



E-Expectations Series: Engaging Prospective Students Through Virtual Experiences and Video Content

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Today's Discussion

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About E-Expectations 2023

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Video: Who's Watching?

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Video Best Practices

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Creating a Compelling Virtual Experience

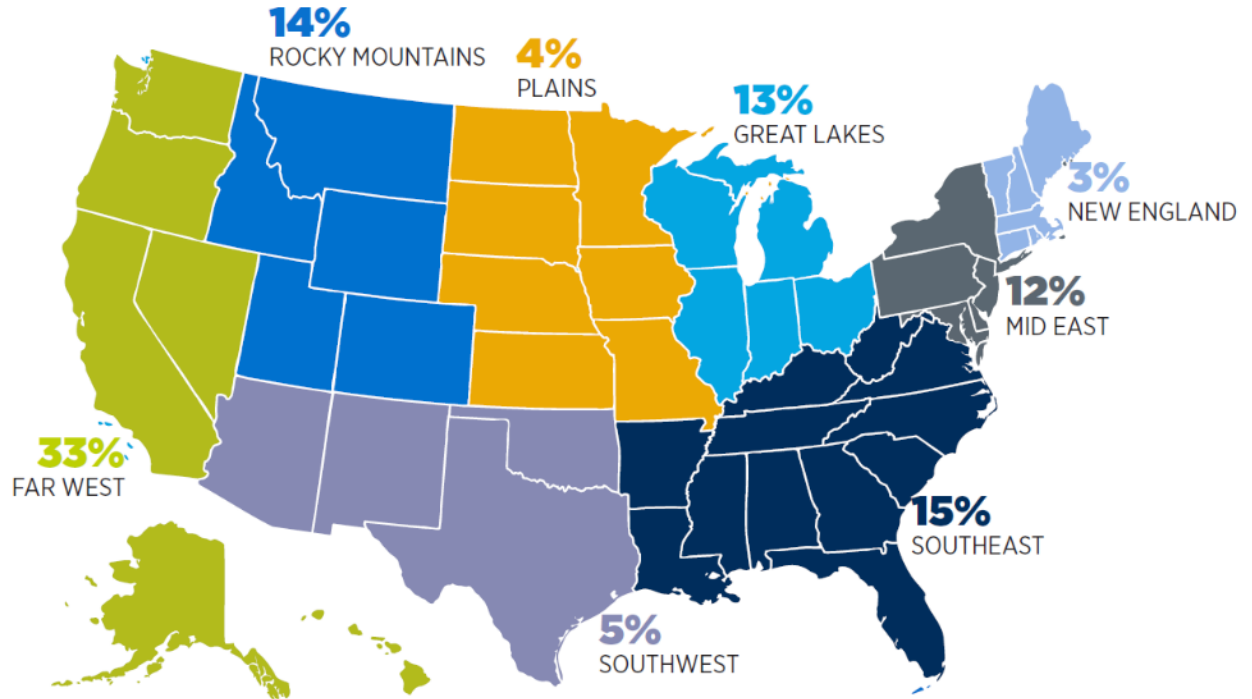
A woman with glasses and headphones is sitting at a desk, looking at a laptop. The scene is dimly lit with a blue overlay. The text "About the Study" is centered over the image.

About the Study

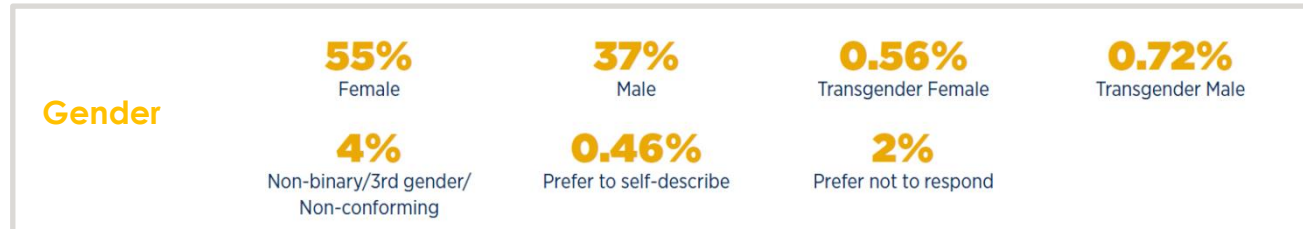
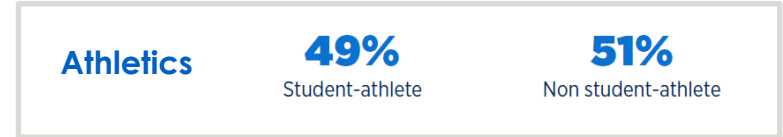
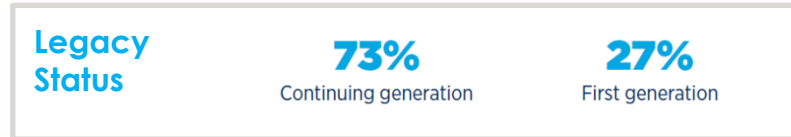
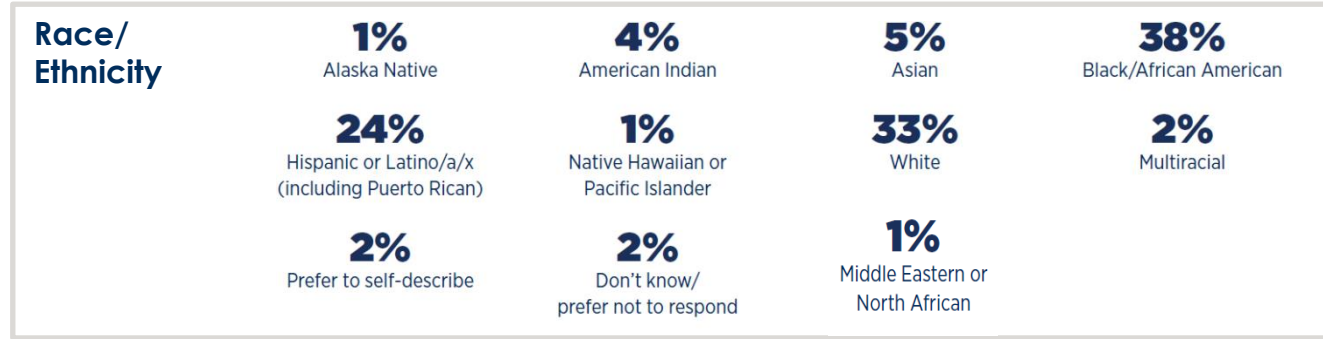
About the Study

The survey took place online from **January 16 to February 20, 2023.**

1,987 responses



About the Study Respondents



2023 E-Expectations Key Findings



Top sources used to learn about colleges:

1. The college's website
2. Emails from the college
3. Videos
4. Printed brochures
5. Results from scholarship calculator



Top items of information they are willing to share

1. Email address
2. Name
3. Cell phone
4. Parent email
5. Parent phone



More students are watching videos!

- 82% are watching videos
- 83% find videos helpful



Interaction is key!

- 78% use social media in college planning
- 74% use an online community where students can interact with each other

2023 E-Expectations Key Findings



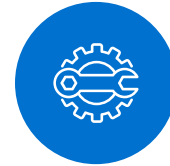
Virtual is a reality for college student search

- 73% use virtual tours or virtual reality experiences
- 79% find videos helpful



Top ways to contact a college

1. Form on website
2. Email
3. Scheduling a visit



63% have clicked on an online ad

Why they click:

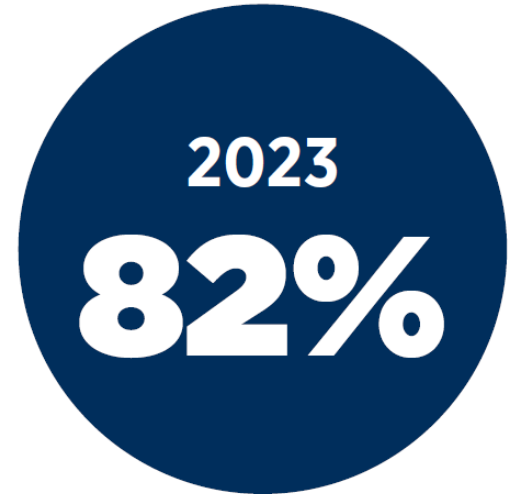
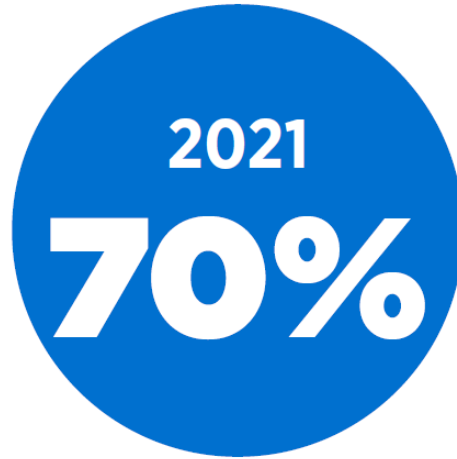
- Want to learn more
- Offer made was interesting
- Ad reminded them to do something related to their planning/enrollment



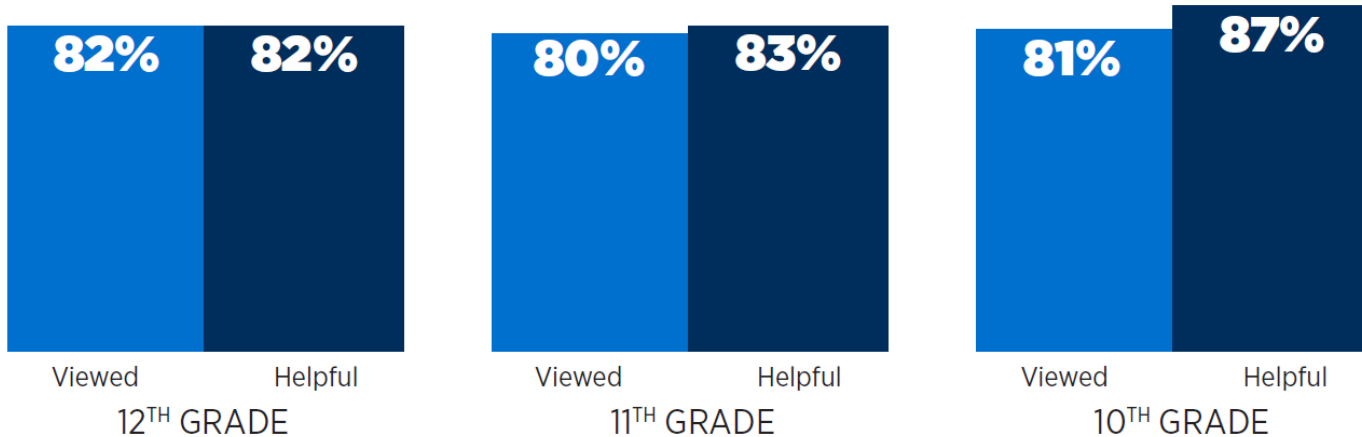
Video: Who's Watching?

Video Viewership is Growing

The number of prospective students viewing college and university videos **continues to grow**



How Many Use Video? How Many Find it Helpful?

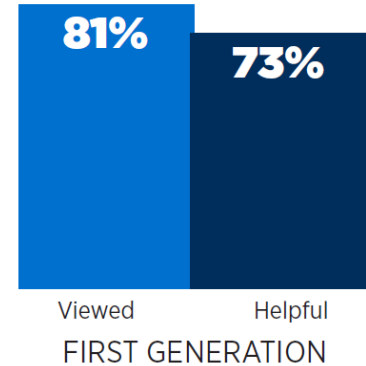
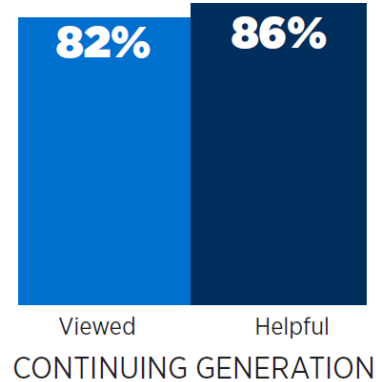
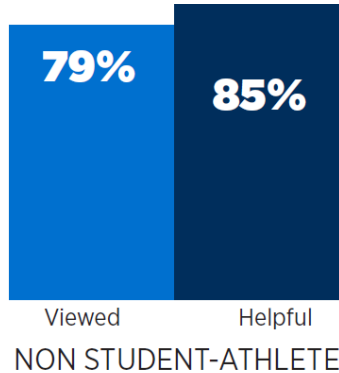
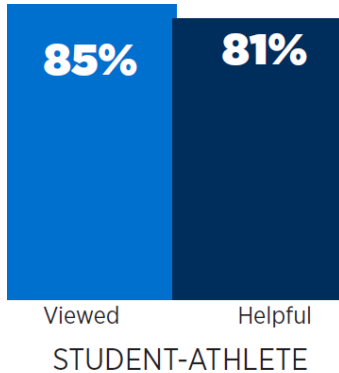


82% of all students have viewed videos from colleges and universities in their college planning

83% rate videos as "helpful"



What Populations Are Tuning In?



Student athletes are watching

Are we meeting the content needs of **first-generation students**?



Engaging Students Through Video (Best Practices)

What Content Drives Engagement?

Top 5 topics for video content students want to see

- 41%** Current students talking about their experiences in the classroom and on campus
- 36%** Recent graduates talking about their job search, where they found a job, and their salaries
- 34%** Videos showcasing campus life and extracurricular activities
- 34%** Videos showing the campus, buildings, and classrooms
- 31%** Videos customized with content matching the programs and campus activities interest me

Duration Makes or Breaks Viewership

Students who check video length before watching



Consider Content Style & Production Value

- ***“Right Content, Right Device, Right Time”***

Documentary/Interview Style

- Mission: Inform & build trust
- Tempo: authentic, calm, informational
- Content: Storytelling focusing on interviews, looking off camera
- Who: Ambassadors such as students, alumni, faculty

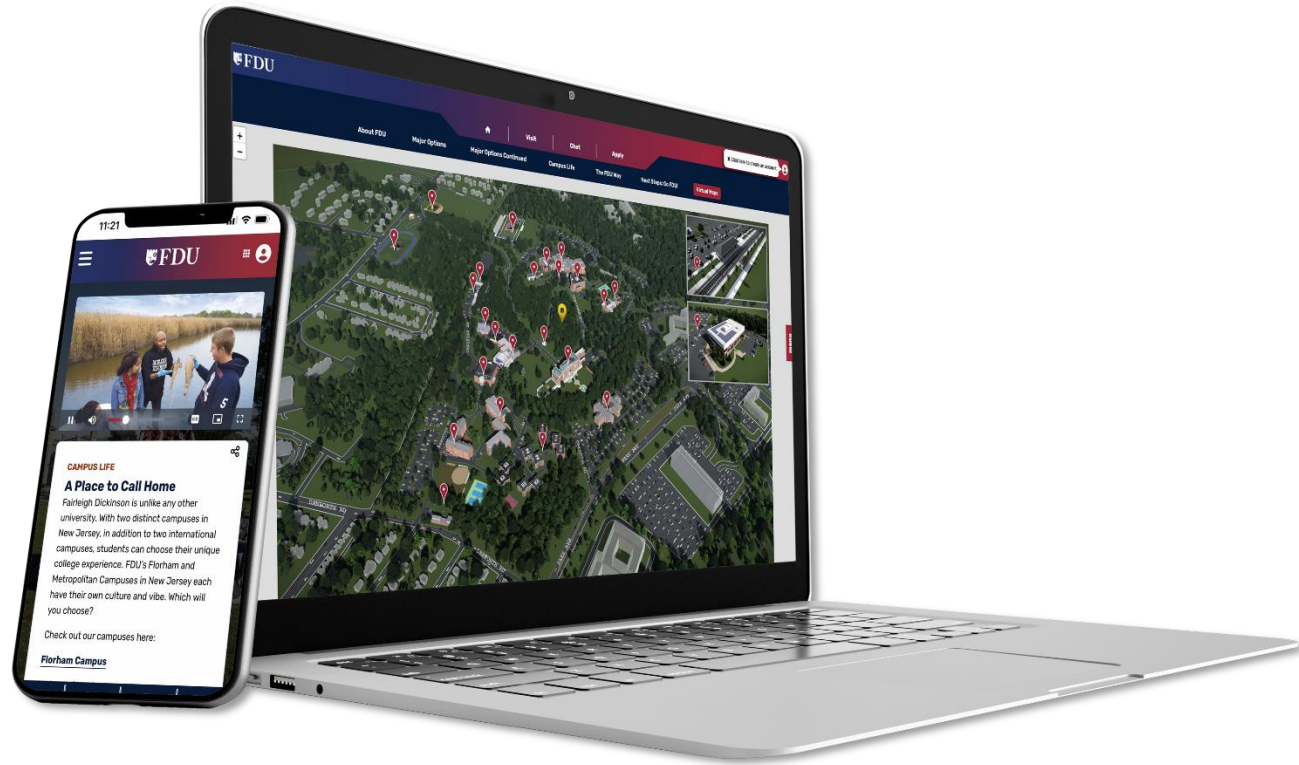
Sizzle Reel/Hype Style

- Mission: Excite, grab attention
- Tempo: High energy, music, lots of graphics
- Content: Quick facts, fast cuts
- Who: High use of b-roll with voiceover

Tour Style

- Mission: Discover
- Tempo: fun, inviting
- Content: Looking into camera, *“follow me”, “let me show you”*
- Who: Existing students

Packaging and delivery make the difference



Video Drives Ad Click-Throughs

After clicking an ad...



Video Drives Ad Click-Throughs

After clicking an ad...



Video Drives Text Engagement

97% of students are open to receiving a text message

23% would be open to receiving a text message from a college or university with links to photos or videos



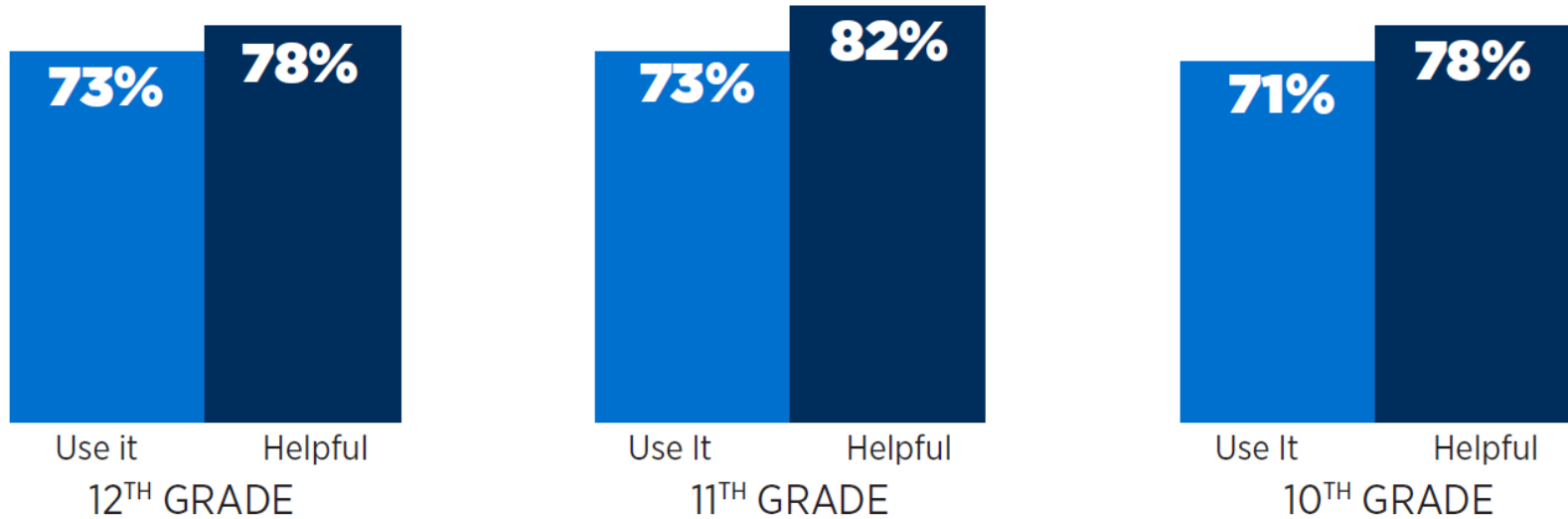
A person is shown from the chest up, smiling and looking at a smartphone held in both hands. The image is overlaid with a semi-transparent blue filter. The text "Creating a Compelling Virtual Experience" is centered over the image in a white, sans-serif font.

Creating a Compelling Virtual Experience

Nearly Half of Students Have Taken a Virtual Tour

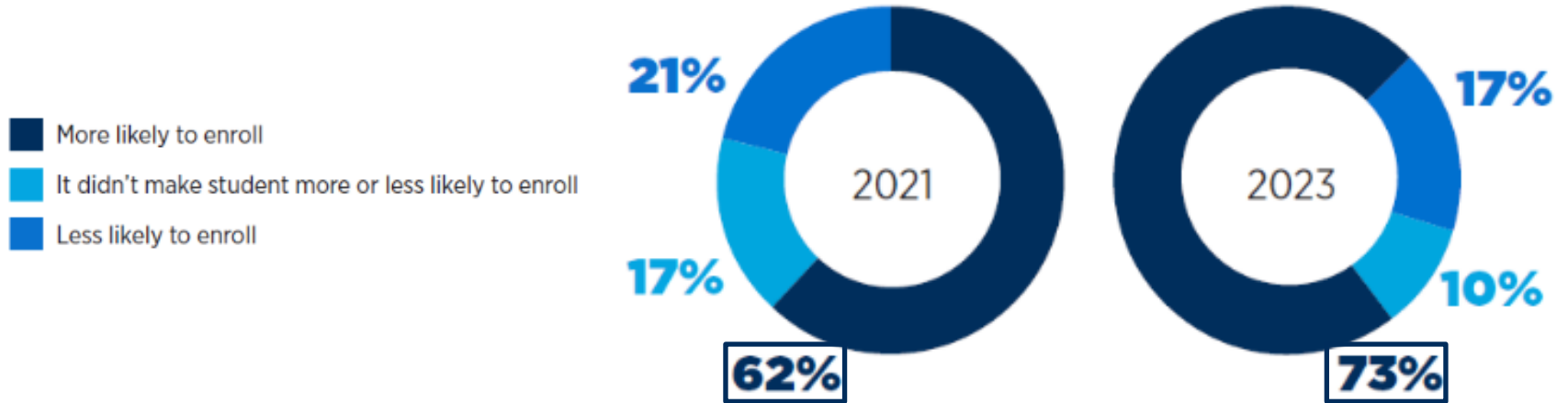


Students Find Virtual Tours Helpful to College Planning



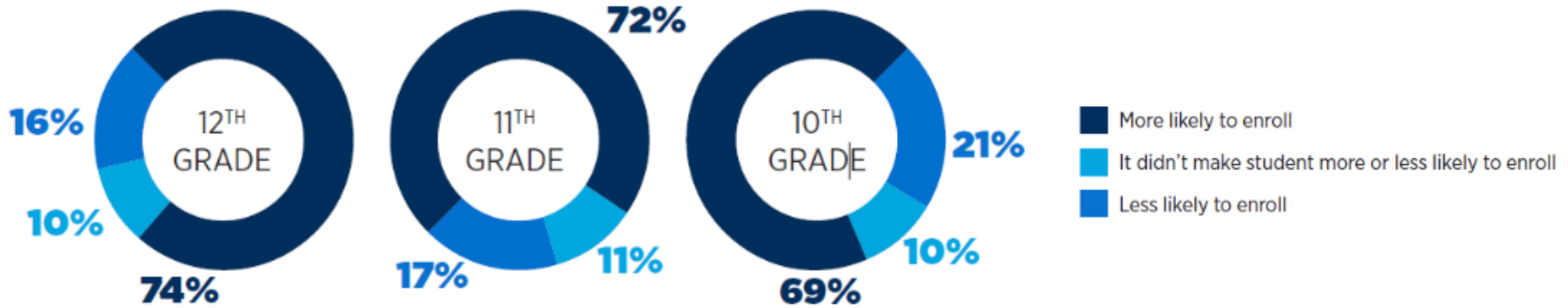
73% of students use virtual tours or virtual reality experiences
79% find them helpful

The Influence of the Virtual Tour Continues to Grow



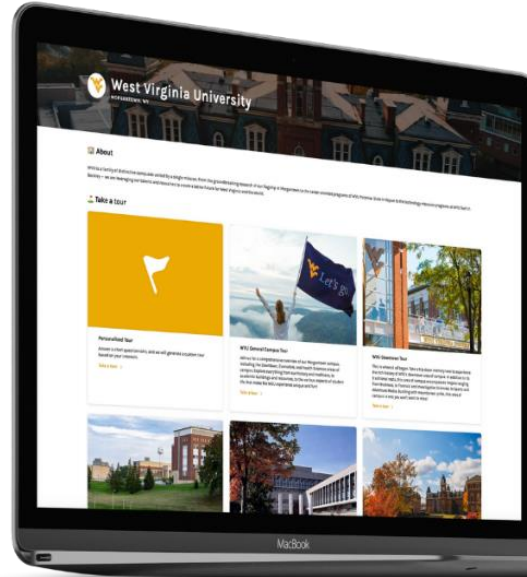
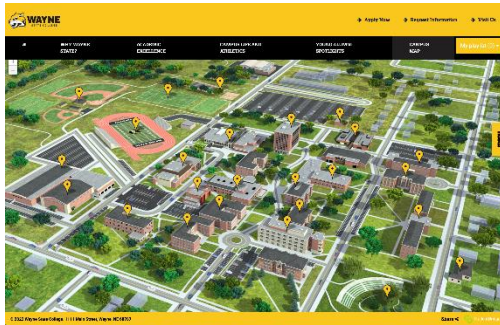
Prospective students increasingly indicate that taking a virtual tour increases their **likelihood of enrolling**

Virtual Tours Increase Likelihood of Enrollment



The influence of the virtual tour increases as students progress toward **enrollment**

Your audience are digital neo-natives

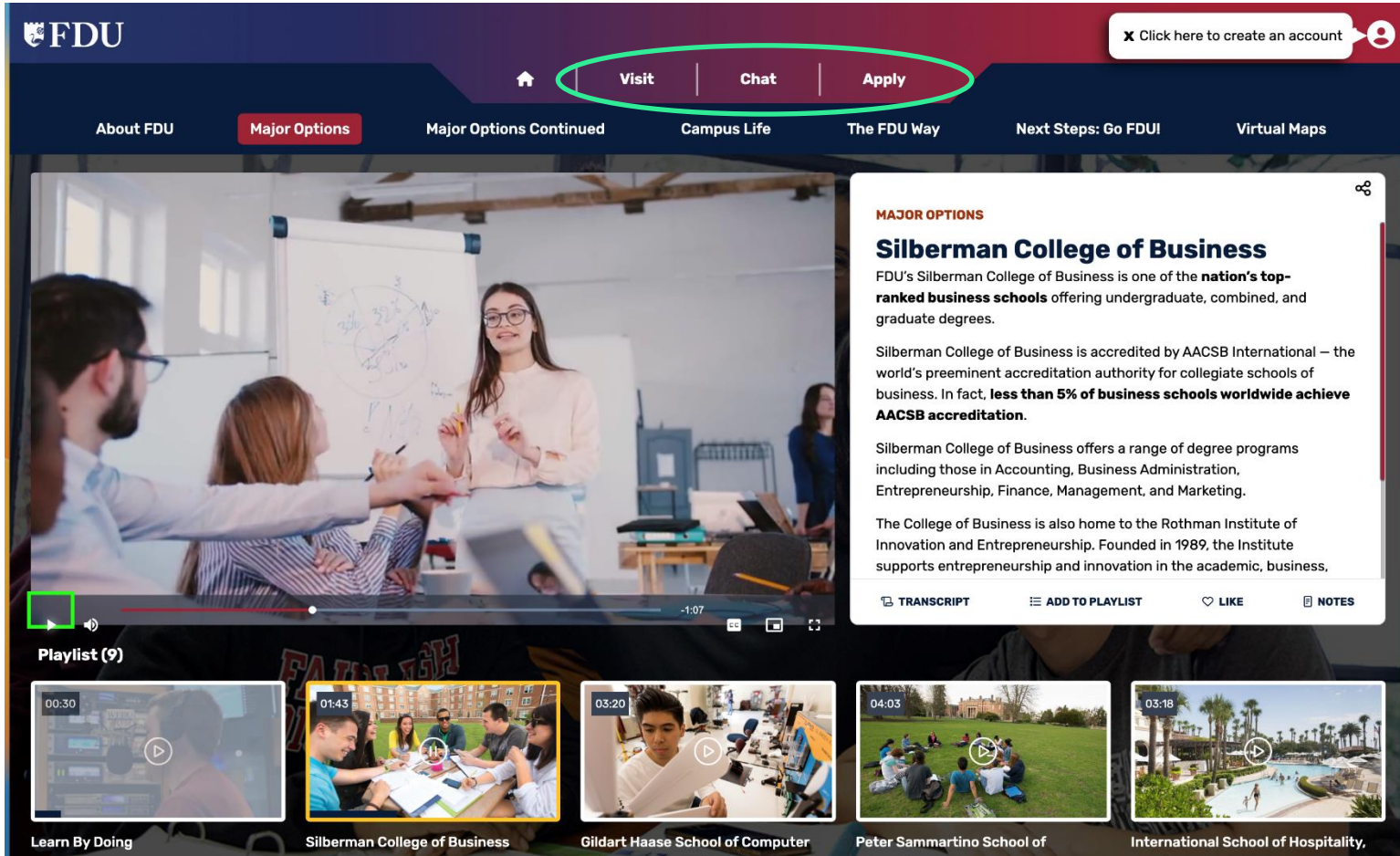


Virtual Tours Drive Enrollment Action

After taking a virtual tour, students will:

ACTION	12 TH GRADE	11 TH GRADE	10 TH GRADE
Fill out a form to get more information	29%	19%	30%
Schedule a visit	30%	24%	28%
Continue exploring the website	26%	21%	20%
Completed an application	24%	13%	22%
Follow the college's social pages	24%	28%	30%
Email the financial aid office	18%	19%	27%

Drive easy call to action



The screenshot shows the FDU website with a dark blue header. The navigation menu includes 'Home', 'Visit', 'Chat', and 'Apply', with 'Visit', 'Chat', and 'Apply' circled in green. A red button in the top right corner says 'Click here to create an account'. Below the navigation are links for 'About FDU', 'Major Options', 'Major Options Continued', 'Campus Life', 'The FDU Way', 'Next Steps: Go FDU!', and 'Virtual Maps'. The main content area features a large video player on the left and a text block on the right. The video player has a green play button and a red progress bar. Below the video is a 'Playlist (9)' section with five video thumbnails. The text block on the right is titled 'MAJOR OPTIONS' and 'Silberman College of Business', providing details about the college's accreditation and programs.

FDU

Click here to create an account

Home Visit Chat Apply

About FDU Major Options Major Options Continued Campus Life The FDU Way Next Steps: Go FDU! Virtual Maps

MAJOR OPTIONS

Silberman College of Business

FDU's Silberman College of Business is one of the **nation's top-ranked business schools** offering undergraduate, combined, and graduate degrees.

Silberman College of Business is accredited by AACSB International – the world's preeminent accreditation authority for collegiate schools of business. In fact, **less than 5% of business schools worldwide achieve AACSB accreditation.**

Silberman College of Business offers a range of degree programs including those in Accounting, Business Administration, Entrepreneurship, Finance, Management, and Marketing.

The College of Business is also home to the Rothman Institute of Innovation and Entrepreneurship. Founded in 1989, the Institute supports entrepreneurship and innovation in the academic, business,

TRANSCRIPT ADD TO PLAYLIST LIKE NOTES

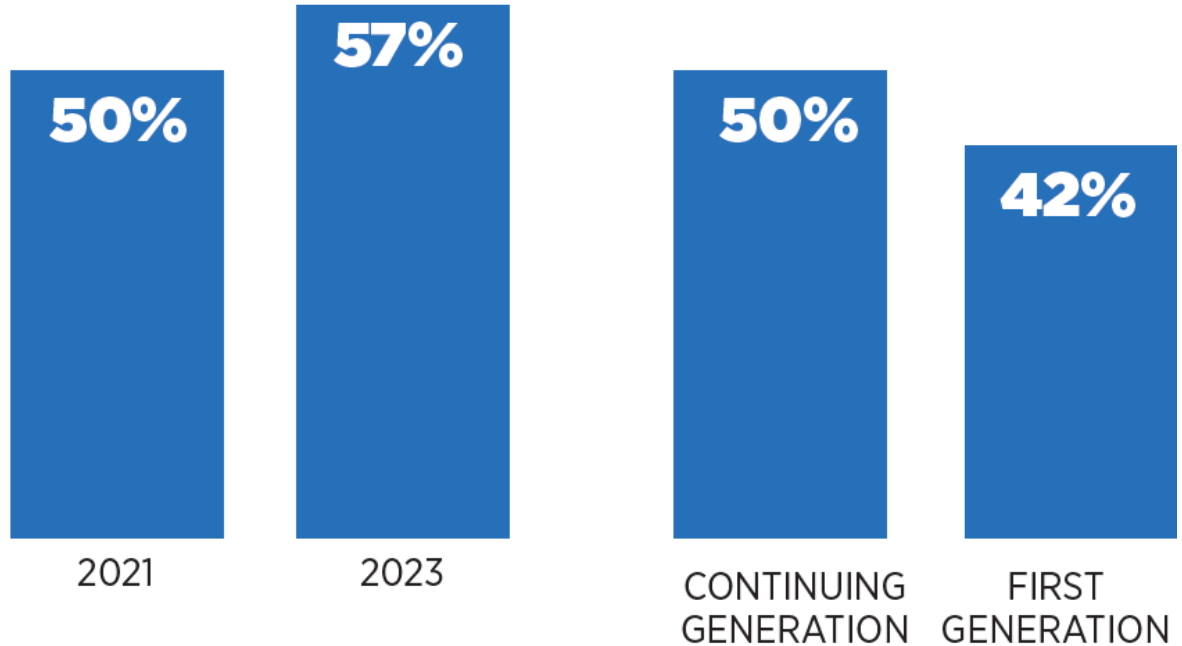
Playlist (9)

- Learn By Doing
- Silberman College of Business
- Gildart Haase School of Computer
- Peter Sammartino School of
- International School of Hospitality,

Virtual Reality (VR) is Emerging

More than half of students report having **seen a college virtual reality video**

(Viewed with a special headset, typically on a mobile device)





More E-Expectations!



E-Expectations Report



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