

73% OF STUDENTS RECOMMEND THEIR UNIVERSITY REVIEW AND CHANGE ITS DIGITAL STRATEGY

THE DIGITAL REALITY FOR UNIVERSITIES

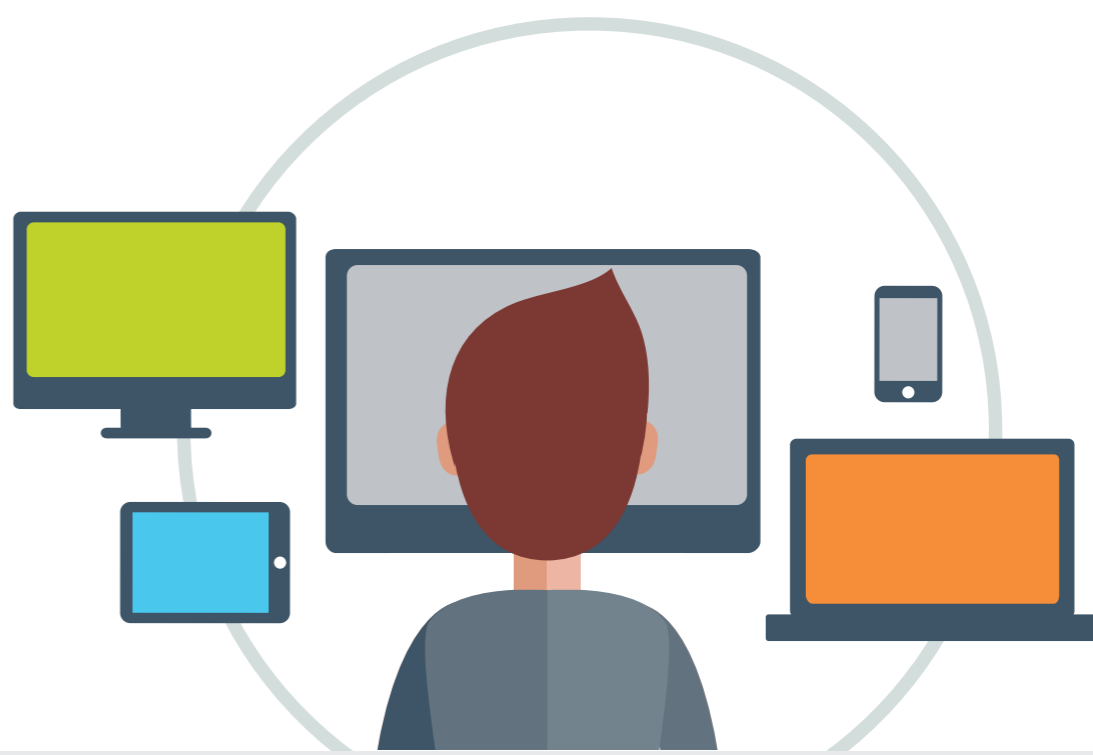
79%

Seventy-nine percent of Generation Z consumers display symptoms of emotional distress when kept away from their personal electronic devices.⁽¹⁾



Millennials⁽²⁾ vs Gen Z⁽³⁾

Whereas Millennials use three screens on average, Gen Z's use five: a smartphone, TV, laptop, desktop, and music player/tablet.⁽⁴⁾



THE DIGITAL DOWNGRADE ON CAMPUS

36%

Believe they spend less time studying because admin is so complex

47%

Expect student administration to be easier to manage given the fees they pay

41%

Would have a better experience if they could interact more digitally with their institution

Results reveal a ranking of how easy it is for students to manage different areas of their lives digitally:

- 1 Online Shopping
- 2 Entertainment/music
- 3 Social life/social media
- 4 Finances/banking
- 5 Travel
- 6 University life

WHAT DO STUDENTS WANT?

A quarter of respondents think less of their university because their systems are poor



41%

would be more likely to recommend their university if digital interaction was better

A third of students feel there is too much paperwork and get frustrated with the amount and complexity of admin. Students are currently least satisfied with:

- 1 Managing financial aid
- 2 Course transfers
- 3 Communicating with faculty advisors
- 4 Managing academic progress & coursework
- 5 Paying tuition
- 6 Admissions



87%

want a single app/web application accessible from any device



87%

would be more satisfied if their university implemented a single digital system to manage all of their administration



8/10

would find it useful to have an app that shows their current progress in their degree



The Royal College of Music is one of the world leaders in music education. Our talented students are digital natives and, using the right technology, we can interact with them on their terms so that managing their studies is more enriched, convenient and simpler.



Elly Taylor, Academic Registrar, Royal College of Music

⁽¹⁾ The National Center for Biotechnology Information

⁽²⁾ Millennials: People born in birth years ranging from the early 1980s to around 2000

⁽³⁾ Generation Z: People born after the Millennials

⁽⁴⁾ CMO

Survey conducted by DJS Research in March and April 2016 among more than 2,000 full time and part time students studying at university level in the US, Canada, United Kingdom, France, Germany, Benelux, Singapore, Australia and New Zealand.