

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% | 98.2% |
| Social Networking | 67.6% | 36.9% |
| Instant Messaging | 68.8% | 33.2% |
| Watch Video | 22.0% | 10.7% |
| Online Banking | 35.7% | 57.2% |
| 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.

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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% | 94.8% |
| MySpace | 12.6% | 8.9% |
| Facebook | 76.4% | 41% |
| MSN/Live IM | 82.2% | 45.4% |
| Skype | 7.1% | 9.2%* |
| Wiki's | 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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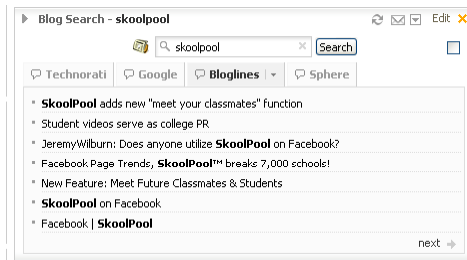


Just for you & me

- Monitor



- Marketing

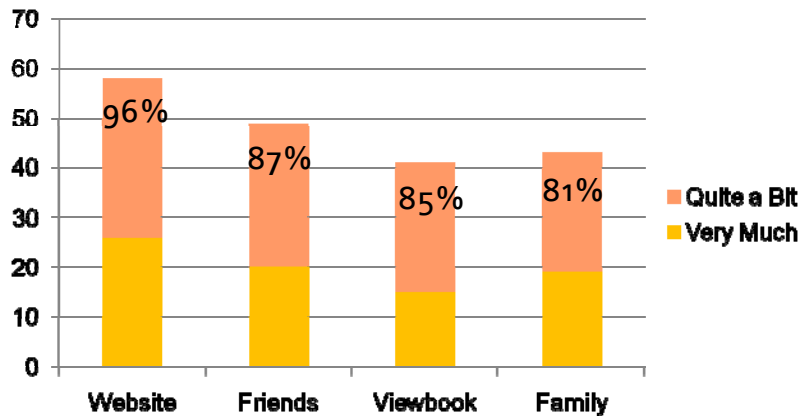


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Confidential

Use & Influence of Sources



Above: Influence on 2007 applicants
From 2007 UASTM 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

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Don't Tase Me Bro!

DTMB
Don't Tase Me Bro!

YouTube
Broadcast Yourself

del.icio.us
your bookmarks

msn Messenger

digg

Gmail
by Google BETA

facebook

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Part 3

STRATEGIES

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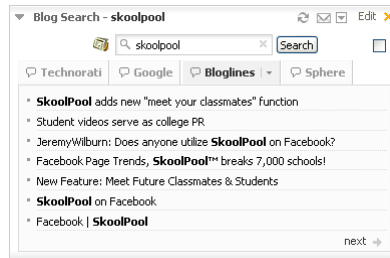
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Monitor

- 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



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

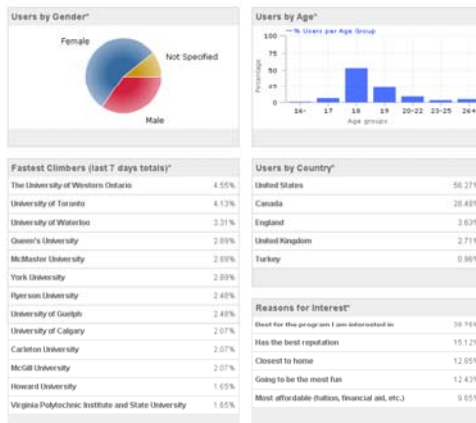


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TrendSpotter Dashboard™

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

SkoolPool a student's Profile

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

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 X

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

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

Applications: Ads and Pages, Developer, Photos, Dogbook, SkoolPool, Calendar, Scrabulous, more

My Schools | My Friends' Schools | **Future Classmates**

Future Classmates at Acadia University

Status: View all GO

Andy Evenchick, Katie Scannell, you, Ben Bond, David Mersky, Shawna Garrett

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Default School Profile

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

University of Toronto University

Contact Information

No information provided. If you are a representative of this school register now to expand this profile.

School Wall

Displaying all 2 posts. Write Something

Leigh Corrigan wrote at 4:17pm on May 21
http://webapp.ouac.on.ca/html/101_english/review_welcome_e.html message

Varsenig G wrote at 4:56pm on April 2
hey ok so does anyone know how to check the status of acceptance on the ouac website?? message

Invite Friends to SkoolPool
My SkoolPool
View Other Schools

SkoolPool
Join Research Group

Rank: undecided
Current state: Considering
Add school

Friends with SkoolPool
1 Friends have added this school

James Walker

Every school in North America has this profile type, unless they have registered at **SkoolPool.com**

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Basics School Profile

A view of the Just the Basics profile – free to all schools at 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

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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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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 Academica'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



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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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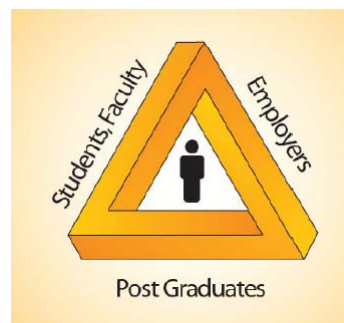


iPSE:

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



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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



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