you will define innovative strategies, leverage strategic intelligence to improve competitiveness, and foster campus-wide consensus to the process. As a partner in your success, we can design strategies that produce optimal results. Our consulting services include market research, strategic marketing, institutional branding, student services, recruitment and retention as well as creative, web development and social media services.



Go to [www.academicagroup.com/socialtrends](http://www.academicagroup.com/socialtrends) for more information



# Academica and Inigral have developed two research products that make use of the social media data coming from Inigral's unique Facebook application.

## SocialTrends™ Dashboard

Academica's HigherEd SocialTrends™ Dashboard will provide reports generated from data from your institution's Schools App on Facebook. The dashboard provides insights on the thoughts, concerns, preferences and social interests of those applicants and current students who are using your institution's Inigral Facebook application. Additionally, this report will also help the school's administration understand the overall usage of the Facebook application. Clients will access this report exclusively via Academica's HigherEd Analytics Research System™, which delivers four key online reports:

### User Profile

Key demographic data on your applicants.

### Applicant Insights

Get to know your applicants' academic and professional ambitions, and most importantly, what they are saying about you.

### SocialTrends

Learn about your applicants' personal interests – hobbies, interests, sports, political and religious views to help you create a college experience beyond academics.

### Schools App on Facebook Analytics

Find out how engaged your applicants are on Inigral's innovative Facebook application and how you can use it better to drive conversion and retention.

## SocialTrends™ In-Depth Analysis

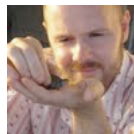
Academica's HigherEd SocialTrends™ In-Depth Analysis is a custom, comprehensive report that is developed for you by one of our specialized Education Research Analysts. This is a comprehensive research report where the Analyst examines interactions taking place within the communities on Schools App, the 'Stories' shared by users, user profiles, etc. and provides meaningful analysis and recommendations from the data. The HigherEd SocialTrends™ In-Depth Analysis identifies common themes and trends that take place in communities on Schools App and provides both context-based and comparative perspectives. The report provides deep insights into the way applicants and students are interacting with the institution, and its application process, and other applicants. The HigherEd SocialTrends™ In-Depth Analysis will be delivered to institutions as a full written report (PDF) and with a personalized presentation (online or in person).

# Columbia

COLLEGE CHICAGO

- 94% of admits who used Schools App attended CCC
- Over half of CCC's admitted students made 10+ friends before school started
- Students add between 100-300 pieces of content daily
- Largest art college in the US

"Student activity in our Facebook app has been through the roof – our students love expressing themselves in the application. It's great to see our students so enthusiastic about school and reaching out to other students for support and advice."



**Matt Green**, Director of Online Student Communications and Student Communications



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