STUDENT CONNECTIONS
The Different Communication Mediums When Working with Students
How do you ensure your content is engaging?

The three “take-aways” from today
Create Quality Content
Create Focused Content
What is a Millennial?

BOOMERS
- Cars
- Landlines
- TV
- Radio

MILLENNIALS
- Online shopping
- Internet
- Mobile devices
- Social networking

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Tension of Mission

Service

Outreach
Usability testing of the web with Millennials
THE MILLENIAL IMPACT RESEARCH

USE PLAYING

PLAY VIDEO

RESEARCH BY Achieve

www.achieveguidance.com
What content works?

The best online content:

Educate, Entertain, and Inform

Your Goal is to create content that is:

Crisp, engaging, informative

Be careful of “Kitchen Sink Syndrome”

“We are only going to do one posting about this topic so it has to cover everything...”
v.
X

1-to-1
Your messages should look like whole cloth, not a patchwork quilt of tone, style and brand. All the parts must fit together: web site, YouTube, Facebook, Instagram, Twitter, Tumblr, email, brochures.
Think Visual First, Verbal Second

Visuals are the most effective way to evoke emotion and get people to take action.

“Humans are extremely visual: We think largely in images, not words. It’s important to be rationally on-message. But it’s even more imperative to be on-emotion.”

— Dan Hill, author of Emotionomics
If you build it they will come...
If you post your content they probably wont.
Metadata is the key to discovery.
Content needs freedom in order to survive

Free to go where and when people want it most

Content trapped in a silo is invisible
Taxonomies & #folksonomies
The more structure you put into content the freer it will become.
Assets, descriptions and bits

Structure and definition allow content to be atomized.

Structure cuts out the guess work
Millennials discover your content via search. They do not start on your page.
Linked Data

In a “nimble” world, consumers become curators. Algorithms filter what you see. Without meta data your content is invisible.
The Rogers Curve

Consider that most of your users are at the front of the curve
What does research say about Millennials?

• Young adults are leading the way as early adopters of digital devices.

• Over 40% of total owners iPad and smartphones are Millennials.

• This overindexing comes despite the higher income profiles of those in older cohorts.

Here is What They Said:

What Makes Your Generation Unique?

<table>
<thead>
<tr>
<th>Millennial</th>
<th>1. Technology Use (24%)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2. Music / Pop Culture (11%)</td>
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<td></td>
<td>3. Liberal / Tolerant (7%)</td>
</tr>
<tr>
<td></td>
<td>4. Smarter (6%)</td>
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<td>5. Clothes (5%)</td>
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Note: Based on respondents' open-ended responses. Categories do not represent individual respondents but do indicate common themes in each age group. Sample sizes for sub-groups as follows: Millennials, n=527; Gen X, n=603; Silent, n=205;
Here is What They Said:

1 in 3

College Students and Young Professionals

Consider Internet a Fundamental Human Resource

55%

And

62%

Of College Students

Say They Could Not Live Without the Internet

Of Young Employees

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The New Way to Get Around

2 out of 3 college students globally would choose an internet connection over a car.

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The new Social Life
Internet Over Love and Friendship

40% (2 out of 5) of global college students surveyed say:

27% (over 1 out of 4) of global young professional surveyed say:

Internet → Dating OR Friends OR Music

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“Most Important” Technology:

Millennials cite a mobile device (laptop, smartphone, tablet) as “the most important technology” in their lives.

Smartphones are poised to surpass desktops as the most prevalent tool from a global perspective.

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The Use of Mobile Devices for Accessing Information

TV's prominence is decreasing in favor of mobile devices like smartphones and laptops.

Only 4% of college students and employees surveyed globally said the newspaper is their most important tool for accessing information.

1 out of 5 students have not bought a physical book (excluding textbooks required for class) in a bookstore in more than two years - or never at all.

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Generations and “Selfies”

% saying they have shared a selfie

- Millennial: 55
- Gen X: 24
- Boomer: 9
- Silent: 4

Note: Based on all adults. N=1,821. Respondents who knew what a selfie was were asked if they had ever shared a selfie on a photo sharing or social networking site such as Facebook, Instagram or Snapchat. Source Pew Research survey. February 14-23, 2014

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Or... why don’t they read my mail?
Steps to getting your first license: Teens 15–17 years old

License requirements
To get your driver license, you must:
- Be at least 16 years old.
- Be a Washington resident (your license will show this address).
- Successfully complete a driver training course.
- Have your Washington State photo instruction permit for at least 6 months.
- Not have been convicted of any traffic violations within 6 months of applying for the license.
- Not have been convicted of any alcohol or drug offense while holding an instruction permit.

How to get your license
1. Pass a driver training course.
2. Get an instruction permit.
3. Complete at least 50 hours of driving practice (including 10 hours at night) with someone who’s been licensed for 5 years or more.
   - Resources for the person who supervises the driving practice:
     - Intermediate License Logbook to record driving practice.
     - Washington Parent Guide to Teen Driving for tips on how to supervise.

Safe Driving Apps used between parents and teens to establish safe driving practices:
What goes on what channel?
Are they all the same?
Adjust the tone to fit the channel
WHAT DO THESE CHANNELS HAVE IN COMMON?
POWERFUL ENGAGEMENT THROUGH VISUALS
The Greatest Financial Aid Blog In The Whole World

Afraid of the college Financial Aid process?
Explore our archives!
This blog was created to help high school and current college students think about a variety of issues they might face.
We take questions too...

Posted 2 weeks ago

very important...
If you’ve moved in and “hate it” you MUST tell your family / RA right away.
The Add/Drop period is short and you want to get your money back if you can.
Don’t just hang out for a few days.

Posted 1 month ago

It’s much more cost effective to live at home and commute to school if you can...

 Posted 1 month ago

Don’t do this. (see above)
Instead, follow this list:
1. Visit some local colleges
2. Politely ask a teacher for a written recommendation
3. Get a part time job (everybody needs more help as the holidays approach)
4. Research and start applying for scholarships NOW.

Raillogged 2 weeks ago from kauhau

© 2013-2014 Keep Calm and Plan Ahead
The power of cross-posting
Post once & publish in multiple channels by connecting accounts
KEEP YOUR CHANNELS UPDATED
Millennial's biggest website peeve is when the information has not been recently updated

83% SAY YES THEY HAVE SMARTPHONES

17% NOT USING A SMARTPHONE

Strong Images Are Critical
How can you leverage these behaviors?

This is a visual community. Most will engage via mobile. Text does a poor job of initial engagement. Visual design is the critical component for success.

Trust comes from engagement. Engagement comes from consistency and frequency.

Choose the right channel and tailor your message appropriately.

This generation values transparency and conversation. Your communication should not be announcements, they need to be part of a larger conversation.
Strategy v. Bright Shiny Objects

Be strategic in investing your time
Set a goal before your engage
Measure your efforts
Run a low-risk pilot
Have a Plan

What is your goal?
What is your outcome?
Who is your audience?
What are your assets?

Create a blueprint for success.

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American Millennials: Deciphering the Enigma Generation

Outlook on the Millennial Consumer Syndicated Study for 2014

Millennials: Social, Yes, But Not Tethered to Technology

Off Our Lawns and Out of Our Basements: How We (Mis)Understand the Millennial Generation

Millennials in Adulthood – Pew research

Preparing Millennials to Lead in Cyberspace

2014 Digital Marketing Optimization Survey results

Moving Social Media out of Silos
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