

# Engaging Mature Students ... in the Age of Facebook, YouTube and Wikipedia:

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## Agenda

- Intro
- Social Media 101
- SkoolPool
- iPSE
- Social Media Services
- Case Studies

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Part 1

# INTRODUCING ... ACADEMICA GROUP

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## A Quick History

- Originally **Acumen Research Group**, founded by Rod Skinkle in 1996 to administer the *University Applicant Survey*
- Renamed **Academica Group** in 2003, when Ken Steele and his marketing agency joined forces with the research team
- Another major step forward with the acquisition of **x2idea corporation** in 2007. Toronto office.

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## Our Mission

- To provide **expertise** in PSE market research, branding, strategy, and web
- To help **PSE institutions** chart their future course, define distinctive positions, and achieve success, individually and collectively
- To help **government** better understand and meet the needs of academic institutions, potential students, employers and society
- To help **young people** find the right course in higher education, and in their careers

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## University Clients

- Acadia University
  - Athabasca University
  - Bishop's University
  - Brescia University College
  - Brock University
  - Carleton University
  - Dalhousie University
  - King's University College
  - Lakehead University
  - Laurentian University
  - McGill University
  - McMaster University
  - Mount Allison University
  - Nipissing University
  - Queen's University
  - Ryerson University
  - Saint Mary's University
  - Trent University
  - University of Guelph
  - University of Ontario Institute of Technology
  - University of Ottawa
  - University of Prince Edward Island
  - University of Saskatchewan
  - University of Toronto
  - University of Victoria
  - University of Waterloo
  - University of Western Ontario
  - University of Windsor
  - Wilfrid Laurier University
  - York University
- and many more...*

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## Other Clients

- BC Ministry of Education
- BC Ministry of Advanced Education
- Canada Millennium Scholarship Foundation
- Ontario Ministry of Training, Colleges, and Universities
- Ontario Ministry of Education
- Canada Student Loan Plan
- Colleges Ontario (formerly ACAATO)
- Council of Ontario Universities (COU)
- Human Resources & Skills Development Canada
- Canadian Automotive & Trucking Institute
- CDI College (London)
- Lawson Health Research Institute
- London District Catholic School Board
- Ontario Institute of Audio Recording Technology (OIART)
- Robarts Research Institute
- Thames Valley District School Board
- Toronto Montessori Academy
- Toronto Montessori Schools
- Westervelt College

*and many more...*

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Part 2

## SOCIAL MEDIA 101

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## Is Social Media Significant?

- Wikipedia has 2 million+ entries
  - Britannica has 65,000
- MySpace, YouTube & Wikipedia surpassed the NY Times and CNN in web traffic in 2007.
- Jim Stengel, CMO of Proctor & Gamble reports web portal was 4 times more effective than a traditional broadcast effort
- Your consumers can reach more people and exert more influence in a heart beat than you can imagine.
- Currently more than 100 million blogs online

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## Social Media Users

- **Teen** use of social media continues to increase
- **Women** are more active social media users in all areas, other than posting online video
- Teens and their **parents** often have similar technology profiles in the gadgets they use and the frequency with which they use them. (1)
- **87% of parents who have a child ages 12-17 use the internet, up from 80% in the 2004 survey.**

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## It's not just for kids

"Membership in online communities is now a mainstream activity."

- eMarketer (1)

"Users who are 62+ spend a collective three-quarters of a billion minutes a day on the Internet, or an average 44 minutes per day individually."

- ClickZ (2)

"The fastest growing demographic is those 25 years old and older."

- Facebook

"The percentage of active Facebook members who are over 25 years old and out of school has risen to some 40 per cent of the overall population of about 45 million."

- The Record (3)

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## We're ALL Online. Confidential

*From 2007 PROI Study, Academica Group Inc.*

	Average	30+
Less than 1 hour / week	1.5%	3.3%
1 – 4 hours / week	15.4%	23.2%
5 – 9 hours / week	25.3%	26.6%
10 – 19 hours / week	31.7%	27.7%
20 – 39 hours / week	18.7%	14.8%
40+ hours / week	7.2%	4.1%

- 46.6% of applicants 30 and over use the Internet more than 10 hours a week.
- 57.6% is average.

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## Top 5 Online Activities

### Confidential

	Average	30+
Check Email	94.8%	<b>98.2%</b>
Social Networking	67.6%	<b>36.9%</b>
Instant Messaging	68.8%	33.2%
Watch Video	22.0%	10.7%
Online Banking	35.7%	<b>57.2%</b>
Maintain a site or blog	7.1%	4.8%
Participate in discussion boards	8.1%	6.6%

Above: 2007 University and College applicants were asked which 5 activities they most often used the internet for.

*From 2007 PROI™ Study, Academica Group Inc.*

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## PSE is in Top 5!

### Confidential

	Average	30+
Research Colleges & Universities	27.6%	33.6%
Search for Scholarship Info	17.8%	20.3%
Schoolwork	62.6%	50.2%

Above: 2007 University and College applicants were asked which 5 activities they most often used the internet for.

The above shows results for PSE related activities.

*From 2007 PROI™ Study, Academica Group Inc.*

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## One Ring to Rule Them All?

- Users use a combination of several online communication tools, rather than one alone
- Users have developed a complex and varied set of rules to compensate for the lack of “cues”
- It is important to understand the rules or personality related to a technology in order to deploy it correctly

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## Confidential Communicate with Friends

	Average	30+
Email	88.8%	<b>94.8%</b>
MySpace	12.6%	8.9%
Facebook	76.4%	41%
MSN/Live IM	82.2%	45.4%
Skype	7.1%	<b>9.2%*</b>
<b>Wiki's</b>	1.5%	1.8%
Discussion Boards	6.5%	5.5%
Blogs	7.6%	5.2%
None	0.7%	1.5%

\* The highest of all age groups

Above: 2007 University and College applicants were asked which technologies they used to communicate with friends.

*From 2007 PROI™ Study, Academica Group Inc.*

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## Confidential

# Communicate with Schools

	Average	30+
Facebook	17.6%	9.2%
Email	90.0%	86.0%
Phone	67.5%	75.6%
IM	18.0%	10.7%
Text Message	5.9%	4.1%
Mail	39.4%	36.5%
In Person	59%	62.7%

Above: 2007 University and College applicants were asked which technologies they would like to communicate with schools  
*From 2007 PROJ™ Study, Academica Group Inc.*

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## Types of Social Media

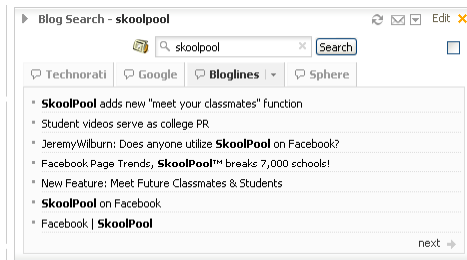
- Inform & Participate  
- Create   
- Communication & Collaboration  
    
- Social Networks  
  
- Share  

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# Just for you & me

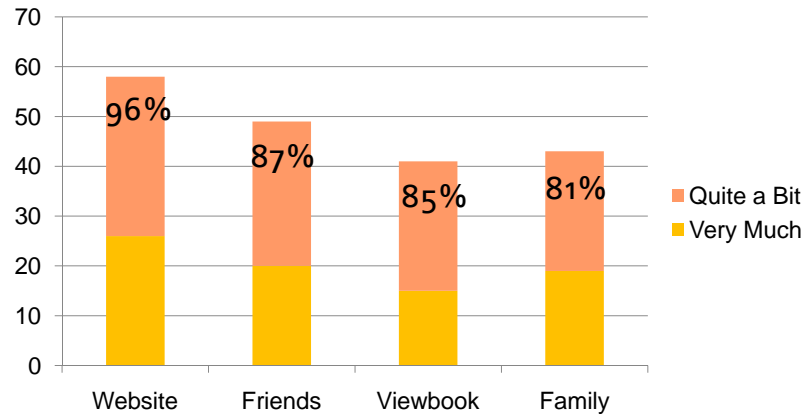
- Monitor  
- Marketing    



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## Confidential Use & Influence of Sources



Above: Influence on 2007 applicants  
From 2007 UAST™ Study, Academica Group Inc.

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# Communication



## Tagging

- Users describe content with undefined keywords
- Bookmarks, Photos, Videos, Blog Posts can all be “tagged”
- To be “tagged” is to be publicly indexed
- Folksonomy

Don't Tase Me Bro!

DTMB  
Don't Tase Me Bro!

YouTube  
Broadcast Yourself

del.icio.us  
your bookmarks

digg

Gmail  
by Google BETA

msn Messenger

facebook

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Part 3

# STRATEGIES

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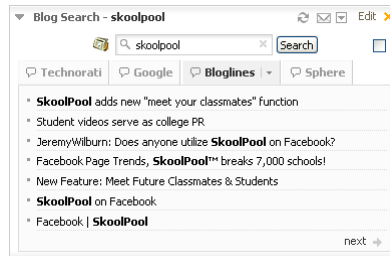
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# Monitor

- Your company, product or personal brand
- Your comments & forums

## Tools:

- Google Alerts
- Technorati blog search
- Social Network searches
- Many professional services available to outsource to.



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# Marketing Opportunities

David Berkowitz is a fan of BLOCKBUSTER.  
One month free trial.  
Try Blockbuster Total Access free for one month: no due dates or late fees on online rentals.  
More Ads | Advertise

Targeted Ads

## Recent Blog Posts



**KEN STEELE**  
Integrated Marketing & Branding in Seattle  
Ken Steele was among 113 higher education marketers the 2008 CASE Institute for Integrated Marketing and B. Much of the program focused on fundamentals, but Ken highlights: interesting or thought-provoking examples, n observations about the US approach to integrated marke



Corporate Blogging

Word-of-Mouth



Podcasts



Social Media Optimization

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# Best Practices

- Be Visible
- Be **Appropriate** → Take the time to observe a community and learn its rules of practice before becoming an active participant
- Provide Content
- Be **Relevant** → Make sure your contributions are relevant and useful to the Community you are joining

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Part 4

## SKOOLPOOL

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# SkoolPool™ on Facebook®

- Launched by Academica Group in Fall 2007
- 75% of Canadian PSE applicants are already using Facebook, most often daily (PROI™ 2007)
- 7,015 schools in the database, 85+ schools have set up profiles, more than 9,000 student signups
- Users indicate their consideration set, applications, offers – and why
- Consideration set and logos are displayed on the student's FB profile

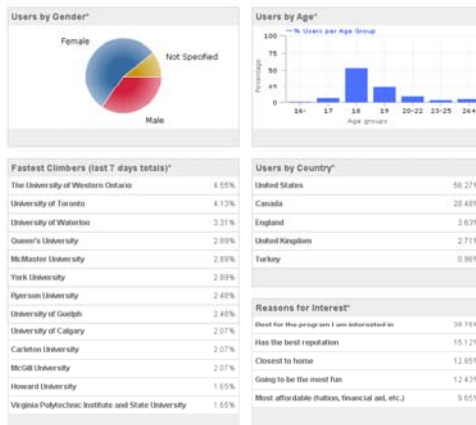


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# TrendSpotter Dashboard™

Free 24/7 statistics drawn from the SkoolPool Community



<http://www.academicagroup.com/skoolpool/dashboard>



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## A view of the SkoolPool About page on Facebook

**facebook** Profile edit Friends ▾ Inbox (1) ▾ home account privacy logout

Search

**Applications** edit

- Ads and Pages
- Developer
- Photos
- Dogbook
- SkoolPool
- Calendar
- Scrabulous
- more

**University of Phoenix**  
Thinking ahead.

**ONLINE PROGRAMS**

**ASSOCIATE'S DEGREES**

- Associate of Arts in Business
- Associate of Arts in Health Care Administration
- Associate of Arts in Criminal Justice
- Associate of Arts in Accounting

**BACHELOR'S DEGREES**

- Bachelor of Science in Business

**SkoolPool** Browse More Applications

You already added **SkoolPool** to your profile.

- Go to this Application
- Remove this Application

You can add this application to some of your Facebook Pages.

**Add to Page**

Become a Fan

View Updates

Block Application

Share +

**About this Application**

★★★★☆ (2.0 out of 5)  
Based on 4 reviews

Users:  
54 daily active users  
1% of total, 7 friends

Category: Education

This application was **not** developed by Facebook.

**Fans**

6 of 60 Fans See All

**What schools are you applying to?**

**Where are your friends applying?**

See why...

**Looking at schools?**  
Find out about your fave school - click here!

Things aren't the same as when your parents were thinking about going to schools. There are hundreds of schools around the world that are fighting for your application with flashy viewbooks and email campaigns. Sift through the pile and find out what your friends are saying, share reviews with other applicants, and even connect with current students!

**Add SkoolPool Now!**

**NEW Feature!**

Hi everyone!

Just a very quick update to let you know that you can now use SkoolPool to bring up a search of all Facebook users that are attending the same school as you next year. Go to your MySchools page and click the "Meet Future Classmates" link under any school name.

**facebook** Profile edit Friends ▾ Inbox (2) ▾ home account privacy logout

Search

**Applications** edit

- Ads and Pages
- Developer
- Photos
- Dogbook
- SkoolPool
- Calendar
- Scrabulous
- more

**The Secret Teachers**  
Give you free lessons on The Law of Attraction

More Ads | Advertise

**Melissa Cheater**  
is taking screenshots!  
Updated 5 minutes ago edit

Networks: **UWO Alum '06**  
London, ON

Birthday: November 17, 1983

**Mini-Feed**  
Displaying 1 story Import | See All

Today

**SkoolPool** Melissa updated University of Prince Edward Island rank to 2. 4:40pm X

**Information**

**SkoolPool** My Schools | Friends' Schools

**Considering: Dalhousie University**  
Rank: 1  
0 friends added this school  
**Because:** It's going to be the most fun  
Edit | Add this School | Meet Future Classmates | Discuss

**Considering: University of Prince Edward Island**  
Rank: 2  
0 friends added this school  
**Because:** Other  
Edit | Add this School | Meet Future Classmates | Discuss

**Considering: Acadia University**  
Rank: 4  
1 friends added this school  
Edit | Add this School | Meet Future Classmates | Discuss

**Considering: University of New Brunswick**  
Rank: 4  
0 friends added this school

**View Photos of Me** (118)

**View My Friends** (223)

Play Scrabulous with me

Send yourself a Piece of Flair

Edit My Profile

**UWO Friends**

**My Pages**

**Friends in Other Networks**

**Networks with the most friends**

- UWO (66)
- London, ON (61)
- Kitchener, ON (37)
- Toronto, ON (37)
- Fanshawe (10)
- Queen's University (5)
- University of Guelph (5)

**Networks you belong to**

- UWO (66)
- London, ON (61)

Show All Networks | View All Friends

**SkoolPool a student's Profile**

Students are able to see all other Facebook users that are applying to the same schools!

The screenshot shows the Facebook 'Future Classmates' interface for Acadia University. It features a grid of user profiles, including Andy Evenchick, Katie Scannell, you, Ben Bond, David Mersky, and Shawna Garrett. Some profiles are missing, indicated by question marks. The interface includes navigation tabs for 'My Schools', 'My Friends' Schools', and 'Future Classmates', and a search bar with a 'GO' button.

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## Default School Profile

The screenshot shows a default Facebook school profile for the University of Toronto. The profile includes a search bar, a list of applications, and a 'School Wall' section with two posts. The 'Contact Information' section is empty, with a message: 'No information provided. If you are a representative of this school register now to expand this profile.' The 'Friends with SkoolPool' section shows one friend, James Walker.

Every school in North America has this profile type, unless they have registered at [SkoolPool.com](http://SkoolPool.com)

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# Basics School Profile

A view of the Just the Basics profile – free to all schools at [SkoolPool.com](http://SkoolPool.com)

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# Competitive Advantage Profile

- Visible to all 70 million Facebook users
- Visible in Facebook & Google Search
- Blogs, Videos, News Releases, Photos, Discussion Boards, Community
- \$599.88 / year  
[www.SkoolPool.com](http://www.SkoolPool.com)

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## Results

- Media Coverage
  - *Maclean's* University edition
  - *The Globe & Mail*
  - *The Chronicle of Higher Education*
  - *University Business*
  - CollegeWebEditor.com
  - *The Washington Post*
  - *The New Traditionals* by Deborah Snyder  
& more, including blogosphere

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## 2008/09

- OpenSocial
- Features for Current Students
- Features based on school feedback
- Content Control
  - Ability to moderate user comments



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Part 5

## SOCIAL MEDIA SERVICES

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## Social Media Services

- Online Visibility
- Research Opportunities
- Technology Solutions

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## Online Visibility

- Audits

Where are you?

Where are your users?

Where are your competitors?

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## Online Visibility

- Strategies

Who do you want to reach?

What do they want to hear?

What media will be the most effective?

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# Online Visibility

- Builds

Facebook  
MySpace  
YouTube  
Branded Portals  
iPSE



Georgian College's RAPP Research Analyst program chooses Academia's iPSE solution as a key program-specific online recruitment tool.

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# Online Visibility

- Audits
- Strategies
- Builds
- Campaigns

Search Engine Ads  
Social Ads  
Street-level  
Marketing  
Working Together

Join us Tuesday May 27  
Explore our 80+ career-oriented programs, & meet faculty. 5-8pm  
[www.stlawrencecollege.ca](http://www.stlawrencecollege.ca)



St. Lawrence College

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## Research Opportunities

- Focus groups
  - Online via Instant Messaging, with web cam options
  - Overcome distance and travel fees
- Consumer Panel
  - Survey thousands with our consumer panel database, filter for your target audience!

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## Technology Solutions

- iPSE: Interactive Video Console
- Social Media CMS
  - Let Marketing & Communications create a standard and professional look and feel for Facebook, MySpace etc
  - Departments can upload content and create their own pages within the template

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# iPSE



Georgian College's RAPP Research Analyst program chooses Academica's iPSE solution as a key program-specific online recruitment tool.

**An Interactive  
Recruitment Solution  
that Leverages  
Conversational  
Marketing and Social  
Media**

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## iPSE:

### Academica Group's Interactive Video Console

- Research shows that prospective students respond well to Conversational Marketing
- Culture and Technology working together
- Online video use has doubled in just 12 months

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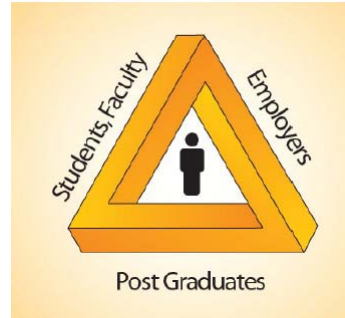


## iPSE:

### Academica Group's Interactive Video Console

Applicants trust 3 groups:

- **Friends** & trusted peers
- Alumni & **Mentors** in the work force
- **Employers** in the field



iPSE brings together video interviews and testimonials from All three trust groups, in a single interactive multi-media experience

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## iPSE includes:

- Interactive Audio/Video
- Blogs
- Forums
- Surveys
- Webinars
- Social Media Optimization
- Analytics
- Media & Content Management
- Outsourced Video Hosting
- Drupal CMS & Advanced Flash

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## iPSE includes:

- Banners
- User registration & login
- “Ask” feature
- Event Listings
- Distribution via email, Facebook, del.icio.us, digg
- Facebook, MySpace, YouTube Channel Build
- Registrant Database

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A screenshot of the BC Perspectives iPSE implementation, used in all highschools as part of grade 10 career curriculum

A screenshot of the BC Perspectives iPSE website. The page has a blue header with the title 'PERSPECTIVES' and the tagline 'Getting an inside look at post-secondary'. Below the header is a navigation menu with 'HOME', 'ABOUT', 'POLICY', 'TERMS', and 'CONTACT'. The main content area is divided into two columns. The left column has a sidebar with 'TEACHERS' and 'STUDENTS' buttons. The right column features a 'WELCOME TO PERSPECTIVES' section with a paragraph of text, followed by a 'Video Interview Highlights' section with three video thumbnails and their respective titles and descriptions: 'Rogue (Leah) British Columbia Institute of Technology Carpenter What were your classes like?', 'Donald University of Northern British Columbia Environmental Studies, minor in GIS and First Nations Studies Where and how did you find funding?', and 'Fazliah British Columbia Institute of Technology Financial Management Did you like high school?'.

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## PART 6: **A FREE OFFER**

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## **Academica's *Top Ten***

- We scan thousands of news sources daily
- Select the 10 most important or interesting stories affecting Canadian PSE recruitment, branding, advancement
- Email arrives by 4:00am each day
- Links to full articles
- Absolutely FREE



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# Academica's Top Ten

*"One of my 'First Three' every morning – along with coffee and voicemail!"*

– TERRY GALLIVAN,  
Associate Director Admissions & Recruitment  
Dalhousie University

*"A must read!"*

– DAVID DAUPHINEE,  
Editor, Western News  
University of Western Ontario

*"I don't know how I did my job before it!"*

– ERIN MILLAR,  
Editor, Maclean's University Website

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[www.academicagroup.com](http://www.academicagroup.com)

White Papers  
SkoolPool™ Dashboard  
Subscribe to *Academica's Top Ten*™

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