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

79% of Generation Z consumers display symptoms of emotional distress when kept away from their personal electronic devices. (1)

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

Believe they spend less time studying because admin is so complex

36% expect student administration to be easier to manage given the fees they pay

47% would have a better experience if they could interact more digitally with their institution

41% would find it useful to have an app that shows their current progress in their degree

87% would be more satisfied if their university implemented a single digital system to manage all of their administration

87% want a single app/web application accessible from any device

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

36% feeling they can’t access the right information is the worst

47% feeling they can’t access the right information is the worst

41% feeling they can’t use the right technology to manage their studies is the worst

Millennials vs Gen Z

Online Shopping

Entertainment/music

Social life/social media

Financials/banking

Travel

University Life

WHAT DO STUDENTS WANT?

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

1.

Managing financial aid

2.

Course transfers

3.

Communicating with faculty advisors

4.

Managing academic progress & coursework

5.

Paying tuition

6.

Admissions

Course transfers

Communicating with faculty advisors

Managing academic progress & coursework

Paying tuition

Admissions

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

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.

(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