2008 ANNUAL CEC CONFERENCE

An Introduction to Marketing and Recruiting in Online Communities

AGENDA

Introduction and Housekeeping

A survey of Web 2.0 tools and platforms

The Web 2.0 and online community landscape

User behavior and segmentation

Case studies

- **LinkedIn: Caltech & Monash & Alberta**
- **Facebook: Harvard & UBC**
- **YouTube: Berkeley & MIT & Toronto**
- **MySpace: Top 5 US universities & Toronto**
- **Blogging: Do you want to get Lucky?**

Strategic implications

Discussion

INTRODUCTION AND HOUSEKEEPING

- **55 minutes for the presentation and 20 minutes for discussion**

- **The presentation will be posted on www.illuminategroup.com**

- **Some 2008 Web 2.0 / online community-related presentations:**

  - **CASE Leadership Summit / Europe Annual Conference**
    - *The Future of Community and Affinity in an Online World*
    - *The Online Communities Workshop*
    - *The Online Community Agenda*

  - **EAIE Annual Conference**
    - *Web 2.0, Alumni, and International Student Recruiting*

  - **AIEC/IDP Annual Conference**
    - *How Online Communities Change International Education*

  - **CBIE**
    - *Strategic Responses to Online Communities & Platforms*

IS ALL OF THIS WEB 2.0 STUFF FOR REAL?

- **When it comes to marketing and recruiting higher education institutions, conditions have changed drastically across multiple dimensions**

- **International students have begun to matter a great deal to institutions, from tuition income to talent acquisition. At the same time competition between institutions and countries for such students has increased**

- **Technology has been a key driver – moving on from e-mail to IM to text messaging (SMS). Reaching today's and tomorrow's students is fundamentally different than it was just 10 years ago**

- **Online communities/platforms and a number of Web 2.0 tools are already instrumental in reaching (potential) students and alumni, and will eventually act as the main communication conduit to reach everyone**

The future already arrived yesterday

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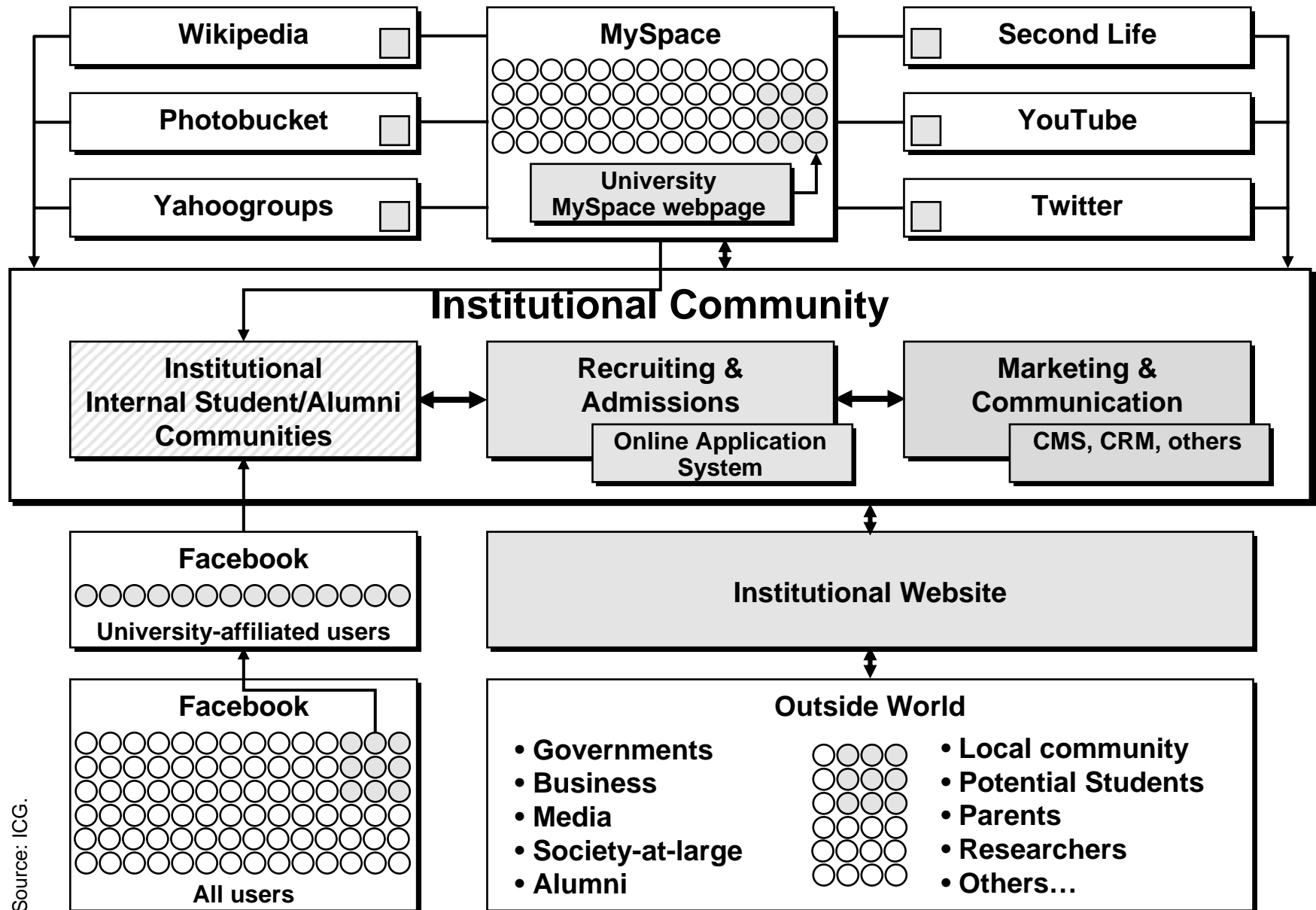
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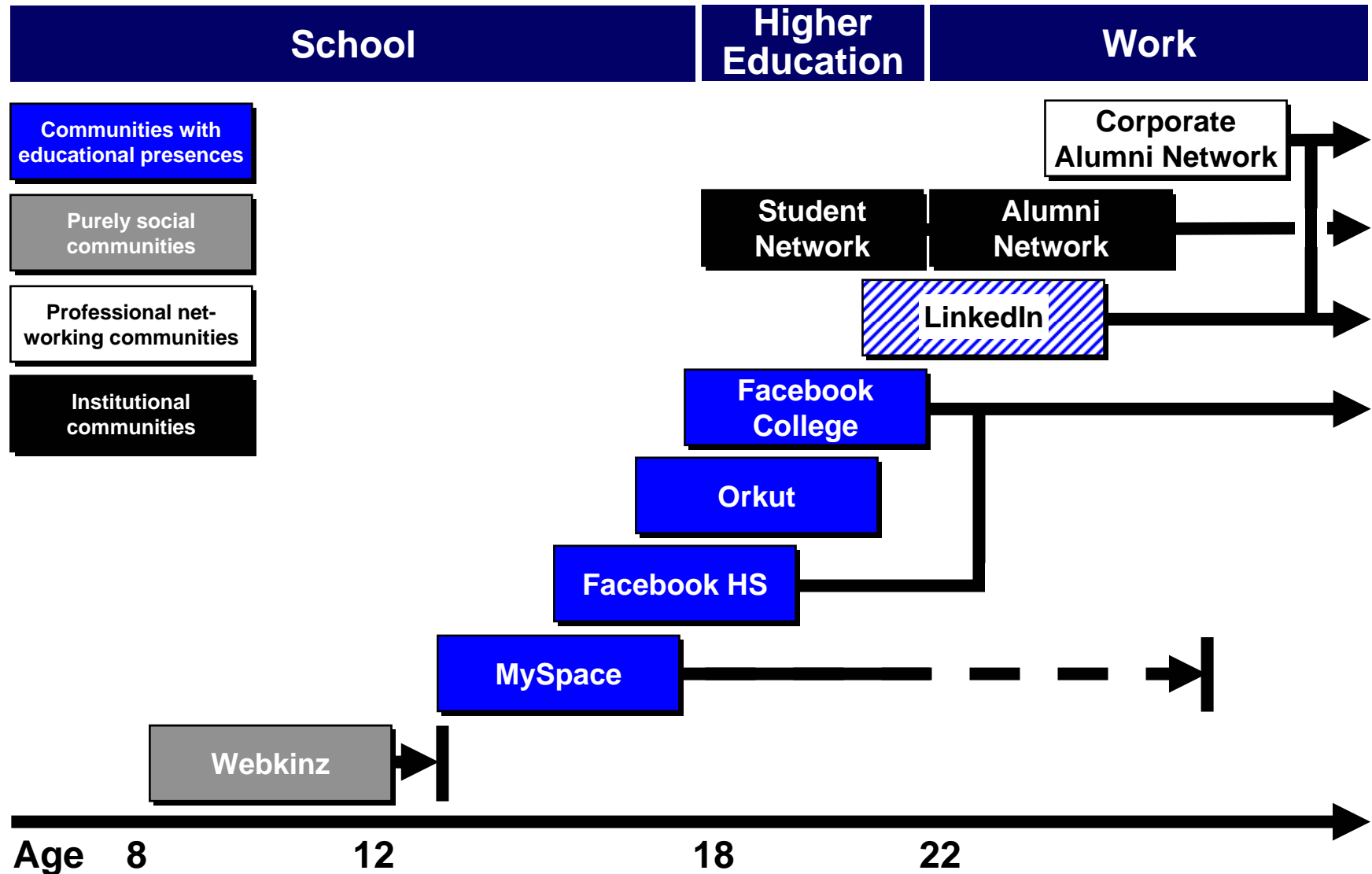- **Blogging: Do you want to get Lucky?**

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- **You've heard about Facebook. But who has an account?**

- **What in the world is Orkut?**

- **What accounts for the majority of interactions on Second Life?**

- **Who has posted a video on YouTube?**

- **What is the largest / most frequented online community?**

- **Who spends more than 30 minutes a day in communities?**

- **Have you been tweeted?**

- **Bonus question: Whose institution has developed an integrated, cross-functional social media communication strategy?**

WHAT ARE THE TOP 10 WEB PROPERTIES IN CANADA?

1. **Google Sites**

2. **Microsoft Sites**

3. **Yahoo! Sites**

4. **Facebook.com**

5. **eBay**

6. **Wikipedia Sites**

7. **AOL LLC**

8. **Yellow Pages Group**

9. **Amazon Sites**

10. **Canoe Network**

(1) A not insignificant amount of traffic to Microsoft Internet properties is based on service and other requests related to Microsoft software.
Source: Comscore, March 2008.

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Wikipedia

Photobucket

Yahoogroups

MySpace

University MySpace webpage

Second Life

YouTube

Twitter

Institutional Community

Institutional Internal Student/Alumni Communities

Recruiting & Admissions

Online Application System

Marketing & Communication

CMS, CRM, others

Facebook

University-affiliated users

Institutional Website

Facebook

All users

Outside World

- Governments
- Business
- Media
- Society-at-large
- Alumni

- Local community
- Potential Students
- Parents
- Researchers
- Others…

Source: ICG.

BY THE TIME STUDENTS ENTER HI ED, THEY ARE ALREADY DEEPLY IMMERSED IN MULTIPLE COMMUNITIES

School	Higher Education	Work

Communities with educational presences

Purely social communities

Professional net-working communities

Institutional communities

Corporate Alumni Network

Student Network

Alumni Network

LinkedIn

Facebook College

Orkut

Facebook HS

MySpace

Webkinz

Age   **8**   **12**   **18**   **22**

Source: ICG.

Community Usage by User Age Cohort

Categories (left to right): LinkedIn, Flickr, Classmates, Friendster, Hi5, Facebook, Myspace, Bebo

Groupings: High School, College, College Plus

Legend: ■14-17 ■18-24 ■25-34 ■35-44 ■45-54 □55-64 ■65+

X-axis: 0%, 30%, 40%, 70%, 100%
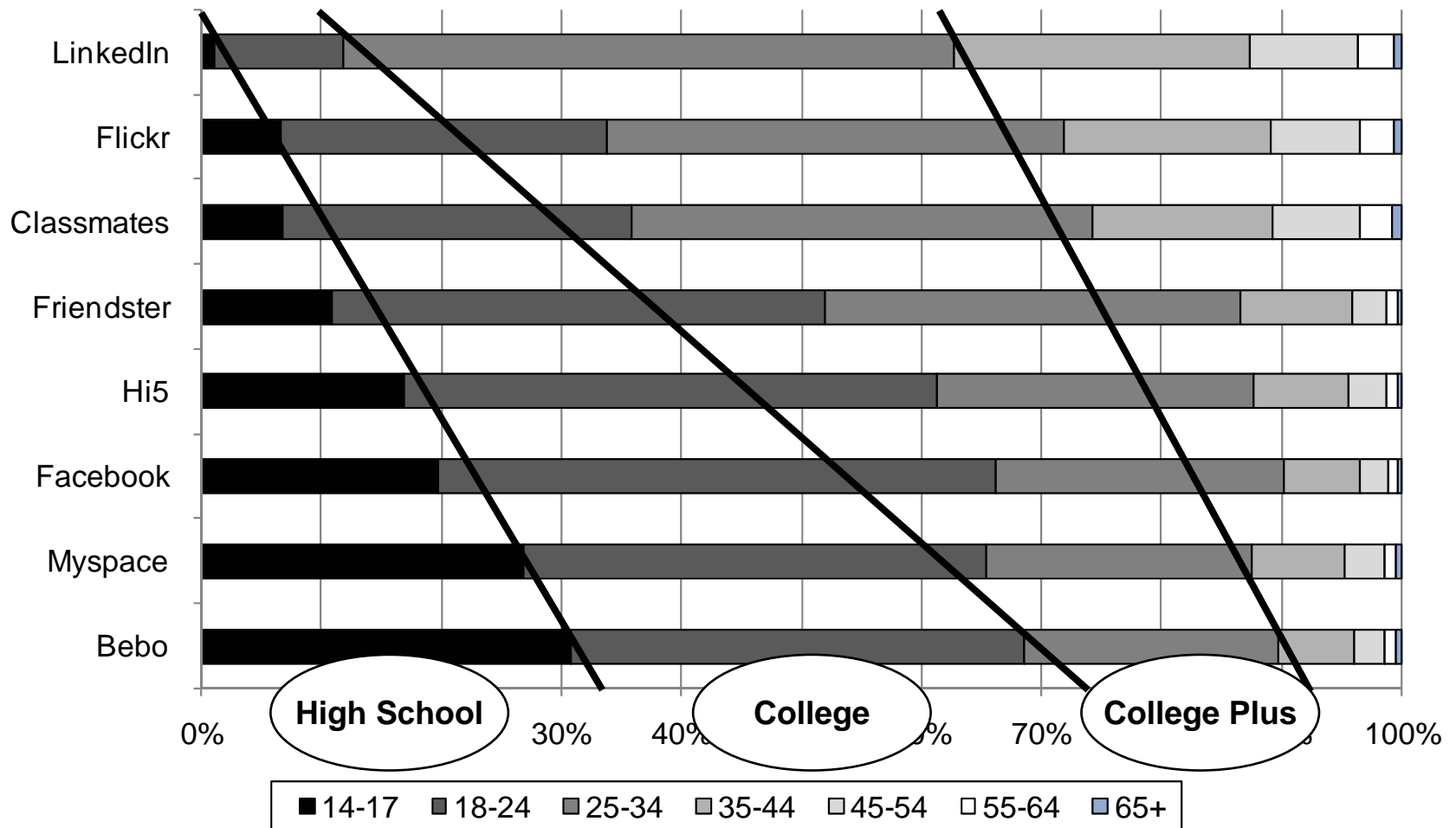
Source: Rapleaf, June 2008.

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COMMUNITY USER BEHAVIOR AND ADOPTION: IMPLICATIONS FOR STUDENT RECRUITING

- **What do have teenagers in London, Los Angeles, Sydney, Singapore, and Toronto in common?**

- **They do not like homework? Maybe…**

- **They will regret fashion choices when their teenage kids find pictures of them in the future? Probably…**

- **They share two devices:**
  - **An iPod**
  - **A cell phone**

- **They have moved their social infrastructure, communication patterns, and media consumption more or less entirely online**

- **This has drastic implications: For the first time, a globally homogenous technology user experience has emerged**

Does your institution know how to recruit these students?

TARGET AGE COHORTS ARE BY FAR THE MOST ACTIVE ONLINE COMMUNITY USERS

Percentage of U.S. Online Users by Age Group

Categories

	12-17	18-21	22-26	27-40	41-50	51-61	62+

Creators

Critics

Joiners

Spectators

Inactives
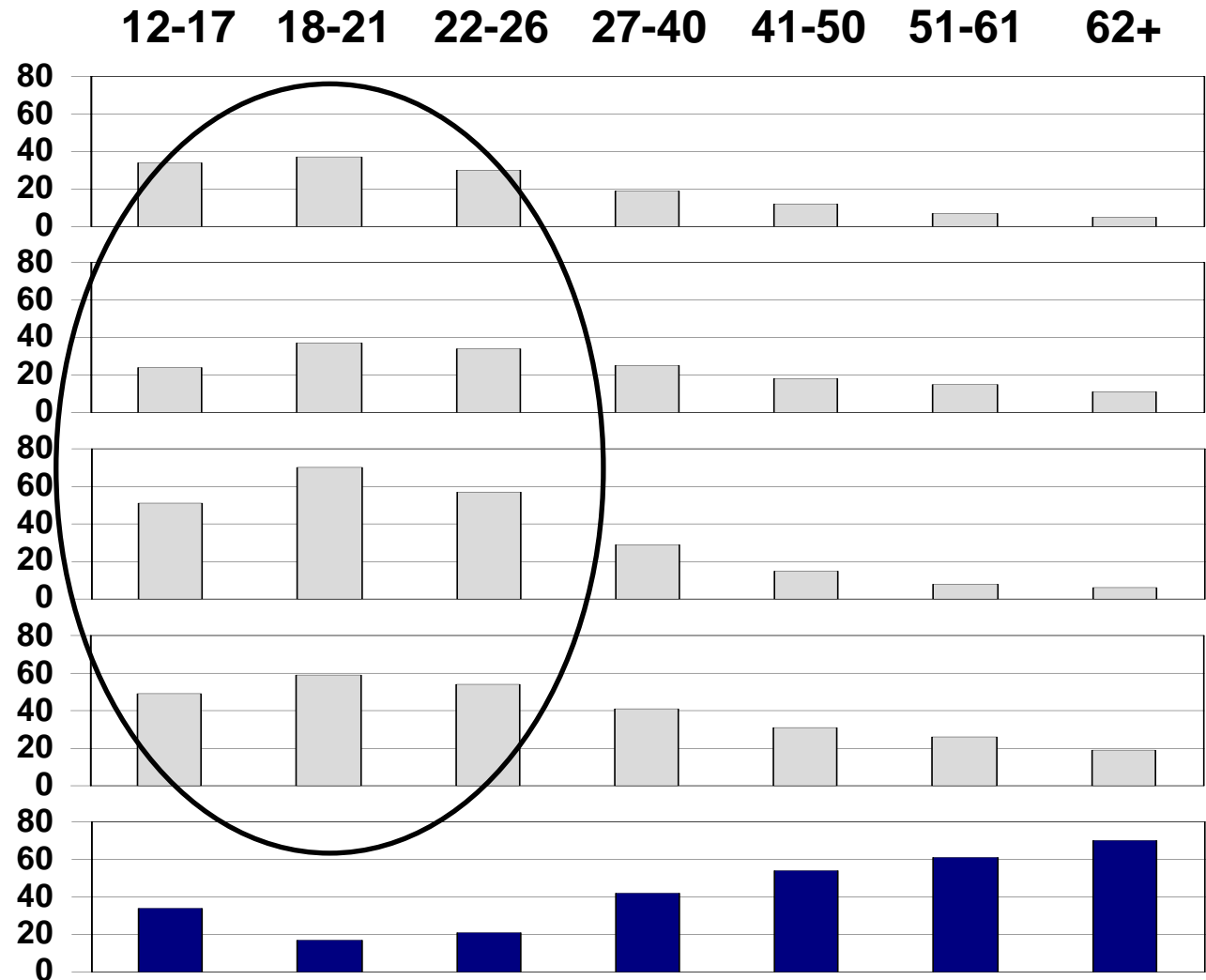
Source: Forrester Research, 2007.

Hours/Day Internet Usage
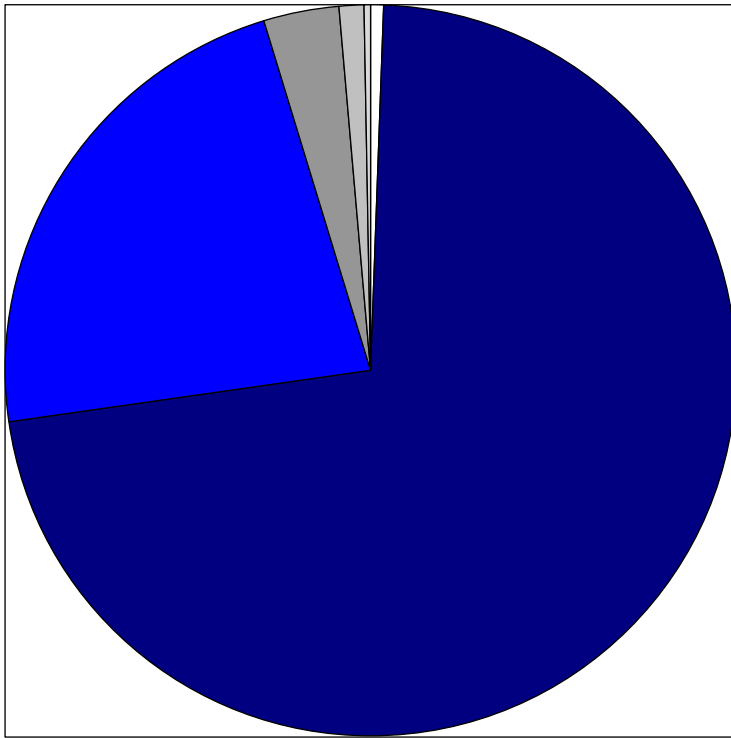
Community Usage

□ < 1 ■ 1 to 3 ■ 4 to 6 ■ 7 to 9 □ 10 to 12 □ > 12
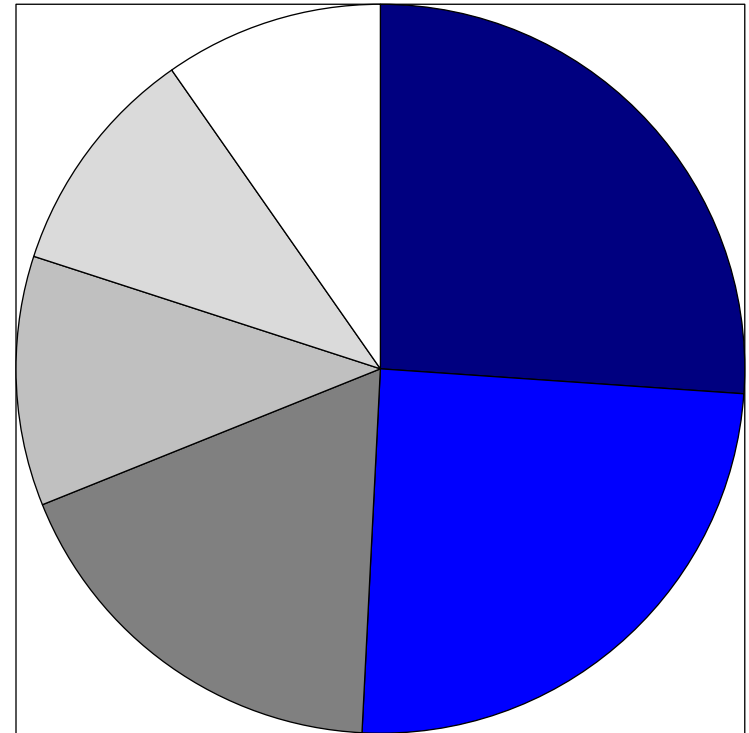
■ Very often　■ Often　■ Somewhat
□ Rarely　□ Very rarely　□ Never

Online community usage is a global phenomenon

Source: HIS Studieren im Web 2.0, 2008.

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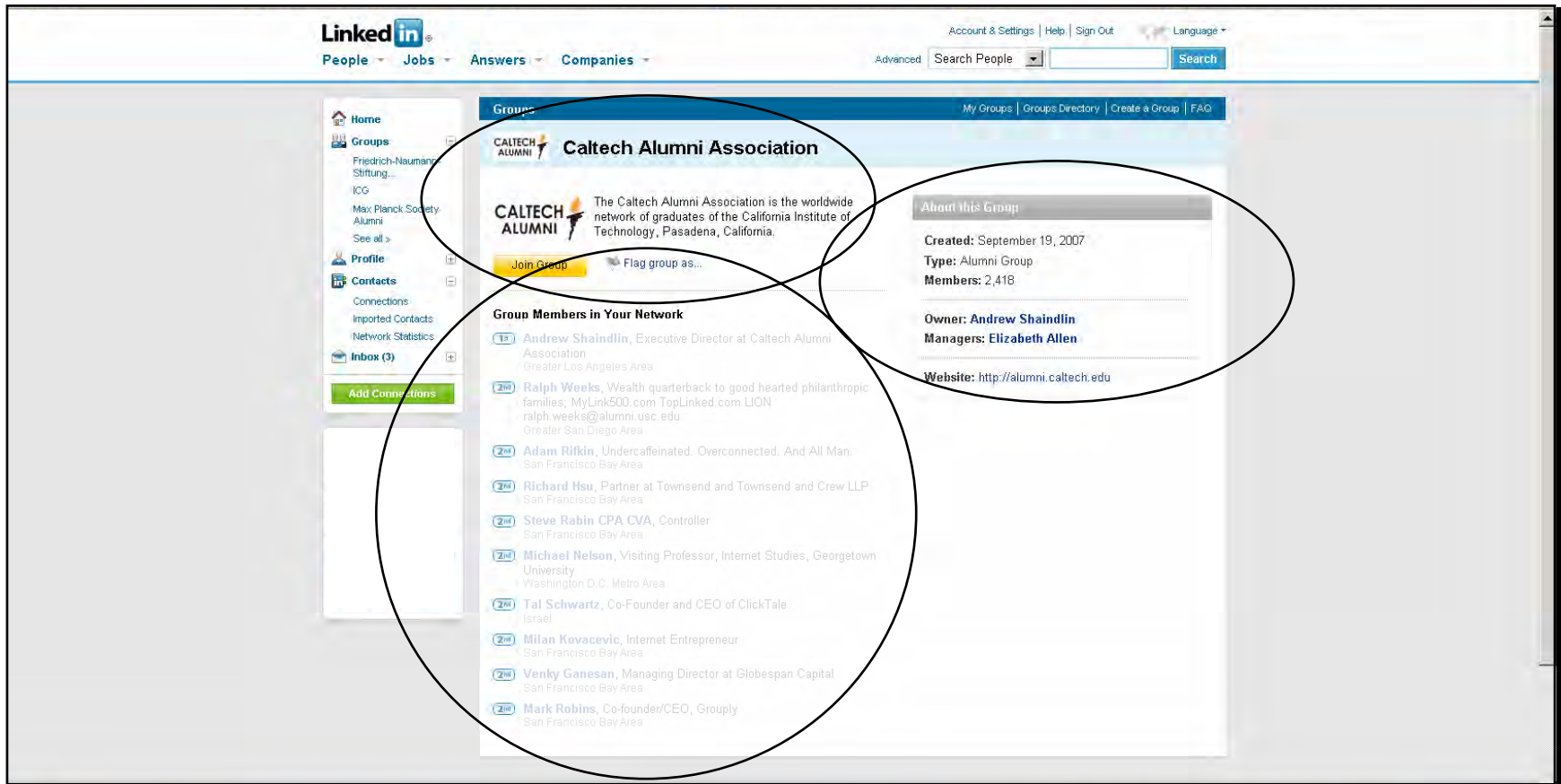
There is not a lot to see from the outside…

Source: LinkedIn Caltech Alumni Association Group page, October 2008.

It is about branding – which applies to alumni, students, and recruits

Source: LinkedIn search results page, July 2008.
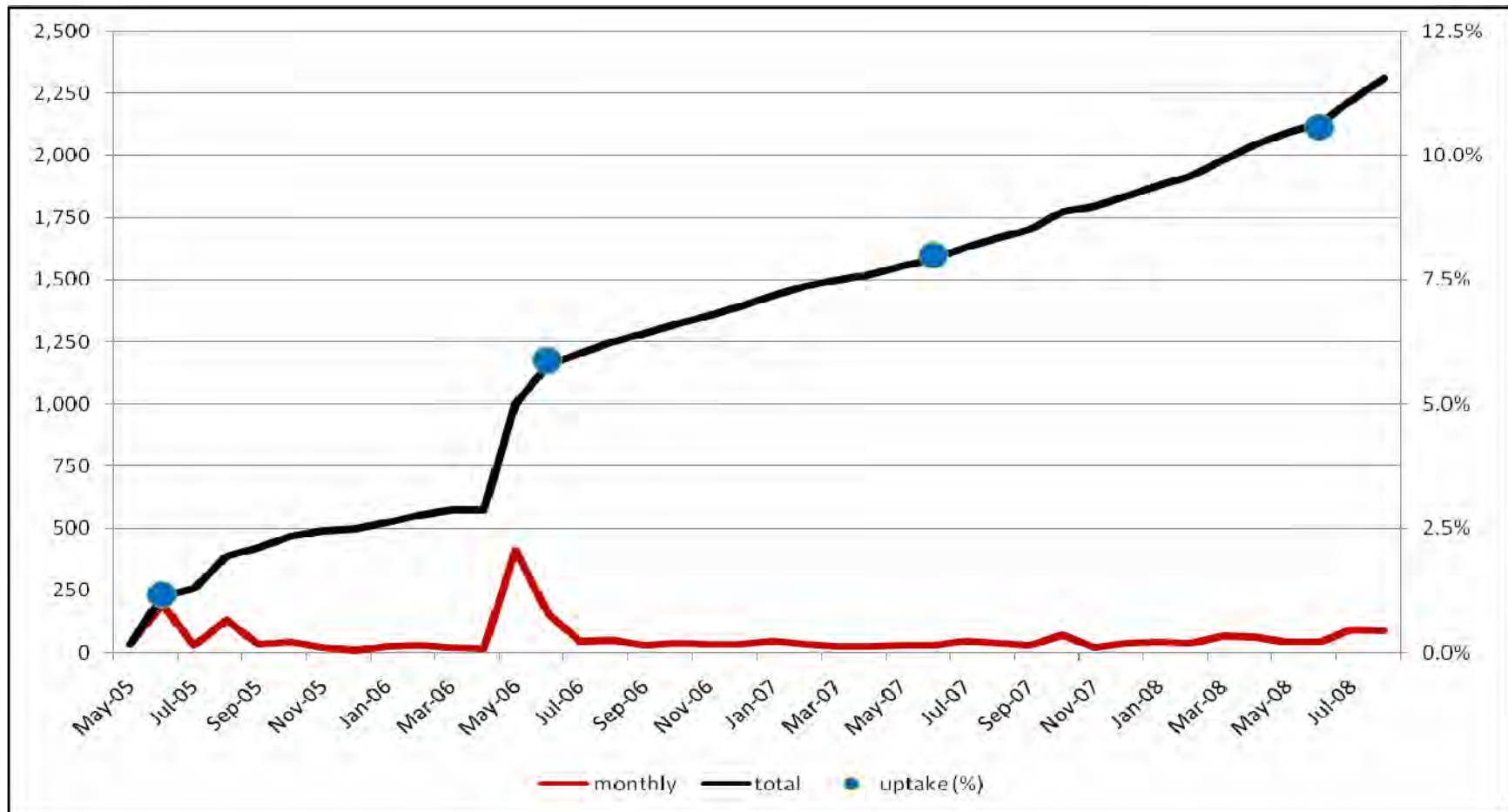
Sustained growth – despite LinkedIn not appealing to many Caltech alumni

Source: Caltech Alumni Association, September 2008.

- **The University of Alberta has an exceedingly small footprint on LinkedIn with a total of a mere 460 members**

- **Only "10" University of Alberta-affiliated groups exist:**
  - **University of Alberta Alumni – 409 members**
  - **Schulich School of Engineering – 25 members**
  - **Alberta MBA – 15 members**
  - **University of Alberta Gold Key Society – 5 members**
  - University of Alberta, Law Alumni – 1 member
  - University of Alberta, MHSA Alumni – 1 member
  - Libon Cardiovascular Institute of Alberta – 1 member
  - University of Alberta, Faculty of Extension, MACT – 1 member
  - University of Alberta School of Business Alumni Association – 1 member

- **The overall brand and faculties are represented, but the little differentiated group presence evidences clear brand disassociation patterns**

How can future students relate to Alberta in the absence of a networked presence?

- **No official presence of Monash University on LinkedIn**

- **A total of 7,166 alumni are registered – but only 664 are registered in groups**

- **14 unofficial, recently created and highly fragmented groups relating to Monash University exist on LinkedIn, resulting in brand overlay:**
  - **Monash University Alumni (created 20 March 2008, 430 members)**
  - **Monash Uni Alumni (created 13 June 2008, 6 members)**
  - **Monash Alumni (created 27 February 2008, 19 members)**
  - **MonashAlumni (created 10 June 2008, members 1)**
  - **Monash University International Alumni (created 20 June 2008, 36 members)**
  - **Monash Australia Alumni (created 1 July 2008, 26 members)**

Very small footprint: < 1,000 out of > 300,000 Monash community members

Source: LinkedIn, October 2008.

Caltech

3,056 group members total
2,133 students total
Footprint coverage: 143.3%

Alberta

460 group members total
36,948 students total
Footprint coverage: 1.2%

Monash

664 group members total
58,319 students total
Footprint coverage: 1.1%
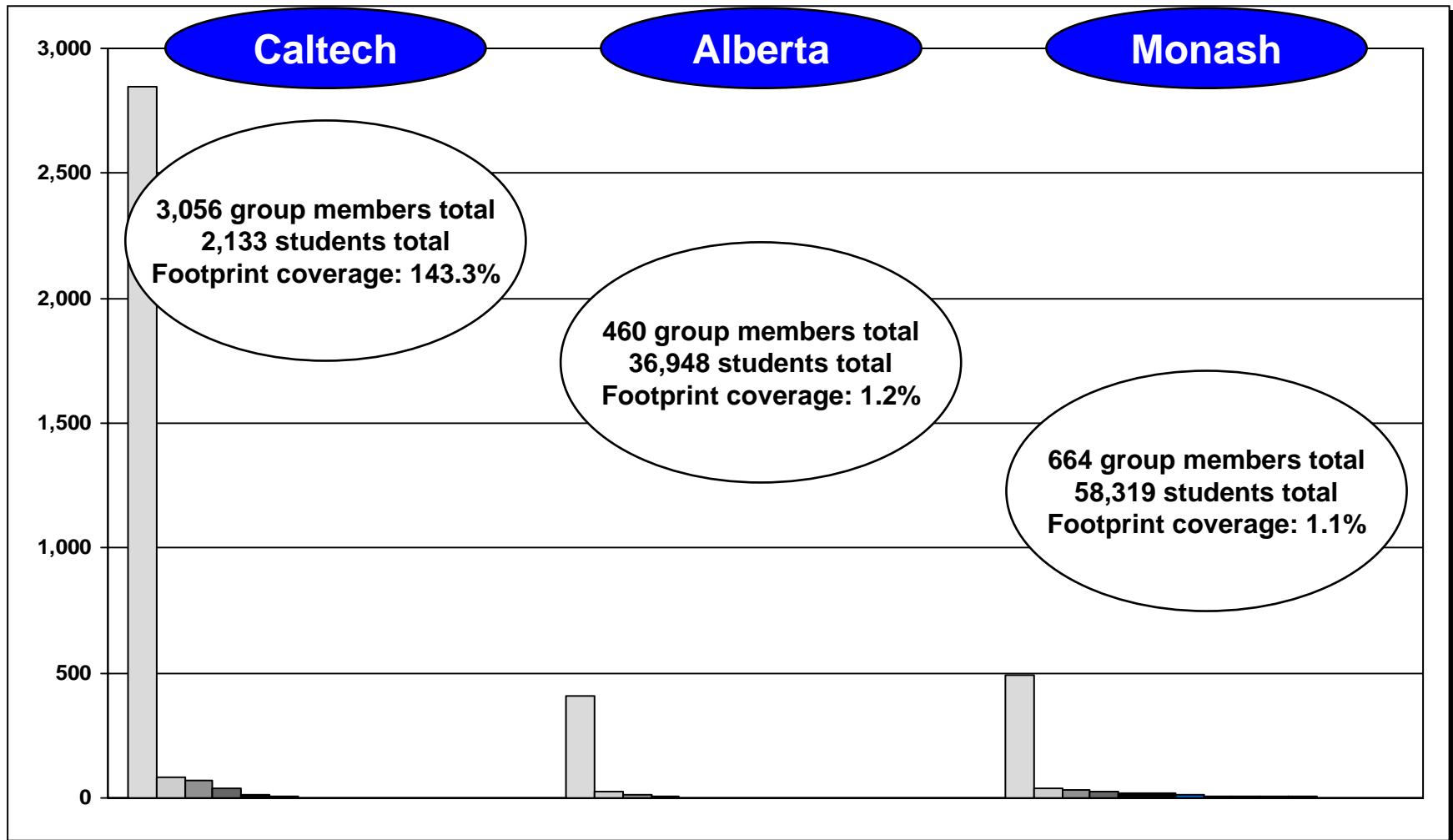
Notes: ICG makes no claim of ultimate accuracy. Data furthermore may be incomplete or structurally inaccurate given a number of methodological constraints. Please see ICG's general commentary on methodological issues. Footprint is calculated as the percentage of respectively affiliated group members on LinkedIn vis-à-vis the student enrollment headcount.
Source: LinkedIn, November 2008.

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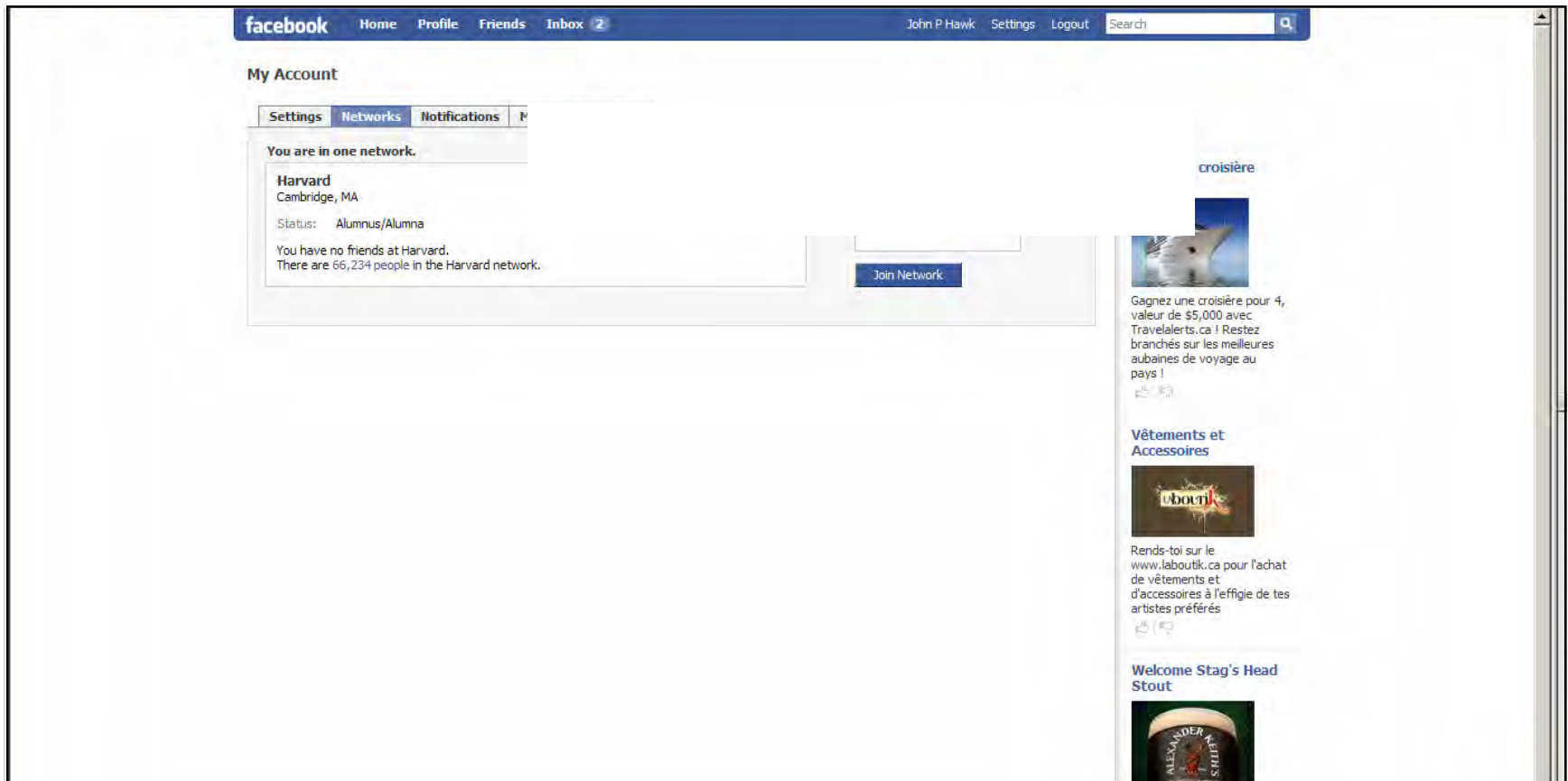
Amalgamation: 20,024 enrolled students – 66,234 Facebook members
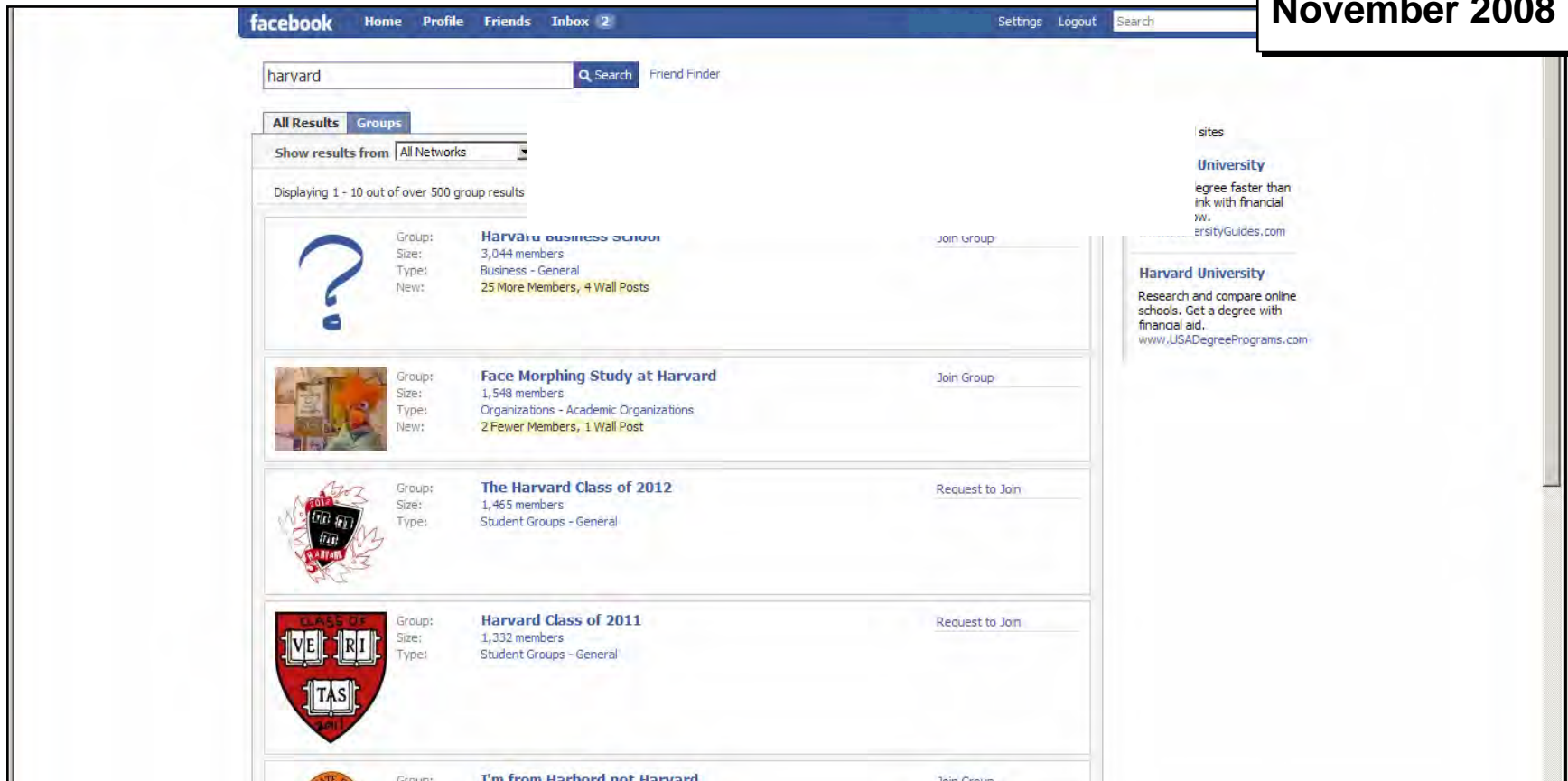
November 2008

Fragmentation reigns

FACEBOOK: UBC'S ALUMNI GROUP

6,473 out of ~ 160,000 UBC alumni in Facebook group

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1.9 million channel views & 16,000 subscribers since October 2007

Source: http://www.youtube.com/user/ucberkeley

2.4 million views (and it is not even a YouTube channel)

Source: http://www.youtube.com/watch?v=NZNTgglPbUA

What? Luckily, few are watching this video

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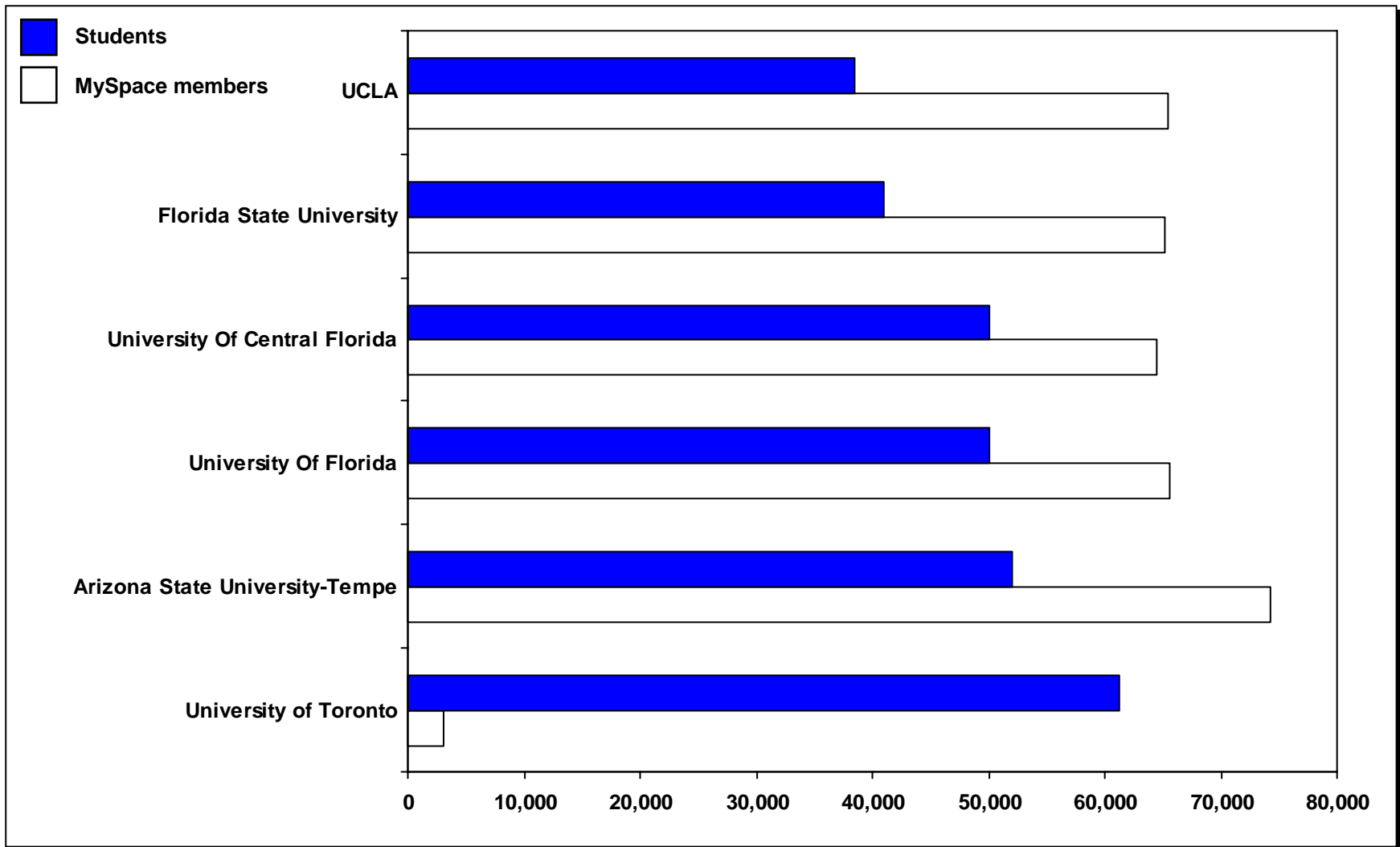
Notes: MySpace list for Top 5 US universities. UoT data per browse function.
Source: MySpace, November 2008.
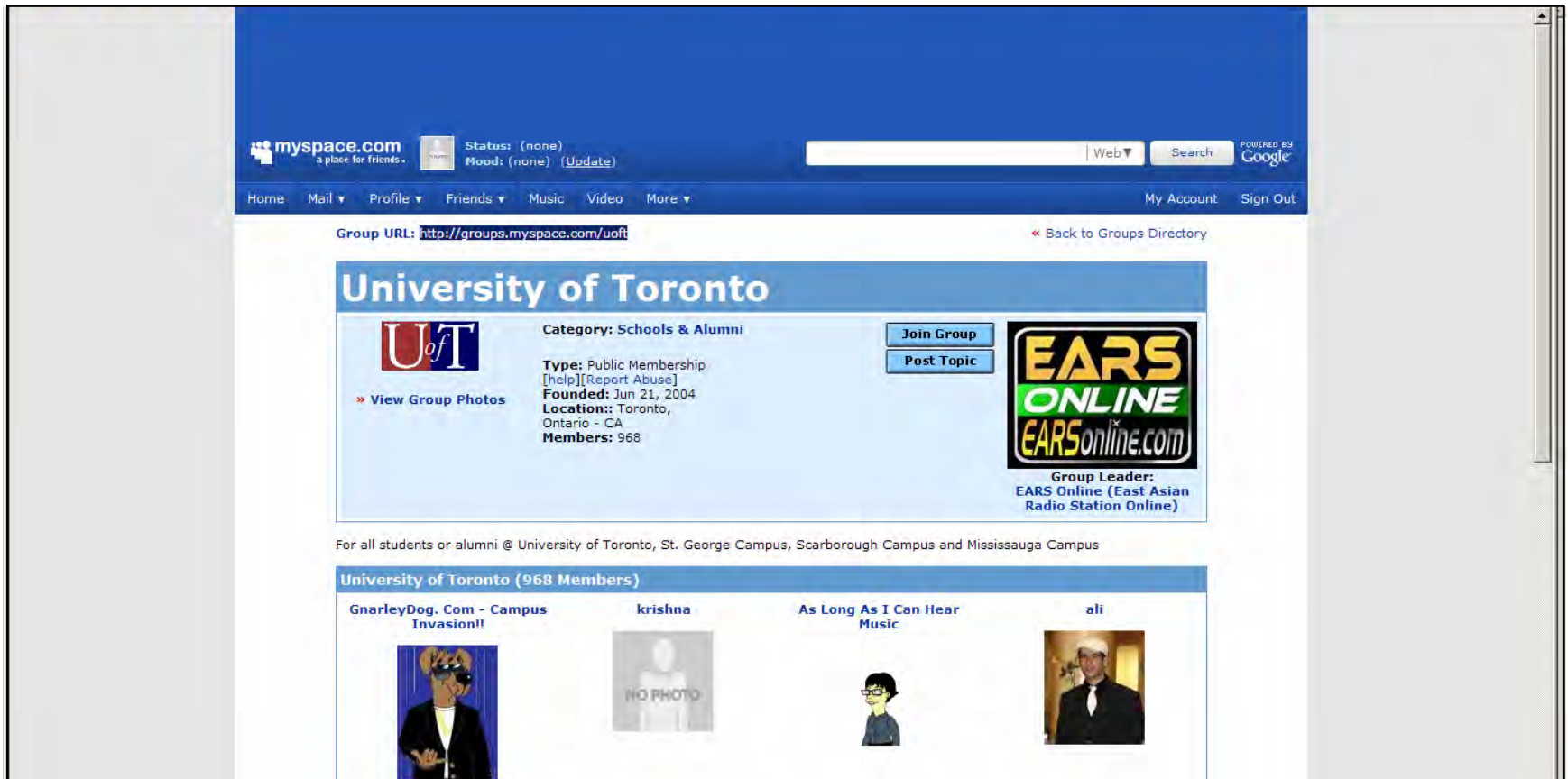
Less than 1,000 dedicated users affiliate with UoT

3,094 overall affiliated users: UoT's brand footprint runs at around 0.5%

Source: MySpace, November 2008.

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Let's remember this gentleman

Source: www.ufl.edu/admissions.
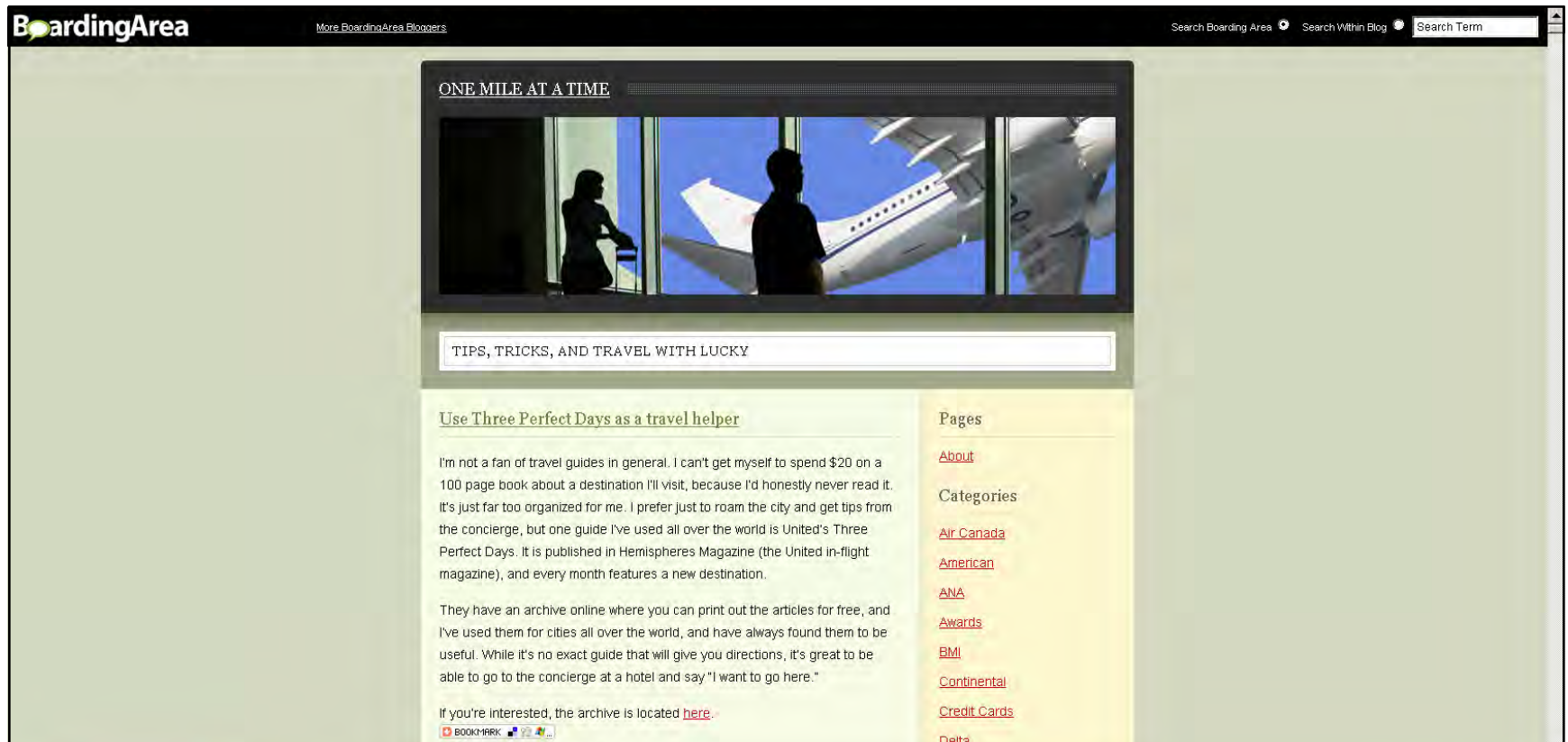
Lucky's blog started eight months ago, now reaches up to 1,500 hits/day

Source: http://boardingarea.com/blogs/onemileatatime.

Three and a half year of community participation: 21,197 posts

Source: "Lucky's" profile on www.flyertalk.com.

Not a CEO. Not a consultant. A college student at the University of Florida

Source: http://boardingarea.com/blogs/onemileatatime.

What kind of Web 2.0 / community recruiting features does UF employ?

Source: www.ufl.edu/admissions.

- Nice
- Clean-cut
- Good looking
- But are they real?
- And who are they?
- And why should an applicant care?

Here's a hint: This is not community or Web 2.0-based recruiting

Source: www.ufl.edu/admissions/prospectiveinternational.html.

Meet Lucky

Drivers: Credibility – relevance – leverage – timeliness

Source: www.ufl.edu/admissions (sort of).

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STRATEGIC RESPONSES TO ONLINE COMMUNITIES

- **For (international) recruiters**

  - **Soon nearly all target pools will participate in communities, revealing deep personal information but also acquiring specific knowledge about institutions. Response: Survey, observe, gently engage, and never push against a community's culture and tonality**

- **For alumni relations staff and career services**

  - **Communities have become a transactional meeting ground for alumni of all institutions – which challenges traditional service and communication models. Response: Connect, communicate, leverage**

- **For marketing and communication staff**

  - **Communities are on their way to become the most important (but not only) channel to reach students, while at the same time inducing a new intra-network dynamic. Response: Seeding, encouraging, and monitoring**

- **For educational delivery (learning/teaching) staff**

  - **Web 2.0 tools and platform are fundamentally altering the way and modes of how teaching and learning is taking place. Response: You have to get in front**

- **Educate all relevant units (alumni, fundraisers, marketing, admissions, communication, faculty leadership, legal, IT, etc.) on what is happening and the existing tactical and strategic challenges**

- **Analyze the implications for the institution. Map challenges and opportunities. Break rules and cross internal silos**

- **Devise an integrated strategic response and educate and train relevant units in the institution**

- **Test. Implement. Test some more. Map and measure. Revise. Change**

- **Repeat Steps One to Four**

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